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The Pulse of the Motion Picture Industry

BOXOFFICE

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Take a Look at Our New Service

Review Digest

An interpretative analysis of opinions deduced from the language of motion picture trade paper reviews. Combined with Alphabetical Index to Feature Releases.

See Page 93

M-G-M SWEEPS GLOOM AWAY!



Margaret Sullavan and James Stewart thrill the fans!

"MORTAL STORM" BIG!

Held Over 2nd Week Capitol, N. Y. Also St. Louis, Boston (playing two theatres day and date) Cleveland, Columbus, Hartford, New Haven, Philadelphia, Washington, D.C. and more every day!



Jeanette MacDonald and Nelson Eddy are together again!

"NEW MOON" PREVIEW GREAT!

It's everything you hoped for. A magnificent musical in the M-G-M manner that's headed for hold-over business. Just what the public wants right now!

Cheer Up America!

"ANDY HARDY MEETS DEBUTANTE!"

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Mickey's in top form and Judy Garland clinches the box-office draw with grand songs!

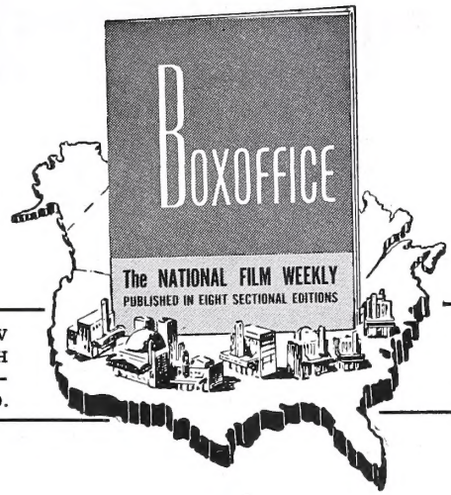


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DESIGN FOR AN INDUSTRY

LATEST reports on the government suit indicate that it will be October or later before settlement terms are agreed upon and that they will not be made retroactive to the 1940-41 season. This is not final but it is the state of affairs at the moment. Anything can happen and, of course, all who feel that the earlier the proposed new trade practices are introduced the better for the general welfare of the industry, still are hopeful of early action. And they are many—on both sides of the fence.

Meanwhile, the uncertainty that has prevailed for so long continues. But out of it comes the certainty that business must go on; that plans, held back for new industry conditions, must be pushed ahead—full steam ahead.

Aside from the war in Europe this is an election year. Ears attuned to radio newscasts on the foreign situation will also turn to political broadcasts in the coming weeks. Millions of pairs of such ears belong to potential theatre patrons. So the competition of outside forces is still further increased. Therein lies a challenge to the motion picture industry—not any single branch, but all of it—to a battle for the survival of the fittest.

On the side of the "opponent" is the invisible force of apathy. It may be said that the balancing power lies within that force, for apathy holds back effort. So there's a job to be done and it's a tough one. Yet all it requires is teamwork—not an easy thing to conceive in an industry that has been pulling itself apart for so many years. BUT IT CAN BE DONE!

The formula looks something like this: Stepped up quality of pictures all up and down the line; mutually satisfactory distributor-exhibitor relations; improved and increased exhibition merchandising methods.

We know it's not so simple as it sounds. But these ideas are not altogether our own. They have been sounded many times before in virtually every quarter of the industry. They only require some daring and some backbone to be carried through.

In production the task is to get a better feel of what the public wants, and then heed the demand rather than try to give the public what Hollywood wants. It may call for a complete overhauling of the "system" that has been continued through the years, simply because luck overcame even the greatest of mistakes. It calls for elimination of waste, which means getting rid of the idea that something that costs a lot is good because of that high cost. And that means, too, shooting with half-finished scripts; loading budgets with cast costs that are out of proportion to the worth of the story; spending too much that doesn't show in the final result on the screen. There's much more; Hollywood knows just what and where.

In distribution there are few matters that cannot be adjusted by a calm discussion between individual seller and buyer. Many of the grievances have been permitted to grow into problems, because they've been dodged. There has been too much listening to lawyers, who can't make money unless there are differences to settle. That's why so many things that have been permitted to spread industry wide have never been calmly and peaceably settled. The two differing parties could very largely settle matters if they would deal directly with one another. It requires only a sane, long-range view point and elimination of some bullheadedness.

In exhibition much of the same applies, plus more aggressive showmanship. That calls for harder work, by dropping the lines of least-resistance policies that are responsible for such headaches as double features, dish, towel and other gift offerings. It calls for less jealousy in competitive situations. It calls for not doing something because the competitor is doing it; for saner booking that will give more people a chance to see the worthwhile pictures than is the case where day-and-date runs among from eight to a dozen in the larger cities divide the patronage rather than spread it over a longer period of time; for increasing of respect for the motion picture theatre as an institution, as a great community asset, through properly selling the best (not the worst, doubled up) that the industry has to offer.

The industry is on trial; not in New York, not in Washington, but in every place in the country where there is a motion picture screen. It can come through triumphantly if it will just get off its haunches, roll up its sleeves, and get down to work—TEAM WORK.

Ben Shlyen

MAJORS PROPOSE UNRESTRICTED CANCELLATION OF 25% IF ALLOWED TO KEEP BLOCK BOOKING

Snag Seen in Commerce Department Stand on Small Block Plan

NEW YORK—Distributors are understood to have offered an all-time high unrestricted cancellation of 25 per cent on all contracts where pictures average $100 or less provided they could continue to sell under the present system. While it was apparent the department of justice is willing to go for such a plan, the snag is reported to be the commerce department's rejection of the idea on the ground civic groups contacted early in the year on the department's decree proposals would not veer from its stand to enforce small block sales and eliminate blind selling. Independent exhibitor pressure, however, may alter the viewpoint of the civic bodies and department of commerce, it is said.

It is further reported that during one of the numerous meetings of the negotiators on settlement of the government suit via a consent decree formula a letter from Abram F. Myers, general counsel for Allied, was read in which he stated he was not opposed to block booking.

Two Against Change

Two companies at least—Universal and Columbia—are definitely set against changing over their systems by selling in small blocks and screening pictures in advance of sales.

Reasons advanced for the objections are that neither company has the financial resources required under the proposed sales plan, that if the money could be secured there is no assurance they could get it back now that 35 per cent, representing most of the foreign market, has vanished from the books. Selling in blocks of five is bad enough, one source holds, but to offer pictures in groups of ten would make the financial burden twice as hard.

A spokesman for Columbia is said to have informed the decree negotiators that to sell in blocks of five would require an additional $4,000,000. This is figured on the basis of at least five pictures in work all the time, five in the cutting room and as many on hand for release and sale.

Universal, while not estimating figures, has made it known the company would need much more than $4,000,000. This company has been readjusting itself financially for the past few years and has whittled its bank loans to $1,000,000, but still has outstanding a $1,000,000 mortgage on the studio.

Both companies have been releasing pictures as soon as they are put in cans and shipped from the studios. They are continuously working on rotating budgets; that is, they lose no time in getting playdates for pictures as soon as they are finished so that the returns can start rolling in and be reinvested in new films.

While representatives for Universal and Columbia have advised the negotiators they would be "crucified" if the small block sales and advance trade screening plan were adopted, no final action has been taken since the lawyers are still trying to work out something which will meet the approval of all companies.

There are reports exhibitor leaders will be called in for advice on certain proposals. Numerous independent heads have already made it known they are in favor of the 25 per cent cancellation privilege on sales for full blocks. Some of these men also are said to be willing to do away with the advance screening idea, holding there is no

(Continued on page 18)

Temporarily Shelve Arbitration Legality

New York—The question of the legality of compulsory arbitration has been tabled for the time being by negotiators working on a consent decree to end the government suit.

To quote one distributor attorney, "We have thrown it into the government's lap." It will be brought up again later, however, after certain other proposals are cleared up.

A department of justice spokesman recently told BOXOFFICE such arbitration could be included in a decree provided it does not restrain trade. But distributor counsel argue the difficulty is to find out what constitutes restraint of trade and what does not.

Believe Equity Rule No Problem

New York—Getting around Equity Rule 5, which has been puzzling some attorneys because of the treble damage provision in future anti-trust actions, will not prove so weighty a problem in a consent decree, according to one major lawyer.

This counselor contends that if a decree is signed, a stipulation will most likely be entered by the court to the effect there has been no adjudication of the issues involved. Hence, since there has been no trial or judgment on the charges in the government's petition there can be no basis for precedent.

Under the provision of Equity Rule 5, future litigants could use the settlement of the suit as part of new anti-trust cases, provided testimony had been entered on the record. However, attorneys feel the opening statements by both sides does not constitute evidence or testimony because the government did did not call or examine a single witness in court.

Had Paul Williams, government prosecutor, called his first witness to testify it might have been another story. The fact he did not, plus the possibility of a stipulation by the court that there has been no adjudication of the issues, convince defense counsel the new rule under equity procedure will not leave them open to a flood of anti-trust suits upon the signing of a consent decree.

Clearance Formula Is Reached; Follows Industry Code Setup

NEW YORK—Before taking a week's recess until July 8, government and distributor attorneys working on a consent decree, in an exchange of drafts, arrived at the first formal, though tentative, agreement on principles to govern clearance and to be included in the items for arbitration.

These principles, it is stated, are (1) clearance is vital and necessary; (2) prices paid for pictures shall be considered; (3) admissions charged shall have a bearing; (4) cost of the theatre properties affected; (5) type of operation and management of theatre or theatres involved; (6) condition of theatres embraced by the clearance; (7) policy of theatre or theatres involved, and (8) location of competitive houses.

This is understood to be the first definite agreement reached by the negotiators. The clearance provisions follow closely those contained in the ill-fated industry trade practice code of a year ago.

Drafts have been drawn on other trade practices, but nothing conclusive has been decided. In some instances topics have been tabled for later discussion and solution, indicating several months will elapse before an agreement of the minds is reached and principles definitely put down on paper.

It is also stated Abram F. Myers, general counsel of Allied, will have full opportunity to weigh the various provisions of the trade practice draft to be part of a consent decree. He is understood to be kept informed of the daily progress being made by the department of justice.

The indication is any trade practice agreement will not be retroactive, but will apply to 1941-42 contracts. Another postponement of the suit itself to July 15 will be sought Monday.

CANNOT GANG UP IN ANY MANOUEVRE AGAINST DUALS UNDER TRUST LAWS; SOLO IS ONLY WAY

Madison Oil Case Edict Seen Pointing Danger Of Concerted Move

By EARLE A. DYER

WASHINGTON—Efforts of exhibitors to find a cure for the double feature headache have been brought to a halt by the red "stop" light of the anti-trust laws.

The problem of dual bills has been the subject of nearly as much discussion among both exhibitors and distributors as the government's all-industry suit, but apparently the only remedy for the situation is a spontaneous strike against them by exhibitors acting individually and independently.

Any other method of approaching the situation, it has been warned by legally-minded industry figures, faces the quick invocation of the anti-trust statutes.

Discussed by Allied

Double features were a major subject of consideration at the recent Allied convention, but it is safe to predict that organization will make no overt move toward their elimination until some way of doing it safely is brought forward—and so far such a possibility appears remote.

Allied, to which is given credit for the government's drive against the industry, is making it no secret that it will be the last to do anything which might catch the attention of the department of justice.

Specifically, active moves to halt double bills by concerted action have been stymied by recent supreme court interpretations of the anti-trust laws which hold that any group move that affects prices—up or down, or even keeping them stable—is offensive to the act.

Justice Department's Attitude

In Washington, the attitude of the department of justice was lately demonstrated. Following an expensive gasoline-price war, Washington filling station dealers met, talked the situation over, and agreed to discontinue the "discounts." The next day, normal prices were restored and the following day the department announced it would ask a grand jury investigation. Action was halted only when the dealers agreed to disband their organization and each go his own way.

All of the suggestions thus far put forward for dealing with double features are subject to the same objection of an agreement for the purpose of affecting prices. This because that they all involve concerted action by distributors or exhibitors or both. In other words, double features are in the same category as gasoline price discounts—a price war—and any agreement to restore normal conditions by eliminating them would be the same as the agreement to abandon the discounts.

The objection of the Sherman act to concerted action is not new. It has always been inherent in the law. But it was given point in the decision of the supreme court in the so-called Madison oil case.

In a few striking phrases, Associate Justice William O. Douglas, delivering the majority opinion, streamlined the anti-trust laws to meet the modern concept.

"For over 40 years this court has consistently and without deviation adhered to the principle that price-fixing agreements are unlawful per se under the Sherman act and that no showing of so-called competitive abuses or evils which those agreements were designed to eliminate or alleviate may be interposed as a defense," Justice Douglas declared.

Purpose "No Justification"

And, he added, "the elimination of so-called competitive evils is no justification" for programs or agreements to improve an industry by affecting or influencing supply or distribution.

Further, he said, "Under the Sherman act a combination formed for the purpose and with the effect of raising, depressing, fixing, pegging, or stabilizing the price of a commodity in interstate or foreign commerce is illegal per se."

And back of this decision, is the finding of the same court in the so-called Texas case, in which the arrangement between the two big circuits and the distributors called for a prohibition on double billing. The court held it interfered with independent operation.

Circuit Men Reserve Opinion On Admission Tax Reaction

NEW YORK—Inasmuch as a sufficiently long enough period has not expired to make a fair comparison of business with the new federal admissions tax in effect, circuit men decline to go on record as to public reaction, simply relying on the observation that "time will tell."

See Selling Seats department in this issue for tax procedure suggested by government.

However, it is generally felt the first few days of the new levy saw little or no resentment on the part of ticket buyers, especially where they were appraised of it well in advance. In some instances, as with Loew's here, larger operators asked newspapers to carry stories to the effect that the law requires the public to pay the tax. Zone managers have been instructed to see theatre managers keep a careful check of patrons in communities where they are known by sight, or name, to determine if regular visits are kept up, and if not, why not.

In this respect one large, independent circuit operator declares that, while patrons seemingly paid the new tax without outward objection, he is not sure they will attend with past frequency. "For all I know," he observes, "some customers may decide to cut out a visit to the movies every second or third week to make up for the tax. This might be especially true in family cases where, if four or five attend together, it costs the head of the family 16 or 20 cents more on 40 cent admissions."

Two of Three New York Organizations Pass Tax On

NEW YORK—Two of the three local exhibitor organizations have decided to pass the new admission tax on to the public. They are the ITOA and Allied of New York. The third unit, Allied of New Jersey, is on the fence with a number of members reserving the right to absorb the tax rather than increase prices by odd figures.

"Anyone who cuts admissions because of the new 21 cent ceiling is nuts," according to Harry Brandt, president of the ITOA and Brandt circuit. There had been reports Brandt was planning to reduce admissions in some of his theatres, but he denies this with reservation that in some isolated instances the matinee admission may be pared slightly to meet competition.

Brandt said not only is that true with his theatres, but elsewhere in Greater New

(Continued on page 18)

Sees Willkie Reel A Strong Draw

New York—This "Information Please" subject, which features Wendell L. Willkie, possibly may go down in history as the first short that had a president of these United States as a guest star. Willkie helps put on a vastly entertaining show and is not one whit fazed by his nimble-witted confreres, Oscar Levant, John Kieran, F. P. Adams and Interlocutor Clifton Fadiman. Apparently history must be one of Willkie's favorite subjects for he bats 1,000 per cent on those questions. The reel has a gay spontaneity about it with Willkie's presence giving it added sparkle. Despite the fact Maine and Vermont were the only states to go Republican in the last presidential elections, exhibitors should have no difficulty in turning the attraction of a Republican presidential nominee into extra boxoffice returns. Even the Democrats may like it. This is No. 12 in the series with another release starring Willkie coming up soon. Running time, 10 minutes.—D. G.

The Pulse of the Motion Picture Industry

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Notes to You from Red Kann

ONE MAN'S peek into the future:

"Now that production programs are officially on the table for the new season, it will be extremely interesting to see how they match up with the fall, the winter and events to come.

"The International situation is so desperate that I, for one, am confident not a single company will deliver all of the attractions it has declared.

"Because part of my job is concerned with sales, naturally I maintain pictures cannot be cheapened. This suggests, by way of understatement, that negative costs will not come down; in fact, it will be something calling for a hollow cheer if they don't go up.

"The severe restrictions on total income, more now than ever, make it advisable to gear the situation to revenue bulked from the domestic market. It's an enforced case, then, of holding budgets to domestic returns. If, however, the product cannot be made at a lower price, it follows quickly enough there'll have to be less of it. That's how, as I view it, fewer pictures than have been announced will reach the market.

"Hand in hand with this will run a product shortage, as we understand the market now, unless Hollywood can deliver attractions of a calibre that, on their merits, will warrant longer runs. It seems pretty obvious, also, that intensified merchandising will have to be applied to those pictures which are made and delivered.

"It has been said before, and probably will be said more frequently in the immediate future, that a lot of individuals who have been riding along merrily on well-greased ways will have to return to work. It will be a new experience for many of them."

A Definition

From one who sits in comes this picture of the negotiations looking toward formulation of a consent decree acceptable to the government, as well as all and sundry:

"On one side of the table you find the head of one of the large companies. He is flanked by his chief counsel, in this case a man with a national reputation. Across from him is the head of another large company. He, too, is flanked by a high-priced attorney. And so on, their salaries aggregating in the hundreds of thousands annually.

"This and that are discussed. A likely formula is reached on a given point. But down the line and, perhaps representing as many companies, are four young lawyers. They're good lawyers, too. Had high rating in school and wear their honor keys proudly. They sit, they listen and they don't say much. Finally, they get the formula, file out of the room for their own huddle and return in due course, profoundly serious and declaring what executives who helped to develop the industry and who ought to know say can be done is no dice.

"It's a case of veterans bowing before striplings, thoroughly versed in the law but not knowing a damned thing about the practical, working angles of the picture business."

Again, Please?

Hollywood curiosity:

"'Mr. Co-Ed,' hilarious modern comedy of a young man who finds a legal loophole which enables him to enter an exclusive girls' college in the interest of maintaining old-fashioned democracy, has been purchased by Metro-Goldwyn-Mayer for a forthcoming motion picture."

"Old-fashioned democracy?" When did styles in that change?

He's Clever

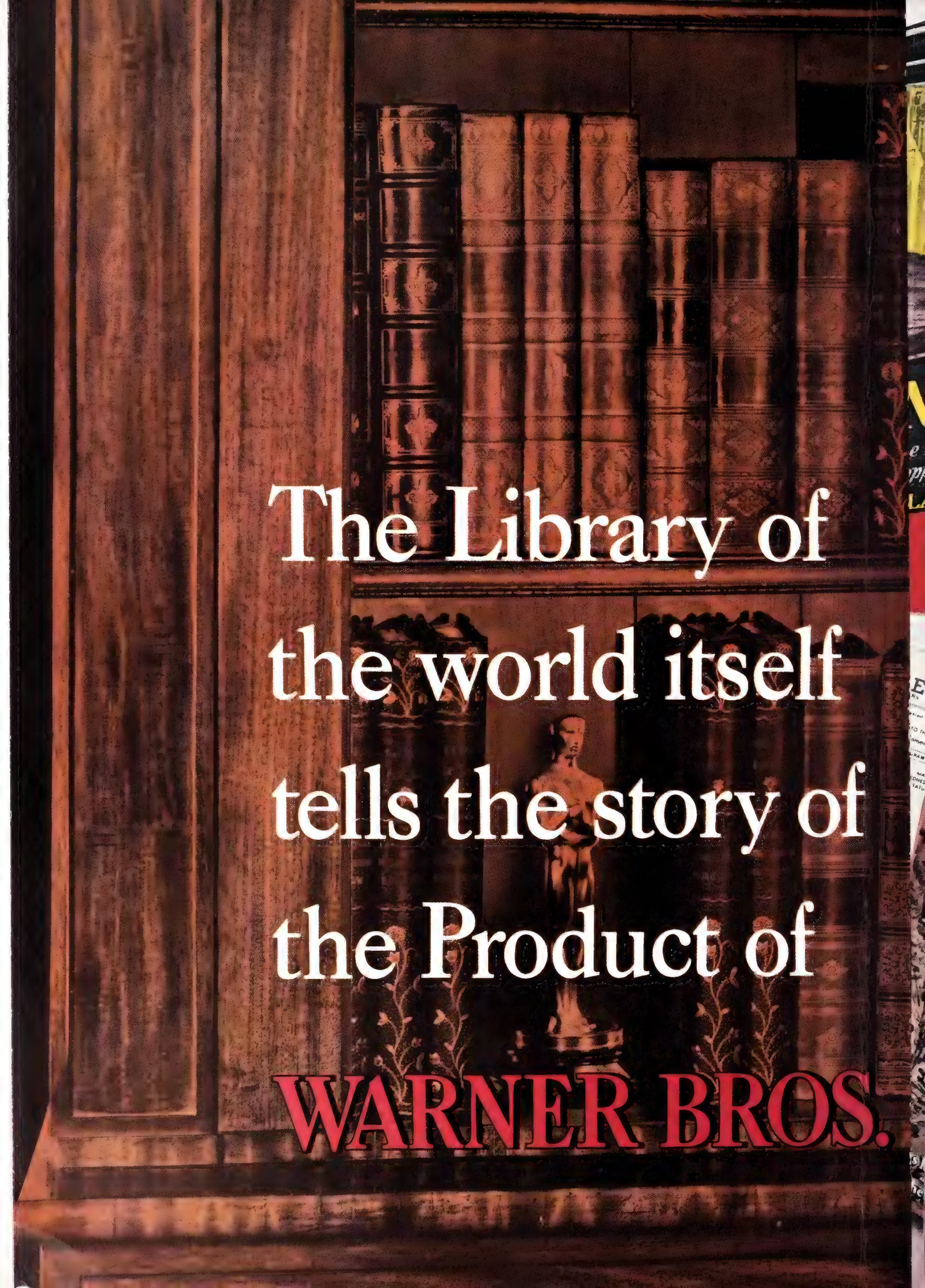
Nicolai Remisoff is art director at the Roach studio. In connection with "1,000,000 B. C.," the studio press agent puts these pearly words into his mouth:

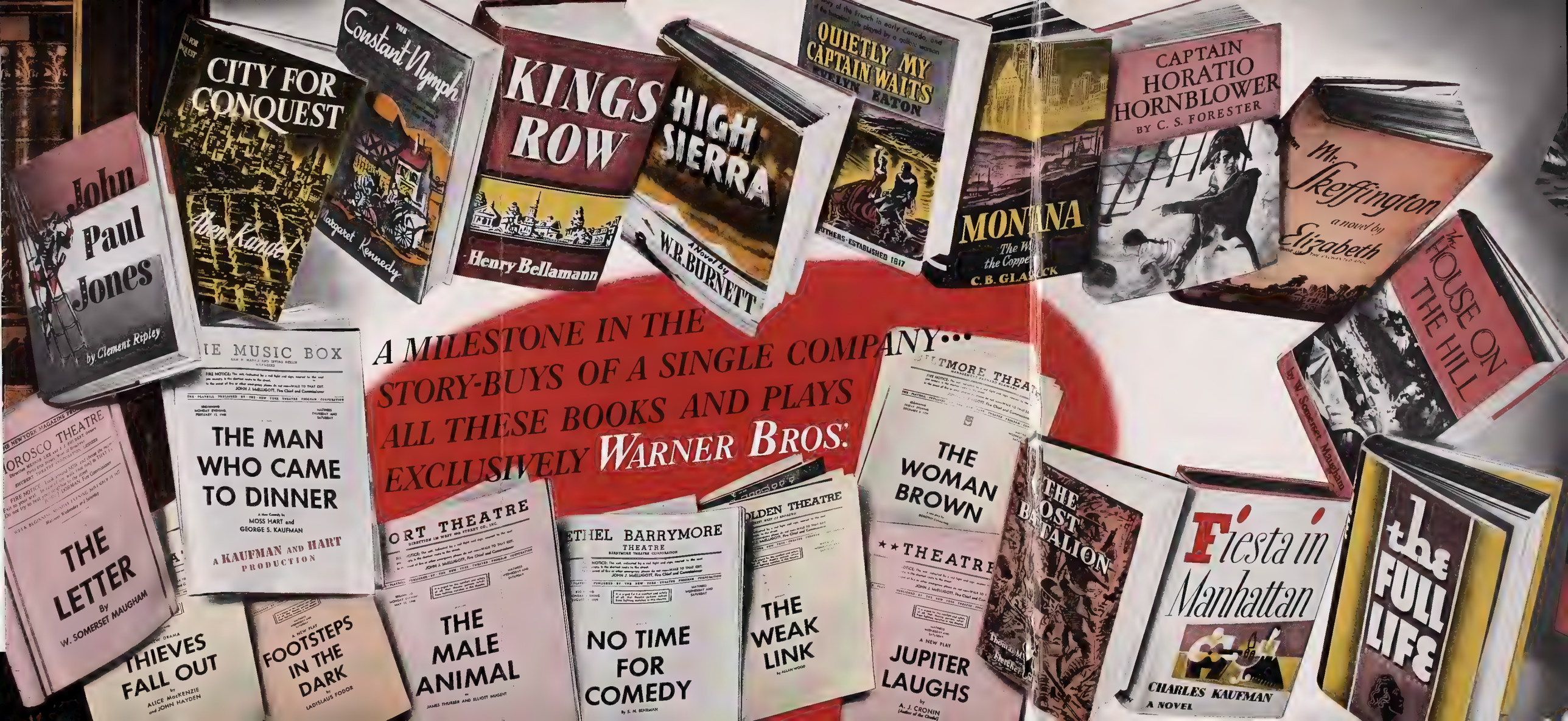
"There's no need to go on location for such scenes, except to take notes to carry back to the studio for help in constructing sets. We can duplicate, even improve upon, anything that nature offers."

What's his substitute for a little common sense?

for 1940, 1941 and beyond

A Program that will endure as the industry standard from now on


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the world itself
tells the story of
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MONTANA
C.B. GLASCK
CAPTAIN HORATIO HORNBLOWER
BY C. S. FORESTER
Mr. Skeffington
a novel by Elizabeth
The House on the Hill
by W. Somerset Maugham
THE MUSIC BOX
THE MAN WHO CAME TO DINNER
A New Comedy by
MOSS HART and GEORGE S. KAUFMAN
A KAUFMAN AND HART PRODUCTION
THE LETTER
By W. SOMERSET MAUGHAM
THE MALE ANIMAL
JAMES THURBER AND ELLIOTT NUGENT
NO TIME FOR COMEDY
By S. N. BEHRMAN
THE WEAK LINK
by ALLAN WOOD
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THESE SCRIPT
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THE PREPARED
AMASSED BY W
JANUARY HEIGHTS
By POLAN BANKS
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ANATOLE LITVAK
HUGH MacMULLAN
WILLIAM McGANN
TERRY MORSE
IRVING RAPPER
LEWIS SEILER
VINCENT SHERMAN
RAOUL WALSH
WILLIAM WYLER


JAMES STEWART
COURTESY M-G-M


MERLE OBERON


JAMES CAGNEY


PAUL MUNI


ERROL FLYNN


BETTE DAVIS


GARY COOPER
COURTESY SAMUEL GOLDWYN


ANN SHERIDAN


EDWARD G. ROBINSON


JEAN ARTHUR
COURTESY COLUMBIA


PAT O'BRIEN


PRISCILLA LANE


GEORGE RAFT


ROSALIND RUSSELL
COURTESY M-G-M


GEORGE BRENT


GERALDINE FITZGERALD


WAYNE MORRIS


MIRIAM HOPKINS


JOHN GARFIELD


OLIVIA DE HAVILLA

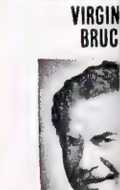

FRED MACMURRAY
COURTESY PARAMOUNT

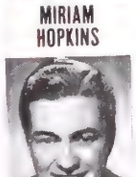

HUMPHREY BOGART


BARBARA STANWYCK


JEFFREY LYNN


VIRGINIA BRUCE


ALAN HALE


DENNIS MORGAN


ROSEMARY LANE


EDDIE ALBERT


CLAUDE RAINS


GALE PAGE


DONALD CRISP


BRENDA MARSHALL


FRANK McHUGH


RONALD REAGAN


GEORGE TOBIAS


JANE WYMAN

Because of the genuine good that

the offerings here presented are certain

to bring to the motion picture as

an institution and an investment

*WARNERS†

are gratified to be their sponsor

*** Action**

† Showmanship



The material here presented is an indication of the motion pictures which, allowing for the exigencies of production, we contemplate for the season 1940-41.

PLANS FOR DIME-IN-SLOT PRODUCTION DEVELOP THE STAGGERS; MUCH TALK, BUT LITTLE ACTION

Mechanical Difficulty, Distribution Snags; No Films Ready

By IVAN SPEAR

HOLLYWOOD—Two months ago those who followed trade activities with any degree of intentness were besieged by a flock of ambitious pronouncements from a number of sources, pertaining to elaborate plans for the manufacture and distribution of dime-in-the-slot projection machines and 16mm reels for consumption therein.

Now, however, the sound and fury which raged over them at that time seems to have died out almost completely. One can still step into one's favorite cocktail bar, restaurant or hotel lobby without viewing one of the automatic projectors with which, according to early announcements, such locales were to be embellished. The manufacture of the machines and films, and the establishment of distribution channels, apparently has made little progress.

Troubles Pile Up

Those who have some claim to technical knowledge of the subject explain that the dearth of activity can be traced, with little doubt, to mechanical troubles of one sort or another in the projectors. This is borne out in one instance by the report of Fred J. Alberti, factory manager for the Cinematone, which company is one of the several which jumped into the dime-in-slot exhibition field. Alberti reports his company is still working intensively to perfect a satisfactory continuous film magazine for the machine and that Cinematone hopes to hit the market within 60 days.

Still in the promissory stage which has characterized its activities since the inception of the company is the Phonovision Corp. headed by Frank Orsatti and Sam Saxe. At the time the outfit was formed here it was announced production on both films and machines would be launched immediately—the pictures to be made here, the machines in Detroit. That was two months ago, and work on neither of the projects has yet been launched. Shortly thereafter it was declared the films would be made at the Warner Vitaphone studio in Brooklyn, together with the promise that production would start within a few weeks. Apparently this plan also has been dropped, as Orsatti, now in New York, has again promised to begin production—this time in two weeks—using shooting space at the Edison studios there. He also asserted franchises for leasing the machines have been awarded in a number of territories, although there have been no announcements as to whether more than one or two demonstrators have yet been turned out.

Aside from the fact shooting space has been acquired at International studios here, James Roosevelt's Globe Productions, which has contracted to deliver 52 reels annually to the Mills Co. for use in its automatic projectors, apparently is no closer to actual activity than it was two months ago. A spokesman for Henry Henigson, who will supervise production, admitted that to date no concrete plans have been made for filming the subjects and that no date for a production start has been set.

One Believed Close

Paradoxically, one manufacturer who has done probably the least drum-beating seems to have come closer, so far, to achieving his objective than any of the others. This is Phonofilm, using equipment turned out by Bell and Howell and film produced by Neil McGuire. To date it has about 25 machines in operation, another 17 being assembled and orders for nearly 60 more on hand. Distribution has been established in such widely-scattered points as Chicago, Milwaukee, San Francisco and San Diego and, according to McGuire, the machines are being well received. McGuire has completed three reels, containing 15 subjects, and is working on another set of ten briefies.

Other aspirants have seemingly dropped from the picture entirely, including the Wurlitzer Co. of Chicago, and Edgar Bergen, who has incorporated his own production company and, spokesmen said, was once toying with the idea of turning out 16mm shorts featuring himself and Charlie McCarthy.

The problem of securing sufficient product does not appear to be a grave one, however. Latest production unit aimed at supplying subjects for the machines—if and when they go into distribution on a large scale—is the Television Film Corp., which has begun camera work on a series of shorts to be ready for release late this month. Under the supervision of Dan Milner, in charge of production, Television plans to make ten subjects weekly.

Slot Film 'Menace' Angle Discounted

NEW YORK—The impression that slot film machines will compete with established theatres is discounted by Emile Hollander, president of Movietrola Corp. of America, which concern markets a selective device of that type. He contends the machines will help, rather than harm, exhibitors.

"Under the present setup," Hollander argues, "it is financially and mechanically impossible to show full length films in machines of our type and our organization has no such plans in mind. In making available a variety of three-minute subjects, complete in themselves, we are attempting to give the public an opportunity to see and hear their favorite entertainers as often as they like. In 90 per cent of the communities in this country at the present time the public only occasionally has the opportunity to see their favorites of radio, stage and screen.

"Independent exhibitors should be heartily in favor of our machine," Hollander continued, "because we plan to use complete three-minute sequences from current full-length pictures and to identify the pictures from which the sequences were taken. This will operate as a sort of institutional trailer and will stimulate persons seeing the short sequence to see the picture in its entirety.

"Another feature which we feel will be of benefit to the motion picture industry as a whole and should excite popular enthusiasm," he said, "is our intention to find and develop new entertainment stars through the medium of our machine, thus serving as a proving ground for the entire field."

Many Devices Continue In Planned Stage; Phonofilm Near

May Find Boomerang In Pinball Machine Ban

DETROIT—Banning of pinball machines here by a city ordinance, subject to test in courts, is liable to have unusual repercussions among machine operators. Exhibitors in their zeal to remove one form of competition may have promoted another. A group of operators, it is understood, is ready to go into the field of coin-operated projection machines as soon as the equipment is available.

Phonovision Formed

DOVER, DEL. — Phonovision Corp. of America, originally a California incorporation, has been organized here with a capitalization of $1,100,000. The company declares it will begin deliveries in September.

St. Louis Acquisition 16th for Republic

ST. LOUIS—Nat Steinberg and Barney Rosenthal have sold their interest in the local Republic exchange in line with H. J. Yates' plan for a national exchange system. The acquisition marks the 16th exchange for the national setup, the last previous two being Herman Gluckman's New York and Philadelphia branches.

Steinberg continues as exchange head, while Rosenthal is planning a three-month vacation before deciding whether to continue in the local setup or take up another business interest. No other changes are being made.

Mayer's Bonus Four Times His Salary

WASHINGTON—Louis B. Mayer's bonus of $541,119.45 was nearly four times the salary of $147,250 paid him by Loew's Inc., during the fiscal year ended March 31, 1939, and made his total remuneration of $688,369.45 the highest paid to any individual by any film company and one of the highest corporation salaries in the country.

Mayer's compensation, together with the compensation of more than 150 other company officers, artists, writers, etc., in the film industry, is made public in a supplemental report issued by the treasury of some 250 individuals who received compensation from corporations in excess of $75,000 for the calendar year 1938 or the fiscal year ending in 1939.

The department's main report was submitted to Congress last January, the list just issued representing corporations which were granted additional time in which to file their income tax returns. The reports on about half of the major companies were included in the January summary.

The supplemental report shows top earnings were those of Irene Dunne, who received $255,222.79 from RKO Radio Pictures and $150,000 from Universal, followed by Wallace Beery, with $355,000 from Loew's Inc. The three Warner brothers split $416,000 among them, with H. M. and J. L. Warner getting $156,000 each and Albert Warner $104,000; the Marx Brothers split $250,000 three ways, with Chico getting the odd penny.

The treasury department report shows that 19 of the 25 highest corporation salaries in 1938 went to film players or executives, but the released figures do not include dividends, interest or other income.

The report carries compensation paid by a round dozen companies, as follows:

Columbia: Jean Arthur, $136,666.67; Samuel J. Briskin, $106,000; Sidney Buchman, $92,750; Frank Capra, $294,166.67; Harry Cohn, $185,500; Walter Connolly, $82,500; Cary Grant, $181,250; Al Hall, $83,750; Howard Hawks, $112,500; Katharine Hepburn, $75,000; William Perlberg, $92,750; Everett Riskin, $92,750; Jack Cohn, $106,120.

Consolidated Film Industries: Herbert J. Yates, $75,200 ($75,000 salary, $200 other compensation).

Walt Disney Productions: Walter E. Disney, $104,111.11; Leopold Stowkowski, $80,000 (other compensation).

David L. Loew Productions: Joe E. Brown, $165,000.

Loew's Inc.: Lionel Barrymore, $136,584.82; Freddie Bartholomew, $118,166.66; Wallace Beery, $355,000; David Bernstein, $191,585.81 ($93,600 salary, $87,307.81 bonus, $10,678 other compensation); Ray Bolger, $87,000; Frank Borzage, $166,083.33; Fanny Brice, $166,500; Clarence Brown, $188,708.33; Edward Chodorov, $78,000; J. J. Cohn, $99,000; Claudette Colbert, $125,000; J. W. Considine, jr., $122,666.66; Jack Conway, $182,000; Joan Crawford, $305,384.43; George Cukor, $125,883.33; Jack Cummings, $79,750; Melvyn Douglas, $98,583.34; Sam Eckman jr., $122,410.97 ($102,410.97 salary, $20,000 other compensation); Nelson Eddy, $146,416.67; Victor Fleming, $156,000; Sidney Franklin, $169,000; Jules Furthman, $95,266.66; Clark Gable, $272,000 ($217,000 salary, $55,000 bonus); Greta Garbo, $270,000; Cedric Gibbons, $79,916.67; Ben Goetz, $76,525; Fernand Gravet, $121,242.30; Ben Hecht, $159,996.64; Lucien Hubbard, $95,625; B. H. Hyman, $194,187.86 ($184,750 salary, $9,437.86 bonus); Sam Katz, $247,756.97 ($156,000 salary, $91,756.97 bonus); Vincent Lawrence, $91,333.33; Robert Z. Leonard, $190,083.33; Mervyn LeRoy, $300,000; Al Lichtman, $229,391.73 ($160,550 salary, $68,817.73 bonus, $24 other compensation); Louis D. Lighton, $156,166.66; A. M. Loew, $183,377.03 ($182,000 salary, $1,377.03 bonus); Anita Loos, $87,500; Myrna Loy, $140,666.64; Ernst Lubitsch, $91,969.28; John Lee Mahin, $89,833.33; Joseph Mankiewicz, $156,000; E. J. Mannix, $249,481.97 ($157,725 salary, $91,756.97 bonus); Louis B. Mayer, $688,369.45 ($147,250 salary, $541,119.45 bonus); Robert Montgomery, $209,750; Frank Morgan, $182,895.90 ($99,395.90 salary, $83,500 bonus); Jeanette MacDonald, $125,000; William A. McGuire, $76,250; Eleanor Powell, $85,598.23; Harry Rapf, $137,339.25 ($114,400 salary, $22,939.25 bonus); Edward G. Robinson, $100,000; W. E. Rodgers, $77,333.33; J. Walter Ruben, $91,000; J. Robert Rubin, $218,423.10 ($88,400 salary, $114,244.10 bonus, $15,779 other compensation); N. M. Schenck, $275,673.13 ($105,300 salary, $145,513.13 bonus, $24,860 other compensation); Norma Shearer, $300,000; Louis K. Sidney, $78,000; Lawrence Stallings, $79,208.34; James Stewart, $85,291.63; Herbert Stothart, $78,000; Hunt Stromberg, $328,817.73 ($260,000 salary, $68,817.73 bonus); Margaret Sullavan, $78,000.03; Robert Taylor, $184,833.32; Norman Taurog, $156,000; Benjamin Thau, $136,878.49 ($91,000 salary, $45,878.49 bonus); Richard Thorpe, $87,458.34; Franchot Tone, $94,416.66; Spencer Tracy, $212,000; W. S. Van Dyke, $216,750 ($169,000 salary, $47,750 bonus); King Vidor, $137,666.67; L. Weingarten, $170,272.58 ($147,333.33 salary, $22,939.25 bonus); Sam Wood, $93,425; Robert Young, $148,916.66 ($106,916.66 salary, $42,000 bonus).

Marcus Loew Booking Agency: C. C. Moskowitz, $92,937 ($75,700 salary, $17,237 other compensation).

RKO Radio Pictures: Fred Astaire, $266,837.36 ($215,833.35 salary, $51,004.01 other compensation); Pandro S. Berman, $213,773.93 ($156,500 salary, $57,273.93 other compensation); Milton Berle, $82,499.99; Charles Boyer, $84,277.28; Richard Dix, $85,015.17 ($85,000 salary, $15.17 other compensation); Irene Dunne, $255,222.79 ($253,750.01 salary, $1,472.78 other compensation); Douglas Fairbanks, jr., $194,270.83; Cary Grant, $159,375; Gregory La Cava, $100,000; Leo McCarey, $77,500; Chico Marx, $83,333.34; Groucho Marx, $83,333.33; Harpo Marx, $83,333.33; George O'Brien, $95,000; Joe Penner, $90,500; Ginger Rogers, $208,767.67; Barbara Stanwyck, $117,291.67; George Stevens, $130,416.65; Katharine Hepburn, $120,160.89 (other compensation); Ned Depinet, $86,921.22 ($78,000 salary, $8,921.22 other compensation).

Hal Roach Studios: Oliver Hardy, $116,850; Hal E. Roach, sr., $106,000.

Twentieth Century Fox: George and Gertrude Temple, $192,166.67 ($52,166.67 salary, $140,000 other compensation).

Universal Pictures: Charles Winninger, $82,000.02; Edgar Bergen, $90,416.66; Rowland V. Lee, $104,375; W. C. Fields, $115,000; Henry Koster, $118,916.67; Joe Pasternak, $119,875; Victor McLaglen, $123,333.30; Charles Boyer, $130,000; Basil Rathbone, $140,833.33; Bing Crosby, $150,000; Irene Dunne, $150,000; Edna Mae Durbin, $174,916.67; John Stahl, $196,000.

Vitagraph, Inc.: S. C. Einfeld, $84,000 ($71,000 salary, $13,000 other compensation); Gradwell L. Sears, $84,000 ($71,000 salary, $13,000 other compensation).

Warner Bros. Circuit Management Corp.: Joseph Bernhard, $110,000 ($91,000 salary, $19,000 other compensation).

Warner Bros. Pictures: Sam E. Morris, $78,000; Lloyd Bacon, $179,125; Sam Bischoff, $104,250; Henry Blanke, $86,500; George Brent, $99,208.33; James Cagney, $243,000; Michael Curtiz, $171,000; Bette Davis, $143,458.33; Errol Flynn, $181,333.33; Leo Forbstein, $78,000; Brian Foy, $109,916.67; Edmund Goulding, $168,916.04; William Keighley, $89,000; Anatole Litvak, $117,857.16; Robert Lord, $134,450; Pat O'Brien, $140,333.34; Claude Rains, $98,083.34; Casey Robinson, $85,666.66; Max Steiner, $78,000; H. B. Wallis, $260,000; H. M. Warner, $156,000 ($130,000 salary, $26,000 other compensation); J. L. Warner, $156,000 ($130,000 salary, $26,000 other compensation); Albert Warner, $104,000 ($91,000 salary, $13,000 other compensation).

The Peak Load

Washington—At $688,369, Louis B. Mayer was the highest priced man in the country in 1938, marking him with that distinction for the second consecutive year. That salary, however, runs almost 40 per cent under the $1,161,753 reported in the previous year. Other members of the peak load brigade and their earnings:

Claudette Colbert, fourth place in the complete list of about 650 individuals, with $426,944.

Bing Crosby, fifth with $410,000.
Irene Dunne, sixth with $405,222.
Charles Boyer, eighth with $375,277.
Wallace Beery, ninth with $355,000.
Cary Grant, tenth with $340,000.
Hunt Stromberg, 12th with $328,817.
Shirley Temple, 13th with $307,014.
Joan Crawford, 14th with $305,384.
Mervyn LeRoy, 16th with $300,000.
Norma Shearer, 17th with $300,000.
Frank Capra, 18th with $294,166.
Warner Baxter, 19th with $279,807.
Nicholas M. Schenck, 21st with $275,673.
Clark Gable, 22nd with $272,000.
Greta Garbo, 23rd with $270,000.
Fred Astaire, 24th with $266,837.
Darryl F. Zanuck, 25th with $265,000.

The gaps in the first two dozen are filled by industrialists such as F. A. Countway, soap manufacturer; Thomas G. Watson, International Business Machines; Eugene G. Grace, Bethlehem Steel; George W. Hill, American Tobacco, and William S. Knudsen, former General Motors executive.

"Maryland" Should Be a Top Grosser

Hollywood — Twentieth-Fox's "Maryland," a saga of gentle folk and thoroughbred horses, will strike a responsive chord in the hearts of American theatre patrons and should handily win itself a place among the summer's top grossers, despite the absence of high-powered cast names.

The story, a trifle weak in emotional impact, concerns an enthusiastic horsewoman who forswears the sport when her husband is thrown and killed but who is re-won when her son rides the winner in the big race.

Opulently produced, and masterfully directed by Henry King, the feature's treatment in Technicolor is unquestionably one of the largest contributing factors to its merit. Ben Carter, a Negro, steals the acting honors from a cast including Walter Brennan, Fay Bainter, Brenda Joyce and John Payne.—SPEAR.

Allied-National Screen Tieup Talk Reported

CHICAGO—Allied is reliably reported to have approached National Screen with a preliminary proposition for a new advertising reel tieup. The new idea, it is stated, will have no bearing on the Allied hookup with Alexander Film.

During the annual convention, one of the Allied leaders is understood to have broached the subject to George Dembow, National Screen vice-president, with the matter to be taken up further at a later date.

Federal Ban on Fight Pictures Is Removed

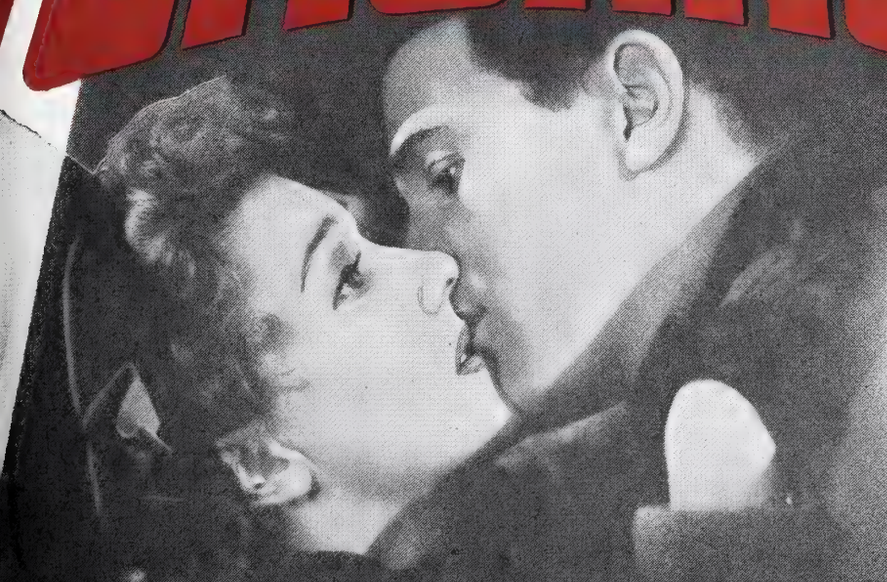
WASHINGTON—Never a serious problem anyway because the prints had a habit of showing up despite the illegality of the procedure, the federal ban on interstate transportation of fight films has now been removed. On the books for 30 years, the President on Monday signed its repeal. It's now up to the individual states to determine if such films may be shown within their borders.



EXTRAORDINARY!

A picture so far off the beaten track—so beautiful in its theme of life "beyond tomorrow"... so full of rich human hope and love and desire, that it merits attention as the outstandingly different attraction of the season!

BEYOND TOMORROW



Featuring

CHARLES WINNINGER • RICHARD CARLSON • MARIA OUSPENSKAYA
JEAN PARKER • HELEN VINSON
C. AUBREY SMITH • HARRY CAREY

RKO RADIO PICTURES

Produced by **LEE GARMES**
Directed by **A. EDWARD SUTHERLAND**

AN ACADEMY PRODUCTIONS, INC. Picture
Released by RKO RADIO PICTURES

Screen Play by Adele Comandini. From an original story by Mildred Cram and Adele Comandini.

Offer Cancellations of 25% If Block Booking Can Stay

(Continued from page 4)

need for it with such a liberal elimination provision.

UA's attitude on the consent decree, it is stated, will be to leave the signing up to the individual producers. Whether Universal and Columbia sign depends on what the final proposals contain.

From one source comes the information an agreement has been reached on at least three of the eight proposals outlined by the department of commerce.

There is a wide divergence of opinion on compulsory arbitration, however. With A. H. Feller, consent decree chief for the government, sitting in on the sessions and advising the negotiators this type of arbitration is legal if it prevents discrimination and does not restrain trade, there are some distributor lawyers who feel to arbitrate by compulsion would violate the anti-trust statutes.

Ironically enough, the judge who handed down the decision outlawing compulsory arbitration, which decision was upheld by the supreme court, is Thomas D. Thacher. He is among the negotiators representing Paramount.

Question Compulsion

Some legal minds ask how one can make exhibitors like R. E. Griffith and Myer Schine, who are not parties to the consent decree, sign a contract which will force them to arbitrate if they didn't want to do it. These are hypothetical instances. So are the answers, which could very well be: "We did not sign the decree and we are not bound by it. After all, the decree is signed by eight major companies and they alone must abide by its provisions."

Then, it is pointed out, a distributor who may refuse to sell unless an exhibitor signs a contract with compulsory arbitration may very well be treading on territory which borders on restraint of trade.

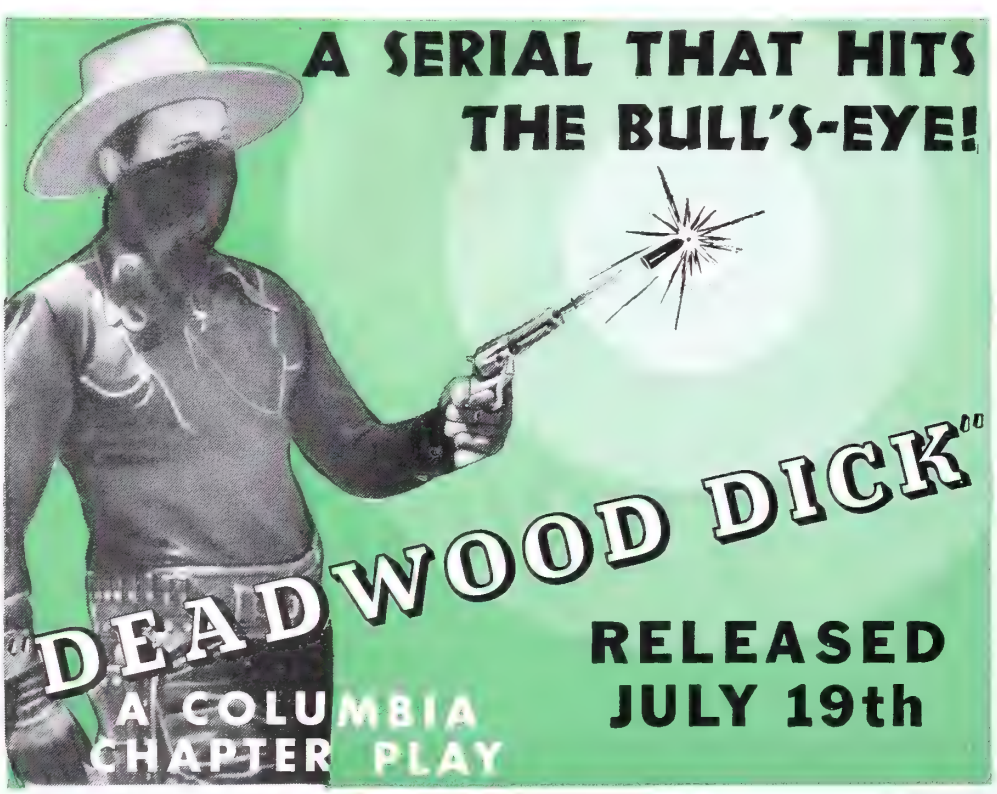
That the government is attempting to make policemen of the industry's forces is a charge launched by one executive who is informed of what is going on behind the scenes. His contention is that the government is trying to set up a formula of principles and the industry will have to enforce them.

Cites "The Real Evil"

The real evil, according to the same source, is not being recognized by the government. That is the person, group or organization owning more than one theatre and dictating prices to distributors. In this connection, the spokesman adds, an eastern circuit controls the profit and loss destiny of each picture made by one of the smaller companies. To get better terms is impossible, yet to be shut out of the circuit would amount to a loss on the picture or pictures so treated by the circuit.

"This is where the real evil lies," the source asserts. "I am not against affiliated circuits, but we are constantly at their mercy. It is the independent chain operator who gives us the most trouble. If he has a few closed situations and we do not sell away from his competitor in the others we not only lose the closed towns but the entire circuit. That is a condition which should not exist."

Meanwhile, Judge Goddard set July 8 as the latest postponement date with another short adjournment of the suit expected for July 15.



FWC and B&K Cases Face Postponement

NEW YORK—In view of the pending settlement of the government suit here, indefinite postponements have been requested by the department of justice in the contempt proceedings against Fox West Coast in Los Angeles and against B&K in Chicago.

Although government counsel recently moved for compliance of its demand for a bill of particulars in the Nashville federal court on the Crescent case, it is pointed out this was an error since the local district attorney had not been informed of settlement negotiations under way in the big suit.

The attitude of the government is that there is no purpose in going through the expense of trying the various pending cases if a satisfactory means of settlement is reached in the big suit by which disposal of the other actions can be worked out.

Not only would the Crescent suit instituted by the government be withdrawn, but also the Griffith action in Oklahoma City and the Schine suit in Buffalo, it is said. Basically, all petitions embrace the same charges as the big suit.

Counsel for the government working on settlement of the all-industry suit left for Washington, Monday night, for the holiday. Some of the lawyers have not been home for six or seven weeks. Hence the short recess gave them an opportunity to be with their families until their presence is again required Tuesday at the Bar Association Building.

Reserve Opinion on New Ticket Tax Acceptance

(Continued from page 5)

York. The independent exhibitor leader declares that in some of his houses admissions are greater than in circuit houses competing with him.

It is unlikely a move for increased admissions will take place at this time, Brandt states, explaining any boost beyond the tax provision would be regarded by the public as taking advantage of the nation's defense program.

Some major circuits will experiment with the new odd tax figure. One important string of theatres may absorb the government levy in some instances if it is found the public does not respond favorably to the new scales. However, these instances are expected to be few in the regular procedure.

Exhibitors Passing Tax To Public, Allied Finds

WASHINGTON—A checkup by Allied of exhibitor action on methods of meeting the new 10 per cent admission tax shows the impost is being passed on to the public in virtually all situations. These include Baltimore, New Haven, Detroit, Minneapolis, Chicago, Boston, Cleveland, Washington, St. Louis, Newark and Trenton, N. J. Allied declares in a bulletin "absorption of the tax would have been ruinous."

SOPHISTICATED FUN AND BIOGRAPHICAL DRAMA TO PUNCTUATE LINEUPS FOR THE NEW SEASON

Each Type About Equal In Representation From All Studios

By IVAN SPEAR

HOLLYWOOD—Evidently having eyed and tabulated the 1939-40 boxoffice returns and deemed them more than satisfactory, those who guide Hollywood's film destinies are emphasizing both smartly-paced, sophisticated comedies and dramatized screen biographies of the world's notables on their 1940-41 schedules. Each type of fare will be about equally represented during the coming season, with a survey of the properties either in work or being prepared at most studios indicating that both classifications will form a higher percentage of the total product to be made than in several seasons past.

Now due from Columbia in the comedy vein are "He Stayed for Breakfast," adapted from Sidney Howard's "Ode to Liberty," and "Gribouille," starring Brian Aherne in a re-make of a French farce. Metro has completed "Susan and God" and "I Love You Again," and lists "Dulcy," "Go West" (starring the Marx Brothers), "Third Finger, Left Hand," "The Road to Rome," from Robert E. Sherwood's play, "Tonight at 8:30," based on a series of one-act plays by Noel Coward, "Strange Honeymoon" and "Mr. Co-Ed."

In the RKO Lineup

In the lineup at RKO Radio is "Lucky Partners," co-starring Ronald Colman and Ginger Rogers. Others are "The Other Man," "Tom, Dick and Harry," "Three Girls and a Gob," to be produced by Harold Lloyd and "The Unbreakable Mrs. Doll," starring Carole Lombard. Twentieth Century-Fox's list includes "The Bride Wore Crutches" and sets "Left at the Altar," written by Mack Sennett, for early production. Hal Roach's schedule for United Artists includes "Road Show," "Niagara Falls" and "Topper Returns," all in the sophisticated laugh-getting style. For Universal, Marlene Dietrich will star in "Seven Sinners" and "The Countess of New Orleans." Also on schedule there are "Hired Wife" and "The Bride Said No." Warner has S. N. Behrman's "No Time for Comedy" and "Honeymoon for Three."

Biographically speaking, Warner ranks at the top in quantity. These include "The Life of Knute Rockne," "The Man From Fleet Street," the life story of Reuter, famous English newspaperman; "The Life of Alfred Nobel," "Edgar Allen Poe," "Beethoven," starring Paul Muni; "Benjamin Franklin," for Edward G. Robinson; "The Prince of Impostors," the story of James Addison Reavis, who posed as a descendant of Spanish nobility to acquire huge tracts of western land in the 1860's;

(Continued on next page)

What They're Down For

NEW YORK—Cast assignments so far determined for 20th Century-Fox's 1940-41 lineup, as revealed in a breakdown of information furnished by the distributor, follows and lists Shirley Temple in one film:

Don Ameche—"The Great Broadcast," "Down Argentine Way" and "Brooklyn Bridge."

Edward Arnold—"Brooklyn Bridge."

Mary Astor—"Brigham Young."

Mischa Auer—"Public Deb No. 1."

Barry K. Barnes—"The Girls Is News" and "Rob Roy."

John Barrymore—"The Great Profile."

Ralph Bellamy—"Public Deb No. 1."

Joan Bennett—Co-starred with Richard Greene in "I Married a Nazi."

J. Edward Bromberg—"The Return of Frank James."

John Carradine—"Brigham Young" and "The Return of Frank James."

Berton Churchill—"Public Deb No. 1."

Jackie Cooper—"The Return of Frank James."

Laura Hope Crews—"Girl From Avenue A."

Linda Darnell—"The Great Commandment" and "Brigham Young."

Jane Darwell—"Brigham Young."

Brian Donlevy—"Brigham Young."

Alice Faye—"The Great Broadcast," "Down Argentine Way," "Belle Star" and "Brooklyn Bridge."

Henry Fonda—"Brooklyn Bridge" and "The Return of Frank James."

Will Fyffe—"Rob Roy."

Edgar Gargan—"The Street of Memories."

Vaughn Glaser—"Girl From Avenue A."

Betty Grable—"Say It With Music."

Richard Greene—Co-starred with Joan Bennett in "I Married a Nazi."

Charlotte Greenwood—"Young People" and "Down Argentine Way."

Jonathan Hale—"Brigham Young."

Gordon Harker—An Inspector Hornleigh story, untitled.

Arthur Hohl—"Brigham Young."

Henry Hull—"The Return of Frank James."

Dean Jagger—"Brigham Young."

Brenda Joyce—"Public Deb No. 1."

Dickie Jones—"Brigham Young."

Guy Kibbee—"Street of Memories."

Fuzzy Knight—"Brigham Young."

Elyse Knox—"Public Deb No. 1."

Andrea Leeds—"The Return of Frank James."

Margaret Lockwood—"The Girl Is News," "Gestapo" and "Rob Roy."

John McGuire—"Street of Memories."

Donald Meek—"The Return of Frank James."

Carmen Miranda—"Down Argentine Way."

George Montgomery—"Young People."

George Murphy—"Public Deb No. 1."

Jack Oakie—"Young People."

Franklyn Pangborn—"Public Deb No. 1."

John Payne—"Down Argentine Way."

Tyrone Power—Starred in "The Great Commandment." Set for "Brooklyn Bridge," "The Californian" and "Brigham Young."

Vincent Price—"Brigham Young."

Jessie Ralph—"Girl From Avenue A."

Lynne Roberts—"Street of Memories."

Jean Rogers—"Brigham Young."

Cesar Romero—Starred as the Cisco Kid in "Romance of the Rio Grande," and three others untitled.

Maxie Rosenbloom—"Public Deb No. 1."

Charles Ruggles—"Public Deb No. 1."

George Sanders—"I Married a Nazi."

Alistair Sim—An Inspector Hornleigh, untitled.

Charles Tannen—"The Return of Frank James."

Kent Taylor—"The Girl From Avenue A."

Shirley Temple—"Young People."

Ann Todd—"Brigham Young."

Sidney Toler—Starred in "Charlie Chan at the Wax Museum" and "Charlie Chan in the Devil's Triangle."

Charles Walborn—"Street of Memories."

Arleen Whelan—"Young People."

Ernest Whitman—"The Return of Frank James."

Jane Withers—Starred in "Girl From Avenue A," and three others.

A breakdown of UA's official product roster reveals these players in the following assignments:

Albert Basserman—"Foreign Correspondent."

Robert Benchley—"Foreign Correspondent."

Lillian Bond—"The Westerner."

Walter Brennan—"The Westerner."

Billie Burke—Featured in "Niagara Falls" and "Topper Returns."

Lon Chaney jr.—"The Unholy Horde."

Eduardo Ciannelli—"Foreign Correspondent."

Gary Cooper—Starred in "The Westerner."

Doris Davenport—"The Westerner."

Laraine Day—"Foreign Correspondent."

(Continued on page 18-C)

Bets Are in Order On Republic Ukase

Hollywood—Republic has issued orders forbidding gambling of any kind on its sets and has asked all players who work there to cooperate by strictly adhering to this rule.

Wanna bet?

Sophistication, Biography To Punctuate '40-41 Season

(Continued from preceding page)

"The Prime Minister," a remake of "Disraeli;" "The Times of Tony Pastor," "Calamity Jane," to star Ann Sheridan; "The Forgotten Eagle," the story of Gov. Peter Altgeld of Illinois; "First Trigger Man," a biography of Samuel Colt; "John Paul Jones" and Jesse L. Lasky's "The Amazing Story of Sergeant York."

Metro has "Soapy Smith," based on the life of the Colorado confidence man of the 1880's, to star Clark Gable; "Madame Curie," to star Greta Garbo; "The Life of Simon Bolivar," "Osborne of Sing Sing," "The Life of Captain Cook" and "The Man on America's Conscience," a biography of Andrew Johnson. Twentieth Century-Fox schedules "The Return of Frank James," "Brigham Young," "Brooklyn Bridge," a biography of John and Washington Roebling, who built that structure; "Steinmetz," "The Great Profile," the story of and starring John Barrymore; "John Marvin Yost," telling of the famous Kentucky banker; "Belle Starr," featuring Alice Faye, and "Lucky Baldwin."

Universal Has Dalton Biog

Due from Universal is "When the Daltons Rode," based on the autobiography of Emmet Dalton. Edward Small has launched "Kit Carson" for United Artists release. Republic is preparing "The Champ Maker," the life of Tex Rickard; "Fremont, the Pathfinder," "Buffalo Bill, Plainsman" and "The Life of James Bowie." On RKO Radio's schedule is "Father Damien," story of the Belgian priest who spent his life on Molokai Island among the lepers. Paramount will release "The American Vagabond," starring Douglas Fairbanks jr., to be made by Boris Morros' National Pictures Corp.

The 1939-40 season was studded with such biographical material as M-G-M's "Young Tom Edison" and "Edison, the Man;" 20th Century-Fox's "Jesse James," "Lillian Russell" and "Young Mr. Lincoln;" Warner's "Dr. Ehrlich's Magic Bullet" and "Elizabeth and Essex;" Republic's story of Cantrell, the Civil War raider, in "Dark Command;" RKO Radio's "Nurse Edith Cavell" and "Abe Lincoln in Illinois," and Paramount's "The Star Maker," story of Gus Edwards, and "The Great Victor Herbert."

In the comedy vein RKO Radio headed the 1939-40 list with "My Favorite Wife," "Primrose Path," "Bachelor Mother," "Fifth Avenue Girl" and "You Can't Fool Your Wife." M-G-M's leaders were "Ninotchka," Greta Garbo's first farce, and the Marx Brothers in "At the Circus." Paramount registered with "Honeymoon in Bali," "The Road to Singapore" and "The Farmer's Daughter." Columbia turned out "Too Many Husbands," "The Doctor Takes a Wife," "His Girl Friday," "The Amazing Mr. Williams" and "Good Girls Go to Paris." Hal Roach produced "Turnabout" for United Artists. Universal co-starred Mae West and W. C. Fields in "My Little Chickadee."

"Through Hollywood With Gun, Camera"

Hollywood—Leo Rosten is at work on the report of the Motion Picture Research Project, sponsored by the Carnegie Foundation. The project is a socio-economic study of Hollywood, which is a researcher's way of saying that an effort is being made to see how Hollywood's ideas, ideals and manners—as mirrored in films—affect the world.

Rosten was telling some friends that while he had had much cooperation from studios, talent groups and the like, he has also encountered numerous adventures in resistance. All of which caused one of them to suggest he title his report "Through Hollywood, with Gun and Camera."

Suits Against Yates Companies Dismissed

NEW YORK—Heading the court news of the week was the dismissal of four minority stockholder suits against Consolidated, Republic, Setay Co., Cajo Co. and officers and directors of Consolidated, by Supreme Court Justice Carroll Walter. The judge had been pondering the decision for several months after trial which ran a week. Action sought approximately $2,000,000 and charged waste and mismanagement on the part of the officers, losses of large sums through investments in Republic and Cajo, sale of stock of the American Record Corp. at below cost and that the officers were being paid for work done for subsidiaries, and not Consolidated.

In his opinion, Justice Walter ruled the court cannot decide whether or not directors were justified in making certain deals or transactions, but could only seek to find out whether or not they acted in good faith and for the best interests of the company. In this case, the judge's findings were that they had.

Ernest Hemingway, Benjamin F. Glazer and the Theatre Guild have won a temporary injunction against the Film Alliance of the U. S., and Midtown Theatres preventing the defendants from exhibiting a British film called "Spies of the Air" under the title of "Fifth Column Squad." The plaintiffs had claimed unfair competition, stating Hemingway's play, "The Fifth Column," would be ruined for film sales purposes if a film with a similar title was exhibited first.

Referee Peter B. Olney jr. in the federal court has tossed out a $10,000 claim of the National City Bank against Grand National. The claim was based on a loan, but the bank lost out on legal technicalities. On another claim for $25,000, the company has paid off $18,000.

Neutrals Are Safe, Leo-Men Conclude

NEW YORK—General feeling around the M-G-M home office is the company would have been better off insofar as foreign markets are concerned if it continued a neutral policy and had not made, or had delayed, "The Mortal Storm."

The unlooked for Nazi victory is what upset the calculations. Now with extension of German hegemony over France, Holland, Belgium, and the Scandinavian countries, it is conceded there is little chance of the picture being shown in those territories.

In addition, there are certain Latin-American countries, like Brazil, which are timid about offending the Nazis and may ban the picture. For example, Brazil and Peru ruled off "Confessions of a Nazi Spy" and the film encountered difficulties in Chile. Some Metroites say it might be tougher there now than heretofore.

M-G-M, along with Paramount and 20th Century-Fox, are the only three majors operating their own offices in Germany. It is understood both M-G-M and 20th-Fox were warned several months ago to desist from making films antagonistic to Germany, but no official word has come through concerning the status of the companies there.

According to one official, about three years ago some executives urged the company to make a number of pictures with a strong anti-Nazi theme and to capitalize on the dislike of Americans for Adolf Hitler. They, however, were voted down on the ground that the company had to consider its responsibility to the stockholders and operate on a widespread front as far as possible.

Ironically enough at that time, it is pointed out, Germany and Italy would have been written off without much loss and grief and the company would have had the profitable markets now dominated by Nazi Germany.

Production costs on "The Mortal Storm" are over the $1,000,000 mark with 30 per cent of the negative allocated to the foreign market. Considering present state of affairs, M-G-M officials say the film will be doing well if the revenue from abroad reaches 10 per cent.

British Grosses Holding Up Surprisingly Well

NEW YORK—It may be the last good foreign news for a long time to come, but Joseph Friedman, Columbia's general manager of the United Kingdom, states that the latest cables from England show business is holding up in a surprising fashion. Outside of London, theatres are doing almost normal business in most cases, Friedman says.

Mario Zampi is continuing with production on Columbia's untitled film which features Diana Wynyard and Clive Brook.

Set Board Meeting

NEW YORK—RKO's regular board meeting, twice-delayed, is slated for Monday.

Sees War Helping Television Here

HOLLYWOOD—Before the present war England "was years in advance of America" in television, but now that "they have stopped all production and experimenting for the duration of the war our country has the opportunity to forge ahead," states Noel Madison, formerly with GB abroad, in an article in the current *Screen Actor*, publication of the SAG.

Observing "it is an unfortunate opportunity and I am sure we don't want it that way," Madison, nevertheless, holds that Hollywood is "definitely" interested.

Here is the way he rounds out his reason:

"In England the cost of television service was $1,000,000 for one hour a day for a year, which figures out to $2,750 per hour. On this basis and in the presence of competition, the price will probably be about $2,000 per hour. Radio shows cost the sponsor one-half cent per hour per family, during night shows. When television serves 4,000,000 families at a cost of $2,000 per hour, the cost to sponsor will be the same—one-half cent per hour per family.

"A movie lasting 90 minutes costs—using the basic figure—$300,000. The production cost is then about $200,000 per hour—100 times the cost of television programs. Therefore, its program material will have to be of a different calibre from Hollywood's. Since live talent programs cannot be syndicated, the only solution in view just now is films, especially produced in Hollywood for television use, and sent out to all television stations. This will be the obvious solution when at least 100 stations are set up.

"The next five years should approach this goal, and as Hollywood will make these films they open the field of work for the actor. And don't think Hollywood isn't interested—it definitely is. Therefore the sooner television is perfected, the more work there will be for actors."

Lynch Completes Plans For New Miami Units

MIAMI—S. A. Lynch, Paramount theatre partner, has completed plans for a new 1,600-seat theatre to be constructed on Washington Ave. and Lincoln Rd., Miami Beach. The new house will be a block away from the circuit's Lincoln and will be opened this winter. The new Boulevard, seating 1,200, will be opened the latter part of July at Biscayne and 79th St. These two additions give Lynch about 15 for his organization.

Osa Johnson Tour Ties With Release of Her Film

NEW YORK—Osa Johnson, who stars in "I Married Adventure" is planning a personal appearance tour to coincide with the release of the picture set for July 24. Mrs. Johnson's tour will be the first she has undertaken since playing the Fox circuit several years ago with her late husband, Martin Johnson.

What They're Down For

(Continued from page 18-A)

Melvyn Douglas—"Lady in the Dark."
June Duprez—"The Thief of Bagdad."
Barry Fitzgerald—"The Long Voyage Home."
Wendy Hiller—"Major Barbara."
John Hubbard—Featured in "Niagara Falls."
Ian Hunter—"The Long Voyage Home."
John Justin—"The Thief of Bagdad."
Carole Landis—Featured in "Niagara Falls."
Wilfrid Lawson—"The Long Voyage Home."
Vivien Leigh—Starred in "Womanhunt."
Joel McCrea—"Foreign Correspondent."
Victor McLaglen—Featured in "Broadway Limited."
Fredric March—Starred in "Flotsam."
Herbert Marshall—"Foreign Correspondent."
Victor Mature—"Broadway Limited."
Thomas Mitchell—"The Long Voyage Home."
Robert Morley—"Major Barbara."
Merle Oberon—Starred in "Lady in the Dark."
John Qualen—"The Long Voyage Home."
Sabu—"The Thief of Bagdad."
George Sanders—"Foreign Correspondent."
Arthur Shields—"The Long Voyage Home."
Fred Stone—"The Westerner."
Forrest Tucker—"The Westerner."
Conrad Veidt—"The Thief of Bagdad."
John Wayne—"The Long Voyage Home."
Roland Young—Featured in "Topper Returns."

Definite assignments in Universal's new lineup as far as listed by the company follows:

Brian Aherne—"Hired Wife."
Andrew Sisters—Starred in "Argentine Nights."
Richard Arlen—Co-starred with Andy Devine in "Tall Timber," "Leather Pushers," "South of the Amazon," "Sky Hawks," "The Wreck of the Zaraga," "The Return of the Sheik" and "Northern Lights."
Baby Sandy—Starred in "Sandy's Day Out" and "Butch Minds the Baby."
Charles Boyer—Starred in "Glamour."
Johnny Mack Brown—Starred in "Son of Roaring Dan," "Man From Cheyenne," "Forgotten Valley," "Calgary Stampede," "Marshal Law," "Vigilante," and "The Lariat Kid."
Virginia Bruce—"Hired Wife."
Bob Burns—Co-starred with Martha Raye in one unnamed.
Butch & Buddy—"Straight From the Heart."
Broderick Crawford—"When the Daltons Rode."
Robert Cummings—"Straight From the Heart."
Dead End Kids—Co-starred with The Little Tough Guys in "Give Us Wings" and "Fighting Stowaways."
Andy Devine—"When the Daltons Rode," and co-starred with Richard Arlen in "Tall Timber," "Leather Pushers," "South of the Amazon," "Sky Hawks," "The Wreck of the Zaraga," "The Return of the Sheik" and "Northern Lights."
Marlene Dietrich—Starred in "Seven Sinners" and "Countess of New Orleans."
Brian Donlevy—"When the Daltons Rode."
Philip Dorn—"Modern Monte Cristo."
Johnny Downs—"Slightly Tempted."
Irene Dunne—Starred in one unnamed.
Deanna Durbin—Starred in two unnamed.
Julie Duncan—"Son of Roaring Dan," "Man From Cheyenne," "Forgotten Valley," "Calgary Stampede," "Marshal Law," "Vigilante," and "The Lariat Kid."
W. C. Fields—Starred in "The Bank Dick."
Kay Francis—"When the Daltons Rode."
Nan Grey—"Straight From the Heart."
Hugh Herbert—"Who's Crazy Now" and "Slightly Tempted."
Lewis Howard—"Little Bit of Heaven."
Gloria Jean—Starred in "Little Bit of Heaven" and "Straight From the Heart."
Allan Jones—Starred in "Riviera."
Boris Karloff—Co-starred with Bela Lugosi in "The Monster of Zomba."
Fuzzy Knight—"Son of Roaring Dan," "Man From Cheyenne," "Forgotten Valley," "Calgary Stampede," "Marshal Law," "Vigilante," and "The Lariat Kid."
Cecil Kellaway—"Modern Monte Cristo."
Little Tough Guys—Co-starred with Dead End Kids in "Give Us Wings" and "Fighting Stowaways."
John Loder—"Modern Monte Cristo."
Bela Lugosi—Co-starred with Boris Karloff in "The Monster of Zomba."
Victor McLaglen—Starred in "Modern Monte Cristo."
Peggy Moran—"Slightly Tempted."
Anne Nagel—"Modern Monte Cristo."
Helen Parrish—"Little Bit of Heaven."
Walter Pidgeon—"When the Daltons Rode."
Martha Raye—Co-starred with Bob Burns in one unnamed.
Elisabeth Risdon—"Slightly Tempted."
Ritz Brothers—Starred in one unnamed.
Rosalind Russell—"Hired Wife."
Robert Stack—"When the Daltons Rode" and "Little Bit of Heaven."
George Stone—"Slightly Tempted."

Select Sues Actor and Warner for $100,000

NEW YORK—Select Theatres filed a supreme court suit against Richard Ainley, actor, and Warner Bros., claiming the latter enticed Ainley from a contract. Damages of $100,000 and an injunction are sought. Select, theatrical producing company, signed Ainley to a contract calling for $300 weekly with options for renewal. It is alleged Select then set a deal with Loew's for Ainley's employment at $1,000 weekly the first year and boosts in pay to $2,500 weekly over three years.

It is alleged Warner stepped in and signed the actor to a year's contract at $600 weekly.

Profits Regulation For Defense Plan

WASHINGTON—Regulation of profits will be the first step taken by the administration toward the regimentation of industry for the consummation of the national defense program.

In a message to Congress, President Roosevelt asked for the immediate enactment of an excess profits tax in order that the burden of financing the defenses effort may be "equitably distributed according to ability to pay."

The President made no suggestions as to what should be considered a fair rate of profit, but emphasized that the tax should be "applied to all individuals and all corporate organizations without discrimination."

The request for the legislation came shortly after members of the Senate had made an unsuccessful effort to have an excess profits tax incorporated in the defense revenue bill, under which the exemption from admission tax was reduced from 40 to 20 cents and super-taxes were imposed on individual and corporate income taxes and excise levies.

Newspaper Sees Substantial Stockholder Balances

NEW YORK—Provided war and excess profits taxes are patterned after similar imposts during the World War, substantial balances for distribution to stockholders will remain, according to an analysis by the *Wall Street Journal*.

During the last war, the financial newspaper explains, this type of tax ran as high as 65 per cent on a portion of the profits, but the percentage bracket applied only to that portion of the net which was, in fact, "excess." The higher brackets apparently applied only on extremely high earnings and, in the light of the experience of representative companies as the newspaper reports it, the taxes of 1918, when the rates were highest, "were by no means confiscatory so far as reasonable return on investment was concerned."

Continuing, the analysis points this out:

"Moreover, the yardstick by which the various profit brackets were levied during the last war was capital investment and, in practice, profits equal to from seven to nine per cent on investment, were exempt from these special levies in 1918. If a similar exemption is granted in the coming law, it is likely that many of our large corporations will have to better their current profit showing substantially before they are materially affected by these special taxes.

"Under the Revenue Act of 1918, the corporation normal tax was 12 per cent on net income. War and excess profits levies started at eight per cent on invested capital with a rate of 30 per cent of profits between eight and 20 per cent. On all profits in excess of 20 per cent on investment, however, the tax jumped to 65 per cent. In addition, there was a provisional impost of 'the sum, if any, by which 80 per cent of the amount of the net income in excess of the war profits credit exceeds the amount of the tax computed under the first and second brackets.' "

The newspaper further reports impact of the 1918 tax, measured in percentage of profits reported, varied materially between different companies and industries, presumably because of the variations in capital employed against profit returns.

It is anticipated in Washington that it will require about three months to prepare this legislation for consideration by Congress. The treasury department already has informed the house and senate committees that it would require two months to collate the required information on which to base an excess profits impost. Hearings probably would consume a third month. Therefore, the anticipation is the proposed tax program cannot assume definite form before early fall.

Speculating on the exact course the program may follow, the *Journal* reports:

"Tax experts appeared at a loss to explain that part of the President's recommendation which would apply excess profits to individual incomes as well as to corporation incomes. They pointed out, however, the World War tax law of 1918, which applied to 1917 incomes, placed a special tax of eight per cent on individual incomes in excess of $6,000.

"The 1918 act also imposed high surtax rates on corporation profits, using the net return on invested capital as a basis. This tax ranged from 20 to 60 per cent, the higher rate applying to net incomes in excess of 33⅓ per cent on the capital investment.

"Thus far, there has been no definite information as to specific excess profits proposals which the treasury may submit for consideration by the congressional committees. It is known, however, that the tax experts have been giving careful study to the excess profits tax which was applied during the World War and to the system now operating in Canada.

"One of the plans under consideration would base excess profits taxes on the capital investment of corporations, the system used in the World War. Canada tried this system, but discarded it in favor of a tax on net earnings in excess of the average earnings of a corporation over a period of several years. The La Follette excess profits amendment to the recent tax legislation based the tax on capital investment. This amendment was approved by the senate, but was abandoned when the house conferees refused to accept it."



Now It's Official—

Herbert J. Yates, constituting himself a one-man committee, meets Ona Munson, star of "Wagons Westward," on her arrival at La Guardia Airport from the coast. The film and Republic are closely related.

Canadian Zoning Delayed by Mars

TORONTO—Plan to organize a clearance board system for Canada has gone into a temporary eclipse in order to push the Motion Picture Win the War campaign under auspices of the Canadian Picture Pioneers through the sale of war savings stamps.

Special performances are to be held in all theatres next Monday night. Those chiefly interested in clearance on a national basis are also busy on the campaign committees.

However, one step in the direction of the board is appointment of four men representing organized independent exhibitors, but distributors and circuits have not as yet named their men. For the independents, the roster includes Harry Alexander, president of the ITO of Ontario; Harry Freedman, Circle; Harry Firestone, Esquire, and N. A. Taylor, 20th Century Theatres.

The provisional board on clearances probably will get busy shortly, or after the war stamp campaign is concluded. The objective is to develop a system for operation with the inaugural of the forthcoming season.

New Clearance Plan Posed for Detroit

DETROIT—With approximately 12 new theatres constructed in the past year or two and another half dozen planned or in work, distributors are understood planning to set up a new clearance and zoning plan for the metropolitan area affecting some 200 houses.

Frank J. Downey, M-G-M branch manager, proposes to divide the city into two booking areas, the east side and the west side with Woodward Ave. as the dividing line. While his plan is in the theoretical stage, it has been presented in substance to Cooperative Theatres of Michigan and United Detroit Theatres which are understood to have reacted favorably.

In any event, however, a revision of the current clearance and zoning will not be put into effect for the 1940-41 season. It is stated distributors are not making definite moves because of the negotiations in New York looking toward a consent decree in the government suit which is expected to bear on all contracts, including clearance and zoning problems.

80% OF DECREE-EMBRACED GROUND TRAVERSED; GODDARD MAY GET FIRST DRAFT BY MONTH END

Major Sales Forces Ordered To Watch Tax Price Shifts

NEW YORK—Several distributors have sent out notices to district and branch managers to keep close tabs on admission prices in view of the new 10 per cent tax starting with 21 cents.

On the advice of legal departments, sales heads contend that where an exhibitor absorbs the tax or cuts his admission to obviate it, clearance and run can be modified on flat rental deals. Also where contracts call for percentage pictures, a reduction in admission prices would constitute a violation and hence availability, run and clearance can be modified.

While there are no reports of violation of agreements, it is feared some exhibitors may voluntarily reduce admissions by absorbing the tax or otherwise affect clearance in the entire zone where the particular theatre is located.

All instances where admissions are cut either directly or by absorption of the tax are to be reported to home offices before action is taken locally, it is stated.

Tax Impost Impending In Ontario Once More

TORONTO—The time-honored struggle between 400 exhibitors and the government on the amusement tax is in prospect once more, but probably not before September when the legislature meets. Government sources maintain Ontario has lost $1,250,000 in receipts due to tax expansion and that some method must be found of making up the shrinkage. Re-enactment of the amusement tax appears to logically follow.

Kansas City Confusion Prevailing Over Tax

KANSAS CITY—It will require a week or two before some genuine semblance of order emerges on ways and means of handling the defense tax. Exhibitors say they are awaiting further evidence of public reaction before determining policy.

If the public accepts the tax without grumbling, probably there will be no reductions from 25 cents, or above, to 20 cents in order to escape the levy. If grosses fall off as a result of the tax, 25 and 30 cent admissions may start to slide. Business here has not been good, but admissions have been low for about a decade.

Cut for the Tax

AKRON, OHIO—Subsequents which have been charging 25 cents have slashed to 22 and added the new 10 per cent tax, totaling three cents, in order to keep the total at the former 25 cent level.

Title Changing Habit Now Reaches Lawyers

New York—Industry lawyers took cognizance of the fact Tuesday marked the 50th anniversary of the enactment of the Sherman act, passed by Congress, July 2, 1890.

They are now calling it the Thurman act.

Southern California Passes Tax Along

LOS ANGELES—About two-thirds of the 450-odd circuit and independent theatres in the Southern California territory are affected by the new defense tax. In virtually all instances, the impost has been passed along to the public, clearly labeled so as to absolve the possibility of any "profiteering" charges.

Robert H. Poole, executive director of the ITO of Southern California and Arizona, in a letter to sales managers, suggested public cooperation be sought "without detrimental reaction" by explaining the tax and its purposes in newsreels for four weeks, hand running.

Most Richmond Houses Make the Public Pay

RICHMOND—With the exception of the Booker T, all local theatres are passing the new admission tax along to the public. First runs are getting 33 and 44 cents, and subsequents 28 cents at night. The Booker T, which has been operating 15-cent matinees and 25 cents at nights, dropped to a straight 20-cent policy.

A check with the various exhibitors revealed that very few complaints had been registered over the new tax.

Warns on Clearance

CLEVELAND—Ernest Schwartz, president of the Cleveland M. P. Exhibitors' Ass'n, is warning his members against dropping from 25 cents to 20 cents to slide under the new tax classification minimum because of the shift in their clearance situation which would result. Exhibitors here are passing the tax to the public.

Sees B. O. Shrinkage

COLUMBUS, OHIO—P. J. Wood, secretary of ITOA, thinks admission hikes above 20 cents will reduce boxoffice receipts by $125,000,000 annually. As a means to offset this, he declares it necessary for theatremen to revise film rentals downward.

Meetings Resume Tuesday After Week's Recess; Seek Early Accord

By BILL ORNSTEIN

NEW YORK—In the first four weeks of negotiations, counsel for the government and distributors have covered 80 per cent of the ground to be included in a possible consent decree. It is stated the balance will be taken up in 10 days after meetings resume Tuesday following a week's recess.

The plan of operation is to discuss the various principles to be incorporated in a decree and go over them again and again for changes and additions. It is hoped that after another 10 days of conferences negotiators will be in a position to review the entire program with a view to drafting each of the agreed upon principles in writing.

There is a strong opinion in some quarters the first tentative draft will be ready for inspection by Federal Judge Henry Warren Goddard before he leaves on his two-month vacation the early part of August.

Still Open for Debate

Virtually all of the ground covered is still open for further debate before anything can be reduced to paper.

Views differ, it is said, on the question of overbuying. If selling is to be made in blocks of five or 10, as proposed in the department of commerce proposals, it is doubtful an exhibitor can overbuy, one source holds. On the other hand, it is argued, if an exhibitor buys 10 blocks of five at one time, or five blocks of 10, an overbuying condition can exist.

If an exhibitor is compelled to buy in small blocks, distributors say it would be extravagant on their part to send salesmen in the field, particularly when the theatres involved are 100 miles or more from the exchange center. Hence, it would be incumbent on the theatre owner to visit the local branch to make his deals, but whether such an expense would be warranted on contracts for five or ten pictures is questioned.

Screenings a Problem

Whether the trade screening-in-advance provision will be adopted, as suggested by the commerce department, also poses another problem for the small exhibitor far removed from exchange centers. If his average rental is $7.50 or $10 and he is asked to see every picture before he buys it, the matter of transportation expenditure again comes to the foreground.

One way to get around this, it is stated, will be to announce all trade screenings and making it optional with the theatre owner whether or not he wants to see the pictures. In this way, the exchange would

(Continued on page 22)

BROADWAY

EDDIE GOLDEN says he plans to set those Monogram regional meetings shortly. They will be held this month, he says . . . Harry Arthur has gone back to St. Louis and is due here again in the next few weeks . . . Among those attending the Baer-Galento fracas at Jersey City were Bill Scully, Sam Dembow, Bill Heineman, Frank J. A. McCarthy, John Nolan and Charles Ryan of the Comerford circuit, Bill White and a number of Skouras managers, Harry H. Buxbaum and David Wientz. Most of them wound up at Dinty Moore's after the fight . . . Mack Herbert, who operates the President in the Bronx, is the nattiest independent exhibitor in the local area.

Harry Buxbaum jr. is operating the Casino, Shelter Island, for the fifth season . . . Over at the Warner exchange exhibitors and bookers are being given badges plugging the exchange's August booking month drive . . . Bill Goldman, independent exhibitor, and Ted Schlanger, Warner zone manager, were in from Philly during the middle of the week . . . Gus Kessler of the Skouras circuit has returned from her vacation in Vermont, where she visited her folks, and St. Louis where she spent more than a week with Bess Schulter of the F&M circuit . . . J. J. Unger visited Toronto and the Paramount exchange for three days . . . Herman Rifkin, former Republic franchise holder and now operating eight theatres in New England, came on to New York after touring his five Springfield, Mass., neighborhood houses. His stay in town was brief and for a get-together with friends.

Mort Van Praag, National Screen Chicago manager, was in town for a few days . . . Jack Cohen, eastern division manager for the same company, is vacationing at Atlantic City . . . Henry Reiner, another member of National's sales force, leaves Friday for a vacation at Red Hook, N. Y., where he will learn all about farming. His son, Laurence, six and a half, has gone to Camp Eaton, Rhinebeck, N. Y., for the first time . . . George Brandt, son of Billy, is being given a bachelor party Tuesday night at the Abbey Hotel. Marty Levine of the Brandt circuit is handling arrangements. Leslie Aaron, brother of E. W., is the golf pro at Napponoch Country Club. He used to be with the old Metro company years ago . . . Charles Wittner, assistant to Harold Goldraben, office manager at the local M-G-M exchange, leaves Friday for a vacation at Lake Champlain.

George Skouras has dropped games in most of the Skouras houses for the summer. It's a usual thing this time of the year . . . Jack O'Connell of the Roger Sherman in New Haven is motoring to Lake George. Vacation stuff . . . S. Barret McCormick and Al Sindlinger were in Washington in advance of the premiere of "The Ramparts We Watch" which opens at Keith's, Friday . . . A number of home office lawyers left for Baltimore over the weekend for the hearing on appeal in the Westway case . . . Tom Walker is expecting to announce a new affiliation any day now . . . Charles Moses is angling for several additional houses . . . Max A. Cohen is awaiting word from Paul Moss on the reopening of the West End on 125th St.

Kenneth Clark, Hays office press contact, his wife and friends are touring Mexico by auto. The vacation lasts until July 22 . . . Louise Phesay and Nancy Sutherland of the UA executive secretarial staff are vacationing at Lake Placid . . . Milton Rothstein, assistant to Bernie Birnbaum in the Columbia accounting department, and Lillian Friedman of the same office, are engaged . . . Mrs. Fred Quimby, Fred jr., Ruth Lewis of the M-G-M short subjects staff, Tom Connors and Ted O'Shea a Hunting Room fivesome . . . Louis Phillips was in Mt. Sinai for a few hours for a bronchoscope of his o-e-s-o-p-h-a-g-u-s or maybe it was merely a cold. It seems a chicken bone he swallowed was annoying him . . . Bingo Brandt taking Sylvia Froos on a personal tour of the Shangri-La miniature lobby display at the Globe . . . Jack Levin of the Copyright Protection Bureau was the guest of Jack Greenberg at the latter's country place at Stone Harbor, N. J., over the long weekend . . . Speaking of Si Fabian, he says "My Favorite Wife" is doin' a helluva swell business over his circuit. He's also optimistic for the summer, providing the weather is dull enough.

ALONG FILM PEDDLER'S LANE: *Big doings at the Motion Picture Bookers' Club when E. K. "Ted" O'Shea, M-G-M's eastern district manager, was inducted as an honorary member. Tom Connors, Eddie Aarons, Joe Lee, Max A. Cohen, Jack Bowen, Ben Abner and M-G-M salesmen, Howie Levy, Lou Allerhand and Herman Ripps were around to watch the fun. The bookers have suspended all social activity until August . . . O'Shea spent the Fourth of July weekend in Buffalo conferring with Ralph Maw, branch manager . . . Alex Arnswald, M-G-M booker, is vacationing at Point Pleasant, N. J. . . . Max Rothman has bought the Temple, Union City, N. J.,*





—Metropolitan Photos

Pill Swatting Bevy—

Part of what the camera recorded at RKO's annual golf tournament at the Westchester Country Club. Above, it's a case of A. W. Smith, Phil Reisman and Ned E. Depinet. Below, Max Cohen, George Skouras and Charles L. Casanave. Immediately above is S. Barret McCormick, far removed from engravers and trade paper men, and apparently not against.

from James Binkov . . . Joe Rosenbloom, who operates the Tiffany and Art, Bronx, is back on the scene after an operation . . . They say Louis Harris is operating the Jackson, Manhattan again . . . Davy Levy spent the weekend visiting his son in camp at Pittsfield, Mass. . . . RKO's poet laureate, Jack Ellis, has composed another ballad which sings the praises of his company's forthcoming product.

E. F. Lomba, 20th-Fox home office supervisor for Latin America, returned over the weekend . . . Del Goodman, Far Eastern manager, arrives on the *President Pierce* in Los Angeles the end of July . . . Edward Cohen, formerly manager of Ecuador, is now 20th-Fox's Venezuelan manager . . . The Motion Picture Film Editors' Guild, a society of newsreel, production and free lance cutters and film librarians, has organized and elected the following officers: John Michon of News of the Day, president; Ben Loweree of Movietone, vice-president; Jack Castilone of News of the Day, secretary; Jack Bradford of March of Time, treasurer, and Joe H. Vadala, in charge of public relations.

John Nolan of Comerford and Rube Jackter using sign language to talk to each other across opposite corners of Lindy's Ess and Fresserie . . . Mike Vogel is shopping for bargains in railroad tickets now that he's moved his family to Belle Harbor . . . Jules Lapidus, Universal's new eastern district manager, getting a copy of his "map" taken by the capable lensman, Jimmy Sileo, with Hank Linet in the cheering section . . . Herb Berg of Paramount publicity is vacationing at Hunter, N. Y., where he has shipped his family for the summer . . . Harry Goldberg was in Cleveland on "ATAHT" publicity . . . Alec Moss was in Boston, an overnight plane hop, on advance product campaigns . . . Bob Gillham was in Canada on "North West Mounted Police" business.

Harry Brandt is so pleased with the two-page art spread *PM* gave westerns, which also included the plug: "If it's Westerns You Want, Go to the Central" that he's having it reproduced for framing . . . Lillian DeCoasta, Al Wilkie's secretary, cut her vacation at Green Mansions short due to the death of her brother in Philadelphia . . . Lynn Farnol is at Plattsburg, N. Y., for a month's training with the ROTC . . . Monroe Greenthal is back from the coast where he spent five weeks seting up UA's new "pre-selling" department . . . Joseph Henry Cohn, son of the Jack Cohns, was married to Jewel Hart of the Broadway stage. The knotting was performed by Supreme Court Justice Ferdinand Pecora. The couple is honeymooning in Havana . . . Minnie Bliss of Tom Waller's staff at Paramount celebrated her fourth wedding anniversary with hubby and friends at the Riviera . . . Patsy Kelly has gone to the coast for a leading role in "Road Show" . . . Nat Goldstein of Boston was in for a visit with Leon D. Netter.

Harry Mandel, RKO's theatres' director of advertising and publicity, is motoring through the south on his vacation and may head for Mexico . . . Success story at 20th-Fox: Jack Kerfoot, who has been operating the elevator, has been promoted to the publicity department . . . Morris Goodman, Republic's vice-president in charge of foreign sales, has moved out to Long Beach for the summer . . . John L. Day jr., Paramount's general manager for South America, and S. E. Pierpont, manager for Brazil, sailed Friday for Rio de Janeiro. RKO's Ben Cammack also plans to make the same boat.

Once Upon a Time, It Was Different

New York—There used to be a time when a circuit closed a theatre for the summer and posted signs on it advertising the features of its other houses in the same neighborhood.

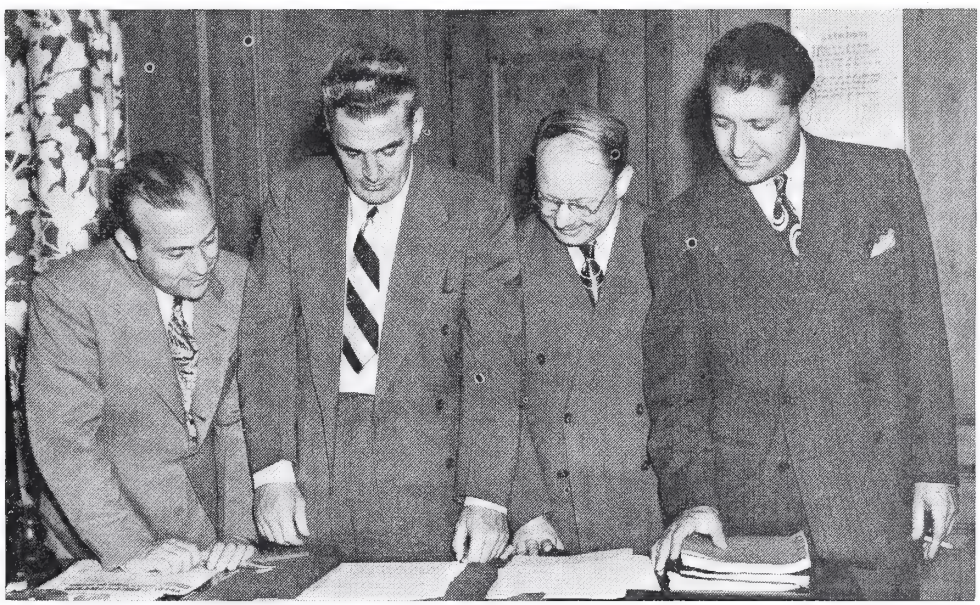
Consolidated Amusements has a new twist. Having darkened the Ascot in the Bronx, signs on the theatre advertise the game of Fairo three nights a week at the Oxford and Screeno at the Jerome four nights a week, including Sunday evening.

Jacques Grineff, French film man, talking to parties connected with "We, the People" with the idea of making a picture based on the radio show . . . Frances Harris, secretary to Harry L. Gold at UA, is vacationing at Lake Champlain . . . Paramount finally heard from its European manager, Fred Lange, who reports reaching Barcelona after "unbelievable adventures." Which is the first time Lange ever appended anything of the sort in his cables . . . M-G-M executives also are relieved now that Laudy Lawrence, continental manager, has made contact from Lisbon . . . Herman Wobber, general sales manager of 20th-Fox, is due in next Monday from the coast . . . Ann Radin, of RKO theatres' short subject booking department, gave a housewarming for the gals on the 11th floor . . . Over at Lindy's (west side) Bill Powers lunching with L. Jack Schlaifer and Seymour Poe, and the National Theatre group of Aubrey Schenck, George Balderson, Milt Hossfeld and Irv Barry. Barry, incidentally, has authored a play which is making the rounds of the producers' offices.

Sol Lesser and Ernst Lubitsch, his producing associate, hit the town from Hollywood and at once repaired to "21" for lunch. Others there on that day included Charlie and George Skouras in the company of Grad Sears and Carl Leserman; Herbert J. Yates and Moe Siegel, who entertained George Hayes, the actor; Sam Dembow, Phil Reisman, Willard McKay, and Dorothy Mackaill . . . Dembow starts his flying trips again in a few days. Chicago will be one of his way stations . . . Jimmie Grainger took himself to Canada over the weekend for a couple of days . . . Jules Levey, the sales manager now turned producer, probably will be around town for a couple more weeks . . . Gertrude Unger of the Goldwyn office is back from a Florida holiday. At this time of the year, too.

Si Fabian opened the Stratton at Middletown, July 4, after the house had been closed five years. A 10 and 20-cent admission prevails. "Lillian Russell" was the opening attraction . . . Brenda Joyce and Richard Greene are due July 9 via TWA from the coast for the Baltimore premiere of "Maryland" . . . E. C. Grainger spent a day at Westfield, Mass., looking over the Feiber & Shea house there . . . Ed C. Raftery made a quick trip to Albany for a visit with Chris Buckley, independent circuit operator whose Harmanus Bleecker Hall recently burned to the ground . . . Max A. Cohen expects the remodeled Wallacks to be ready late in October or early November . . . Morris Kutisker is planning to leave on a short vacation in a week.

(Continued on page 23)



—Photo by Cosmo-Sileo

Naturally, It Would Be Syracuse—

Making plans for the world premiere of "The Boys From Syracuse." The theatre there will be the RKO Keith. Here, making final plans, are Gus Lampe, manager of the house; William A. Scully, Universal's general sales manager; Harry Mandell, advertising and publicity director of the RKO circuit, and Jules Levey, who made the picture.

It Was a Mauling; Film Offers Proof

NEW YORK—Although the Tony Galento-Max Baer fight may have made the Marquis of Queensberry spin around in his grave, the rough and bloody fight provides some of the best fistic entertainment photographed in quite a time. In what was popularly known as the "Battle of the Bums" Beer-Barreled Galento and Clowning Baer certainly gave the customers a run for their money. Highlights of the brawl as caught by the camera are:

1—Baer gestures to Galento to come in and fight in the third round. The microphone picks up Baer's challenge which goes like this: "C'mon and fight, you b——d."

2—The way Galento uses his head in the fourth and fifth rounds, especially in the former when he actually leaves his feet to butt Baer in the mouth.

3—The thespic ability displayed by Baer after such occurrences and his bow to Galento after the fifth.

4—The slow motion scenes of the big seventh.

5—The dressing room interview with Baer conducted by Lou Costello.

Running time of the subject is 21 minutes. Jack Reiger supervised and edited.—D. G.

Enthusiastic Over UA Exploitation Setup

NEW YORK—In the first five weeks of UA's new "pre-selling" setup of regional publicity and exploitation directors the men have paid for a full year's salary in the free newspaper space they have obtained, according to Monroe Greenthal upon his arrival from the coast after engaging seven new men to bring the total to 15.

Greenthal declares the regional exploiteers have hit upon an idea that has met with wide favor. This consists of carrying three sets of trailers on forthcoming product with them on field trips, which are shown to exhibitors. The trailers are made up of advance scene shots and offer ideas on which selling campaigns can be built. As an indication of the importance this means to producers, Greenthal points to "The Long Voyage Home," the trailer on which is being directed by John Ford, with commentary by John Mitchell.

Brandt Shifts Newsreel Policy at the New York

NEW YORK—Harry Brandt has changed the New York from a newsreel and short subject house to a regular feature policy, starting last Friday. When the theatre opened several months ago, the short subjects plan was an experiment. Reissues and foreign films on a single feature program will constitute the fare from now on.

Lawrence Due

NEW YORK—Laudy Lawrence, M-G-M's European manager, arrives on the Clipper from Lisbon, Wednesday.

N. Y. Allied to Join MPTOA in 30 Days

New York—Allied of New York, formerly affiliated with national Allied and now on its own, is expected to join the MPTOA within the next 30 days. Directors of the local independent exhibitor unit headed by Max A. Cohen, president of Cinema Circuit, met recently and seriously entertained a motion to join the Ed Kuykendall organization.

Another meeting is slated shortly, according to Cohen, who believes a resolution to affiliate with MPTOA will be adopted. For some time a number of Allied of New York members have been disgruntled over the lack of national exhibitor affiliation, and some of them resigned from the unit as a result. The move to join with MPTOA is expected to restore not only the lost membership throughout the state but to bring in many new applications.

See Snag in N. Y. Allied MPTOA Affiliation Plan

NEW YORK—Exhibitor organization observers see more than a little difficulty arising in the plan of MPTOA setting up Allied of New York as its Empire State unit, as suggested by Allied president, Max A. Cohen.

According to these sources the MPTO, State of New York, western zone, headed by A. C. Hayman, with headquarters in Buffalo, will not accede to two MPTOA units in the state.

Starts Product Survey For Allied July 16

BOSTON—Arthur K. Howard, business manager for the Independent Exhibitors Ass'n, on July 16 will start a product survey of all companies with a meeting of the membership. He was recently appointed one of a committee of four at the national convention in Chicago to handle Allied's product survey and information bureau. Others are Sidney E. Samuelson of Philadelphia, P. J. Wood of Columbus and Don Rossiter of Indianapolis.

New Columbia Series

NEW YORK—Columbia will augment its 1940-41 short subjects program with a series of six one reelers based on the Hobby Lobby air show. Arthur Leonard will produce.

80% Decree-Embraced Ground Is Traversed

(Continued from page 19)

perform its part of the bargain and fulfilment would rest with the exhibitor.

Many local exhibitors are convinced the NRA plan of arbitration is impractical. The formula which provides for each local exhibitor body to be represented by a panel of men who would sit with distributors and an impartial representative is regarded as ideal and the only workable plan for a fair shake to all.

Finally Set Deal On Cocalis String

NEW YORK—RKO and the Skouras circuits have taken over the seven Bronx Cocalis theatres which have been under negotiation for several months with the Cocalis estate.

In the deal of which details are not fully completed, RKO will operate the Pelham, Castle Hill and Marble Hill as first runs while Metropolitan Theatres adds the Ward, Pilgrim, Interboro and Square as second run situations.

At one time the deal was almost stalemated over union difficulty arising out of the fact the Cocalis circuit employs boothmen affiliated with Empire while the other two have Local 306 men.

Under the compromise reached, the Empire men will be absorbed into Local 306. Several of the operators will continue working while the remaining will be placed on the union's unemployed list. According to a union spokesman, compensation received while on the unemployed list is equal to the salary paid Empire members by Cocalis.

"Loew's Weekly" Is Being Discontinued by Circuit

NEW YORK—"Loew's Weekly," practically an institution in the direct mail field at the circuit's metropolitan theatres for 25 years, passes out of existence in about two weeks. The annual cost of servicing Loew patrons with the weekly four-page program of coming attractions and chatty items about M-G-M players is estimated to have run close to $250,000.

The circuit will turn this sum over to an institutional newspaper campaign in the form of a daily directory of current and coming shows at the circuit's 72 theatres in the greater New York area. This will begin early in August and will run in two or three newspapers. At one time the circuit printed about 1,200,000 copies of the weekly, of which 750,000 were mailed. This has been gradually reduced to 700,000 copies, with 350,000 for mailing.

The staff of about 18 which handled the program has been shifted to other posts. Gertrude Gelbin has been in charge of it for over 12 years.

Doob Heads Committee For Defense Plan Aid

NEW YORK—Oscar Doob, Loew's publicity chief, heads a committee of affiliated and independent circuit representatives who will cooperate with the Army in the development of the national defense program. At a meeting in George J. Schaefer's office, Harry Mandel, RKO; Aubrey Schenck, National Theatres; Harry Goldberg, Warner, and Harry Brandt were named to work with Doob.

Westway Appeal Due

BALTIMORE—Hearing on the appeal by the plaintiff in the Westway case is slated for July 8 in the local court of appeals.

BROADWAY

(Continued from page 21)

He was disappointed with his Miami trip last April.

Murray Weiser is doing a swell job at the New Singer in the Brownsville section of Brooklyn. Max Leventhal, I. Kafko and I. Levine operate . . . Industry leaders met Monday at the Hays office on the Red Cross drive . . . Jack Trop has quit the film industry and now is in business with his sister . . . Aaron Schusterman says he is playing Bingo three nights a week at his Perth Amboy house . . . Morris Jacks says his dark complexion is from week-ending on his yacht . . . Nat Holt, RKO district manager for the circuit in Cleveland, says business this past season was the best in five years. He and Tom Gorman from Chicago and Harry McDonald from Boston attended the general district managers' conclave in John J. O'Connor's office Tuesday.

Mitchell Klupt has become a benedict since the first of the year and has taken a summer place at Pleasantville, N. Y. . . . Harry Moskowitz is in Miami to spend the next two weeks at the Cromwell . . . C. C. Moskowitz's new Cadillac, when delivered to him in front of the Loew Bldg. the other day, drew a crowd that brought the cops out, believe it or not . . . The Gene Pickers have leased a summer home in the Adirondacks . . . Frank Rohrenbeck of WHN has gone fishing at Greenwood Lake on his vacation . . . George Raft is vacationing at Hot Springs, Ark.

The Arnold Bernsteins are honeymooning at Del Monte, Calif. . . . J. Robert Rubin returns Monday from a two-week vacation at White Sulphur Springs . . . Ted Mendelssohn, former M-G-M branch manager in Chicago, was in town a couple of days and visited old friends at the home office . . . Levere C. Montgomery of Affiliated Theatres, New Orleans, and his family spent the week in town looking over the Fair and taking in the highspots . . . E. M. Saunders visited the M-G-M Milwaukee and Chicago exchanges last week . . . Bill Rodgers has sent his children to camp at Spoford Lake, N. H. The Rodgers clan likes it there . . . Louis Weinberg has taken to Atlantic Beach for his weekends . . . Joe Moskowitz is on the coast for an indefinite stay . . . Sid Schlager, head of Producers Corp., and Henry Herzbrun are in town from the coast . . . Tyrone Power arrives from the coast Tuesday for personal appearances . . . The Stanton Griffises are celebrating their first wedding anniversary.

Summer Situations

ALBANY—Summer situations being booked from Albany include Frank Seiden's Grand Hotel, High Mount, in the Catskills; Stott's Casino, Oquaga Lake, Catskills; Totem Lodge, Burden Lake; Recreation Hall, operated by John Frankfort at Palenville in Catskills; Saranac Inn, Saranac Lake; Sacaroon Manor, near Schroon Lake; Ausable Club, Keene Valley.

Six Omaha Showmen Face State Contempt Charge

LINCOLN—Six Omaha theatre men must appear on order of the state supreme court to show cause by July 23 why they should not be held in contempt of court for violation of the 1937 injunction against Bank Night.

Omaha City Attorney William Wenstrand filed the suggestion with the court for the citation after unsuccessful attempts to curb the use of Prosperity Clubs in Omaha theatres.

The individuals ordered to appear were Will Singer, Ralph Goldberg of the Goldberg chain and two representatives of Tri-State Theatres.

Single Bills at Seven Houses in K. C. Test

KANSAS CITY, KAS.—Beginning July 15, seven local theatres will single bill their Sunday-Monday changes with available "A" attractions in a test to see what comes out.

Designed to run four weeks and excluding the first run Electric and Granada, Jack Truitt, manager of the Electric and president of the TOA of Kansas City, declares the month trial will be renewed if the results at all warrant continuance.

The participating theatremen who approved the move without a dissenting vote are Fred Meyn, Park; W. D. Fulton, State; Harry Horrocks, Midway; R. R. Biechele, Osage and Ed Burgan, the 10th St., Gauntier and Home. The move was spontaneous and originated among the exhibitors themselves.

Goldwyn Wins Step In His UA Suit

PHILADELPHIA—A U. S. circuit court decision gave Samuel Goldwyn a tentative victory in his suit against United Artists, in which he seeks to be released from a distribution contract signed July 2, 1936, to run until 1945.

Goldwyn brought his original action before the Delaware district court, arguing that UA's contract with him became invalid because the corporation permitted Alexander Korda and his London Film Corp. to modify the contract with them, without consulting Goldwyn. That, he said, damaged his interests, and in effect, breached his contract. A similar situation was true regarding the contract with Douglas Fairbanks and the Elton Corp., he added.

UA's counsel persuaded the district court to turn down Goldwyn's request on the grounds he should have made Korda, London Films, Fairbanks and Elton Corp. joint defendants.

The circuit court overruled the lower court, declaring the other four parties "are neither indispensable nor necessary parties" to the suit. In sending the case back to the lower court, the circuit court referred the lower court to Goldwyn's suit against UA, Korda and London Film.

WASHINGTON

ON TUESDAY, July 9, Keith's will world premiere "The Ramparts We Watch," based on Major George Fielding Eliot's book and the first feature length production by the editors of *Time* and *Life* . . . J. J. Payette, Warner zone manager, has set August 7 as outing day for executives and house managers with Baur's Beach, Bay Ridge, Md., as the scene of activities . . . Bernie Kreisler, Universal branch manager, has returned to the fold following his siege of illness, and is focusing his eyes on "bullseyes" . . . Andre LaVarre is making his headquarters in Williamsburg while shooting the historical spots in Virginia for Columbia, same to be a forerunner to "The Howards of Virginia."

Floyd Plank of the Lyric, Blacksburg, despite his varied activities, always finds time for a word with the film boys . . . Harold Wood of Neighborhood Theatres, Richmond, Va., frolicked in the pool from ten to four one day, while in attendance at the MPTO convention. Ole Sol frolicked, too, and Harold succumbed like a potato chip . . . Mrs. Vernon Carpenter is quite the "Girl Friday" to Vernon in the operation of his Clincho and Haysi houses . . . It is rumored the Royal and Mercer houses in Princeton, W. Va., are on the block . . . UA's Alice Hildebrand is spending her two weeks around the old homestead . . . Jess Salzburg of the Rialto, Bluefield, W. Va., has developed the faculty of addressing his patrons by their first name.

Metro Sparklers: Betty Topf, Ida Barezofsky and Irene Zweigenhaft were Fair visitors over the holiday . . . William Orr, home office executive, was a local visitor . . . The exchange is holding to first place in the billing drive and aiming for the August 1 tape a winner . . . Harriet Kenworthy trekked to Minneapolis for her vacation . . . Carlton Duffus, exploiteer, journeyed to the home office for a huddle. And, by the way, June 26 was his natal day . . . Alice Gagnon has departed on a six-month leave of absence . . . Dorothy Berman of the contract department surprised her co-workers with the announcement that her proposed October marriage had been moved up, with the ceremony being performed in Baltimore, June 23.

Movietone News: Henry King, 20th-Fox director who handled "Alexander's Ragtime Band," "Jesse James" and more recently "Maryland," which will have its world premiere at the Centre and New theatres in Baltimore, July 10, paid a surprise visit to Branch Manager Sam Wheeler, having piloted his new plane from New York to College Park . . . Edgar Moss, district manager, was also a visitor . . . Lillian Blumenthal packed her playsuits and sun lotion and headed for Atlantic City, her chosen vacation spot . . . Sara Young and Ann Griffin assembled the availabilities and motored to Fredericksburg for a booking session with Ben Pitts; incidentally, Ben has been appointed by Governor Price to the Port Authority of Virginia for the forthcoming fiscal year.

PHILADELPHIA

JIMMY CROCE, assistant manager of the Broadway, highlighted the industry's observance of the Fourth by reading the Declaration of Independence before Independence Hall. He was chosen for the honor by City Council. WPEN broadcast the event . . . Sheldon Mandell is the new manager at the 56th . . . Sil Setron, Logan, and Jack Lexey, Broadway, are on vacation . . . So is Bill Porter, Monogram booker. Naurice Rosen is taking his place . . . The Ideal has been taken over by Sam Tannenbaum, operator of the Palace, Atlantic City.

Maxwell Gillis, Republic, went off to Scranton on business . . . With the descent of hot weather, Victoria Amusement Co. has shifted its houses in Tamaqua, Mahanoy City, Shamokin and Mt. Carmel from a continuous policy to matinee and evening, with an intermission between 4 p. m. and 6:30 . . . Seen on the street—Harry Waxman, Astor and Hollywood, Atlantic City . . . Charles Olive, Washington exhibitor, was a visitor at the Variety Club . . . Louis Krouse, Local 307, off on a visit to Springfield, Mass.

Exhibitors crowded for several hours outside the Ace Exchange waiting for the Baer-Galento film to come in for a screening, the day after the fight. Fast work . . . Al Reh, Stanley, is out ill . . . Saul Krugaman, UA, is a pappy . . . Abe Einstein, Warner, was a member of the honorable board of judges that presided over the mummer's parade . . . Exhibitors report few complaints over the new defense taxes. Local theatres have stocked up with 2,000,000 pennies to meet the new demands for small change, in payment of the taxes.

Louis Charles, secretary of Frank Sculli, Metro, is out ill . . . Bill Gabriel, Metro booker, is mourning the loss of his mother . . . Margaret Quill is back from a breathless vacation in California. Marie Connell, Charles Baynes' secretary, has left for her bit of rest and sun tan . . . Haddon Matthews, 69th St., arranged a benefit show for the Delaware County Camp Sunshine Fund. Fifteen organizations helped sell tickets.

Jay King, Yorktown, gave an exhibition in keeping cool the other day when fire raged in the Yorktown Tavern next door. Smoke drifted over to the theatre, but King's reassuring personality kept the patrons calm . . . Joe Riley, Liberty, dug up a midget to walk through the neighborhood and boost his films . . . Stan Benford, Colonial, and his aide-de-camp, Abe Zayon, got permission to distribute booster cards among students in three high schools, calling attention to "Abe Lincoln in Illinois" . . . Sam Teitlebaum, Commodore, played host to Penn students at a get-to-gether before the summer vacation.

Hays to Hollywood

NEW YORK—Will H. Hays is due to leave for the coast in a few days on a periodic visit. While there he is expected to assign a successor to Tom Pettey, press chief, who resigned to take a post with *PM*.

Thumping "Heaven" Take In Providence Run

PROVIDENCE—"It's in the bag," says John Nolan, supervisor of Comerford theatres here, pointing to a sensational $12,000 first week gross of "All This, and Heaven Too" at the 1,800-seat Majestic. The film went into its second week Thursday and may hold a third.

Nolan contends the engagement is particularly noteworthy because of the last minute switch in the price scale. Two days before the film was to open at a $1.10 reserved seat scale and after he had so advertised it in newspapers, he put pressure on Warner sales executives to permit him to sell it at 50 cents top. Although the distributor objected to this, Nolan finally won out, but was faced with the reaction that might be engendered by the public after the film had been advertised for $1.10.

"I took my chance," Nolan says, "and the public did the rest." The film is playing single, surrounded by a newsreel and cartoon.

New Albany Account

ALBANY—The Lake, Lake Huntington, Catskill Mountains, is a new theatre being serviced in part from Albany. David Silverman is the operator.

Narrow Gauge Growth Concerns Philadelphia

PHILADELPHIA—The increasing use of 16mm film by non-theatrical enterprises is beginning to cause genuine concern among exhibitors in this territory.

Newest report is that a new large apartment house on the Parkway is arranging for shows on its roof for tenants. The small-sized films also are being used in other hotels, taprooms, drive-in theatres and in parks.

"The number of 16mm films submitted for review by the censor board has been increasing; those films are becoming a substantial business," Mrs. Edna R. Carroll, chief of the board, told BOXOFFICE.

In Allentown, a drive-in theatre on Seventh St. is said to be in direct competition with a legitimate house. Eight miles out of Lancaster, "McMinn's Theatre," on an open lot, also is attracting customers.

The local Allied unit has appointed a committee to study the situation and develop ways of meeting the problems it presents.

In Trenton, N. J., the Homasote Co., primarily interested in wood and shingle construction, is reportedly planning to install equipment and seating facilities in several hundred department stores, which would use 16mm films. The idea is to bring out customers by a free show—aimed as a direct onslaught on theatres which attract patrons by distributing premiums of merchandise.

In the Wilkes Barre area, Lake Ariel, Rocky Glen Park and Newton Lake, three amusement centers, are offering free film shows one or more nights a week.

ALBANY

VISITORS: Chris Marx, Rialto and Highland, Utica; George Seed, manager of Fabian's Rialto and Regent, Cohoes; Pete Vournakis, Strand and Liberty, Watertown; Marty Eisenberg, Maple Blossoms, Jefferson; Phil Straus, Pine Plains; Leonard Rosenthal, State, Troy; Henry Frieder and Henry Grossman, Hudson; Sam Davis, Phoenicia; Sid Dwore, Cameo and Lincoln, Schenectady; Bill Kraemer, Schine booker; Frank Williams, Benton booker; Jerry LaRocque, Fairyland, Warrensburg; George Thornton, Orpheum, Saugerties, and Orpheum, Tannersville.

Sidney Mull has discontinued operating the Masonic Hall, Nassau, until Labor Day . . . Wayne Carnigan, 20th Century-Fox shipper, diamond ringed Helen M. Bobar, typist in federal service here. Helen's sister, Ruth, an M-G-M inspectress, was handed a sparkler last winter by Steve Wilski, pitcher for Gloversville Canadian-American league club on option from Albany . . . Catherine Shea, secretary to Metro Manager Ralph Pielow, vacationing at Saratoga Lake. Ditto Inez Lawrence, Columbia cashier, at Burden Lake. Frank Carroll, Metro shipper, also away for a fortnight . . . Camille Alli, assistant booker at Columbia, Josephine Lasky and Christine Korn, of M-G-M, planned out-of-town weekends.

Bill Kennedy, who took over operation of Lyceum, Champlain, and Lyric, Rouses Point, after death of his father, William F. Kennedy, visited his brother, a General Electric engineer in Erie, Pa. His wife and mother accompanied him. Maurice Glaude, Kennedy's assistant, is scheduled to visit the World's Fair on the return of the boss . . . Bob Yates, manager of the Lake at Lake George, opened a grill nearby. Yates, old-time vaudevillian, will entertain with songs, as he does in Florida during the winter . . . Ben Smith, Pam-o, sold "The Outsider" to Kallett circuit . . . Bill Barney, Grand, Watervliet, cruised to New York on his boat.

Lou Golding, Fabian division manager, is working on Red Cross drive. Incidentally, Golding and Alex Sayles, Palace manager, are looking for packed houses when Tony Martin and Bob Zurke's orchestra appear July 9. Last summer, Eddie Cantor's unit broke the Palace record for a single day . . . Jack Walsh, Metro exploiteer, ballyhooing a new feature—John G. Walsh III. Baby and mother doing well.

Local papers printed pictures and stories on the visit of Henry King, 20th Century-Fox director, at the Albany airport. One photo showed King with Dan Houlihan, Fox head booker, and Andy Roy, Strand manager. Another had Edgar S. Van Olinda, *Times Union* critic, with King, Houlihan and Roy. King was in Albany last year while shooting scenes for "Little Old New York" at New Baltimore. Charles Smakwitz, Warner circuit district manager, and J. E. Curley, Warner publicity man, were at the airport during part of the two-hour chinfest in the rain.

: ROCHESTER :

VACATION NOTES: Lester Pollock, Loew's manager, is taking two weeks, part of which will be spent fishing. Charley Kurtzman and Ed Howard sub for him . . . Ted Whitcomb, West End manager, recently returned from his and brought back a Boston bride . . . Marguerite Trickey, Schine's district office secretary, is spending her's in the Adirondacks . . . Joe Deacon, Dixie manager, is back, and Dave Goodman, Cameo, has departed for the St. Lawrence.

"Knot Hole Gang Day" was featured at all Schine theatres last week. Official American League baseball film, five cartoons, comedies and shorts were featured, along wtih two regular features. Every kid also got copy of "Knot Hole Gang News" . . . Other Schine notes: Bud Silverman has taken over booking for local houses; Thelma Halpin, Riviera cashier, is filling in at district office during vacations; Bob Meagher is writing the script and announcing the Schine broadcast over WSAY three nights a week.

With the city of Rochester in the theatre business, local managers will have more summer competition. Open air theatre was to open in Highland Park bowl July 8 with Teddy Hart in "See My Lawyer" . . . Loew's had a one-feature program this week, with "New Moon" the attraction . . . Members of the Rotary Club, Geneva, were entertained by Manager C. C. Young of the Regent at a preview of "The Biscuit Eater" . . . Ringling Bros. Circus cut into July Fourth business . . . Albert P. Fenyvessy, Arnett manager and former plane pilot, admitted all aviators showing a pilot's license free to "Test Pilot."

Schine theatres are starting a bathing beauty contest July 12. They just completed a boy and girl "Popularity Contest," which was determined by vote . . . Strand has launched summer policy, listing three program changes instead of four each week . . . Century is returning to Wednesday openings . . . Nearby Hornell has pasted a tax on billboards of 10 cents a square foot . . . Robert Wilcox visited his mother here . . . Mrs. Ida M. Burke, matron at the Palace, has resigned and has left for San Francisco to visit two sons who are in the theatre business.

John Balch jr., Capitol usher, was one of a trio to receive meritorious service certificates from local safety council for rescuing five youths trapped in a submerged car . . . Summer "Pop" concerts have started here, running three times a week . . . Twenty local orchestras and night club entertainers joined in presenting a benefit program for Bob Hemings, local radio pianist who was seriously injured in a car crash that killed John J. Long jr., WHAM engineer . . . Rosemary Olcott, grandniece of Chauncey Olcott, is appearing here in summer stock . . . Lester Pollock is conducting a big campaign for "Our Town," due in two weeks . . . General opinion of theatre managers after first few days of new federal tax, was that business was not affected. They report the public seemed willing to pay.

Paramount Officials Continued by Board

NEW YORK—Barney Balaban, president, and the slate of incumbent Paramount executives were continued in office another year at the annual meeting of the board. Other officers include Adolph Zukor, chairman of the board; Stanton Griffis, chairman of the executive committee; Vice-Presidents Y. Frank Freeman, Austin C. Keough, Neil F. Agnew, John W. Hicks jr. and George L. Bagnall. Keough also is secretary. Assistant secretaries include Norman Collyer, Jacob H. Karp and Frank Meyer. Fred Mohrdart is comptroller and Walter B. Cokell, treasurer.

Two Theatre Companies Show Increase in Net

NEW YORK — Two theatre companies made known annual financial reports during the week. Saenger Theatres Corp. reported a net income of $758,822 for the year ended December 30 last. This compares with $667,140 for the previous year. Junior Orpheum of Los Angeles, Ltd., reported a net income of $73,197 for 1939 as against $64,938 for 1938.

Satori District Aide; Fater to Pittsburgh

PITTSBURGH—William Satori of the local Universal sales staff has been promoted to special representative for the mideast district under David Miller, district manager. J. Fater, formerly of the Buffalo office, has taken over Satori's former territory in West Virginia.

"Rebecca" Begins Single Test Policy at Rye

NEW YORK—Casey & Wheeler have adopted a single feature policy for the Playhouse, Rye, with "Rebecca" as the inaugural attraction.

This is the second independent house to go for single features. Skouras opened the Manhasset, Manhasset, L. I., two and a half years ago with this policy and has continued it since.

Two Film Players Appear In Mohawk Festival

SCHENECTADY—Two of the players in "The Captain Is a Lady" will appear at the opening of the picture at the State, July 23. They are Charles Coburn and Beulah Bondi who are working in the Mohawk Drama Festival at Union College, this city. Plans for the gala premiere include the invitation to city officials, celebrities and civic organizations in Albany, Troy, Schenectady and Saratoga Springs.

More Closings

NEW YORK—Five additional summer closings are reported in the metropolitan area. They are the Bridge, Manhattan; the Metro and Ace, Bronx; the State, Marlboro, N. Y., and the Highbridge, Highbridge, N. J.

REVIEW FLASHES

CODE OF THE CACTUS (Victory)—Hardly excitable stuff for the theatre manager looking around for relief from red ink, is Tim McCoy's continuation of the Lightning Bill Carson series which is weak kid stuff with multitudes of production shortcomings.

ONE MAN'S LAW (Rep)—Average western entertainment, performed with the usual action, romance, comedy and galloping horses. The villains of the piece are thwarted in approved fashion by Don Barry and his cohorts. George Sherman directed.

RETURN OF WILD BILL (Col)—This rates with the best western product. Bill Elliott, a cowboy who looks like one, is a finished actor in his field, and he rides, fights and romances without resort to singing. Love, murder, conflict and violent motion all take their proper places in the unfolding of the yarn, which is fairly plausible. Joseph H. Lewis directed.

SCATTERBRAIN (Rep)—Given the merchandising its entertainment content merits, this should zoom to top brackets from scratch. Judy Canova, Republic's hillbilly songbird and a gal who has plenty on the ball, makes her debut in a wisely selected vehicle which launches her on a promising picture career in a blaze of hilarity. Gus Meins piloted with a free and understanding hand.

SPORTING BLOOD (M-G-M)—While theatrical in composition and development, this is composed of those elements which strike straight for the audiences that compute entertainment by the breadth of the underdog-makes-good formula a film offers. Steeped in the traditions of horse-breeding, racing and name, the film moves at a fast clip throughout. S. Sylvan Simon directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Affirms Erpi Patents Non-Infringement Edict

PHILADELPHIA—The U. S. circuit court of appeals for the third circuit affirmed on appeal the lower court decision which held the sound picture equipment of Erpi was not an infringement of British Acoustic Films, Ltd.'s, patents numbered 1,597,819 and 2,006,719, and that both patents were invalid.

Open Summer Unit

ALBANY—The Schine Theatre at Sacandaga Park, 12 miles from Gloversville, has opened for the summer. Sacanda Park is a vacation spot.

RICHMOND

SOME mighty nice things are being said about the recent MPTO convention. Some of the folks who were there said that it was the best they had ever attended and all are looking forward to going back to Old Point next summer . . . Al Selig, RKO exploitation man, was in town contacting motion picture editors on the coming "Tom Brown's School Days" . . . Dan Wilkinson, advertising department, Neighborhood Theatres, has returned from vacationing in West Virginia . . . Floyd Armstrong, now an engineer for RCA, was here relieving Bill Attmore, vacationing, and took his family back to Baltimore with him . . . Lee Smoot likes his new position as doorman at the Colonial. Charlie Mathews took his former place as doorman at the Park.

The State Corporation Commission issued a charter to the Schine Virginia Corp., Richmond, with a maximum capital of $1,000. John A. May of Gloversville, New York, is president . . . Dorothy Shewbridge, secretary to Sam Bendheim jr., general manager, Neighborhood Theatres, toured the Skyline Drive . . . Ben Caplon, Columbia salesman, was in town . . . Bob Egan, manager of the Park, has returned after vacationing in his own backyard. Keith Caudle filled in for him . . . Allen Sparrow, manager of Loew's, has left with his family for his annual vacation in Florida . . . James Piatt, usher at the Carillon, vacationed in Detroit . . . N. C. Haefele, Baltimore manager for National Theatre Supply, was visiting local accounts.

Laird Loftis, former manager of the Halifax in South Boston, has enrolled in the Apprentice School in Newport News . . . Gordon Culley, assistant to Sam Gordon at the Ponton and Venus, is going to vacation at the New York World's Fair . . . Stewart Tucker, manager of the State, says that he is going back on his vacation to see some more of the Fair that he missed last year . . . Gordon Pulliam, Joe Fields and George Stitzer went fishing on the Potomac but did not have much luck . . . Charlie Yerby, assistant manager at Loew's, took the second week of his vacation resting up from the first.

Robert Taylor, doorman over at the East End, was married to Miss Geraldine Vandergrift, June 22 . . . Jit Sickinger, maintenance engineer at the State, went to Washington with some friends to see the game last Sunday.

We just heard that Charlie Hann, operator at the Bellevue and Patrick Henry, had to buy a new suit. It seems that he went to sleep while smoking a cigarette . . . Louise Cogbill, cashier at the Carillon, is back on the job after having her tonsils yanked out . . . Henry Dusman, Baltimore Supply man, was in town with his wife.

Hovey Promoted

ALBANY—Carleton Hovey, former chief of service at Warner's Strand, has been promoted to assistant manager. He takes the place of Bill Tallman, who went to the Regent at Elmira as manager, after Mel Conhaim was transferred to the Ritz here.

Morton Thalhimer Drive By Richmond Houses

RICHMOND, VA.—Sam Bendheim jr., general manager of Neighborhood Theatres, Inc., has announced that the company is dedicating the three-month period which started June 16 and will end on September 14 as the "Morton G. Thalhimer Appreciation Drive" in honor of the president of the company. First and second cash prizes are offered to the manager and every employe of the two theatres who during the course of the drive make the most points, to be computed on the following basis:

1—Comparative increase in gross over the same period last year.

2—Best theatre operation, which includes proper projection and sound, cleanliness, courtesy and proper work of all employes.

3—Exploitation of pictures, without spending a lot of money, but rather to take advantage of tieups and promotions that each picture offers.

4—Economy. Putting into effect such savings in all departments as can be done without in any way reflecting on the proper operation of the theatre.

Cincinnati Manager Is "Zenobia" Winner

NEW YORK—E. V. Dinerman, Keith's, Cincinnati, Ohio, is the $250 first prize winner in the national contest for best campaign executed by a theatre manager for "Zenobia." The $75 second prize goes to S. B. Hale, Lyric, Spearman, Texas, and the $50 third prize to Charles Smakwitz, Lincoln, Troy, N. Y. The contest was held under the direction of Lynn Farnol, UA's advertising and publicity director.

RKO to Reissue "Snow White" Nationally

NEW YORK—As exclusively reported in BOXOFFICE, RKO will reissue "Snow White and the Seven Dwarfs" nationally. The film will be booked as the major feature of a Walt Disney Festival, in which four Disney single-reel cartoons will surround the first feature length animated effort.

Note of Regret

FLUSHING MEADOWS, L. I.—There will be a lot of disappointed bulls around the Borden exhibit at the World's Fair next week. Elsie, the glamour bovine, is leaving for Hollywood to assume the role of Buttercup in RKO's "Little Men." Elsie passed the screen test with flying colors when her "moos" hit new emotional heights, even for Hollywood.

Savett Adds One

ALBANY—Harry Savett, who operates theatres in Greene, Port Leyden and Antwerp, has taken over the Lyric, Tupper Lake Junction, according to exchangemen. Charles Gerard formerly ran the theatre.

Opens in Hensonville

ALBANY—Mitchell Conery's theatre at Hensonville, in the Catskills, has opened for the summer.

BALTIMORE

H TED ROUTSON, publicity chief, and Bernie Seaman, manager of the Hippodrome, will take three-week trips to Hawaii on their boss, I. M. Rappaport. Both Ted and Bernie leave in August . . . Lynn Jensen, cashier at the Apollo, has resigned . . . Ed Wyatt, manager of the Preston, is taking it easy in Virginia. Lee Goldsmith, assistant manager of the Apollo, is taking over during his absence . . . Dave Kaiser, Maryland Display, in an accident while working last week, nearly lost part of his finger . . . Harry Vogelstein, Baltimore Poster, is a delegate to the Veterans of Foreign Wars state convention . . . Leonard Carmanatti, State manager, is very busy these days as the house is being redecorated and overhauled . . . Durkee's Avon has closed for the summer.

The year-around sports fiend, Wilbur Brizendine of the Rialto, spends quite a bit of time playing tennis in his spare time . . . Fireworks display and midnight show were featured at the E. M. Loew open air theatre on the Fourth . . . Nathan Kantor, Astor manager, will be a married man by the time you read this . . . J. L. Rome weekended in Atlantic City where he met Morris Rome, who is there for the lawyers' convention . . . Leon Back and wife weekended in Norfolk and Virginia Beach . . . Cliff Jarrett, formerly assistant manager at the Hippodrome, is back in town for a few weeks from Florida . . . Walter Cohen, Leader manager, has a bad foot and is home under the doctor's care.

Lou Yockelle, Highland manager, is still connected with Capitol Printing . . . John Lonergan is handling dance routines for H. Ted Routson's Stardust Review which will grace the stage of the Hippodrome starting July 19. Lonergan was formerly with Ziegfeld . . . A bachelor party was given for Eddie Sherwood by H. Ted Routson and Bernie Seaman at Hollander's Restaurant. Eddie will marry soon . . . Mary Duvall, on the Maryland state censor board over 15 years, has been appointed to the state board of hair dressers and beauty culturists.

Howard Cooling, Maryland censor inspector, has been ordered to report for camp duty with the Maryland national guard. He is chief cook for the outfit and, we understand, an excellent one . . . George Mitchell, chairman of the Maryland state board of censors, is acting as personal representative of the governor in effecting arrangements for the premiere of "Maryland" at Morris Mechanic's Center and New theatres . . . I. M. Rappaport has had the Hippodrome lobby redecorated and plans to build a new ladies' lounge on the main floor . . . Latest papa in town is George Koenig, doorman at the Leader. It's a boy, and he'll be named after papa.

Franchise to Hayman

BUFFALO—A. C. Hayman, who operates two theatres in Niagara Falls and the Lafayette here, has concluded a three-year Columbia franchise. Louis Weinberg, circuit contact for the distributor, handled the deal.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Centralization of War Relief Work

Hollywood is not allowing its new and intense interest in war relief activities to lag, as exemplified by several developments tending to stabilize the film colony's relief efforts.

Shortly after the appointment of a committee comprising representatives from every phase of the industry and headed by Samuel Goldwyn, who is chairman of the motion picture Red Cross drive, the producers association issued a statement declaring all war-charity activities must have the approval of Goldwyn's group, in order to do away with confusion and disorder. Personnel of the Goldwyn group includes:

A. J. Gock, Jock Lawrence, Bert Allenberg, Fred Beetson, Frank Capra, Harry Cohn, Carl G. Cooper, Walt Disney, Reeves Espy, Y. Frank Freeman, Sheridan Gibney, J. W. Gillette, I. B. Kornblum, Sol Lesser, E. J. Mannix, Lesley Mason, L. B. Mayer, J. R. McDonough, Ralph Morgan, Steve Newman, Hal Roach, Joseph Schenck, M. J. Siegel, Charles P. Skouras, Kenneth Thomson, J. K. Wallace, Walter Wanger, H. M. Warner, Jack L. Warner, Cliff Work, Alfred Wright and Darryl Zanuck. This committee met with representatives of the Screen Actors, Writers and Directors Guilds July 2 to work out details of a cooperative campaign under which top-bracket stars would head barnstorming units to be sent throughout the country. Another meeting was held with a committee of publicity directors to discuss ways and means of coordinating publicity activities.

In still another session some 40 members of the Women's Red Cross Co-Ordinating Committee met with Goldwyn to discuss their part in the campaign. Its membership includes such notables as Constance Bennett, Mrs. Richard Barthelmess, Pat Paterson, Mrs. Milton Bren, Mrs. William Goetz, Mrs. Anne Lehr, Mrs. Mervyn LeRoy, Mrs. Ernst Lubitsch, Mrs. Louis B. Mayer, Mrs. Cecil B. DeMille, Merle Oberon, Mrs. David O. Selznick, Mrs. Harry M. Warner, Mrs. Jack L. Warner, Mrs. Darryl F. Zanuck, Mrs. Ronald Colman, Mrs. Howard Dietz, Mrs. Douglas Fairbanks sr., Mrs. Douglas Fairbanks jr., Kay Francis, Mary Pickford, Norma Shearer, Mrs. Ralph Morgan, Joan Crawford, Mrs. Basil Rathbone, Jeanette MacDonald and others.

The Fund Collection Committee, comprising Mannix, Allenberg, Cooper and Edward Selzer, met with Goldwyn to formulate its procedure.

Highlighting actual relief work was a Red Cross benefit show held June 29 at the St. David Episcopal Church in North Hollywood, for which such players as Maureen O'Hara, Gene Autry, Lucille Ball, Monte Blue, Dennis Morgan, Linda Ware, John Litel, Tim Holt, Harry Carey and others were on hand.

Relief Here Still Problem

The plight of Europe's refugees has not obliterated the needs of those unfortunates who are connected with the industry, however, as evidenced in the annual report made to the Motion Picture Relief Fund trustees by President Jean Hersholt. His report revealed that the Fund is operating on a stable basis despite a 63 per cent increase in the number of cases handled in 1939 over the previous year. The Fund is now aiding 642 families. George Bagnall, MPRF treasurer, reported 1939 relief expenditures totaled $279,000, a $34,360 increase over 1938.

However, revenue also showed a gain—the first five months of 1940 registering a $10,000 increase over the corresponding 1939 period. Furthermore, Hersholt disclosed, the Screen Guild-Gulf Oil airshow has placed nearly $500,000 during the past two years into a fund for the construction of a home for aged actors.

Producers, Writers Near Agreement

Producers and the Screen Writers Guild have reached a tentative agreement on a short-term contract, subject to ratification by the studios and the SWG membership. The guild will call a meeting shortly at which details of the pact will be made public.

Third Vehicle Assigned To Moss and Heisler

As their third production-direction assignment, Jack Moss and Stuart Heisler have been assigned respectively to produce and pilot "Aloma of the South Seas" at Paramount. It will be filmed in Technicolor as a Dorothy Lamour starrer. Moss and Heisler first teamed on "The Biscuit Eater," following which they were handed "The Avenging Brain," now in preparation.

Choose 53 Films of "Outstanding Merit"

Fifty-three films have been selected as "Pictures of Outstanding Merit" by the Southern California Motion Picture Council, representing 42 different organizations headed by Mrs. William A. Burk. The organization, in its annual meeting, named 12 M-G-M features; ten from 20th Century-Fox; seven from Paramount; five from Warner; six from RKO Radio, and three from Universal.

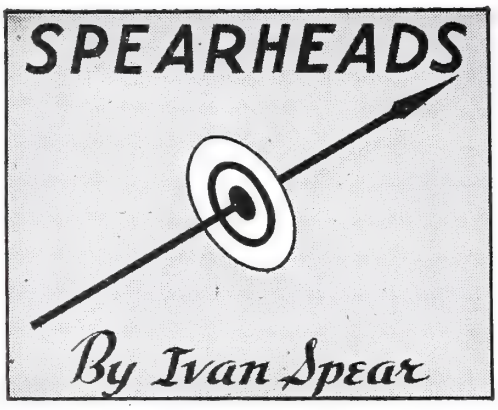
The list includes M-G-M's "Babes in Arms," "Balalaika," "The Earl of Chicago," "Gone With the Wind," "Ninotchka," "Northwest Passage," "On Borrowed Time," "Waterloo Bridge," "The Wizard of Oz," "The Women," and "Young Tom Edison." The 20th Century-Fox winners were "The Blue Bird," "Drums Along the Mohawk," "Grapes of Wrath," "Hollywood Cavalcade," "Little Old New York," "The Rains Came," "Second Fiddle," "Stanley and Livingstone," "Swanee River" and "Young Mr. Lincoln." Paramount's selections included "Beau Geste," "The Biscuit Eater," "Disputed Passage," "The Great Victor Herbert," "Gulliver's Travels," "Honeymoon in Bali" and "Rulers of the Sea." From RKO Radio "Abe Lincoln in Illinois," "Hunchback of Notre Dame," "Fifth Avenue Girl," "Nurse Edith Cavell," "Pinocchio," 'Swiss Family Robinson" and "Vigil in the Night" were cited. Warner placed with "Daughters Courageous," "Dr. Ehrlich's Magic Bullet," "The Old Maid," "Private Lives of Elizabeth and Essex" and "We Are Not Alone." Universal's winners were "First Love," "It's a Date" and "The Mikado.'

Ratoff Leaving 20th-Fox After "Great Profile"

When he has completed his role in "The Great Profile," Gregory Ratoff will sever his connections as actor, writer and director for 20th Century-Fox. Ratoff has a one-picture directorial commitment with Columbia, following which he goes to Paramount on a producer-director deal.

New RKO Pact to Hayward

Louis Hayward has signed a three-year pact with RKO to appear in two pictures annually. He is also under contract to Edward Small.



ASIDE from being the signal for the annual gathering at the wailing wall of Hollywood's also-rans, has-beens and other assorted malcontents, the treasury report—just published—on 1938 salaries brings forth the usual interesting comparisons, among which, to-wit:

Claudette Colbert, who works less and is not so widely exploited as many another feminine star, again topped the list for female Thespians with 426,944 potatoes.

Rotund Oliver Hardy grabbed off more money than did Hal Roach—the former receiving $116,850; the latter, who manufactures the films in which Hardy appears, $106,000.

Jack Holt pocketed $103,461, while Jack Cohn, vice-president of Columbia, which distributes the Holt starrers, received $106,120. Larry Darmour, who produces the Holt features and must gamble for his income on their popularity at the boxoffice, wasn't mentioned, which might explain why he didn't re-sign the veteran actor.

Several actresses of varying degrees of popularity managed to earn more than the $303,400 paid to William S. Knudsen, president of General Motors, the world's largest corporation. In addition to Claudette Colbert, mentioned above, Irene Dunne made off with $405,222; Shirley Temple received $307,014, and Joan Crawford was paid $305,384. Knudsen barely succeeded in topping Norma Shearer, credited with an even $300,000.

The salary worth of Edward R. Stettinius jr., whom the government regarded highly enough to appoint a member of the national defense commission, and who was paid $97,908 by U. S. Steel for serving as chairman of the board, was apparently considered less than a number of run-of-the-mill actors. For example: Claude Rains, a good actor but still only a featured player, received $98,083. Franchot Tone bagged $94,416. Lionel Barrymore was paid $136,584. Frank Morgan received no less than $182,895. Freddie Bartholomew's check was for $118,166 and Fernand Gravet was paid $121,242.

Victor McLaglen pocketed $248,082 for wearing $11.98 worth of uniforms bedecked with $1.67 worth of gold braid—a good return on a small investment.

Interesting how a number of players whose marquee appeal is slightly better than negligible succeeded in faring so well when the pay envelopes were handed out. Jascha Heifetz, the violinist, who made one—and only one—picture, was paid $100,000. Joe E. Brown received $165,000. Richard Dix, who has been around for lo! these many years, earned $85,015. George O'Brien rode off with $95,000, which will buy a lot of oats. Katharine Hepburn, one of the "boxoffice poison" nominees, got away with $195,000. Joe Penner's adenoidal antics won $90,500 for him. Charles Winninger free-lanced himself into $82,000. Milton Berle unearthed enough old jokes to account for $82,499.

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Either Jean Arthur or those responsible for her publicity and public relations must be indicted for unusually bad judgment as a result of the considerable space being devoted to the star's alleged humanitarian activities among the fauna of Arizona. One touching item relates the star's tender solicitude upon discovering that a herd of goats near Tucson was feeding upon cacti, and her immediate purchase of a load of hay as a supplement for that prickly diet; the tiring work she took upon her frail shoulders in order that animals on the set and ducks in the ponds might have clean, fresh water; her adoption of an orphan burro, which, it is asserted, she leads around on a leash, and, last but by no means least, Miss Arthur's acute anxiety concerning 28 homeless dogs, for whom she gave a swank dogshow and found an owner for every one, each with a three-year, paid-up license.

And the above at a time when virtually every "name" in Hollywood is devoting a large portion of its thought, time and resources to aiding the American Red Cross, the Citizens Emergency Campaign Committee, the International Committee for Refugees in France, the Hollywood Guild and similar undertakings designed to bring relief to suffering humans.

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Write-Your-Own-Headline Department: From local trade gossip column—"Louis B. Mayer, golfing at Hillcrest the other day, fell in a gopher hole . . ."

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Modesty continues to bloom in Universal City. While its more opulent and ambitious valley neighbor, Warner, is dominating current releases with "All This, and Heaven Too," Universal produces "A Little Bit of Heaven."

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BALLYHOODLUMS—Comes now Russell Birdwell with a tall yarn that David L. Loew-Albert Lewin, Inc., is seeking the "most beautiful refugee" in Hollywood to enact a role in "Flotsam," the winnah to be selected through competitive auditions. Characteristically, the king of the free-lancers neglected to specify from where, from what or from whom candidates had to be refugees. Probably, more entries could have been interested if the competition had been opened to refugees from Birdwellian releases . . . On the credit side of the ledger, Birdwell rates a bow for an outstandingly fine job on Alexander Korda, who seems to be garnering the lion's share of the space which formerly went to David O. Selznick, during the time the latter was the largest contributor to Russell's rent . . . Blurb Marches On: Robert Taplinger takes pride in announcing that "Aimee Semple MacPherson devoted her entire sermon to 'All This, and Heaven Too.' Moreover, the tabernacle marquee bore 'All This, and Heaven Too' prominently." Which masterful bit of exploitation was followed by announcement to the effect that "ATAHT" would not be roadshowed throughout the country as was originally planned.

Comic, Colorful, Castigatory

When three out of five debuting features win general recognition as likely hits, Hollywood's reviewing troops have had a very good week, especially when one of the qualifying photoplays makes its bow to the accompaniment of free grog and groceries.

Comedy was the dominant note in the top trio, which included M-G-M's "Andy Hardy Meets Debutante," Republic's "Scatterbrain" and 20th Century-Fox's "Maryland."

Suffice it to say of the first-named that it varies only a little from its predecessors in the point of delivered entertainment and inherent revenue, although the question as to whether it is better or worse than past entries in the "Hardy Family" series must be passed on to individual tastes for the final decision. A bit different in story construction, the script by Annalee Whitmore and Thomas Seller does not contain so much of the homey, down-to-earth humor, atmosphere and plausibility which has characterized previous chapters in the Hardy saga; but this weakness—if it can be called a weakness—is largely overcome by the presence of Judy Garland, spirited and in excellent voice, to the cast, wherein she succeeds several times in dominating even the irrepressible Mickey Rooney. George B. Seitz, who has directed all but one of the series, makes his usual creditable showing as the pilot.

In "Scatterbrain" Republic succeeds in blending a rather rare concoction—comedy that combines broad and subtle humor with a liberal dash of slapstick. With plenty on the ball, Judy Canova, the hillbilly songbird who makes her debut herein, seems certain to be on the threshold of a promising career in films, heading a cast of veteran and enthusiastic players who literally romp through the fun-infested script which was so skillfully constructed by Jack Townley and Val Burton, with additional dialogue by Paul Conlan. The re-

(Continued on next page)

"Conqueror" for UA Announced by Korda

Setting at rest all rumors as to his production future, Alexander Korda has announced his next United Artists feature will be "The Conqueror," story of Hernando Cortez and his expedition to Mexico, starring Merle Oberon. All exterior scenes will be shot in Mexico, Korda said, and the film will be made in Technicolor. Frank Beecham wrote the original story. When Korda closed down his Denham, England, studios, it was reported at various times that he might establish shooting headquarters in Canada.

Schlesinger Vacation

Leon Schlesinger has given the 200 employes of his cartoon plant their annual vacation. The studio closed down June 28 and will reopen July 15. Employes with a year or more of service get one week with pay, others a half a week. The long holiday was made possible through the fact Schlesinger's 1939-40 program of 42 cartoons for Warner was completed a month ahead of schedule. Twenty pictures are now in some phase of work for 1940-41.

Into 16mm Activity

After five days of conferences here with Alfred Stern and Arthur Alexander, who are in charge of production, Milton J. Salzburg, president of Academic Films, returned to New York. The company, incorporated a few weeks ago, will concentrate on production and distribution of 16mm educational subjects, with 14 exchanges already lined up to handle its product. Plans are to produce 16 of the subjects in two-reel lengths for 1940-41, the first, "Our Constitution," now nearing completion.

Starts Tim McCoy Film

Sigmund Neufeld Productions has gunned "Border Renegades," starring Tim McCoy, for distribution through Producers Releasing Corp. This will be followed in order by "Desire to Live," "Riders of Black Mountain" and "Crossroads of Life."

"Baines" Role Test

To test players for the title role in the "Scattergood Baines" series, Charles Ford checked out for Chicago, where the cast of the radio show is headquartered. Ford and Jerry Brandt plan to gun the first in the series for RKO Radio by August 15.



In From London—

Just three days after he left London, Producer Alexander Korda disembarks in Hollywood to view the rough cut of his latest United Artists picture, "The Thief of Bagdad," and launch his next, "The Conqueror," to star Merle Oberon. The story of Cortez, who vanquished Mexico, will be filmed in Technicolor.



Discuss New Plans—

Talking over his production plans with Warner Baxter (right) is Robert Sherwood, 29-year-old producer, who heads a new independent unit with a six picture schedule. Baxter will star in the initialer, "Legacy," for Columbia release. Sherwood declares his output will be designed primarily to appeal to American tastes and holds that the 85,000,000 persons who regularly attend the nation's theatres will continue to be a rich source of revenue despite losses abroad, if motion pictures fill their entertainment requirements.

Selznick Checks Out for His Farm in Connecticut

Having spent several weeks here checking into his local business affairs, Producer David O. Selznick has again forsaken Hollywood for his Connecticut farm, where he will resume the chore of lining up his production plans for the fall. Selznick has two vehicles currently under consideration as his 1940-41 initialer for United Artists —"Jane Eyre" and "Joan of Arc." Which one will receive preference, however, has not as yet been decided.

Other Activity

Back at his desk at the Warner plant in Burbank is S. Charles Einfeld, the company's advertising-publicity director, who went east some time ago and attended the organization's regional sales conventions in Chicago and New York. En route west he stopped off at South Bend to confer with Notre Dame officials regarding exploitation plans for "The Story of Knute Rockne." Other campaigns to be mapped by Einfeld include those for "The Sea Hawk," "They Drive by Night" and "A Dispatch From Reuters."

Dr. Herbert P. Kalmus, who recently was reelected president of Technicolor, Inc., has returned from New York, where he stayed for several months.

Director Alfred Hitchcock has planed east for a few days, having put the finishing touches on Walter Wanger's "Foreign Correspondent." He has just signed a two-picture deal at RKO Radio under which he reports to the Gower Street studio before the end of the month.

SPEARHEADS

(Continued from preceding page)

sult is nothing short of hilarious and presents showmen with a vehicle that merits the utmost in exploitation; given which it should soar to the top as a box-office attraction. Gus Meins, doubling as producer and director, handled his assignments with complete competency and understanding.

In two ways, color is the star of "Maryland." For one, this saga of gentle folk and thoroughbred horses is filmed in Technicolor, a factor that contributes substantially to its general merit, and, second, the acting honors are wrapped up by one Ben Carter, a Negro, in a rich comedy role. Opulently mounted by Producer Gene Markey and directed by Henry King in his usual excellent fashion, the feature should have no trouble in placing itself among the summer's top grossers. Ethel Hill and Jack Andrews, who scripted, fell a bit short as to emotional impact but otherwise turned out a document that holds interest throughout, with three particularly noteworthy sequences—a fox hunt, a steeplechase and a Negro revival meeting.

As an acceptable program offering, Monogram contributed "The Last Alarm," which provides plenty of action and excitement and is deftly aimed for consumption in the neighborhood houses. Producer T. R. Williams and his associate, Ted Richmond, share credit for a well-made entry with William West, who directed, and Al Martin, who wrote the original screenplay.

* * *

From wartorn Britain came the sour note in the celluloid symphony, aptly called "The Fugitive," since it will be exactly that so far as general patronage is concerned. The English must have had Hitler on their minds when they turned out this sordid, dull and overlong melodrama of crime and punishment, the plot of which could have been confined in half the footage. Its cast is peopled with players unknown to America and its directorial and productional aspects are far inferior to those incorporated in even the most humble of independent offerings made in Hollywood. Picture is listed for release by Universal.

Hollywood—
—Personnelities

Barnstormers

—Paramount

PAULETTE GODDARD teams with Bill Tilden in tennis doubles at Lake Arrowhead, proceeds going to British war orphans.

—Warner

OLIVIA DE HAVILLAND and JAMES STEWART flew to Houston, Texas, to make personal appearances at a Red Cross benefit July 4.

JEFFREY LYNN appeared at the Milwaukee opening of "My Love Came Back" en route to his home in Lynn, Mass., for a vacation.

Cleffers

—Charles Chaplin

MEREDITH WILLSON to score and orchestrate "Production No. 6."

—Metro

CONSTANTIN BAKALEINIKOFF preparing musical score for "Bittersweet."

GEORGE STOLL recording song numbers for "Strike Up the Band."

FRANZ WAXMAN recording score for "Boom Town."

BRONISLAU KAPER scoring "We Who Are Young," the Lana Turner starrer.

ROMANO ROAMNI, voice expert, working on Irish ballads to be sung in "Little Nellie Kelly," the Judy Garland starrer.

SCOTT BRADLEY set as musical director on "The Bookworm Turned," a Harman-Ising cartoon.

DAVID SNELL to score "The Golden Fleecing."

—Paramount

JIMMY VAN HEUSEN writing tunes for "Love Thy Neighbor," the Fred Allen-Jack Benny co-starrer.

LOS ANGELES JUNIOR SYMPHONY ORCHESTRA, comprising 210 adolescent musicians, signed for chore in "There's Magic in Music."

TROY SANDERS scoring "A Night at Earl Carroll's" under supervision of VICTOR YOUNG, who composed the music.

ANDREW SETARO scoring "Mystery Sea Raider" with IRVIN TALBOT conducting studio orchestra.

—Republic

PETER TINTURIN doing music and lyrics for "Young Bill Hickok."

—RKO Radio

JIMMY MCHUGH and JOHNNY MERCER to turn out music for "You'll Find Out," forthcoming Kay Kyser starrer, which David Butler will produce and direct.

RICHARD RODGERS and LORENZ HART to write music for "They Met in Argentina," musical which Lou Brock will produce. It will star Maureen O'Hara and will roll in September. Jerry Cady is now writing the script.

—Hal Roach

HOAGY CARMICHAEL to write songs and score for "Road Show." GEORGE STOLL has been borrowed from M-G-M to conduct the score.

Meggers

—Metro

ROY ROWLAND to "Tipster," one of the Crime Does Not Pay shorts, which rolls in two weeks from a script by Samuel Chain.

FRANK BORZAGE to "Flight Command," rolling July 15 as a J. Walter Ruben production.

ROBERT Z. LEONARD to "Third Finger, Left Hand," starring Myrna Loy.

CLARENCE BROWN to "Come Live With Me," an original screenplay by Patterson McNutt and Virginia Van Upp. Brown will also handle production reins.

—National Pictures

HENRY POTTER to "The American Vagabond," which Boris Morros will produce for Paramount. He also will pilot "Second Chorus," which is to be Morros' initial production.

—Republic

LEW LANDERS to the Robert North production, "A Girl From Havana."

JOHN H. AUER to "Hit Parade of 1940," which Sol C. Siegel will produce.

—RKO Radio

ALFRED HITCHCOCK signed to pilot "Mr. and Mrs. Smith," a Carole Lombard starrer, and "Before the Fact," from an original by Boris Ingster.

—20th Century-Fox

HENRY KING to "Chad Hanna," the Walter D. Edmonds novel which Nunnally Johnson will produce from his own screenplay.

—Warner

WILLIAM KEIGHLEY to "Four Mothers," from a script by Stephen Morehouse Avery.

B. REEVES EASON to "Passing in Review," short subject dealing with the U. S. marine corps. Owen Crump wrote the script.

Options

—Columbia

PAUL FRANKLIN signs one-picture writing ticket.

WILLIAM CASTLE given termer as actor and production associate.

—Metro

RUSSELL ROUSE, junior writer, given new contract.

WILLIAM STUCKY signed as a junior writer.

BRADBURY FOOTE tied to new writing contract.

S. SYLVAN SIMON, director, held for another year.

—Paramount

JACKIE COOPER given superior court approval of his new acting contract, under which he will earn approximately $800,000.

—Republic

ROBIN DEVAL, stage player, makes screen debut in Gene Autry's "Ride, Tenderfoot, Ride."

—RKO Radio

TIM HOLT given new long-term acting contract.

LOUIS HAYWARD signs three-year pact to appear in two films yearly. Hayward is also under contract to Edward Small.

—20th Century-Fox

BEN CARTER signs term acting contract.

LILYAN PORTER, stock player, given contract renewal.

J. PEVERELL MARLEY, cinematographer, held for another year.

OTTO BROWER, director, handed new five-year pact.

Scripters

—Columbia

STANLEY ROBERTS to "Women Under 21," from his own original. Ralph Cohn will produce.

HAROLD GOLDMAN to an untitled story for Producer Charles R. Rogers.

—Larry Darmour

J. C. CUTTING and MORGAN COX to "The Green Archer," by Edgar Wallace, which will be gunned September 1 as Darmour's fourth serial for Columbia. James Horne will direct.

—Metro

ANNALEE WHITMORE and TOM SELLERS to "Soapy Smith," forthcoming Clark Gable starrer.

HOWARD EMMET ROGERS to "Billy the Kid," an Irving Asher production in which Robert Taylor is slated to star.

R. C. SHERRIFF to "Flight Command," which Frank Borzage will direct for Producer J. Walter Ruben.

KATHARINE BRUSH completes an untitled entry in the "Hardy Family" series.

NAT PERRIN to an untitled original with a radio background for Producer Louis K. Sidney. Perrin just completed work on "Go West," the Marx Brothers comedy.

MYLES CONNOLLY to an untitled vehicle in the "Maisie" series starring Ann Sothern. J. Walter Ruben will produce.

—Monogram

BERNE GILER completes "The Land of the Sky Blue Water."

—Paramount

ROBERT PIROSH and JOSEPH SISTROM complete "Touchdown," which H. Bruce Humberstone will direct.

—Pyramid Pictures

PETER DIXON to the "Scattergood Baines" series which Jerry Brandt and Charles Ford will make for RKO Radio.

—Republic

BARRY SHERMAN polishing "Frontier Vengeance," second in the 1940-41 series of westerns starring Don Barry. George Sherman produces and directs.

RIAN JAMES to "Hit Parade of 1940."

LESTER KOENIG to "All Night Program."

—RKO Radio

LOU LUSTY to "Murder Will Out," from his own original, which will star Leon Errol. The mystery-comedy will be produced by Bert Gilroy.

JOAN HARRISON to "Mr. and Mrs. Smith," which Alfred Hitchcock has been set to direct.

ANDREW BENNISON to "You'll Find Out," the Kay Kyser starrer.

JOHN TWIST teamed with NORMAN CORWIN on the Erich Pommer production, "Two on an Island."

R. T. M. SCOTT to "You'll Find Out," which David Butler will produce and direct.

—Robert E. Sherwood Productions

HOWARD ESTABROOK to "Legacy," from the Charles Bonner novel, in which Warner Baxter will star for Columbia release.

—20th Century-Fox

WILLIAM CONSELMAN JR. and IRVING CUMMINGS JR. to "Corncob Kelly's Benefit." Peter B. Kyne wrote the original.

MAURICE RAPF to "Falling Star."

FRANKLYN COEN to "The Governor's Story," from an original by Milton Sperling.

MANNING O'CONNOR completes "The Private Practice of Michael Shane."

NUNNALLY JOHNSON to "The Light of Heart," from a play by Emlyn Williams. Johnson will also function as associate producer.

GEORGE BRUCE borrowed from Edward Small to work on an untitled adaptation.

NIVEN BUSCH to "Rio Grande," from an original by Robert Hopkins.

LAMAR TROTTI to "Belle Starr."

—Universal

SCOTT DARLING and ERNA LAZARUS to "Double Date."

—Warner

JACK SCHOLL to "Those Good Old Days," a two-reel Technicolor production which Gordon Hollingshead will supervise.

JULIUS and PHILIP EPSTEIN doing added dialogue on "Four Mothers."

ROBERT PRESNELL to "50,000 Flyers." Edmund Grainger produces.

Technically

—Capra-Riskin

GEORGE BARNES to photograph "Meet John Doe."

—Metro

PAUL MANTZ handling aviation sequences in "Dulcy."

ERNST and MARIA MATRAY supervising four dance sequences in "Bittersweet."

—National Pictures

BORIS LEVEN set as art director on "Second Chorus."

—Paramount

JAY THEODORE REED, who is to direct "I Wanted Wings," pulls out at the head of a company of technicians for Randolph Field in San Antonio, Tex., surveying location sites. With Reed are FRANK CAFFEY, unit manager; LOREN RYDER, recording chief; HANS DREIER of the art department, and BEIRNE LAY JR., who wrote the original story.

HALLDANE DOUGLAS to design sets for "Touchdown."

BOB MCCRELLIS set as property manager on "Virginia."

CULLEN B. TATE assigned to pilot second unit of "Arise My Love," starring Claudette Colbert, for Director Mitchell Leisen.

HUGO GRENZBACH and HOWARD FOGETTE named sound technicians on "Virginia."

LEO TOVER to photograph "Touchdown."

—RKO Radio

GREGG TOLAND to photograph "Citizen Kane," the Orson Welles production.

—20th Century-Fox

GENEVA SAWYER and NICK CASTLE directing dance routines for "The Californian."

BARBARA MCLEAN to edit "Down Argentine Way."

—Warner

NATALIE VISART signed to design clothes for Barbara Stanwyck in "Meet John Doe," the Frank Capra-Robert Riskin production. RICHARD MCWHORTER has been named second assistant director.

JAMES WONG HOWE substitutes for SOL POLITO as cameraman on "City for Conquest" during latter's illness.

Fast Production Pace Fails to Stop Talk of Product Shortage

Although the intensive production pace which has marked film activity locally for the past several months—and which promises to continue for at least another 30 days—indicates that they have little basis in fact, reports there will be a curtailment in most of the 1940-41 schedules announced by the major companies at their respective annual sales conventions continue to circulate.

A survey of the situation to date, however, can be interpreted as signifying only that such reports are based upon a few scattered and still problematical developments which have little bearing upon major releases. Hal Roach, for example, called his New York representative, Ed Peskay, here for a series of conferences which Peskay later intimated dealt with a decision as to whether or not to proceed with two new pictures. Roach is charted to deliver five to United Artists for the new season, none of which has yet been placed in production. As to the outcome of the Roach-Peskay huddles, however, no announcement has been made.

Small to Close Shop

Another UA producer, Edward Small, plans to close up shop in about six weeks when he has completed his current two films, "Kit Carson" and "The Son of Monte Cristo," reopening some time this fall to begin preparations for "The Corsican Brothers." The filmization of this Alexandre Dumas novel is the only vehicle listed for Small on the 1940-41 UA schedule. Consequently a curtailment for him would be extremely unlikely, as it would remove him completely from the UA roster.

The only other indicated retrenchment comes from Franklyn Warner's Fine Arts Pictures, an FA spokesman having admitted Warner has advised his sales manager, Sol Edwards, not to sell any 1940-41 product until Warner has given his approval. As Warner has not yet signalled a start on his new season's FA schedule, it is considered highly probable that the order to Edwards signifies the lineup is to be either revamped entirely or pruned considerably.

As far as the major companies are concerned, however, the retrenchment rumors apparently have no meaning—as yet. During his visit to Hollywood some weeks ago Herman Wobber, 20th Century-Fox's general sales manager, reiterated that his company definitely will not cut its 1940-41 schedule calling for the delivery of 52 features. M-G-M has given no sign that it intends contradicting the announcement made at its regional sales meetings to the effect it "will make its full quota of 52 pictures on a peace-time budget." Universal promised "not only more pictures, but definitely more top-budget pictures" in the words of William A. Scully, general sales manager, at its recent convention. Columbia is well under way with a program that, in the words of Abe Montague, "surpasses in the number of productions and budget appropriations any season product offered in the company's history." Warner is to gun three of its biggest-budgeted 1940-41 offerings—Frank Capra's "Meet John Doe," "Santa Fe Trail" and Jesse Lasky's "The Amazing Sergeant York"—simultaneously on July 8, representing an aggregate outlay of more than $3,000,000. Other lots, notably Paramount and RKO Radio, are pursuing parallel courses.

Boris Morros' National Pictures has transferred its production headquarters from the RKO Pathe lot in Culver City to General Service, taking over the bungalow formerly occupied by Harold Lloyd's unit. Construction of sets for "Second Chorus" gets under way immediately, with production scheduled to start July 22. Paramount will release the Fred Astaire-Paulette Goddard-Artie Shaw feature.

Gala Premieres Will Continue; Set Four

Earlier indications of a summer lull in the staging of gala premieres and previews throughout the country have been tossed into the discard, with the industry's ballyhoo experts lining up two such affairs for the balance of July and another pair set for September.

Twentieth Century-Fox's "Maryland" makes its world debut in Baltimore, Md., July 10 in what studio publicists hope will be a spectacular event attended by state dignitaries, society leaders and other notables. Guests of Governor O'Connor for the affair will be Brenda Joyce, one of the featured players in the film, and Richard Greene.

Two days later RKO Radio's "Tom Brown's School Days," the Gene Towne-Graham Baker production, is to make its bow in Chicago, with Sir Cedric Hardwicke and Freddie Bartholomew making personal appearances in connection therewith. The event is to be broadcast over the Mutual network.

Columbia's "Arizona" makes its debut in Tucson, Ariz., in September as the climax of a three-day celebration now being shaped up by the Tucson chamber of commerce, which has appropriated $10,000 for that purpose. Another Columbia release, Frank Lloyd's "The Howards of Virginia," is to be world premiered in Richmond, Va., also in September.

When Paramount premiered "Untamed" in Portland, Seattle and Spokane on July 2, 3 and 4 respectively, four studio players—Patricia Morison, Ellen Drew, Susan Hayward and John Howard were on hand for personal appearances. Accompanying the quartet was Bob Hussey, studio director of radio activities.

A Production Lag Noted After Near-Record Pace

Production is beginning to lag somewhat after several months of near-record speed. Now before the cameras are 45 features, of which seven are new starts, while six others went into the cutting room.

Columbia gunned "Wizard of Death," but completed "Thundering Frontier," "The Howards of Virginia" and "He Stayed for Breakfast" to go into a nosedive. Three films are in work on the lot. M-G-M remained at a steady five-picture pace. Monogram completed "Rainbow Over the Range" and started "Arizona Redman" to maintain a three-picture total.

Paramount boosted its speed to seven by launching "Touchdown." Republic held steady by starting "Ride, Tenderfoot, Ride" and "The Girl From Havana," and completing "Should Wives Work?" and "Oklahoma Outlaws." With no new starts, RKO Radio continued filming eight.

Four are in work at 20th Century-Fox, where "Youth Must Be Served" got underway and "For Beauty's Sake" was completed. Two United Artists releases are being filmed by Edward Small. Universal started "Seven Sinners" to raise its total to seven. Warner's pace dropped to four with completion of "Ladies Must Live."

25 Films Are Lined Up For July Camera Work

In addition to seven features gunned since July 1, 25 films are lined up to go before Hollywood's cameras during the balance of the month, fulfilling earlier manifestations that the production slump which has been predicted ever since the European War was declared last September still hasn't arrived.

Adhering to the most rapid pace are Warner, M-G-M and Paramount. The first-named rolls "Honeymoon for Three," "Santa Fe Trail" and "Meet John Doe" July 8, following them July 15 with "Four Mothers" and "The Secret Army," and winding up the month with "Fiesta in Manhattan," rolling about July 20. M-G-M will gun "Dr. Kildare Goes Home," "Philadelphia Story" and "Bittersweet" all July 8; "Little Nellie Kelly" July 12; "Third Finger, Left Hand," "Flight Command" and "Go West" July 15. Over at Paramount "Virginia" and "Love Thy Neighbor" are scheduled to start July 15, with "Shepherd of the Hills" and "D. O. A." July 29.

Other vehicles awaiting the go signal include Monogram's "Range Busters" and "Queen of the Yukon;" RKO Radio's "No, No, Nanette," "Little Men" and "Citizen Kane;" Republic's "Hit Parade of 1940;" and 20th Century-Fox's "Charlie Chan in New York" and "Charter Pilot."

On the debit side of the ledger is the disclosure that Edward Small will shutter his production unit on completion of "Kit Carson" and "The Son of Monte Cristo," reopening some time in the fall to make "The Corsican Brothers," his only 1940-41 commitment for United Artists thus far announced.

Exclusively Warner's

Ida Lupino has signed an exclusive contract with Warner Bros., who purchased her commitment from Paramount.

Strike Holds Against Central Casting Corp.

Refuting the predictions of observers who declared, when the walkout was ordered June 17, that an early agreement would be reached, the strike of American Federation of Office Employes at Central Casting Corp. is still going strong in its third week, with the producer-labor contingents continuing to strive unsuccessfully for an amicable agreement. Differences as to wage scales and jurisdiction reportedly are slowing down negotiations.

Charges by Elma Goodwin, AFOE president, that the walkout could have been settled in one day had the Screen Actors Guild lent its support were answered at a Central Labor Council session by an SAG representative who declared his organization will refuse to cross studio picket lines thrown up by the AFOE if all other film unions do likewise, but reiterated the SAG will pay no attention to such picket lines if other crafts fail to observe them. Another meeting between J. W. Buzzell and Mrs. Goodwin, representing the AFOE, and the producer negotiating committee was scheduled for July 2, at which it was hoped a settlement might be reached. Studios meantime are continuing to garner their required supply of extras by contacting them direct.

At the same time, following a meeting of the SAG board, a statement was issued urging the necessity for loyalty to the organization and demanding that "vicious gossip" charging that the Guild aided Central Casting in the preparation of a "blacklist" of 119 extras be tracked down and halted. The manifesto, signed by President Ralph Morgan and Secretary Kenneth Thomson, denied the SAG had any knowledge of the so-called "blacklist" and requested gossipers to "put up or shut up." At the SAG meeting the feasibility of raising the extra initiation fee from $25 to $100 was considered, as were plans for the annual "B" council election in August.

Screen Set Designers have submitted demands to producers asking for a five-day 40-hour week and a 55-cent increase in the minimum hourly scale. The Screen Office Employes Guild held a general membership meeting July 3 at which it discussed a proposed contract to be submitted to studios when and if the National Labor Relations Board okays its petition seeking designation as sole bargaining agent for white-collar workers. Meantime the NLRB subpoenaed representatives of four studios to appear July 5 and submit payrolls concerning their office workers through which the SOEG's claim of a majority membership will be checked.

Board of directors of the Society of Motion Picture Film Editors met and voted to suspend two members for conduct unbecoming SMPFE members. Screen Publicists Guild will meet July 8 to discuss the question of affiliation with the Screen Publicists and Advertising Guild of New York.

Advertising artists who struck at Universal a week ago have returned to work, their representative, Herbert Sorrell, having arranged a producer parley to discuss their minimum wage demands. The Junior Screen Directors Guild has elected Hal Walker president for the coming year, with Eric Stacey chosen as vice-president and Joseph Dill as secretary.

Another meeting between producers and Screen Writers Guild representatives is expected to be called shortly to continue discussion of the SWG's closed-shop, minimum wage demands.

REVIEW FLASHES

CODE OF THE CACTUS (Victory)—Hardly excitable stuff for the theatre manager looking around for relief from red ink, is Tim McCoy's continuation of the Lightning Bill Carson series which is weak kid stuff with multitudes of production shortcomings.

SCATTERBRAIN (Rep)—Given the merchandising its entertainment content merits, this should zoom to top brackets from scratch. Judy Canova, Republic's hillbilly songbird and a gal who has plenty on the ball, makes her debut in a wisely selected vehicle which launches her on a promising picture career in a blaze of hilarity. Gus Meins piloted with a free and understanding hand.

SPORTING BLOOD (M-G-M)—While theatrical in composition and development, this is composed of those elements which strike straight for the audiences that compute entertainment by the breadth of the underdog-makes-good formula a film offers. Steeped in the traditions of horse-breeding, racing and name, the film moves at a fast clip throughout. S. Sylvan Simon directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

California Chamber to Oppose "Fast" Time

SACRAMENTO, CAL.—Following a meeting with W. H. Lollier and Arch M. Bowles, Fox West Coast executives, the State Chamber of Commerce has gone on record in opposition to the proposed daylight-saving ordinance which is scheduled to be voted upon in November.

Lollier, who is in charge of tax matters for the circuit, and Bowles, northern California district manager, pointed out to the CofC executives that advancing the clock one hour during the summer would wreak untold havoc upon the theatre-going habits of the public, resulting in a sharp slump in attendance.

Remodel in Eatonville

EATONVILLE, WASH.—The Roxy, owned by A. G. Pecchio, has been remodeled and equipped with RCA sound.

SEATTLE

THE hot weather is setting some kind of a record in this town. The whole month of June gone by and no sign of rain. The evenings have just been so, that the folks are flocking into the ball park for the night games, and now the afternoons will be taken up with the horses. The Longacres Race Track has started its 1940 season and will continue till Labor Day. The bangtails draw an average of 7,000 daily, while the ball games cater to approximately 12,000 in the evenings.

The Fourth Annual Picnic staged by the Northwest Film Club was pronounced the "best ever." Some 350 attended and a grand time was had by everyone. The big event of the day was the baseball game between the distributors and exhibitors with the final score 23 to 6 in favor of the distributors. At the last minute Jimmy O'Neal replaced Harry Cohen as umpire. Cohen had to hurry south. Highlight of the game was when O'Neal ordered Bill Shartin out of the game. This resulted in a tussle, with O'Neal finally winning the argument and sending Sammy Seigel out along with Shartin. John Danz staged his egg tossing contest right after the game. Winner of this event was Chet Thorpe and Laura Fowles. Other winners were, rolling pin throwing for women, Pat Patterson, Kay Fueker, and Sandra Shearer; men's boat race, Chet Thorpe and Frank Soule; girl's swimming race, Sandra Shearer, Iris Shartin, Joan O'Neal; children's race, Barbara O'Neal, Gary Gollofon; girl's race, Patty McGinley, Joan O'Neal; shippers' race, Ted Blunck, Chet Thorpe. Scoops from the picnic will be found at the end of this column.

Legislative matters for presentation to the Washington State Federation of Labor convention are being discussed by Theatrical Federation members, Basil Gray, public relations representative, announced. The federation is comprised of seven affiliates in the show business . . . Jim Hone announces that 50 members of the Independent Theatre Owners attended the organization's business session held this week . . . Eddie Lamb, branch manager of RKO Radio Pictures, has placed Bill Englen in as booker and moved Floyd Henninger up to office manager. Vacancy was made by the resignation of Wade Renfroe.

Mr. and Mrs. Bud Henderson of Raymond are the proud parents of a son. Mrs. Henderson is the daughter of A. G. Basil who operates theatres in Raymond and South Bend . . . Don Hiatt out of the hospital and to Olympia to spend a few days with his family while recuperating. Don was rushed to the hospital for an appendectomy . . . Joe Kelly, manager of the Warner in Aberdeen, and his family are spending their vacation by taking a motor trip to Pittsburgh.

Dick Hays, drama editor of the Seattle *Times*, celebrating a birthday by not telling anyone about it. Anyhow, we know, so congratulations, Dick . . . A charming visitor this week is Evelyn James from Spokane. Evelyn is secretary to Buck Seale, manager of the Liberty . . . Heaton Randall, manager of National Theatre Supply, off for Juneau on the Clipper plane now in service . . . Frank Newman feeling much better. He was taken suddenly ill while playing golf with Harry Cohen on the day of the picnic.

Jimmy O'Neal has been appointed West Coast division manager for the West Coast Automatic Candy Co. . . Addie Young and her sister, Sylvia Letts, back from their trip. With Tony Duncan as driver they motored to Denver to visit relatives while Tony went on to his old home in Sharon Springs, Kas. . . . Geri Shartin to Spokane to be the house guest of Gloria Nurick. She drove over with Whitney Young who had just returned from the Warner sales convention and he lost no time getting back on the job east of the mountains . . . Tom Dempsey to San Francisco accompanied by his brother.

Visitors this week included Henry Davidson from Port Angeles. Ed Halberg, his partner, is still vacationing in Palm Springs; Charley Grieme and family from Wenatchee; Mr. and Mrs. Louie Perunko, Tacoma; Mickey and Mrs. Carney, Enumclaw; Ernie Shields, Kent; Mr. and Mrs. Frank Weskil, Colfax and Sand Point; Gene Groesbeck, Enumclaw; Clarence Farrell, Ellensburg; Eldon Pollock, Mount Vernon; Bud and Mrs. Benson, Anacortes; Trudy and Elaine Gwinn, Centralia; Bill Evans from Chehalis; Gus Graff, Shelton . . . Bjarne Moe is "Moe" by name but not by initials and he refused the feminine handbag lettered M.O.E. which Jack Flannery passed to him at the Film Club. It belonged to a woman guest of the club.

Ruth Farnum and Jack Redmond of the Metro office staff are on vacation . . . Mr. and Mrs. Clarence Roe here from Great Falls, Mont., guests of their uncle and aunt, Leroy and Alys Johnson . . . Ralph Ravenscroft of the Paramount Hollywood studios is busy getting ready for the premiere of "Untamed," which is to be attended by a group of Paramount stars . . . Bud Saffle hosting a preview party for his pals . . . Fred Ford now established here as exploiteer for RKO Radio. He came from Memphis.

J. T. Sheffield, Gene Groesbeck, Harry Blatt, Mildred De Foi, Selom Burns, Marian Ross, Tommy Tomlinson, Dutch Trammell, Bill Kostenbader, and a host of others trying out the golf course; Eddie Lamb holding open house in cabin and feeding everyone that entered; Frank Christy, captain of the slaughtered exhibitors, in a big hurry to get the game started; Harry Blatt, captain of the distributors, pitched his own team to victory; Bill Forman hurried back from his trip to the east in order to be among the gang having fun; B. F. Shearer and Mrs. and daughter interested in the water events; Frank Soule of Republic Pictures, New York, very much surprised at receiving a cash prize for coming second in the boat race; L. J. McGinley watching the events with a sly grin on his face; the dance in the evening winding up the affair topped the day off just right.

New Admission Tax Applies to Most So. California Houses

LOS ANGELES—Approximately two-thirds of the 450-odd circuit and independent theatres in the Southern California territory are affected by the new tax on admissions which went into operation July 1 as an element in the government's national defense program. This is according to an estimate by Robert H. Poole, executive director of the Independent Theatre Owners of So. Calif. and Ariz., and under whose auspices a meeting of some 150 independent and chain operators was held June 28 to discuss the new levy and the problems it may create.

All the houses affected are in the 20-cent-or-more bracket. All have added the tax to their present prices and have clearly labeled the tax scale so as to absolve themselves from any charge of "profiteering."

Evidence of exhibitors' willingness to cooperate with the government was demonstrated when George Bromley, operator of the independent Campus Theatre, a 15-cent house, proposed at the ITO-sponsored session that a resolution be adopted whereby the government be requested to make the levy applicable to all theatres and amusements charging from one cent up. Bromley's motion was seconded by Mac Sinift, owner of the 15-cent Delmar. Neither house falls into the tax distinction.

Bromley's resolution was adopted by the gathering and is now being drafted for submission to governmental authorities in Washington, D. C., Poole said. Only dissenter to the motion declared such a movement would lead the public to believe that theatres are instrumental in burdening the nation with more taxes, and might consequently hurt the boxoffice.

As the scale now stands, admissions from 21 to 30 cents add a two-cent tax; those from 31 to 40 cents add a three-cent tax, and those from 41 to 50 cents add a four-cent tax.

Earlier, Poole had addressed a letter to the sales managers of major distributors suggesting that public cooperation be secured "without detrimental reaction" by explaining the tax and its purpose in newsreels for a four-week period.

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LOS ANGELES

TO COMPLETE a law course, Larry Hickey has temporarily given up his managerial spot at the News-Vue Newsreel in Hollywood. Carl Maggio replaces Hickey, who has gone east . . . Milton Rose is taking over Ann Shipp's work at Goldberg Film Delivery while she is away on her honeymoon. Milt formerly owned the Film Cafe.

Enid Batten, assistant cashier at United Artists, is spending half of her two-week vacation at Yosemite, the remaining week in Oceanside . . . M. R. Clark, who was Paramount's branch manager in Cleveland, has checked in to assume his new duties as branch manager here. He succeeds the late Carroll Peacock.

Millie Levinson, secretary-bookkeeper at Acorn Press, and Paul Chernof were married, June 30 . . . Rube Kulla has taken over the Temple in Glendale from Jack Drew. House is operated on a 10-cent admission scale . . . Lew Goldstein has announced that Astor Pictures here is handling distribution on the new "streamlined" reissue of "Hell's Angels."

In for bookings were Ford Bratchen, Del Rio, Riverside, and Fred Eull, who operates theatres in Ramona and Camp Holloway, the U. S. army post.

Mike Levinson has checked in from his trip north. His "White Zombie" is now playing in Compton, Pomona and Bakersfield . . . Agnes Leeming, Metro clerk, has checked out for a two-week holiday at Lake Tahoe.

More in for bookings were Chic Sturdivant, Silver Creek theatres in Arizona; Al Sanborn, El Monte, El Monte, and Jenne Dodge, Mission and Mayfair, Ventura . . . Hi Peskay of Majestic says his exchange is to distribute a series of athletic short subjects featuring Coach Carter, well-known swimming instructor.

Leaving his post as assistant manager of the Azteca exchange, Gus A. Acosta has entered the exhibition field and is now operating the Rex in Fresno, formerly owned by A. Bou. Frances C. Ramirez, secretary at Azteca, will take over Acosta's duties as his permanent successor.

Jack O'Donnel, traveling auditor for Monogram, checked in for a short stay . . . After 15 years in the game, M. J. E. McCarthy, Monogram salesman, recently made his first trip into the Arizona territory. Aside from the heat—which reached 129 degrees—he did all right, Mac reported on his return . . . Shirley Brown is the new switchboard operator at United Artists, replacing Judy Michaelson.

Celeste Berliner has been added to Majectic's bookkeeping staff. She was with the Million-Dollar Theatre for five years . . . Hi Peskay announces Majestic has acquired 16 Tri-National films for distribution in this territory. All are English and French productions.

George Hickey, western district supervisor for M-G-M, was in San Francisco . . . Plenty of excitement in Metro's booking department when A. L. Woods, operator of the Woods in Chino, checked in with his four-year-old daughter Sonya. She's plenty cute, as the M-G-M employes all agreed.

On the vacation beat: Alma Lang, Metro bookers' secretary, taking it easy in town for two weeks . . . Ed Collins, clerk at the same exchange, basking in the sun at Manhattan Beach for a fortnight . . . George Carrington, Altec Service vice-president, informed local Altec representatives he will check in at Lake Tahoe shortly from New York for a holiday and no doubt will visit the L. A. branch occasionally.

Celebrating his third anniversary as operator of the Cozy Theatre, Harvey Levinson footed the bill for straight bourbons and lunch for some of his Filmrow friends . . . The family of Ed Shriver, Altec Service district manager, is due in from Norfolk, Va., shortly to establish a home in Benedict Canyon . . . Wes Booth, who has been here for several weeks after selling his Booth in Nebraska City to the Griffith circuit, is scouting around for a suitable location on which to construct a new theatre.

SALT LAKE

LOCAL acting talent presented a play, the proceeds of which went to the Red Cross, at the Paramount. The local musicians' union and the IATSE gave their services to the benefit.

Paramount personnel is becoming settled in their new exchange here . . . Dixie McCall, secretary to Branch Manager F. H. Smith, is vacationing . . . George Cloward, manager of the local Ross Federal Service branch, is back from a trip into Montana. He reports business improved over last year.

Stan Worthen, business manager for the operators' union, is back from a vacation at Fish Lake . . . National Theatre Supply's branch manager, Robert Haase, is back from a sales trip . . . Buck Wade, local Universal chief, is due back from a jaunt into the territory.

Robert Hill, Columbia district supervisor, is due to visit from Denver . . . Tony Hartford, UA sales manager, is here for a few days' contract-signing . . . Another visitor was Lon T. Fidler, district manager for Monogram.

S' FRANCISCO

THE world's premiere of "Cross-Country Romance" was held at the Golden Gate Wednesday with Gene Raymond, the star, making personals on opening day . . . Betty Baker is the new receptionist at Pacific Premium . . . Robert Ginnif is now in the Columbia shipping department replacing Jim Daley . . . Edward J. Roy has been appointed executive secretary for the ITO of Northern California. This is a newly created position, and Roy comes out from New York to fill the spot . . . Milton Nelson, Harvey home office booker, is making the circuit doing vacation shifts for Harvey house managers.

Fire did $5,000 damage at the Esquire in Oakland. The Esquire is one of the East Bay's oldest theatres and was renovated about six weeks ago. This week's three-alarm fire makes a new renovation job necessary. Work has already started and the Blumenfeld enterprises, which own the house, expect to reopen within 60 days.

"Dutch" Koneman of National Theatre Supply went south for a holiday . . . Dave Nathanson has returned from the San Joaquin Valley after a successful booking trip . . . "Scatterbrain," Republic release, has been booked for a Market Street run at the Warfield . . . "The Awful Truth" returned to Market Street for a week . . . Nell Warner, Republic cashier, is vacationing. In the same office, Rose Smith, the biller, is displaying a terrific case of sunburn obtained on her holiday . . . Mel Hulling planed out for Los Angeles for a three-day visit . . . W. Ray Johnston, Monogram president, was in this week for his first visit to the local office. It seems Johnston, in two previous visits, couldn't find time from conferences to see the new quarters.

Nancy Welford, who has appeared in many musical comedies including "No, No, Nanette" and "Twinkle, Twinkle" was awarded $1,000 damages for injuries suffered when she fell while making a personal appearance several months ago at the Strand, Modesto. Miss Welford had sued for $7,000 . . . "All This, and Heaven Too" lasted only a week as a roadshow here . . . Sam Clark, Warner exploiteer, who put on a swell campaign for the Bette Davis-Charles Boyer film, is off to Denver and Salt Lake for openings in those two cities . . . Mrs. Eve Jackson, for over ten years with 20th-Fox here, has resigned to devote all her time to being a housewife.

Eddie Loy Heads Republic Office at Butte, Mont.

SEATTLE—J. T. Sheffield, president of Republic Pictures of the Northwest, announces that he has placed Eddie Loy in charge of the Butte, Mont., office. Loy replaces Bob Boomer, who resigned to devote his entire time to his theatres and theatre interests in Montana.

Heninger Replaces Renfro As RKO's Office Manager

SEATTLE—Floyd Heninger, formerly assistant booker, has been named office manager for RKO here. He succeeds Wade Renfro, resigned.

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LOS ANGELES

Towns Draw Business With Free Shows

ST. LOUIS—Free motion picture shows to keep the home town folks at home is becoming increasingly the medium used by the merchants of a number of the smaller communities of southern Illinois and eastern Missouri to bolster their business and to offset the pulling power of theatres within an hour's drive of their towns.

In cooperation with exhibitors who operate portable circuits, playing one-night stands in the towns they serve, the local merchants either pay the entire cost of the motion picture shows or guarantee the exhibitor against a loss by absorbing a percentage of the cost.

There are a number of portable circuits operating in the general territory served by the St. Louis film exchanges. Perhaps in all there are a dozen or more such circuits in eastern Missouri, southern Illinois, northeastern Arkansas, southeastern Iowa and the western parts of Kentucky that obtain film from the St. Louis exchanges.

One of the more prominent of the circuits is that operated by Merl Burdett and Paul Musser. It serves Redmon, Westfield, Toledo, West Union, Sumner and Greenup, all in Illinois. Shows are given in one of the towns each weekday night. From about May 15 to September 15 the pictures are displayed outdoors at some prominent spot in the downtown section.

Merchants Pay Show Cost

With the merchants paying the cost of the shows, including a fee to the exhibitors, no admission is charged. In the period between September 15 and May 15, when the shows are given in a hall or theatre building, admission is via certificates issued by the merchants to their customers.

The Burdett-Musser circuit uses 35mm equipment, but some of the other circuits use 16mm films.

Usually the program consists of a feature picture, rented from some independent exchange; a serial and a short subject or two.

Musser also has been interested in other portable circuits and at times has given shows in such Illinois communities as Flat Rock, Bone Gap, Hume, Brocton, Clay City, Hutsonville, Louisville, Longview, Martinsville, Mason, Montrose, Ridge Farm, West Salem and Willow Hill.

Walter Norton of O'Fallon and Winfield, Mo., is another veteran in the portable circuit field. At times he has given shows in Bayliss, Camp Point and Murrayville, Ill., and in Clarence, New London, O'Fallon and Winfield, Mo.

C. T. Dusenbere, who operates the Redbud, Redbud, Ill., and his brothers have also operated portable circuits in various parts of southern Illinois from time to time.

Paul Brands, who makes his headquarters at Brighton, Brighton, Ill., has furnished portable shows to various small communities in southern Illinois.

Action Against "Jackrabbits" Undertaken by Illinois UTO



UTOI Executives—

Edward Zorn, operator of the Crescent, Pontiac, Ill., left, is shown as he goes over the insignia of the new United Theatre Owners of Illinois, with William F. Crouch of Chicago, executive secretary of the organization. Both men have had years of experience in the trade.

By GENE RICH

CHICAGO—With the "jackrabbit" competition outstate reported to be becoming increasingly serious to small-town theatre operators, the United Theatre Owners of Illinois is planning a vigorous campaign to combat it. The "jackrabbits," as the 16mm film circuit operators have come to be known, have become more and more of a problem for the past several years.

Edward G. Zorn of Pontiac, Ill., president, named a committee to investigate this phase of competition at the recent meeting of the UTOI. This group, headed by J. J. Rubens, Great States, Chicago, includes Bissell Shaver, Henry; Charles Dyas, Earlville, and George Kerasotes, Springfield.

"We plan to go into this matter thoroughly," Zorn told BOXOFFICE, following the meeting. The UTOI will present actual cases of competitive action where feature productions are used by the 16mm operators in and near towns where exhibitors are operating. One of the concerns furnishing such film continually advertises that "$7.50 starts you in the talkie business," and one of the leading distributors of 16mm product says that the narrow gauge exhibitors have enough product available for the next seven years.

Combat Harmful Legislation

Another of the main objectives of UTOI, according to William F. Crouch, Chicago, executive secretary, will be the opposition of all legislation injurious to the industry. Toward this end a legislative committee was formed. This is composed of H. U. Bailey, Princeton; A. L. Hainline, Macomb; Charles Carpentier, East Moline; George Kerasotes, Kerasotes circuit, and John B. Giachetto, Frisina circuit, Springfield; F. C. Souttar, Fox Theatres, St. Louis; and M. H. Kirkhart, Lincoln.

The board of directors includes: Fred Anderson, Anderson circuit, Morris; A. B. McCullom, McCullom Theatres, Hoopeston; E. E. Alger, LaSalle; Dominic Frisina, Frisina circuit, Springfield; Steve Bennis, Lincoln; John Koletis, Rivoli, Rock Island; Tracy Orr, Edna, Gibson City; Wright Catlow, Barrington; Charles Kuchan, Capitol, Canton; R. H. Schoelhorn, Crystal, Dundee; Joseph Emma, Deerpath, Lake Forest; and Kerasotes, Dyas, Rubens, Bailey, Zorn and Hainline.

The group had about 35 exhibitors, representing over 200 theatres, at its organization meeting last week. At the next meeting the remainder of the board of directors will be named. Permanent officers also will be chosen later.

Singles Wanted, Says Sheboygan Club Poll

SHEBOYGAN, WIS.—Twenty out of 24 organizations responding to a survey conducted by the Sheboygan County Better Films council prefer single features, according to the results of a survey released by Mrs. William Festerling, president of the council.

The Sheboygan Women's Club, Kohler Women's Club and Sheboygan branch, American Association of University Women, all voted 100 per cent for single features, as did the Sheboygan Music club, the Eagles Auxiliary, Ellen Hayes Peck chapter, Daughters of the American Revolution, the Holy Name Society and the Episcopal Club.

It was declared that many unsolicited calls were received as well from individuals who expressed the hope that single feature "A" pictures would be shown in preference to double features.

Karl Gast Buys Hotel

AKRON, IND.—Karl B. Gast, operator of the Madrid, has purchased the Hotel Akron and Grill Room, next door to the theatre and it will be operated by his son, Charles (Chic) Gast.

Offer Free Shows

CHICAGO—The Field Museum again is offering free shows for children this summer, opening with an hour show on July 11. Among attractions will be "Elephant Boy," "Nanook of the North" and other travel films.

As Suggested by Government

CHICAGO—The following instructions regarding the collection of, and procedure in connection with, the new federal admission tax have been released by the office of the collector of internal revenue in Chicago:

Section 1700 (a) (1) of the Internal Revenue Code which imposed a tax on admissions of 41 cents or more has been amended effective July 1, 1940, to apply to admissions of 21 cents or more. The tax is 1 cent for every 10 cents or fraction thereof of the total admission charge.

Section 1702 of the Internal Revenue Code provides that the price at which every admission ticket or card is sold shall be indelibly printed, stamped or written on the ticket. Regulation 43 further provides that the established price, the tax based thereon, and the total must be similarly shown on that part of the ticket which is taken up at the place of admission.

However, owing to representations made by the amusement industry as to the extreme difficulty in most instances of securing tickets for use by July 1, 1940, which will be printed as required by law and existing relations, the Commissioner of Internal Revenue has approved the following procedure:

(a) In all instances where it is practicable new tickets must be provided or the tickets on hand overprinted or overstamped, to show the established price and the tax applicable thereto.

(b) In every case where the established price of admission is changed new tickets will have to be provided or the tickets on hand must be overprinted or overstamped.

(c) Where the established price is not changed, for a limited time until properly printed tickets can be obtained, the use of tickets now on hand which do not show the tax due under the Revenue Act of 1940 will be permitted. However, the manager or proprietor must keep conspicuously posted at the outer entrance and near the boxoffice one or more signs accurately stating each of the established prices of admission, and in the case of each such price the tax due and the sum total.

Agree to Passing on Tax to the Public

CHICAGO — Windy City exhibitors this week were discussing "what to do" about the new federal defense tax on theatre admissions over 21 cents, and as reported last week in BOXOFFICE, practically all agreed to pass the tax on to the public and retain their present established prices.

In only isolated spots were there reports of exhibitors changing prices. One was the B&K Covent, which was getting 30 cents. Adding the 10 per cent tax would have necessitated the house getting 33 cents. Instead, the price was cut to 25 cents and 3 cents tax, making a total of 28 cents.

Another was Dick Salkin's Jackson Park. He had also been getting 30 cents, but was playing in first week of release. Thus, he could have cut to 25 cents without endangering loss of his playing position. Instead, he has changed his price to 27 cents, and together with the 3 cent tax, will not be getting any more from the patrons, but will, in reality, be absorbing the tax himself.

Exhibitors, as announced already, can retain the admission tickets they are now using until they are all used, provided they do not change their established price.

Indianapolis Houses Add Tax to Admissions

INDIANAPOLIS—The defense tax as it applies to theatre admissions affected all of the downtown houses and most of the neighborhood theatres in the city.

The tax will simply be added to admission prices formerly in effect at the downtown houses, although it was indicated by the downtown managers that increasing the price to an even figure had been under consideration and may be done later.

Price increases have been contemplated regardless of the tax because of the higher cost encountered in the production, distribution and exhibition of motion pictures in recent months. As matters now stand, prices downtown will be 27, 33 and 44 cents on 25, 30 and 40 cent admissions, respectively.

Sixteen neighborhood houses adopted the even money plan, meeting higher costs and facilitating the making of change with an admission price of 27 cents and a tax of 3 cents, for a total of 30 cents at night and Sunday performances. Admission prices at the 10 and 15 cent shows will remain the same.

Premium Charge Notice Is Needed to Avoid Tax

CHICAGO—Jack Kirsch of Illinois Allied said the local federal internal revenue office had advised him how exhibitors must handle premium night special admissions.

Exhibitors getting regular 20 cent admissions need not, of course, add any tax. However, on the special premium nights, when they get 25 cents including a premium, this is being interpreted, Kirsch said, to mean that the patron still is paying 20 cents admission and 5 cents for the premium. Thus, there is no tax added, provided a sign to that effect is placed in the boxoffice in a conspicuous position. The best method, Kirsch suggests, is for the patron to pay the cashier 25 cents, and for the cashier to give two tickets, one a 20-cent admission ticket, and another 5-cent ticket for the premium.

Sylvan Simon Renewed

HOLLYWOOD—S. Sylvan Simon, Metro director, has been signed for another year.

Varied Reactions on New Admission Tax

ST. LOUIS—The first day of the new federal tax on theatre admissions above 21 cents brought various reactions from the cash customers in the local trade territory.

In a number of St. Louis houses, many of the customers took the price hike caused by the tax very patriotically. "If this tax helps us to keep Hitler out of America, it's all OK," seemed to be the general reaction.

While practically all theatres in the territory have decided to pass the tax along to the customers, none of the big city houses have taken advantage of the new law to grab some extra pennies for themselves. In other words, increases made are just enough to take care of the tax.

In some of the smaller cities of the territory and in the rural sections, the practice has been to stay away from odd pennies as much as possible. In other words, if a house had been charging 35 cents, the raise would be to 40 cents or from 30 cents to 35 cents. On the other hand, some that had been charging 25 cents may reduce to 20 cents to avoid the tax entirely.

Early indications are the tax addition to admissions was having very little, if any, effect on attendance.

Milwaukee Theatres Hike Admissions to Meet Tax

MILWAUKEE—In general, no attempt is being made by local theatres to absorb the government's admission tax, and in most cases admission prices are being hiked five cents in the various brackets affected, to cover the tax and keep the admission figures in round numbers.

Both Fox and Warner first-runs have raised their admissions from 20-35-50 to 30-40-55 cents, including tax. The five cent hike to take care of the tax, also is being followed pretty generally by houses around the state.

Warner Cashiers Instructed On Handling Admission Tax

CHICAGO—About 35 cashiers of Warner Bros. theatres attended a meeting at the Rhodes to learn details of handling the new federal taxes on admissions. James Summers, personnel manager, presided, and besides Summers other speakers included I. H. Barron and Charles Ryan, assistant zone manager.

'ATAHT' Into B&K Chicago On Regular House Policy

CHICAGO—Plans now call for Warner's "All This, and Heaven Too" to play the B&K Chicago on the house's regular policy and price scale, since the picture is now being given a regular national release. It is thought that due to the length of the picture—two hours and 20 minutes— a short stage show will be used, making about a three-hour complete show.

CHICAGO

HERB ELISBURG received a portable bar from his former fellow employes at Essaness Theatres. He recently left the circuit to open the Studio . . . Don Widlund of Jam Handy Pictures was here for a few days before going on to Cincinnati and then to Detroit for the fourth of July weekend.

Morrie Lipp of Advertising Accessories was passing out cigars this week. The occasion: Birth of a 6-pound, two-ounce girl, Roberta Ellen, to Mrs. Lipp, at Michael Reese Hospital.

Max Levin, projectionist at 20th Century-Fox, swears those patches under his left eye came from a film reel can bouncing back in his face.

Mrs. Tom Malloy, 48, widow of Tom Malloy, formerly business agent of the operators' union, died last week . . . Word was received here, too, of the death in the east of John F. Gatelee of Springfield, Mass., IATSE international representative.

The Filmrow softball team is now in first place in the Trans-Loop League after winning a double-header. N. Shure and Co. went down, 9 to 2, and General American Transportation Co. lost, 11 to 3. Both games were pitched by Ben Tanzilla of the Haymarket, and were featured by the heavy hitting of Clarence Keim of M-G-M.

Milton Charles, newly-named musical director for the Columbia network Chicago studios, was formerly organist for several B&K houses here and other top theatres throughout the country, including Grauman's, Los Angeles; Mastnaum, Philadelphia; and also the Granada, London, England.

John Philip Gleason, sound man to Emile Montemurro of Movietone News, was married last Saturday in Logansport, Ind., to Miss Kay Graft of Logansport. They had to forego a honeymoon now because of the forthcoming Democrat national convention here. Incidentally, all of the newsreels will augment their local staffs for the convention. Most of them plan to put out daily specials.

Willie Shore, Patricia Ellis and Griff Williams were among the celebrities at the opening affair given by Joe Berenson at the Amusement Club of Chicago quarters in the Stevens Hotel, since he became general manager. About 75 Filmrowites attended and had loads of fun.

Al Raymer of Indiana-Illinois Theatres and his wife are vacationing in northern Michigan . . . Monroe Rubinger, formerly in Kansas City, is the new exploiteer in the Chicago office for Warner Bros.

Eddie Saunders, M-G-M western division manager, and Bill Gehring, 20th Century-Fox district manager, were among the sales heads here recently working on 1940-41 circuit deals with B&K and others.

Mort Green, manager of Jack Kirsch's Gold, has written a new song, "Tender Little Fingers," dedicated to Mrs. Jack Kirsch. Green, who many years ago spent his full-time at composing, said that the

(Continued on page 46)

B&K Maintains Usual Silence As Allied Attacks Multiples

CHICAGO — The usual B&K silence on Allied attacks regarding the circuit's continued use of multiple features, greeted the Illinois Allied unit's latest efforts to get the circuit to return to single features.

These latest efforts are a series of open letters in the trade press, which according to Jack Kirsch, Illinois Allied head, will appear in most of the trade papers over a period of time in forthcoming weeks.

B&K executives in the past have continually answered Allied attacks with the phrase that "the public still wants double features because they are still coming to see them." They also contend that if they feel a change back to singles is necessary, there will be no need for pressure from other groups to help bring this about.

The trade paper advertisements are the first resort of Allied of Illinois to running paid copy to bring their argument to the industry. One of the first replies was from David O. Selznick who wired Kirsch that he agrees with Allied's stand in its open letter to "Leaders of the Industry." He said he was "very much depressed" to learn that "Rebecca" had been triple-featured in an important theatre, and calls triples and doubles "destructive" to the industry.

The open letter asked, "If the leaders of this industry cannot correct such a devastating abuse and waste of product, we would at least appreciate public utterances of condemnation of this policy on their part."

The letter purports to show there is a monopoly of theatre operation in Chicago, and asks, "Would you say there is no monopoly when one firm prevents 300 theatres from exhibiting pictures in a manner which will not keep people from the theatres?" It explained that 17 independent exhibitors here cut from triples to duals, but that B&K, at its Belmont, ran "Rebecca," "House Across the Bay," and "Viva Cisco Kid" on one bill.

The showing of multiple-feature programs has caused Chicago theatres the loss of hundreds of thousands of patrons, Kirsch contends. He adds that "it is most difficult to operate theatres under this form of economic slavery," and that while the "independent exhibitors are willing to play good pictures for extra days," they cannot "run five-hour shows and gross any money."

Kirsch did not indicate what further steps will be taken to attempt to get industry leaders to intervene in the Chicago scene.

Charles Olson Charges Trust Laws Violated

INDIANAPOLIS — The Apollo Amusement Co., owned by Charles M. Olson, head of the Lyric and the five Olson neighorhood houses, filed suit in circuit court against the operators of three other Indianapolis theatres and nine film distributing companies, charging an attempt to put the Apollo out of business through violation of the anti-trust laws.

The Fourth Ave. Amusement Co. of Louisville and the Greater Indianapolis Amusement Co., operators of the Indiana and Circle theatres, are charged in the suit with attempting to destroy the Apollo's reputation during a period when the two firms held the Apollo under lease.

The suit charges that during the period of the lease, the Fourth Ave. and the Greater Indianapolis Amusement Co., in collusion with three distributors—Warner Bros., Vitagraph and 20th-Fox — attempted to control distribution in such a manner as to take "high-class" pictures from the Apollo and place them at the disposal of the Circle and the Indiana.

Loew's, Inc., is charged with collusion, both as the operator of Loew's Theatre and as a film distributor.

The plaintiff charges that when the lease expired and the theatre reverted to the owner, other distributors in addition to the original three, refused to enter into any contract with the theatre.

The other companies named in the suit are: Metro-Goldwyn-Mayer, Loew's, Inc., RKO-Radio Pictures, Inc., Columbia Pictures Corp., Paramount Pictures Distributing Corp., United Artists Corp. and the Universal Film Exchange.

Officials of the Fourth Ave. Amusement Co. and the Greater Indianapolis Amusement Co. refused immediate comment on the filing of the suit.

Bids Soon at Sandoval

SANDOVAL, ILL.—Bids will be taken soon on the construction of a new theatre here for Robert Cluster of Salem, Ill.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

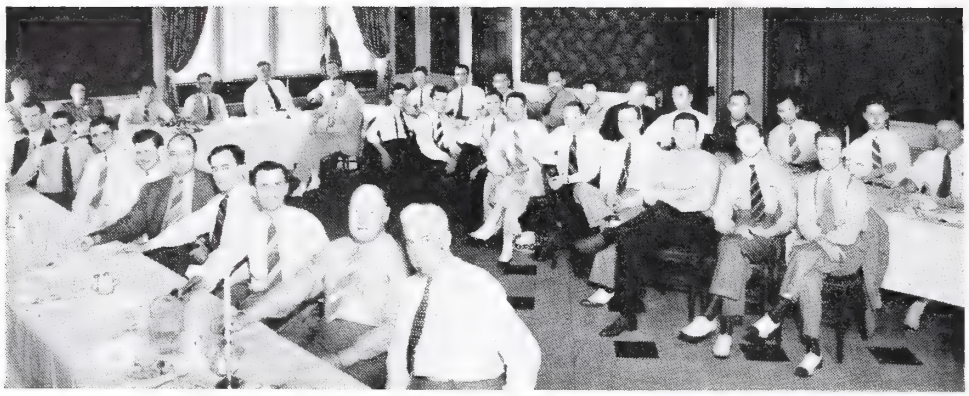
CHICAGO

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Guests of W. W. Willman—

The Indianapolis Metro branch manager gave a special luncheon for Vonderschmitt, Gregory and Theatrical Managers circuit managers and bookers recently at the Lincoln Hotel. Pictured are the following: Vonderschmitt circuit—Mr. and Mrs. H. P. Vonderschmitt; Bud Colvin, Crawfordsville; Andy Browning and Fred Hays, Greencastle; Pat Casey, Noblesville; Jimmie Walsh, Seymour; Carl Hughes, Bedford; Art Clark, Bloomington. Theatrical Managers, Inc.—Marc J. Wolf, general manager; W. Gorman, N. Manchester; Roy Howard, Bloomington; Fred Doughty, Winchester; Dick Tricker, Sullivan; Fred Giraux, Fred Ridenour, Newcastle; Joe Wallace, Hagerstown; L. Sowars, Muncie; Jim Dooley, Muncie; Marty Merrill, Monon; Al Blocker, head booker. Gregory Circuit—John Doerr, head booker; Pete Panagos, assistant; Sam Neall, Kokomo; Howard Tilley, Kokomo; Dale Loomis, Bob Bachman, Peru; Tony Roskin, Bus Miller, Marion; Ferd Nessel, Anderson; Harlan Croy, Frankfort. M-G-M Exchange—Wade Willman, F. P. Gauker, office manager; and H. H. Marshall, Metro exploiteer. "Mortal Storm" was screened for the guests.

INDIANAPOLIS

VISITORS: Harmon Allison and wife, Ritz, Mooresville; Mrs. Ethel Luckett, Indiana, Scottsburg; Joe Schilling, Auditorium, Connersville; A. McCarty, Roxy, Pendleton; Ed Donahoe, Grove, Beech Grove; Arthur J. Gerber, Marylane, Evansville; Douglass Haney, Albion; Geo. Mallers, Hines, Portland; Harold V. Neese, Dana, Dana; C. E. Rogers, Rio, Columbus; Harry Herle, Indiana, Salem; Mrs. Nova Vonderschmitt, Dina, Nobelsville; John Doerr, Alliance Theatre Corp., Chicago, Ill.; Ferd Nessel, State, Anderson; D. G. Steinkemp, English, English; T. N. Luckett, Dream, French Lick; Max Page, Community, Greenwood; Frank Reimer, Quimby Theatres, Fort Wayne; J. B. Sconce, Playhouse, Edinburg; Mannie Marcus, Eastern, Fort Wayne; Anthony Bokas, Lido, Argos; Harry Van Noy, Paramount, Anderson; D. D. Lee, Rex, Montezuma; E. R. Crouch, Fairmount, Fairmount; Dick Vlastos, Fowler, Fowler; Walter F. Easley, Tree, Greensburg; Harold Reckley, Chateau, Greencastle; Gail E. Lancaster, Jefferson, Huntington; Robert Hudson, Tivoli, Richmond; Dallas E. Cannon, Kent, Kentland; H. L. Krieghbaum, Char-Bell, Rochester; Sam Neall, Indiana, Kokomo; Merrill Moore, Palace, Kokomo; William Studebaker, Logan, Logansport; C. W. Massey, State, Worthington.

Robert Cook in the office of Advertising Accessories, Inc. has returned from a vacation trip in the east, by way of Quebec, Canada . . . Mrs. Margaret Barnard, switchboard operator at Paramount, and her son are on a fishing-vacation trip in northern Indiana . . . Samuel Sanders of the same office in the shipping department, also is on a fishing jaunt in northern Indiana . . . Foster Gauker, Metro office manager, was host to the Indianapolis Bookers Club last Thursday. Grey Kilbourne, manager of the St. Clair Theatre, provided the entertainment.

Arthur J. Gerbar, operator of the Marylane in Evansville, who is known for his excellent photography work, has received special permission to photograph the New York world fair in color . . . Don Hammer, well known along Filmrow and among Indiana exhibitors, is now with Modern Talking Pictures Service, distributors of 35mm and 16mm films.

Theo Charles, operator of the New Moon at Vincennes, broke his house record last Thursday night with a program featuring the Juvenile Follies, a local dance school sponsoring the show. The program was presented both Thursday and Friday nights. In previous years the Follies have been held in local school auditoriums, this is the first presentation in a theatre.

Oscar Fine, operator of the Alhambra, American, Carlton, Columbia, Grand, Franklin, Washington and Woodlawn theatres, Evansville, is the father of a boy born June 19 and named Phillip. This is the first child for the Fines and Oscar was passing out cigars at the ATOI convention at Spring Mill Park.

Don Wright, manager of the Rivoli, is vacationing in Wisconsin with his wife . . . Mrs. Nelle Orr, operator of the Speedway, has a modern air-conditioning unit.

Music for "Argentina"

HOLLYWOOD—Richard Rodgers and Lorenz Hart are working on music for RKO's "They Met in Argentina" which will roll in September. The film stars Maureen O'Hara and is being scripted by Jerry Cady.

ATOI Highlights

By DON ROSSITER

SPRING MILL PARK, IND.—This town proved to be an ideal convention and vacation spot for the ATOI 3rd annual midsummer convention and golf tournament held June 25-26-27, with all the facilities available to make everyone happy.

H. Lisle Krieghbaum, operator of the Char-Bell in Rochester, thinking to get the drop on everybody and catch all the fish, went a day early with his wife, daughter and son.

Harold Marshall, publicist for Metro in this territory, proved himself the hero of the ping-pong table, that is until Abe Kaufman's son, Jimmie, arrived to take the crown away from him.

Billy Connors, of the Indiana, Paramount, Lyric and Lunalite in Marion, was missed by everyone but was ably represented by Torchy, his wife, who manages the Lunalite. Billy stayed home to take bids for the redecoration and renovation of the Lunalite to take place immediately.

Trueman Rembusch of the Syndicate Theatres, who is usually on hand for our conventions, was under the weather having an appendectomy at the St. Vincent's Hospital.

The two heaviest men in attendance at the convention proved to be the best men there, even though the golf course was, in the words of Marc Wolf, "like the Alps" as Jack Van Borssum of the Savoy at Terre Haute was winner of the low gross trophy with a score of 79 and Marc Wolf was winner of the blind par trophy. P.S.—Ernie Miller drew his number for him.

The business session held on Wednesday night was devoted to two main subjects—the new federal defense tax and the alarming growth of 16mm showings in Indiana. In regard to the tax it was the unanimous opinion of the convention that the tax be passed on to the public, and in some instances increases in admissions were advocated. In regard to the 16mm situation, a state wide survey is to be held in the near future to obtain detailed information.

The board of directors meeting held Tuesday evening was presided over by Ernest L. Miller, vice-president in the absence of Roy Harrold, president, who arrived on Wednesday. The Harrold's oldest daughter was stricken with appendicitis an hour before he was to start for the convention and an emergency operation was performed. Harrold was assured she was okay before he came on to the convention the next day.

Mrs. Ethel Luckett, head of Luckett Amusement Co., operating the Austin at Austin, the Indiana at Scottsburg and the Strand at Paoli, was the winner of two major prizes—the portable radio and the 90-piece set of dishes.

The convention was rewarded by the presence of several lady exhibitors which added much to the occasion—Mrs. Annette

Kuebler and brother, Fidelis Gutzweiler of the Astra and Tivoli theatres in Jasper; Mrs. Anna Mitchell, Lincoln and Lyric in Petersburg, Mrs. Ethel Luckett, Indiana Theatres, Scottsburg; Mrs. Billy Connors, Lunalite, Marion; Mrs. Hilda P. Long, Hippodrome, Sheridan.

Abe Kaufman, Fountain Theatre, Terre Haute, was the winner of the cooling unit which was the first prize drawn. He also won the rifle which was immediately taken over by his son Jimmie.

An amusing coincidence occurred when Jack Van Borssum, Savoy, Terre Haute, won a casting rod and very shortly his father, Ben won a casting reel. Now the question is who will get to use them. We suggest tossing a coin.

Harry Van Noy, Paramount, Anderson, had his eye on the black golf bag for weeks prior to the convention and just to show he is living right, won it and he must be living extra right because he won the tan golf bag too.

On the other hand we have Joe Schilling, Auditorium Theatre, Connersville, who won the cocktail shaker and bottle of gin. He doesn't drink a drop, but nobody could trade him out of it—said he might need it some time.

Art Clark, Indiana, Bloomington, was without a doubt the most energetic one there. He got up at 5 a. m. to go fishing.

Tim Cleary, salesman for Metro, and Abe Gelman, salesman for Columbia, arrived in time to enjoy the banquet festivities and come in for a lot of kidding.

Oscar Fine, Premier Theatres, Evansville, had the time of his life passing out cigars and announcing the birth of his first born son, named Phillip. Everyone missed that cute little Mrs. Fine but for such an occasion, we gladly excused her. She can rest assured Oscar tooted the family horn in loud and long words of praise over little Phillip.

Lowell T. Moore, Orpheum, Mitchell, proved a pal in need. Whenever possible he and his rolling bar followed the golf players with refreshing drinks and we don't mean lemonade, which went over big with the players who were tired after those big climbs.

Harry Vonderschmitt, of the Vonderschmitt circuit, was awarded the set of woods and not to be outdone by not playing golf, immediately made a deal with Harry Van Noy and purchased the extra golf bag he had won. Now in self defense he has to take up the game.

And Oscar Kuschner, Hollywood Theatre, Indianapolis, who plays all his golf with a No. 8 iron and a putter, won the set of six MacGregor irons.

Mr. and Mrs. Long of Sheridan came on Thursday but had to leave early, and were much surprised Monday when on Filmrow to learn they had won the badminton set. Which goes to prove these ATOI conventions are really the thing. You win no matter what.

We believe John Woytinek, of the Gayble at North Judson, traveled the greatest distance to be in attendance. North Judson is the farthermost part of northern Indiana.

Mr. and Mrs. Will J. Haney of the Milan, Milan, came early because they had to leave early to attend the big Democratic state convention. Haney is quite active in Democratic politics.

Bruce Kixmiller, Indiana and Colonial theatres at Bicknell, is another big politician who was in Philadelphia attending the Republican convention. Otherwise we feel sure he would have been with us.

Sam and Harry Switow of Louisville and Maurice and Harry Rubin of Michigan City, usually our topnotch conventioneers, were more than missed and telegrams were sent congratulating them upon the openings of their theatres on Thursday by the Association members.

Nick, Weston Must File by July 10

ST. LOUIS—U. S. District Judge Collet has given counsel for John P. Nick, formerly first international vice-president of the IATSE, and Clyde A. Weston, ex-business manager of Local No. 143, until July 10 to file motions in connection with the federal indictment against them charging violation of the anti-racketeering and anti-trust laws.

When the motions are filed, they will come up for argument in federal court on July 17. If the motions should be overruled, the trial will proceed before Judge Collet on August 5.

Judge Collet, on July 1, rejected a plea by Sigmund M. Bass, of counsel for the defense, that the settings be deferred to permit a further study of the anti-racketeering law, which was passed by Congress in 1934.

The indictments against Nick and Weston represented the first time that the law has been used by the government in this section of the country.

Cupid Takes Toll Among Warner Theatre Men

CHICAGO—They believe in wholesale marriages at Warner theatres. Four will take place in the organization, all on July 27.

Here they are: John Maloney, manager, Grove, is to wed Mildred Grill, cashier, Cosmo; Ray Dunn, manager, Orpheum in Hammond, is marrying Helen Bieker, Parthenon in Hammond; Ed Hendrickson, assistant manager, Stratford, is to marry Lillian Abbott, cashier, Jeffery; with the one "fifth columnist" being Richard Beck, of the theatre tax department, who is going outside the department to marry Verne Reilly.

All of the Warner employes will receive $50 each as wedding gifts from the Warner Club. Thus, three of the couples are to receive $100.

A bachelor party for the four men will be given at the Warner clubrooms, Friday evening, July 19.

Heliotes Installs Cooling

FORT WAYNE—George Heliotes, operator of the Rialto, has installed a York air conditioning system and advises all film salesmen that they can now spend more time arguing with him and be cool at the same time.

F&M Fee Recovery Hearings in Sept.

ST. LOUIS—After 51 "court" days the suit of Fanchon & Marco, Inc., to recover from John S. Leahy, Lambert E. Walther and Harold F. Hecker, attorneys, $42,200 paid them in legal fees and to cancel notes totaling $32,800 for the balance of their fee for legal services allegedly rendered to the plaintiffs was concluded in the circuit court here late last week.

The arguments will not be heard until September.

The trial started on February 26, last, but it was not held continuously, as there were various delays.

One of the contentions raised by Franchon & Marco for cancellation of the notes and the return of the fees paid to the attorneys is that Leahy did not disclose to his clients he was interested with them, through stock ownership.

This was in connection with the acquisition by Missouri subsidiaries of Fanchon & Marco of leases on the Ambassador, Missouri and New Grand Central theatres in 1934. Leahy denied that allegation, saying that he was not the Fanchon & Marco counsel at that time and that they knew his stock interest.

Steinberg, Rosenthal Sell Franchise to Republic

ST. LOUIS—Nat Steinberg and Barney Rosenthal, local franchise holders for Republic Pictures, have sold their exchange to the national organization.

Steinberg continues as manager for the company, while Rosenthal has temporarily resigned, and will vacation two or three months. No other changes in the local organization are planned.

Steinberg and Rosenthal entered the independent distribution field as partners, following respective posts as salesman and manager for Universal.

Voluntary Receivership For Ritz, Indianapolis

INDIANAPOLIS—The Ritz, operated by the Olson Theatres, Inc., went into voluntary receivership last week. O. C. Stewart of Indianapolis was appointed receiver and Al Hedding, manager, was rehired in the same capacity.

ST. LOUIS

A SIDNEY JOHNSON, manager of the Shenandoah, a St. Louis Amusement Co. house, made the grade for the right to train at a citizens' military camp at Leavenworth, Kas., during July. Only eleven of the 128 applicants were able to make passing grades.

The mother of James Gately, booker for Republic, died recently . . . Dick Martin, who at various times operated motion picture shows in East St. Louis, Ill., and St. Charles, Mo., is the manager for the Laclede Negro house which recently opened in St. Louis.

Mrs. Ben Robin, wife of the local United Artists branch manager, has returned home following a recent stay in a local hospital . . . Walter Wanger, UA producer, has been booked to visit here for an address to film exchange and newspaper workers in the interest of the Variety Club.

And speaking of United Artists it has been learned that plans are being prepared for a new building to house the local exchange. It will be but a short distance from the present quarters, which are at 3312 *Olive Street.*

Mark Schlude, new district golf champion for this sector, formerly was an usher at Fanchon & Marco's Ambassador. Now it can be told that those golf victories Harry Crawford, manager, scored over his young employe can be charged up to the cleverness of a lad who didn't wish to offend the boss.

Kid Regan of the Star-Times *comments that Chet Vickery, assistant manager at Loew's, drives an automobile with more accessories and trimmings than a Chinese battleship. Never having seen a Chinese battleship we can't say but Chet's benzine bus sure sports a lot of paraphernalia and the like.*

A new contract for the use of the municipal auditorium by the St. Louis Symphony Society has been approved by the auditorium commission. It provides for several free concerts.

Bernie Evens, publicity director of United Artists in the St. Louis, Kansas City and Omaha territory, has recently returned from a swing around his circuit.

Out-of-towners seen along the Row include Oscar Turner jr., Chester, Ill.; Caesar Berutt, Rolla, Mo.; Merl Burdett of the Burdett-Musser circuit, and Noah Bloomer, Belleville, Ill.

Mr. and Mrs. Russell Mortenson have returned from a week's vacation spent in the Missouri Ozarks. Russell is a Columbia salesman, while the missus is private secretary to Bob Taylor, manager for Monogram.

Herman Scissors, manager of the Varsity, University City, is still telling folks about his cute little daughter, who checked into port not so long ago.

Nat Steinberg and Barney Rosenthal of Republic are back from New York.

Many Chicagoans at New Lido Opening

MICHIGAN CITY, IND.—Many Chicago film industry figures attended the formal opening of the New Lido, 900-seat house here being operated by Maurice and Harry Rubin and Alex Manta and Jack Rose of Chicago. Managing director is Maurice Rubin.

The house features the new sphere-o-torium, designed by Pereira & Pereira, Chicago architects and members of the BOXOFFICE Modern Theatre Planning Institute. The new design gives the auditorium a cone effect. All 900 seats are on the main floor, and the color scheme is blue and buff.

Following the opening, a party was held at the Spaulding Hotel, with among those noted being:

Jimmy Coston, Warner theatre zone manager; Larry Stein, Warner theatre zone publicity head; Bill Gedris, Ideal Seating; Lou Daskle; Eddie Klein, RCA; Joe Goldberg; Lou Price; J. W. Buchanan, Kroehler Seats; Bill Dassow, National Theatre Supply; Les Abbott, Motiograph; Bill Heckler; Bob Allen, Warner Bros.; Jack Osserman, RKO branch manager; Hal Pereira, the architect; Mason Rapp, of the Chicago architectural firm of Rapp & Rapp; Jim Chrissis, Al Raymer, Dan Brady, John Burhorn, and Gladys Lax of the Indiana-Illinois offices, in addition to Manta and Rose. Also Charlie Hogan, Warner vaudeville booker, and partner of L. F. Gran, Standard Theatres, Milwaukee; Nat Bernstein, Hammond; Leonard Sauers, Muncie; Gale Lancaster, Huntington, Ind.; Lou Cochevety, South Bend; Marcel Brazee, manager of the Warner Parthenon, Hammond; Gene Rich, BOXOFFICE; and the following Indiana-Illinois managers: Art Wartha, Elkhart; Jack Albertson, Indiana Harbor; Ray Wheeler, LaPorte; Don Johnson, Gayety, Chicago; Morrie Parfray, Vogue, East Chicago; Bob Griffith, Lex, Chicago, and Roy Hanson, Goshen, Ind.

News Quiz Contest Is Planned by Koppell

CHICAGO—Joe Koppell, general manager for the Lasker circuit, is planning to use a news quiz contest in connection with the Berwyn newspaper in the circuit's two Berwyn houses, the Ritz and Roxy.

The plan calls for publication of 25 current-events and news questions in the newspaper. The answers requested would be either "yes," or "no." A provision of winning would be that the patrons must be in the theatre with their list of answers, together with a copy of the newspaper. It is planned to give about $55 in cash awards.

Charter Film Firm

JEFFERSON CITY, MO. — The Marbet Amusement Co. of Kansas City has been granted a charter to buy, manufacture, sell and deal in motion picture films, motion picture cameras, talking picture devices, etc. It will have 500 shares of no par value stock. Incorporators were L. R. Brown, H. Hapke and L. E. Crouch, all of Kansas City.

MILWAUKEE

EARL W. FISCHER, manager of the Alamo, has been elected president of the Mitchell Park Lions Club. Earl also is president of the South Sixteenth Street Business Men's Assn.

Howard Hill, Warner player, and Ken Wilhelm, Paramount player, appeared here in connection with the American Archery Tournament. The former won the field competition with a score of 901 *for the three events.*

A. C. Gutenberg, proprietor of the Grand, and president of the Holton Street Advancement Assn., has been named a member of the citizens' planning committee on parking.

Charlie Braun, pioneer Hartford exhibitor, was the subject of a recent story in the Milwaukee Journal. *Braun started in the business as a candy boy in Jacob Litt's old Bijou here.*

Valentine J. Wells has been named to the motion picture commission here by Mayor Carl F. Zeidler for a term expiring December 31, 1943 . . . Mr. and Mrs. Robert Farfan were recent Racine visitors. Farfan recently completed a directorial assignment with Columbia. Mrs. Farfan is under contract to M-G-M.

Jacob Disch, pioneer Wisconsin exhibitor and now alderman in Cudahy, was responsible for the introduction of a resolution to display the American flag on the city hall daily. The measure was promptly passed.

James O'Donnell, manager of the Astor, last week reported the theft of $100 from the theatre and police rounded up three youths who admitted taking the cash box . . . Downtown Fox houses are observing Patrons' Appreciation Week with customers offered an opportunity of winning a new Chevrolet.

E. J. Weisfeldt has used newspaper advertising in some dozen cities in the vicinity of Milwakuee plugging his current stage and screen show at the Riverside.

Chicago Filmrow Figures Visit Elisburg's House

CHICAGO—Many Filmrow figures dropped in to visit Herb Elisburg during the opening of his Studio Theatre here. Among those spotted were Sylvan Goldfinger, Telenews; Jack Kirsch, Allied; Jack Shumow, M-G-M; Emile Montemurro, Movietone News; Ludwig Sussman, Adelphi; Emile Stern, Essaness; Hank Markbreit, amusement advertising manager, Chicago *Times;* and many others.

The theatre was bedecked with flowers from well-wishers and scores of congratulatory telegrams were received by Elisburg.

The theatre has been completely renovated.

Byron Jack Smelker, formerly with the Schoenstadts at the Picadilly and with Essaness at the Julian, is manager of the Studio. Assistant manager is P. T. Kelty, formerly with Essaness and Jones, Linick & Schaefer.

Alex Papand Services Held in St. Louis

ST. LOUIS—Funeral services were held Monday for Alex Papand, who was the owner of four theatres in St. Louis and Maplewood, a local suburb.

Papand, who had been in ill health for many months, died of heart disease while on a visit out of town. He was 57 years old and had been a resident of St. Louis for many years and a pioneer in the motion picture business.

He is survived by his wife, and by several sisters who reside in Greece.

Auto Injuries Are Fatal To Edward H. Brusberg

MILWAUKEE—Edward H. Brusberg, 58, superintendent for the Everbrite Electric Service Co., Inc., died last week from injuries sustained in an automobile accident near Racine, Wis. Brusberg, who was formerly connected with Ben Poblocki & Sons, was well known to Wisconsin exhibitors by virtue of his electrical work done on theatres around the state. He is survived by his wife, a daughter, two sons, four sisters and a brother.

Bankruptcy Marshal Into Judell Offices

CHICAGO—The U. S. federal bankruptcy marshal's office took over possession of the local B. N. Judell office Monday, after federal bankruptcy proceedings had been filed in federal court. It is understood that the bankruptcy proceedings also affect the Judell offices in Milwaukee and St. Louis.

RACINE

ROBERT FARFAN, former player with the Burton-Garrett stock company here, now a Columbia assistant director, has been spending a week in Racine visiting his mother and friends.

Mr. and Mrs. Roy Zermain of Chicago visited Racine friends for several days recently. Zermain, now manager of the 400 *in Chicago, was formerly manager of the Fox-Midwesco Uptown in Racine.*

Eli Arkin, manager of the Venetian, and Stanley Lambert, Rialto manager, last week attended a Warner circuit zone conference at the Blackstone Hotel in Chicago. Arkin was responsible for a special broadcast over Station WRJN in which two Racine dramatic organizations saluted the return of Fredric March to the screen in "Susan and God." Among those participating in the broadcast was Harold Bickel, March's brother.

Community singing, to the accompaniment of Ray Gruis, WRJN organist, opened the midnight show held Saturday at the Uptown. Boxoffice returns during the next week or two will determine whether such Saturday midnight shows will be continued.

Jannsen Leases Hocker's Theatre in New Baden

NEW BADEN, ILL.—J. F. Jannsen, who formerly operated the Okaw in Findlay, Ill., has leased the local theatre operated by Fred Hocker. The 350-seater was opened by Hocker last November 25 and is modern in every respect.

Sonja Henie Forms Firm With Arthur M. Wirtz

CHICAGO—Sonja Henie and Arthur M. Wirtz, executive vice-president of the Chicago Stadium, have formed Sonart Productions, Inc., to present Miss Henie and her ice revue in the Rockefeller Center Theatre next fall in New York.

Plans do not call for Miss Henie to appear in the show. William H. Burke, who has been general manager of the star's Hollywood Ice Revue, is vice-president. Leon Leonidoff, senior producer of Radio City Music Hall, will stage the show.

Seymour Stage Wedding Proves Big Success

SEYMOUR, IND.—Harry Palmer, manager of the Switow circuit theatres here, promoted a wedding on the stage of the Majestic that proved a big success. Before a crowd that occupied all available standing room, Miss Fern Jackson, Paris Crossing, and Eldo Seegers, Four Corners, Ind., were married. The ceremony was performed by the Rev. Hayes Webster, pastor of the Union Church at Franklin, Ind.

Rembusch Convalescing After Appendectomy

INDIANAPOLIS — Trueman Rembusch, president of the Syndicate Theatres, Inc. operating the Artcraft and Franklin theatres at Franklin; Rio, Crumps and Mode in Columbus, and the Elwood and Vogue in Elwood, was operated on last Friday morning for appendicitis at the St. Vincent's Hospital.

He is now recuperating and feeling fine.

Starts Indiana Chain

INDIANAPOLIS—C. A. Henkle of Chicago, who recently purchased the Palms at Culver and reopened it after extensive remodeling and redecoration, under the name of El Rancho Grande, has acquired the Tivoli in Huntington from Gail Lancaster and the Arc Theatre at Logansport from C. D. Patterson. It is understood Henkle will also have theatres in Richmond and Valparaiso. The theatres are all to be of one standard design and all will bear the name of El Rancho Grande.

Equipment Deals

ST. LOUIS—Projection equipment has recently been installed by Exhibitors Supply Co. in the following houses: T. C. Dusenbere's Redbud at Redbud, Ill.; The Hall, of which Homer Wood is manager, at Columbia, and the Okaw, Findlay, Ill., a 330-seater recently sold to O. T. Weakley of Shelbyville by J. F. Jannsen.

John Dixon Redecorates

FLORA, IND.—John M. Dixon of the Flora has redecorated his theatre from the front to the back. The new decorations were designed and completed by Frank Boerder, Indianapolis artist who recently completed the ATOI offices, the Zaring and the Alamo theatres and now is working on the Tuxedo Theatre, in Indianapolis.

Chicago August Releases

WEEK OF AUGUST 4

3935—Biscuit Eater (Para't)—79.
35—20 Mule Team (M-G-M)—82.
34—40 Little Mothers (M-G-M)—89.
044—On Their Own (20th-Fox)—63.
456—'Til We Meet Again (FN)—98.
1023—Island of Doomed Men (Col)—66.
4015—Alias the Deacon (Univ)—71.
032—You Can't Fool Your Wife (RKO)—67.
.....—One Man's Law (Rep)
3966—Riders From Nowhere (Mono)—49.
.....—Smashing the Vice Trust (Capit)—65.
.....—If I were Rich (Snyder)—64.

WEEK OF AUGUST 11

36—Edison, the Man (M-G-M)—105.
043—Lillian Russell (20th-Fox)—125.
410—Saturday's Children (WB)—100.
.....—A Chump at Oxford (UA)—62.
.....—Passport to Alcatraz (Col)—60.
1213—Man From Tumbleweeds (Col)—58.
4037—I Can't Give You Anything But Love (Univ)—60.
4063—Bad Man From Red Butte (Univ)—58.
024—Irene (RKO)—99.
.....—Scatterbrain (Rep)
3956—Golden Trail (Mono)—55.
.....—Fifth Column Squad (Godshaw)—67.

WEEK OF AUGUST 18

3934—Typhoon (Para't)—70.
29—Florian (M-G-M)—91.
.....—Hell Divers (M-G-M)—100.
051—Girl in 313 (20th-Fox)—56.
423—Tear Gas Squad (WB) 55.
.....—My Son, My Son (UA)—115.
1111—21 Days Together (Col)—71.
4023—You're Not So Tough (Univ)—71.
031—Beyond Tomorrow (RKO)—83.
.....—Wagons Westward (Rep)—68.
.....—Boys of the City (Mono)—63.
.....—Death Parade (Capit)—72.
.....—Frontier Crusader (Fischer)—60.
.....—Murder Incorporated (Godshaw)—65.

WEEK OF AUGUST 25

3930—French Without Tears (Para't)—66.
37—Waterloo Bridge (M-G-M)—107.
038—I Was an Adventuress (20th-Fox)—80.
455—Torrid Zone (FN)—88.
1112—Mad Men of Europe (Col)—71.
4036—Love, Honor and Oh Baby (Univ)—58.
083—Bullet Code (RKO)—58.
.....—The Rangers and the Lady (Rep)
.....—Law of the Tong (Mono)—70.
.....—Chamber of Horrors (Mono)—70.
.....—Ecstasy (Capit)—80.
.....—Hold That Woman (Fischer)—67.

CHICAGO

(Continued from page 41)

New Bioff Counsel Seeks Writ of Habeas Corpus

CHICAGO—Willie Bioff was in the news again this week, with a new defense lawyer maneuvering to obtain a writ of habeas corpus in connection with an old six-month sentence for pandering which Bioff is belatedly serving out in the county jail.

Continued again until Friday was the hearing on the habeas corpus after one other continuance from last Friday to Monday. The new attorney, Walker Butler, contends the information upon which Bioff was arrested was insufficient for finding him guilty.

It was also learned attempts of Abe Marovitz, original attorney of Bioff, to seek a pardon for the Hollywood labor leader were dropped because Marovitz thought the case had received so much notoriety such a plea would have been futile.

Bioff will have completed his sentence early in September, at which time he is expected to return to California to re-enter the labor situation there. However, pending against him in federal court is an indictment for evasion of income taxes.

An Injunction to Wagner Against Adler Sign Co.

CHICAGO—Pursuant to the recent denial of the United States circuit court of appeals of the Adler petition for a rehearing in the suit of the Wagner Sign Service Co. against Adler Sign Co., the U. S. district court here entered a decree ordering the issuance of an injunction against the Adler companies. The Adler companies were also required to make an accounting to Wagner.

The Patio Theatre, which was used as a test house in the case, was also mentioned in the decree which ordered an injunction against the house from using the Adler letters adjudged to have infringed on the Wagner patent.

Not Taking Bets

CHICAGO—This was supposed to be the last week there for "Gone With the Wind," that perennial holdover at the Woods. However, in view of its last few weeks' performances at the house, no one would wager what would finally be done with the film. It already has completed six months in the loop house.

"My theatre is a BOXOFFICE subscriber and it is read religiously by myself and my entire staff. When the present subscription runs out, you can rest assured it will be renewed immediately."

—MATT SAUNDERS,
Loew's Poli Theatre,
Bridgeport, Conn.

BOXOFFICE
The Pulse of the Motion Picture Industry

song will be published soon and used by Kate Smith on one of her forthcoming broadcasts.

Rud Lohrenz, Warner district manager, spent the Fourth of July weekend fishing at the Land-O-Lakes in Wisconsin.

And finally here 'tis. That long-looked-for engagement of Joe Kaufman, B&K head booker. The girl is Marjorie Kosman of Memphis, who has been in the Warner exchange here. The wedding will be in the fall.

Carl Krueger of the Paramount west coast publicity staff was due here to begin work as central district exploiteer in Allan Usher's district. He will work out of Chicago and also handle Milwaukee, Indianapolis and Detroit.

Bill Hollander is back from his eastern motor trip . . . Frank Williams, Warner theatre booker, is back from his west coast vacation . . . Herb Wheeler, Warner theatre district manager, left on his vacation this week. He is spending it in Colorado.

Charlie Ryan is taking his two weeks later this month and will spend it at his cottage near Waukegan . . . "Brother Orchid" opened Friday at the Chicago.

Republic's "Gangs of the City" has now been given a regular permit for Chicago showings . . . Bill Bishop, Bill Potts and Charlie School of M-G-M were among the many golfers out over the weekend . . . Henri Elman was in New York this week for the Baer-Galento roughhouse.

Terry Turner, RKO publicity expert, from New York was here this week for conferences with Bob Hickey on the forthcoming visit of Jimmy Lydon, Freddie Bartholomew and Sir Cedric Hardwicke to Chicago in connection with "Tom Brown's School Days" at the Oriental . . . Don Todd, studio publicist, will be with the trio when they arrive here July 8.

Larry Golob, Warner Bros. New York magazine contact publicist, was here this week with Jeffrey Lynn . . . Betty Berman of the Great States booking department went east on her vacation . . . Joe Stout, B&K booker, also vacationing.

Helms Artists' Bureau

CHICAGO—Noel Gerson, son of Sam Gerson, Shubert manager here for many years, has been named to the helm of the local office of the Mutual Broadcasting System's artists bureau. The bureau is planning to spot-book its radio talent into both large and small film houses throughout the territory.

Kaufman Renovates in Terre Haute

TERRE HAUTE—Abe Kaufman and his wife Florence, operators of the Fountain, recently had a new front arranged for their house. Housecleaning on the inside also took place.

Jeffrey Lynn Makes P. A. In Milwaukee on July 4

MILWAUKEE—Jeffrey Lynn, Warner star of "My Love Came Back," made a personal appearance at the Warner Theatre here the Fourth of July in connection with the midwest premiere of the film.

Harry MacDonald, manager, had numerous tieups on the star's appearance here. He appeared as guest of the Cudworth Post, American Legion, Independence Day ball, in honor of his playing Joyce Kilmer, the poet, in Warner's "The Fighting 69th." He was greeted by Mayor Carl Zeidler and made appearances on radio stations WISN and WEMP. He also appeared on the Warner stage three times.

Prior to his arrival here, Lynn met the press at a cocktail party arranged by Monroe Rubinger, Warner publicist, and Larry Stein, Warner Theatres publicity head in Chicago. He also held a press reception here in Milwaukee. Lynn left for New York, after returning to Chicago on Friday.

Elsie the Cow to Host The Press in Chicago

CHICAGO—A celebrity was due to pass through Chicago Saturday. She is Elsie. And to be more explicit, she is the Borden Milk cow, coming direct from the New York World's Fair en route to Hollywood to play a role in Gene Towne-Graham Baker production of "Little Men."

Exploiteer Bob Hickey of RKO Pictures, handling Elsie's appearance between trains here, prior to her entraining for the west coast aboard a private car on the Santa Fe Chief, had "luncheon" for the press planned. Elsie was to dine on special miniature bales of hay and sacks of oats handed her by newspaper folk who were to partake of glasses of milk.

Chicago Film Council Issues June Ratings

CHICAGO—The June listings of the Chicago Better Films Council include the following in the family group:

"The Farmer's Daughter," (Para); "40 Little Mothers" (M-G-M); "Torrid Zone" (FN); "Irene" (RKO); "Lillian Russell" (20th-Fox).

The adult listing includes: "Gangs of the City" (Rep); "I Was an Adventuress" (20th-Fox); "My Favorite Wife" (RKO); "My Son, My Son" (UA); "Saturday's Children" (WB); "Typhoon" (Para't); "Waterloo Bridge" (M-G-M), and "21 Days Together" (Col).

Pirtle Circuit Remodels House at Carrollton

CARROLLTON, ILL.—S. E. Pirtle of the Pirtle circuit, headquarters Jerseyville, Ill., has completed the remodeling and refurnishing of his theatre here. The improvements include a new structural glass front, new carpets, drapes, etc.

New Kyser Film in Work

HOLLYWOOD—The second Kay Kyser starrer, "You'll Find Out," is in production at RKO.

Singles Experiment By Seven Theatres

KANSAS CITY—For some time there has been widespread talk among exhibitors about doing away with double bills along with giveaways and other non-theatrical items. Now comes something more concrete in that direction.

Beginning July 14, seven Kansas City, Kas., theatres will single on their Sunday-Monday change; in other words, with their "A" pictures. This is announced by Jack Truitt, manager of the Electric, and president of the Theatre Owners Ass'n of Kansas City, Kas.

The two first runs, the Electric and Granada, will not participate in the experiment, which will run four weeks, and then, if the policy proves satisfactory, will be renewed for another period. Exhibitors who will participate are: Fred Meyn, Park; W. D. Fulton, State; Harry Horrocks, Midway; R. R. Biechele, Osage, and Ed Burgan, Tenth Street, Gauntier and Home.

The move was of the spontaneous variety among the exhibitors themselves. The group meets again July 29 to determine whether the test will be continued.

Variety Golf Meet Open To Nebraska-Iowa Area

OMAHA—Exhibitors and filmites in the Nebraska and Iowa area, and their friends, are urged to attend the Omaha Variety Club golf tournament and dinner-dance on Monday, July 15, at the Highland Country Club west of Omaha.

A full day of entertainment and fun is promised by the committee in charge, including Glenn Rogers, Meyer Stern and Chief Barker Morris Cohn. Walt Green of Fepco is handling publicity for the affair.

An all-day golf tournament will start at 9 a. m. with a buffet lunch at noon. The dinner will start at 7:30 p. m. followed by a dance. Tickets are as follows: golf and lunch, $2 per person; golf, lunch and dinner-dance, $3.50 per person; dinner-dance only, $2 per person.

Green promised "plenty of entertainment" for the non-golfers.

Volk Brothers Add Fifth Link to Theatre Chain

MINNEAPOLIS—The Volk brothers have taken over the Robbins at Robbinsdale, Minn., local suburb, from Paul Mans, thus increasing their circuit to five houses. Clyde Cutter, who has been manager of the Robbins, will go to Mans' Aster in St. Paul in the same capacity.

New Booth Equipment

OMAHA—W. W. Small, Empress, Decatur, Neb., has installed new booth equipment. Sol Francis of American Distributing handled the deal.

Nebraska-Western Iowa Sector Tilts Prices to Cover Tax

OMAHA—Exhibitors in the Nebraska-Western Iowa area generally are boosting admission prices enough to take care of the new national defense tax of 10 per cent on admission over 20 cents.

A survey by BOXOFFICE among several Nebraska and Iowa exhibitors indicated the boosts were made for three reasons:

1. The public is taking the new tax with a patriotic viewpoint and with the exception of a few cases, exhibitors expect no kicks. Theatregoers view the tax optimistically, one exhibitor said.

2. Other merchandise and services are boosting their prices to take care of the tax. An Iowa exhibitor pointed out that cigarettes, gasoline, etc., were being raised in price, and these increases are being accepted by the public.

3. Most exhibitors feel they cannot absorb the 10 per cent tax out of profits, since this figure just about represents the average exhibitor's profits.

Tri-States Theatres raised prices at the Orpheum and Omaha as follows: Matinee, 25 cents to 30 cents; evenings, 40 cents to 44 cents. Independent exhibitors and the two circuit owners, Sam Epstein and Ralph Goldberg, agreed all 25-cent admissions would be increased to 28 cents.

Tax collection offices in Omaha told BOXOFFICE that theatregoers in Nebraska will contribute a tax on theatre tickets totaling $550,000 per year. This figure is exceeded only by liquor, cigarette and gasoline tax revenues for the defense program in the state.

Earl Kerr, Iowa circuit operator, said the tax "has to be passed on to the customer because exhibitors cannot afford to absorb the tax." Kerr said he felt most patrons would pay the tax "on a patriotic basis."

W. W. and Mort Troxell, operators of theatres in several Nebraska towns, reported theatres in southeast and south central Nebraska agreed to pass on the tax to patrons. They pointed out that prices on other products included in the tax law were being increased, "so why shouldn't the exhibitor follow suit."

Admission Situation in Uncertain State

KANSAS CITY—Application of the government defense tax to theatre admissions throws the whole admission situation in this territory into an uncertain state. It will require a week or two for exhibitors to determine public reaction as a basis for establishing somewhat of a permanent policy with respect to admissions.

At the outset, almost 100 per cent of the theatres proceeded to pass on the tax to the public without any variation in admissions. Only one theatre, after the first three days of the tax, was known to have reduced its admission because of the levy, and it was out in the territory. In Kansas City, the first-run Tower went from 25 to 30 cents, thereby gaining a net admission increase of 1½ cents.

The tentative policy of the circuits, as well as that of 99 per cent of the exhibitors, is to pass along the tax. Fox Midwest "sold" the defense levy by using a red, white and blue card reading substantially "U. S. defense requires us to collect this tax." In addition, the circuit is using trailers pointing out that "every citizen must pay his share of the U. S. defense tax," and asking for patrons' cooperation.

The general situation seems to be that if the public accepts the tax fairly readily, then there likely will be little, if any, price reductions to escape the levy.

One thing about the present tax is that it has been pretty well sold to the public by newspapers and other publicity.

One exhibitor who has a 25-cent house, strongly urged a general increase to 30 cents before the tax went into effect. He believes the public will not resent the tax to any extent, but that it will resent the complicated bother of paying pennies to cover the government levy and mills for the state sales tax.

Tower Hikes to 30 Cents After New Admission Tax

KANSAS CITY—The Tower, which has been first-running pictures and presenting vaudeville for 25 cents "any time," went to 30 cents following application of the government tax, in order to cover both the federal "defense" and state sales tax. The net increase in admission amounted to 1½ cents for the theatre.

Meeting at Des Moines Pledges Cooperation

DES MOINES—At a meeting of 150 leading representatives of the trade in Iowa, Nebraska and western Illinois at the Hotel Savery here, full cooperation of the industry was pledged to the government in the collection of the new defense tax on admissions.

A uniform advance in admission prices to include the new tax was adopted whereby previous prices of 25 cents and 26 cents now go to 30 cents; 30 cents and 31 cents to 35 cents; 35 cents and 36 cents to 40 cents, and so on.

Leo F. Wolcott, president of Allied-Independent Theatre Owners of Iowa and Nebraska, presided at the meeting which was addressed by G. Ralph Branton of Tri-States, Harry Warren of Central States, Morgan Ames of Singer-RKO and Wolcott.

Rubinger Is Warner District Exploiteer

KANSAS CITY — Monroe Rubinger, Warner exploiteer here, has been promoted to district exploitation manager with headquarters in Chicago. Effective Monday, the new assignment gives Rubinger charge of Chicago, Minneapolis, Omaha, Des Moines, Memphis, Milwaukee, Indianapolis and St. Louis.

Lebedoff May Form New Group If Ashe Succeeds Al Steffes

MINNEAPOLIS—When the territory's independents meet here this week at Northwest Allied's call, the biggest fight is expected to ensue over the method of choosing an executive secretary to lead the organization now that ill health necessitates the retirement of President W. A. Steffes. And when that is decided there'll be no mean battle before the actual selection is made, according to present indications.

All signs point to the selection of Ben Ashe, the only avowed candidate at this time. But if Ashe, who recently resigned as general manager of the Bennie Berger circuit and who has been doing a good job as acting secretary, is victorious, Sol Lebedoff, insurgent opponent of Steffes and Berger, undoubtedly will refuse to come into the fold and is expected to carry out his threat to try to form an opposition body.

Lebedoff objects to Ashe principally for the reason that he feels that the latter would be a Steffes-Berger man and would continue their policies to which he has objected. Those behind Ashe are Steffes' adherents and favor the closest possible tie-up with national Allied States. On the other hand, Lebedoff urges an organization which would concern itself mainly with local problems, such as film prices and clearance, and not "mix" in national affairs to any great extent. He wants an economical administration so that dues can be kept down and, it is believed, even would go so far as withdrawing financial support from national Allied States.

Decentralization of power also is being demanded by Lebedoff. He says he does not want "one or two men" to run the organization, but insists there should be strong district groups which would hold regular meetings and have considerable power. The anti-Lebedoff exhibitors, however, scoff at this stand. The claim that Lebedoff wants to be the "big noise" and run the body himself in his own way and that he won't "play ball" unless he has that own way.

Bad feeling between Ashe and Lebedoff has cropped out on several occasions. Feeling that Ashe, in his capacity as presiding officer, was using a steamroller and not entertaining a motion made by him from the floor, Lebedoff walked out of the convention held here several months ago.

One argument that will be advanced against Ashe is that he still owns a theatre. Some of the Northwest Allied members believe that the executive secretary should have no theatre connections whatsoever.

Recommend Coalition

At least one leader is advocating a coalition "cabinet," comprising members of both the Steffes and Lebedoff factions, to run the organization.

Although this is a Northwest Allied convention, all independents in the territory, regardless of their affiliation or lack of it, have been invited to attend and participate. However, a number of Northwest Allied leaders have been demanding that only dues-paying Northwest Allied members—those whose dues are paid up—be permitted to talk and vote on the convention floor on the selection of the executive secretary. And this demand regarding the method to be used in the choice of the new leader is expected to light off many verbal fireworks because, if such a ruling is made, Lebedoff, who is not a dues-paying Northwest Allied member now, would not have a chance to stage his fight against Ashe.

Ashe himself has made it clear that he wants the discussion and election thrown open to all independents present, regardless of whether they are Northwest Allied paid-up members or not. He asserts he is opposed to all "muzzling," that he favors democratic processes, that any leader chosen must have the support of all independents and every faction in order to run the organization efficiently and successfully and that, if someone else is elected, instead of him, he will give his full loyalty, support and cooperation.

It is indicated that the proposed film buying group will not be launched, but that a committee will be appointed to decide on effective other means of fighting for a reduction of from 25 to 33 1/3 per cent in film rentals, the elimination of percentage and double features and numerous reductions of clearance.

The matter of the war tax and proposed increased admission boosts also will be discussed.

Vice-President E. L. Peaslee is scheduled to be elected president to succeed Steffes.

Sol Lebedoff Lowers Prices at Homewood

MINNEAPOLIS — Surprise development here was action of Sol Lebedoff in lowering the admission of his Homewood, North Minneapolis de luxe neighborhood theatre, from 25 to 15 cents week days and 20 cents on Fridays and Saturdays, the same as obtains at Harry Dickerman's Alhambra.

Lebedoff states that the action was not prompted by the fact that 25 cent admissions are now subject to the war tax. He explains it had been planned for some time and simply was being put into effect a week earlier than scheduled.

All other 25 cent independent neighborhood houses have gone to 28 cents, adding the three cent tax, as far as is known, while the 30 cent St. Louis Park has boosted to 33 cents. Minnesota Amusement Co. theatres also are passing the tax along and not changing their admissions.

Lebedoff's cut comes at a time when the exhibitors generally were talking about an increase of a nickel in the basic admission. There also is being considered a raise of matinee admissions from 15 to 20 cents, the spread of 13 cents between the afternoon and night scale being regarded as too great.

There is fear now that the swing may come the other way as the result of the Homewood slash. Many of the owners of the 25 cent houses are afraid that, with their scale upped to 28 cents, including tax, much of their trade will be directed to the 20 cent spots.

The 28 cent houses are going to ask the distributors for an additional week's clearance over the 20 cent theatres. Most of the distributors express themselves as favorable to such an extension.

Supreme Court Gets Anti-Ascap Case

LINCOLN—A bid for revival of Nebraska's slapped down anti-Ascap law was made when Atty.-Gen. Walter Johnson filed notice of appeal of the case to the U. S. supreme court.

On Mar. 28, 1940, Judges Gardiner, Kansas City; Donohoe, Omaha, and Munger, Lincoln, sitting in a three-judge body, declared their findings, after a four-day hearing in November, 1939, showed Nebraska's law inoperative.

They found Senator Frank Brady, in drawing up the bill which passed in 1937, had gone farther than the state's legal rights contended. The judges claimed Brady not only took a whack at monopoly, but at the same time was ambiguous enough, whether intentional or not, to include theft of the rights guaranteed an author, publisher, composer and copyright owner under the constitution.

The order signed permitting the appeal demands by citation that Ascap come into court here within 40 days and attempt to show cause why the three-judge ruling should not be reversed.

This appeal would not have been possible if only the funds of the attorney general's office were available for it. The law, although brought in in 1937, was treated as a stepchild as far as legal dowry for protection in litigation was concerned. It is understood only about $4,000 was appropriated for the court scraps sure to ensue.

Put up to the people most vitally concerned—Nebraska's radio stations, which pay in excess of $50,000 of Ascap's yearly $70,000 income—the Nebraska Broadcasters' Ass'n, the membership voted to ante for the fight. Whether or not there's an additional currency pipeline from NAB into the Nebraska situation is unknown.

For the attorney general, the case is being handled by his deputy, John Riddell, who sat, mostly silent and in an advisory capacity, through the hearing last fall.

Avowed intention of the scrappers for Nebraska's law gaining recognition is, if not to gain a reversal, to at least have the high court spotlight in its decision those phases of Ascap's business conduct which can be legally controlled.

Lead to Myrna Loy

HOLLYWOOD—Myrna Loy has the lead in Metro's "Third Finger, Left Hand," soon to be released.

Fox Borrows Bruce

HOLLYWOOD—Twentieth Century-Fox has borrowed George Bruce from Edward Small to work on an untitled production.

LINCOLN

AT THE RACES: Monte Davis should be writing this since it's in Omaha, but since he only makes Filmrow on Monday, and it happened on Friday, he probably missed it. Seems Don Monroe and Barbara Livingston, assistant manager of the Colonial, and wife of the Capitol boss here respectively, have both been betting on a hunch. Monroe has been taking a nag named Don Dinette, and Mrs. Livingston, one named Barbara. After continual losses, Mrs. Livingston didn't go the last time the Don and Barbara nags nosed up to the wire. Monroe's favorite thudded down to win and pay $5.20, and Barbara, without a Livingston dollar up, dittoed and paid $111.

Joe Jacobs probably will cost Howard Federer plenty this year, because Bob Livingston spent two hours the other night telling him how swell he thought the Columbia announcement was . . . When Otto Siegel heard that Governor Cochran and his wife asked especially to see "It's a Date" when it played second run at the Capitol, his facial expression was quiet, but his mind whirred like an adding machine contemplating the future of Universal contracts . . . This was the last week here for Mancel E. Lofgren, who closed book and desk at the Nebraska, to replace Carl "Rags" Rose in York.

Bob Huffman brings wife and family and comes back to town this weekend. He has been two weeks in Pueblo, Colo., and they've been there six . . . While he was away somebody sent him one of those Reno "no-cost" chain letters. Idea expressed in the missive was that a copy of the letter should be forwarded to five male friends, and one's wife bundled up and sent to the guy's name who heads the list. If the chain was unbroken, when Huffman's name got to the top, he would receive 15,175 women. Penalty for breaking the chain is to receive one's own wife back.

Lee Williams, the operator in the booth, was not able to get off to see Glenn Miller when he broadcast here, but is rubbing hands to see if it means any more shekels in his jute boxes which are heavily loaded with Miller records . . . Bob Gingrich, formerly of Humboldt, Neb., but now exploitationist and manager of the Strand, Modesto, Calif., has been in Nebraska for a week visiting in the old home town with the local showmen, Lew Billings, at the Plaza, and Fred Schuler, at the Humboldt. Gingrich is from California's "okie" country, where "Grapes of Wrath" almost outdid "Gone With the Wind."

Harvey Traylor, according to Bill Knight, would have made a good school teacher. He likes to keep his cashiers after hours to do their arithmetic.

Music by Carmichael

HOLLYWOOD—Hoagy Carmichael will write songs and score Hal Roach's forthcoming "Road Show."

TRADE—Two-story Mainstreet business building Parsons, Kansas, for going theatre or equipment. E. Van Hyning, Iola, Kas.

Tri-States Books Hope For One Day in Omaha

OMAHA—Tri-States Theatres have booked Bob Hope, radio comedian, for a one-day appearance at the Orpheum here July 14, for this city's only flesh since 1939. Theatre will tilt prices to 75-cent top.

Tri-States formerly booked a week-long stage show once a month at the Orpheum, but lack of business caused curtailment. Manager Bill Miskell is a great booster of combined stage show and strong film attraction.

Objects the Same

DES MOINES—With an estimated 10,000 delegates to the international convention of the Loyal Order of Moose in town to swell the potential ticket market, Des Moines film houses last week were making a concerted effort to ride out of the war doldrums on comedy and sex. Tri-State houses sought to combat that situation by featuring "Cheer Up Week," while Harry Hiersteiner's Family and Abe Frankle's Casino were fighting the war with "Adults Only" signs.

Remodel at Logan, Iowa

LOGAN, IA.—The Comstock brothers are remodeling the Logan. Seating will be increased and air conditioning installed.

Make Red Cross Appearance

HOLLYWOOD—Olivia De Havilland and James Stewart flew to Houston, Tex., to appear in a Red Cross benefit show, July 4.

KAYCEE

THEY'RE painting the premises at Columbia . . . Several of the lads along Filmrow have taken up George Baker on his generous offer of playing host out in West Yellowstone, Mont., and via the Bakers' Rustic. Among those planning on a West Yellowstone vacation are Reube Finklestein, Chevrolets, the Byam and the Jayhawk; Harry Wheeler of Paramount, Bob Riddle of RKO (en route now), and Bev Miller of Book Night.

On the Row: Paul Oetting, Lyric, Concordia, Mo.; C. A. Spurgeon, Moderne, Stanberry, Mo.; Elmer Bills, Salisbury, Brunswick, Boonville and Huntsville, Mo.; Frank Anderson, Family, Kirksville, Mo.; M. A. Otto, Linn, Pleasanton, Kas., and Mrs. Otto; Charles Fisk, Fisk, Butler, Mo.

Jim Lewis of RKO and George Harttmann, the short chain operator, sent plenty fish back from Minnesota. M-m-mm . . . Buddy Brown, Fox Midwest booker, is recouping from an appendectomy; he's home now . . . Mac Robertson, booker at UA, is undergoing hospitalization at St. Luke's.

Mrs. G. C. Parsons, wife of the Universal exchange manager; the Parsons' daughter, Virginia Ann, 15, and a son, Donald 11, all are doing as well as can be expected following the automobile accident in which they were involved near Hoxie, Kas., two weeks ago. Mrs. Parsons, who suffered a fractured pelvis, is in the hospital at Hays.

(Continued on page 53)

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

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Blowers, washers, spray nozzels, office and home units.
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C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
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EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

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W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

DES MOINES

BOXOFFICE & CO. stroll in . . . half-heartedly attempt with Joe Smith to rib Loretta Dieling about upcoming matrimony . . . Bibianne Hazlett and Kennie Weldon appear on the horizon and all show of slackadaisical ribbing vanishes while Bibianne and Kennie take it on the chin . . . scene two . . . Pastime Club, Saturday night . . . early Sunday morning jaunt to Bethany, Mo . . . and curses (so help me, it's true) Bibianne and Kennie have turned the trick at last with the whole-hearted support of Joe Smith (always a best man—never a groom) . . . oughta be some hefty product there with Universal, Warner and Metro collaborating!

While we're on the subject of weddin's and such, we heard definitely last time we were on the Row that Chick Friedman is going to make our many announcements of his nuptials a reality for sure . . . but we phone his office and his house for confirmation and we are stymied completely . . . we'll just have to wait until we can see the Great O'Friedman in person to get one of those pithy statements of his . . . but depend on us, we'll have the news not WHILE it is news, but BEFORE it is news.

On our way into Metro the other evening, we meet Jerry Banta and Francis on their way down town to see a show . . . we were surprised to note that Jerry Banta talks like a press book (Metro) and actually believes what he says about the product (Metro) . . . Metro, it seems, takes its screenings seriously, and every Metroite we met that evening explained to us that they'd come back down to take a look at "New Moon," but alas and lackaday, all seven prints were out . . . but we park the car momentarily in front of the Orpheum just in time to see Jack and Lois K. stopping in to see what other folks are doing ("All This, and Heaven Too").

The Orpheum's Bob Lester was a Ford owner for two full days before he drew a ticket admitting him to the exclusive traffic court circle . . . Bob didn't see any reason for getting his city inspection okay on a new car just seven days before the new inspection tags were due. He's sadder, wiser—and poorer—now . . . Tom Gorman heard about that full house opening of "All This, and Heaven Too" at the Orpheum and came a runnin' from Chicago to have a looksee . . . Biz fizzed after three days, though, and the hoped-for two-week roadshow run was Sanforized into seven and one-half days.

Ray Copeland is reported back at his Paramount sanctum after taking the family to Clear Lake . . . They tell us Stan Mayer admits he didn't design the seats in that smart Fox screening room to fit himself, but he forgot all about that Tuesday and sat through "Maryland" without a squirm . . . RKO scheduled "Cross Country Romance" Monday night, then skipped it because too many of the non-paying customers were signed up to see "Andy Hardy Meets Debutante."

Loretta Dieling refuses to confess that she takes the Rock Island boy friend seriously, but she's covertly slipping dimes into a dime bank that she keeps in her desk . . . Larry Hensler wants her to get him one—a dime bank, not a boy friend . . . While Loretta's mum, Ruby Stacy is making news for Universal by announcing that she'll swap vows August 18 at the Highland Park Church of Christ . . . The lucky guy is Carroll C. Carter of the WHO broadcasting aggregation who once was surprised to read a sales talk of his gal's figger in BOXOFFICE.

If you'd met Jerry McGlynn when he was just 18 years old, he'd have been sporting that fascinating gray streak then, too . . . Paul Walsh is planning to build a new house . . . Gene Melone admits nothing ever happens to him and that's what we call courting disaster . . . Joe Ancher is starting to pant already . . . it's July 14, you know.

Art Anderson's brother in Minneapolis died very unexpectedly April 7 . . . Art spent three days at the Mercy Hospital with a bad case of pleurisy . . . Warner donned careless clothes and carefree manners for that Aquahbi whingerdinger Friday . . . Monday evening Art did the honors for an ATAHT theatre party at the Orpheum . . . Charlie Curran writes back from N. Y. that he was very satisfied with the DM opening of the Davis-Boyer effort (say, Charlie, do you wear that many nightcaps, too?).

George Beaumiester refuses to be kidded about those chickens in front of little daughter, Jeannette . . . and Jeannette refuses to give us the low-down on those ponies the Beaumiesters are supposed to have out Waukee-way . . . Monroe Rubinger may be transferred to Chicago, but we're glad to know DM's still on his "must" list so he can't get out of dropping around now and then.

Elmer Tilton said so long to Roy Rogers last week . . . and we're hoping Tilt won't take his pink shirt and go away too far or stay away too long . . . Gilly Wells and Speed Lambert both wear those spring watch bands like we bought for & Co. . . . Chuck Plows nearly drove an Iowa Film truck over our toes at Fourth and Walnut Monday.

Majestic in Louisburg Is Reopened by Joe Allard

LOUISBURG, KAS.—The Majestic, operated by C. Windisch here, has been taken over by Joe Allard. Allard remodeled and redecorated the theatre, which he has renamed the Tivoli, and reopened July 4. Allard formerly was with the Kansan in Kansas City, Kas., W. D. Fite's house.

Party at Freddie's Cafe Accorded Barry Burke

MINNEAPOLIS—Barry Burke, who recently resigned as Minnesota Amusement Twin City district manager to enter business for himself, was guest of honor at a party given for him by circuit employes at Freddie's Cafe Monday night.

OMAHA

GORDON HELD, Strand, Griswold, Ia., is mighty proud of his three-year-old son. Gordon took a very interesting picture of the boy and has entered it in a local newspaper's photo contest . . . Mary Francis of Monogram and Elmer Huhnke of the Minne Lusa have birthdays the same day this week.

Joe Jacobs of Columbia is all excited about "The Howards of Virginia" . . . Sid Rose and Frank Hannon have been practicing secretly for the Variety Club golf tournament. Hannon has broken 100 twice in his life and one of the times he was keeping score himself . . . It's a birthday for Fritz Largen, Lyric, Creighton, Neb.

Ted Mendenhall's shack on the river west of Omaha was right in the middle of a flood one week and a wind storm the next week. The flood put three inches of mud and water in the shack and the wind put a tree through the front porch . . . Marie Bendorf, Paramount inspectress, on a vacation to New York.

Martinas Biemond, Ord, Neb., was on Filmrow . . . Also Fred Dethlefs, Crystal, Manning, Ia.; Fred Wickman, Lyric, Tekamah, Neb.; John McQuistan, Star, Bloomfield, Neb. . . . Exhibitor Troxell is expected to be driving a new car any day now, since the bank at Wilber, Neb., was robbed. Exhibitor Troxell denies all!

The Empress at Fremont, Central States house, will have had its grand reopening following a remodel job, by the time this column hits the press. Quite a bit of the work was done while the theatre was in operation, closing only one day for final touches. Manager McLain was in charge of the affair, attended by Harry Warren of Des Moines and other exhibitors and filmites.

Walter Gunther, Palace, Syracuse, Neb., celebrates his 10th wedding anniversary this week . . . Dorothy Francis, Columbia inspectress, now on vacation . . . Jane Van Husan, who just graduated from Grinnell, is working in the office at Western Theatre Supply . . . Larry Day, exhibitor at Clarion, Ia., celebrates his seventh w. a.

Tom Seydlitz, Overland, Nebraska City, Neb., was on Filmrow; also Earl Kerr, Iowa circuit owner . . . Clare Mosher, Casino, Sac City, Ia., celebrates his 12th wedding anniversary this week . . . Ann Franek, RKO inspectress, was informed her brother died suddenly in Minnesota.

Mel Hott, who lives in Sac City, Ia., and operates a circuit in nearby towns, was on Davenport Street . . . Federal tax offices in Omaha notified exhibitors through BOXOFFICE *that August 15 is the deadline for obtaining new tickets required by the defense tax law. The new tickets must have the name of theatre, owner or manager, and admission price and tax.*

Team Flynn and Massey

HOLLYWOOD—Errol Flynn and Raymond Massey are scheduled to appear in Warner's "Sante Fe Trail."

MINNEAPOLIS

Raise Milk Fund Money Through Baseball Game

MINNEAPOLIS—If the Twin City Variety Club's campaign is successful, the entire film and amusement industry in the Northwest, and many thousands of others in addition, will turn out the night of July 19 at Nicollet baseball park here to see the Minneapolis and Louisville American Association teams play.

The club is sponsoring the contest that night to raise money for the Milk Fund which it underwrites and which finances a supply of milk for underprivileged children here. Chief Barker Ben Blotcky hopes for a capacity attendance of 11,000. He anticipates many delegations from nearby towns.

While regular baseball prices will prevail, a program of special entertainment features and stunts also is planned. It is hoped to have two name bands on hand to dispense music—Lou Breese's orchestra which will be playing at the Orpheum and the "Schnickelfritz" novelty band now at the Happy Hour night club. Other night club performers also will be on the program.

Eddie Ruben is chairman and Frank McCormick co-chairman of the ticket sales committee. At a meeting Monday night members pledged themselves to sell as many as 1,000 tickets. A number took blocks of 500.

All receipts of the game over a specified figure will go to the Variety Club to be turned over to the Milk Fund. With Minneapolis in first place at this writing there is much local interest in the team and it is indicated that members will meet with little sales resistance.

Nine Legit Attractions Lined Up by Murray

MINNEAPOLIS—Minneapolis will have more legitimate roadshows the coming season than at any similar period in many years, according to Leo Murray, Lyceum manager, who has just returned from a combined honeymoon and business trip to New York. Murray says nine attractions already have been definitely lined up and a half dozen others are tentatively booked.

Oelwein Job Nears End

OELWEIN, IA.—Extensive remodeling of the Grand here by Central States Theatre Corp. is nearing completion.

Joe Jacobs Starts Economizing

Lincoln—When Joe Jacobs, Columbia branch manager of Omaha, heard about necessary curtailment of expense, he started working at it by sending an announcement of his new season's product here addressed to George Monroe of the Capitol. Since the Capitol is Bob Livingston's house, he received it, read it, then turned it over to Monroe, whose house is the Colonial. Net saving after the job was done: One unused three-cent stamp.

PRESIDENT W. A. STEFFES of Northwest Allied is recuperating nicely at his northern Minnesota estate, but is not expected to attend the convention here next week and will not be a candidate for reelection. He was visited last week by Col. H. A. Cole of National Allied and a number of other friends, including Ed Burnell, Chicago exhibitor, and Harry Dryer, George Granstrom and W. L. Hamilton, Twin City independents . . . Art Ableson, in from Devils Lake, N. D., where he is Welworth circuit city manager, now can qualify as a beau brummel. He says that lemon juice helped him to reduce.

Out-of-town exhibitors visiting Filmrow included: Lyle Webster, Chippewa Falls, Wis.; George Miner, Rice Lake, Wis.; M. Sembauer, Montgomery, Minn.; Ed Chauntlis, Iron River, Wis.; Loren Leng, Grand Marais, Minn.; Don Buckley, Redwood Falls, Minn.; Al Inman, Fairfax, Minn.; Jack Heywood, New Richmond, Wis.; Joe Milnar, Spring Valley, Minn., and Lewis Handy, Preston, Minn.

C. K. Olson, Warner branch manager, in swing through territory . . . Maurie Abrams, M-G-M special exploiteer, to Fargo to help sell "Waterloo Bridge" to the natives of that North Dakota metropolis . . . Two United Artists salesmen, Frank Eisenberg and Casper Choinard, are driving new autos . . . Bill Scholl, RKO special exploiteer, back after a trip to Duluth and Minnesota Iron Range towns in the interest of "My Favorite Wife."

Corinne Murphy, formerly with the Minnesota Amusement Co., has joined the United Artists office staff, succeeding Helen Fimon, resigned . . . Kenny Gaines, Warner shipping clerk, vacationing in northern Minnesota . . . LeRoy Miller, Universal branch manager, visited southern Minnesota accounts . . . Moe Levy, 20th-Fox district manager, just back from a Chicago business trip, left this week for Hollywood to confer with Henry Wobber and Zanuck there prior to starting out on his S. R. Kent drive tour. He's drive leader for the second successive year.

United Artists' "Turnabout" set for St. Paul and Minneapolis Orpheums July 12 and 19, respectively . . . R. V. Anderson, RKO homeoffice Pathe News representative, here on an assignment . . . Warner bunch happy over those July and August releases. Are certain they have something in that lineup, including "Man Who Talked Too Much," "All This, and Heaven Too," "My Love Came Back," etc. . . . Rose Witzman of M-G-M looked real cute in that Scarlett O'Hara costume she tried on the other day.

Doug Pratt, Columbia homeoffice auditor, confined to his hotel room by illness . . . By just a fraction of a per cent, the local Warner branch missed out being in the money in the recent Sears drive . . . Lou Smith, Columbia west coast director of publicity, due here July 12 for a visit with local film critics and exploiteers . . . Mort H. Singer, Orpheum owner, a visitor . . . Olympe Bradna, Paramount star, passed through en route from Hollywood to Cass Lake, Minn., Indian reservation where she was adopted into the Cass Lake tribe.

John O'Connell, Republic homeoffice representative, calling on Gilbert Nathanson . . . Lot Campion, Chatfield, Minn., exhibitor, burned out bearings of his auto en route to Minneapolis . . . Helen Hillman made charter member of the Social Club at Savage, Minn. . . . Bennie Berger, independent circuit owner, came in from his Bemidji summer home to attend this week's Twin City Variety Club meeting.

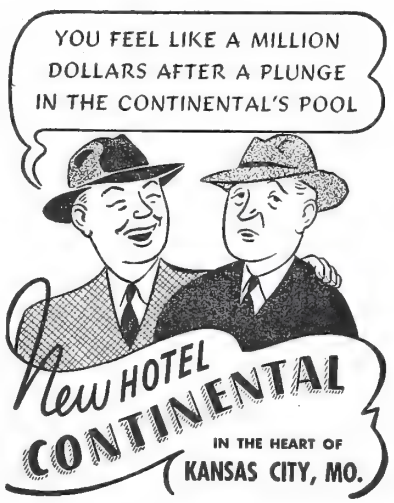
Peck Gomersal, Universal district manager, a visitor . . . Jack Flynn, M-G-M division manager, in town . . . RKO exchange held its annual picnic at Bass Lake and a good time was had by all . . . "Summer Business Drive" banners adorn Universal exchange . . . Jack Cohn and Bill Grant, 20th-Fox and Warner city salesmen, respectively, made a trip into the territory with gratifying results . . . Bill Evidon, Columbia office manager, vacationing with the missus at their Lake Minnetonka summer home.

ST. PAUL NOTES: Bob Hazelton, Dickerman Theatres booker, is said to have agreed upon August 15 as the date for wedding bells . . . Charles Wilcox, advertising manager for the same circuit, reportedly is facing fatherhood, with a September debut anticipated.

Functional Comfort

LINCOLN—For 32 years, Bob Livingston, manager of the Capitol, has been doing a "curb" business, pacing up and down the sidewalk, never more than 50 feet from the boxoffice all the time it is open. After 32 years, the wear and tear on his insteps has become so heavy, he has been wishing, rather than break the habit, that the city council would grant him the right to erect a bench near the curb, so he could sit and clock the pace in comfort. He has even gone so far as to figure out how he will keep street loafers from swiping the bench. He has in mind a sign to go on the seat which will read:

"This is Bob Livington's chair, reserved at all times for the manager of the Capitol Theatre. He has 824 seats *inside* for you."



....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

PETER KLINEK auctioned his Cedar Theatre at Mechanicsville to his brother-in-law, Julius High, so he could devote all of his time to teaching Coe collegians how to do three-sixties and figure eights in planes over Cedar Rapids . . . The next day the hangar at the Cedar Rapids airport burned, which must mean that Pete is really a hot instructor.

Death claimed the father of Clyde and Ralph Pratt recently. Clyde is a salesman for Republic and also is associated with Ralph in the operation of the State and Fox theatres at Washington, Ia.

Earl Kerr whizzed into DM to report he's heading for the Colorado mountains to see if he can scare his asthma and hay fever away.

We hear Earl has been making friendly visits rather than business trips to Marshalltown lately . . . which reminds us that Bob Bernau's new Lake City establishment is supposed to be a replica of the Marshalltown Odeon, with stadium seats and a 50-foot front. He had to tear down the pool hall next door to get it.

Julius Geertz is looking for a business boom over at Davenport. He's remodeling his Uptown and Zenith there, enlarging them.

Al Fosse, who entertains the La Porte City and Wellman film fans, expects to have the turnstiles of his new La Porte house turning within a coupla weeks.

Amusing to us was news that Florence Jamieson of the Amuzu at Muscatine is her own best fan. Unamused, however, was Husband C. J., who had to drive her to Des Moines to see that film she was so doggoned sure would amuse her. Flo not only likes her motion pictures, but the Jamiesons are almost as ardent Shrine auditorium legitimate stage addicts as BOXOFFICE & Co. (who never miss), and the Jamiesons have to d-r-i-v-e all the way from the 'Sippi sector.

Leo Wolcott's forsaken Paramount for par. He's doing his driving on the fairways instead of the highways. He's battling bunkers instead of buncombe. He's keeping his head down and his spirits up. Fact is, Leo's been so busy playing golf at Eldora, he hasn't had time to visit Des Moines. He says you can get a new film by telephone but you gotta keep your eye on the ball to break par.

It's time Nate Sandler spent a little less time at Northwood and Missouri Valley and a little more time working out with son Bob on the Birdland courts . . . Bob lost his Des Moines district tennis title when young Wayne Anderson took him in the semi-finals.

We hear C. F. Thompson's quite a cutup with a set of carpenter tools . . . He's made a big-time theatre out of his Rose at Audubon right down (or up) to the linoleum on the floor of Pearl's booth.

L. P. Gilligan's Irish blarney was a bright note in the blues being sung along the Row last week. No wonder he keeps the customers coming to his Tall Corn at Kanawha and his Grand at Sheffield.

D. L. Gran was taking his cue from the ultra-violet lighting of his Avery at Garner last week and doing a little beaming of his own in DM. He had the missus, who keeps the turnstiles oiled in their Sioux Rapids house, with him.

There's a lot of talk about town council votes of confidence and possible building activity in New Hampton, but Harry Hermann didn't breathe a word to us about it when he sirened in from Firemen's Hall.

When E. M. Garbett sits down to an evening of booking for his Avalon-Forest-Lincoln-Varsity circuit the staff starts scurrying for the files. When the smoke dies away, a terrific beating has been dished out, with Garbett's cigar on the receiving end.

Jack Bouma hasn't answered our questions yet, but he did write a swell note. Henceforth, the "center of the largest corn producing area in the world" is on BOXOFFICE & Co.'s must list, Jack. Meanwhile, why don't you tell us some more about the Rialto that helps make Pocahontas "the brightest business spot in northwest Iowa?"

Billy Rose and his million-dollar baby haven't a thing on C. L. Spencer of Allison, Ia. Spencer found a buyer for his Allison in a 5 and 10 cent store.

H. S. "Doc" Twedt is being claimed as a prize catch by 105 Canadian pike and lake trout. The fish even made the Manly, Ia., Ike Walton bring them back to his Lido so he couldn't brag to his pals about how he got away.

Well, let's thumb through a few pages of that year-ago-today issue of BOXOFFICE and see what you exhibs were doing . . . lemme see . . . why Fred Fritz, you were just opening the New Oxford at Oxford . . . And here's M. L. Dixon just back in Mt. Pleasant after whooping it up at the NY World's Fair . . . Lookee here, that's Wayne Dutton knee-deep in a new cottage on the lake and forgetting all about the Castle and Plaza in Manchester . . . This guy with all the personality is Lou Kahn, turning up his nose at the boys in Lee Township because he's standing under a new marquee on the Grand.

And just a year ago this issue, Jesse Carter finished installing a new air-conditioning system for Jim Fair in his Elite at Laurens. Jim died at the Ft. Dodge hospital following an operation a few weeks ago. He was buried at Ida Grove. Mrs. Fair is running the theatre.

Lincoln Auditorium Site Block From Theatre Row

LINCOLN—The city council has voted to pay $46,750 to the board of education for the McKinley school site, the land to be used for location of the new city auditorium.

The building will be located, according to this move, within a block of the heart of theatre Row, which will find the film houses bidding against this city owned property when it comes to drawing crowds on nights the auditorium is in use.

The auditorium is being considered as a big clearing house for all manner of entertainment, such as an ice plant for skating, floor for dancing, stage for legit shows, and other amusement possibilities.

Judgment Against a Hotel Awarded Hastings Realty

HASTINGS, NEB.—Judgment has been awarded the Hastings Theatre Realty Co. in amount of $72,400 against Ralph E. Bryant, owner of the Clark Hotel. Principal HTRC stockholder is George O. Monroe, manager-operator of the Colonial in Lincoln, and the New Empress in Kearney.

Dispute arose three years ago when Monroe charged through manipulation of non-negotiable paper, Bryant caused a foreclosure on the HTRC theatre (Rivoli) and hotel (Clark) property, which resulted in its complete loss by Monroe.

The scrap had been up to the supreme court twice on a different tack.

Postpone Building

HOPKINS, MINN.—Engler brothers, owners of the only theatre in this Minneapolis suburb, announce they will postpone construction of their proposed new showhouse. They say they will wait until conditions improve.

To New Post

MINNEAPOLIS—Bill McInerney, long with the Welworth circuit, has resigned to become National Screen assistant booker. He succeeds Bob Marston, who resigned to take over a filling station here.

: Corners the Trade :

LINCOLN—Howard Federer is really outfitting his Liberty offices for one-man "fifth column" activity on theatre Row.

Federer is lodged, two stories high, directly in the corner of the Liberty building. He has 10 feet of windows looking each direction, and has added a periscope arrangement by which he can look down to the immediate front of the Liberty to check the place.

That way he can check three theatres from his own desk without moving out of his swivel chair—the Stuart, directly across the street; the Nebraska, a block down the street in another direction, and his own Liberty.

It used to take four checkers to do the same thing, so this is a new high in labor saving, up-to-date equipping of a theatre manager's office.

Central States Managers Are Listed by McClain

FREMONT, NEB.—M. E. McClain, general manager of Central States Theatres in Nebraska and Iowa, brings his list of managers up to date for BOXOFFICE, as follows:

M. E. Lofgren, formerly of the Nebraska, in Lincoln, joins his string at York, Neb., replacing Carl Rose, who moved to Chariton, Ia. In Fremont, he now has F. C. "Bing" Ingram, late of Northwood, Ia. From Charles City, Ia., R. M. "Dick" Phillips has been moved to Norfolk, Neb. Henry Salthun of Ft. Dodge, Ia., and Irving Heller, of Columbus, Neb., traded places. Ed Schoenthal, Holdrege; Maynard Nelson, Kearney, and Johnny Matthews, Albion, stay put.

Slentz Says Policy of No War Films Is Justified

MINNEAPOLIS—The Gopher policy of not showing any newsreel war shots or any war feature films on its screen is being well received by patrons, according to Manager Roy Slentz of the 25 cent first-run loop Minnesota Amusement Co. house. He says he has received compliments from more than 200 patrons, while there were only two complaints.

The Gopher is the only house in the Twin Cities, as far as is known, with this non-war policy. It advertises the policy in the newspapers and on boards in front of the theatre.

Hauetter Completes Third for Marches

VERMILLION, S. D.—Al Hauetter of the Modern Theatre Decorators, Kansas City, Mo., has completed remodeling the Co-ed here, making the third theatre job for March Bros. Among the innovations are a black light carpet, novel effects in neon lighting, and a changing light tower.

Hauetter is now stationed at the Majestic in Memphis, Mo.

Brent and Sheridan Paired

HOLLYWOOD—George Brent and Ann Sheridan will co-star in the Warner production, "Honeymoon for Three." George Campau, stage player, will make his screen debut in this offering.

NEWS BRIEFS

IOWA

OTTUMWA—A redecorating program for its four houses here has been launched by the Ottumwa Theatre Co.

MINNESOTA

HARMONY—J. M. Rostvold is rebuilding his fire-damaged Jem.

MISSOURI

BOONVILLE—Mrs. R. W. Miller has sold the Casino here to Elmer E. Bills of Salisbury.

CLINTON—A new front has been added to the Uptown managed by Wayne Jenkins.

KAYCEE

(Continued from page 49)

Virginia Ann is in the hospital in Kansas City, suffering from a neck injury, and Donald is at home in a cast. The oldest son, Bruce, was not injured. A rear tire blew out, and the Parsons car turned over several times. The Parsons were on their way here from San Francisco to join Mr. Parsons.

It took Louis Griefe years to live down an incident in the early days of his motion picture career. Griefe, who operates the Windsor at Windsor, Mo., had a sound machine, in the days of the silents, which synchronized music with the picture. He added a microphone and stationed an employe behind the screen to give a big lusty "The Indians are coming!" for one western picture. At the critical moment the mike went on the blink. For years every time those around Windsor saw Griefe, they announced that "The Indians are coming!"

The first hearing in the Frank Cassil (St. Joseph, Mo.) suit, set for July 1, will be held sometime in the next week or two . . . Get out the drums. Leland Allen is passing out the cigars. The Commonwealth booker was presented with a boy at Menorah Hospital, July 2.

On the Row: H. L. Hyde, Cozy, Geneseo, Kas.; A. H. Dula, Holyrood, Holyrood, Kas.; C. C. Rhodes, Warsaw, and Buffalo, Mo; J. Ward Speilman, Gem, Baldwin, Kas.; Earl Kerr, of Missouri and Iowa; Leon Robertson, Fox, Springfield, Mo.; Charles T. Sears, co-owner of the Liberty, Sedalia, Mo., in from Trenton, Mo.

Vacations: Margie Moore, Commonwealth Theatres, back from the east in company with Florence Flynn of the bookkeeping department . . . Gretchen Brown, also of Commonwealth, left for Alexandria, Minn. . . . Marguerite Ingalsbe, secretary to Leland Allen, went eastward.

Jack Barnett, "lightning war" cameraman for 20th-Fox, had a screening last week for the kids of the neighborhood, with Jacqueline Barnett, young daughter of the Barnetts, as hostess.

Add population of Filmrow: five-pound, seven-ounce girl, Karalyn Kay, for Bob Conn, 20th-Fox booker; six-pound, six-ounce girl for Douglas Desch.

Reube Melcher of Poppers Supply attended the opening of the new Griffith house in Bartlesville. Reube is expanding his operations and now is shipping to the east . . . Jerry Zigmond returned from that California vacation with a real coat of tan.

Mrs. E. Nolan of Cassville, Mo., underwent an operation at St. John's Hospital, Springfield, Mo. . . . Hugh Gardner celebrated the 20th anniversary of the Orpheum, Neosho, Mo., June 30.

Approve Cooper Contract

HOLLYWOOD—Jackie Cooper has received court approval of his new acting contract with Paramount. Jackie will earn approximately $800,000.

Uses Nifty Exploitation For "Ghost Breakers"

MINNEAPOLIS—Manager Frank Steffys engineered a nifty exploitation stunt for "The Ghost Breakers" at his State. A tieup was effected with Cedric Adams, *Star-Journal* columnist, to find "the Northwest's bravest woman" who would sleep all night in a "haunted house"—or abode having that general reputation—in Minneapolis.

In his column Adams asked for volunteers to "sleep in a spooky house on a reputedly haunted mattress"—one of which he'd pick and who would be paid the Hollywood extra rate of $16.50 a day. Amazing to Adams was the fact that more than 150 women applied for the job.

Most of the volunteers were married women. One wrote to Adams that, while she was afraid of ghosts, she needed a set of false teeth so much that she was willing to try it.

Record Number May Take Part in Golf Tourney

MINNEAPOLIS—With Northwest Allied holding a convention here the day before and all those attending invited to attend, Gilbert Nathanson, chairman of the committee in charge, expects the biggest attendance in the event's history at the Twin City Variety Club golf tournament, July 12.

The tournament will be held for the first time at the Minnesota Valley Country Club. All other tournaments have been held at the Oak Ridge course.

On the evening of July 11 in the Hotel Nicollet clubrooms, there will be the usual Calcutta.

Tickets for the tournament will include participation in the Calcutta, green fees, dinner and luncheon and a chance at valuable prizes.

May Raze Grand Opera House

BURLINGTON, IA.—Permission to raze the 60-year-old Grand Opera house here is asked in a petition filed by the state banking department. It will make way for a parking lot if the request is granted by the district court.

Debuts in New Autry

HOLLYWOOD—Gene Autry's forthcoming western, "Ride, Tenderfoot, Ride," will serve as a vehicle for the screen debut of Robin Deval of the stage.

"BOXOFFICE is one of my favorite publications, and I look forward to each issue, particularly The Modern Theatre, which is always kept on file for quick reference."

—ROBERT E. BRYANT,
Capitol Theatre,
Rock Hill, N. C.

BOXOFFICE
The Pulse of the Motion Picture Industry

Thank You, Mr. Smith!

Liberty, Nebraska
March 5, 1940

BOXOFFICE,
Kansas City, Mo.
Sirs:

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Just received the 1940 BAROMETER and think it is swell!!

Please send me some sheets for my Date and Booking Guide Book.

Yours truly,
L. A. Smith,
Liberty Theatre

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THE INDUSTRY'S GREATEST SERVICE PAPER

The Pulse of the Motion Picture Industry
BOXOFFICE

New Clearance Setup Planned by Downey

By H. F. REVES

DETROIT—A plan for a new clearance and zoning setup for the Detroit metropolitan area, affecting some 200 theatres, is being drawn up by Frank J. Downey, branch manager for M-G-M. Based upon more than a year of study, the plan is designed to overcome certain difficulties in bookings and playdates in this area.

Formost of these is the construction of numerous new key houses, probably a dozen within the past two years besides a half dozen under construction or planned. This new construction is drastically changing the picture of film run demands in the area and increasing the problems of bookers, from the exhibitors' and the distributors' standpoints.

To overcome this situation, Downey proposes, in effect, to divide the city into two booking areas, east side and west side, using Woodward Ave. as the dividing line. All east side second runs would have bookings on "Picture A" for example, on August 1, while all west side houses would have "Picture B" on the same date. A week later, the east and west side houses would switch pictures, which would be as nearly matched in boxoffice value as possible.

Key runs would have the same pictures a week after they closed at the keys on their side of the city. Present protection margins would be continued. Any one picture would thus play alternate weeks on either side of the city. Some houses would have the advantage of "Picture A" being booked a week earlier than in another house of the same run setup, but the first house would get "Picture B" a week earlier than the second house, to compensate for this. Subsequent runs would follow the same plan. First runs are not affected.

The plan is still in the theoretical stage and details would have to be worked out. It has been presented to representatives of Cooperative Theatres of Michigan and officials of United Detroit Theatres, meeting a generally favorable response.

Industry's Self-Censorship Defended by Irvin Deer

CLEVELAND — Irvin E. Deer of MPPDA told the Optimist Club in a talk here last week that the present self-censorship of the motion picture industry guarantees high moral standards with freedom of expression more effectively than government censorship could do it.

"Censorship in this country is purely moral," Deer said. "In Europe it is political. Totalitarian governments use the screen as a mouthpiece and propaganda machine. Any move toward state control here would be a movement toward curtailing freedom of expression."

New Sound for Temple

EAST JORDAN, MICH.—New Photophone sound is being installed at the Temple here, which is operated by Hollis Drew.

Feel Impelled to Shunt New Federal Tax to Patrons

CLEVELAND—Attitudes hitherto nebulous regarding the new federal admission tax are coalescing in the growing tendency to pass the tax on to the patron, and in a few instances to utilize the occasion for the ever-hoped for price boost. Exceptions to this tendency nonetheless exist, some theatres hoping to avoid assessing the tax by cutting to the tax-free level of 20 cents. However, the knowledge that clearance positions may be jeopardized, is discouraging such moves.

The tax schedule itself calls for three cents on tickets selling for 25 and 30 cents; four cents on 35 and 40 cent admissions; and five cents on 45 and 50 cent admissions.

Exhibitor meetings here in Cleveland, as well as in Cincinnati and Detroit, thoroughly discussed the assessment and its various phases. In Cleveland, at a meeting of Motion Picture Exhibitors Ass'n, President Schwartz suggested the keeping of a separate deposit account for the tax, and an accurate daily record in all admission classifications, including free admissions, these latter not being tax-immune if the theatre's scale is over 20 cents.

The downtown first runs and affiliated first run neighborhood houses are increasing their admission by the amount of the tax. In the case of Ohio this tax is added to the state's three per cent excise tax. Among the subsequent runs, where the state tax on gross receipts had hitherto been absorbed, there is a possibility that this tax now will be passed on to the public, generally boosting admissions five cents.

Akron Subsequents Cut

In Akron, quite the other way, subsequents now charging 25 cents, are reducing admissions to 22 cents, adding the three cent tax thereto, keeping the total at 25 cents. The one subsequent here charging 30 cents is passing on the tax. The Loew first-runs here, in Canton, Toledo and Cleveland also are passing the tax to the public. An RKO policy was still in the process of formulation as the federal tax became effective July 1, although the immediate action taken by RKO houses in Cincinnati was to add the tax to the admission, an action followed also by Kentucky theatres.

Sentiment in Detroit quickly developed a unanimity that called for adding the tax on to the admission, without any revision of prices up or down. None of the exhibitors present at a meeting at which about 250 Detroit and outstate houses were represented, planned to adjust prices to make the amount collected a multiple of five, nor wished to cut prices to escape the tax.

Keystoning the argument against absorbing the tax was the consideration of a possible increase of rentals, or possible decrease in production, that would make it imperative for the exhibitor to maintain present gross revenue and steer away from moves that would in effect, reduce admissions.

State Tax Exempts 21 Cent Admissions

Cleveland—P. J. Wood, secretary of the ITO of Ohio, has notified exhibitors that those houses now charging a 21 cent gross admission are exempt from the new federal defense tax provided the theatre signs clearly indicate that this total includes the three per cent state tax. The ruling comes from the Columbus office of the internal revenue department. For houses in this classification signs should read as follows:

$ .2037 admission price
.0063 state tax

$ .21 total admission price.

Under this latest federal ruling, Cleveland houses, which absorbed the tax, continuing to charge 20 cents, will be within the law if they raise their prices one cent, provided they indicate in the signs that the admission price is under 21 cents, as shown above.

Pittsburgh Trade Learns Tax Details of AMPTO

PITTSBURGH—Details of the federal defense tax on amusements and reports from the national Allied convention were highlights of a membership meeting of the AMPTO of W. Pa., Monday afternoon in exhibitor headquarters.

Discussions were led by Fred J. Herrington, Bennett Amdur, Rudolph Navari, Sam Fleishman, Harry Walker and Al Glazer. M. A. Rosenberg presided and was assisted by E. T. Beedle. A special speaker was George M. Rose of Mode-Art Pictures. The meeting was attended by more than 40 members.

Local exhibitors, with no exception noted, will pass the amusement defense tax on to the patron. The story of the 20-cent exemption, as published last week in BOXOFFICE, was detailed and M. A. Rosenberg, local Allied president, was applauded for his work in helping to bring about this exemption in his capacity as a member of the national executive board of Allied. Several of the AMPTO delegates to the Chicago convention, which numbered 26, testified as to the facts regarding the entire national defense admission tax setup.

When asked regarding the status of the Neely bill and the possibilities of a consent decree in the government's anti-trust suit, Secretary Herrington stated that he as a member of the national Allied board of directors, and Rosenberg, as a member of the national executive board, were informed of all "actions" but to divulge such information at this time would be unprogressive.

New Pact to Tim Holt

HOLLYWOOD—RKO Radio has signed Tim Holt to a new long-term acting contract.

Sunday Show Voting Again to the Fore

PITTSBURGH—After five years, as provided by law of the Commonwealth of Pennsylvania, the Sunday motion picture issue looms as an important question which may come before voters of more than 150 communities at the general election, November 5.

Opponents of Sunday exhibitions already are at work. Leading organization in this group is the Lord's Day Alliance of Pennsylvania, with headquarters at Philadelphia. Various other Sabbath associations are cooperating in the drive to close theatres on Sundays, where the municipalities favored exhibitions on that day as per referendums of five years ago; also they are actively attempting to prevent the opening of theatres in communities where the issue has not officially come before the voters.

The Pennsylvania act of 1935 prohibits exhibitions on Sunday except where approved by vote, and the penalty for violation of this act is a mandatory fine of $50.

In bringing its campaign to those not favorable to Sunday exhibitions, the Lord's Day Alliance announces that "opponents of motion pictures on Sunday will have no occasion to file petitions in these counties: Adams, Bedford, Blair, Butler, Center, Clarion, Columbia, Cumberland, Dauphin, Forest, Franklin, Fulton, Greene, Huntingdon, Indiana, Juniata, Lancaster, Lebanon, Lehigh, Lycoming, Mifflin, Montour, Northumberland, Perry, Snyder, Tioga, Union, Wyoming and York."

167 Gave Approval

This same announcement refers to the 1935 campaigns, reporting that the issue was on the ballot in 325 of the state's 2,563 municipalities, with 167 approving and 158 opposing. Since 1935 other municipalities have voted on this question, some favoring, some opposing. In these municipalities the referendum cannot be placed upon the ballot in November, 1940, as the vote can be had only once in five years.

Opponents of motion pictures on Sunday have 167 municipalities in which "They should place this question on the ballot," an Alliance bulletin states. This association "will be glad to furnish petitions, drawn in proper form" for use by opponents.

Sunday exhibitions were legalized in 1935 in the following municipalities where action may be taken for a new referendum four months hence:

Allegheny County: Braddock, Bridgeville, Carnegie, Castle Shannon, Coraopolis, Dormont, Etna, Homestead, Millvale, Mt. Oliver, McDonald, Pittsburgh, McKees Rocks, Oakmont, Pitcairn, Rankin, Sewickley, Sharpsburg, Springdale, Swissvale, Bethel, Snowden, Stowe, McKeesport, Duquesne, Clairton, East Pittsburgh.

Armstrong County: Ford City, Cadogan, Parker City. Beaver County: Aliquippa, Ambridge, Midland. Berks County: Reading. Bradford County: Canton, Sayre, Towanda. Bucks County: Bristol, S. Langhorne. Cambria County: Vintondale, Cambria Township, Barnesboro, Cresson, Hestings, Spangler, Patton, Portage, Gallitzin, Nanty-Glo. Cameron County: Emporium. Carbon County: Beaver Meadow, Lansford, Mauch Chunk Township.

Chester County: Tredyffrin. Clearfield County: Curwensville, DuBois. Clinton County: Lock Haven. Crawford County: Meadville, Titusville, Linesville, Cambridge Springs.

Delaware County: Clifton Heights, Darby Borough, Upper Darby Township, Haverford, Marcus Hook, Media, Millbourne, Radnor, Chester. Elk County: Ridgway, Johnsonburg, St. Mary's Borough. Erie County: Erie, Albion, Corry, Girard, North East, Union City, Wesleyville. Fayette County: Fayette City, Masontown, Perry, Point Marion, Redstone. Jefferson County: Brockway, Reynoldsville, Punxsutawney.

Lackawanna County: Archbald, Carbondale, Dickson City, Dunmore, Mayfield, Old Forge, Olyphant, Scranton, Throop. Lawrence County: Elwood City. Luzerne County: Avoca, Dupont, Pittston, Plains, Nanticoke City, Edwardsville, Plymouth, Duryea, Exeter, Luzerne, Swoyersville, Wyoming, Wilkes-Barre. McKeen County: Bradford, Kane, Port Allegany, Mt. Jewett, Eldred. Mercer County: Sharon, Farrell, Sharpsville. Monroe County: Barrett. Montgomery County: Lower Merton, Cheltenham, Bridgeport. Northampton County: Easton. Philadelphia County: Philadelphia. Pike County: Shohola Township. Potter County: Coudersport, Galeton.

Schuylkill County: Ashland Boro, Frackville, Gilberton, Girardville, Mahoney City, McAdoo, Shenandoah. Somerset County: Windber. Sullivan County: Bernice, Cherry Township. Susquehanna County: Forest City, Susquehanna.

Venango County: Franklin, Oil City. Warren County: Youngsville, Tidioute, Sheffield, Warren. Washington County: Washington, Monongahela, Bentleyville, Canonsburg, California, Charleroi, Donora, Chartiers, E. Bethlehem, Independence, Smith, West Pike Run.

Wayne County: Honesdale, Hawley. Westmoreland County: Arnold, Jeannette, Monessen, Smithton, Trafford, West Newton, Sewickley Township.

Pitt Trade Plans Stag For Lebby and Lynch

PITTSBURGH — Industry representatives will stage a goodwill stag party at Conneaut Lake, Tuesday, August 20, the event having been designated as a special "token of appreciation" to Ed Lebby and Bob Lynch, who retired from film sales duties after a quarter-of-a-century.

Jack Judd, of Judd Poster Service, is general chairman. Recreations available include golfing, swimming, boating, horseback riding. All banquet guests will receive favors, and the tickets, at $3.50 each, will be placed on sale at an early date, according to Judd.

Members of the committee include Jerry Wechsler, who has succeeded Bob Lynch as northern area sales representative for Warner Bros.; David Silverman, who has taken over the same territory formerly covered for RKO by Ed Lebby; Sidney Sugarman, Columbia Pictures; Lou Hess, Universal; William Scott, United Artists; Bob Caskey, Paramount; George W. Collins, Republic; Duddy Lefton, Monarch, and George Moore, 20th-Fox.

Cleveland Will Not Roadshow 'ATAHT'

CLEVELAND—Warner Bros. will not roadshow "All This, and Heaven Too" in this territory. A few key spots will give one performance of the picture under a reserved seat policy at advanced prices immediately preceding the opening of the popular priced run, but there will be no roadshow runs, according to the local Warner theatre department.

In Cleveland, the film opens at Warner's Hippodrome on July 13 under the regular house policy, continuous run and at popular prices.

Later in July present plans calls for one reserved-seat performance in key towns including Lima, Portsmouth and Mansfield, to be followed by the popular priced run. This policy has been used successfully on previous occasions with such outstanding productions as "Dark Victory" and "The Rains Came."

An extensive publicity campaign for the Cleveland opening is now under way under the direction of Manny Pearlstein, head of the Warner theatre publicity department.

Withdraw Roadshow Plans For "ATAHT" in Cincy

CINCINNATI—RKO offices, in co-ordination with the producers of "All This, and Heaven Too," withdrew the feature from its advertised roadshow here at the RKO Capitol, beginning June 28, in favor of a showing of the film at popular prices, beginning July 12. All seat money at advanced prices was returned. The reason given was that the picture may, in the near future, play to the greatest possible number of theatre patrons at popular prices.

No Hike for "ATAHT"

PITTSBURGH—"All This, and Heaven Too," Warner's special, will open in the Stanley, July 12, the policy being regular admission prices.

Potential Parking Problem Crops Up in Cincinnati

CINCINNATI—City Manager Col. C. O. Sherrill has recommended to the city council that city authorities consider requiring "off-street storage space" for automobiles, to be provided by sponsors of gatherings of large numbers of persons. Sherrill said:

"As a matter of policy, it is my recommendation that we should look to a time when all persons responsible for the gatherings of large numbers of people be required to see that there is provided adequate off-street storage space for personal vehicles of those people. This applies not only to the ball park, but to theatres and similar institutions."

Many suburban exhibitors in Cincinnati have provided free parking areas adjoining their theatres. Practically all the newest houses have made such provision. However, downtown houses will be handicapped, not only by lack of available space, but also by the high value of real estate, if such a measure is put through.

PITTSBURGH

Civic Approval Reflected In Opening of the State

CHARLEROI, PA. — Wide civic approval and comment highlighted the gala opening last week of the new de luxe State, latest unit of the Leon Reichblum theatres. Address of the evening was made by John J. Maloney, M-G-M's district manager, and the inaugural feature was "Susan and God."

The new 700-seat house on McKean Avenue was designed by Allen C. Brenton, local architect. All equipments and fixtures including air-conditioning system were furnished by National Theatre Supply Co. Vincent Scatena of Scatena Studios handled the decorative scheme.

Reichblum also operates the Menlo here and has other theatres at Wilkinsburg and Castle Shannon.

New Sales Duties Handed To Satori by Universal

PITTSBURGH—William Satori, Universal sales representative, this week was promoted to special mideast district representative under David Miller, with Cleveland headquarters. Satori has been connected with the company's local branch for several years as West Virginia area salesman. His new duties will take him to the Cleveland, Cincinnati, Pittsburgh, Albany and Buffalo territories.

Satori's promotion followed by several weeks the advancement of Jules Lapidus from local branch manager to the New York office as eastern district head.

Peter Dana, newly appointed Pittsburgh manager, announces Satori's local sales field will be covered by J. Fater, formerly of the company's Buffalo office, who arrived here this week.

Charles Mergen Succeeds Elmo on Para't Sales

PITTSBURGH — David Kimelman, Paramount branch manager, this week announced the promotion of Charles Mergen, chief booker, to the sales position recently vacated by George Elmo, who has been advanced to the company's Cleveland office as branch manager.

Mergen's faithful services through 15 years with Paramount entitled him to this new promotion, Kimelman stated. Mergen's sales area will be the "main line."

Succeeding Mergen as head of the local booking department will be W. Brooks, who comes here from the Cleveland branch.

Committees Selected for Variety Golf Tourney

PITTSBURGH—Variety Club's annual golf tournament to be held at the South Hills Country Club, Monday, July 22, promises to be the best ever staged by the No. 1 tent, according to Art England, chairman. Tickets are only $5, including dinner and green fees.

Committees include:

Prizes: Jim Alexander, Harold Lund, John McGreevey, and Joe Misrach; *tickets*: Archie Fineman, Ben Brown, Herb Greenblatt, Art Morrone, Max Shulgold; *starter*: Joe (TGG) Gins; *contest*: John J. Maloney, Art Levy, Dr. Beinhauer.

THE four different Red Cross mobilizations for mercy reels, gratis bookings, and handled without profit by Danny Davis at the Monarch exchange, have been given exceptionally good exhibitor support . . . Sale of radio award tickets for the William D. Davis fund netted $267 . . . Garland West has opened his new outdoor swimming pool at Buckhannon, W. Va., and the well liked exhibitor is acting as No. 1 lifeguard. He invites friends to "get in the swim" . . . Mrs. Edna Fortunes, former wife of Louis E. Manos, Greensburg theatre owner, last week won part-time custody of their seven-year-old son in a superior court decision. The mother is allowed to have the boy for one month each summer while he is attending St. Xavier's Academy, Greensburg.

Mr. and Mrs. James H. Alexander and son Jimmy motored through the New England states . . . Art England is whooping it up for the golf tournament set for July 22 at the South Hills Country Club . . . Burtus Bishop jr. and Art Levy are endeavoring to enroll all exhibitors in the Variety Club . . . Mr. and Mrs. Theo Mikolowsky have returned to Masontown after visiting the World's Fair and attending the marriage of one of their sons in New York . . . Wayne Brenkert was here demonstrating his company's new projection head, and a number of machine operators were on hand to get the lowdown. Also we saw the following RCA men looking over the new Brenkert job: C. R. Underhill, William Jervis, H. E. Frisbie, John Steely and R. S. Sear.

Edward R. Salamon, manager of the Regal, Wilkinsburg, and Mrs. Salamon vacationed this week in New York . . . Bob Finkel, son of the William Finkels, is a dramatic counselor at Twin Lakes Camp in Vermont . . . The late Harry Davis, once a millionaire, left an estate of only $11,000, exclusive of insurance (about $400,000, reportedly left to his widow, Mrs. Edith Davis). A bequest of $5,000 was made to James G. Balmer, former cashier of the Davis enterprises and now assistant manager of the Harris Amusement Companies. Former Davis employes including Frank S. Holland, Alfred A. Kerkhan, J. Ellis Shipman and L. Clyde Anvelink, each were willed $2,500. Another employe, H. L. Kurtz, now deceased, was to be given $10,000, which will go to the widow.

Leon Reichblum was host to many friends at a grand party at the Wellington Hotel, Charleroi, the evening of the gala opening of the new State there. Among those we spotted were exhibitors Peter Profili, Bart Dattola, Rudy Navari, Morris Fruhlinger, Sam Fleishman, Bill Gray, Bob Higgins, William Leibovitz and Bill Heaton; E. B. Morton, Newt Williams and Clark Smith, NTS; C. R. Underhill, H. E. Frisbie, RCA; C. C. Kellenberg, 20th-Fox; William Satori, Universal; Lou Hanna, Republic; Mark Goldman, Sol Perilman, Monogram; Max Shulgold, Crown; from M-G-M were John J. Maloney, Saal Gottlieb, John Zomnir, John Mayer, Irving Jacobs, Max Shabason, Tom Connors, Eddie Moriarty, Margaret Casey, Meercy Braff, Mercedes Miller, Allan Douglas, Dorothy Hughes, Gertrude Freed and Mr. and Mrs. James McGuinness; also Peter J. Alderman, theatre supply, E. A. Hill, Artkraft Sign Co., Guy Woodward, owner of the State property, and others.

The Martin Seeds have taken an apartment at the Morrowfield and are at home after an eastern and southern honeymoon. Bride is the former Eleanor Wolken and the groom is the son of Harry Seed, Vitagraph manager . . . Local theatrical booking agents have reorganized their Entertainment Managers' Association with the following officers: Steve Forrest, president; Jack Bowman, first vice-president; Sid Marke, second vice-president; Peg Lanagan, secretary and treasurer, and Anne King, Larry Kennith and Don D'Carlo, directors.

Dick McCool, Latrobe manager for the Manos circuit, vacationed this week . . . Jack Mapel has installed new projectors and sound at his Barney's, Point Marion . . . Although there is said to be no connection, we feel that we would not be giving our subscribers their money's worth if we didn't record these events in the lives of the Fred J. Herringtons. Last week the wife of the exhibitor organization secretary won a Ten-O-Win jackpot of $288.50 at the Mt. Oliver Theatre. This week Mr. and Mrs. Herrington vacationed in Atlantic City.

Variety Club is selling members and friends on its charity fund goal of $75,000 through a national turtle derby which will be staged here in September. Entries are now being received and the campaign slogan is "Do you own a turtle?"

Exhibitors who have not filed for registry on collection of the federal defense tax should make application to the Collector of Internal Revenue, New Post Office Building, Pittsburgh, Pa., for Form No. 752. Also request monthly return sheets, Form No. 729.

Notes from the 20th-Fox exchange: M. Schmalzbach, traveling auditor, is around again . . . Grace Rupert, ill for two years, was welcomed back as an employe this week . . . Recently returned from vacations were Mildred Krugh, Cecelia Carpe, Jean Viviano, Katherine Fleming, Rose Marie Tognetti, Josephine Marra, Alice Stenger and George Ball . . . Nate Landy and family vacationed this week at Crystal Beach, Canada, and Irving Stein vacationed at Washington.

Martin Terner, valance manufacturer, turned up Monday with a broken wrist. Said he "just couldn't get through June (his unlucky month) without an accident" . . . Monday also found Dave Ferguson, veteran film man and now a Warner checker, released from the New Kensington Hospital where he had been a patient for a week after being struck by an auto . . . The Morris Roths have taken up their summer residence in Atlantic City, as usual . . . Lige Brien, manager of the Warner Prince, Ambridge, and Evelyn Wolk will take the vows next Sunday.

DETROIT

WISPER AND WETSMAN'S HARPER is getting plenty of compliments from hard-of-hearing patrons on that new equipment enabling them to hear stage shows—an original idea developed for this house . . . Bill Napier, operator at Joe Portell's Virginia, may be a bit forgetful, but Mrs. Napier is still a careful reader of this column.

Manny Schare, projectionist, is really in a hurry for his BOXOFFICE *. . . Fred DeLodder is planning some remodeling at the Del-The, circuit headquarters—details not decided.*

W&W's Ace was the house without a name for a few days, following remodeling before the new sign was erected . . . Pete Tabor, assistant manager of the W&W Roosevelt, is vacationing in Washington, seeing the town through the courtesy of Stephen Early, FDR's secretary. Early is a friend of Joe La Rose, Roosevelt manager.

John Wager, manager of the W&W Eastown, is back from vacationing back home in Troy, N. Y., where he was with the Proctor circuit for 26 years . . . Joe LaRose will vacation in northern Michigan in August.

Harry Danzig, manager of Julius Spill's Delray, is a Good Samaritan as relief manager for Bernard Brooks at the President. Reason: Harry likes to see pictures of 20th-Fox and other companies he doesn't book, so he takes a night off to see them and manage the house for a friend at the same time.

Saul Korman of the Grant wasn't seen on Filmrow for several days, but denies rumors, he got married suddenly . . . Alban J. Norris of Michigan Film Library is making a close study of the new nickel projectors.

Art Robinson is putting a new marquee on the Buchanan and renaming the house the Belle . . . Norman Ayres, who was Warner manager here before Fred North, and now is manager at Boston, was a winner in the Sears Drive.

John R. Cox, father of John Howard, the star, used to install projectors in theatres in Michigan and Ohio . . . Mrs. Ted Ershick, Paramount's billing clerk, is out of the hospital after an operation, and convalescing. John Howard—the Paramount branch manager, this time—is arranging that Variety Golf Tournament (he's national champ).

Hal Berdun of the Del-Ray office is at the wheel of the red sport roadster that swooshes around Film Corner about 5 p. m. . . . Bill Napier, operator at the Virginia, lost his lucky phone number—it was 31333! . . . George Kaps of Decorative Metal Products reports activity down in Ohio now.

Garnet DeWitt, operator at the Regal for Joe Ellul, must be a farmer on the side—anyway, he lives in the garden suburb of Van Dyke . . . Smith is the commonest name in the directory—but not on Filmrow—we recollect only three—Harry N., operator at the Hollywood; Joseph, in the film trucking business, and E. V. (Smitty) of RCA Photophone.

Jean Goldkette, who has just reopened the Blue Lantern at Island Lake, with his brother, Frank as manager again, is leaving for L. A. to make some pictures.

Harold C. Robinson, manager of Film Truck Service, and chief barker of Detroit Variety Club, is expected to be a candidate for sheriff of Wayne county at the fall election . . . Charlie Snyder, film censor, had a badly sunburned forehead.

Max Blumenthal of Film Projection Room, celebrating his 14th wedding anniversary . . . L. C. Hughes-Hallett, who was a frequent Variety visitor last year, escaped safely from Denmark, where he was newly-appointed British consul at Copenhagen, his friends have learned.

Mrs. Clara Kelly of Film Building Service, is vacationing at South Haven, Chicago, and Mackinac . . . Helen Lutz of Film Drugs was married Saturday to Donald Dixon.

Al Ackerman of the East Side, boasting about daughter Charmaine, eight months, 20 pounds, and talking . . . Sam Ackerman, the pioneer, back from Chicago with Mrs. Ackerman, and selling out his summer cottage in Canada.

Nat Haase, Metro Premium manager, became the father of Barry, his first son, June 23—seven pounds, three ounces . . . Bob Fisher busy selling Louis-Godoy fight films—booked first run at the Adams, and to play the entire Butterfield circuit.

Mrs. Tom McGuire, wife of Co-op's publicity chief, is out of the hospital after an operation . . . Reports that upstate exhibitors are sufficiently opposed to the idea of Jimmy Roosevelt's "Cafeteria Pictures" to call a meeting about it.

Gilbert L. Becker is doubling as supervisor of city checking as well as veteran office manager for M-G-M . . . George O'Leary, 14-year-old Detroiter, got the eye of Bob Hope when he danced at the Club Morocco here—result, George goes into Hope's next film.

Gene Buck, the Detroit boy who is president of Ascap, was elected first vice-president of the Catholic Actors' Guild . . . Frank P. Gill, new film editor of the Detroit *Free Press*, collected the roster of Detroit's contribution to Hollywood—Mary Boland, Frank Morgan, Melvyn Douglas, Jane Darwell, Walter Connolly, Joe Penner, Patricia Ellis, Vaughan Glaser, Mary Lou Harrington, Gene Reynolds and Linda Ware—latter two from the suburbs of Highland Park and Wyandotte respectively.

Hyman Bloom, manager of UDT's Varsity, switched to a policy of midweek matinees, on Wednesdays, for the summer . . . The Komers and the Goldbergs incorporated the Manor Corp., with a capitalization of $25,000, for their new theatre in the Redford section—location undisclosed.

Frank Gene still is office manager up at Warner's—sorry our compositor put him in the wrong exchange . . . Eddie Jacobson's annual kid's party for the Harmony was delayed by the taxi strike.

This columnist will be vacationing briefly when this appears—"way down east" . . . Sam Seplowin, Republic manager, happy with his "Wagons Westward" and "Gangs of Chicago" double billing first run at the Adams.

Jack Goldhar, UA district manager, back from St. Louis and Kansas City, off again to Memphis, Omaha, and Minneapolis—he's American Airlines' best customer . . . Harry Lotz, UA booker, was vacationing in Buffalo, as usual.

Cliff Perry, M-G-M booker, back after his appendectomy . . . James F. Sharkey RKO manager, in Buffalo for the dinner to Charles Boasberg, new district manager . . . Charles Sims Simpson, Central Shipping Bureau, weekending, leaving brother Edward in charge.

WOLVERINE DOINGS:

Ray Branch, Allied president, was a visitor to Clarence Williamson of National Theatre Supply . . . Floyd Chrysler, M-G-M salesman, hosted a small party of friends for a voyage to Thomas' for the maiden trip of the good ship *Waunetta* for 1940 . . . (P. S. Waunetta Stout was aboard).

Toots Chapman of Sebewaing is reported convalescing . . . Carl Shalit, Columbia manager, stopping off at Chicago, en route from Kansas City, met Lee Ward of Mt. Pleasant, William Cassidy of Midland, and Ray Branch of Hastings.

The Smith Brothers found the marquee of their New Vassar at Vassar wrecked. A truck was tall enough to back into the marquee . . . Harry Hobolth is naming his new house at Davison the Midway—result of 500 entries in the popular contest.

Mr. and Mrs. B. P. Heslop of the Star, Gladwin, where he's also postmaster, in together on Filmrow . . . Bay City Trust Company has been appointed administrator for the estate of Richard P. Leahy, and will operate the Washington at Bay City. George Pittsley remains as manager.

Harold Bernstein, circuiteer at Bay City, has taken over the Ritz at Port Huron

A Baseball Game Is Wanted

Detroit—The Harmony Theatre has a baseball team, made up of denizens and patrons of the theatre—and challenges any other theatre in town to a ball game. A game was played with the Lasky Theatre team, the Harmony winning 12-8—and Mac Krim played second, and Sol Krim, outfielded for the Lasky!

from Louis Fead who was brother-in-law of the former owner, the late Harry Goslin . . . Ashman Brothers have acquired a new popcorn vendor for the Strand at Caro.

Niles Stafford, manager of the Schuckert, in town booking . . . Al Grasgrin of the Flatroc, Flat Rock, and Rene Germani of the Majestic, Monroe, drive back and forth tandem on Monday . . . Grasgrin is planning to take over two or three more houses in southeastern Michigan.

Harry Komer of K&G circuit is back from a fishing trip on Lake Superior with former Attorney General Patrick H. O'Brien . . . Louis Schlussel is delaying construction of his projected Mel at Melvindale for the next 30 days.

Leonard Slepski, late manager of the Esquire, Grosse Pointe, Florian Manteuffel of the Martha Washington, Hamtramck, and Eddie Pascoe of the Campau, Hamtramck, trioed up to Fair Haven, got no fish, but plenty wet.

Lee Ward of Mount Pleasant seen strolling down Woodward, Wednesday . . . Herman Bird of the Our, Standish, in town eagerly booking repeat dates on shorts—for the big resort season he's expecting.

George K. Arthur, rediscovered by Columnist L. L. Stevenson, strolling on Broadway, was the only film star who turned film salesman—he was student salesman with the M-G-M office here, a few years back . . . Philip Smith's Drive-In (East Side), slated to be the subject of a photo-feature in *Life* Magazine.

E. C. (Toots) and J. L. Chapman had practically a community celebration when they opened their Lincoln at Sebewaing—rebuilt after the fire that destroyed the old house some months ago.

A. Milo DeHaven, late manager of the Grand and Belmont in Highland Park, is distributor of *Movie Time*, the new theatre program idea, for Michigan and Ohio.

Lee Carrow of the Lee, Carson City, is quite a golfer . . . Cass R. Beechler is revamping two of his houses, the Clinton at St. Johns and the Eaton at Charlotte.

Hepinger Creates Post For L. H. Garbarino

CLARION, PA. — Lewis Hepinger, owner and manager of the Orpheum, has named L. Hayes Garbarino, a former competitor, his general booker and exploitation manager.

Garbarino was formerly associated with the local Garby, which was named after him. Recently he had managed a theatre at Beaver Falls. Prior to coming to Clarion several years ago, he operated the Cadogan Theatre.

Remodel at Negaunee

NEGAUNEE, MICH.—Remodeling of the Vista Theatre front here is nearing completion.

A 90-Day Respite on New Sign Ordinance

DETROIT—Detroit theatres were given a respite of 90 days on the new sign ordinance which prohibits red or flashing signs within 22 feet of sidewalk level. The City Council took action following the protest of Cooperative Theatres of Michigan, and a hearing will be held about October 1 on the issue.

Exhibitors contend the new ordinance will seriously affect most local theatres, requiring extensive marquee or sign reconstruction and making their use for advertising practically impossible in some cases. The idea is hailed as "a return to the gaslight era" by Tom McGuire, director of public relations for Co-op.

Eddie Jacobson Puts on Red Cross Kid Matinee

DETROIT—Eddie Jacobson, manager of the Harmony for the Krim Circuit, put on a special Red Cross matinee in cooperation with the seven schools in his neighborhood.

All children, admitted free to the show, were asked to make a donation at the door to the Red Cross. Money was collected by nurses. A total of $55 was realized.

Jimmie Powers, projectionist, donated his services, and United Artists contributed a feature and cartoon.

Screen "Maryland"

PITTSBURGH — "Maryland," 20th-Fox's Technicolor production, which has a story of horses and a steeplechase climax, will be screened for the trade at the company's branch exchange at 2 o'clock, July 8-12, inclusive, with an additional showing Friday, July 12, at 11:30 a. m. The picture will open July 12 in the Alvin.

Steinbergs Have Brenkert

PITTSBURGH—A. & S. Steinberg this week were appointed local distributors of the new Brenkert projectors. Deal was arranged by Wayne Brenkert, who was here from Detroit. The Steinberg brothers announce that they also have been named as a sales agency for RCA sound.

Sletz Replaces Somers

SIDNEY, OHIO—Bunny Somers has resigned as manager of Warner's Ohio here, his place being taken by Clarence Sletz, former manager of the State, Lima. Don Reilly, Hippodrome, Cleveland, replaces Sletz at Lima.

George Sturges Is Married

SMITHFIELD, OHIO—Word reaches Filmrow via Jack Lefton of Republic Pictures that George Sturges, owner of the Smithfield Theatre, has signed a life contract with Miss Prena Lenzi also of Smithfield.

Young Scores "Carroll"

HOLLYWOOD—Victor Young composed the music for Paramount's "A Night at Earl Carroll's."

Ban on Pinball Games May Prove Costly

DETROIT—Opposition of theatre owners to coin machines here, partly expressed in a request for control over new projectors and music boxes, is having an unusual reaction in the machine field itself. An ordinance, subject to test in the courts, banned the use of pinball games here two weeks ago, and many exhibitors felt that this meant the removal of one form of competition.

However, the ordinance has caused the machine operators to look for new fields of investment, and a number are definitely contemplating the field of coin-operated projection machines. Thus, the zeal of exhibitors to modify one form of competition may create a stimulus to an even more direct form of competition.

Sentiment among Detroit exhibitors, however, is that the new projectors will not offer any serious threat to established theatres. The nickel machines, it is thought, will be no more threat to theatres than radio or the music machines in restaurants.

More far-sighted exhibitors, however, have been worried over the less-publicized models of the new type machines—those without a coin chute for home use, which are in combination with a radio and phonograph unit.

Nightingale Cottage Kids Enjoy an All-Day Picnic

COLUMBUS—The Variety Club entertained approximately 50 children of the Nightingale Cottage with an all-day picnic. The youngsters were taken to Zoo Park, then were treated to dinner and entertained on the rides and other attractions at the amusement center. Later, they made a complete tour of the municipal zoo nearby.

Lou Holleb was chairman of the committee in charge of the outing.

Riverside Auto Theatre Is Opened in Columbus

COLUMBUS—Riverside Auto Theatre, first of this type in central Ohio, has been opened at 5800 Riverside Drive. The venture has facilities for 400 cars. Policy is two complete shows nightly, with three program changes weekly. Programs include one full-length feature and selected shorts, according to Frank Yassenoff.

RKO Expected to Give Up Orpheum in Cincinnati

CINCINNATI—RKO is expected to give up the Orpheum when its lease expires August 31.

Co-op Adds Two

CLEVELAND — Co-operative Theatres of Ohio, operated by Milton A. Mooney, has added the Olympia and Broadway theatres here to those now being booked and serviced by the company.

CLEVELAND

BERT STEARN, United Artists district manager and his wife, spent the Fourth-of-July weekend in Canada . . . Jack Lykes, manager of Loew's Stillman, and Mrs. Lykes are taking in the shows in New York for a week or so, after which they will spend a week resting after their vacation before Jack reports again for duty . . . Robert Yodice, assistant manager, is pinch hitting during Lykes' absence.

George W. Erdmann, secretary of the Cleveland Motion Picture Exhibitors Assn., has gone to the Adirondacks for a much needed rest following a severe cold. Mrs. Erdmann, who also has been on the sick list, accompanied him.

Matt Goodman, United Artists branch manager, is a weekend commuter between Cleveland and his summer home at Wellington Beach, Canada, just across the river from Port Huron . . . Effective July 1, the Mystic, Toledo, operated by Louise Tierman, closed until further notice.

D. Bly, associated with Shea in the Ohio Theatre, Conneaut, was accompanied by his son and daughter in his tour of the exchanges during a recent visit to town . . . Harry Reinhart, Canton theatre owner, and Mrs. Reinhart, are enthusiastic boosters of the west, having just returned from a two months vacation trip in California and Hawaii.

Chick Stalder of the Nixon, Akron, in earnest conversation with Vitagraph salesman Joe Minsky . . . Nat Wolf, Warner zone manager, holding open house to initiate his new home in Alderside Drive in Shaker Heights.

Vacations: Nativa Roberts of the M-G-M typewriter gang, enjoying two weeks of leisure at her summer home in Vermilion-on-the-Lake . . . Grace Meier, secretary to Metro's office manager, Phil Harrington, off to California for a couple of weeks . . . Allan Shapiro of the Warner theatre department, catching up on his odd jobs during a so-called vacation period . . . Jerry Aken, who takes dictation from 20th-Fox's branch manager, I. J. Schmertz, also is California bound.

The Grand Holloway closed June 26 for the summer. Jerry Jonas, M-G-M national checking supervisor, has brought his visit to the local exchange to a close and has moved on into other fields . . . Milt Harris, former local Loew publicity man, has written to the boys that California is wonderful. It is reported that he, in association with others, is about to open an independent free lance talent agency on the coast.

Dorsey Brown, Metro head booker, says that wedding to Miss Lucille Spencer, originally set for July 20, will definitely take place on August 3 . . . Col. Harry E. Long, former Loew division manager, and Mrs. Long stopped off for a few day's visit with old friends who were very glad to see the colonel looking and feeling so well . . . George Roberts, 20th-Fox division manager, is laid up at his home in the Westlake Hotel.

Vincent Ochs, UA ad sales manager, is a proud pappy for the third time. Newest addition to the family is a little girl . . . Dick Deutsch of the Dick Deutsch Printing Company, celebrated another birthday on the 27th of last month . . . Herb Ochs, president and general manager of Real Art Pictures, Inc., is handling the release of "Lights Out Over Europe," documentary depicting the German invasion of Czechoslovakia. Ochs states the picture has been bought for all Warner houses in the Ohio zone, exclusive of Cleveland.

One of the big events of the national Allied convention in Chicago last week so far unrecorded in public print is the fact that Ernest Schwartz, 7-time president of the Cleveland Motion Picture Exhibitors Assn. and Mrs. Schwartz were awarded a golden cup as first prize winners in a dancing contest at the Colony Club.

S. P. Gorrel, Republic branch manager, make a p.a. tour of Toledo exhibitors last week . . . Joe Shagrin of Youngstown's State and Foster theatres was a Filmrow visitor . . . Nate Schultz, Monogram franchise owner, had as his guest last week Herbert Marcus, son of Nat Marcus of Findley who is associated with him in numerous business enterprises.

Joe Longo, Loew publicity director, and Everett Steinbuck, manager of Loew's State, effected a successful contest with WGAR and the Statler Hotel on "New Moon," currently playing Loew's State in which local amateur singers competed for a cash prize, a theatre party to see "New Moon," a dinner at the Statler, and as the grand first prize a 7-day lake cruise on the C&B.

Hilbert Horwitz has been named local representative for a new business builder that doesn't cost the theatre one cent, beyond whatever advertising he wants to do. It is a deal whereby one paid adult admission plus 25 cents gives the customer a framed, colored miniature of any photograph or negative submitted. The deal has been put into the Washington circuit.

M-G-M-ers will hold their annual summer picnic on July 13 at the summer home of Nativa Roberts at Vermilion-on-the-Lake, as usual. This will be the fourth successive summer outing staged at the home of Miss Roberts.

Impromptu Farewell Party For the "Duke" Clarks

CLEVELAND—Friends of "Duke" and Mrs. Clark, who have left Cleveland for Los Angeles where he takes over as Paramount branch manager, staged an impromptu farewell party for them at the Variety Club.

Last week "Duke" was guest of honor at a farewell banquet, but this was just an umpremeditated gathering of the film clan. Among those present were Mr. and Mrs. Nat (RKO) Holt; Mr. and Mrs. Jack Jossey, Mr. and Mrs. Herbert (Real Art) Ochs, Mr. and Mrs. Frank (M-G-M) Drew, Mr. and Mrs. M. B. Horwitz, Mr. and Mrs. Max Greenwald of Elyria, and Mr. and Mrs. Bernie Gardner of Columbus.

Colbert in "Arise My Love"

HOLLYWOOD—Claudette Colbert will appear in Paramount's "Arise My Love." Mitchell Leisen directs.

CINCINNATI

MRS. JIM PARTLOW, wife of Jim Partlow, Warner sales representative, is on the road to recovery, following her recent illness . . . Word also comes that the mother of Lev and Harry Bugie, well known on Filmrow, where Lev sells for 20th-Fox and Harry is associated with the Wilson theatres in Covington, who recently underwent an operation, is on the mend.

Warner's district manager, Robert Smelzer, visited the local office, conferring on selling plans for the season ahead . . . Ev Bennet motored in from Dayton, Ohio, where he operates the Palace, to see the night baseball game and stayed over for a shopping spree on the Row . . . Jonas Thompson also motored in from Springfield for the game and booking . . . Mr. and Mrs. Burt Hukle, the Roxy, Huntington, W. Va., spent several days here.

Louis Wiethe will celebrate the first anniversary of his new house at Latonia, Ky., by reducing prices for anniversary week . . . Friends of Miss Ruby Jones, Warner booking department, are offering condolences over the death of her mother, following a heart attack.

Universal's district manager, Dave Miller was here. Messrs. Brown and Clutts of Wellston, visited . . . George Fettick, booker for Republic theatres, is vacationing to the Pacific North West . . . Universal's Carrie Reis is spending her vacation at Indian Lake. Their Helen Fitzwater also is vacationing.

United Artists' personnel presented Helen Lederer with a leather covered bridge table and chairs on the occasion of her wedding, June 29. All the office force attended the reception that night, guests of the bride and groom.

Messrs. McCurry and Martin are reported planning a new theatre for immediate construction at Cumberland, Ky. Charley William's new house at Paintsville is rapidly nearing completion . . . M. L. Redmon, owner of the Marvel, Mt. Orab, and the Rex at Felicity, is away on a fishing jaunt in northern Michigan.

Harry Wamsley, Palace, Peebles, Ohio, will spend his Fourth of July holidays, fishing in Wisconsin . . . Mary Helen Rullman, Columbia, left for New York City and a visit to the Fair.

RKO's representative, Al Sugarman, suffered painful burns on his fingers when a box of safety matches exploded. After treatment by a physician, Al sprained his wrist. However, he is on the job . . . Word comes that C. A. MacDonald's new theatre at Columbus will be the last word in modern suburban houses.

George Kirby of Republic announces his company's new program includes 58 features and four serials. Releases will begin July 12 . . . Sammy Weis, formerly of the Cleveland offices of Republic, has joined the Cincinnati booking force.

Jane Haber, film actress of Max Fleischer Studios at Florida and daughter of Sam Haber of Republic, is visiting the home folks . . . Al Hobt, M-G-M, celebrated his 19th anniversary with the local exchange July 1.

: Urges Time for Theatre :

PITTSBURGH—"While we're hammering those ploughshares into swords, I think we can find an hour or two now and then to knock off and see a show," writes Kaspar Monahan, "Show Shops" editor of the *Press*, who has steered much of his copy in this direction of recent date.

Going to the theatre now is a "public manifestation of our courage and faith," says Monahan:

"The time for hysteria and panic is over. The time to work up a calm and steady wrath is here. So is the time to assert ourselves and continue our normal ways of living, including our customary attendance at the theatre."

Reporting the drop in boxoffice receipts, he comments: "Think of the gloatings in Berlin when the word comes that Americans are so frightened they won't go to the movies, but stay at home and put their heads under the covers, and suffer bad dreams about blitzkriegs."

Former Frontenac, Now Ace, Opened by W&W

DETROIT—Wisper & Wetsman have reopened their Ace Theatre, renamed from the former Frontenac. The house was taken over from the O'Dell circuit some months ago, and has been remodeled.

Kalman Erdeky Will Build In New Wilmington, Pa.

NEW WILMINGTON, PA.—This community is to have its first theatre. Property lease has been signed and plans are being prepared for a modern house for Kalman Erdeky of Pittsburgh. Seating capacity will be around 400.

Erdeky had recently been interested in remodeling the old Ridenour at Rockwood, Somerset county, which has been unused for many years, but these plans are understood to have been dropped.

Base Suit for $185,000 On a Year-Old Fire

CLARKSBURG, W. VA.—A year after the fire at the Robinson Grand, since rebuilt and reopened, the Clarksburg Theatre Co. has entered suit against the Monongahela West Penn Public Service Co. for $185,000. The case is based on damages as a result of the fire. Defendant company had a contract for the installation of an air-conditioning system and a sub-contractor had men working on the roof of the theatre when the fire started.

One for Rural Valley

PITTSBURGH—Plans are being prepared for a theatre to be erected in Rural Valley for John G. Nagy, exhibitor at NuMine. Architect for the new Armstrong county theatre is Tillman Scheeren jr. of Kittanning.

: It Was Too Real :

DETROIT—One familiar theatre exploitation gag is going to be stopped in this town because someone took it up seriously. This is the "Parking Violation" tag placed on parked automobiles, winding up with a notice about the show at the theatre.

One Detroiter received such a tag on his car recently from the Drive-In Theatre, and then headed for the police station.

As a result, Nathaniel H. Goldstick, assistant corporation counsel, sent a letter to the Drive-In management to discontinue the practice pronto, after he dug through the law books and discovered an ordinance estopping "the simulation of official documents."

J. Real Neth Shuffles Managerial Berths

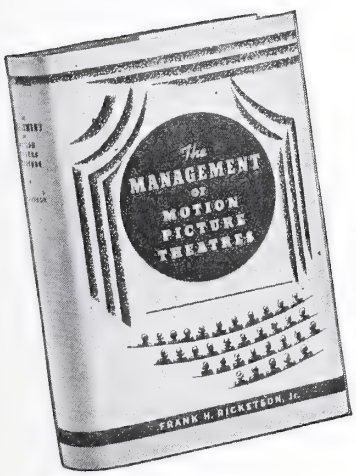
COLUMBUS, OHIO—J. Real Neth, circuit operator, has announced the following managerial appointments:

Robert O. Glick, who has been with the Neth organization since he was 13, and manager during his career of the Cameo, Vernon and Eastern, has been named manager of the Markham.

Darley Thompson has been placed in charge of the Eastern. He previously managed the Cameo and the Eastern.

David Pence has been named manager of the Cameo.

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MT111 Signs, Electric
MT112 Signs, Neon, Zeon

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MT159 Carpet Cushion
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MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
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MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
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MT196 Incandescent Lamps
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MT199 Cove Lighting
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Allied Product Survey Will Start July 16

BOSTON—Arthur K. Howard, Independent Exhibitors business manager and one of a national committee of four named at Chicago to handle National Allied's product survey and information bureau, plans to inaugurate the new product survey setup here July 16 with a business meeting in Boston of the Independent Exhibitors.

Serving with Howard on the national committee are Sidney Samuelson of Philadelphia, Pete Wood of Columbus, and Don Rossiter of Indianapolis. Committee headquarters will be in Philadelphia.

Product survey cards, according to Howard, will be distributed among exhibitors nationally in an effort to compile accurate information as to product deals, as to sectional success of major selling policies, and as to percentage and flat rental arrangements. Stronger buying power and better informed independent dealings are the aim, Howard stated.

B-41 Unanimously Elects Sam Zipkin President

NEW HAVEN—Local B-41 (exchange employes) unanimously elected Samuel Zipkin of Universal president for the coming year at a meeting at the Hotel Garde. Officers elected were installed by James Mullen, retiring president. Others in the new slate include: Fay Spidoni, Universal, vice-president; James Mahan, Paramount, secretary; William Nutile, Paramount, treasurer; Edward Canelli, Warner, sergeant-at-arms, and Robert Hoffman, 20th-Fox, business agent.

The executive board will consist of all officers, Henry Bruenig, United Artists, and Anna Brownstein, Paramount.

A clambake and social has been scheduled for July 31 at Indian Grove, West Haven, with Zipkin in charge of arrangements. Otherwise, meetings of the local will be suspended until September 9.

Broidy Outlines Friars Club Fund Raising Plan

BOSTON—Steve Broidy, Monogram sales manager in New England and president of the Boston Friars Club, called a meeting of feminine exchange employes Tuesday at the Hotel Statler. Announced at that time was a proposed Boston Friars Club plan for raising funds for underprivileged children. A second meeting, at which inspectresses and shippers will attend, was planned for a later date.

Perakos Succeeds Sirica At Thompsonville Strand

THOMPSONVILLE, CONN.—John D. Sirica, who has been manager of the local Strand since it was opened some three years ago by Peter Perakos, New Britain exhibitor, has resigned. He intends, however, to retain his residence in Enfield.

He has been succeeded by Sperry Perakos, son of the Strand owner, who has been manager of the Franklin.

Bank Night Cleared of Lottery Stigma by Middlesex Court

By BRAD ANGIER

BOSTON—Judge Frederick Fosdick found Bank Night and Good Will Award not guilty of lottery charges in Middlesex superior court in Cambridge. Judge Fosdick, earlier in the week, found Lucky guilty of violating anti-lottery statutes. The action leaves Bank Night and Good Will Award (the latter a form of Bank Night conducted on the punchcard system) the only theatre giveaways legal in Middlesex county.

William McLaughlin, operator of the Stoneham in Stoneham, who had consented to become test case defendant in the Lucky case, was found guilty of violating the lottery law. The decision, according to promoters of the game, will be appealed. The case went up on an agreed statement of facts.

George S. Ryan, Bank Night attorney, also brought up the Tower, Lowell, case on statement of facts, agreed to by himself and by District Attorney Robert Bradford. Trial by jury was waived. Judge Fosdick gave his decision in short order, following arguments by Ryan and by the prosecution. Ryan had previously cleared the Bank Night plan in Rhode Island, Maine, and in Middlesex, Suffolk, and Bristol counties in Massachusetts.

Michael J. Hurney of the Tower in Lowell, was nominal defendant in the joint Good Will Award-Bank Night action. Hurney was charged with setting up and managing a lottery for money.

Watch and Ward Society Report Raps Giveaway

BOSTON—Agitation against Bank Night by the New England Watch and Ward Society is one of the main features of the recently published annual report of Charles S. Bodwell, secretary of the organization whose object, in its own words, is "to remove commercialized temptations to vice and crime, to stop up sources of corruption."

Always the Films to Fall Back Upon

Hopedale, Mass.—The Rev. J. Harris Tegarden, pastor of the local Unitarian church, has an ace up his sleeve in case he's forced to forego his regular Sunday sermon.

In his spare time, the Rev. Tegarden has produced an 800-foot sound motion picture titled "Getting the Most Out of Your Life," which will run about 20 minutes and which, according to present plans, can be run during the regular service.

Details to Theatres On Tax Collections

NEW HAVEN—Exhibitors in the territory received a bulletin of instructions from Hartford on details of tax collection and remission just before the new amusement tax went into effect last Monday. Connecticut MPTO's executive secretary, Herman M. Levy, issued a special bulletin to its members the week before, while Allied Theatre Owners of Connecticut's secretary, Lawrence C. Caplan, communicated information to key exhibitors in various towns and called a meeting for Tuesday at the Hofbrau Haus Restaurant for further explanation.

Most exhibitors had tickets enough on hand to make it necessary to take advantage of the month's leeway on purchase of new tickets. Loew houses put in new ticket machines, new tickets, new books and records in advance.

Only in a few isolated instances was the admission scale changed, except to add the actual pennies of tax, the majority of exhibitors having been opposed to adding the extra amounts to make even admissions of the next higher five-cent bracket.

Ozoner in Middletown Is Planned by Sal Adorno

MIDDLETOWN, CONN.—If an appeal is not taken from the state police commissioner's decision to permit a 900-seat open-air here, with certain restrictions, it is reported that Sal Adorno plans to open the ozoner this summer. One of the provisions of the commissioner's decision was that the noise was not to be heard for further than a radius of 250 feet, and Adorno is reported to be considering individual speakers if necessary.

O'Flaherty Completes "Valley"

HOLLYWOOD—Liam O'Flaherty has completed the script of 20th-Fox's "How Green Was My Valley," based on the best seller by Richard Lewellyn.

Ruling by Court Exempts Women Theatre Workers

NEW HAVEN—Hotels and theatres are excepted in a supreme court ruling that women entertainers or musicians cannot participate in floor shows or be otherwise employed after 10 p. m. in this state.

The high court refused to issue an injunction enjoining State Labor Commissioner Cornelius J. Danaher from enforcing a provision of Section 1605c of the general statutes limiting the hours of employment of women in restaurants, cafes, dining rooms, barber shops, hair-dressing establishments, etc., to 6 a. m. to 10 p. m.

"If exceptions are to be made, it is for the legislature to determine them," the court ruled, admitting "women entertainers worked only 8 to 30 minutes a night" and their activities were "not laborious, exacting or injurious to their health."

Seeking Dismissal Of Lampert Suit

NEW HAVEN—Having been granted permission to intervene as party defendant in the damage and injunction case of Lampert Theatre of Windsor, Inc., vs. Vitagraph, Inc., Joseph L. Shulman, doing business as the Plaza Theatre, Windsor, has filed his answer, asking dismissal of the complaint, $25,000 damages, and that Vitagraph be enjoined from withholding booking and delivery of pictures to him.

Suit was filed last February by the corporation operating the Windsor, setting forth that the corporation had entered into first run contracts with Vitagraph, with the understanding that there would be no second run in Windsor. Subsequently, it was alleged, the company sold the Plaza second run with a clearance of 14 days.

The Shulman answer first denies that the plaintiff has any legal capacity to sue, because of its failure to file in Hartford a copy of the minutes of an organization meeting, after filing its certificate of incorporation. It then denies that the Lampert Theatre of Windsor, Inc., has sustained or may sustain any damage as a result of the alleged violation of any agreements; and states that the results of the agreements, the certificate, "Merchandising Policy for Warner Brothers 1939-40 season," the alleged custom and usage requiring the holder of the first run to be consulted and conferred with for the purpose of arriving at a clearance which is fair and equitable to the first run, were "to make this defendant unable to procure an adequate and timely supply of moving picture films for exhibition at the Plaza Theatre and thereby enable the plaintiff to obtain the exclusive patronage of the inhabitants of Windsor on its own terms without competition." He further claims that "by reason thereof, said alleged agreements, said certificate, and said custom and usage are against public policy as tending to create a monopoly, and are void."

Giving the matter a broader aspect, Shulman names the major distributors and alleges that they "dominate and control the motion picture industry in the United States in all its branches" and have imposed upon unaffiliated exhibitors, including the defendant, Joseph L. Shulman, "a series of harsh, onerous and unfair trade practices, each of which tends to restrain and does restrain and obstruct interstate and intrastate trade and commerce in motion pictures in violation of the law."

Among these practices, Shulman mentions and explains protection and overbuying, and claims that the plaintiff was permitted to overbuy. He states that he was obliged to buy second run pictures from Loew's, Columbia and Vitagraph with undue clearance and that some of the other companies even refused to sell him second run. He also claims that the suit was instituted to "intimidate the distributors to refrain from selling film to the defendant, Shulman," and that since the institution of suit 20th-Fox has refused to sell him second run, although it had offered to do so before. He concludes that he is still unable to "procure adequate and timely films for display at his theatre, thereby causing him to lose patronage and receipts and injuring the reputation of his theatre, all to his irreparable damage."

The Vitagraph answer denies the company entered into a second run agreement in violation of an agreement with the plaintiff; denies custom or usage to confer with first run to arrive at fair clearance; and denies that in a town of 8,000, such as Windsor, the usual clearance is several months.

Hosts "Critics' Circle"

IVORYTON, CONN.—Milton Stiefel hosted the Connecticut "Critics' Circle" in the lounge of the Ivoryton here.

Canvass Hub Stages On Behalf of Vaude

BOSTON—Days when Boston was the prime vaudeville town in the nation were recalled when the American Guild of Variety Artists canvassed former local stage-show stands in an effort to learn why they discontinued vaudeville. Hoyt S. Haddock, national executive secretary of AGVA, wrote managers of the theatres concerned:

"According to our records, in 1929 your theatre played vaudeville regularly. This organization is anxious to have your theatre again put like entertainment on the stage, and we are planning a vigorous campaign for the return of vaudeville. May we therefore ask you whether or not you will cooperate in this campaign?

"Further, will you please advise us as to why you discontinued vaudeville, giving as clear a picture of the various reasons as possible, that we may know just what the problems are and if possible, assist you in overcoming them."

One theatre manager, who filed the epistle in his wastebasket, remarked to this publication that one word was all that would be necessary to explain the demise of stage shows at his house. Asked what the one word was, he replied, "musicians."

At the Metropolitan, vaudeville opened last week for the first time in two and a half years. Footlights at the Metropolitan were then darkened when efforts to reach an arrangement with the musicians local failed. A spot booking deal with the musicians was signed several weeks ago, however, and will be in effect under present terms until September 1.

Elsewhere in the city, the RKO Boston plans to hold off flesh until fall. Spot booking arrangements are a slim possibility at Keith's Memorial during the winter months. There is no indication that flesh will be resumed at either of the two Loew's, Inc., houses or at the Bowdoin Square. Burlesque continued at the Old Howard and will be continued in the fall at the Gayety and Globe.

NEW HAMPSHIRE

THEATRE operators in Manchester are heartened by a report that municipal relief expenditures in the Queen City decreased $8,400 during May . . . The Palace in Manchester is emphasizing "We Believe in National Defense," in a line at the bottom of its regular advertising in local newspapers.

The Strand in Manchester was a very popular spot with children on June 29, when a local firm cooperated with the film house in distributing free ice cream at the regular Saturday morning "Radio Recess."

An increase in membership of the New Hampshire legislature was predicted by Ansel Sanborn, the Carroll county legislator-film exhibitor, in a recent talk before the Rochester Kiwanis Club. The general court already is the world's largest legislative body, except the National House. Incidentally, the solons convene next year for their biennial session.

The Opera House in Sanbornville is one of the most recent theatres to add vaudeville, with Baron's Lone Star Rangers as the attraction . . . The new Rex in Manchester is also giving vaudeville a fling, along with its two-film program.

Clifford H. Perkins has been appointed secretary of the Cheshire Fair Assn. to succeed Leo O. Vogel . . . The Hunt Bros. Circus was ordered to pay court cost of $17.40 in Laconia municipal court on a charge of defacing property.

New Hampshire's 1940 fair dates have been announced as follows: Lancaster Fair, Lancaster, August 31-September 2; Union Grange Fair, Plymouth, September 10-12; Rochester Fair, Rochester, September 17-21; Hopkinton Fair, Contoocook, September 24-26; Deerfield Fair, Deerfield, October 2-3; Sandwich Fair, Centre Sandwich, October 12.

Planning to Reopen State In Hartford in August

HARTFORD—The State, which has closed for the summer, is expected to reopen the latter part of August, according to present plans.

With the closing of the State last fortnight, the only sponsor of vaudeville in the Connecticut valley is the E. M. Loew's Court Square, Springfield, managed by Don Barhytd.

Fairmont Amusement Co. Leases Pickus' House

NEW HAVEN—Fairmont Amusement Co., newly constituted with William L. Berman of the Highland, Highland, N. Y., as president and manager, has entered into a 10-year lease of the 403-seat Fairmont, operated by J. D. Pickus since last September. Policy of the theatre remains the same.

New Haven's Population Declines 1.5 Per Cent

NEW HAVEN—The 1940 New Haven census shows a population of 160,257, short of the 1930 total by 2,398, which represents a decrease of 1.5 per cent. The chamber of commerce considers this a natural trend away from the older and more central city to new suburban residential sections, coming with the facilitation of transportation.

Other theatre towns show an increase. Danbury has grown from 26,955 in 1930 to 27,528; Ridgefield, from 3,580 to 3,787; Westport, from 6,073 to 7,928; Willimantic, 2,133 to 2,810; Putnam, 8,099 to 8,670; Windham, including city of Willimantic, 13,773 to 13,791. Plainfield has decreased from 8,027 to 7,597. Other figures are not yet available.

Gain in Wethersfield

WETHERSFIELD, CONN.—This town's population has increased more than 28.3 per cent in the last ten years, according to preliminary figures announced by Joseph F. Dutton, district supervisor of the census. The population as of April 1 is 9,640 as compared with 7,512 in 1930.

New London County Gain

WILLIMANTIC, CONN.—With a gain of more than 20,000 in the last 20 years, the population of New London county was announced this week as 124,870 by John M. Dowe of Danielson, second district census supervisor. Sixteen towns in the county showed increases between 1920 and 1930, while 18 towns showed increases in the following decade.

Over 3,000 Are Still on Hartford Relief Rolls

HARTFORD—Hartford reported 3,128 persons receiving relief during May, representing a drop of less than 1 per cent from April. The cost of relief, totaling $92,425 for the month period, was down 3 per cent.

New Britain reported nine per cent fewer persons on relief and a decrease in costs of 10 per cent for a comparable period.

Fewer Seek Employment In Hartford Section

HARTFORD—A decrease of 1,683 persons seeking jobs in the metropolitan Hartford area is noted in a report by the Connecticut state employment service.

According to its monthly report, the CSES lists 11,538 men and women on its roll as of May 31, compared with the 13,271 on the same date in 1939. During May of this year, the report states, jobs were found for 1,265 persons, of which 1,067 were in private employment.

A Holdover at Keith's

BOSTON—Ben Domingo, RKO city manager, held over "My Favorite Wife" and "Sandy Is a Lady" for a second week at the Keith's Memorial. It was the only holdover in first-run Boston.

BOSTON

REGINALD WILSON, former Universal salesman out of the Boston office, has been transferred to the Buffalo branch where he will serve under John Scully, Bostonian heading the Universal segment there . . . Carl Leo Westfield, recent projectionist at the Metropolitan in Boston, is dead.

Nathan Lampert, Connecticut circuit owner, has been in Florida . . . William Hawkins of the Capitol Theatre Supply Co., leaves next Saturday on a two-week vacation . . . Ben Domingo, RKO city manager, staged a world premiere of "The Leopard Men of Africa" at the RKO Boston. Jack Granara, local RKO publicist, staged a parade to hypo the pix.

Ed Fitzpatrick plans to hold a bathing beauty show at the Poli in Waterbury on Wednesday . . . Frank Priole planned to open the Comique in Lynn if a litigation he has brought in an effort to prevent union picketing is successful.

Tom Farrell, local M-G-M booker, and Mrs. Farrell left town last Saturday for New York where Farrell will be re-assigned, probably to a salesman's berth in Detroit . . . William Canning hypoed "Madmen of Europe" by setting up an Army Recruiting station in the lobby of the Empire in Fall River for the duration of the picture.

Joseph Samartano of Loew's Poli in Hartford went on vacation . . . Robert Portle, with the circuit in Worcester, leaves next Saturday . . . So does Matt Saunders of Bridgeport . . . Felix Allen, veteran exchange owner here, has been mourning the death of his brother.

Matt Donahue of the Metro booking office has been moved up because of the Tom Farrell transfer . . . Jerry Crowley, formerly assistant shipper at the exchange, takes Donahue's original booking position.

Tex Fletcher and his horse have sent their love to Christine Antignoni of the Harry Asher office. Fletcher, a Hollywood cowboy star, recently made a number of personal appearances in New England picture houses.

Film district signers of an "Aid the Allies" petition include Ed Osmer, Harold Davidson, Myer Ruttenberg, Frank Borrelli, Frank Sullivan, and Fred Geisler . . . E. G. Pollard, operator of the Opera House in Rumford, was down from Maine . . . Russell Mack of the Colonial in Portland was in town from the Pine Tree state.

Ed Powers, assistant at the Art in Springfield, and Selma Baker of that city have been in New York following marriage a week ago . . . A. W. Davis was unsuccessful in attempting to change zoning restrictions in Springfield so as to be able to put up an automobile theatre.

Grey Holmes is operating the Town Hall Playhouse in Westboro for the summer season . . . Jack Goodwin put on five shows daily at the Metropolitan during the Bob Hope engagement. Prices, taxes included, were hiked to 35 cents to 1:00 p. m., 55 cents to 5:00 p. m. and 75 cents after 5:00 p. m.

Jack Sweeney, film district policeman, has lost his mother . . . Bunny Rosenberg, secretary to Max Melincoff of the Warner circuit, and her husband have left on a four-week vacation to California . . . Elliott Cronish, assistant manager at the Poli in New Haven, has been vacationing . . . Sal DiManno, formerly Loew's State in Boston and now assistant of the Sheridan, New York, goes on vacation in August . . . Anna Hughes of the local MPTO office, has been away.

Frances Butler now is secretary to Marion Coles, treasurer of the M&P Theatres Corp. She succeeds Elizabeth Robertson . . . Al Steen, formerly New England editor of BOXOFFICE, *was in town last weekend . . . Arthur Maeby put on a bathing beauty show at the State in Milford.*

William Purcell, whose theatre ventures at the Strand in Beverly and the Comique in Lynn went under, has entered a plea in bankruptcy. He was formerly employed by Nathan Yamins . . . Harold Kennedy is now operating the Amherst in Amherst . . . Fred R. Greenway, manager of Loew's State in Boston, and Mrs. Greenway leave July 13 on vacation. They plan to hit the west and south for the first week and then to concentrate on seeing New England.

Meyer Fox is finding out what marrying a showgirl means. Fox is not allowed to whistle before breakfast. He had to throw away a camel-back trunk that he possessed, and he can't even throw his own hat on his own bed.

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NEW HAVEN

EXHIBITORS in a dither as provisions for tickets, machines, books, etc., undergo rapid adjustment to new tax. Nat Rubin of Loew-Poli inspired an editorial in the *Journal-Courier* explaining to the public that it is required by the new law to pay the tax, which the exhibitor passes on as levied. Also that $60,000,000 a year will be collected for defense through theatres. Tax understood to apply on total admission as raised on dish nights, but not levied on 15-25 cents extra paid for volumes of encyclopedia by patron. Connecticut MPTO's circular with 12 concise rules answered old ticket and other questions in exhibitors' minds. Also Allied meeting at Hofbrau.

Morris Haddleman scheduled to close the 650*-seat Shelton early this month for renovation. Plan to purchase adjoining building and remodel abandoned. Contract signed with Lou Phillips of Modern Theatre Equipment for* 300 *new seats . . . Conjecture as to who is interested in* 1,000*-seat Sycamore Corp. theatre being built in East Hartford, now that Pete Perakos reports he is no longer interested.* 499*-seat Apollo goes to one-change Saturday-Sunday operation, instead of the former three-change.*

Come July, Loew's figures the eye fondly turns to bathing beauties. The Globe will have its fourth annual series consisting of four weeks and final, in conjunction with the Hankin Knitting Mills. Poli, Waterbury, gives over the night of July 10 to aquatic beauties. Plaza, Worcester, will have seven Monday nights of contests, in cooperation with Whalen's jewelry stores and Worcester Knitting Mills. Also planning Lindy Hop or Jitterbug contests. The Bijou, New Haven, is arranging bathing beauty nights, probably Thursdays, separate from the vaude presentations. Poli, Springfield, to have bathing series around July 15, with prizes by Whalen's jewelry stores.

The good old summer-time vacations: Bill Reisinger, Bijou manager, journeys to home-town Dayton, while Nat Rubin covers the house with Charlie Gaudino. Harry Rose of the Globe, Bridgeport, chooses Atlantic City this week. Bob Carney, assistant at the Majestic, Bridgeport, off July 1 *to* 15. *Rosemary Patterson, Metro inspectress, has exciting plans for July* 7 *to* 13. *Warner managers away from it all beginning July* 6 *include, J. O'Sullivan, Empress, Danbury; P. Wenzel, Strand, Newburyport; W. J. Kelly, Modern, Lawrence; H. Furst, Palace, Lawrence; M. Kugell, Warner, Bridgeport; J. Miklos, Broadway, Norwich . . . Henry F. O'Donnell of the Warner theatre contact office takes two weeks beginning July* 13. *Marguerite Pendergast of the UA exchange vacations July* 15. *Jack O'Connell of the Roger Sherman motors to Lake George. Paramount's Anna Fitzpatrick inspecting new horizons these weeks. Ed Fitzpatrick, Poli, manager, Waterbury, won't see a movie from July* 8 *to* 22. *Lou Cohen of Hartford will relieve.*

Anna Canelli, Columbia cashier, off on a week's spree, July 13. Maybelle Dwyer of RKO takes a week July 7, as does Betty Gannon, inspectress. Helen Clementi, Paramount Theatre cashier, starts sightseeing and visiting in Massachusetts, July 11. Al Bookspan of the Fishman Theatres office moved to the municipal golf course for the Fourth weekend. Morris Keppner of Glastonbury will spend the weekend in the Catskills. Lou Brown visited theatres in Hartford, Springfield and Worcester last week. Bill Brown of the Palace, Stamford, off for an unrevealed destination.

Congratulations to Harry Shaw on his 42*nd birthday, which he spent at his desk. Barney Pitkin celebrated his* 15*th wedding anniversary this week. Nick DelRosso of Watertown will take a cottage at Laurel Beach for a month. Sam Farber, the encyclopedia man, enlightening the state of Michigan, with headquarters at the Hotel Detroiter, and sending regards to the film folk in Connecticut until next fall.*

Proud film daddies: Adolph Johnson of the Strand, Hamden, whose son, Howard, made the Dean's list and a scholarship again. Michael Tomasino of the White Way and Victory, whose daughter Mildred graduated from Albertus Magnus at 19 and whose younger daughter Gloria finished Sheridan Junior High as one of four to receive highest honors. Ben Lourie who lost five bucks to his son, Bob, on a bet he couldn't make honors after a long absence from school . . . Morris Nunes, whose son Micky looks fine in an usher's uniform at the Whalley.

Harold Rubin has signed the Rialto, South Norwalk, for a 39*-week de luxe stemware deal. At the White Way on Saturdays there are three giveaways: China, books, and comic books for the children; also double feature. Sam Lind of Premium Promotion in town with a* 5*-volume History of World as nine-week deal. Adolph Johnson has sold the Capitol, East Haven, his Modern Book of Knowledge series. Noisy co-feature at the State, New Haven: "Shot in the Night" with "The Magic Bullet." Imagine "Waterloo Bridge" and "Opened by Mistake" at the Whalley. Harry Shaw and Lou Brown had a special managers' meeting on "New Moon" and "Andy Hardy Meets Debutante."*

Lou Brown, Loew-Poli publicity chief, devised a 40x80 display, 10 inches deep with lights inside as a "Susan and God" lobby display Copy reads: "Are you a keyhole snooper? What Makes Susan a Saintly Sinner? (Scandal through a keyhole)." Eight keyholes are cut out, in back of which are stills with snappy titles. Morris Drucker used bannered motor boat to tour Lake Quinsigamound and tell 15,000 people "Waterloo Bridge" was at Poli, Worcester. Also 50 arrows on telegraph poles pointing to "Waterloo Bridge." Palace, Stamford, offers Mme. Zelaine, the psychic, on the same bill with "Sailor's Lady" and "You're Not so Tough."

Assistant Bill Scanlon, Palace, Meriden, got sports column mention of Fox Movietone Yale-Harvard crew race shots in Meriden Daily Journal. *Morris Rosenthal of Majestic, Bridgeport, discovered in Bridgeport and invited as guests the father of Bernie Giler, one of writers of "Turnabout," and a cousin, who is a reporter on the Bridgeport* Post. *Result: Newspaper story. Bob Russell corner lobby piece on "New Moon" shows stars sitting on flickering moon, while concealed Victrola in rear of display plays records from picture. Also, Russell secured three-column co-op ad with Gold Stripe hoisery, Shartenberg's, on "Susan and God."*

New ushers at the Paramount include William Warfield, Elmer Neil and Charles Buckholz. Among strawhats in the state this season are the Chapel Playhouse, Guilford, opened July 1 with Pauline Lord in "The Late Christopher Bean"; Clinton Playhouse, whose second offering is "The World We Make" with Thelma Schnee and Herbert Trudley; Ivoryton, whose 11th season continues with "The Vinegar Tree"; Plymouth Playhouse, Milford, playing "The Drunkard"; the new Montowese Playhouse, opened July 2 with Viola Roache in "The Vinegar Tree"; Stony Creek, starting with "Inside the Lines"; New England Playhouse, Ridgefield, bringing Margaret Anglin in "Fresh Fields"; Playhouse, Westport, presenting Ina Claire in "Biography"; The Show Shop, Canton, lending classic importance with "The Taming of the Shrew"; Pine Brook, Nichols; Theatre-in-the-Dale, Marble Dale, "The Barker" . . . Johnson & Poulton will play exploitation pictures only at the New Colonial, Sound View.

Harry Rose of the Globe, Bridgeport, planted an underline in the "Red Rider" comic strip in Times-Star *calling attention to the new serial starting at the theatre. Also landed five music window displays on "Gaucho Serenade." Aside from at least five advertised nightly Bingo games and new open-air Bingo, Stratford Avon Park midget races, Pleasure Beach ballroom bands, bazaars, etc., Bridgeport exhibitors have no competition. Joe Samartano, Poli, Meriden, is planning Friday Swing Nights with local bands and contestants . . . Emil Feldberg of National Screen, returning to Connecticut after a siege of "strep" infection in New York, had two new suits stolen from his parked car. George Weber, Metro, back at his post after being incapacitated by a stiff neck. Operators' union will meet July* 15 *at Trades Council Hall.*

Connecticut Retailers Report Gain in May

New Haven—Connecticut retailers reported a gain of 9.1 per cent in sales this May over May, 1939. In Rhode Island and Connecticut motor vehicle dealers showed the largest increase. For New Haven the gain is 10.7 per cent, for Bridgeport, 14.8 per cent, and for Waterbury, 13.9 per cent. Exhibitors generally report a loss in business from last May's level.

HARTFORD

BERNARD M. LEVY, manager of the local main stem Proven Pictures and also district manager for Lieberman theatres in Hartford and Holyoke, was in Boston on business . . . Frank M. Morin, Regal manager, will leave soon for his vacation, which is slated to be spent on a cruise to Havana and other points south . . . Manager George E. Landers, E. M. Loew's, was in New Haven . . . Ditto Jack A. Simons, manager at the Loew-Poli.

Manager James F. McCarthy, of the Strand, hopes to visit Hollywood on vacation . . . Rudy Frank, praise agent for the darkened State, will tour the country with a well-known band this summer, and return the latter part of August when the theatre will reopen . . . Mrs. M. Oakley Christoph, film columnist for the Hartford Courant, *was in Northampton the other day . . . Manager Robert Hamilton, Palace, Norwich, was hospitalized by appendicitis . . . Joe Samartano, manager of the Loew-Poli, Meriden, was on vacation.*

Capitol, Meriden; Wilkinson, Wallingford; Proven Pictures, Hartford, and Central, West Hartford, sponsored cooking schools . . . The new Warner, Bristol, may be finished by September 1 . . . Barnum & Bailey circus was in Bridgeport June 20, and in New Haven, June 27 . . . Bingo, despite summer weather, is still going good in parts of the state . . . Jack O'Connell, assistant manager at the Roger Sherman, New Haven, is engaged to Mary Dunlevy, a New Havenite . . . Manager George E. Landers, E. M. Loew's, was in Boston . . . Julian Tuthill, Hartford *Times,* was in New York

Jack Waddock is a new usher at the Allyn . . . Flavia Sloat, cashier at the Allyn, is back from her vacation in New York . . . James G. Tuttle, former usher, is now a doorman at the E. M. Loew's, succeeding Warren H. Smith, who resigned to attend the State Trade school here . . . Warren Hills, Loew-Poli Palace doorman, was in New London viewing the submarine base . . . Stanley Redmond, assistant to Manager Walter B. Lloyd at the Allyn, spent his vacation in New Haven and at other shoreline places.

Harold Olivier, usher at the Palace, has resigned . . . Joe Gallagher, doorman at the Allyn, is slated to leave July 8 on vacation, plans for which call for a trip to Groton Long Point and other seaside points . . . Joe Cappuccio, son of Oscar, maintenance man at the E. M. Loew's, was in Coney Island . . . Eddie Boggs, E. M. Loew's usher, is off for a visit to Portland, Me., where he hopes to get in some fishing, swimming, etc.

The five downtown theatres cooperated with Camp Courant and Times Farm in giving away free tickets to winners of a bridge match for benefit of the two camps. Cooperating were Jack A. Simons, Loew-Poli; James F. McCarthy, Strand; Lou Cohen, Palace; Walter B. Lloyd, Allyn, and George E. Landers, E. M. Loew's . . . Matt Saunders, manager of the Loew-Poli, Bridgeport, had a co-op ad with a bread company for "Our Town."

Holly Sweeney, chief of service at the Palace, is thinking of vacationing in Cape Cod . . . Dwight H. Grant's "Tri-Continental Tours in the Theatre of the War," a colored motion picture travelogue, was presented at the weekly luncheon of the Civitan Club at the Hotel Bond the other day . . . Several theatres in the Hartford-Springfield territory lowered their admission prices in view of the new amusement tax bill passed by Congress.

A constellation of screen and stage stars were in town along with Bandster Eddy Duchin at the Rose Ball in the State Armory . . . "Susan and God" played two weeks at the Palace . . . Ditto, "The Ghost Breakers" at the Allyn . . . Jimmy Hughes, Loew-Poli doorman, may glimpse the New York World's Fair during his vacation . . . Russ Grant, Loew-Poli student, hopes to be off in a few weeks with the missus for Old Colony Beach.

Any two theatremen who have formed a tennis team are invited to call Hartford 5-6789, to arrange a game with Manager George E. Landers, and his assistant, Hilmer D. Robinson, of the local E. M. Loew's . . . To New Haven went Charlie Repass, manager of the main stem Crown, and Martin Kelleher, Princess manager . . . Stamford, Stamford, places lists of its shorts in newspaper ads . . . Capitol, Middletown, has started ovenware giveaways . . . The State is being remodeled . . . Herbert Goldfield is a new addition to the service staff at E. M. Loew's, succeeding the late Jimmy Randazzo . . . A Labor Day opening is hoped for the Wethersfield, Wethersfield.

75,000 Are Attracted by Hartford's Mardi Gras

HARTFORD—The theatrical division of the Red Cross held an outdoor Mardi Gras here July 3, with proceeds going to the relief society. Henry Needles, district manager for Warner, was in charge of the event.

It was estimated between 50,000 and 75,000 participated in the festivities, which consisted of dancing, music, singing contests, and comedy and novelty events of every description. The affair was patterned after the New Orleans Mardi Gras and the Philadelphia Mummers' celebration.

Thousands bedecked themselves in gay costume, with confetti, streamers and noisemakers the order of the evening.

Main Street from Morgan to the City Hall was blocked off, with platforms erected at various points from which bands, orchestras and performers entertained. Loud speakers and amplifying units were set up along this town's main stem, and huge searchlights and spotlights ensured an almost daylight brightness.

The following committee handled various phases of the Mardi Gras: Walter B. Lloyd, Allyn; Reubin Lewis, Palace; Jack A. Simons, Loew-Poli; David Sugarman, Colonial; Thomas Maller, Lenox; George E. Landers, E. M. Loew's, and James F. McCarthy, Strand.

PROVIDENCE

ALL RHODE ISLAND theatres, first run and neighborhoods alike, felt the opposition given them Saturday night by the fireworks display at Narragansett Race Track, sponsored by the Shriners.

No successor has been named to succeed the late Antonio Romano as district manager for Associated Theatres, Inc. Romano died June 14 at Homepathic Hospital here after a long illness . . . George French, manager of the closed RKO-Albee here, is doing relief work for RKO in New York, at present being at the Palace.

James G. Robertson, old stage manager at Albee and prior to that at the Keith's here, died June 24 at his home in Cranston. "Jim" was well known to many of the oldtimers of 30 years ago and had been president of Local 23, IATSE for the past three years. Services were held June 28.

Ed McBride, manager of Loew's State, returned Sunday refreshed from his three weeks vacation, part of which was spent in the Adirondacks, the rest in Buffalo and New York City. Assistant Manager Vaughn O'Neill of the State left Monday for a fortnight's vacation.

Manager Cronin of Associated Theatres' Playhouses effected a candy giveaway tie-up with Film Ad Service of New York by which kids attending Saturday matinee at the circuit's Palace and Park, Saturday, get free sweets. Cronin reports general paint-up and repair programs under way at all the four houses operated by Associated here.

Resident Manager Sam Kaufman of Fays has his lobby dressed up this week with large mechanical animals plugging "Leopard Men of Africa," opening at the house Friday. Kaufman is hoping paving operations on street in front of theatre will be completed by that date. Theatre's grosses, which took a drop when vaudeville-film policy was switched to double features, have been slowly making comeback and last week hit highest total in four weeks.

Majestic, which had announced a road-show policy for "All This, and Heaven Too" suddenly switched to a grind plan last Wednesday.

Indictments brought by Kent county grand jury in May, 1938, *against Arnold Berger, then resident manager of Greenwich Theatre, East Greenwich, and Philip H. Lavine, Bank Night representative, as result of Bank Night being conducted at the Greenwich, were nol prossed June* 27 *by Judge Herbert L. Carpenter in superior court on recommendation of Assistant Attorney General J. S. Temkin.*

Sanford W. Hollis, Newport resident and R. I. State College graduate of last month, has been named assistant manager of the Capitol in Pittsfield, Mass.

Finishes "Cassidy" Script

HOLLYWOOD—J. Benton Cheney has completed the script of "Doomed Caravan," another "Hopalong Cassidy," for Paramount.

SPRINGFIELD

EDWARD CARROLL, owner and operator of the renovated Riverside Park-In, reports business at the situation is swell . . . Mrs. Andy Sette has been released from Springfield Hospital where she spent a week due to illness . . . Sammy Dilient, usher at Harry Arthur's Art, is quite a crooner.

New marquees will be installed at the Phillips and Strand. Both are Rifkin houses . . . Robert McQuillan, Art usher, has resigned . . . Don Chambers, who has been with M&P Theatres Corp. in New England for several years, has been appointed special New England representative for Paramount . . . Marquee at the Loew-Poli has been repainted . . . Ditto, that of the Loew-Poli, Hartford.

RKO-Albee, over in Providence, has closed for the summer . . . Doormen and ushers at Loew houses are sporting new uniforms . . . Arthur Corbiel was acting manager at the Holyoke, Holyoke . . . Maxie Resnick was in town for a few hours the other day.

Johnnie Knightly, assistant manager at the Capitol, is on his vacation . . . Jimmy Donovan, special representative for Universal, was in town for four days . . . Mrs. Olive Simms, cashier at the E. M. Loew's Court Square, anticipates for her vacation this summer a month at some New England seaside resort.

Approximately 600 people were on hand last Monday at the funeral of John F. Gatelee, IATSE offical . . . Manager Al Anders' Bijou played "The Fight for Life" after a great *exploitation* campaign . . . Ray Long has been appointed doorman at the Art, succeeding Robert Roach, who has left for a summer job at Hampton Beach, N. H.

Andy DiCarro, chief of staff at the E. M. Loew's Court Square, will leave soon on a two-week vacation in Muncie, Ind., where he will visit friends . . . Robert Portle, manager of the Plaza, Worcester, leaves soon on his vacation . . . Harold H. Maloney, manager of the Loew-Poli, Worcester, takes office leave July 29 . . . Henry Ferris, manager of the Rifkin's Garden, hails from Newport, R. I.

Herman Rifkin was in Springfield last week . . . A few alterations were made in the booth at the Garden . . . Jimmy Matthews, artist at Harry Arthur's Art, will be walking up the aisle sometime in July with a recently-arrived Scottish girl . . . Margaret Piper, Art cashier, was on vacation . . . New summer prices have been announced at the Garden, with the usual 15-25 cents dropped to 10-15 cents.

Manager Don Barhytd, E. M. Loew's Court Square, was in Boston the other day . . . Riverside Park-In is bringing back some of the favorites of a few years ago . . . Sylvia Sidney and Luther Adler appeared in "No Time for Comedy" at the Kirby Memorial Amherst . . . Earl W. Whitford, assistant manager at E. M. Loew's Court Square, and the missus are slated to leave soon for a visit to the New York World's Fair.

Frankie Meaney is an addition to the service staff at the Arcade . . . Eddie Carberry, doorman at the Capitol, has resigned to take a post in the U. S. war department, Springfield. John Donovan, former doorman, has been upped to chief of service, while Eddie Harrigan has been taken on as an usher. Moe Lawler succeeds Donovan in the latter's former post.

Filmrow visitors: Harry F. Shaw, Loew-Poli division manager, and Lou Brown, Loew-Poli New England publicist, New Haven . . . A new cold drink machine has been placed in the lobby of Harry Arthur's Art . . . Eddie Powers, assistant manager at the Art, was married last Saturday to Patricia Baker, also of Springfield. The couple honeymooned in Atlantic City.

Frank Kelly is a new usher at the Art, succeeding Robert McQuillan, resigned . . . I. J. Hoffman and Cy O'Toole, Warner representatives, inspected the local Capitol last Tuesday.

"Kidnapping Gorillas" Gets Censor Shears

BOSTON—Sam Cummins' release was the only motion picture in a list of 38 to get Massachusetts censorial cuts in a list announced last week by the bureau of Sunday censorship. Among the films okayed were 20th-Fox's "Manhattan Heartbeat," M-G-M's "The Captain Is a Lady," and Northeastern's "The Demon Doctor."

Reviewed under the title of "Kidnapping Gorillas," the first-run Jewel Productions release had the following eliminations:

"All close-up scenes showing native women; all close-up scenes showing Hula Flapper and other native women, in part 1. Scenes showing native woman nursing baby; all close-up scenes showing native Ubangi women; scenes showing native women dancing, in part 3. Scene showing one snake swallowing another snake; close-up scene showing Pygmy woman and baby; all scenes showing native women in woods, in part 4.

"All scenes showing native woman in woods; all scenes showing gorilla dragging native woman into jungle; scenes showing natives bringing native woman back from woods; dialogue, '—there was the sight, a company of natives living—', to and including, 'and disappeared from view.'; 'In selecting the woman—,' to and including, '—give up his wife, as punishment,'; 'we found the girl, sitting upon a log—,' to and including, '—and with his eyes flashing wildly with anger,'; 'Now more than ever the Gorilla—,' to and including, '—in many ways to those of man.' in part 6."

Fourteen vaudeville routines were reviewed. Seven acts were granted Sunday permits, while six were required to make modifications in their routines. One act was blacklisted for the Sabbath.

Johnson, Poulton Lease Theatre at Sound View

SOUND VIEW, CONN.—Adolph G. Johnson, operator of the Strand, Hamden, and Albert Poulton have leased the 304-seat New Colonial here. The house, owned by J. Satriano, was operated last year by the Conrose interests of Hartford. It is planned to have full-week presentations, with a 30-cent top admission, and no matinees.

Loring Lorenzi, formerly with the Cohen circuit in Springfield, will be house manager.

John P. Glackin also has opened his 400-seat Strand, Sound View, one of the State's few summer houses.

Says Autry Is Midwest Boxoffice Favorite

HARTFORD—Donald Bloxham, young theatre operator of Exira, Ia., who was in town attending the 15th annual convention of the Circus Fans' Ass'n of America, said, while here, that in his territory Gene Autry is the top-ranking screen star at the boxoffice.

"I don't know why," he admitted, "except that he's probably the first singing cowboy ever presented to the public, and they just sort of took him to their hearts."

Trailer Monopolization Charges Dismissed

BOSTON—A litigation charging conspiracy to monopolize trailer services throughout New England was dismissed in the New York supreme court. Reason given was alleged failure to state a cause of action. The suit was brought by William Mancuso, local motion picture man now a partner in the newly formed Manco Service and Supply Co. Alleging $25,000 damages, it named as defendants, among others, National Screen Co., Inc., National Screen Accessories, American Display Corp., and Exhibitors' Poster and Supply Co.

Arthur H. Davis, Nashua Trade Figure, Is Dead

NASHUA, N. H.—Arthur H. Davis, 78, first manager of the Colonial here and once proprietor of the Nashua on Elm St., the city's only playhouse in the latter part of the 19th century, is dead.

Davis, who was widely known throughout New England, was a lifelong resident of Nashua. He was proprietor of the Nashua Poster Advertising Co. in recent years, a Mason, a charter member of the Rotary Club, and a member of the National Association of Poster Advertising.

New Dish Set

BOSTON—Sam Davidson, New England representative of the Salem China Co., now has on display at his 16 Piedmont Street office the new "Queen Mary" dinner set.

BRIDGEPORT

NATHAN GREENBERG has installed new projection in his Park City Theatre . . . Mike Budnick, Strand Amusement Co. veteran, is back at his American post after an illness . . . Fishman Theatres, Inc., has contracted for the purchase of a large plot of land on the Boston Post Road in Fairfield and plans to erect a theatre embodying advanced ideas for the presentation of stage plays and motion pictures. A number of stores and a parking place for 500 autos will be included. The Fishman circuit now owns the Community in Fairfield.

Harry Shaw was in to act as master of ceremonies at the opening of the bathing beauty contest at the Globe and to eat a pre-birthday dinner with his mother . . . Marion Raymond, Strand-Palace cashier, is back at work after an illness.

Now that Michael Carroll, American manager, has his garden well underway, he is devoting his spare time to fishing . . . Joan Crawford visited the Lawrence Langners in Westport.

Majestic Manager Morris Rosenthal and his wife, Molly, are always the first two of the theatre fraternity on the golf links in the morning . . . Globe Manager Harry Rose and his wife, Anita, are installed in their new home.

A week of rain and cold weather did much to up boxoffice grosses . . . George Down has started his ninth year as air-conditioning engineer at the Warner Theatre.

More than 400 members of the eastern division of Columbia held a three-day outing at Pine Brook Lodge in Nichols. Among executives attending were Jack Cohn, vice-president; A. Schneider, treasurer; A. Montague, general sales manager; Joseph Friedman, European sales manager; Maurice Bergman, advertising director, and Nat Cohn, manager of the New York exchange. A three-day golf tournament was the feature of the outing, the third to be held by the organization at Pine Brook in as many years.

The Billroy Comedians are playing one-night stands through the state under canvas . . . Hand colored minature photographs are being given patrons of the Plaza, Stamford, who leave either a photo or negative at the boxoffice.

Charles Obert, for many years assistant manager at the Warner, has married Alice Moore. He is now in the photography business.

Newspaper advertising of the Plaza and Stamford theatres, Stamford, now carries this line: "We favor adequate preparedness for national defense, and recommend enlistment in the U. S. Army for eligible young men."

War Material Industries Account for Employment

HARTFORD—With the exception of war materials industries, the level of employment in the majority of manufacturing industries remains below the 1937 peak, according to an announcement by the labor department.

In aircraft factories, employment gained from the 1937 average of 24,000 to 65,000 workers in the month of May. Employment in aircraft engine plants increased from 32,900 to 47,700. Machine tool workers climbed from 47,200 to 62,400.

Bernard Feldman's House Again Bomb Objective

BOSTON—Bernard Feldman, operator of the Paradise in Millbury, suffered additional loss when two bombs went off in his house. The site had been bombed some eight months previously.

Saugus and Shrewsbury Drive-Ins Start Duals

BOSTON—Tom DiMaura and James Guarino have inaugurated new film policies at their drive-in theatres in Saugus and Shrewsbury, going into double-features at both locations.

Adapt Football Story

HOLLYWOOD—"Yesterday's Heroes," a football story, is being adapted for 20th-Fox by William Conselman jr. and Irving Cummings jr.

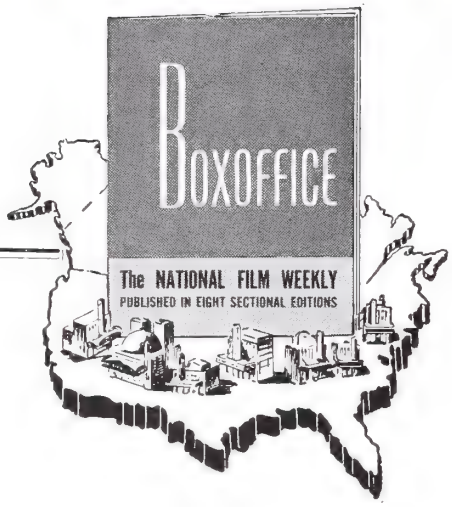
ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

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NAME ..... **THEATRE** ..... **LOCATION** .....



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Published every four weeks as an integral section of BOXOFFICE, it reports and illustrates every phase of theatre construction, improvement and mechanical operation and maintenance. The outstanding advertising medium for equipment manufacturers.

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A pocket-size, loose-leaf book for filing reviews, with a section for picture booking and recording operating costs. Exhibitors hail it as the most valuable and practical innovation in years.

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Published in February . . . the middle of the season . . . BOXOFFICE BAROMETER reports on all that has happened during the first half of the season and definitely, authoritatively, tells about what is to come during the rest of the picture year. The only annual published expressly for service to theatre owners and managers . . . the only annual that completely blankets the industry.

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To Delete "Horror" Scenes in Reels

OKLAHOMA CITY—Standard Theatres Corp. has decided to cut the worst of the "horror" stuff in war newsreels and to continue to show short subjects about preparedness and related subjects, as the result of a direct mail poll taken recently, Walter B. Shuttee, general manager, told BOXOFFICE this week.

Standard recently took a poll by posting girls at the doors of its theatres here who asked patrons whether they wanted to see newsreels and short subjects dealing with the war. Shuttee said he was not satisfied with results, so in a new poll, questions were printed on the back of 1,000 self-addressed postcards to get "unbiased" answers from patrons.

The direct mail poll showed 57 per cent of the men were in favor of seeing war reels and 43 per cent were against. The women voted 46 per cent for and 54 per cent against.

In regard to the question "Do you want to see short subjects on preparedness, fifth column, army, navy and air corps activities?", 90 per cent of the men voted for these types of short subjects with only 10 per cent against. The women voted 83 per cent for and 17 per cent against.

Sixty per cent of the answers were from women, 40 per cent from men. A 26.5 response was received from the 1,000 cards sent out.

As the result of a trial "no war" program at the Midwest here, Standard Theatres received a letter from L. D. Melton, Oklahoma tax commissioner, which said, "I want to protest against this sort of self-constituted censorship of what we should be allowed to see or hear. Neither you nor any other agency, public or private, has any moral or legal right to censor the news reels, then Walter Harrison, managing editor of the *Daily Oklahoman* and *Times*, would have to cut out the story of France's capitulation from his papers to protect sensitive feelings."

Newsreel Censorship Strongly Protested

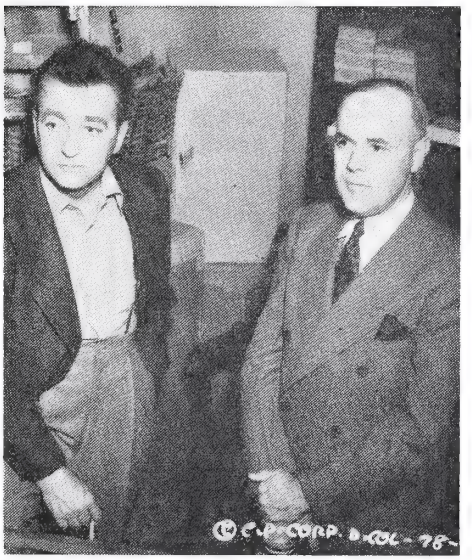
OKLAHOMA CITY—A protest against the censorship of war newsreels resulted here when the Midwest recently advertised a "no war" program featuring "Susan and God." Standard Theatres, operator of the house, tried out the idea for a week to see how the public would react.

The protest was in the form of a letter sent to the manager of the Midwest Theatre and to managers of other Oklahoma City theatres, by L. D. Melton of the Oklahoma tax commission.

In his letter, Melton declared that "Neither you (the theatre) nor any other agency, public or private, has any more moral or legal right to censor the newsreels than Walter Harrison, managing editor of the *Daily Oklahoman* and *Times*, would have to cut out the story of France's capitulation to protect sensitive feelings.

"If this censoring of newsreels is representative of how soft we in this democracy have become, then we are in a bad way, indeed. Any citizen has a right to see history in the making, if he so desires, and if pictures are available. If he doesn't care to see true pictures of horror, then let him avert his eyes, but don't prevent others who are not afraid to face the facts of war from looking at the spectacle and understand the meaning of war on the Nazi pattern.

"The sight of the shattered bodies of children is not pleasant, I'll grant you, but such pictures, if seen by a sufficient number of people, might cause us to take steps to prevent the same thing happening to our own children a few years hence."



Studio Visitor—

Ralph Talbot, Tulsa exhibitor, visits Director Charles Vidor on the set of "The Lady in Question," at Columbia studios.

Nashville Debut for "Grand Ole Opry"

NASHVILLE, TENN.—A "hill-billy" square dance on Memorial Square and a parade to the theatre in ancient Tennessee hacks preceded the premiere here at the Paramount of Republic's "The Grand Ole Opry," a film presentation of the Saturday nightly radio broadcast of Station WSM which is carried over NBC.

A capacity audience was steered into a mood for the picture by a 30-minute stage presentation of "hill-billy" lyrics by the "Grand Ole Opry" cast, which has grown from two members in 1925 to a total of 65. "Judge" Hay, veteran radio announcer, who brought the show into being 14 years ago and who has steered it through 740 broadcasts of four hours each, headed the premiere stage cast.

During the showing of the film, the rousing applause of the audience indicated that "The Grand Ole Opry" is a delightful little comedy that Republic should sell without difficulty.

The fact that members of the "Opry" cast are in great demand for personal appearances in at least 15 states by theatres, should help Republic market its product.—P. R. R.

Interstate Managers Discuss New Taxes

DALLAS—Admission preparedness taxes and their relation to ticket buyers were analyzed, among other things at a meeting here last week of district and city managers over the Interstate Circuit. Raymond Willie and William O'Donnell, assistants to General Manager R. J. O'Donnell, conducted the discussions.

Present were Ed Collins, San Antonio; Frank Weatherford, Ft. Worth; John Smith, representing Al Lever of Houston; Louis Novy, Austin; Sonny Martini, representing A. Martini of Galveston, and George Watson of Harlingen.

Admissions Are Lowered To Absorb Part of Tax

AUSTIN—New price schedules at seven local Interstate houses as a result of the new federal admissions tax, are announced by Louis Novy, city manager, with tariffs in some instances being lowered to absorb part of the tax.

At the Paramount and State, between 11 and 1 p. m., the new boxoffice toll is 30 cents; from 1 to 5, 40 and 30 cents, and from 5 until closing, 50 and 40 cents.

The new afternoon price at the Queen is 20 cents; at night, 30 and 20 cents. At the Capitol and Varsity the admission charge is 20 cents before 5 p. m.; 30 cents after that. The all-day Sunday rap is 30 cents.

The Texas is charging 15 cents before 5 p. m.; 20 cents after that time. At the Austin the gate charge is 20 cents for matinee, 30 cents for nights and Sundays.

Nashville Theatres And Government Tax

NASHVILLE, TENN. — Paramount, Loew's and Knickerbocker's will add the new federal amusement tax to present admission prices, including passes. The Princess, a smaller uptown house, plans to drop from 25 to 20 cents to avoid the tax. This policy will be given a boxoffice try before permanent adoption.

Among the suburbans, few of which charge more than 20 cents, the Belmont advances from 25 to 28 cents, the Belle Meade from 30 to 33 cents.

Dallas Variety Confers an Honor Upon Paul Short

DALLAS—In recognition of his services in staging the celebrations at the Variety Club national convention held here in April, Paul Short, divisional manager for National Screen Service, has been made a life member of Tent No. 17, the Dallas Variety Club, by its chief barker, R. J. O'Donnell.

The honor is conferred only on a member whose efforts are outstanding and must have the approval of the entire membership. With it goes an engraved, gold plated membership card.

Screen Allen-Benny "Feud"

HOLLYWOOD—Fred Allen and Jack Benny, radio rivals, will soon be seen in Paramount's "Love Thy Neighbor."

MEMPHIS

OSCAR MORGAN, Paramount's division manager, together with Hugh Braly, district manager out of Dallas, visited the Memphis exchange on the occasion of the transfer of the Memphis office from the Atlanta district to the Dallas district's supervision, with Braly at the helm.

A rare Filmrow visitor was Ray Morrow (he is R&R's partner at the Liberty, Malvern, Ark.) with a beautiful tan which he acquired in Havana. Ray advised this vacation in Havana was his way of saying "Orchids" to Mrs. Morrow for 25 years of marital happiness.

Changes in the various office personnels continue—among them: Mary Bedford, goes to Metro as secretary; Jessie Lee Johnson becomes the assistant cashier at Columbia, and Marjeanne Baer steps into the post of branch manager's secretary, which Norma Baer Williams, her sister, has filled so capably until recently; Jessie Armour is the new biller at Universal, and Rubye Horne returns to the Row as booker's secretary at Republic.

Mr. and Mrs. Harry Ruh were on the Row booking for the first time in over a year. Incidentally, they were just returning from a vacation in Wisconsin, which is their home state. J. Frank Willingham and Mrs. Willingham were hosts at a weekend party for the Metro gang at his lodge on Lake Catherine at Hot Springs, Ark.

B. V. (Brooksie) McDougald was in town. He operates the Amusu and Drew in Monticello, Ark. . . . Mrs. John Lee Woods of the Crossett, Crossett, Ark., a lumber mill town, advises the strike that has been going on at the mill for several weeks has materially affected her grosses.

Ed Williamson, booker at 20th-Fox, and his wife, Florence, assistant cashier at Warner, are off on a two-week vacation in Hot Springs and Rockaway Beach and other points of interest in the Ozarks . . . Other vacationists: Jerry Karnegy, Columbia shipper; Evelyn Bowers, booker's secretary at Metro; Mary Katherine Baker, booker's secretary at RKO; Martha Hayes, booker's secretary at Universal; Celia Wells, booker at NSS; Elizabeth Waskey, contract clerk at Paramount, and Paul "Skinny" Glisson, cashier at Fox.

The reason for Jimmy Rogers' big smiles these days is that construction has begun on the new Columbia exchange. Paramount and RKO are scheduled to get into their new exchanges by July 15, while Metro advises they will be in their new quarters by August 1.

With the construction of the huge munitions plant at Millington, Tenn., which is to get under way within the next couple of weeks, G. W. Haynes of the Strand Enterprises, Inc., announced the construction of a modern 500-seat theatre in this town. The house is scheduled to be completed by early fall.

Orris Collins of the Capitol and Majestic, Paragould, Ark., was on the Row booking . . . Sidney Wharton of the Paramount and Avalon in Warren, Ark., is back home and on the job after spending several weeks in the hospital in Little Rock . . . Rachel Callis of Columbia is vacationing.

Ed Doherty was elected president of the RKO Club, Jimmy Scheibler, vice-president, and Opal Cullum, secretary-treasurer, at a recent meeting. As a result of this meeting a picnic is in the offing, with Zula Wehrum, Mary Katherine Baker, Opal Cullum and Anna Stevens on the entertainment committee.

Mrs. Bo Clark, wife of the exhibitor at El Dorado, Ark., who has been ill, is convalescing nicely . . . Elsie Wagner, secretary-treasurer Film Transit, Inc., has returned from a stockholders meeting in Little Rock.

Plans have been completed by J. A. West for the construction of a $30,000 theatre in Memphis. Mr. West, who owned and operated the theatres in Louisville and Philadelphia, Miss., for many years, is now busy getting his contracts lined up. He plans opening this house around September 15.

Alton Sims, R&R booker, is back at his desk after spending several days in Malvern, Ark. . . . Augustine Cianciolo advises construction has begun on his new house here, and he expects to be open for business before many weeks.

Projectionists on State Labor Executive Board

DALLAS—Union projectionists now have two of their number on the executive board as vice-presidents of the State Federation of Labor, affiliated with the AFL, following the recent convention in San Antonio.

Harvey Hill, business agent of the Dallas local, who attended as a delegate, said the projectionists were successful in electing Herschel Dunn of Waco as a vice-president on the executive board. Hill said Pat Scarborough of Beaumont is a first vice-president of the board and is a holdover from last year.

Among the union representatives attending as recalled by Hill, were E. J. Miller, Houston; Bob Foster, Waco; A. L. Bailey, Ft. Worth; Solon May, Amarillo; Charlie Schubert, Austin; J. E. Land, Tyler; Dunn; Scarborough himself and four or five others whose names Hill did not recall.

Members of the San Antonio local, IATSE and MPMO, gave a big party which included a banquet, floor show and dancing at the Kit Kat Club honoring the visitors.

Show "Doctrine" Free

WACO, TEX.—The Orpheum, tying in with current discussion, gave free showings of "The Monroe Doctrine," Warner Technicolor short. The booking landed a black-indent story on page one of the local morning paper.

Crescent Hearing Date Is Passed

Nashville, Tenn.—Both the United States and defense attorneys allowed June 29 to pass as a date for a hearing on the motion of defense attorneys for elimination of 13 items in the government's anti-trust suit against Crescent Amusement Co. Clerks at the district court office were uninformed as to another date. However, it is expected to be set later this week.

Cosmetic Deal Is Winning Theatres in Southwest

DALLAS—The fast moving "Constance Bennett Cosmetic Theatre Advertising Campaign" is spreading rapidly into many theatres of Texas and New Mexico with distribution being handled by Forest Nine of the Texas-Oklahoma Distributing Co., located here on Filmrow. Nine is now making deals for the two states and soon will announce plans for additional territory.

The first announcement shows some 75 theatres in about 65 towns ready to handle the cosmetics. The campaign started this week in three Elm Street first run houses. Early reports indicated tremendous success for the campaign.

During this same week the deal started in the Metropolitan and Majestic, Houston; Majestic and Aztec, San Antonio; Worth and Hollywood, Ft. Worth; Martini, Galveston; Paramount and State, Austin; Ellanay and Plaza, El Paso, all to be followed within two weeks in the other Interstate towns and Griffith Amusement houses in Texas towns and parts of Oklahoma. Nine said inquiries are coming into his office from exhibitors all over the territory.

"Pot O' Gold" Idea Is Utilized by a Theatre

KINGSPORT, TENN.—The State is using the "Pot O' Gold" idea to encourage reading its ads in the local paper. Each day eight persons are telephoned with numbers picked at random from the directory. Those who can name the feature picture at the State, get two passes. Those who can't, are told to read the ads.

New Munitions Plant Spurs Building in Collierville

COLLIERVILLE, TENN.—Another indication of the anticipated growth of this area due to the building of a gigantic munitions plant at Millington, is the letting of a contract for a new theatre, to be managed by G. W. Haynes. It will be controlled by the same interests now building a new house at Millington.

To Meg Leatherneck Short

HOLLYWOOD—B. Reeves Eason will meg the Warner short subject, "Passing in Review," which deals with the U. S. marine corps. Owen Crump scripted.

Follow The Successful Theatres





We take pleasure in announcing the securing of exclusive distribution

of the

CONSTANCE BENNETT COSMETIC Theatre Advertising Campaign

for the States of TEXAS and NEW MEXICO. (Distribution in Oklahoma, Louisiana and Mississippi to be announced soon by this office).

This CAMPAIGN has proven of exceptional boxoffice value to theatres throughout the West and with pride we announce that we have already contracted with the following theatres in this territory, who have seen, after careful examination, the exceptional boxoffice possibilities of this proposition:

OKLAHOMA

Town	Theatre
Ada	McSwain
Ardmore	Tivoli
Duncan	Palace

TEXAS

Abilene	Paramount
Amarillo	Paramount
Amarillo	State
Austin	Paramount
Austin	State
Bay City	State
Borger	Rig
Brownsville	Capitol
Burkburnett	Palace
Cleburne	Yale
Columbus	Orphic
Comfort	Comfort
Corsicana	Palace
Crystal City	Guild
Dallas	Majestic
Dallas	Palace
Dallas	Tower
Denison	Rialto
Denton	Texas
Denver City	Rhea
Dublin	Majestic
Eagle Lake	Cole
El Campo	Normana
El Paso	Ellanay
El Paso	Plaza
Floresville	Gem
Ft. Worth	Hollywood
Ft. Worth	Worth
Galveston	Martini
Goliad	Goliad
Hallettsville	Cole
Harlingen	Arcadia
Houston	Met
Humbell	Lindell
Karnes City	Karnes
Lubbock	Palace
Lubbock	Tower
McAllen	Palace
Mathis	Texas
Mercedes	State
Midland	Midland
Nixon	Nixon
Olney	Westex
Pampa	Lanora
Paris	Grand
Plainview	Granada
Plano	Palace
Pleasanton	Plestex
Richmond	Cole
Rosenberg	Cole
San Antonio	Aztec
San Antonio	Majestic
San Benito	Rivoli
San Marcos	Palace
Seguin	Palace
Spur	Palace
Temple	Arcadia
Tyler	Liberty
Vernon	Vernon
Victoria	Uptown
Waco	Orpheum
Waco	Waco
Weslaco	Riley
Wichita Falls	Majestic
Wichita Falls	Wichita
Yoakum	Grand
Yorktown	L'Arcade

NEW MEXICO

Albuquerque	Kimo
Albuquerque	Sunshine
Clovis	State
Deming	Luna
Gallup	Chief
Hobbs	Reel
Portales	Yam

Only a limited number of theatres in each state will have the opportunity of participating in this outstanding tie-up, which has proved to be a big boxoffice success in every theatre using the plan. Applications will be considered in order of their receipt—**SO DON'T DELAY!**

Write — Wire or Phone

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A TREMENDOUS TEN WEEK BUSINESS BUILDER

Mion & Murray House Helm Given Hassler

ATLANTA—To date Mion and Murray have named Don Hassler of Charlotte, formerly with Columbia, to manage one of their three new houses that will be opened within the next two months.

The new houses, each seating 750, are located at Decatur, Little Five Points, and East Point. Each has been named after its respective community, and will open, in the order named, August 1, August 15, and September 1.

Capitol City Supply Will Entertain SETOA Visitors

ATLANTA—Capitol City Supply will have headquarters at the George Washington Hotel during the SETOA convention and will entertain their visitors as usual. Oscar Howell and Gus King will be in charge.

Capitol has sold all equipment for the new Legion Theatre, Cartersville, Ga., which opens about August 1.

The drapery department has secured orders for the three new surburban theatres of Mion and Murray.

New Seating for Two

ATLANTA—New seating is being installed in the Garden and Peachtree theatres here by Capitol Theatre Supply.

Wil-Kin Supply Equips Atlanta Area Theatres

ATLANTA—Harry M. Paul, sales manager for Wil-Kin Theatre Supply, reports the following theatre equipment orders:

Projectors for M. C. Moore's Riverside, Jacksonville, Fla., and Wilby-Kincey's Auditorium, Hendersonville, N. C.; drapes and furniture for L&J's Bradley, Columbus, Ga., and drapes for the Boulevard Miami, Miami; lamps and rectifiers for the Boulevard Miami, J. Edwards' Liberty, Johnston, S. C., and the Auditorium, Hendersonville, N. C.

Cooling equipment for Waters Theatre Co.'s North Birmingham, Birmingham; J. W. English's Seminole, Homestead, Fla.; Floyd & Stein's Florida, Haines City, Fla.; William Drace's Grand, Greer, S. C.; S. J. Workman's Hollywood, Woodruff, S. C.; Pal Theatres' Pal, Vidalia, Ga.; and Fairview Amusement's Peachtree and 14th St., Atlanta.

Seats for Higginbotham Theatres' Rex, Goodwater, Ala.; Roy L. Bang's Kingston, Daytona Beach, Fla.; Hollywood, Woodruff, S. C.; Paul Engler's Famous, Birmingham; Pal, Vidalia, Ga.; Odom & Hardy's Ritz, Thomaston, Ga., and the Opera House, Abbeville, S. C.

Carpets for the Famous, Birmingham; Boulevard Miami, Miami; Publix-Bamford's Paramount, Asheville, S. C., and the Opera House, Abbeville, S. C.

Wil-Kin is also completely outfitting George Wilby's drive-ins in Durham and Charlotte.

There is a NEW

MIRROPHONIC
SOUND SYSTEM
THE
"MIRROPHONIC DE LUXE"

The Mirrophonic De Luxe Sound System is composed of units built by Western Electric Company with the exception of the Mirrophonic De Luxe Reproducer Set which is manufactured by Motiograph, Inc., and based on designs by Electrical Research Products, Inc.

This sound system — the latest and greatest achievement in the theatre field — is ready to give you the finest and fullest, most life-like reproduction you've ever heard.

They are distributed by

WIL-KIN THEATRE SUPPLY, INC.

321 S. Church, CHARLOTTE
Phone 8620

150 Walton St., ATLANTA
Phone WALnut 4613

Motiograph Projectors and Mirrophonic De Luxe Sound Systems are prepared to give you the utmost in screen results.

ATLANTA

LUCAS & JENKINS opened their new Bradley Theatre, Columbus, Ga., Tuesday night, July 2. Among those attending from the home office were: William K. Jenkins, Arthur Lucas, E. E. Whitaker, H. P. Rhodes, Claud Zellner, Forest Hynds Harris, and Managers Hudson Edwards, Art Barry, Moon Corker and John Lucas.

Visitors: Mrs. Carl Cape, Colonial, Buford, Ga., Mrs. Ethel Blanton, Zebulon, Cairo, Ga.; J. F. Camp, Ritz, Barnesville, Ga.; and Mose Lebowitz, Chattanooga, Tenn.

Herbert Martinez, Sack Amusement Co., has a new heir, Richard Charles, born Saturday night, June 15 . . . Earle Holden, manager of the Capitol here, and family are vacationing in Baltimore, Md., their home town.

Deepest sympathy is extended R. D. "Bob" Word, Ritz, Scottsboro, Ala., on the loss of his mother.

W. R. Boswell, Greenland Theatre manager at Greensboro, Ga., is the father of a boy born June 11, 1940 . . . B. C. Talley, formerly of Charlotte, is a special representative in the Alabama territory for Monogram.

W. P. "Billy" Yarbrough, for many years associated with Martin-Thompson circuit, now is manager of the Pal, Vidalia, Ga. . . . John Carter, Brookhaven, Brookhaven, Ga., and his wife are spending the next ten days at Myrtle Beach, S. C.

John Jenkins, Million Dollar Productions, has returned to Atlanta, after being away for several months . . . Thos. Royal, manager of the Techwood, is enjoying his vacation this week and will go to Florida and North Carolina.

John Lucas, assistant manager of the Lucas at Savannah, Ga., and his family are vacationing in Atlanta with his parents, Mr. and Mrs. John Lucas . . . Porter Laseter, has been added to the sales staff of RKO.

Nellie Hanson, shorts booker for Martin Theatres, left this weekend for New Orleans, and Houston, where she will spend her vacation . . . Mr. and Mrs. John Ezell, (he is branch manager for Universal) left by plane Sunday for Corsicana, Texas, to attend the marriage of their niece.

Tom Miller, who is salesman for Universal Films, was delayed several days on his road trips this past week, due to the fact that his car was stolen. He found it at Marietta, with the tires gone.

Harry Graham, Universal Films, is back from a business trip to New York . . . McCaysville Theatre, McCaysville, Ga., was recently destroyed by fire . . . Hangar Theatre, Hapeville, Ga., has been purchased by Fred Coleman, who operates several theatres.

Mr. and Mrs. Bob Hightower, Ritz, Dublin, Ga., in town, bringing Bob jr., to have an operation on his knee at the Emory Hospital.

John Burke, assistant manager of the

(Continued on page 78)

Dixie Doin's

By "AL" HENDERSON

HAD a pleasant visit with Vic Maurin of the Fox at Houma, La., who is commander of American Legion Post, Lenox-Hotard. Maurin has sponsored the Legion ball team for three consecutive years.

Ira Olroyd of the Dixie at Morgan City, La., has arranged a safety zone in front of his theatre which prohibits parking there. A child was struck by a car in front of the theatre recently.

Mr. and Mrs. Kyle, who operate the theatre at the state tuberculosis sanitorium at Sanitorium, Miss., have just returned from a vacation along the Mississippi gulf coast.

Our good friend Sudduth, who has the Amusu at Nachitoches, La., has entered the automobile field as dealer in his town for Packard and Studebaker. He recently redecorated the front of his theatre.

The Saenger circuit made a few more changes recently, sending Ollie Epps to the Saenger at Shreveport to replace Bob Swanson, who was transferred to the Saenger at Vicksburg, Miss. Mike Lyons, who has been manager at Vicksburg, was transferred to the Capitol at Monroe, La., replacing Manager Hubley, who went to the "B" house at Gulfport, Miss.

Jack Marshall, manager of Crescent's house at Dyersburg, Tenn., spends his spare time fishing. He offered to take me where they were biting in Reelfoot Lake, but had to take a rain check on it.

Melvin Savoy, who operates the Savoy at Basile, La., is celebrating his first year in the business.

H. A. Labat of Raceland, La., will open a new theatre at Des Allmans, La., to seat 400 patrons. No name has been chosen for the house as yet.

Bill Castay, the theatre supply man in New Orleans, will open a 900-seat house at Shrewsbury in suburban New Orleans about August 1.

Russell Carnahan of the Roosevelt at Sulphur, La., is vacationing at San Diego, Cal., and rumor has it that he plans to return with a bride.

Pat Graves, formerly at the Paramount at Jackson, Miss., has been transferred to the Century as assistant to Manager Beverly Godwin.

Had the pleasure of meeting my good friend George Harrell in the south Louisiana territory. He works out of Republic's New Orleans exchange.

Manager Mutz of the Dixie at Yazoo City, Miss., has a new projectionist in the person of Robert Marr, formerly with Bill Carmichael at Hazelhurst, Miss.

Dallas and Oklahoma City Pep Clubs Plan Picnic

OKLAHOMA CITY—The first annual Dallas-Oklahoma City Paramount Pep Club picnic will be held July 13 and 14 at Turner Falls, Okla., which is about half way between the two cities, according to Sam Brunk, head booker at the local Paramount exchange.

A spaghetti dinner and Bingo game was held one night recently to raise funds to help defray the expense of the picnic. Forty employes of the local exchange were present. The dinner was at Brunk's home here and the Bingo game was at the home of S. B. Rucker, chief Paramount accountant here.

CHARLOTTE

S. S. STEVENSON was to open his new theatre, the Embassy, at Henderson, July 5. The opening was to be followed by a barbecue at his shack on a lake near Henderson. National Theatre Supply equipped the Embassy with sound and projection.

A new theatre, not yet named, opened in Simpsonville, S. C., July 1. T. D. Jacobs operates the new house . . . George Bailey, who operates the Carolina, Royal and Bijou at Wilmington, is much improved after a long illness.

M. W. Davis, formerly with Grand National here, is representing Republic in Memphis for A. C. Bromberg . . . George Mead of General Register Corp., New York, visited local equipment dealers . . . V. P. Clement, operating the Co-Ed and Clemson in Brevard, was seen on the Row.

News Briefs

ALABAMA

MOBILE—Saenger Theatres Corp. is studying the bids submitted for its proposed 1,100-seat theatre here.

FLORIDA

AVON PARK—Bill O'Neill of Birmingham, Ala., is the new manager of the Park Theatre.

TALLAHASSEE—Permit for an 1,100-seat theatre has been issued to the E. J. Sparks Co.

GEORGIA

CUMMING—Bob Hughes is manager of Mayor Roy P. Otwell's new theatre, the Frances.

MISSISSIPPI

GULFPORT—Francis Hughley has succeeded Clayton Hauschild, who resigned, as manager of the Anderson.

NORTH CAROLINA

ALBEMARLE—New lamps have been installed in the Stanley by Manager George A. Hughes.

ASHEVILLE—E. R. Medd, circuit manager for Crescent Amusement, plans to open an outdoor entertainment center, offering motion pictures, stage and radio acts.

HICKORY—Bill Prince, former doorman at the Carolina in Hendersonville, is the new assistant manager at the Paramount here. Henry Brown is manager.

LEXINGTON—W. Sanford Jordan of Charlotte has been promoted to city manager of the two Kincey houses here.

Equipment Sales

DALLAS—Recent National Theatre Supply equipment sales in Texas include mechanisms, magazines and pedestals to Interstate for the Tyler at Tyler; lamps, generator and screen to J. V. Carter jr. for the Ritz, Comanche, and screens to Robb & Rowley for the Melba, Corpus Christi and Ritz, Taylor.

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OKLAHOMA CITY

FILMROW VISITORS: N. W. Enfield, Waleta, Arnett; T. P. Higgins, Ritz, Shattuck; Marvin Lowe, Chief, Eufala; Waite Kerr, Log Cabin, Sulphur; Leonard White, Bungalow, Weatherford; L. L. Jones, Ritz, Lawton; H. Bender, Melba, Cleveland; R. S. Fryer, Grove, Grove, Tower at Afton and State at Vinita; A. R. Walker, Nusho, Broken Arrow; F. J. Jemison, Majestic, Temple; C. M. Ausherman, Wakita, Wakita; George Herbert, Opera House, Apache; A. G. Carlyle, Hinton, Hinton; George Turner, Vici, Vici; Bill Jones, Ritz, Skiatook; Louis Barton, Ritz, Stroud; George Graff, Ritz, Crescent; Levi Metcalf, Ritz and Metcalf, Purcell; Verbie Conley, Ellis, Perryton, Tex.; George Payne, Rex, Stratford; Eddie Holt, Wigwam, Coalgate; Ed D. Rook, Rook, Cheyenne; L. E. Brewer, Royal, Pauls Valley; Wallace Walthall, National Screen Service, Dallas, here in connection with opening of new quarters at 611 West Grand.

Morris Loewenstein, Majestic, received word this week that Bill Yoder, who will be remembered by old timers on Filmrow as former district manager for Pathe in Oklahoma City some 15 years ago, is now engaged in the candy manufacturing business in Los Angeles . . . The big patriotic meeting which was to have been sponsored by the Variety Club, American Legion and local civic clubs for July 4, has been dropped due to lack of time to adequately finance the event, according to Loewenstein, who was on the program committee.

Fred Lawrence, formerly booker for Republic in Little Rock, is now office manager and booker for Republic here. He is 33 years old, affable and a good six feet tall . . . Ona Johnson, cashier at the Majestic, would like to catch the dirty so and so who broke into her cottage on Britton Road and carried off many souvenirs from a Mexican trip and other articles sentimentally valuable. The thieves tore off a screen and broke a window to gain entrance. This is the sixth time Ona's house has been broken into, the third time this year.

Mildred Sells, secretary to J. O. Rohde, Warner branch manager, has returned from a two-week vacation . . . Ed M. Peel, booker for Warner, is back with his family from a vacation touching Omaha, Des Moines and K. C. by motor. Mrs. Peel, their son Bob, and daughter Beverly, accompanied them. At Ames, Ia., they picked up another son, Gordon, who has been taking a special course at Iowa State. Ed Peel jr., now employed at the new Penn, missed the trip by keeping his nose to the grindstone . . . J. O. Rohde, branch manager, and W. C. Blackstone, J. W. Lowe, salesmen, planed back from Warner's Chicago regional . . . Berlin Parks, National Theatre Supply, has returned from a motor trip to Carlsbad Caverns, N. M., and Colorado. He was accompanied by Mrs. Parks and their daughter, Dale . . . Marie Mills, Columbia stenographer, returned from a Memphis vacation.

Bessie Brady, head inspectress at RKO, returned from her vacation . . . Clara Benjamin of RKO returned from a trip to New Mexico . . . Ed Loveless has acquired the Coyle at Coyle from Max Phillips . . . Athel Boyter, Paramount assistant booker, went to Weatherford, Okla., to visit relatives and then to Dallas to visit Marty Hall, WKY vocalist . . . M. L. Geiger, formerly manager of the Bays at Blackwell, has reopened the Tivoli, Kaw City. House had been shuttered for six months . . . Dorothy Lane, receptionist for 20th Century-Fox, was married June 30 to Harold Netherton, of Oklahoma City. Netherton, a former debate coach at Central High School here, recently took the bar examination here preparatory to engaging in a legal career.

Dorothy will remain at the Fox exchange for the time being.

T. B. Noble jr., president of State Theatres, Inc., flew down from Colorado Springs on business. Noble is now general manager for Westland Theatres in Colorado . . . Miss Allegra Wyatt, known to her many friends in film circles as "Weegie," was married June 29 to Wilson Thedford, assistant booker at the 20th Century-Fox exchange. She was complimented with crystal and miscellaneous showers the week before the ceremony.

The State Theatre is wearing a new summer front these hot days done in white and blue with red and silver trimmings. The house recently cut prices from 40 to 25 cents and went back to a double bill policy for the summer, according to Bob Pfotenhauer, manager . . . Reece McCanlies, employe of the Film Exchange lunch room, suffered cuts on his forehead and hands in the alleyway between the M-G-M and 20th-Fox exchanges when an O. K. Motor Express truck backed into the alley unaware of McCanlies' presence . . . Marie "Kitty" Huckaby, State cashier, is back from her California vacation. Louise Murfin, formerly State cashier, subbed for her during her absence.

L. C. Dennis Emerges as New Stamford Exhibitor

DALLAS—L. C. Dennis will open the new State in Stamford on July 15, it was reliably learned here. He is a Stamford business man and owns the building now being remodeled for the show.

A story in BOXOFFICE last week said that three independents were simultaneously negotiating for product there, naming G. A. Cole and Dennis, and indicating that Cole might be the one to go through as he apparently had the edge on product. It develops now that Cole and the third exhibitor have withdrawn and that Dennis has a clear field for the opposition house to the Hodge and Griffith interests.

It was learned also this week that a fourth and well entrenched independent theatre interest was also planning to enter Stamford along with the other three, but this fourth party, too, has withdrawn in favor of Dennis.

Heart Attack Is Fatal To Daniel W. Scott

DALLAS—Daniel Warner "Dan" Scott, 51 years old and a salesman for 20th Century-Fox Film Corp., in West Texas for a continuous 21 years, died Monday at a local hospital following a heart attack.

Scott was born in Terrell, his parents having settled in Harrison county where the hamlet of Scottsboro was named after them. Before the war Scott started in film business with the old World Film Corp. and after serving overseas with the Twentieth Machine Gun Battalion, cast his lot with Fox.

Funeral services were held here and burial was at his former home in Terrell. Among the survivors are his brother, W. B. Scott, a former film man.

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DALLAS

PROJECTIONISTS from the Dallas local were conspicuous on the Row Tuesday during an off duty hour. Conversation included pro and con discussion on the new projection machines now on the market. Seen about were P. D. Jackson, Tower; J. N. Firth, Arcadia; Charlie Harcum, Village; L. C. Clark, Rialto, and Harvey Hill, Majestic.

V. A. (Buddy) Walker, manager of the new Campus, College Station, was in town again this week for conferences . . . Lee Threet made a quick trip to south Texas near the coast and stopped over in Dallas en route to Lufkin.

Sam Hyman, owner of the Jackson, Jacksonville, and the new and recently opened Sabine in Port Arthur, was here with his manager, Al Johnson, booking up both houses through July. Johnson is the manager of these two fine theatres.

E. L. Walker, representative of the K. Lee Williams roadshows who has spent the past few months in Oklahoma City looking after the Williams film exchange, is here preparatory to starting roadshow work in Texas early this fall.

Walter Quade, former Universal salesman out of Oklahoma City for many years, came down for a visit along the Row.

O. K. Bourgeois, who has been with Bob Savini and Astor Pictures for many years, was in town this week. Only recently the Savini release, "Hell's Angels," streamlined and remade, played to a good gross at the Capitol. When here before, Bourgeois always pulled out a rubber stamp and used it when someone asked him his name or how to spell it. He says he has discarded the stamp for that purpose, however.

Pete Barnes, Foto Nite man, was back in town for a short stay at his quarters in the R&R home office. During the past two years he has spent most of his time in the field and in distribution centers of other territories.

R. P. Condron Withdraws From Governor Race

DALLAS—A dispatch Tuesday from Denison said R. P. Condron of LaFeria, a Texas exhibitor for many years, has withdrawn from the race for governor of Texas. Condron spoke before the Denison Booster club where he is reported to have made the withdrawal announcement. The candidate entered the race on a platform "against chain theatres." He operates theatres at LaFeria and at Forney and had planned to open a theatre in the Rio Grande Valley about the time he entered politics.

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Peppercorn to Pittsburgh To Take Over New Post

OKLAHOMA CITY—Carl Peppercorn, for the past year and a half head booker and office manager for RKO here, has left for Pittsburgh, Pa., to become booker and office manager there. Don Tullius, assistant booker, succeeds Peppercorn here. Don Snider of the shipping department becomes assistant booker under Tullius.

F. R. "Buddy" Moran, for the past four years booker for the Republic exchange here, has gone to Des Moines, Ia., where he took over as branch manager on July 1. Mrs. Isla Moran, for many years employed at the Paramount exchange here as secretary to the Paramount branch manager, will resign soon to join her husband and daughter in Des Moines.

Fred Lawrence, for the past seven years with Republic in Little Rock, is the new booker at the Republic exchange here. The Little Rock exchange was taken over a few weeks back by the Arthur C. Bromberg interests.

TENNESSEE

MANAGER AL SHORTLEY announces installation of refrigeration equipment to improve air conditioning at the Princess, Columbia.

Display of a critic's comment on the marquee in advertising "His Girl Friday" was an innovation for Memphis. Malco's display man did it. Harry Martin, Commercial Appeal *critic, cooperated by blurbing briefly: "It's terrific."*

A Tennessee architectural firm has drawn plans for erecting or remodeling 20 small town and suburban theatres during the past year, indicating the extensive improvements made on cinema buildings of the state.

AUSTIN

MANAGER GERALD RAINES of the Texas is spending his vacation fishing, just fishing . . . Jesse Melinger, rotund skipper of the Varsity, is spending his spare time poring over vacation-travel pamphlets. Wherever he goes, you can bet he'll do plenty of golfing.

Mary K. Barton, cage girl at the Capitol, is spending her two weeks with the home guard in Temple, Tex. . . . The State's chief of service, one Conley Cox, is back on the job after getting away from it all for 14 days . . . Mary Murchison, Interstate switchboard operator, back from her vacation.

City Manager Louis Novy to Dallas and back on Interstate business . . . Darrell Williams and Eddie McLane of the Ritz staggering their vacations . . . Eddie Milner transferred right back where he started from, State to Capitol to State.

Oldies at the Texas recently: "Stella Dallas," "Mutiny on the Bounty," "The Man in the Iron Mask," "Little Women," "Gold Is Where You Find It" and "The Adventures of Robin Hood."

Mike Evans is the new doorman at the Capitol, replacing Clyde Holland, resigned . . . Other additions to the Capitol staff: Burton Denman, Arthur Patureau and John Shepherd . . . Clyde LaMotte is now reviewing pictures for the Austin *Daily Tribune.*

Julius Kubala, muscular chief of service at the Texas, has found a new way of keeping cool and building up the bankroll these hot mornings. He's modeling for the art classes at the University of Texas, where he is a pre-med student during the fall and spring terms.

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NEW ORLEANS

"ALL THIS, AND HEAVEN TOO" opened at the Orpheum with 2,000 seeing the southern premiere and 4,000 jammed University Place last week. But crowds dwindled as the week passed; the tariff was a trifle high . . . Joy Houck has leased the building formerly occupied by the old Hollywood restaurant and is using it as a storeroom for supplies for his various theatres.

O. K. Bourgeois, former sales manager for Astor Pictures, New York, has taken over the Dallas Astor franchise. Bourgeois spent several days in New Orleans, his home town, before taking over his new duties . . . The Jeff, W. H. Castay's new house, will officially open August 1.

Gordon C. Ogden, proprietor of the Chimes, Baton Rouge, is vacationing in Mexico . . . Among visitors to the Row: W. L. Moseley, Ritz, Picayune, Miss.; Max Connett, Lyric, Bay Springs, Miss.; L. J. Langlois, Alamo, New Roads, La.; E. Delahaye, Gwen, Mariningouin, La.; O. J. Gaude, Magic, Port Allen, La. . . . V. W. Castleberry, resident manager of Affiliated, died in the Veterans Hospital at Centerville, Cal., Friday, June 28.

Mike Lucca spent $18,000 *in renovating the Dauphine and using first run films, but business has not been up to snuff, and he now is considering presenting only a newsreel with shorts.*

So successful was the ice skating rink at the Municipal Auditorium that the engagement was extended four days. The promoters have promised a longer engagement next summer.

A flat ten per cent federal tax is costing theatregoers an increase in cost of admissions to local motion picture houses. Usual 25 cent admissions have been topped to 29 cents. This includes a one cent welfare tax and a three cent federal tax. Forty cent admissions are increased to 45 cents, including the one cent welfare tax plus the four cent federal. Admissions under 20 cents are excluded from the new tax.

McKoy Renovates

ATLANTA—Manager James H. McKoy is shutting the Roxy for two or three weeks to permit redecoration of the front and lobby.

Remodel Miami Biltmore

MIAMI—The Biltmore here is being modernized, with new RCA sound being installed. The house is operated by Wometco.

Third House at Cooper

COOPER, TEX.—Henry Sparks, operator of two theatres here, is building a third to open in August. Sparks has given RCA the sound contract.

Hill Visits in Camden

CAMDEN, N. J.—J. O. Hill, Dallas RCA service manager, spent a day here consulting with W. L. Jones, national service manager.

Casa Manana Show Again Booked for Ft. Worth

FT. WORTH—The Casa Manana show similar to last year as presented by the William Morris Agency, will again be staged in an open air cafe theatre starting August 2 and lasting 30 days, it was decided Monday.

The show is to be divided into three ten-day parts with name band, five acts vaudeville, line of chorus girls, etc.

Carl Floyd, Luke Stein Form Exhibition Duo

ATLANTA—A connection of 15 years with Republic Pictures in Atlanta was severed by Carl Floyd who resigned to organize the Floyd Theatres, a partnership with Luke Stein of Jacksonville, Fla. The two have purchased the Mul-Co Theatres and will operate in Dade City, Haines City, Fort Meade, Sebring, Avon Park, Wauchula and Tarpon Springs. Floyd will headquarter in Haines City.

Paramount Enterprises Signs for RCA Service

MIAMI—Paramount Enterprises, operator of 13 theatres in Florida, has renewed contracts for sound service for the entire group of houses, according to W. L. Jones, RCA national service manager. The renewal was negotiated with W. R. Lynch, general manager of the circuit.

Threet Moves Jack Eaves From Overton to Lufkin

LUFKIN, TEX.—Jack Eaves, formerly in charge of the Overton at Overton, has been transferred by the Lee Threet Theatres to the helm of the Texan here. Eaves succeeds Bill Threet who is retiring from exhibition. Succeeding him in Overton is A. D. Hopper.

Republic Ups Moran to Des Moines Branch Helm

OKLAHOMA CITY — Fred R. (Buddy) Moran, chief booker for Republic here, has been promoted to manager of the company's exchange in Des Moines, Iowa.

Moran assumed his new post July 1.

Take Over Lunch Room

OKLAHOMA CITY—Harry Holt, former exhibitor at Maud, Okla., in a partnership deal with Earl Barrett, announces he has purchased the Film Exchange lunch room at 11 West Grand here from Ted Griffith.

Second for Athens

ATHENS, TENN.—Manager Herbert Harrell of the Strand announces Manning & Wink will construct another theatre here with a seating capacity of 400.

Webb Acquires Chain House

DEMOPOLIS, ALA.—M. C. Webb, who formerly operated the Lido, has taken over the Marengo, a 752-seat house. It was formerly operated by Wilby-Kincey.

ATLANTA

(Continued from page 74)

Techwood, is back from Miami, where he caught a sailfish weighing 49 lbs., and 6 feet 6 inches in length. He has a notarized certificate to prove it!

Ben Kalmenson, western and southern sales manager for Warner, spent several days here the past week, as did Fred M. Jack, southern district manager.

Vacationists This Week: Sidney Dell, Rialto publicist; Dave Alterman, Mrs. Mary Armstrong, and Miss Pearl Payne of Warner's; W. P. Stephens, head shipper, Universal . . . Henry Glover, Sam Wilson and Perry Spencer, Republic Pictures, have returned from Nashville after attending the premiere showing of "Grand Ole Opry."

Warner Bookers Dave Alterman, Bill Murphy and Raymond Edwards were hosts at a luncheon Monday at the Variety clubrooms to H. P. Rhodes and Pat Flack, bookers for L&J Theatres, and Nellie Hanson, Charlie Karr and Johnnie Harrell in appreciation of the cooperation given them in the recent Sears Drive which they won.

Sound Film Equipment For 25 County Schools

AUSTIN—The office of the state superintendent of public instruction here has been advised that 25 Dallas county schools will have sound picture equipment by September 1 in a program to enlarge the visual education facilities for rural students. A library of 75 educational films and travellogues will be available to schools with their own sound equipment, County Superintendent Joe P. Harris of Dallas said.

Atlanta Capitol Calls Off Stage Shows for Summer

ATLANTA—The Capitol, according to Earle Holden, manager, is discontinuing stage shows for the summer months. It will run two changes a week for this period.

Brown Doubles for Metro

HOLLYWOOD—Clarence Brown will double up as producer and director on Metro's "Come Live With Me." Patterson McNutt and Virginia Van Upp did the original screenplay.

Houck Buys RCA

NEW ORLEANS—Joy N. Houck, president of Rex Amusements, Inc., has purchased RCA sound for the Isis here. William Cobb manages the house.

Buckley to Aberdeen, Miss.

HOPE, ARK.—Allison Buckley, formerly with the New Theatre here, now is connected with the Ritz, Aberdeen, Miss.

Blevins Installs New Sound

DUBLIN, TEX.—J. W. Blevins of the Majestic and Lyric here, is installing RCA sound in the former.

Clearance Board Work Superseded by Drive

TORONTO—The organization of the new clearance board system for the Canadian industry has been temporarily halted as all hands turned to the "Win the War Campaign" under the auspices of the Canadian Picture Pioneers for the sale of War Savings Stamps, through the holding of special performances in all theatres Monday night, July 15. Those primarily interested in the setting up of the national clearance board are working on campaign committees, a number of the executives having given up their whole time for the patriotic cause.

One step has been the appointment of four representatives of the organized independent exhibitors to the national clearance board, but the film distributors and theatre circuits have not yet had a chance to nominate their two representatives each. Those appointed for the independents are Harry Alexander, president of the Independent Theatres Ass'n of Ontario; Harry Freedman, Circle, Toronto, and Harry Firestone, Esquire, Toronto, both of whom are past presidents, and N. A. Taylor of 20th Century Theatres.

Among the campaign workers who are identified with the clearance board move are Col. John A. Cooper, who made a tour to the Atlantic Seaboard for the industry's war stamp drive; Nat Taylor, who made a similar trip to the Pacific Coast; J. J. Fitzgibbons, R. W. Bolstad and T. J. Bragg of Famous Players; E. H. Wells, national secretary of the Film Board of Trade; O. R. Hanson, Louis Rosenfeld, Haskell Masters, Leo Devaney, who is chairman of the conciliation committee, J. P. O'Loghlin and Herb Allen.

It is expected that the provisional clearance board will get busy on the new setup immediately after the clearing up of the War Stamp Campaign at the middle of July so that the situation will be consolidated before the opening of the new film season.

Hobberlin Buys Bradford House From J. S. Smith

TORONTO—William Hobberlin, well known in the men's clothing business here, has bought the Holland at Bradford, Ont., from J. S. Smith, the change in ownership and operation taking place July 1. The Holland seats 357 in a village of 972 persons.

The Queen, Hespeler, has been closed, pending arrangements for extensive reconstruction.

The LaReta, in the Toronto East End, has been closed by I. Stern, owner, for alterations, after which it will reopen in the fall under his management. For some years it has been leased by B&F Theatres, Ltd., but the rental agreement has now expired.

Rounds Out Scenes

HOLLYWOOD—Columbia has signed Eleanore Griffin to write added scenes for "Senate Page Boys," the Charles R. Rogers production.

Industry Pours Energies Into War Stamp Sale Campaign

TORONTO—What promises to be the greatest mass demonstration ever conducted by any business group in Canada has been organized by the motion picture industry to promote the sale of War Savings Stamps in aid of the Dominion government's war effort for the holding of patriotic shows in all theatres Monday evening, July 15, all branches of the industry taking an active part in the drive by means of which it is expected that $1,000,000 will be raised in one evening for the public treasury.

After considerable discussion, it was finally decided to devote the whole evening of July 15 to the cause, with regular continuous performances to be brought to a close around 7 p. m. after which the admission will be the purchase of two 25 cent war stamps at least, the patron retaining the stamps for redemption and dividend, the receipts for the performance to be turned over to the government in their entirety. In key theatres of large cities, special patriotic programs are being organized and higher stamp admission scales will be in effect at these houses. It was the original intention to stage the patriotic shows on Sunday evening but the churches immediately protested, the theatres countering with the plan of donating their entire facilities for one week-day night as evidence of their good faith. The Lord's Day Alliance then came back with a published endorsement of the plan and an official recommendation of cooperation by religious bodies.

These circuits, film exchanges, independent exhibitors and others have loaned employes for the campaign organization work, as many as 35 people being busy at one time at the temporary campaign offices in the Film Exchange Building, 277 Victoria Street, Toronto. There have also been extensive donations, apart from the contribution of two cents per seat by the theatres. Southam Press donated 650,000 tickets to be issued to purchasers of the war stamps at theatres. The campaign trailer was produced at the studio of Associated Screen News with Lieut. John Farrow of the Royal Canadian Navy, former Hollywood director, directing his wife, Maureen O'Sullivan, in her appearance before the cameras for this trailer. The Canadian Government Motion Picture Bureau, Associated Screen News and Audio Pictures, Ltd., each made 300 prints of this trailer. Charles F. Mavety, president of the Mavety Film Delivery Service, donated the use of his trucks for the delivery of films and accessories throughout Ontario. The Office Stationery and Printing Company donated a supply of letter heads and envelopes and the Gestetner Co. contributed a quantity of duplicating paper. Colonel Cooper's office loaned a mimeograph machine while typewriters came from several offices, notably Hanson Theatres and Empire-Universal. The E. L. Ruddy Co. donated 30 24-sheet stands in the Toronto district while another firm tossed in the poster paper. Famous Players' Art Department worked on various campaign posters, window cards and display advertisements while generous concessions were granted by various business firms for typesetting, engravings, printing and other services. The Canadian Post Office Department cooperated in the distribution of the many thousands of war savings stamps while the Canadian Broadcasting Corp. gave time on the national network for programs and announcements, including a half-hour period on the Sunday prior to the show date. The United Church and Baptist Church cooperated in notifying their ministers; letters were sent out by the Roman Catholic Church while Murdoch L. Martyn, Potentate of the Mystic Shrine, sent out thousands of notices to Nobles on the Temple letterhead. Communications have also been sent to service clubs, women's, patriotic and community organizations. Branches of different film distributing companies in the six key cities, including Regal, Paramount, RKO, Warner, 20th Century-Fox and Empire-Universal, are handling films and supplies for each area.

Never before have so many committee meetings been held in the Canadian moving picture business as for this campaign. At least three meetings per day were held in Toronto alone for a period of 10 days, these being called for all theatre representatives, the film exchanges, the independent exhibitors separately, executive officials and other branches. Meetings have been held in other cities across the Dominion and reports have been flooding the Toronto office.

Shortly after the opening of the campaign and the straightening out of the show date question, it was a source of immediate satisfaction that 98 per cent of all exhibitors in the Toronto district had signed the campaign pledges and had paid their assessments. The few delinquents were subsequently lined up when they felt themselves on the outside looking in. H. C. D. Main, general supervisor of Hanson Theatres, has taken over the office duties, the campaign business having become so heavy. The busiest spot in Toronto right now is the "Win the War Office" of the film industry.

Meretsky Plan Would Sell Stamps to Detroiters

TORONTO—Simon Meretsky, prominent theatre proprietor of Windsor, Ont., made a "startling" proposition to the officials in charge of the industry's "Win the War Campaign" in connection with the War Savings Stamps performances for his theatres on Monday, July 15, when he requested a booking of "Primrose Path" for special showing in Windsor.

Meretsky pointed out that this picture had been banned in Detroit, across the river from Windsor, and he guaranteed that he would get thousands of patrons from the U. S. city by announcing that the film would be shown at the special performances to which the admission

would be the purchase of at least 50 cents worth of war stamps, the proceeds being turned over to the Dominion government.

It was a dandy idea, but the difficulty is that "Primrose Path" has been withdrawn from circulation by the Ontario censor board after its first run in the Uptown, Toronto, and the suggestion that the film be temporarily released even for a patriotic cause has been frowned upon, probably as a somewhat dangerous precedent. Still another angle is that instructions have been sent out from the Win the War Campaign headquarters that the film feature for the special "free" shows is not to be advertised.

What American citizens would do with Canadian War Savings Stamps, which would have to be purchased for admission to the suggested "Primrose Path" performance, was not explained except that they might be retained as souvenirs, with Canada getting 100 per cent profit.

Ottawa Exhibitors Arrange War Stamp Sale Details

OTTAWA—A general meeting of exhibitors of Ottawa and neighboring towns was held in the Chateau Laurier Hotel June 28 for the purpose of organizing local details for the industry's "Win the War Campaign" for the sale of War Savings Stamps at special shows on July 15. A. J. Laurie, president of Esquire Films, Ltd., and Harry Alexander, Lansdowne Theatre, Toronto, and president of the Independent Theatre Ass'n of Ontario, attended the meeting as representatives from the Toronto campaign headquarters and outlined the whole plan.

Similar district meetings were held at Hamilton and London when enthusiastic support was given the drive by local exhibitors. Clair Hague and Harry Alexander were the campaign officials at the general meeting in the Royal Connaught Hotel, Hamilton, and Herb Allen and Archie Laurie represented the campaign executive at the conference at London. There was an attendance of more than 20 exhibitors at each meeting.

North Toronto Exhibitors Plan Auction for Funds

TORONTO—The ten theatres of North Toronto, including circuit and independent houses, have combined for the local organization of the "Win the War Campaign" and its war stamp shows. The group wired to Robert Vogel in Hollywood to secure a number of personal articles from screen stars which are to be auctioned off at the theatre performances, the buyers to turn their cash bids into war stamps to help the government's war effort.

The North Toronto committee has organized a large co-operative window display for the drive and is distributing campaign publicity to the community newspapers. The cooperating managers include Joe Holliday, Centre; Al Sedgwick, Belsize; Ron McClelland, Capitol; A. C. Simpson, Hollywood; H. F. Elliott, Beverly; W. G. Hunt, Bedford; Dave Gordon, Oriole; Bob Eves, Eglinton; Jay Lewis, Avenue, and Mr. Armstrong of the Hudson.

Campaign's Regional Committees Listed

TORONTO—The official list of regional committees across the Dominion for the industry's "Win the War Campaign," as prepared by campaign headquarters, is as follows:

Ontario—Chairman, A. J. Laurie, Esquire Films, Ltd., Toronto; Harry Alexander, Lansdowne Theatre, Toronto; Herb Allen, Premier Theatres; Clair Hague, president of Canadian Picture Pioneers.

Toronto sub-committee—Harry Alexander, chairman; Harry Ginsler, Iola; Harry Lester, Bonita; Samuel Lester, Doric; Sam Firestone, Aster and Esquire; Ben Ulster, Embassy, and Archie Laurie.

Manitoba—E. A. Zorn, chairman, Famous Players, Winnipeg; Co-Chairman, Joseph Pearson, Corona, Winnipeg; J. Miles, Western Theatres; H. Woolf, RKO Distributing Corp.; Don Gauld, Famous Players, Winnipeg; Frank Vaughan, Empire-Universal Films, Winnipeg; Henry Morton, Morton Theatres, Ltd., Winnipeg and Saskatoon; Secretary, A. M. Knowles, 226 Curry Bldg., Winnipeg.

Nova Scotia—Chairman, A. J. Mason, Capitol, Springhill, N. S.; vice-chairman, W. H. Cuzner, Strand, Sydney Mines, and R. J. McAdam, Casino, Halifax; secretary, R. S. Roddick, Capitol, Halifax.

Saskatchewan—Chairman, L. M. Graburn, Capitol, Regina; co-chairman, H. A. Bercovich, Rex, Regina; W. P. Mahon, Orpheum and Strand, Prince Albert; E. P. Fields, Capitol, Moose Jaw; Frank Miley, Daylight, Saskatoon; R. C. Sutherland, Hi-Art, Weyburn; H. S. Humphrey, Windsor, Grenfell.

Alberta—Chairman, J. H. Yuill, Monarch, Medicine Hat; co-chairman, Frank Kershaw, Capitol, Calgary; P. D. Egan, Palace, Calgary; Walter P. Wilson, Capitol, Edmonton; A. W. Shackleford, Capitol, Lethbridge; V. M. Skorey, 20th Century-Fox Films, Calgary; W. H. B. Sharp, Sharp's Theatre, Calgary.

British Columbia—Chairman, A. H. Calladine, Rio, Vancouver; co-chairman, L. I. Bearg, Famous Players, Vancouver; Hugo Ray, Beacon, Vancouver; Howard Boothe, Dunbar, Vancouver; Ben Plottel, Empire-Universal Films; Frank Gow, 803 Vancouver Block, Vancouver; Major R. F. Castle, Oak Bay Theatre, Victoria.

Quebec—Chairman, B. E. Norrish, Associated Screen News, Ltd., Montreal; secretary, Eugene Beaulac, Quebec Allied Theatrical Industries, 660 St. Catherine St., West, Montreal; G. N. Ganetakos, United Amusements, Ltd.; Arthur Hirsch, Consolidated Theatres, Ltd.; B. C. Salamis, Laval Theatre, Montreal; T. H. Trow, Imperial, Three Rivers.

New Brunswick — Chairman, Walter Golding, Capitol, St. John; F. G. Spencer, Joseph M. Franklin and others to be named.

The central campaign office for the nation-wide drive, culminating in the special performances Monday evening, July 15, at 8:30 o'clock, is located on the 6th floor, Film Exchange Building, 277 Victoria Street, Toronto. The national chairman is N. L. Nathanson, president of Famous Players Canadian Corp.

WINNIPEG

AT A LUNCHEON held last week attended by local theatremen and by Messrs. Leo Devaney, Haskell Masters and Nat Taylor (in charge of arrangements for film participation in Canada's war effort) final arrangements were completed for the part Winnipeg is to take in this drive. It has been decided that on Monday, July 15, all houses of this city will stage special shows, the proceeds of which will go to the war effort. Admission to these shows will be by war savings stamps which will be purchased at the various houses.

Business is on the up grade in the city with first run houses playing to fine attendance . . . Jean Noel, better known to the fraternity as "Frenchy," was in the city during the week taking time off from his rural travels in connection with his 16mm showings of the Royal Visit through the country towns of the province. Noel's organization, Western Enterprises, is donating 25 per cent of the take on the film to the Red Cross.

Harold Bishop left on a vacation to Los Angeles this week, leaving Nestor Novak in charge of the house . . . Dave Griesdorf, formerly manager for UA in this city, left for New York to take up his new post with the James Roosevelt film unit. A stag held in honor of Griesdorf, before his departure, was attended by many film men.

Helmer Jernberg, formerly of the Rio and Bijou theatres, who was reported seriously ill some time ago, now is making a slow recovery . . . The Tivoli, under the management of Harold Gray, has a new policy of presenting first run British films with second run American playing double bills. Allan Caron is at the theatre's organ.

Lou Geller, Warner manager, is on his holidays . . . Ernie Petch, of the Strand, Brandon, was in the city in connection with the luncheon held here last week . . . Frank Willis, one-time manager of the Winnipeg Metropolitan and now in charge of the Orpheum at Fort William, was in the city recently to undergo an operation. Willis made a quick and completely satisfactory recovery and is now back in Fort William.

Reports Hollywoodians Plan Canadian Visits

MONTREAL—Frank Morgan, his wife and his son George, with a fishing party bound for Alaska, have arrived at Victoria, B. C., on Morgan's 82 foot Diesel-powered yacht. He announced that a large number of members of the Hollywood film colony plan to spend their vacations in Canada, and particularly in British Columbia.

Rivkin Starts Series

HOLLYWOOD—Allen Rivkin has begun scripting the first of the "Scattergood Baines" stories for RKO Radio release.

TORONTO

MONTE LEVIS, manager of the Bellard, Fort Erie, has two brothers in the Imperial Army, one of whom, Basil F., with the Royal Signals, was with the British Forces at Dunkirk and is believed to have returned safely to England. Two members of the R. C. A. S. C. unit commanded by Capt. Ted Doney, a theatre manager with Famous Players until the outbreak of war, have been reported missing in France in early casualty lists and it is believed that Doney has been in the thick of action somewhere on the Continent, although now back in England.

A Filmrow wise-cracker pulled a good one on Irving Cohen who has enlisted in the Irish Regiment of Toronto, which sports saffron kilts, has an Irish bagpipe band, etc. The "aside" was to the effect that "Irving would be O. K. in the Irish Regiment because the Germans would never think of looking for a Cohen in a lot of Irishmen."

Goeffrey Lancaster of Revelstoke who had a bit part in "Silent Barriers" when it was being made in British Columbia, has arrived in Toronto for training as a member of the Royal Canadian Air Force.

Sam Ulster of the Toronto Photodrome gains the credit for being the first exhibitor in Canada to have a theatre front display for the sale of war savings stamps for the "Win the War Campaign" of the industry to admit people to the patriotic show on July 15. He put out an announcement sign even before he received the stamps to sell.

Charles F. Mavety, head of the Mavety Film Delivery Service, had quite a roundup at his Circle M Ranch at Kleinburg, Ont., for his open-air moving picture show in aid of the Red Cross Society of Vaughan Township, with a large representation of Toronto film men who drove out to Kleinburg for an evening's fun.

T. Naylor, formerly with Metropolitan Films, and more recently manager of the Century at Trenton, Ont., has taken over the Capitol at Woodstock, Ont., which has over 1,000 seats . . . Dave Miller, former Ontario theatreman who went to England to reside four years ago, has become director of variety programs for the British Broadcasting Corp. Bebe Daniels, star of Hollywood films in the silent days, was one of the featured artists on his first program, according to reports received by Toronto friends.

Frank Fisher, Ontario branch manager of Empire-Universal Films, Ltd., has a lame right hand because of the many enthusiasts who congratulated him on the arrival of a baby son, the first addition to the family . . . Norman Cooper, son of Col. John A. Cooper, has received notification to report for active service with the Queen's Own Rifles in which he has been an officer. Colonel Cooper himself was a commander of the regiment before raising the Canadian Buffs Battalion which he commanded in France during the last war. Don Cooper, another son, is serving as a lieutenant with the Royal Canadian Artillery in England.

William John Gladish, oldest son of Capt. W. M. Gladish, active in Canadian film circles for years, has been called to the colors as an officer in the Royal Canadian Air Force and has proceeded to an eastern destination.

A. C. Simpson has been appointed manager of the Hollywood, ace Toronto film house of Premier Theatres' chain. D. D. Watt, formerly of the Hollywood, has been made manager of the Waterloo at Waterloo, Ont., in succession to W. F. Helm, who has been transferred to the dual management of the Strand, Haileybury, and the Classic, Cobalt, in northern Ontario. Before his departure from the Capitol, North Bay, where he had been treasurer, to the position of assistant manager of the Capitol, Sudbury, Max Phillips was presented with a leather bag by Jack Nelson in behalf of the staff of the North Bay house.

Frank Polakoff, member of a well-known theatre family in Toronto, has become a wireless operator on active service with the Canadian armed forces. After finding himself unable to qualify for the Royal Canadian Air Force, Jack Rosefield has enlisted for overseas service with the Toronto Irish Regiment. His father, Louis Rosefield recently planned to take over the Queen's at Hespeler but the house has been closed for extensive alterations. Mrs. Bessie Moore, who has operated Moore's Theatre in Grimsby for years, reported that the house has been re-opened after a number of structural improvements.

Manager Jack Whitehouse of the Centre, London, put over an eye-smashing campaign for the six-day first run engagement of "Hitler, Beast of Berlin," which opened with a Sunday midnight show July 1. It was announced as a gag in the London *Free Press* that patrons would be checked for pop bottles which they might be inclined to heave at the screen when Adolf showed his face.

Amusement Tax Restoration Is Impending in Ontario

TORONTO—The amusement tax bogey again has reared itself in Ontario and a renewal of the time-honored battle between the 400 exhibitors and the provincial government is in prospect, although action by the province is not likely to be taken until a session of the legislature is called, probably in September.

The reason for the proposed restoration of the ticket tax, which was abolished in 1937 by Premier M. F. Hepburn, is laid at the doorstep of the Dominion government which, in its recent budget, brought about increases in income and other taxes for war purposes which have the effect of reducing the revenue of the Ontario government. The claim has been made that Ontario has lost $1,250,000 in receipts because of federal tax expansion and this will have to be made up by the re-enactment of the amusement tax.

The statement points out that "the amusement tax has been hanging fire for some time. To justify this tax, increased wages due to the war should permit those enjoying this entertainment to contribute directly to the Ontario government."

The amusement tax question came to a head last December when the Ontario government reopened its amusements revenue branch of the treasury department in anticipation of the introduction of a bill to restore the levy at the winter session of the legislature. Numerous organizations protested against the move until Premier Hepburn announced on the floor of the House that the government had decided to drop the proposal because of the complaints he had received from many sources. Increased Dominion taxation has changed the picture, however, and there now is the intimation the tax cannot be avoided.

Alta. Showmen Hear Stamp Selling Plan

CALGARY—On their flying trip across the Dominion arranging the Canadian Theatre Night to sell war stamps, Leo Devaney, Haskell Masters and Nat Taylor stopped off in Calgary for a day. Delegates from Edmonton, Lethbridge, Medicine Hat and Calgary gathered at luncheon in the Palliser to hear details of the plan.

Speeches on the necessity of the war fund drive by the well known film trio from Toronto resulted in complete accord of the Alberta theatremen with the proposed benefit show on July 15.

Fred Anderson, M.L.A., representing the Alberta provincial government, assured the gathering on behalf of the premier, William Aberhart, of whole-hearted sympathy with the proposed special free showing.

Mayor Davison of Calgary also gave the plan his official blessing. Hop Yuill, of Medicine Hat, was in the chair.

It was agreed that, for the province of Alberta, two war stamps (value 25 cents each) would be value for one admission ticket to this show at any city or country theatre.

Alberta theatremen at luncheon were accompanied by the Rotary, the Alberta Teachers convention and the Nurses' Association, all in private dining rooms on the same hotel floor.

Leo Devaney, who as general manager of RKO-Radio, is used to meeting opposition, ran across a new type during his speech while a band played near at hand and across the hall came cheers for pa-

Story to Monogram

HOLLYWOOD—Monogram has purchased "Little Doc," by Gerry Breitigam, as a vehicle for Marcia Mae Jones and Jackie Moran.

MONTREAL

FILMROW is engaged in making arrangements for the distribution of the films to be shown at the Monday night performances in connection with the motion picture industry's plan to raise a million dollars or more to aid Canada's war effort.

Herve Roch, K. C., president of the board of film censors of the province of Quebec, has been delegated by federal and provincial authorities to serve also as agent for the province of Quebec on the committee for the co-ordination of censorship. Roch is especially charged, in collaboration with the press censors, to apply the defense of Canada regulations in regard to motion pictures.

"Alice in Rayonland," a sound film telling a step-by-step story of the production of rayon, was shown by Courtaulds (Canada) Ltd. to the Advertising and Sales Executives Club of Montreal . . . J. Dolman, booker at Columbia Pictures, has started his vacation . . . "Letter From Aldershot," a "Canada Carries On" short, is being shown at the Seville.

Canada's peril is not sufficiently appreciated by Canadians, according to a report of the Senate committee on war co-operation, presented by Senator C. P. Beaubien of Montreal. The report proposes that it should be brought home to the people of Canada through the press, radio, newsreel, theatre and platform, that defeat would bring "an indescribable catastrophe," and that there is "imperative need" that every citizen become animated and possessed by a sense of duty and sacrifice.

Monogram Pictures of Canada Ltd. was recently organized with 50,000 no-par-value shares to distribute films in Canada now being handled by Regal Films which also distributes M-G-M product. It is understood, however, that Monogram has abandoned the plan for the time being at least, and Regal will continue as Canadian distributors of Monogram Pictures.

Northern Electric has installed the first nitriding furnace in Canada. It is used for the hardening of film sprockets, film guides and other parts subject to the extremely abrasive section of film when passing through the motion picture reproducer mechanism. The nitrided film sprocket improves the performance of sound equipment, because it is possible to maintain greater accuracy in tooth spacing.

Ahead of all cities in Canada in making its contribution to the nation's war effort, the Empire, Saint John, donated one day's gross receipts to a fund raised by the Imperial Order of Daughters of the Empire to purchase and equip a bombing plane. The patriotic gesture was supervised by Nick Vassis, manager.

Contrary to reports brought to Montreal by one of his associates, Alexander Korda does not intend to produce motion pictures in Canada, but will make "Woman Hunt" with Vivien Leigh, and "Lady in the Dark" with Merle Oberon, at Hollywood, and will then, if conditions permit, resume production in England.

As a start for the theatre war effort, it is stated that an initial levy of two cents a seat has been imposed on every theatre in the Dominion . . . A new purchase tax of 15 per cent of all film rentals paid by cinemas to film owners, imposed in Britain will raise the cost of admission to theatres there. It is estimated that $15,000,000 a year will be raised and will be passed on to the public by increased admission prices.

Possibility exists that John Maxwell's company, Associated British Pictures, may start production on Canada's Pacific coast. Fred Brisson, agent of Myron Selznick, is acting on cabled instructions, making a survey of technicians, stars and directors of British nationality, working in British Columbia.

Independents Ass'n Convenes in Sept.

TORONTO—Word has gone out that the 1940 annual meeting of the Independent Theatres Ass'n of Ontario will be held in Toronto in September, under the direction of President Harry Alexander and Vice-President N. A. Taylor.

Last September the organized exhibitors were busy with their Anti-Protection League drive when the big war broke out and the work of securing a revision of trade practices was held up for some weeks because of hostilities but the goal was ultimately reached in the adoption of a resolution for clearance reform. This was the big issue of the 12 months and a full report of the progress achieved is expected to be a prominent feature of the coming annual meeting.

Ontario Censors Report French Releases End

TORONTO—The Ontario censor board has not received any French films for examination for some weeks and it is believed that no more will be available for release in Ontario following the collapse of France as a nation. Moving pictures from France were the only ones from Continental Europe that were being considered by the board because of the propaganda danger. There has been no announced change in policy but it is understood that French developments are being studied carefully with a view to future official action.

Censorship Coordination Calls for Deputizing

MONTREAL—While film censorship remains in the hands of provincial authorities, the Dominion government's censorship co-ordination committee plans to make heads of all provincial film censorship boards unofficial agents of the censorship committee so they can remain on the alert for offensive material in films they review, it was learned here.

VANCOUVER

THE sinking, by mine, of the motorship Niagara in the South Pacific involved a loss to some of the film companies which had cans returning from the Antipodes. Exactly what was on board has not yet been checked up, but 20th-Fox, Warner and Paramount are said to be among the losers.

Mrs. Field boosted the I. O. D. E. bomber fund with the proceeds of a special Sunday night performance at the Nova, North Vancouver, and plans to repeat the program.

P. J. Allen, manager of the Orpheum, Dawson City, Yukon, which was recently destroyed by fire, was here to check over the possible film losses involved. It is probable that he will tackle the question of rebuilding.

Norman Carpenter, who recently took over Tom Shield's theatre at White Rock, has been called to active service. The house will be carried on under the management of his wife. Norman was in the engineers in '14-'18 and was on the reserve list subject to call at any time.

M. Chichik has left for Clear Lake, Manitoba, where every summer he operates the resort's Park Theatre.

M. M. Carrol, the Rex, Salmon Arm, B. C., was recently co-host to a party from the Vancouver board of trade who were visiting the interior.

That exhibitor-exchange unofficial golf tourney is a thing of the past and Fred Stone, U. E. salesman is said to have hit the high spot. Fred apparently can wield the golf clubs as well as the table-tennis paddle.

The industries of the province will be filmed for educational purposes and shown to schools and organizations through the National Film Society's offices. This film, produced under the direction of the department of trade and industries, will include all the major industries of the province.

George McEwan, of the Music Box, is planning a foray on the Kamloop trout in the near future.

Bob Scott has been absent from the Lyric for a few days, laid up at home with some minor ailment.

Levi Graham of the Strand at Prince George, again is thinking about building a theatre at Wells, B. C.

Harold Warren came over from Alberni and, from his cheerful manner, one would judge that business is not too bad at the Roxy.

Cupid has been busy with the Orpheum staff, scoring a hit on Irma Sorensen who is to become a RCAF bride in July. Another hit was registered on Edith Storey who announced her engagement to Earle Dent, formerly one of Ivan Ackery's assistants but now away studying aircraft design.



This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion picture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.



"The Mortal Storm" Winner Of June Blue Ribbon Award

"The Mortal Storm," M-G-M's powerful screen dramatization of Phyllis Bottome's novel of the same name, has been selected by the National Screen Council as the outstanding release for June and winner of the BOXOFFICE Blue Ribbon Award Badge of Merit. Metro has won two other Awards this year for their productions of "Young Tom Edison" (March), and "Edison, the Man" (May).

Frank Borzage, who directed "The Mortal Storm," has also directed such outstanding screen successes as "Three Comrades," "The Shining Hour" and, more recently, "Strange Cargo." Margaret Sullavan, James Stewart, Robert Young and Frank Morgan have the starring roles, supported by Robert Stack, Bonita Granville, Irene Rich, William T. Orr, Maria Ouspenskaya and Gene Reynolds. James Stewart has previously won two BOXOFFICE Blue Ribbon Awards, one for his performance in "Mr. Smith Goes to Washington" (Oct., 1939), and the other for "You Can't Take It With You" (Oct., 1938). Frank Morgan has also received previous Awards for his role in "Naughty Marietta" (April, 1935), "Sweethearts" (Jan., 1939), and "The Wizard of Oz" (Sept., 1939).

"The Mortal Storm" is the narrative of a family caught in the upheaval of a political storm following the rise to power of Adolf Hitler in 1933.

Cast of Characters

Freya Roth.....MARGARET SULLAVAN
Martin Breitner.....JAMES STEWART
Fritz Marberg.....ROBERT YOUNG
Professor Roth.....FRANK MORGAN
Otto Von Rohn.....ROBERT STACK
Elsa.....BONITA GRANVILLE
Mrs. Roth.....IRENE RICH
Erich Von Rohn....WILLIAM T. ORR
Mrs. Breitner..MARIA OUSPENSKAYA
Rudi.....GENE REYNOLDS
Rector.....RUSSELL HICKS
Lehman.....WILLIAM EDMUNDS
Marta.....ESTHER DALE
Holl.....DAN DAILEY JR.
Professor Berg....GRANVILLE BATES
Professor Werner.....THOMAS ROSS
Franz.....WARD BOND
Theresa.....SUE MOORE
Second Colleague.....HARRY DEPP
Third Colleague.....JULIUS TANNEN
Fourth Colleague....GUS GLASSMIRE

Production Staff

Executive Producer
.....LOUIS B. MAYER
Director.....FRANK BORZAGE
Screenplay.....CLAUDINE WEST
ANDERSEN ELLIS,
GEORGE FROESCHEL
Based on book by
.....PHYLLIS BOTTOME
Musical Score by.....EDWARD KANE,
EUGENE ZADOR
Director of Photography
.....WILLIAM DANIELS, A.S.C.
Recording Director
.....DOUGLAS SHEARER
Art Director.....CEDRIC GIBBONS
Associate.....WADE B. RUBOTTOM
Set Decorations by
.....EDWIN B. WILLIS
Gowns by.....ADRIAN
Men's Costumes by....GILE STEELE
Hair Styles for Miss Sullavan.....SYDNEY GUILAROFF
Make-up Creation by....JACK DAWN
Film Editor.....ELMO VERON

LEAD HELD BY "ALL THIS, AND HEAVEN TOO"

AVERAGE IS 100%

Top Hits of the Week

ALL THIS, AND HEAVEN TOO—
- Omaha 200
- Philadelphia 150

GHOST BREAKERS—
- Denver 190

MORTAL STORM—
- Cleveland 150

BROTHER ORCHID—
- Los Angeles (dual).....140

GHOST BREAKERS—
- New Haven (dual); Kansas City 140

EXTENDED RUNS

Gone With the Wind, 28th wk., New York City; 23rd wk., Chicago.

Waterloo Bridge, 3rd wk., Chicago.

Brother Orchid, 3rd wk., New York City.

Ghost Breakers, 3rd wk., Seattle.

My Favorite Wife, 3rd wk., Portland, Ore.

BOSTON

Fenway—**I Was an Adventuress** (20th-Fox); **I Can't Give You Anything But Love** (Univ). 70
Keith's Memorial—**My Favorite Wife** (RKO); **Sandy Is a Lady** (Univ).....125
Loew's Orpheum—**The Mortal Storm** (M-G-M), 2nd wk.; **The Phantom Raiders** (M-G-M)... 60
Loew's State—Same as Orpheum..... 55
Metropolitan—**Four Sons** (20th-Fox); **Murder in the Air** (FN) 70
Paramount—Same as Fenway 65

CHARLOTTE

Broadway—**Son of the Navy** (Mono), 1st half..90
Broadway—**The Human Monster** (Rep), 2nd half. 90
Carolina—**Waterloo Bridge** (M-G-M).....110
Imperial—**Seventeen** (Para't), 1st half.....100
Imperial—**Green Hell** (Univ), 2nd half.....100
State—**Gentleman From Arizona** (Mono), 1st half 90
State—**Covered Wagon Days** (Rep), 2nd half..100

CHICAGO

Apollo—**Waterloo Bridge** (M-G-M), 3rd loop wk. 90
Chicago—**Ghost Breakers** (Para't); Louis-Godoy fight films, plus stage show.....100
Garrick—**Four Sons** (20th-Fox)..... 85
Oriental—**My Favorite Wife** (RKO), plus stage show, 2nd wk. 100
Roosevelt—**Torrid Zone** (FN), 2nd loop wk..... 85
State-Lake—**Flight Angels** (FN), plus stage show 90
United Artists—**Susan and God** (M-G-M), 2nd wk. 100
Woods—**Gone With the Wind** (M-G-M), 23rd wk. 260

CINCINNATI

Albee—**Our Town** (UA) 120
Capitol—**Mortal Storm** (M-G-M), 2nd wk.....110
Keith's—**Earthbound** (20th-Fox) 100
Lyric—**Florian** (M-G-M); **Sandy Is a Lady** (Univ) 100
Palace—**Brother Orchid** (WB) 130

CLEVELAND

Allen—**Earthbound** (20th-Fox), 4 days; **Charlie Chan's Murder Cruise** (20th-Fox), 3 days... 60
Hippodrome—**Brother Orchid** (WB)..... 90
Palace—**21 Days Together** (Col)..... 75
State—**The Ghost Breakers** (Para't).....120
Stillman—**Mortal Storm** (M-G-M), 2nd wk....150

DALLAS

Capitol—**Babies for Sale** (Col), 1st part..... 90
Capitol—**Fugitive From Justice** (WB), 2nd part. 85
Capitol—**Passport to Alcatraz** (Col), 3rd part. 90
Majestic—**20 Mule Team** (M-G-M) 100
Palace—**My Favorite Wife** (RKO).....110
Rialto—**10 Little Mothers** (M-G-M), 1st half... 90
Rialto—**Flight Angels** (FN), plus Louis-Godoy fight, 2nd half 125
Tower—**Torrid Zone** (FN), 2nd wk.....100

DENVER

Aladdin—**Torrid Zone** (FN), after wk. at Denver 100
Broadway—**Susan and God** (M-G-M); **Curtain Call** (RKO), after wk. at the Orpheum.....100
Denham—**Ghost Breakers** (Para't) 190
Denver—**Doctor Takes a Wife** (Col); **21 Days Together** (Col) 110
Orpheum—**The Mortal Storm** (M-G-M); **You Can't Fool Your Wife** (M-G-M)..... 90
Paramount—**Lucky Kid** (20th-Fox); **I Was an Adventuress** (20th-Fox) 100
Rialto—**Over the Moon** (UA), after wk. at each the Denver and Aladdin; **On the Spot** (Mono) 100

DETROIT

Adams—**Mad Men of Europe** (Col); **Girls of the Road** (Col) 130
Fox—**Sandy Is a Lady** (Univ), plus stage show.140
Michigan—**My Favorite Wife** (RKO); **Those Were the Days** (Para't) 115
Palms-State—**Brother Orchid** (WB), after wk. at Michigan; **Irene** (RKO), after wk. at United Artists 110
United Artists—**Mortal Storm** (M-G-M); **Opened by Mistake** (Para't) 120

KANSAS CITY

Esquire—**Four Sons** (20th-Fox) 65
Midland—**Turnabout** (UA); **21 Days Together** (Col) 115
Newman—**The Ghost Breakers** (Para't), held..140
Tower—**Gaucho Serenade** (Rep), plus Major Bowes' unit 130
Uptown—Same as Esquire 70

LOS ANGELES

Chinese—**Earthbound** (20th-Fox); **40 Little Mothers** (M-G-M) 50
Downtown—**Brother Orchid** (WB); **Sandy Is a Lady** (Univ) 140
Four Star—**Our Town** (UA) 100
Hillstreet—**Irene** (RKO), 2nd wk.; **Passport to Alcatraz** (Col) 90
Hollywood—Same as Downtown 140
Paramount—**Safari** (Para't), 3 days of 2nd wk., plus stage show 75
Pantages—Same as Hillstreet 90
State—Same as Chinese 40

MILWAUKEE

Palace—**The Light of Western Stars** (Para't); **21 Days Together** (Col) 90
Riverside—**Danger on Wheels** (Univ), plus Hattie McDaniel on stage 140
Strand—**Susan and God** (M-G-M); **The Ghost Breakers** (Para't) 110
Warner—**Turnabout** (UA); **The House of Seven Gables** (Univ) 120
Wisconsin—**The Mortal Storm** (M-G-M); **I Was an Adventuress** (20th-Fox).....125

NEW HAVEN

College—**The Mortal Storm** (M-G-M); **Free, Blonde and 21** (20th-Fox), 2nd wk.....100
Loew-Poli—**My Favorite Wife** (RKO); **Earthbound** (20th-Fox) 105
Paramount—**The Ghost Breakers** (Para't); **The Biscuit Eater** (Para't) 140
Roger Sherman—**Our Town** (UA); **A Fugitive From Justice** (WB) 70

NEW ORLEANS

Center—**Free, Blonde and 21** (20th-Fox)..... 95
Globe—**Strange Cargo** (M-G-M) 80
Liberty—**Ecstasy** (SR) 150
Orpheum—**Abe Lincoln in Illinois** (RKO).....100
Saenger—**Two Girls on Broadway** (M-G-M)....100
State—**Our Town** (UA) 125
Tudor—**Buck Benny Rides Again** (Para't)..... 95

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 28th roadshow wk. 100
Capitol—**The Mortal Storm** (M-G-M).....125
Criterion—**Phantom Sea Raiders** (M-G-M).....120
Globe—**Cisco Kid Returns** (20th-Fox)..... 65
Paramount—**Safari** (Para't), plus stage show..100
Radio City Music Hall—**Our Town** (UA), 2nd wk., plus stage show 100
Roxy—**Doctor Takes a Wife** (Col), 2nd wk., plus stage show 90
Strand—**Brother Orchid** (WB), 3rd wk., plus stage show 100

OMAHA

Brandeis—**All This, and Heaven Too** (WB), roadshow 200
Omaha—**Brother Orchid** (WB); **The Way of All Flesh** (Para't) 100
Orpheum—**Safari** (Para't); **Alias the Deacon** (Univ) 90

OKLAHOMA CITY

Criterion—**The House Across the Bay** (UA).... 95
Liberty—**Reno** (RKO); **Everything's on Ice** (RKO), 1st part 90
Liberty—**Girl in Room 313** (20th-Fox); **Mexican Spitfire** (RKO), 2nd part..... 80
Midwest—**Dr. Cyclops** (Para't) 60
Plaza—**Edison, the Man** (M-G-M), after wk. at Criterion 100
State—**The Human Monster** (Mono); **The Fatal Hour** (Mono) 95
Tower—**Susan and God** (M-G-M), after wk. at Midwest 100

PHILADELPHIA

Boyd—**Susan and God** (M-G-M) 110
Earle—**All This, and Heaven Too** (WB), 2nd wk. 150
Fox—**Brother Orchid** (WB) 100
Karlton—**Torrid Zone** (FN) 80
Keith's—**My Favorite Wife** (RKO) 105
Stanley—**Mortal Storm** (M-G-M), 2nd wk..... 75
Stanton—**Lillian Russell** (20th-Fox), 2nd wk...100

PITTSBURGH

Alvin—**Four Sons** (20th-Fox) 70
Penn—**My Favorite Wife** (RKO) 120
Ritz—**Brother Orchid** (WB), 2nd d. t. wk..... 40
Senator—**Lone Wolf Meets a Lady** (Col); **Babies for Sale** (Col) 30
Stanley—**Biscuit Eater** (Para't); **Orrin Tucker and Bonnie Baker** stage show 150
Warner—**Torrid Zone** (FN), 2nd d. t. wk..... 80

PORTLAND, ORE.

Broadway—**Turnabout** (UA); **Fugitive From Justice** (WB) 100
Liberty—**The Ghost Breakers** (Para't); **The Biscuit Eater** (Para't) 110
Mayfair—**Brother Orchid** (WB); **Safari** (Para't), 2nd wk. 90
Orpheum—**Gangs of Chicago** (Rep); **Hot Steel** (Univ), plus stage show 90
Paramount—**My Favorite Wife** (RKO); **The Lone Wolf Meets a Lady** (Col), 3rd wk..... 90
United Artists—**The Mortal Storm** (M-G-M); **Gambling on the High Seas** (WB).....110

PROVIDENCE

Carlton—**The Mortal Storm** (M-G-M); **Over the Moon** (M-G-M), 2nd wk.....120
Fays—**Lucky Cisco Kid** (20th-Fox); **I Take This Oath** (SR) 80
Majestic—**Saturday's Children** (WB); **Sandy Is a Lady** (Univ) 80
State—**Susan and God** (M-G-M); **Beyond Tomorrow** (RKO) 100
Strand—**Ghost Breakers** (Para't); **Light of Western Stars** (Para't) 130

SALT LAKE CITY

Capitol—**The Lone Wolf Meets a Lady** (Col); **Hot Steel** (Univ) 95
Centre—**New Moon** (M-G-M) 105
Studio—**Waterloo Bridge** (M-G-M), 2nd wk...110
Utah—**It All Came True** (WB); **Saturday's Children** (WB) 110

SEATTLE

Blue Mouse—**Four Sons** (20th-Fox); **La Conga Nights** (Univ), 2nd wk..... 90
Fifth Avenue—**Mortal Storm** (M-G-M); **Pop Always Pays** (RKO) 90
Liberty—**Turnabout** (UA) 90
Music Box—**Ghost Breakers** (Para't); **Biscuit Eater** (Para't), 3rd wk. 85
Orpheum—**Lucky Cisco Kid** (20th-Fox); **Queen of the Mob** (Para't)..... 90
Palomar—**Gangs of Chicago** (Rep), plus stage show 90
Paramount—**Our Town** (UA); **Girl in 313** (20th-Fox) 90

M-G-M (——) 87 Minutes Rel. ——

The excellence of all the Hardy Family pictures having long since been established, judging any one of the series as to its comparative degree of worth becomes strictly a matter of individual tastes. This latest chapter differs but little from its predecessors in entertainment qualities and revenue possibilities. Some may acclaim it the best of the group, others vote it below previously established standards. The story seems to have lost some of the others' down-to-earth, homey humor, atmosphere and plausibility. But to more than compensate for this shortcoming, Judy Garland and her voice have been added to the cast, which she bolsters so substantially that at times she completely takes the play away from Master Mickey Rooney, his usual irrepressible self as the adolescent Andy. George B. Seitz directed.

Lewis Stone, Mickey Rooney, Cecilia Parker, Fay Holden, Judy Garland, Ann Rutherford, Diana Lewis.

Andy Hardy Meets Debutante F Comedy Drama

Universal (——) 75 Minutes Rel. ——

British-made picture of crime and punishment theme, with the slums of London furnishing its locale, this is sordid and dull without the alleviating grace of humor, suspense or action. In further indictment of the feature, American audiences will find its directorial, productional and Thespic qualities far inferior to those established by even the most humble supporting fare manufactured in Hollywood. With such handicaps and the additional stumbling block of unknowns in the cast, the picture will have a struggle justifying itself on the lower half of unimportant dual programs. The story, the essential ingredients of which could have been kept in half the footage, concerns a barber who commits robbery and murder and is hounded by conscience from then on. The conscience finally wins. Directed by Brian Desmond Hurst.

Ralph Richardson, Diana Wynyard, Romney Brent, Mary Clare, Henry Oscar, Dave Crowley, Gertrude Musgrove.

The Fugitive F Melodrama

First National (——) 81 Minutes Rel. July 13, '40

Delightful musical interludes must be credited with elevating this comedy above the mediocre status to which a meagre and somewhat implausible story would otherwise have relegated it. The feature gets away to a slow and involved start and strains for its laughs in the early sequences. It gathers momentum, however, and ends up with sufficient genuinely humorous situations to send the customers home satisfied their money has been well spent. The production is substantially mounted and the cast highly satisfactory, with Olivia de Havilland displaying a captivating flare for polite comedy in the lead. Told in the continental manner, the plot concerns an academy of music, its youthful students, rich patrons and the inevitable tug-of-war between the classics and swing. Directed by Kurt Bernhardt.

Olivia de Havilland, Jeffrey Lynn, Eddie Albert, Jane Wyman, Charles Winninger, Spring Byington, William Orr.

My Love Came Back F Comedy With Music

20th Century-Fox (——) 62 Minutes Rel. July 5, '40

Not enough comedy to lift it from the routine category. It has some witty moments and a Roxy, N. Y., audience seemed to go for it. The story is as complicated as it can be with a baby messing romance up for Nancy Kelly and Jon Hall. If Joan Davis and Wally Vernon were given the opportunity of a few more specialties, like the adagio sequence, this would have helped immeasurably. However, it has not been done and that accounts for so many dull moments. For families going to the movies for light, inconsequential and immaterial stuff, "Sailor's Lady" fills the bill nicely. There is one dialogue sequence which missed the Hays shearing department, but since many in the local Broadway audience didn't get the remark in the captain's office it probably will do no harm. Allan Dwan directed.

Nancy Kelly, Jon Hall, Joan Davis, Dana Andrews, Mary Nash, Larry Crabbe, Wally Vernon, Charles D. Brown.

Sailor's Lady F Comedy Drama

Warner Bros. (——) 75 Minutes Rel. July 6, '40

Courtroom drama of lawyers, their trade and their problems, "The Man Who Talked Too Much" is an effective drama offering which sandwiches an interesting narrative between moments of strong suspense. The featured players give the story well-turned performances which should enhance their esteem in the public's eye. From small town public prosecutor to big time criminal lawyer, whose clients are gangsters, George Brent runs the gamut. In the first instance he convicts and causes electrocution of an innocent man. As his career progresses in the big town his brother, youthful graduate of a law school who comes to join his firm, is framed with a murder charge. Toward the last reel Brent, working on a slippery crook, gains from him a confession and saves his brother—a matter of minutes. Director, Vincent Sherman.

George Brent, Virginia Bruce, Brenda Marshall, Richard Barthelmess.

The Man Who Talked Too Much F Drama

Republic (908) 68 Minutes Rel. June 25, '40

Material for this film leans heavily for support on the radio program originating from Nashville over a network reaching the south and southwest. Where the "Grand Old Opry" is a familiar name, the picture may attract special interest. Otherwise, it is restricted by the story's ineptness to the subsequent situations. The production is laden with hillbilly performers, namely the Weaver Brothers and Elviry, in addition to the regular members of the radio show. In the rural areas, the film with its spirited music and humor, homespun and otherwise, will find its greatest appeal. From the radio are Uncle Dave Macon, his son Dorris, Roy Acuff and his Smokey Mountain Boys, and George Dewey Hay, who team up nicely enough with the principal performers. Plot evolves around a political campaign which finds Leon Weaver emerging as governor. Frank McDonald directed.

Leon Weaver, Frank Weaver, June Weaver, Lois Ranson, Allan Lane, Henry Kolker, John Hartley, Loretta Weaver.

Grand Ole Opry F Musical

Paramount (3959) 61 Minutes Rel. July 12, '40

A standard entry in the "Hopalong Cassidy" series, which is to say that it is virtually as good as money from home for exhibitors catering to enthusiasts of western fare replete with an abundance of thrills, chills and chuckles. Provided by Producer Harry Sherman with a framework of magnificent scenic backgrounds, William Boyd turns in his usual excellent performance as "Hoppy," aided and abetted by an action-packed script which at no time resorts to the obvious in its unfolding. Adding to the general air of superiority are two or three nicely spotted musical interludes. In this one "Hoppy" and his pals become involved in a battle between two stage lines for the Wells-Fargo franchise, simultaneously rounding up a gang which has been systematically looting the coaches. Lesley Selander directed.

William Boyd, Russell Hayden, Britt Wood, Harvey Stephens, J. Farrell MacDonald, Julie Carter.

Stagecoach War F Western

20th Century-Fox (——) 71 Minutes Rel. ——

Another melodramatic tear-jerker which will serve its purpose as supporting fare, this suffers from the fact that the story is a bit far-fetched and that the cast, although adequate, is largely unseasoned marquee material. Nevertheless, it incorporates sufficient entertainment to pass muster in the program brackets. John McGuire, in the male lead, portrays a vagabond, an amnesia victim, who drifts into a small town in search of employment. He falls for Lynne Roberts, attractive waitress, and is befriended by Guy Kibbee, a sympathetic tramp. Meeting considerable difficulty in trying to find work, McGuire finally lands a job driving a truck, which chore he pursues until a second bump on the noggin jars him into the discovery that in reality he is a man of wealth. Shepard Traube directed.

John McGuire, Lynne Roberts, Guy Kibbee, Hobart Cavanaugh, Ed Gargan, Sterling Holloway, Jerome Cowan.

Street of Memories F Melodrama

Republic (——) 57 Minutes Rel. June 27, '40

"Carson City Kid" fits adequately into that variation of the western formula wherein the hero assumes the sobriquet for the purpose of tracking down and killing the murderer of his brother. The culprit in this case is a smooth saloon keeper who has the local law jumping through his dirty hoop. Intermixed in these characterizations there are a naive miner who loses out in a crooked poker game and a saloon chanteuse who eventually falls for the hero. Comedy is supplied by an old, bearded codger. The piece moves with all the locomotion attributed to this fare. The shortcomings of the familiar story are overcome somewhat by superior performances on the male side, but not much can be said for the opposite sex. Joe Kane directed.

Roy Rogers, Bob Steele, Gabby Hayes, Noah Berry jr., Pauline Moore.

Carson City Kid F Western

SELLING ANGLES: **"My Love Came Back"**

Marquee and advertising credits should be apportioned to Olivia de Havilland, Jeffrey Lynn and Eddie Albert, with Charles Winninger receiving supporting mention. The battle between swing music and the classics can be made the subject of an exploitation stunt in which adherents of each school present their side of the argument. Perhaps the topic could be submitted to a general vote. Arrange with music stores to set up displays of jazz and classic records and tie in with a dance band to plug some of the tunes in the film.

CATCHLINES:

Grand and Glorious Comedy That Will Make You Forget the World's Troubles.

A Mad Musical Mixup . . . And a Girl at the Crossroads . . . With a Violin Standing Between Her and Happiness.

SELLING ANGLES: **"Grand Ole Opry"**

The "Grand Ole Opry" program is broadcast over 21 stations on an NBC network throughout the south and southwest. Exhibitors in those areas should arrange for tieups. In connection with the film, a hillbilly talent contest should be staged. Contest should be staged in advance of opening with finals being held on the first day. The title should be used as a teaser in snipes and heralds. Radio editors may be induced to do a feature on the program. Recording of the principals can be obtained and should be played in the lobby.

CATCHLINES:

Vote the Straight Laff Ticket With the Weaver Brothers and Elviry.

A Hillbilly Jamboree . . . More Fun and More Music.

SELLING ANGLES: **"Carson City Kid"**

Give this one the standard western exploitation. The Kilgore Mfg. Co., toy makers, markets a toy gun similar to the shooting iron Rogers carries around in the film. Give a few of these, in Roy Rogers Holsters, to the winners of a contest aimed for attracting juvenile patronage. There is a large full color display of Roy Rogers for the lobby. The Dixie Cup company has a nationwide tieup for this player.

CATCHLINES:

Who is the Carson City Kid? Why Does He Play a Lone Hand?

The Old West Lives Anew as Roy Rogers Swings Into His Latest Range Adventure.

Frontier Law Reaches Into the Badlands to Snare Range Racketeers.

SELLING ANGLES: **"The Fugitive"**

Two of the players, Ralph Richardson and Diana Wynyard, should be known to some audiences because of their appearances in films shown in this country, Miss Wynyard in particular through her work in "Cavalcade" several years ago. Consequently they should be given marquee dominance. Build your exploitation around the title and try to build up interest in the picture as an importation from England. Arrange a tieup with tire and brake-lining dealers along the lines: "Don't Risk Being a Fugitive—It's Criminal to Drive on Worn Tires and Brakes."

CATCHLINES:

Powerful in Plot . . . Breath-Taking in Suspense . . . One of the Year's Genuine Emotional Thunderbolts.

The Story of a Killer . . . Shackled By His Own Soul . . . And Forced to Justice By His Own Conscience.

SELLING ANGLES: **"The Man Who Talked Too Much"**

Offer this film as a first-rate feature thriller of the "life and death" variety. Brent's reputation climbs another notch. Miss Bruce and Miss Marshall, the latter in a brief role, effectively supply the feminine interest. Also in the line of performer interest is Richard Barthelmess, too long absent, who gives the gangster chief role what it needs. Work up enthusiasm among interested parties in the capital punishment issue.

CATCHLINES:

He Convicted an Innocent Man and Sent Him to the Chair . . . It Could Happen Again . . . It Did . . . To His Own Brother.

From Small Time Prosecutor to Big Time Mouthpiece . . . He Played the Game Too Well . . . And Almost Lost.

SELLING ANGLES: **"Street of Memories"**

Guy Kibbee is probably the most potent marquee name here. Give John McGuire and Lynne Roberts supporting billing, building them up as a new, youthful romantic duo. In a vacant store window or theatre lobby set up a display of perhaps two dozen common articles, giving spectators three minutes to study them and then asking them to prepare, from memory, a list of what they saw. Most correct entries might be given free admission to the picture. Conduct a search for the person with the most remarkable memory in town.

CATCHLINES:

Tender Romance . . . A Heart-Warming Love Story . . . As Two Kids Battle Destiny for Happiness.

His Past Shrouded in Darkness, All He Wanted Was Happiness for Himself and the Girl He Loved . . . In the Future.

SELLING ANGLES: **"Andy Hardy Meets Debutante"**

Layouts in past issues of "Life," "Look" and other national magazines have focused public attention on America's debutantes. Secure copies of these layouts and blow them up for lobby easels, interspersed with scenes from the picture. Pursue the exploitation procedure adopted for previous "Hardy Family" pictures—preparing special mailing pieces for all families named Hardy; stressing the family angle by having the "Hardys" endorse such local products as food, furniture, clothing, etc.

CATCHLINES:

It's the Season's Laugh Riot . . . As Andy Hardy Tries to Climb the Social Ladder . . . And Misses His Footing.

Filmdom's Favorite Family . . . the Hardys . . . in Their Gayest, Goofiest Adventure.

SELLING ANGLES: **"Sailor's Lady"**

Since this one has to do about the Navy, the best bet would be to tie up with sea-going employes of Uncle Sam. Free ducats to visiting marines would be a good ad stunt. Also have a few men dressed in sailor's uniform parading the streets with the sign "I'm a Sailor's Lady." You can also have a mother and her baby in a perambulator walking the main streets of town with a sign advertising the title. A contest among women who can do the most sailor tricks for the title "Sailor's Lady" is another entertaining idea. Sailor hats for the children would build that type of patronage.

CATCHLINES:

More Complications in One Furlough Than You've Seen in an Age.

Baby Mixup Upsets the Romantic Apple Cart.

SELLING ANGLES: **"Stagecoach War"**

The standard exploitation formula for sagebrushers can be applied here. Point out on the marquee and in throwsheets that it is one of the "Hopalong Cassidy" series. Tie in with libraries on special displays of the Clarence E. Mulford books on which these pictures are based. A promotional tieup might be worked out with a local bus line showing the striking comparison between transportation via stagecoach and the newest in air-conditioned buses. If an old coach or buggy can be located, use it in street ballyhoo.

CATCHLINES:

A Race Between Two Stagecoaches . . . With a Girl's Love as the Stake . . . And Death Guiding the Reins.

Another Thrilling Tale of the West That Used to Be . . . With Your Favorite, Hopalong Cassidy.

Short Subject Reviews

Women in Hiding

M-G-M (Crime Does Not Pay) 22 *Mins.*

Overlong and overacted, this narrative from recent headlines deals with young, unfortunate married women who cannot afford to bear and raise children. They go to a crooked nursing home where, after paying a considerable sum, they are duped of their babies. The home's management gives the children away for adoption and in return receives "donations." Eventually tragedy strikes in the place. A young woman dies and the management sets the place afire to cover its mistakes. The story seems a bit of a dull strain, though in all probability it is true.

Circus Today

Vitaphone (Merrie Melody) 7 *Mins.*

While not quite hilariously funny as past performances in this series, "Circus Today" is still a highly desirable cartoon item for children shows. In Technicolor, various circus worthies such as lion tamers, high divers, hot coal walkers and the like go through their paces, gagged to the hilt, for pleasant entertainment. Worth while.

The Milky Way

M-G-M (Cartoon) 8 *Mins.*

This is a highly imaginative and expert bit of whimsy that strikes a pleasant note. Telling of three kittens who voyage to the milky way, the production has a standard of artistic execution that sets it apart from the ordinary. Children will love it and adults will revel in its eye-filling color. Worth while.

The Valley

Vitaphone (Color Parade) 10 *Mins.*

The agricultural development of the Matanuska Valley, in Alaska, by refugees from the Dust Bowl is documented here. The color is adequate. The project is five years old and the progress seems noteworthy. As a record of modern pioneering it is interesting.

Porky's Baseball Broadcast

Vitaphone (Looney Tune) 7 *Mins.*

The so-called great American pastime is hilariously lampooned. Various animals make up the spectators and players, and they are made to do all sorts of ludicrous things both in the grandstand and on the diamond. It is funny, cleverly animated. Worth while.

Bubbling Troubles

M-G-M (Our Gang) 11 *Mins.*

The Our Gang troupe goes in for explosive chemistry, puppy romance and other childish didoes in this latest offering. Alfalfa swallows some harmless powders, his stomach swells, and the kids are in a dither. The children will go for it.

What's Your I. Q. No. 2

M-G-M (Pete Smith) 9 *Mins.*

From feminine underwear to "islands" in the human pancreas, Pete Smith runs an entertaining gamut of queries, snappily put and just as snappily answered. A scoring system will enable the audience to test their wits. It is worthwhile and breezy entertainment.

The Naughty Nineties

Universal 18 *Mins.*

From start to finish this subject supplies entertainment that should revive pleasant memories of another day. The setting is a saloon, and everything from singing waiters to Can Can dancers are present to round out the presentation. Jan Duggan's singing is the high spot. The Reddingtons' trampoline act always

(Continued on page 40)

A SHOTGUN JAMBOREE

Rootin', tootin', shootin' hillbilly hi-jinks . . . the newest and brightest of Republic's musical fun-fests.

WEAVER BROTHERS and ELVIRY

GRAND OLE OPRY



LOIS RANSON • ALLAN LANE • HENRY KOLKER

AND RADIO'S POPULAR ARTISTS

UNCLE DAVE MACON AND HIS SON DORRIS

ROY ACUFF *and his* ROCKY MOUNTAIN BOYS *with* RACHEL

GEORGE DEWEY HAY *"THE SOLEMN OLE JUDGE"*

FRANK McDONALD — DIRECTOR

A REPUBLIC PICTURE

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Data on New Ticket Tax Procedure

WASHINGTON—On July 1, many exhibitors began paying a federal tax on admission for the first time since world war days and a certain amount of confusion trailed the start of the drop in the exemption figure to 20 cents.

To comply with the act, such exhibitors will be required to secure new and properly printed tickets as quickly as possible, but where this cannot immediately be done they will be permitted to use tickets on hand, properly over-printed or over-stamped to show the price and tax.

It is pointed out in the new regulations that Section 1702 of the internal revenue code specifically provides that the price at which every admission ticket is sold shall be printed, stamped or written on the ticket. Under that requirement, in every case where an exhibitor changes his established price of admission new tickets will have to be provided or tickets on hand properly over-printed or over-stamped.

To avoid undue burden upon exhibitors, however, it is provided that where the established admission price is not changed, exhibitors will be permitted for a limited time, until properly printed tickets can be obtained, to use tickets now on hand without showing the tax due under the new law. In such cases, it is provided, one or more signs must be kept posted conspicuously at the door or entrance or near the boxoffice, properly stating the prices of admission and, in the case of each price, the tax due and the total sum to be paid.

All exhibitors will find, on returns provided by the bureau for the reporting of admission taxes collected after July 1, an additional line on which is to be reported separately the amount of tax collected from admissions of 21 to 40 cents, inclusive.

This information is to be given under a provision of the act requiring the treasury to set the receipts from the 1940 tax additions aside in a separate fund for the redemption of defense bonds which are to be issued.

EDITOR'S NOTE: We would like to know how you are getting across the notification to patrons of the new tax, if you are adding it to the current admission price. Did any of you lower your price from 25 cents to 20 cents to escape the tax; or did you raise from 20 to 25 cents to absorb it? Address BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Bus Banners, Oversize Book Draw Interest

VICTORIA, B. C.—For the showings of "Rebecca" and "The Grapes of Wrath" at the Capitol, 15x4 feet banners were placed on busses running from the main points of the city to adjacent municipalities. Further exploitation consisted of a boy carrying through town a 14x10 inch book with "The Grapes of Wrath" printed on it in large print. The boy loitered on crowded corners and attracted considerable attention by reading the book.

Personal letters to all doctors and notices on hospital bulletin boards helped advertise "Doctor Kildare's Strange Case" at the Dominion.

Newsreel pictures of the arming of merchant and passenger boats were shown at the Atlas and were particularly interesting to local patrons because many of the boats call at Victoria.

Ghostly Display

SALT LAKE CITY — Manager Norman Sprowl's stunt for "The Ghost Breakers" at the Utah consisted of a cabin in the lobby, through the broken windows of which patrons could see a skeleton and talk with a "live ghost."



Seat-Selling Front in Santone—

How the Empire in San Antonio fronted itself for "Hitler, Beast of Berlin." The art work was executed by Chester Wilson, staff artist. Photo is a night shot by John J. Tucker jr., local photographer.

Royal Crown "Yacht" Bar in Rochester

ROCHESTER—Built to resemble a yacht tied up at the dock, Loew's Rochester has opened its Royal Crown Bar in a beach setting on the mezzanine. It was designed by Lester Pollock, Loew's manager here.

Royal Crown drinks are served free to all patrons, an announcement on the screen inviting the audience to visit the new bar. Last summer, Pollock said 81,000 drinks were served in the tieup with the Royal Crown people. The cooperative promotion is said to be the only one of its kind in the state.

Fountain Journal Primes "On the Spot" Tieups

NEW YORK—The June issue of *Soda Fountain* Magazine devotes a full page to promotional tieups for Monogram's "On the Spot" and local soda fountain dispensers. An editorial reinforces the layout and recommends that subscribers contact their local showmen.

Frankie Darro, lead in "On the Spot," is a fountain clerk in the picture. The magazine has about a 90,000 circulation, covering 90 per cent of the fountain industry.

Metro's Biggest Campaign Is Accorded "New Moon"

NEW YORK—M-G-M is conducting its biggest advertising campaign of the year for "New Moon," co-starring Jeanette MacDonald and Nelson Eddy. Super-size feature ads have been prepared for newspapers throughout first-run territories and the picture is being presented as a single feature in key city houses which normally dual.

The picture was nationally released June 28.

Surcease From War New Orleans Note

New Orleans—A dose of soothing syrup for war-jangled nerves was prescribed by Rodney Toups of Loew's State in the following advertising copy:

"Come and live for two hours where you can forget the horror of war headlines; where there are no bombs.

"Are you one of the many in the city who has said recently, 'Please do not talk about the war; it makes me sick at heart?' If you are one of the war weary, come here and find peace."



Meet "Uncle Joe"—

Joe Fields, owner of the Rivoli and Embassy in Baltimore, has been tabbed "Uncle Joe" by all the Baltimore orphans. Over a period of years all the young unfortunates of Baltimore's orphanages, regardless of race, creed, or color, have been treated to a weekly show at his theatres, and periodic outings during the summer. To further this charitable activity, "Uncle Joe" has had three acres of his present estate cleared, and with swings, seesaws, and varied amusements covering the terrain a permanent playground and outing ground has been established for the joy and entertainment of orphans.

His New Equipment Does Double Duty

BELLEVILLE, ILL.—If anyone in this town failed to learn that the Ritz was to install new projection equipment, it wasn't the fault of Noah Bloomer who, with his sons, operates the house.

In cooperation with the St. Louis office of National Theatre Supply, Bloomer arranged a downtown store window display of the equipment, keeping it there a week before installation. He conducted a snapshot contest, cash prizes going to the best amateur photographs of the display.

The stunt gathered considerable publicity in both local newspapers.

Zimbalist Grabs Notice At Republican Conclave

PHILADELPHIA—Al Zimbalist, Warner advertising man, pulled a coup during the Republican national convention. Armed with 20,000 copies of a four-page leaflet containing a map of the principal hotels and other points of interest (with Warner theatres in red), he got into Convention Hall by a back door, and planted a copy on every seat, plus a batch in the lobbies. He was aided by Bill Kanefsky and Jimmy Dormond.

"Objectionable Combinations" On Dual Bills Under Fire

PITTSBURGH — Double features, already the target of trade and public groups on varied grounds, are in for increasing protest from church organizations where showmen pursue a policy of "Objectionable Combinations." Typical of such protests, and reprinted here for the consideration of exhibitors who face similar problems, is the following editorial from *The Pittsburgh Catholic,* official organ of the diocese:

"Catholic parents who make it a point to ascertain the Legion of Decency ratings on all pictures their children propose to witness (there are, thank heaven, a great many such parents) are growing increasingly disturbed over the practice of the theatre managers of combining an inoffensive with an objectionable film so that billings fit for young persons are almost non-existent. Repeated surveys of the films advertised in the Pittsburgh district show that on any day only about one theatre in ten has a program which children should be permitted to attend! Worse yet, it has not been noticed that a single theatre maintains a permanent policy of 'fit for children' pictures; most of the time they all have at least one film which the agency established by the Bishops of the United States considers likely to inflict moral damage on young minds.

Favor Neely Bill

"The question of 'block-booking' invariably arises when this subject is broached; managers of theatres claim that their contracts with the distributors compel them to accept films which neither they nor their patrons want. There is no doubt that this feature has an important bearing on the matter of improving movie programs. There should be insistent public demand for the passage of the Neely bill, now before the Senate, which would outlaw 'block-booking' and other monopolistic practices in the film industry.

"But there is one group of theatres, strongly represented in this district, which is not affected by the 'block-booking' clause and which nevertheless presents its full share of pictures objectionable not only for children but for adults as well. The Warner theatres are operated by one of the big producer groups; these big producers are fighting the Neely bill tooth and nail; they want 'block-booking' retained, because it gives them an advantage over the independently owned theatres. So when the Warner theatres offer condemned pictures like 'Strange Cargo,' or Class B ones like 'Torrid Zone,' 'Primrose Path,' 'Slightly Honorable,' 'My Little Chickadee,' 'Johnny Apollo,' etc., which all persons concerned for the maintenance of morality are supposed to avoid, it is not because they 'have to' but because they 'want to.' And the fathers and mothers whose patronage these theatres solicit have a right to be especially resentful that these theatres, which are in a position to offer billings unobjectionable for children, seldom do so.

"The movies are in a downward spiral, and only an aroused public conscience can prevent them from again becoming the hideous agency for corrupting youth which they were before the Legion of Decency came into the field."

EDITOR'S NOTE: How do you avoid "Objectionable Combination" protests, or overcome them when they appear? The procedure would interest hundreds of exhibitors. Write BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Nine-Week Campaign Heralds "Our Town"

ROCHESTER—An intensive campaign for "Our Town" is being conducted by Lester Pollock at Loew's Rochester here. With three weeks to go before the picture plays the house, Pollock already has ballyhooed the picture for six weeks.

Fifteen hundred cards, reading "Welcome Elks to Our Town," covered the city when the state Elks' convention was held here. Also on the posters was "City That Love Built—Coming to Loew's Soon."

Cards in School

One hundred cards calling attention to "Our Town" and signed "Chamber of Commerce" and "Our Town Boosters" have been placed on public school bulletin boards at the Chamber of Commerce, in the Eastman School of Music, at Women's Clubs, the Rotary Club and in leading stores. Postcards advertising the picture are now being mailed to theatre patrons from New York.

Stills from "Our Town" have been placed in display windows throughout the city; copy has been run in the newspapers; teasers have been placed in the lobby; a trailer has been shown, and a private screening was held for local theatre critics.

And now, products from "Our Town" stores are being sent theatre editors.

Traffic Standard Cutout Sells "Castle on Hudson"

BRANTLEY, ALA.—A cutout advertising "Castle on the Hudson" used by Felix Tisdale of the Ritz here successfully brought motorists to a halt to read the message.

The cutout, placed in the center of the main street, simulated a traffic standard, reading "Stop" on top, then followed directly below by the theatre name and playdates, and in turn followed by the signal "Go." The lower portion bore the name of the feature in large letters and the cast principals.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
NOV. 25	23 Mys. Com. 7 **The Amazing Mr. Williams** (86) Joan Blondell Melvyn Douglas R—Nov. 25	24 Drama 12 **Secret of Dr. Kildare** (85) Lew Ayres Lionel Barrymore R—Nov. 25	25 Western 3951 **Roll, Wagons, Roll** (53) Tex Ritter R—Dec. 23	24 Comedy 3911 **Our Neighbors—the Carters** (85) Edmund Lowe Fay Bainer R—Nov. 11	22 Western 952 **Saga of Death Valley** (58) Roy Rogers Geo. Hayes R—Dec. 2	24 Musical 011 **That's Right, You're Wrong** (90) Kay Kyser & Orch. Adolphe Menjou R—Nov. 18	24 Com. Drama 026 **Day-Time Wife** (72) Tyrone Power Linda Darnell R—Nov. 18		24 Western 4060 **Chip of the Flying U** (55); R-Jan. 27 24 Melodrama 4016 **Big Guy** (78) J. Cooper; R-Dec. 2	25 Drama FN458 **We Are Not Alone** (111) Paul Muni Jane Bryan R—Nov. 11	15 M'drama **Al'ance** **North Sea Patrol** (69) Goeffrey Toone Clifford Evans
DEC. 2	31 Drama 1030 **Cafe Hostess** (63) R—Jan. 13 1 Drama **(French)** **Devil Is an Empress** (73); R—Dec. 23	1 Com. Drama 14 **Joe and Ethel Turp Call on the President** (69) Ann Sothern R—Dec. 9	5 Act. Drama 3938 **Yukon Flight** (58) James Newill R—Jan. 13	1 Drama 3912 **Night of Nights** (87) Pat O'Brien Olympe Bradna R—Dec. 2	29 Western 962 **Cowboys From Texas** (57) Three Mesquiteers R—Dec. 9	1 Drama 008 **Reno** (73) Richard Dix Gail Patrick R—Nov. 18	1 Melodrama 021 **City of Darkness** (74); R—Nov. 25 1 Melodrama 022 **Hornleigh on Holliday** (77) R-Feb. 3		1 Musical 4026 **Laugh It Off** (63) Constance Moore Johnny Downs R—Nov. 11	2 Mys. Dr. FN464 **Return of Dr. X** (62) Wayne Morris Priscilla Lane R—Dec. 2	
DEC. 9	7 Drama 1026 **Fugitive at Large** (66) R—Aug. 5 7 Western 1211 **Taming of the West** (54) R—Oct. 21	8 Comedy 2 **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	10 Western **Reissue** **West of the Divide** (55); John Wayne 10 Western **Reissue** **Lucky Texan** (56) John Wayne	8 Western 3913 **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		8 Melodrama 013 **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	8 Melodrama 026 **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		8 Act. Drama 4054 **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	9 C. M'dr. FN471 **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		15 Drama 15 **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus 3952 **Westbound Stage** (62) Tex Ritter R—Jan. 13	15 Drama 3914 **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western 941 **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama 024 **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama 4028 **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama FN481 **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	15 Comedy **Al'ance** **Just Like a Woman** (74) Gertrude Michael John Lodge
DEC. 23		22 Comedy 16 **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. 3915 ◎◎**Gulliver's Travels** (74) R—Dec. 23	20 Western 953 **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama 945 **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama 029 **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	22 Comedy 4011 **Charley McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama 1033 **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	29 Mus. Drama 17 **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama 3914 **Gentleman From Arizona** (73) C. Reynolds-J. King R—Feb. 3	29 Drama 3916 ◎**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama 916 **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama 015 **Hunchback of Notre Dame** (114) .. Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. 012 **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama 4002 **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama FN453 **Four Wives** (110) R—Dec. 2 30 M'drama **WB40** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	4 Western 1203 **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. M'dr. 18 **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		5 Act. Drama 3917 **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy 917 **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western 082 **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama 017 ◎**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama 4021 **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	10 Musical 1018 **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama 20 **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	10 Act. Drama 3939 **Danger Ahead** (56) 15 Melodrama 3924 **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	12 O'door Dr. 3918 **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western 963 **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy 016 **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama 027 **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. 4000 **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama 1003 **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama 19 **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama 3909 **Fatal Hour** (65) R—Jan. 13 20 Melodrama 3922 **Hidden Enemy** (63) R—Mar. 30	19 Drama 3919 **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama 014 **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama 023 **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western 4061 **West of Carson City** (55) J. Mack Brown Bob Baker R—May 18	20 M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama **Al'ance** **Hidden Menace** (59) Gertrude Michael Otto Kruger
JAN. 27	26 Mys. Drama 1019 **Lone Wolf Strikes** (65) Warren William R—Jan. 27	26 Comedy 22 **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western 3961 **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western 3956 **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama 918 **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama 021 **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan 20	26 Comedy 028 **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama 4041 **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama FN451 **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Tevya** (93) Yiddish with English titles. Maurice Schwartz R—Jan. 27
FEB. 3	31 Drama 1034 **Convicted Woman** (66) R—Mar. 2 1 Western 1212 **Pioneers of Frontier** (58) R—Apr. 6	2 Drama 26 (98) **I Take This Woman** Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama 3917 **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama 3920 **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama 919 **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama 018 **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama 1030 **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama 4053 **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
10	Edith Fellows R—Mar. 9	Eleanor Powell Fred Astaire	Vince Barnett Dennis Moore R—Feb. 24	(97) Ronald Colman R—Dec. 30		(94) Carole Lombard R—Feb. 10	**York** (100) Alice Faye R—Feb. 3		(84); R—Feb. 10 Mae West W. C. Fields	**Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama 24 **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy 3922 **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama 019 **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy 032 **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. 4038 **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama FN459 **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	15 Drama Al'ance **One Night in Paris** (65) **John** Lodge Hugh Williams
FEB. 24		23 Drama 25 **Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama 3940 **Murder on the Yukon** (57) J. Newill R-Apr. 27 20 Western 3962 **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western 3923 **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. 091 **Pinocchio** (80) R—Feb. 3	23 Drama 033 **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama 4032 **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy 1014 **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama 23 **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western 3953 **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy 3924 **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy 020 **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama 033 **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 30	1 Melodrama **House Across the Bay** (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama 4034 **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama FN457 **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western 1204 **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama 1027 **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama 27 **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama 3916 **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western 3957 **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western 964 **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama 017 **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama 040 **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama 4025 **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama 1035 **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	15 Drama 28 **Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama 3925 **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama 920 **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy 022 **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical 4022 **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy FN465 **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy Al'ance **Little Miss Molly** (67) **Maureen** O'Hara
MAR. 23	21 Com. Drama 1004 **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama 3921 **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical 3926 **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western 942 **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama 023 **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy 025 **The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. 4001 **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama WB404 **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. Astor **Crooked Circle** (..) ZaSu Pitts
MAR. 30		29 Drama 29 **Florian** (91) Robert Young R—Apr. 6	30 Comedy 3902 **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy 3927 **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western 991 **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama 037 **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western 1205 **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama 32 **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama 3928 **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama 129 **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama 030 **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama 036 **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney Jr. Carroll Landis R—Apr. 13	5 Com. Rom. 4040 **Half a Sinner** (61) R—Mar. 30 5 Western 4062 **Riders Pasco Basin** (57) R—June 1	6 Com. Dr. WB407 **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama Astor **Vengeance of the Deep** (..) Lloyd Hughes
APR. 13		12 Drama 30 **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western 3963 **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama 3929 **Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western 954 **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western 083 **Bullet Code** (59) R—Apr. 13	12 O'dr Drama 039 **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama **Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama 4013 **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. WB422 **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama 1017 **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama 33 **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. 3928 **Sky Bandits** (56) R—May 25 20 Com. Drama 11 **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western 3931 **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama 901 **Dark Command** (94) R—Apr. 13 19 Comedy 922 **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama 009 **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama 042 **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama 4018 **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama FN456 **'Til We Meet Again** (98) **Merle** Oberon George Brent Pat O'Brien R—Apr. 13	15 M'drama Al'ance **The Terror** (..) **Wilfrid** Lawson
APR. 27	25 Drama 1005 **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama 34 **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 M'drama 3926 **Mysterious Mr. Reeder** (77) R-May 11 20 Western 3954 **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. 3930 **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical 921 **In Old Missouri** (67) Weavers & Elviry 22 Western 965 **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	26 Drama 027 **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy 041 **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 M'drama 4033 **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. FN468 **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western 1213 **Man From Tumbleweeds** (59) R—June 1	3 Action Drama 35 **20 Mule Team** (85) Wallace Beery R—May 4	2 Western 3964 **Land of Six Guns** (54) R—June 1	3 Comedy 3932 **Buck Benny Rides Again** (80) R—Apr. 20	10 Drama 923 **Crooked Road, The** (66) R—May 18 Edmund Lowe	3 Mus. Com. 024 **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy 043 **So This Is London** (84) R—Apr. 27	3 Comedy **Saps at Sea** (57) Laurel & Hardy R—May 4	3 Musical 4005 **If I Had My Way** (94) R—May 4	4 M'drama WB423 **Tear Gas Squad** (55) R—Apr. 27	M'drama Astor **Hell's Angels** (..) Jean Harlow
MAY 11	16 Drama 1029 **Babies for Sale** (64) Rochelle Hudson Glenn Ford R—May 25	10 Drama 36 **Edison, the Man** (108) R—May 25 Spencer Tracy Rita Johnson	9 Western 3955 **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy 3933 **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western 943 **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama 031 **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	10 M'drama 038 **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Dr. 4031 **Ski Patrol** (64) Lulu Deste R—May 11	11 Drama WB410 **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
MAY 18	20 M'drama 1023 **Island of Doomed Men** (67) P. Lorre R-May 25 16 Drama 1111 **21 Days Together**(72) Olivier; R-May 4	17 Drama 37 **Waterloo Bridge** (109) R—May 18 Robert Taylor Vivien Leigh		17 Drama 3934 **Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama 924 **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama 025 **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy 044 **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Turnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy 4015 **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama FN466 **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 Drama **Alliance** **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	23 Western 9206 **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith	31 Mys. Drama 40 **Phantom Raiders** (70) Walter Pidgeon R—June 1	23 Western 3965 **Kid From Santa Fe** (50) Jack Randall	24 Drama 3931 **Biscuit Eater, The** (80) Billy Lee R—Apr. 13	24 Western 966 **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	24 Com. Drama 032 **You Can't Fool Your Wife** (65) Lucille Ball R—May 25	24 Drama 045 **Lillian Russell** (127) Alice Faye Henry Fonda R—June 1	24 Drama **Our Town** (90) William Holden Martha Scott R—May 18	24 Western 4056 **Hot Steel** (61) Richard Arlen Andy Devine	25 Drama FN455 **Forrid Zone** (87) James Cagney Ann Sheridan R—May 18	20 Drama **P-R-C** **I Take This Oath** (67) Joyce Compton R—June 1
JUNE 1	30 M'drama 1016 **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8		30 Western 3966 **Riders From Nowhere** (45) Jack Randall	31 Comedy 3936 **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 Drama 025 **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama 051 **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical 4029 **La Conga Nights** (61) R—May 18 31 Western 4063 **Bad Man From Red Butte** (58) R-Jne 15	1 M'drama FN472 **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama **Astor** **Girls of the Underworld** (..) 1 Western **P-R-C** **Frontier Crusader** (68)
JUNE 8	3 Drama 1112 **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	7 Drama 39 **Susan and God** (115) Joan Crawford R—June 8	11 Com. Drama 3915 **On the Spot** (62) Frankie Darro R—June 8	7 Western 3958 **Hidden Gold** (61) William Boyd R—May 25	6 Drama 902 **Women in War** (70) Elsie Janis R—June 1	7 Melodrama 033 **Saint Takes Over** (68) R—Apr. 27	7 Drama 034 **Earthbound** (67) Warner Baxter R—May 18		7 Drama 4036 **Love, Honor and Oh Baby** (59) R—June 8	8 Com. Dr. WB405 **Brother Orchid** (91) Edw. G. Robinson R—June 1	15 Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin
JUNE 15	6 M'drama 1028 **Passport to Alcatraz** (60); Jack Holt R—June 22 R—June 29	14 Drama 41 **Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	18 Western 3960 **Wild Horse Range** (51) Jack Randall R—June 22	14 Drama 3937 **Safari** (83) Doug. Fairbanks jr. Madeleine Carroll R—June 1	19 Action Drama **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	7 Western 084 **Prairie Law** (60) George O'Brien R—June 8	14 Drama 047 **Four Sons** (88) Don Ameche Mary Beth Hughes R—June 8		14 Com. Drama 4008 **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama WB423 **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	1 Western **P-R-C** **Frontier Crusader** (60) Tim McCoy R—June 15
JUNE 22	20 Drama 1037 **Girls of the Road** (61) Ann Dvorak Lola Lane R—June 29	21 Com. Drama 42 **Captain Is a Lady** (65) R—June 29 Virginia Grey Billie Burke Charles Coburn	25 M'drama 3927 **Last Alarm** (61) Polly Ann Young Warren Hull R—July 6	21 Mys. Com. 3938 **Ghost Breakers** (82) Bob Hope Paulette Goddard R—June 15	25 Musical Com. **Grand Ole Opry** (67) R—July 6 27 Western **Carson City Kid** (57) R—July 6	21 Com. Drama 034 **Pop Always Pays** (67) Leon Errol R—June 22	21 Mystery 048 **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy 4037 **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama WB424 **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	
JUNE 29	27 Western 1214 **Return of Wild Bill** (57) 30 Comedy 1021 **Out West With the Peppers** (61)	28 Musical 31 **New Moon** (105) Jeanette MacDonald Nelson Eddy R—June 22	27 Western **Ridin' the Trail** (..) Fred Scott	28 Drama 3939 **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	29 Western 992 **One Man's Law** (57) Don "Red" Barry Janet Waldo	28 Drama 035 **Anne of Windy Poplars** (86) Anne Shirley R—June 22	28 Outd'r Dr. 049 **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama **The Fugitive** (77) Ralph Richardson Diana Wynyard R—July 6		28 Drama 102 **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		5 Comedy 43 **Andy Hardy Meets Debutante** (87) Mickey Rooney R—July 6	3 Western 3956 **The Golden Trail** (..) Tex Ritter	5 Drama 3940 **Way of All Flesh** (82) R—June 1 Akim Tamiroff Gladys George	12 Drama **Three Facest West** (81) R—June 22 John Wayne Sigrid Gurie	5 Drama 036 **Dr. Christian Meets the Women** (65) Jean Hersholt R—June 29	5 Com. Drama 052 **Sailor's Lady** (66) Nancy Kelly Jon Hall R—July 6	4 Melodrama **South of Pago Pago** Victor McLaglen Jon Hall Francis Farmer	5 Com. Drama **Private Affairs** (75) Nancy Kelly Roland Young R—June 15	6 Drama 467 **Man Who Talked Too Much** (75) George Brent R—July 6	
JULY 13		12 Ddama 44 **Sporting Blood** (..) Robert Young Maureen O'Sullivan	10 Western **Pride of the Prairie** (..) Fred Scott	12 Western 3959 **Stagecoach War** (61) R—July 6 Bill Boyd Russell Hayden	12 Comedy **Scatterbrain** (..) Judy Canova Allan Mowbray	12 Drama 039 **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	12 Drama 046 **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama **All This, and Heaven Too** (..) Bette Davis Charles Boyer R—June 22	
JULY 20	18 Drama **Military Academy** Tommy Kelly 24 Adventure **I Married Adventure** (..) Osa Johnson	19 Com. Drama 45 **We Who Are Young** (..) Lana Turner John Shelton	17 Com. Drama **Haunted House** (..) Jackie Moran 15 Melodrama **Boys of the City** East Side Kids		15 Western 944 **Carolina Moon** (..) Gene Autry 19 Drama **Girl From God's Country** (..)		19 Drama 050 **Maryland** (..) Walter Brennan Fay Bainter Brenda Joyce		26 Western 4064 **Son of Roaring Dan** (..) Johnny Mack Brown 19 Western 4057 **Black Diamond** (..) Richard Arlen	20 Com. with Mus. **My Love Came Back** Olivia de Havilland Jeffrey Lynn (81) R—July 6	
JULY 27	25 Comedy **Blondie Has Servant Trouble** (..) 31 Com. Drama **It Happened in Paris** (..) Brian Aherne	26 Drama **Pride and Prejudice** (..) Greer Garson Laurence Olivier	29 Melodrama **Orphans of the North** (..) 29 Western **Rainbow of the Range** (..) Tex Ritter	26 Drama 3941 **Untamed** (83) Ray Milland Patricia Morison R—June 29		26 Western 085 **Stage to Chino** (69) George O'Brien 26 Com. Drama 037 **Millionaires in Prison** (63) L. Tracy R-June 29			26 Com. Dr. 4023 **You're Not So Tough** (72) Dead End Kids Nan Grey R—June 1	27 Comedy **Ladies Must Live** (..) Rosemary Lane	
AUG. 3			5 Melodrama **Law of the Tong** (..) Boris Karloff	2 Melodrama **Golden Gloves** (..) Richard Denning Jean Cagney		2 Drama 041 **Stranger on the Third Floor** (..) Peter Lorre	2 Drama **The Great Profile** (..) John Barrymore		2 Drama **Diamond Frontier** (..) Victor McLaglen Anne Nagel	3 Drama **They Drive by Night** (..) George Raft Ann Sheridan	
AUG. 10	8 Melodrama **March of Crime** (..) Bruce Bennett Florence Rice		5 Melodrama **Chamber of Horrors** (..) Leslie Bank Gina Malo	9 Melodrama **Mystery Sea Raiders** (..) Henry Wilcoxon Carole Landis		9 Drama **Queen of Destiny** (..) Anna Neagle Anton Walbrook	9 Drama **Street of Memories** (71) R—July 6 Lynn Roberts John McGuire		9 Comedy **Boys From Syracuse** (..) Allan Jones Martha Raye	10 Action Drama **River's End** (..) Dennis Morgan Elizabeth Earl	
AUG. 17	15 Western **Durango Kid** (..) 22 Com. Drama **He Stayed for Breakfast** (..)		12 Com. Drama **All Around the Town** (..) Frankie Darro Joy Hodges	16 Comedy **Comin' Round the Mountain** (..) Bob Burns Una Merkel		16 Melodrama **One Crowded Night** (..) Billie Seward William Haade	16 Drama **Brigham Young** (..) Tyrone Power Linda Darnell		16 Com. Drama **Hired Wife** (..) Rosalind Russell Brian Aherne Virginia Bruce	17 Drama **Money and the Woman** (..) Jeffrey Lynn Brenda Marshall	

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where opinion is neither expressed nor possible of deduction the sign o is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A									
Abe Lincoln in Illinois (RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Adventure in Diamonds (Para)	−	±	−	±	±	o	±	±	5+ 7−
Alias the Deacon (Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too (WB)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante (M-G-M)							ǂ	ǂ	4+
Anne of Windy Poplars (RKO)	−		=	+	+	±	+	−	4+ 5−
An Angel From Texas (FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful (M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
B									
Babies for Sale (Col)	±		±	−	±				3+ 4−
Bad Man From Red Butte (Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow (RKO)	±	±	−	∓			∓	−	4+ 6−
Bill of Divorcement (RKO)	±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The (Para)	+	+	+	+	ǂ	+	ǂ	+	10+
Black Eyes (Alliance)									
Black Friday (Univ)	+	±	±	+	+		+	+	7+ 1−
Blazing Six Shooters (Col)	±		±	+					3+ 2−
Blondie on a Budget (Col)	+	+	+	+		+	−	+	6+ 1−
Blue Bird, The (20th-Fox)	+	∓	±	ǂ		ǂ	ǂ	+	10+ 2−
Brother Orchid (WB)	+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again (Para)	ǂ	ǂ	+	ǂ	ǂ		ǂ	ǂ	13+
Bullet Code (RKO)	+	+	+	+	+		+	+	7+
Bullets for Rustlers (Col)	∓		±		±				3+ 3−
C									
Captain Is a Lady (M-G-M)	+		∓		+	+	−	+	5+ 2−
Carson City Kid (Rep)				+	+				2+
Castle on the Hudson (FN)	∓	±	±	+	±		+	+	7+ 4−
Charlie Chan in Panama (20th-Fox)	+	+	+	+	+	+	+		7+
Charlie Chan's Murder Cruise (20th-Fox)	+		+	+	+	+		+	6+
Cheyenne Kid (Mono)	±		∓						2+ 2−
Chump at Oxford, A (UA)	∓	+	±	±	+				5+ 3−
Courageous Dr. Christian (RKO)	±	±	∓	±	±	o	+	+	7+ 5−
Covered Wagon Days (Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails (Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown (Mono)	∓			−					1+ 2−
Crooked Circle (SR)									
Crooked Road, The (Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance (RKO)	+		+				+	+	4+
Curtain Call (RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D									
Dark Command (Rep)	ǂ	+	+	+		+	ǂ	+	9+
Dr. Christian Meets the Women (RKO)	±		∓			o	+	+	4+ 2−
Dr. Cyclops (Para)	−	±	∓	+	±		+	∓	6+ 5−
Dr. Kildare's Strange Case (M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife (Col)	ǂ	+	+	ǂ	ǂ		ǂ	+	11+
Double Alibi (Univ)	+	+	±	+		+		±	7+ 2−
E									
Earthbound (20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man (M-G-M)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Enemy Agent (Univ)	+	±	±	±		o	±	±	6+ 5−
F									
Farmer's Daughter (Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The (Col)	+			+					2+
Fight for Peace (Mono)									
Flight Angels (FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Flight at Midnight (Rep)									
Florian (M-G-M)	+	+	±	+			ǂ	±	7+ 2−
Forgotten Girls (Rep)	±	∓	−	±	+				4+ 4−
Four Sons (20th-Fox)	ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers (M-G-M)	+	+	±	+	+	+	±		7+ 2−
Framed (Univ)	+		∓	−	∓		−	+	4+ 4−
Free, Blonde and 21 (20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears (Para)	+	∓			+	o	±	∓	5+ 3−
Frontier Crusader (PRC)	±		−		±				2+ 3−
Fugitive, The (Univ)				+					1+
Fugitive From Justice (WB)	±	∓		−		+			3+ 3−
G									
Gambling on High Seas (WB)		±		+			∓	±	4+ 3−
Gangs of Chicago (Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade (Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers (Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Ghost Comes Home (M-G-M)	+	±	±	±			−	∓	5+ 5−
Ghost Valley Raiders (Rep)	∓		−	±	±	o			3+ 4−
Girl in 313 (20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road (Col)	±								1+ 1−
Girls of the Underworld (SR)									
Grand Ole Opry (Rep)									
Grandpa Goes to Town (Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Grapes of Wrath (20th-Fox)	ǂ	+	ǂ	+		ǂ	ǂ	ǂ	12+
H									
Half a Sinner (Univ)	+	+	±	+				±	5+ 2−
Hi-Yo Silver (Rep)	+		+	+	+				4+
Hidden Gold (Para)	±		±	+	+	+	+	+	7+ 2−
Honeymoon Deferred (Univ)	+	±	−	∓	+		+	±	6+ 4−
Hot Steel (Univ)		±	±		±		+	±	5+ 4−
House Across the Bay (UA)	±	=	∓	±	±	∓	∓	−	6+ 9−
House of Seven Gables (Univ)	+	+	+	+	+		+	∓	7+ 1−
Human Monster (Mono)	±	±	±	±		±	∓	∓	7+ 7−
I									
I Can't Give You Anything But Love (Univ)	∓	+		+	−	±	+	+	6+ 3−
I Take This Oath (PRC)			∓		+				2+ 1−
I Was an Adventuress (20th-Fox)	±	±	±	+	±		±	+	7+ 5−
If I Had My Way (Univ)	+	±	−	+	+	o	±	+	6+ 3−
In Old Missouri (Rep)		∓	∓	±	∓		∓	±	6+ 6−
Irene (RKO)	+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men (Col)	∓		∓	±	+		−	∓	5+ 5−
Isle of Destiny (RKO)	+	−	∓	±	±	±	±	±	7+ 7−
It All Came True (WB)	+	±	∓	+	+	+	+	+	8+ 2−
It's a Date (Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
J									
Johnny Apollo (20th-Fox)	+	+	+	+	+		+	ǂ	8+
K									
Kid From Santa Fe (Mono)									
Kid Reporters (Mono)									
King of Lumberjacks (WB)	∓	∓	−	±	±		±	−	5+ 7−
Knights of the Range (Para)	+		+	+		+	+	+	6+
L									
LaConga Nights (Univ)	∓	±	∓	±	∓		±	±	7+ 7−
Land of Six Guns (Mono)	∓		∓		±				3+ 3−
Last Alarm (Mono)					+		±	+	3+ 1−
Lightning Strikes West	∓		∓						2+ 2−
Light of Western Stars (Para)	+		±	+		∓	+	±	6+ 3−
Lillian Russell (20th-Fox)	ǂ	±	±	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 2−
Little Miss Molly (Alliance)									
Little Orvie (RKO)	+	±	+	+		+	+	+	7+ 1−
Lone Wolf Meets a Lady (Col)	+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby (Univ)	=			±		o	±	−	2+ 5−
Lucky Cisco Kid (20th-Fox)	−		±	±		∓	∓	±	5+ 6−
M									
Ma, He's Making Eyes at Me (Univ)	−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe (Col)	+		∓	+	+				4+ 1−

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor — In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Man From Dakota (M-G-M)		±	∓	∓	∓	+	±	±	−	7+ 7−
Man From Tumbleweeds (Col)		±		±		+				3+ 2−
Man Who Talked Too Much, The (WB)										
Man With Nine Lives (Col)		±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbreak (20th-Fox)		−		∓	+		o	+	+	4+ 2−
Maryland (20th-Fox)										
Men Without Souls (Col)		−	∓	∓	∓	∓	+	+	∓	5+ 6−
Midnight Limited (Mono)		±	∓		±	+				4+ 3−
Military Academy (Col)										
Millionaire Playboy (RKO)		−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison (RKO)		+					o	±	+	3+ 1−
Mortal Storm, The (M-G-M)		+	ǂ	ǂ	ǂ	ǂ	+	ǂ	+	13+
Murder in the Air (FN)		+	±		+			∓		4+ 2−
Murder on the Yukon (Mono)		±				+				2+ 1−
My Favorite Wife (RKO)		ǂ	+	+	ǂ	ǂ		ǂ	ǂ	12+
My Love Came Back (FN)				ǂ				+	+	4+
My Son, My Son (UA)		ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Mysterious Mr. Reeder (Mono)		±	±	∓	±					4+ 4−
Mystery of Room 13 (SR)										
N										
New Moon (M-G-M)		+		+	ǂ	ǂ	+	+		8+
Northwest Passage (M-G-M)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Nurse Edith Cavell (RKO)										
O										
On the Spot (Mono)		+		−	∓	+	o	+	±	5+ 3−
On Their Own (20th-Fox)		±	±	±	±	±	o	+	±	7+ 6−
One Came Home (M-G-M)										
One Night in Paris (Alliance)										
One Million B. C. (UA)		±	±	−	±	+		±	∓	6+ 6−
Opened by Mistake (Para)		±	±	∓	±	+	o		∓	6+ 5−
Our Town (UA)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Out West With the Peppers (Col)										
Outside the Three Mile Limit (Col)		±	±	±	+	+	+	+	±	8+ 4−
Over the Moon (UA)		±	±							2+ 2−
P										
Pals of the Silver Sage (Mono)		∓		±	+	+				4+ 2−
Passport to Alcatraz (Col)		+		±	+	+		∓	−	5+ 3−
Phantom Raiders (M-G-M)		+	+	+	+	ǂ		+	±	8+ 1−
Phantom Wagon, The (Col)		+								1+
Pinocchio (RKO)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Pioneers of the West (Rep)		±		+	+					3+ 1−
Pop Always Pays (RKO)		+		±	∓	+	o	+	+	6+ 2−
Prairie Law (RKO)		+		+	+		o		+	4+
Primrose Path (RKO)		+	∓	±	±	+	+	ǂ	+	9+ 3−
Private Affairs (Univ)		±		±	±	+	+	+	+	7+ 3−
Q										
Queen of the Mob (Para)		±					±	±	−	3+ 4−
R										
Rancho Grande (Rep)		∓		∓	+	+		+	=	5+ 4−
Rebecca (UA)		ǂ	+	+	ǂ		ǂ	+	+	10+
Refugee, The (Rep)		±	+	±	+	+	+	+	ǂ	9+ 2−
Return of Wild Bill (Col)										
Rhythm on the Rio Grande (Mono)		∓		±	±	±	+	+	+	7+ 4−
Riders From Nowhere (Mono)										
Riders of Pasco Basin (Univ)		∓		∓	±	±				4+ 4−
Ridin' the Trail (Mono)										
Road to Singapore (Para)		ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Rocky Mountain Rangers (Rep)		+			+	+				3+
S										
Safari (Para)		±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady (20th-Fox)										
Saint Takes Over (RKO)		+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)		+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea (UA)		±	+	+	±	+				5+ 2−
Saturday's Children (WB)		+	±	±	+	+	o	+	+	7+ 2−
Seventeen (Para)		+	±	+	+	+	+	+	+	8+ 1−
Shooting High (20th-Fox)		+	∓	∓	±	+	+	±	+	8+ 4−
Showdown (Para)		+		+	+	+	o	+	+	6+
Sidewalks of London (Para)		+	+	+	+			+	+	6+
Ski Patrol (Univ)		∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits (Mono)		±								1+ 1−
So This Is London (20th-Fox)		±				±			=	2+ 4−
Son of the Navy (Mono)		+	+	±	+	±	+	+	+	8+ 2−
Stagecoach War (Para)										
Star Dust (20th-Fox)		+	+	+	+	+	+	+	+	8+
Story of Dr. Ehrlich's Magic Bullet (FN)		ǂ	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	14+
Strange Cargo (M-G-M)		±	−	∓	+		o	±	±	5+ 5−
Street of Memories (20th-Fox)							o			
Susan and God (M-G-M)		±		+	+	ǂ	+	ǂ	+	9+ 1−
Swiss Family Robinson (RKO)		ǂ	+	+	+	ǂ		+	ǂ	10+
T										
Tear Gas Squad (WB)		±	−	−	±	±		=		3+ 7−
Tevya (SR)		±								1+ 1−
Texas Stagecoach (Col)		±	±		+	+				4+ 2−
Terror, The (Alliance)										
They Came by Night (20th-Fox)		+	±	−	∓		o			3+ 3−
Those Were the Days (Para)		+	+	∓	+	+		+	+	7+ 1−
Three Cheers for the Irish (FN)		±	+	+	+	+		+	+	7+ 1−
'Til We Meet Again (FN)		+	+	+	+	ǂ	+	ǂ	+	10+
Tomboy (Mono)		±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days (RKO)		ǂ		+	+	ǂ		ǂ	ǂ	10+
Too Many Husbands (Col)		ǂ	+	ǂ	ǂ	+	+	ǂ	ǂ	13+
Torpedo Raider (Mono)		∓		+						2+ 1−
Torrid Zone (FN)		ǂ	+	+	ǂ	+	+	+		9+
Turnabout (UA)		+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team (M-G-M)		+	±	+	±	+	±	+	+	8+ 3−
21 Days Together (Col)		∓	∓	∓	∓		o	∓		5+ 5−
Two Girls on B'way (M-G-M)		±	±	+	+	+	±	+	+	8+ 3−
Typhoon (Para)		±	±	±	±	+	+		+	7+ 4−
U										
Untamed (Para)		−		±			o	±	∓	3+ 4−
V										
Vengeance of the Deep (SR)		=		=	∓	±				2+ 6−
Virginia City (WB)		+	±	±	ǂ	ǂ	ǂ	+	+	11+ 2−
Viva Cisco Kid (20th-Fox)		−	∓	=	∓	±	+	±	=	5+ 9−
W										
Wagons Westward (Rep)		+		+		+				3+
Waterloo Bridge (M-G-M)		+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Way of All Flesh (Para)		±	∓	−	∓	−	∓	−	∓	5+ 8−
Westerner, The (UA)		±								1+ 1−
Wild Horse Range (Mono)		∓			±	±				3+ 3−
Women in War (Rep)		+	+	±	+	+	+	+	+	8+ 1−
Women Without Names (Para)		±	±	±	±	+	+	+	±	8+ 5−
Y										
You Can't Fool Your Wife (RKO)		+	∓	±	∓	±		+	∓	7+ 5−
Young as You Feel (20th-Fox)		−	−	+	+	+	±	+	±	6+ 4−
Young Tom Edison (M-G-M)		+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Young Buffalo Bill (Rep)		+		+	+	±				4+ 1−
You're Not So Tough (Univ)		±			+		o	+	+	4+ 1−
Z										
Zanzibar (Univ)		±	±	±	∓	+	±	+	±	8+ 6−

In the Making

MONOGRAM

All Around the Town—Frankie Darro, Joy Hodges, Kay Sutton, Manton Moreland. Director: Howard Bretherton. Producer: Lindsley Parsons. Original: Joseph West. Screenplay: Joseph West, John Krafft. **(Starting)**

Rainbow Over the Range—Tex Ritter, Warner Richmond, Dorothy Fay, Jim Pierce. Director: Al Herman. Producer: Ed Finney. Screenplay: Rolland Lynch, Roger Merton, Robert Emmet. **(Starting)**

Arizona Redman—Tex Ritter, Jim Thorpe, Evelyn Findley, Frank LaRue, Warner Richmond. Director: Al Herman. Producer: Ed Finney. **(Starting)**

RKO RADIO

Too Many Girls—Richard Carlson, Lucille Ball, Frances Langford, Ann Miller, Hal LeRoy, Ernest Truex. Producer-Director: George Abbott. Original: George Marion jr. **(Starting)**

UNIVERSAL

Hired Wife—Rosalind Russell, Brian Aherne, Virginia Bruce, Robert Benchley. Producer-Director: William R. Seiter. **(Starting)**

Son of Roaring Dan—Johnny Mack Brown, Jeanne Kelly, Fuzzy Knight, John Eldredge. Director: Ford Beebe. Original Screenplay: Clarence U. Young. **(Starting)**

WARNER-FN

A Dispatch From Reuters—Edward G. Robinson, Donald Crisp, Edna Best, Montague Love, Otto Kruger, Eddie Albert. Director: William Dieterle. Producer: Henry Blanke. **(Completed)**

Money and the Woman—Brenda Marshall, Jeffrey Lynn, Roger Pryor, Lee Patrick, Guinn Williams. Director: William K. Howard. Producer: William Jacobs. Original: James M. Cain. **(Completed)**

The Exhibitor Has His Say

Columbia

Blazing Six Shooters
We have many favorable comments on all these Starrett westerns. Business good. Admission: 25-10. Small town and rural patronage. Population: 1,200. Capacity: 300.—E. A. Chessma, Baker, Macclenny, Fla.

His Girl Friday
This was a 100 per cent pleasing picture to all types of patrons. Cary Grant is always good in any picture. Sun., Mon., Tues. Weather: Good. Admission: 30-15-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

Too Many Husbands
The cast was perfect and the picture was the best my patrons have seen in this town. It was a WOW to all who saw it. Many rated it the best in months. Sunday. Weather: Good. Admission: 30-15-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

First National

Three Cheers for the Irish
On a two-day grind with a tent show for opposition, I failed to do my usual business on Friday and Saturday. Both pictures (Nick Carter, Master Detective, M-G-M) were excellent and those who came were more than satisfied. The checker even was downcast and, I suppose, wondering if he would be paid. Weather: Very cold. Admission: 40-25-10 General patronage. Population: 3,000. Capacity: 500.—A. E. Andrews, Emporium, Emporium, Pa.

Metro-Goldwyn-Mayer

Florian
A nice above-the-average program picture. The horses are marvelous to watch and the story, cast and handling are all very satisfactory. The audience liked it and we had an average boxoffice return. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Man From Dakota, The
Beery is popular here, but this one was very weak. We had no business the second night. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Susan and God
As some of the critics predicted, this one fared very badly in such a small situation as this. It is not a bad picture from the production standpoint, but our people just didn't like it. Boxoffice was very poor. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Young Tom Edison
This picture should be a hit anywhere. Mickey Rooney, Virginia Weidler, as well as the rest of the cast, turn in top-notch performances. You can't keep from liking this down-to-earth picture which portrays some interesting events in Tom Edison's early life that we don't get by studying history. Play it up with all exploitation stunts at your disposal. Your patrons will not be disappointed. Business up to Saturday-Sunday average. Weather: Rainy. Admission: 25-10. Small town patronage. Population: 1,002. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Paramount

Buck Benny Rides Again
Best Thursday-Friday in six months. They came looking for laughs and really got them. Rochester almost stole the show. Weather: Stormy. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Women Without Names
A good program picture. Pleased the "bargain night" patrons. Wednesday. Weather: Fair. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Republic

Ghost Valley Raiders
Donald Barry was very good in his first starring role. The boxoffice was lonely for two days. The next picture will do me a good deed and come through. Fri., Sat. Weather: Good. Admission: 30-15-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

Rancho Grande
This was "A Gold Mine in the Sky." Gene Autry and Smiley Burnette always give us a rush at the doors. These pictures always rate a Sunday with me. Weather: Fair. Admission: 30-15-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

RKO Radio

Irene
Sorry to have to report that we were somewhat disappointed in this picture. That, however, may be due to the fact that we were led to believe this was going to be more than it was. With a little less over-acting by Miss Neagle and a little smoother continuity, this could easily

(Continued on next page)

Letters From Readers

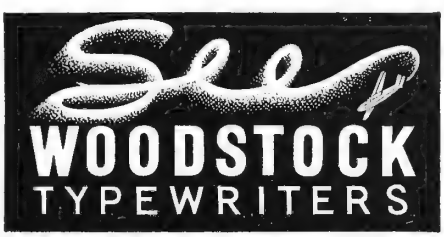
A TWO-PRONGED SUGGESTION

DES PLAINES, ILL.—"In this panic-stricken period of disappearing foreign markets, of triple features, of gimmick games and crockery, the thought strikes the writer that perhaps we are losing sight of the fact that we are in business for only one reason—to *entertain* the American people—and other angles being secondary.

"Therefore, I raise my hand in this bedlam and come forth with two suggestions that I hope might be heard in the proper offices above the din in Hollywood. These suggestions are by no means original or revolutionary, but they do deal with the basic purpose of our business—entertainment:

"1. ADULT SERIALS. I have yet to see a serial that did not insult the intelligence of an adult or kid audience. There is no reason why serials, with boxoffice names in the cast; with intelligently written scripts, just the proper amount of suspense (not the corny kind we've been getting), backed up by studio publicity department campaigns equal to those given their big pictures, would not be successful stimulants in every subsequent-run theatre in the country. Yes, and in the first runs too.

"2. TOURING STAGE PLAYS. Send troupes from Hollywood, headed by one or more movie *Names*, and play motion picture houses that have a stage (the 800 and 1,000 seat houses, too) on two, three, four-night and one-week stands. With the proper advertising campaigns and advance ticket sales (on percentage arrangements with the studios) these roadshows in the flesh (dramas, comedies, musicals, etc.) would be surefire at the boxoffices. They would add prestige to the theatres presenting them, prove valuable training schools for the actors and create a new interest with the public in Hollywood personalities—not to mention the financial returns to the studios."—JOSEPH H. FEULNER, *Manager, Des Plaines Theatre.*



BUSINESS IS EASIER TO GET, HOLD AND SERVICE

WHEN YOU USE POSTAL TELEGRAMS!

WHEN PEOPLE ARE "TOO BUSY," remember this: A Postal Telegram is not kept waiting in an outer office. Postal messengers are trained to get a *signed receipt!*

WHEN A DEAL'S ALMOST CLOSED, speed last-minute, important facts via Postal Telegraph. You can be sure they will be transmitted *accurately!*

WHEN THE UNEXPECTED HAPPENS, notify all concerned by Postal Telegraph. It costs surprisingly little, thanks to new low Postal Telegraph rates!

WHENEVER SPEED IS ESSENTIAL, count on the nation-wide Postal Telegraph system—for helpful, personal service. Just phone Postal Telegraph. Charges for telegrams phoned in appear on your telephone bill.

PHONE—
Postal Telegraph
"1st when Seconds count!"

The Exhibitor Has His Say

(Continued from preceding page)

have been a smash hit. As it is, it is still average, but nothing sensational. I see that only two holdover notices are listed in BOXOFFICE so far for it, so the cash customers must think as we do. Audience: Mildly favorable. Sun., Mon. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Lost Patrol (Reissue)
A mistake to take this one. Friday and Saturday crowd stayed away—those who came did not like it. Admission: 25-10. Small town patronage. Population: 1,200. Capacity: 300.—E. A. Chessma, Baker, Macclenny, Fla.

My Favorite Wife
So, so. Irene Dunne makes it that way—old age. Business less than average. Rural and small town patronage. Admission: 25-10. Population: 1,200. Capacity: 300.—E. A. Chessma, Baker, Macclenny, Fla.

20th Century-Fox

Charlie Chan's Murder Cruise
Good mystery for the Chan fans. Audience was well satisfied. Boxoffice was about average for a Saturday. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Grapes of Wrath
While I did a fair business, I had a number of adverse criticisms on this one. People of this day and age cannot conceive anything like this happening around here. Personally, I liked it and also believed it. Sun., Mon. Weather: Normal. Admission: 40-25-10. General patronage. Population: 3,000. Capacity: 500.—A. E. Andrews, Emporium, Emporium, Pa.

Johnny Apollo
Pretty good picture but not up to what one would expect of such a cast. It seems there is a lack of action in the middle somewhere that caused quite a number of our patrons to go out for a smoke which is unusual during this hot weather. A little more meat in the script, I believe, would have rated this one a few raves. Audience registered very mild approval. Boxoffice was below average. Population: 950. Capacity: 263. —E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Lillian Russell
This is a very interesting and entertaining picture, and I had a great deal of favorable comment on this show from my patrons. The music is very pleasing, and the song "After the Ball" seems to have staged a comeback in New Haven after this picture was shown. Business better than usual midweek gross. Tues., Wed. Weather: Hot. Admission: 25-10. Small town patronage. Population: 1,002. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Shooting High
Smart handling of Jane Withers on the part of Fox. The girl is through the awkward stage and her studio is giving her all the help it can over the rough spots. This one went over very nicely with us. Audience was satisfied and boxoffice was above Saturday average. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

United Artists

Of Mice and Men
This was an excellent picture, but it was a shade too deep for some of my patrons. The comments were 50-50. The name, John Steinbeck, did the boxoffice plenty of good. Sun., Mon., Tues. Weather: Good. Admission: 30-15-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

Rebecca
This one seemed to go over with our audience better than any of the previous Du Maurier stories. Generally this somber stuff, especially when it has a foreign flavor, fails to click, but in this case we were pleasantly surprised. Perhaps the satisfactory ending had something to do with it. Audience registered approval and boxoffice was above average. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Universal

Tower of London
This was played on Bank Night. That was the reason I drew a full crowd. The picture is O. K. for the better educated class of people. Wed., Thurs. Weather: Good. Admission: 30-15-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

Warner Bros.

Brother Rat and a Baby
Double billed (Henry Goes Arizona, M-G-M) for Friday and Saturday and did a fair gross. The people that came liked both pictures very much. I doubt that either picture could stand alone and attract normal business. Weather: Hot. Admission: 40-25-10. General patronage. Population: 3,000. Capacity: 500.—A. E. Andrews, Emporium, Emporium, Pa.

Child Is Born, A
Double-billed (Oh, Johnny, How You Can Love, Univ) for a single day on bargain night and did phenomenal business. Everyone well pleased and even the banker gave me a cheery "Good Morning." Tuesday. Weather: Normal. Admission: 40-25-10. General patronage. Population: 3,000. Capacity: 500.—A. E. Andrews, Emporium, Emporium, Pa.

NEWSREELS

TUESDAY, JUNE 25

Movietone News, No. 83
Republican convention, Philadelphia; liner arrives in New York with refugees; British tank corps in Egypt; bomber shot down in England; French Navy; air cadets at Kelly Field, Texas; reinforcements sail for Alaska; rowing at New London; championship diving in Los Angeles.

News of the Day, No. 281
Republican convention, Philadelphia; London evacuates children; reinforcements sail for Alaska; convoy beats off air attack; Secretary Hull speaks; "Washington" arrives with refugees; west coast diving carnival.

Paramount News, No. 86
Minneapolis track meet; Boy Scout celebration at New York Fair; Girl Scouts on Chesapeake cruise; Captain Bartlett sails for north; "Washington" arrives with refugees; Republican convention.

RKO Pathe News, No. 98
Republican convention; war demonstration in Rome; Kelly Field, Texas, air cadets; Canada welcomes new governor-general; Toscanini arrives in Rio de Janeiro; track meet in Minneapolis; public school students in Philadelphia graduate by proxy.

Universal Newsreel, No. 887
France signs peace; British gird for Nazi invasion; Republican convention under way; blasts in New York offices of "Daily Worker" and German consul; Canada's new governor-general arrives; troops sail for Alaska; "Washington" back from Europe with refugees; Boy Scouts honor Dan Beard; Girl Scouts on Chesapeake cruise.

THURSDAY, JUNE 27

Movietone News, No. 84
Republican convention—Hoover speaks; Navy planes maneuver off west coast; Fortress Monroe anti-aircraft guns on display; inaugurate air service to Alaska; peonies gathered in Indiana; twin convention at Golden Gate Exposition; lumber activity in Maine; folding boats in Chicago; golf variations in Virginia; racing at Aqueduct.

News of the Day, No. 282
British prepare for Nazi invasion; Republican convention—Hoover speaks; log drive in Maine; convention of twins in San Francisco; Baer and Galento train for forthcoming bout.

Paramount News, No. 87
United States starts arms and airplane manufacture for defense; C. M. T. C. recruiting drive; soldiers sail for Alaska; inventor demonstrates parachute device; Republican convention in Philadelphia.

RKO Pathe News, No. 99
Republican convention; Army launches recruiting drive; start training of pilots in Maryland; Britain's King honors war heroes; airline to Alaska started; log drive in Maine.

Universal Newsreel, No. 888
Panama Canal on war footing; Hoover at Republican convention; airline to Alaska started; folding boats tried out in Chicago; Japan Day observed at west coast Fair; fashions for men; Santa Monica destroys gambling machines; dog show on coast.

Short Subjects

(Continued from page 31)

has been spectacular. The Lady Killers Quartette, with mustachios, deliver effective songs. This one should satisfy all around.

A Way in the Wilderness

M-G-M (Passing Parade) 10 *Mins.*

This item tells of the conquest of pellagra in the south by the researches and findings of Dr. Samuel Goldberger of the U. S. public health department. Adhering to the silent documentary technique with a narrator telling the story, the film is an interesting excursion into a little known miracle of science.

Pony Express Days

Vitaphone (In Technicolor) 19 *Mins.*

This two-reeler recounts the days of the Pony Express, its start and finish. The production details of pioneer days and early communications supply colorful material for documentation. In its way it has merit for audience appeal as a pre-Civil War historical vignette. There is plenty of outdoor action and a well-performed dramatic narrative to help round out the presentation.

Going Places No. 79

Universal 9 *Mins.*

The Dutch island possession, Curacao, in the Caribbean, is the subject of this reel. And at the moment it is figuring prominently in the international mixup. The scenes cover the various industrial, governmental and tourist phases of the island, and the narrative supplies appropriate information. It is well-filmed, expertly edited and worth while.

Ozzie Nelson and Orchestra

Vitaphone (Melody Master) 10 *Mins.*

Trials and tribulations of a band, its leader and the ever changing vogue in popular dancing music serves as a plot for some very pleasing entertainment here. Nelson's popular esteem has yet to wane. Worth while.

Sport of Kings

Columbia (New World of Sports) 10 *Mins.*

A visit to Hialeah, mecca of the winter horse fans. Starting from the early dawn when horses are trained to the moment of the race, all phases of the sport are covered. The best shot is a slow motion one of the starting gate opening with the horses coming out. At best, it is mostly rehashed sports material.

Kinfolks Free!

NEW ORLEANS—Citizens who were any relation to the Deluzys, Desportes and Duc de Praslin, or who could claim kinship to the American clan of Henry Field were invited to be Manager Meyers' guests at the Orpheum for "All This, and Heaven Too."

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

(S)Indicates short of the week.

(C)Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

A Plumbing We Will Go (18)..Apr. 19
All-American Blondes (17)....Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Awful Goof, The (17).....Dec. 22
Boobs in the Woods (..)....May 31
Glove Slingers (18).....Nov. 24
Heckler, The (17).....Feb. 16
His Bridal Fright (..).....July 12
Money Squawks (17).....Apr. 5
Mooching Through Georgia (19).....Aug. 11
Mr. Clyde Goes to Broadway (17).....Feb. 2
Nothing But Pleasure (17½)..Jan. 5
Pardon My Berth Marks (18).Mar. 22
Rockin' Thru the Rockies (17).Mar. 8
Skinny the Moocher (16½)....Sept. 8
South of the Boudoir (...)...May 17
Static in the Attic (19).....Sept. 22
Taming of the Snood (..)....June 28
Teacher's Pest (16½).....Nov. 3
Trouble Finds Andy Clyde (18).....July 28
You Natzy Spy (18).....Jan. 19
You're Next (..).....May 3

CINESCOPES

Fashion Takes a Holiday (11).Mar. 8
Threads of a Nation (11).....Feb. 9
World of 1960 (Futurama) (9).Dec. 22

COLOR RHAPSODIES (In Technicolor)

A Boy, a Gun and Birds (7)..Jan. 12
Blackboard Revue (7).....Mar. 15
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Egg Hunt, The (7½).....May 31
Greyhound and the Rabbit, The (7½).....Apr. 19
Happy Tot's Expedition, The (6½).....Feb. 9
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
Ye Olde Swap Shoppe (7½)..June 28

COLUMBIA TOURS

Beautiful Switzerland (Andre de la Varre Productions) (10)..Nov. 17
Historic Cities of India (10)..Oct. 27
Holland and the Zuyder Zee (9½).....Sept. 15
(Andre de la Varre Production).
In the Land of Pagodas (..).June 14
Life in Paris (11).....Dec. 22
New Hampshire (11).....Feb. 9
Pleasurebound in Canada (..).May 17
Unveiling Algeria (9½).....Mar. 1

COMMUNITY SING

No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster) (11)..Nov. 17
No. 5 (Gypsy Songs) (10).....Dec. 29
No. 6 (Medley of Hits) (..)...May 10

FABLES CARTOONS

Barnyard Babies (6).....June 14
Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22
Practice Makes Perfect (6)....Apr. 5

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOONS

Charm Bracelet, The (6½)...Sept. 1
Fish Follies (6).....May 10
Man of Tin (6½).....Feb. 23
Millionaire Hobo (7).....Nov. 24
Mouse Exterminator, The (6½).....Jan. 26
News Oddities (..).....July 19

SCREEN SNAPSHOTS (Series 19)

No. 1 (9½).....Sept. 22
Art of Makeup.
No. 2 (10).....Nov. 10
Training animal stars.
No. 3 (10).....Dec. 1
Novelty Parties.
No. 4 (10).....Jan. 5
Trip Thru Studios.
No. 5 (11).....Feb. 23
Art in Hollywood.
No. 6 (10).....Mar. 29
Hollywood Recreations.
No. 7 (..).....May 3
Wardrobe Designers.
No. 8 (..).....June 7
No. 9 (..).....July 10

SPORT REELS

Skiing Technique (9½).....Jan. 19
Roughhouse Fiesta (10).....Mar. 8
Tomorrow's Stars (10).....Apr. 19
Sport of Kings (..).....May 24
Saving Strokes With Sam Snead (..).....June 21
Bows and Arrows (9½).....Oct. 6
Flying Targets (10).....Feb. 16
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (...).Jan. 5
Three Sappy People (18½)....Dec. 1

WASHINGTON PARADE

No. 1 (Smithsonian Institution) (11).....Nov. 10
No. 2 (U. S. Treasury) (11)...Dec. 29
No. 3 (Inside the F. B. I.) (11).Feb. 9
No. 4 (Social Security) (..)..May 10
No. 5 (The Archives) (..)....June 28

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9
Women in Hiding (22).....June 22

FITZPATRICK TRAVELTALKS (In Technicolor)

Calling on Colombia (8).....Mar. 16
Day on Treasure Island, A (11).....Sept. 27
Land of Alaska Nellie (9)....Dec. 23
Modern New Orleans (8).....May 11
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Sitka & Juneau (9).....Apr. 13
Suva, Pride of Fija (9).....June 8
Vallant Venezuela (9).....Nov. 25

MINIATURES

Ash Can Fleet, The (11).....Sept. 9
Door Will Open, A (11).....Mar. 9
Failure at Fifty, A (10) Sepia.Oct. 7
(C)Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Old South, The (11).....Jan. 20
Rhumba Rhythm (10) (sepia).Sept. 2
Servants of Mankind (9).....May 11
Where Turf Meets Surf (sepia) (11).....Jan. 6

M-G-M CARTOONS (New Series)

A Rainy Day (7).....Apr. 20
Blue Danube, The (7).....Dec. 16
Fishing Bear, The (9).....Jan. 20
Home on the Range (9).....Mar. 23
Mad Maestro, The (8).....Dec. 30
Milky Way, The (..).....June 22
(C)One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
Swing Social (8).....May 18
Tom Turkey (7).....June 8

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
All About Hash (11).....Mar. 30
Big Premiere, The (10).....Mar. 9
Bubbling Troubles (11).....May 25
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
New Pupil, The (11).....Apr. 27
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Midden Master, The (11) (sepia).....Apr. 20
Way in the Wilderness, A (..) (sepia).....June 22
XXX Medico (sepia) (..)...Mar. 23

PETE SMITH SPECIALISTS

Cat College (..) Sepia.....June 29
Domineering Male, The (10)..Mar. 30
Football Thrills of 1938 (10).Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia).Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Spots Before Your Eyes (10)..May 4
Stuffie (11).....Mar. 2
What's Your I. Q.? (sepia) (8).....Feb. 10
What's Your I. Q.? No. 2 (9)...June 8

ROBERT BENCHLEY

Day of Rest, The (9).....Sept. 16
Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9

SPECIAL

Flag Speaks, The (19).....June 14

Paramount

COLOR CLASSICS

(C)Ants in the Plants (7)....Mar. 15
(C)Little Lambkin (7).....Feb. 2

COLOR CRUISES (New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Fresh Vegetable Mystery (8).....Sept. 22
Isle of Columbus (10).....Feb. 9
Kick in Time, A (7).....May 17
Peru (9).....Oct. 6

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Blue Barron and His Orchestra (10).....May 31
Champagne Music of Lawrence Welk (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Busy Little Bears (10).....Oct. 20
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby No. One (11)..Sept. 22
Sugar Wind (10).....Jan. 19
Television Preview (10).....May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Nurse Mates (7).....June 21
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22
Onion Pacific (7).....May 24

POPULAR SCIENCE (In Cinecolor)

No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16
No. J9-5 (10).....May 3

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
Blue Streak, The (10).....Apr. 19
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Desert Adventure, A (10)....Sept. 29
Dog Is Born, A (10).....Nov. 3
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Foul Ball Player, The (7)....May 24
Granite Hotel (7).....Apr. 26
Ugly Dino, The (7).....June 14
Way Back When a Night Club Was a Stick (7).....May 10
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.
Blue Danube Waltz, The (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS (In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29
No. L9-5 (10).....May 31

RKO Radio

DISNEY CARTOONS (In Technicolor)

Autograph Hound, The (8)....Sept. 1
Billposters (8).....May 17
Bone Trouble (9).....June 28
Donald's Dog Laundry (8)....Apr. 5
Mr. Duck Steps Out (8).....June 7
Officer Duck (8).....Sept. 22
Riveter, The (7).....Mar. 15
Tugboat Mickey (7).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9
'Taint Legal (16).....May 24

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 1 (19).....Sept. 1
Soldiers with Wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.
No. 4 (19).....Nov. 24
Newsfronts of War—1940.
No. 5 (17).....Dec. 22
Crisis in the Pacific.
No. 6 (18).....Jan. 19
The Republic of Finland.
No. 7 (18).....Feb. 16
The Vatican of Pius XII.

No. 8 (18) .....Mar. 15
Canada at War.
No. 9 (19) .....Apr. 12
America's Youth—1940
No. 10 (19) .....May 10
The Phillipines
No. 11 (18) .....June 7
The U. S. Navy.

PATHE INFORMATION PLEASE

No. 1 (11) .....Sept. 8
No. 2 (11) .....Oct. 6
No. 3 (10) .....Nov. 3
No. 4 (11) .....Dec. 1
No. 5 (10) .....Dec. 29
No. 6 (11) .....Jan. 26
No. 7 (11) .....Feb. 23
No. 8 (10) .....Mar. 22
No. 9 (11) .....Apr. 19
No. 10 (11) .....May 17
No. 11 (10) .....June 14

PATHE NEWS

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RADIO FLASH COMEDIES

Blamed for a Blonde (16) ....Oct. 20
Chicken Feed (18) .....Dec. 29
Coat Tales (18) .....Nov. 17
Marriage-Go-Round (18) .....July 28
Twiocuplets (20) .....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9) .....Jan. 19
Court Favorites (8) .....Apr. 12
Gun Play (9) .....Sept. 1
Hunting Hounds (9) .....Sept. 29
Hurdle Hoppers (9) .....June 7
Ice Cutters (9) .....Oct. 27
Pennant Chasers (9) .....Feb. 16
Silent Wings (9) .....May 10
Sky Game (9) .....Dec. 22
Winter Playground (9) .....Nov. 24
Flycasting (9) .....May 15

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17) .....Dec. 15
Cupid Rides the Range (18) ..Sept. 8
Molly Cures a Cowboy (19) ..Mar. 22

REELISMS (New Series)

Acres of Plenty (9) .....Oct. 13
Air Army (9) .....Apr. 26
American Royal (9) .....Nov. 10
Men of Muscle (9) .....Jan. 12
Nevada Unlimited (8) .....Sept. 15
Navajo Land (10) .....Mar. 1
Siege (10) .....Mar. 29
Stray Lamb (8) .....May 24
Vacation Diary (10) .....Feb. 2
West Wall (10) .....Dec. 8

SPORTSCOPES

Hurdle Hoppers (9) .....June 7

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11) .....Oct. 27
Sanctuary of the Seals (..) ..June 7
Sky Fighters (11) .....Dec. 8

ED THORGERSEN—SPORTS

Action on Ice (..) .....July 19
Big Game Fishing (10) .....Sept. 1
Clocking the Jockeys (11) ....Nov. 24
Following the Hounds (10) ...Mar. 1
Over the Seven Seas (10) ....Apr. 26
Top-Notch Tennis (10) .....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

Aghileen Pinnacles, The (11) .Nov. 10
Climbing the Spirit's Home (10) .....May 10
The Valley of 10,000 Smokes (10) .....Feb. 16
Valley of 10,000 Smokes, The (10) .....Feb. 16

FASHIONS (In Technicolor)

Fashion Forecasts No. 5 (10) .Sept. 15
Fashion Forecasts No. 6 (10) ..Dec. 22
Fashion Forecast No. 7 (9) ..Mar. 29
Fashion Forecast No. 8 (..) ..June 21

FOX MOVIETONE NEWS

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LEW LEHR AND HIS DRIBBLE PUSS PARADE

Cheerio, My Dears (..) .....July 5
Labor Savers (9) .....Apr. 12
Monkeys Is the Cwaziest People (10) .....Sept. 29
Silly Season, The (10) .....Jan. 5

LOWELL THOMAS MAGIC CARPET

Evergreen Empire, The (11) ..Oct. 13
Flying Stewardess (10) .....Mar. 15
Isles of the East (9) .....May 24
Kangaroo Country, The (10) ..Feb. 2

TERRY-TOONS

All's Well That Ends Well (7) .....Mar. 8
Catnip Capers (..) .....May 31
Dog in a Mansion, A (7) .....Jan. 12
Edgar Runs Again (7) .....Jan. 26
©First Robin, The (7) .....Dec. 29
Hare and Hounds (7) .....Feb. 23
©Harvest Time (7) .....Feb. 9
Hitchhiker, The (7) .....Dec. 1
Hook, Line and Sinker (7) ....Sept. 8
Ice Pond, The (7) .....Dec. 15
It Must Be Love (7) .....Apr. 5
Just a Little Bull (7) .....Apr. 19
Love in a Cottage (..) .....July 28
Much Ado About Nothing (7) .....Mar. 22
One Mouse in a Million (7) ...Nov. 3
©Orphan Duck, The (7) .....Oct. 6
Professor Offkeyski (7) .....June 14
Rover's Rescue (..) .....June 28
Rupert the Runt (..) .....July 12
Sheep in the Meadow (7) ....Sept. 22
Swiss Ski Yodelers (7) .....May 17
Watchdog, The (7) .....Oct. 20
©Wicky-Wacky Romance (7) .Nov. 17

Universal

LANTZ CARTUNES

A 'Haunting We Will Go (7) ..Sept. 4
Adventures of Tom Thumb jr. (9) .....Mar. 4
Andy Panda Goes Fishing (8) .Jan. 22
Jolly Little Elves (9) .....June 3
Kittens Mittens (8) .....Feb. 12
©Life Begins for Andy Panda (8) .....Oct. 9
100 Pigmies and Andy Panda (7) .....Apr. 22
©Scrambled Eggs (9) .....Nov. 20
©Sleeping Princess (9) .....Dec. 4
Stubborn Mule (7) .....July 31
Three Lazy Mice (..) .....June 24

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9) .....Sept. 25
No. 67 (9) .....Oct. 16
No. 68 (9) .....Nov. 13
No. 69 (8) .....Dec. 11
No. 70 (8) .....Dec. 25
No. 71 (..) .....Jan. 15
No. 72 (9) .....Feb. 5
No. 73 (8) .....Feb. 26
No. 74 (9) .....Mar. 18
No. 75 (9) .....Apr. 29
No. 76 (9) .....May 13
No. 77 (9) .....May 27
No. 79 (9) .....July 18

STRANGER THAN FICTION

No. 66 (8½) .....Sept. 18
No. 67 (9) .....Oct. 9
No. 68 (9) .....Nov. 6
No. 69 (9) .....Dec. 4
No. 70 (9) .....Dec. 25
No. 71 (9) .....Jan. 8
No. 72 (8½) .....Jan. 29
No. 73 (9) .....Feb. 19
No. 74 (8½) .....Mar. 11
No. 75 (9) .....Apr. 15
No. 76 (9) .....May 6
No. 77 (9) .....May 20
No. 78 (..) .....June 10
No. 79 (..) .....July 8

TWO REEL MUSICALS

Boy Meets Joy (17) .....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½) ...Feb. 14
Folies Parisienne (18) .....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
Honolulu Bound (..) .....
Harry Owens and His Royal Hawaiians, Rita Rio, Don and Sally Jennings, Kenny Allen, Stears and Dean, Hawaiian Sweethearts and Royal Samoans.
International Revels (17) ....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Naughty Nineties (18) .....June 17
Rhumba Land (18½) .....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Rhythm Jamboree (1?) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18) .....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.
Swingin' in the Barn (..) ....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17) .....
March of Freedom (21) .....Sept. 6
Rhythm Jamboree (18) .....

UNIVERSAL NEWS

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Vitaphone

BROADWAY BREVITIES

Alex in Wonderland (20) .....Mar. 9
Double or Nothing (20) .....Apr. 20
Ice Frolics (20) .....Oct. 28
One for the Book (20) .....Feb. 3
Public Jitterbug No. 1 (..) ....May 4
Ride, Cowboy, Ride (20) .....Sept. 9
Royal Rodeo (15) .....Nov. 25
Seeing Spots (20) .....Apr. 29
Slapsie Maxie (17) .....Sept. 10
Spills for Thrills (19) .....June 15
World's Fair jr. (20) .....Dec. 9
Young America Flies (20) .....Aug. 3

THE COLOR PARADE (New Series)

American Saddle Horses (10) .Nov. 11
Gun Dog's Life (..) .....May 11
Mechanix Illustrated No. 1 (10) .....Sept. 30
Mechanix Illustrated No. 2 (10) .....Dec. 2
Mechanix Illustrated No. 3 (10) .....Feb. 17
Mechanix Illustrated No. 4 ..June 29
Men Wanted (10) .....Mar. 23
Movie Dog Stars (..) .....Aug. 17
New Horizons (10) .....Jan. 6
Valley, The (..) .....July 20

LOONEY TUNES CARTOONS

Africa Squeaks (7) .....Jan. 27
Ali Baba Bound (7) .....Feb. 10
Chewin' Bruin, The (7) .....June 8
Film Fan, The (7) .....Dec. 16
Jeepers Creepers (7) .....Sept. 23
Naughty Neighbors (7) .....Oct. 7
Patient Porky (7) .....Aug. 24
Pied Piper Porky (7) .....Nov. 4
Pilgrim Porky (7) .....Mar. 16
Porky's Hotel (7) .....Sept. 2
Porky's Baseball Broadcast (7) .....July 6
Porky, the Giant Killer (8) ..Nov. 18
Slop Happy Pappy (7) .....Mar. 13
You Ought to Be in Pictures (7) .....May 18
Porky's Last Stand (7) .....Jan. 6
Porky's Poor Fish (..) .....May 18

MELODY MASTERS

Artie Shaw & Orchestra (10) ..Dec. 30
Carl Hoff and Orch. (10) ... Mar. 23
Coquettes, The (10) .....Feb. 17
Dave Apollon & Orch. (10) ..Mar. 2
Larry Clinton and His Orchestra (..) .....May 25
Ozzie Nelson and Orch. (10) ..June 29
Rubinoff and His Orchestra (10) .....Nov. 11
Swing Style (10) .....Sept. 2
Vincent Lopez and Orch. (10) .Sept. 30
Woody Herman and Orch. (10) .....July 27

MERRIE MELODIES (In Color)

A Wild Hare (7) .....July 27
Bear's Tale, The (7) .....Apr. 13
Busy Bakers (7) .....Feb. 10
Ceiling Hero (7) .....July 6
Circus Today (7) .....June 22
Confederate Honey (7) .....Mar. 30
Cross Country Detours (7) ...Mar. 16
Curious Puppy (8) .....Dec. 30
Early Worm Gets the Bird (7) .....Jan. 13
Egg Collector (7) .....July 20
Elmer's Candid Camera (7) ..Mar. 2
Fagin's Freshmen (7) .....Nov. 18
Fresh Fish (7) .....Nov. 4
Gander at Mother Goose (7) .May 25
Ghost Wanted (7) .....Aug. 10
Good Egg, The (7) .....Oct. 21
Hardship of Miles Standish (7) .....Apr. 27
Land of the Midnight Sun (7) .....Sept. 23
Little Lion Hunter (7) .....Oct. 7
Merry Mexico (7) .....Aug. 24
Mighty Hunters (7) .....Jan. 27
Screwball Football (8) .....Dec. 16
Sioux Me (7) .....Sept. 9
Sniffles and Bookworm (8) ...Dec. 2
Sniffles Takes a Trip (..) ...May 11
Tom Thumb in Trouble (7) ....June 8

TECHNICOLOR

Cinderella's Feller (20) .....June 1
Flag of Humanity (20) .....Aug. 31
©Monroe Doctrine, The (16) .Oct. 14
Old Hickory (17) .....Dec. 23
Pony Express Days (20) .....July 13
Royal Rodeo, The (20) .....Nov. 25
Singin' Dude, The (20) .....Apr. 6
Teddy the Rough Rider (19) ..Feb. 24

SPECIALS (Tech.)

Master's Touch, The (10) .....Feb. 18

VITAPHONE VARIETIES

All Girl Revue (10) .....June 22
An Organ Novelty (10) .....Jan. 13
No Parking (10) .....Mar. 30
Radio and Relatives (..) .....May 25
Sword Fishing (10) .....Oct. 21
Vote Trouble (10) .....Sept. 9

State Rights

ALLIANCE FILMS

Birth of the Movies (22) .....Sept. 1
Documentary.

SERIALS

COLUMBIA

Shadow, The . Jan. 5
15 chapters.

REPUBLIC

Dick Tracy's G-Men .....Sept. 2
15 chapters. Ralph Byrd, Irving Pickel, Ted Pearson, Phyllis Isley, Walter Miller.
Zorro's Fighting Legion .....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers .....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe .....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet .....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
Phantom Creeps, The .....Oct. 17
12 chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.

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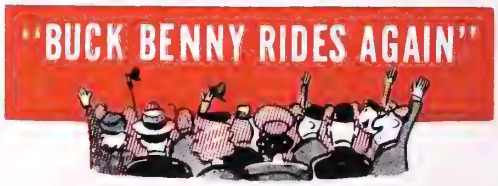
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Light entertainment is the right entertainment! And Paramount has nothing else but!

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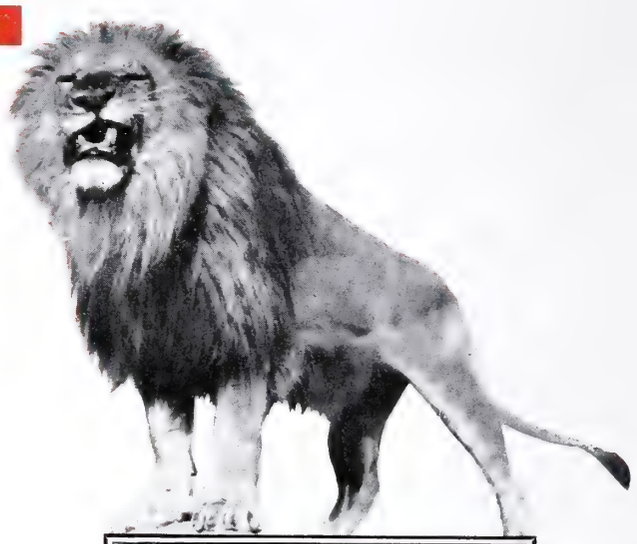
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PRODUCTION INDEX

THE LION ROARS!

Listen!



HERE'S a message from M-G-M to you:
WE'VE got our coats off and our
SLEEVES rolled up.
WE'VE got a job to do and we're meeting it
WITH everything we've got!
WE'RE making great entertainments
AND we're proving that
NOTHING can stop good pictures!
LAST week we launched the big musical
"NEW Moon" (*Jeanette MacDonald and Nelson Eddy*)
IT'S a box-office sensation everywhere
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ANOTHER sensation just opened is
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YOU will see for yourself that it's the
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GOLD mine for these times.
WE'VE got more genuinely BIG pictures
FOR release during the summer months!
AND remember that they follow a
WHOLE year of consistent successes!
WE want every man and woman
WHO reads this message to be
CONFIDENT with us, to place
FAITH in us.





PHONE YOUR M-G-M BOOKER!

"NEW MOON"
Jeanette MacDonald
Nelson Eddy

•

"ANDY HARDY MEETS DEBUTANTE"
Lewis Stone, Mickey Rooney, Judy Garland

•

Watch for
"SPORTING BLOOD"
the Surprise Hit!

•

"PRIDE AND PREJUDICE"
Greer Garson
Laurence Olivier

•

"GOLD RUSH MAISIE"
Ann Sothern

•

"BOOM TOWN"
Clark Gable, Spencer Tracy, Claudette Colbert, Hedy Lamarr

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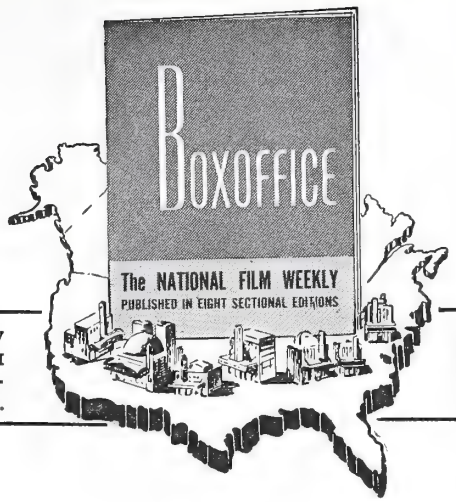
"I LOVE YOU AGAIN"
William Powell, Myrna Loy

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"BUSMAN'S HONEYMOON"
Robert Montgomery

WE have made our plans for next season on the basis of optimism that it will be one of the greatest years in show business.
MEANWHILE the Lion is ROARING right now
AND it's a comforting sound that means
SECURITY! STRENGTH! POWER! FRIENDLINESS!

PUBLISHED EVERY SATURDAY BY
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A CALL FOR DR. WATSON

THE INDUSTRY in New York currently is distinguished by the longest and glummest aggregation of faces in its recent history.

In Hollywood, where the mercury rises and falls with the bat of an eyelash, nerves are frayed and the jitters so pronounced you can hear the teeth clattering provided you listen hard enough.

Not without reason, of course. The sort of situation which marks the European scene cannot prevail without leaving its serious mark on people and things in a world reduced in size by modern communication.

The dribble which drips in from abroad has wrapped around the shoulders of the domestic sales organization a responsibility lacking in equity because Hollywood, stubbornly insisting costs cannot be reduced, continues to turn out the product at pre-war price levels and expects the American market to make up the difference dissolved in the maelstrom of war.

Your commentator persistently, and also consistently, has been maintaining it cannot be done; that costs must come down while quality does not suffer; that the whole attention of the industry must be directed toward the solitary objective, more simply put than attained, of self-sufficiency in the home market. In that, and in that alone, is there safety and economic survival. This is by way of striking a note hardly new. Yet new or old, the issue remains—unavoidable and of supreme importance.

In the meantime and in the interim period, if you like, the jitters which are in Hollywood and the long faces which are in New York stand in very serious danger of communicating their we-are-licked overtones elsewhere throughout the country where there continues to be a business and where money continues to buy admissions. The possible consequences in their effect on the man who runs the theatre should not be difficult to calculate.

We should imagine that the keynote to sound these harsh days ought to be an obvious one. It ought to be a keynote which fully recognizes the gravity of the crisis; as such, therefore, no silly endeavors ought to be made to minimize it. At the same time, there is no valid reason for carrying around the all-is-lost attitude now adorning the visages of some of the men who formulate and execute their companies' policies. There is no valid reason, too, for the existing lack of faith in their own merchandise which decorates the current scene.

Millions are tied up in current and impending releases. The word is the next four to six weeks will witness availability of a series of extremely important attractions, nicely spread over virtually all major distributors. But that word, thus far at least, is a casual something exchanged over highball glasses and coffee cups and apparently a piece of good news which the exhibitor at large is to be denied.

The lack of enthusiasm and the automatic disregard of the channels through which such enthusiasm normally rushes its way to the man who buys the film and then sells it to the public are astonishing and incredible. The distributor, now as always, expects the exhibitor to do a job in these days of percentage bookings, but for weeks he has been damning the conviction which he should have about his own merchandise by ignoring it in attitude and in action.

In the face of this dull-edged indifference on the part of the distributor, it is in the cards that the exhibitor will react identically.

A very immediate requirement is for a Watson to come running and to bring his needle with him. This business requires a lightning jab in the arm to revive its initiative and to rehabilitate its backbone.

Kann

METHOD TO MAKE DECREE LEGALLY OPERATIVE POSES A PROBLEM OUTDISTANCING ALL OTHERS

Small-Block Sales Also Obstacle; Continue Solution Efforts

NEW YORK—How to make any consent decree to end the government suit legally effective continues as the major problem confronting counsel for the industry and the department of justice as negotiations enter their seventh week Tuesday. It is hoped some solution will be worked out to get around objections now being encountered, but when this formula will be arrived at, if at all, is something on which no one will hazard a guess.

While a certain group of distributor attorneys participating in discussions at the Bar Ass'n Building are leaning more and more toward the inclusion of compulsory arbitration in a decree, there is another faction holding to the opinion that to do so would be "to run smack up against the Thacher decision outlawing compulsory arbitration."

Says It Is Legal

A. H. Feller, special assistant to the attorney general in charge of the consent decree division, already has held compulsory arbitration may be included. He has stated, "Distributor defendants, if they sign a consent decree, will offer contracts to exhibitors stipulating arbitration as well as other trade practice terms. If an exhibitor takes the position he does not want to sign a contract calling for arbitration, the distributor need only tell him the contract as drawn has been approved by the federal court; hence the distributor has been directed to sell his product in that manner."

The consent decree expert has gone further in declaring compulsory arbitration is legal if it prevents discrimination and does not restrain trade.

But some industry attorneys point out the limitations of a consent decree would embrace the eight major companies which would sign it, not each and every exhibitor.

Point to Hurdle

One of the problems which continues to face hurdles in this connection is what may be the attitude of some exhibitors on arbitrating clearance disputes. A hypothetical question is posed. For instance, a small circuit operator is asked to settle a clearance dispute in which he is defendant and refuses. Distributor counsel say there is no way of making him arbitrate, for the exhibitor's attitude is he paid for the clearance and distributors have no right to take it away from him if he does not voluntarily give it up.

Counsel for some film companies further maintain that the fact the government might insist on inserting a compulsory arbitration clause in a contract for service would not, and cannot, be used as a legal defense. It is recalled the decision, handed down by former Judge Thomas D. Thacher, now representing Paramount in the current negotiations, was upheld by the supreme court.

Exhibitors might hold compulsory arbitration restrains trade. That argument also has been a topic of considerable discussion among the lawyers.

Meanwhile, the attorneys resumed Tuesday, after a week's recess, on the negotiations and now have covered about 90 per cent of the provisions to be embraced by the decree. Within the next week or so, the other ten per cent is expected to be gone over, but this by no means indicates they are on the final lap.

The work of re-hauling various proposals and drafting them in written form then will begin. This may take six months and perhaps longer, according to the progress made during the next few months.

Both sides maintain a workable code ultimately will come out of the meetings, but in what form or shape is something time alone can tell, it is felt. Recalling the days of negotiations on the code of trade practices drafted by the industry, it is pointed out at least five drafts were drawn in the 15 months William F. Rodgers, general sales manager of M-G-M, and his committees worked on it. Many of the asserted "good features" will be embodied in the new decree, as well as those prepared for the commerce department's consent plan.

Despite the optimism which prevails in all quarters, distributors have not given up the special meeting quarters at 346 Broadway. A session was held there Monday afternoon, prior to resuming the following day with Paul Williams and other representatives of the department of justice. Files and records shipped from various home offices still are in the downtown Broadway building which houses the Merchant's Club.

Columbia and Universal continue to object to sales in small blocks on the grounds they cannot finance a sufficient number of pictures required to sell that way. However, these companies are hopeful a plan may be worked out so that their problems may be met with as little inconvenience as possible. This may mean eliminating advance screenings before pictures are sold.

After the lawyers for the government and distributors complete their draft of code proposals, exhibitor groups all over

(Continued on page 14)

Both Sides, However, See Workable Code As Forthcoming

From the Files

Dated August 10, 1939, the final draft of the industry's proposed trade practice code — the one which was kicked out by Thurman Arnold on threat of precipitating further prosecution by the department of justice—has had the cobwebs brushed off and now is playing an important part in the current negotiations leading toward a possible consent decree.

How and why, and also its complete and hitherto unpublished text—beginning on page 12.

One Slant on Arbitration

New York—There is no "real dispute" over the method of arbitration the industry will eventually face if defendants in the government suit, presently negotiating a settlement, are satisfied with the interpretations justice department spokesmen are said to have offered in respect to compulsory arbitration. Some observers think this, at any rate.

These interpretations are said to take the position that the principal objection to arbitration as practiced under supervision of film boards, which finally was outlawed by the supreme court, was "the method" adopted by the major distributors in forcing exhibitors to abide by the system. In other words, there was a "moral question" involved aside from the mechanical execution of the plan. This is pictured as having placed an exhibitor in a "helpless" position if he had not complied with the terms of a film board award against him. Suddenly he would find himself cut off from a supply of product, goes a view of the "real" reason for the supreme court's ruling.

Present negotiations indicating compulsory arbitration will be adopted again are said to stem from justice department views that "everything will be open and above board; there will be no ganging up on an exhibitor by distributors if they do not abide by decisions. Decisions will be enforceable in court, with judicial penalties for those who cannot meet them."

That compulsory arbitration is not a stumbling block in the settlement conferences and has not been since early in the negotiations is said to be the result of three clearcut thoughts which first reached the confreres. These are said to be:

(1) Can we do it?
(2) How shall we do it? and
(3) How much will it cost?

UNCERTAINTY OF SUSTAINED FLOW OF 'A' FILMS COOLS 'BIG 5' ON IDEA OF SMALL BLOCK SALES

Advance Trade Showings Also Get a Setback; "Must Face Facts"

NEW YORK—The five producer-exhibitor defendants in the all-industry suit are pictured as "cooling off" on their own proposal of selling pictures in small blocks as one of the considerations for a consent decree in return for retaining theatre interests, according to sources close to current settlement negotiations. Advance trade screenings of films before they are sold are also said to have encountered a setback in the attitude of certain defendants who previously had been in favor of the plan.

The reason for the "change of heart" about selling in small blocks is understood to stem from the recognition among certain "Big Five" spokesmen that "even we don't make every picture an 'A'." The accompanying thought here is said to be that selling in small blocks would put the industry on a much more competitive basis and that there would have to be fewer pictures, but better ones.

"But we must face the fact that the government's petition makes a strong point of the allegation that the large producers are cutting down the number of pictures and the exhibitor suffers as a result," one source states. "The government is insisting on the abolition of blind selling," this source continues, "on the ground there is a 'public clamor' for it. In other words, we are being forced to swallow the contents of the Neely bill, and the objections to that bill are well known."

The retarding thoughts in connection with previewing films before they are sold reputedly stems from the realization that before such a practice could be adopted generally each company would have to possess a large reserve of product. Here is the way one industry spokesman puts it:

"You can't show something you haven't got. It would be highly discriminatory to let those 'out in front' with a big reserve of product keep that lead while the others have to race to keep up with them. Every one would have to start from scratch. If, as the government insists, there must be greater competition in the industry they also seek to destroy competition by telling two or three companies they must halt production until the others catch up. That isn't competition. If one company is resourceful, wide-awake and smart enough to finish 10 pictures before his competitor turns out two—that's competition."

Discount Reports of Shift

TORONTO—Film men here fail to rise to reports British producers will transfer activities to Canada because of war conditions in London. It is believed here English studios would have difficulty in arranging financing, for one thing.

"The Big Fellow Must Lead"

Chicago—Double features can be stopped, but it's up to the "big fellow" to assume the lead, Jack Kirsch, president of Allied of Illinois, states in a letter to Ben Shlyen, publisher of BOXOFFICE, in comment on the latter's editorial of June 29.

"I am heartily in accord with everything you say," he writes. "For approximately a year and a half I have tried to sell the distributors on the very same thing your editorial states. It is about time exhibitors stop passing the buck as to who started doubles or triples—and get down to facts. Never mind who started them. LET'S STOP THEM. They can be stopped IF DISTRIBUTORS WILL TAKE A HAND AND HELP US GET RID OF THIS WORST EVIL.

"The heads of the circuit controlling first run situations in neighborhoods of Chicago insist on doubles and triples, but the parent company cries out against them and more so against two A pictures being double featured. I have gone on record with every trade paper and in every talk made that 90 PER CENT OF THE THEATRES IN CHICAGO WILL IMMEDIATELY DROP DOUBLE BILLS AND GO SINGLE FEATURE IF THE BIG FELLOW WILL TAKE THE LEAD.

"I have tried everything humanly possible to eliminate this evil, admitting from our convention floor that I was at a loss for ideas as to how to combat the same. If your readers can give the exhibitors in the city of Chicago any help in this fight, it will be welcomed and appreciated.

"I repeat—the big fellow must take the lead. We will follow."

Editor's Note—The emphasis is Kirsch's.

No Adverse Reaction to Tax, Declare Circuits

NEW YORK—Affiliated and independent circuit operators assert there is no adverse public reaction to the new federal tax which requires a 10 per cent levy on all admissions of 21 cents and over. According to these sources, careful analysis reveals there is no falling off in attendance that could be directly attributed to the slight increase; this on the basis of about 10 days' operation.

In scattered instances where patrons inquired as to the reason for the boost, theatre managers explained the situation and patrons were apparently satisfied, it is said. However, where basic scales have been moved, either up or down, apart from the new federal tax there is no indication of permanency. Exhibitor spokesmen declare there is bound to be some experimenting in price structures, if only for competitive reasons, but a number of weeks will have to elapse before there can be any definite appraisal of the final effect.

Some in Wisconsin Cut

MILWAUKEE—Although a substantial percentage of state exhibitors has passed the defense tax to the public, a checkup reveals a number have dropped scales.

Otterson Enters the Game Market

New York—John L. Otterson's latest venture is a new theatre game, called "Minute Mysteries." He has acquired 10 one-reelers from Columbia, which the company distributed about eight years ago. These were based on a syndicated newspaper idea.

See Discrepancies in Bill Against Schine

BUFFALO — Local exchange managers, studying the bill of particulars furnished by the government in the anti-trust suit against the Schine circuit and major distributors, feel there are many discrepancies contained in the lengthy document.

Whereas the government contends Schine maintains local monopolies in 37 towns, branch managers assert that where a circuit controls the only theatre in any situation there can be no monopoly; likewise where there are two houses, both owned by Schine.

In this connection, the following cities are cited where Schine has the only theatre, Hudson Falls, Ballston Spa, Ilion, Perry, Saranac and Seneca Falls. William Benton is Schine's partner at Ballston Spa. Towns where there are two theatres, both operated by the circuit are Cambridge, Md., Gloversville and Oneonta, N. Y.

The charge that distributors do not sell second run in Malone is contradicted by Paramount which states it sells the Plaza, operated by Michael Boumansour. Other companies also have second run pacts with this exhibitor.

The distributor contention is that, if they do not sell Schine in those towns, there is no other outlet, Malone excepted. Hence they argue there can be no monopoly, since the term is generally applied to more than one or two theatres in a town.

East on "U" Deal

HOLLYWOOD—George Hall, general manager of Walter Lantz Productions, is expected to arrive in the east next week to close a release deal with Universal.

The Pulse of the Motion Picture Industry

BOXOFFICE

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PORTLAND, ORE.—404 Pacific Bldg., Robert L. Thomas.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
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SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
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WASHINGTON—1426 G St., Earle A. Dyer.

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EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—7 Crescent Annex, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

PRECISELY how much drag do national exhibitor leaders wield with their constituents?

From time to time and particularly in the light of the checkered careers of country-wide theatre associations, so claimed, there has been speculation about this. Not very pressing speculation, but occasional wonderment anyway.

A statistical bent, made curious by the floodtide of litigation, now begs leave to furnish some sort of an answer. The pencil sharpening was waged elsewhere; it is the result which you are now about to get here.

Ninety anti-trust and other types of lawsuits figured in the breakdown. Likewise did 150 complaints, big and otherwise, to the department of justice. On the pre-determined conclusion that forty per cent of the theatre body is identified with the MPTOA, twelve per cent with Allied and the remaining forty-eight per cent is unattached as to exhibitor units, the breakdown claims to show the ninety suits and the 150 beefs developed in like proportion. In other words and on the theory the further simplification may be necessary, MPTOA members filed about forty per cent of the suits and lodged about forty per cent of surveyed 150 complaints in Washington, Allied men twelve per cent and free lancers the residue.

Ed Kuykendall, MPTOA president, has been functioning on a policy opposed to litigation; his views for adjudication of spats from within, of course, are well known. Colonel H. A. Cole and Abram F. Myers, Allied's big wheel horses, have been hammering away at litigation to supplement the major government suit; in fact it was Cole who, at one time, rather fondly envisioned the day when several thousand suits would load down the court dockets of the nation.

If, then, this percentage breakdown holds up, the surprise conclusion is immediately obvious. Kuykendall against suits would appear to be faced with an embarrassing bracket of forty per cent of his own constituents who paid no attention to him. And Cole and Myers, urging litigation, would appear to find a trifle over ten per cent of their adherents listened to their advice.

This suggests national exhibitor leaders do not cut the swath in wielding influence which they have claimed. It also submits the possibility that the individual theatreman does pretty much as he pleases and that, on the issue of suing or not suing, his prime consideration is his own conviction that he has a case or he has not.

Once Upon a Time

The slow-moving charm of England in the early nineteenth century and the stateliness, as well as the stuffed shirt order, of that day saturate "Pride and Prejudice" like the morning dew. The setting may be removed from the celluloid rank and file, but the story is the old and perennially effective one of the flighty mother nesting five grown up daughters and moving hell and high water to marry them off. At the close, three are accommodated and two hover on the brink.

The unfolding of the social amenities of another century allow for broad strokes of comedy. The script, the direction and the performances combine to seize the opportunity with results extremely entertaining and pleasant to behold.

Greer Garson continues to handle herself very well and, in this instance, finds your reporter again willing to head the cheering section on her behalf. Laurence Olivier is alternately effective and otherwise, but maybe it's the part, not the actor. Edna May Oliver, with little to do, makes that little expand in importance. She and Melville Cooper are very nearly successful in walking away from the rest of the long and competent cast.

Nostalgic and nosegay stuff, "Pride and Prejudice" is apart from these hectic times. That may prove to be its salvation or its disaster. The answer is in the public mind. Anyone who can successfully cross section it in these or in any other times gets all the bows from this typewriter.

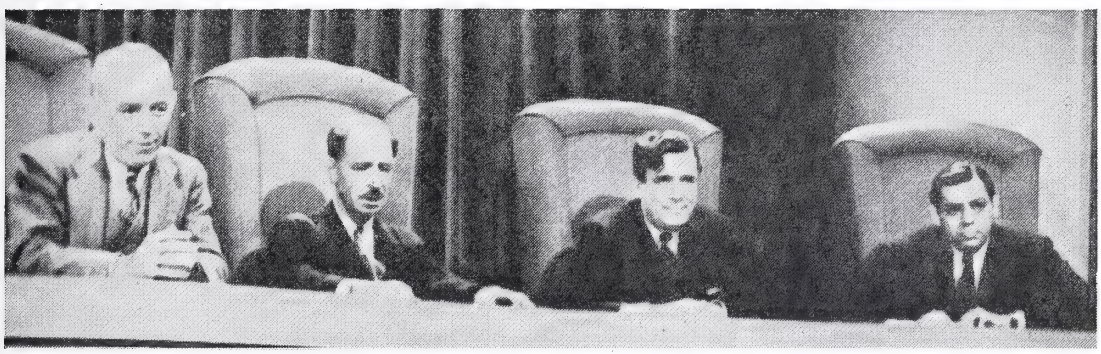
Gadget Girl

Hollywood flash:

> "Lana Turner sports the latest in lapel gadgets. The M-G-M starlet accents her navy wool suit with a chameleon pin. When you press the tail of the little gold animal, the emerald stones do a turnabout and change to ruby."

Good idea for profit and loss statements.

RED HOT RIGHT NOW!





WENDELL WILLKIE

as guest star of issue #12

INFORMATION PLEASE

Matching his wits with the regulars

CLIFTON FADIMAN • FRANKLIN P. ADAMS • JOHN KIERAN *and* OSCAR LEVANT

Produced by **FRANK DONOVAN** *Supervised by* **DAN GOLENPAUL**

RKO-PATHE RELEASE

SEND THIS COUPON!

RKO RADIO PICTURES, Inc.
1270 Sixth Avenue,
New York, N. Y.

Gentlemen:

I am interested in the "Information Please" Series for my theatre. Without obligation on my part, please quote price.

(NAME)

(THEATRE)

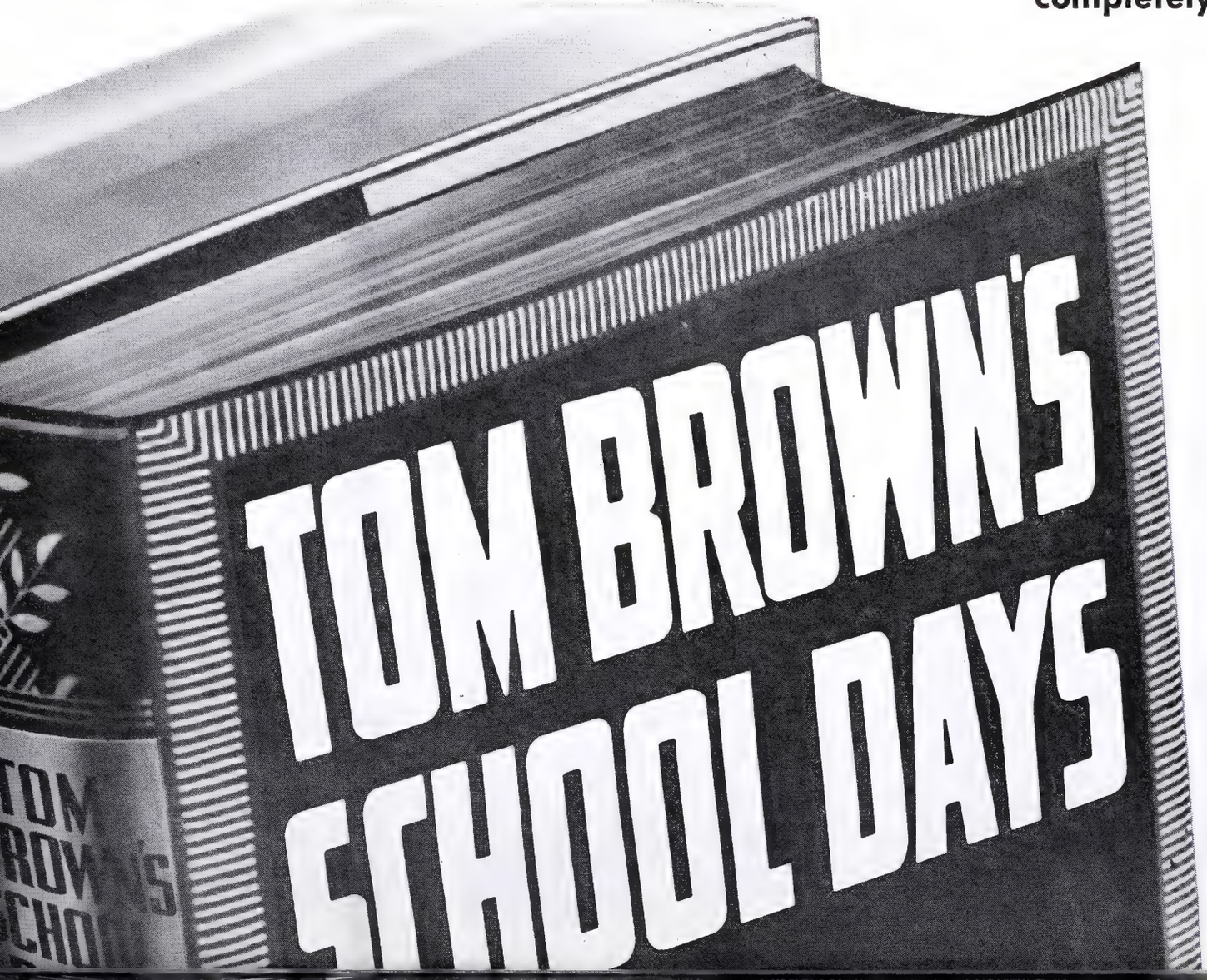
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B

FILM DAILY—"A standout attraction whose power and appeal mean certain acclaim by all fans . . . must be set down as a box-office natural."

SINCLAIR LEWIS—"Adds to the stature of the motion picture as adult entertainment."

JAMES HILTON, AUTHOR OF "MR. CHIPS"—"One of the richest of all stories of schoolboy life. I am delighted to see Tom and Dr. Arnold, the 'Mr. Chips' of Rugby, brought to warm-hearted, young-loving America. We salute the film version of this completely delightful entertainment."



JIMMY FIDLER—
"Should score a hit."

GENE HERRICK, LOOK MAGAZINE—
"Rich in humor and drama...can take its place among the ten best pictures of any year."

PAUL HARRISON, NEA SERVICE—
"Combines rich drama with great comedy."

MOTION PICTURE DAILY—
"A Sound and solid piece of entertainment."

HOLLYWOOD REPORTER—
"Will gain ready response from the same audiences that took to heart 'Mr. Chips'."

HOLLYWOOD VARIETY—
"Splendid and very moving . . . a compelling piece of entertainment."

JIMMY STARR—
"Will take its place among the screen's top pictures."



"Towne and Baker deserve great credit for its sincerity."

LOUELLA PARSONS—

"Sympathetic and meritorious."

RADIO CITY MUSIC HALL ATTRACTION . . . OPENING FIRST RUNS EVERYWHERE!

RKO RADIO PICTURES

with SIR CEDRIC HARDWICKE · FREDDIE BARTHOLOMEW · JIMMY LYDON
JOSEPHINE HUTCHINSON · BILLY HALOP · POLLY MORAN · HUGHIE GREEN · ERNEST COSSART · ALEC CRAIG · GALE STORM

PRODUCED BY GENE TOWNE AND GRAHAM BAKER · DIRECTED BY ROBERT STEVENSON

ADAPTATION AND SCREEN PLAY BY WALTER FERRIS & FRANK CAVETT AND GENE TOWNE & GRAHAM BAKER · ADDITIONAL DIALOGUE BY ROBERT STEVENSON

"A Nugget of Entertainment"

Hollywood—At first blush one might conclude that the lives, loves, tribulations and adventures of truck drivers are hardly the ingredients from which a truly engrossing melodrama might be manufactured. However, Warner's "They Drive by Night"—a nugget of pure-gold entertainment—is absolute refutation of such assumption.

The cinematic alchemy is accomplished through the expert use of the following tried and true precipitating agents: The down-to-earth, familiar-with-the-seamy-side production values which characterize all of Mark Hellinger's pictures; a speedy screenplay, replete with dramatic situations and bright dialogue; the steady direction of Raoul Walsh, and, above all, a sterling cast.

George Raft delivers what is probably the best performance of his career, and Ida Lupino ascends another rung toward the top as one of filmdom's finest actresses.—SPEAR.

See a Warning in Chicago Conviction

NEW YORK—The investigation by the Copyright Protection Bureau which led to the conviction of two men in Chicago charged with bootleg trafficking in stolen prints is hailed by distribution executives as a signal to petty racketeers that the industry will not tolerate "muscling in."

Although cases such as the Chicago incident are not numerous they reflect the necessity of maintaining contant vigilance in order to prevent recurrence through the glowing picture of lucrative returns painted by shake-down experts to "weak" distributor employes, in the opinion of Jack H. Levin, CPB director.

In relating the background leading to the conviction in Chicago of A. J. Calderara for receiving a stolen print of "Sutter's Gold," and Walter Johnson as an accessory, Levin declares the trail was first picked up in Rochester, where 67,000 feet of 35mm film were found hidden in the cellar of a home.

How They Get Start

"As an insight into how these bootleggers start in this business and wind up contaminating others is to observe this particular case," Levin declares. "An exchange employe had set up a relative in the business by surreptitiously removing film from the exchange and giving it to the relative. He, in turn, to acquire additional films for trading or resale purposes, began communicating via the grapevine system with others of his clan.

"When they found that their trading was at a low ebb they played upon other weak individuals employed by the theatre or exchange to steal a 'hot print.' With this print the bootleggers got a foothold in the business which enabled them to trade with bootleggers in other parts of the country. This type of thievery recently took a new twist in a case uncovered in the east. After listening to fantastic tales of these irresponsible bootleggers who were unfamiliar with exhibition and distribution, home offices were visited by representatives of certain 'detective agencies,' who offered to apprehend film bootleggers upon payment of fees, ranging up to $2,500. These 'detectives' were formally invited to the bureau's offices, and after demonstrating to them the mechanics of the business, convinced them there is no room in the industry for shake-down methods."

Paramount Selling 36 Percentagers

CHICAGO—Paramount's national sales formula next season calls for 36 pictures on percentage with eight on flat rental, including the six Hopalong Cassidy westerns produced by Harry Sherman.

The percentage groups breakdown follows: Six at 35 per cent, 14 at 30, and 16 at 25, making a total of 36.

Where "Northwest Mounted Police," the Cecil B. DeMille picture, has been sold for 40 per cent this season, the producer's release for 1940-41, "Reap the Wild Wind," will be sold on the same terms. However, in many instances "Reap the Wild Wind" will be sold as a special in the top group classification.

Releases for three months, starting September, have been set by the company. There will be four each month. For September the lineup includes "Rhythm on the River," "Life With Henry," "I Want a Divorce" and "Victory;" for October, "Touchdown," tentative title, "Rangers of Fortune," "A Night at Earl Carroll's" and "Arise My Love;" for November, "Dancing on a Dime," "Three Men From Texas," "A Date With Destiny" and "Northwest Mounted Police."

Philadelphia Complaints Being Probed by FBI

PHILADELPHIA—Investigation by the government on complaints filed in connection with the all-industry suit continues here without a let up. Regarded as Allied's latest stronghold, Seymour Krieger, FBI man, has been here several weeks checking up data for the suit and also hunting new possible witnesses.

Howard Hughes Gets 20th-Fox Release

NEW YORK—Howard Hughes has signed a releasing deal with 20th Century-Fox for two pictures which he will produce for the 1940-41 season, according to Herman Wobber, general sales manager. The Hughes productions are to be sold separately.

Hughes, who formerly distributed through UA and Paramount, recently signalized his return to production when he signed Leo McCarey as associate producer and declared for two undesignated vehicles.

Twentieth Century-Fox has no intention of cutting the 48 pictures announced for delivery, Wobber states. The sales executive, who is back from a five-week stay on the coast, declares the studio is increasing the negative costs of its pictures all the way down the line.

"With the loss of a good deal of the foreign markets, we believe the only way to make profitable films for domestic consumption is by continuing to make bigger and better pictures," Wobber asserts.

"We are going to have more pictures with higher negative costs. The studio is standing by its guns in its plans for 24 'A's' and 24 'B's,' " he declares.

Wobber says the studio is making satisfactory progress with releases set until the end of October. Of "Brigham Young," Wobber is particularly enthusiastic and states Darryl F. Zanuck has suggested the picture be roadshowed in the fall.

All plans for the delivery of four British pictures have been dropped for the present. The company, Wobber says, has one British film on hand which it will distribute. Production in England will be resumed when conditions are favorable.

Metro Considers Roadshow Policy for "Boom Town"

HOLLYWOOD — M-G-M is seriously considering a roadshow policy for "Boom Town." The idea crystallized Thursday morning when Nicholas M. Schenck, William F. Rodgers, Al Lichtman and other executives saw the film in a projection room. If the policy is taken up favorably, the film might get its first big sendoff at a $2.20, reserved seat engagement at the Astor, New York, early in September.

Rodgers will visit San Francisco, Seattle and Salt Lake City offices en route east, where he is expected to return about July 22.

"Boys From Syracuse" Clicks

New York—A typical, invited community sneak preview audience took "The Boys From Syracuse" with the sort of boisterous enthusiasm that presages a deep-felt want to laugh at something that isn't supposed to make sense—and doesn't. The central idea is Shakespeare's "A Comedy of Errors." But the comic invention, dialogue and music have been so streamlined as to aggregate a comedy of solid, hit proportions. There's excellent production on all sides, a cast that knows its business and a brand of lowbrow comedy that should meet all comers. With Joe Penner, Martha Raye, Allan Jones, Charles Butterworth and Rosemary Lane. Jules Levey's first production effort and a successful one.—WEISBERG.

"ALL THIS"

BIGGEST JULY 4TH IN 8-YEAR HISTORY OF RADIO CITY MUSIC HALL!

RIGHT NOW

TOPS 'ROBIN HOOD' FIGURES AT RADIO CITY MUSIC HALL!

FROM WARNERS

HELD FOR 2ND WEEK AT RADIO CITY MUSIC HALL!

THE TIP-OFF

The largest theatre in the land had to double its playing time—triple time won't be enough for you!!

BETTE DAVIS AND CHARLES BOYER



'ALL THIS, AND HEAVEN TOO'

From the story by Rachel Field. With

JEFFREY LYNN • BARBARA O'NEIL

Virginia Weidler • Henry Daniell • Walter Hampden • George Coulouris

An ANATOLE LITVAK Production

Screen Play by Casey Robinson • Music by Max Steiner

TRADE PRACTICE CODE DUSTED OFF, STUDIED FOR VALUES IN FRAMING A CONSENT DECREE

Observers Emphasize, However, Nothing in the Proposed Code Is Conclusive; Other Plans Studied by Government and the Majors

NEW YORK—*Coming events cast their shadows before them.*

Last heard of August 10, 1939, *and now again thrust into the limelight is the trade practice code. Originally its conception was voluntary within the industry. Today, the pact rejected by "Trust Buster" Thurman Arnold finds itself a vital factor in the negotiations between the department of justice and distributor defendants in the all-industry suit for a consent decree settlement.*

After 15 *months of laborious consultation and conference, exhibitor groups—Allied excepted—and seven major companies—UA excepted—were willing to adopt the plan when Arnold issued his cease and desist order with a threat of further and intensified prosecution if the proposed trade practices were put into operation.*

Now it is highly probable the ill-fated trade practice code will be drawn upon for some of the basic principles upon which a consent decree will ultimately emerge. Observers point out, however, that nothing in the proposed code is of a definite nature insofar as predicting final outcome. In this respect, it is obvious that no reference is made to selling in small blocks, status quos of majors' theatre interests, trade screening pictures before sold and provision for a national appeals board.

The four issues, however, are covered in the commerce department proposals, the complete text of which was published in BOXOFFICE, *June* 22.

Emphasis is made by some negotiators that the trade practice code and department of commerce proposals are by no means the only plans being considered. In this connection a government spokesman declares that at no time during code negotiations last year were the interests of small independent, unaffiliated producers taken into consideration, a factor which now is said to be one of the problems which must be taken care of in a consent decree.

The full, final, official and hitherto unpublished text of the ill-fated trade practice code follows:

PREAMBLE

The signatories hereto, being distributors, exhibitors and organized groups of exhibitors of motion pictures, hereby severally adopt the following as a code of fair trade practice, hereby severally binding themselves to the observance of the principles, policies and practices set forth herein in the licensing, distribution and exhibition of motion pictures in continental United States.

I. Exclusion Privilege

(1) **Exclusion as a Matter of Right.** Whenever an exhibitor shall have entered into a license agreement for all of the feature motion pictures ("features") offered (see footnote 1) at any one time by a distributor for a run in any situation (see footnote 2), such exhibitor shall have the right to exclude therefrom, without payment of the license fee therefor, 20 per cent of the total number of features contracted for, if the average of the license fees for all features contracted for shall not exceed $100 per picture; 15 per cent, if such average is in excess of $100 and not in excess of $250; and 10 per cent, if such average is in excess of $250.

In determining the number of features that may be excluded, fractions of one-half or more shall be counted as one and fractions of less than one-half shall not be counted.

In computing the average of the license fees for all features contracted for the license fees of featurs based in whole or in part on a percentage of the gross receipts of exhibition shall be included at the average of the license fees of all the distributor's features of the preceding motion picture season which were exhibited by exhibitor upon a percentage basis for the same run in such situation. If none of the distributor's features was so exhibited during the preceding season, then such average of license fees shall be agreed upon by the distributor and the exhibitor and included in the license agreement.

For the purpose of determining the rights of exclusion of an exhibitor hereunder, so-called "Westerns" (as such term is understood in the motion picture industry)—see footnote 3—reissues and foreigns (except such as may have been produced outside of the United States in the English language by an American producer or distributor or subsidiary thereof) shall not be included in the number of features offered or contracted for as above provided, but shall be deemed to have been offered in separate groups and, if contracted for, the features in each such group shall be subject to exclusion on the basis set forth above and, if included with other features in the same license agreement, shall be separately listed.

The right of an exhibitor to exercise his exclusion privilege herein provided for shall be subject to the following terms and conditions:

(a) A first run exhibitor shall give the distributor written notice with respect to each feature he elects to exclude within 14 days after the mailing by distributor of the first notice of availability hereof; any other exhibitor shall give such notice within 14 days after the close of the first exhibition of such feature in the city or town in which his theatre is located or the mailing of the notice of availability thereof, whichever is later, provided that if such feature is not exhibited on a prior run in such city or town and notice of availability shall have been previously mailed to such exhibitor, the distributor shall mail to such exhibitor a new notice of availability thereof and notice of exhibitor's election to exclude such features shall be given within 14 days after the mailing of such new notice;

(b) The exhibitor shall not, at the time of giving such written notice, be in material default under the license agreement (see footnote 4);

(c) Exclusions shall be made proportionately among the several price brackets provided for in the license agreement (see footnote 5); but any number of exclusions to which an exhibitor is entitled may be made from the lowest price bracket;

(d) If any exhibitor, having the right to do so, fails to exclude one or more features from higher brackets, he shall, for each such feature, have the right to exclude one feature from the lowest bracket; provided, however, that if at the time there are no unplayed available features in the lowest bracket, he may exclude a feature from the next to lowest bracket.

Upon the exclusion of any feature under this section (1), the license therefor shall terminate and all rights thereto shall revert to the distributor and such exclusion shall be charged against the number of exclusions to which the exhibitor may be entitled, whether or not a new license agreement for the exhibition of such feature is subsequently entered into by such exhibitor.

All disputes growing out of the exercise or attempted exercise by an exhibitor of the exclusion privilege provided for in this section (1) shall be subject to arbitration.

(2) **Exclusion for Cause.** An exhibitor shall have the right, in addition to the exclusion privilege provided for in section (1) above, to exclude from any license agreement any feature which may be locally offensive on moral, religious or racial grounds, provided he shall give the distributor written notice, not later than 14 days after the conclusion of its first exhibition in the exchange territory in which the exhibitor is served, of his desire to exclude such feature, specifying the reasons therefor. Upon the exclusion of any feature under this provision, the license therefor shall terminate and all rights thereto shall revert to the distributor. Any dispute as to whether or not a feature is in fact so locally offensive shall be subject to arbitration. The arbitrators shall not, in deciding such dispute, take into consideration the decision of any arbitrators with respect to the same feature except only that they may do so if such decision concerns the same feature in the same local area in which exhibitor's theatre is located.

II. Trade Announcement

Each distributor shall make a general trade announcement at or prior to the beginning of each of its seasons, containing such information as it may be practicable to give of all features completed or actually in production then intended for release during such season, it being understood that the completion of such features actually in production and the making of such other features which it is intended to produce are subject to the hazards and uncertainties of the business and they may not be completed or produced, as planned.

III. Public Demand for Exceptional Feature

If in any town or in any city, or section of a metropolitan city, an exhibitor shall request of a distributor the license for a run in any situation (see footnote 6) of a feature, having such an exceptional and outstanding appeal as to create a natural and spontaneous national public demand and for which there is a spontaneous and natural public demand in the town, city or section of the metropolitan city in which his theatre(s) is located, and which would not be shown in such town, city or section unless licensed for exhibition to exhibitor, and the distributor offers to exhibitor a greater number of features than exhibitor can without altering his operating policy reasonably exhibit in such situation because his playing time will be so absorbed by previous commitments for features, the distributor will then offer to such exhibitor such lesser number of features, including such requested feature, as may be agreed upon or, in the event of a dispute, such number as may be determined by arbitration to be the maximum number of features which can reasonably be exhibited by exhibitor in such situation; provided that the distributor shall have the right at any time before the arbitrators shall have made their award to offer or license all or any of its features to any other exhibitor.

An exhibitor who has been a customer of a distributor and who has refused to contract for such distributor's features for the situation involved shall have no right to attempt to use this Article to compel such distributor to license to him from time to time its outstanding features.

Any dispute as to whether such requested feature is an "Exceptional Feature" as above described or as to the maximum number of features which can reasonably be exhibited by exhibitor in such situation or as to whether exhibitor is so attempting to use this Article, shall be subject to arbitration. Exhibitor shall commence arbitration proceedings within 14 days after the refusal by distributor to license to him the number of features requested by him.

IV. Preferred Playing Time

(1) **Flat Rentals and Guarantees.** A distributor will not exercise the right to designate features for preferred playing time which it may have under a license agreement with respect to any features, the license fee for which is either a fixed sum or is computed in whole or in part upon a percentage of the gross receipts of exhibition with a fixed minimum sum guaranteed.

(2) **Features Unsuitable for Preferred Playing Time.** If a distributor shall exercise the right to designate features for preferred playing time which it may have under a license agreement with respect to any feature licensed solely on a percentage basis, which feature is claimed by exhibitor to be unsuitable for such playing time and if exhibitor shall give distributor written notice of his objections thereto and the reasons therefor within seven days after the mailing of notice of such designation in case of a first run in a city in which an exchange is located or in any other case within seven days after the close of its first exhibition in the exchange city from

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EXPECTED TO PLAY PART EQUALLY AS VITAL AS PROPOSALS DRAWN UP BY COMMERCE DEP'T

(Continued from preceding page)

which exhibitor is served or the mailing of the notice of designation, whichever is later, the question of such suitability shall be determined by agreement between distributor and exhibitor or, in the event of a dispute, by arbitration. Unless distributor rejects the claim of exhibitor by mailing notice to exhibitor within seven days after the mailing by exhibitor of such notice of objections as above provided, distributor shall be deemed to have withdrawn such designation. Should distributor, however, reject such claim, exhibitor shall commence arbitration proceedings to determine the dispute within seven days after the mailing of such notice of rejection.

If the feature is determined, by agreement or arbitration, to be unsuitable for the designated preferred playing time, or the designation thereof be deemed withdrawn as above provided, distributor may, at its option, either (a) designate the feature to be exhibited upon the same license terms on other days of the week or (b) then or thereafter substitute another feature to be exhibited on preferred playing time upon the terms designated for the feature objected to; in the latter case the license fee for the feature originally designated shall be such as may be designated by the distributor within its right under the license agreement.

Nothing in this section (2) shall decrease or increase the number of features in each bracket as set forth in the license agreement.

V. Some Run Available

To meet objections of certain exhibitors to so-called "exclusive selling," an exhibitor shall be able to obtain from a distributor a run of its features in any situation, the run to be designated by the distributor, provided (a) distributor and exhibitor can mutually agree upon the number of features to be licensed and other terms and conditions; (b) the exhibitor's theatre(s) (i) is not of an obsolete character, (ii), is in good condition, (iii) is operated under a policy that is not destructive and (iv) is operated under a policy which will not substantially reduce the distributor's revenue from any other run (see footnote 7); and (c) exhibitor is of good reputation as a theatre operator and customer or, if he has not been an exhibitor theretofore, is of good reputation and financially responsible. Any dispute arising under provisos (b) or (c) hereof shall be subject to arbitration. No dispute under proviso (a) hereof shall be subject to arbitration; but each distributor states that it will be its policy not to request unreasonable license fees or other terms or conditions from an exhibitor for the purpose of defeating this Article V.

VI. Regular Customer

To meet objections of certain exhibitors to so-called "selling away to a circuit," a distributor will not refuse to license its features to its regular customer who is not a "circuit customer," (see footnote 8) in order to license them, for the same run in the same competitive area, to another exhibitor for the sole reason that such other exhibitor is a circuit customer, provided such regular customer (a) has substantially performed his previous license agreements with the distributor, (b) maintains and operates his theatre in a modern manner, and (c) is financially responsible. Any dispute as to whether a distributor has so refused to license its features to such regular customer shall be subject to arbitration. Should distributor elect to license its features to an exhibitor (other than its then current customer) who is a circuit customer, distributor shall, if its then current customer is not a circuit customer, give him notice by telegraph of its election so to do. Should such current customer fail to commence arbitration proceedings within five days after the sending of such notice, he shall be deemed to have waived all claims, if any, in connection with such features under this Article VI.

VII. Short Subjects, Newsreels, etc.

No exhibitor shall be required to license short subjects, newsreels, trailers, serials, re-issues, "Westerns" or foreigns—see footnote 9—(hereinafter collectively referred to in this Article as "Shorts,") as a condition of licensing other features.

An exhibitor shall have no right to assert any claim that the licensing of such features was so conditioned unless he shall have mailed to the distributor at its Home Office notice in writing of such claim and the grounds therefor not later than 48 hours after notification to exhibitor of distributor's approval of exhibitor's signed application for such "Shorts." Any dispute as to whether the licensing of such features was so conditioned shall be subject to arbitration. The powers of arbitrators in any such dispute shall be limited to:

(a) A finding as to whether or not the licensing of such features was so conditioned; and, if the finding be in the affirmative, then,

(b) An award cancelling the license agreement or agreements for (or to the extent that they relate to) such "Shorts."

VIII. Score Charges

Score charges, if any, for flat rental features for the 1938-1939 exhibition season shall be added to and consolidated with the license fees therefor. Commencing with the 1939-1940 exhibition season there shall be no separate score charge for features licensed on either a flat rental or a percentage basis.

IX. Allocation of Features

Under license agreements authorizing a distributor to allocate features to particular price brackets, distributor, on giving notice of the availability of each feature, shall notify exhibitor of the price allocation thereof, except that such notice of price allocation shall be given not later than 14 days after the national release date thereof to first-run exhibitors in those cities which the distributor may designate as "Key Cities." After the notice of price allocation of a feature for a particular theatre has been given by a distributor to an exhibitor, such price allocation shall not be changed for such theatre except by mutual agreement between the distributor and the exhibitor.

X. Feature Identified in License Agreement

Any feature identified in the license agreement by title, star or well known book or play (without taking into consideration what is contained in the work-sheets, announcements, advertising material or publicity) shall be delivered under the provisions of said license agreement, if such feature is released during the motion picture season for which it is licensed, or during the motion picture season next succeeding.

XI. Form of License Agreement

Each distributor will use its best efforts to simplify its form of license agreement.

XII. Selective License Agreements

Whenever an exhibitor shall have the right under a license agreement to select a number of features out of a larger number, he shall exercise such right by written notice of selection or rejection of each feature to which he may be entitled under such agreement within 21 days after the mailing of the notice of availability thereof. Failure of exhibitor to give such written notice with respect to any feature within such period shall constitute a selection thereof by exhibitor.

XIII. Playing Features in the Order of Release

If under any license agreement an exhibitor is obligated to play features in the order of their release, the distributor will not withhold features from exhibitor because features previously released have not been exhibited by him if his failure to exhibit them was due to the failure of distributor to make them available. Any dispute hereunder shall be subject to arbitration.

XIV. Coercing Contracts

No distributor shall coerce or intimidate an exhibitor to enter into any license agreement by threatening to build or otherwise acquire, or by falsely representing that any other person will build or acquire, a motion picture theatre for operation in competition with such exhibitor.

An exhibitor shall have no right to assert any claim that he has been so coerced or intimidated unless he shall have mailed to the distributor at its home office notice in writing of such claim and the grounds therefor within 48 hours after delivery by exhibitor of his signed application for such license agreement.

Any dispute as to whether exhibitor was so coerced or intimidated shall be subject to arbitration. The powers of arbitrators in any such dispute shall be limited to:

(a) A finding as to whether or not the exhibitor was so coerced or intimidated; and, if the finding be in the affirmative, then,

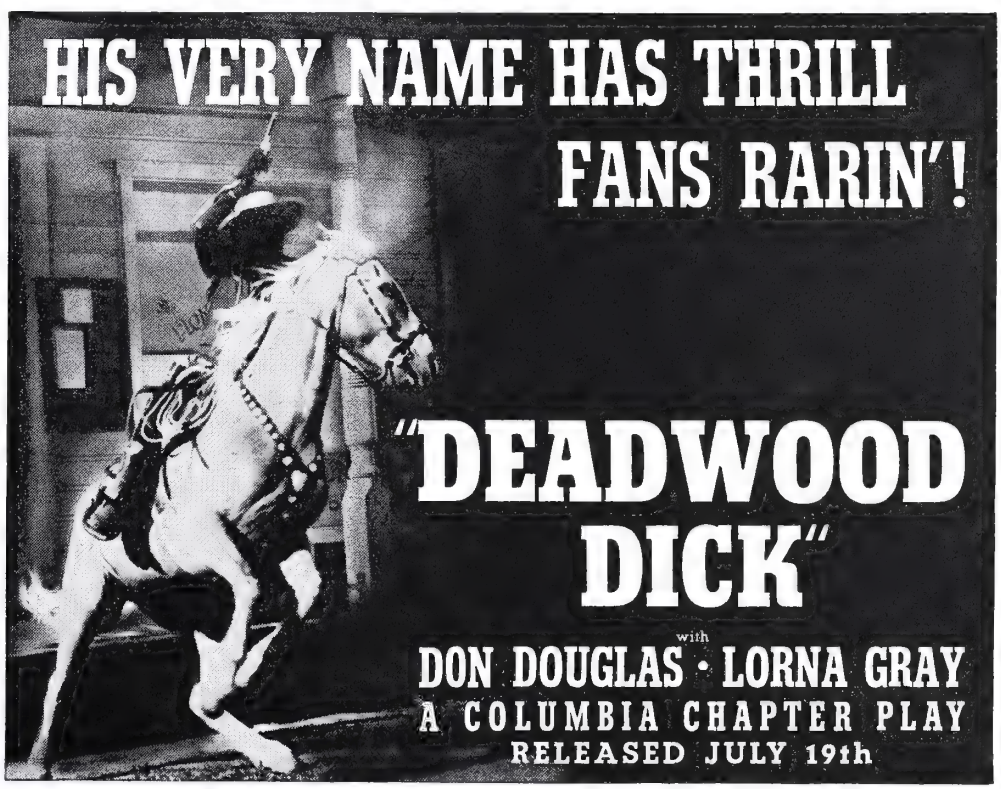
(b) An award cancelling such license agreement.

XV. Other Subjects of Arbitration

(1) **Performance of License Agreements.** A dispute arising out of a claim by either party to a license agreement that the other party has breached any provision thereof shall be subject to arbitration. The powers of arbitrators in any such dispute shall be limited to:

(a) A finding that the provisions involved

(Continued on next page)



Industry Code Seen As a Decree Basis

(Continued from preceding page)

has been breached; and, if the finding be in the affirmative, then,

(b) An award of

(i) Specific performance of the provision involved; or

(ii) The amount of actual and compensatory damages with respect to each feature involved, which amount shall not, except as provided in (iii) below, exceed the liquidated damages provided therefor in the license agreement; or

(iii) If, in an arbitration against a distributor, the arbitrators find that the distributor arbitrarily and wilfully and without color of right, **(a)** repudiated the license agreement by refusing to deliver to exhibitor the features licensed thereunder, or **(b)** caused the exhibition of any feature in violation of the provisions of the license agreement with respect to "run" or "clearance," the amount of actual and compensatory, but not punitive, damages with respect to each feature involved.

(2) **Clearance.** The parties hereto recognize: That clearance, reasonable as to time and area, is essential in the distribution and exhibition of motion pictures; that an exhibitor has the right without restriction to license for any theatre any run for which he is able to negotiate with any distributor; and that, subject to Article VI hereof, a distributor has the right without restriction to license for any theatre any run for which it is able to negotiate with any exhibitor.

Any dispute as to whether or not the existing clearance, under the conditions involved in the particular instance, is unreasonable shall be subject to arbitration.

(3) **Overbuying.** A dispute arising out of a complaint by an exhibitor that another exhibitor has contracted for the license for exhibition of a greater number of features than the latter reasonably requires for exhibition in his theatre or theatres, with the intent and effect of depriving the complaining exhibitor of sufficient features to operate his theatre or theatres, shall be subject to arbitration.

In determining such dispute, the arbitrators shall, among other things, make due allowance for a sufficient number of features reasonably to protect the exhibitor complained against from non-delivery of features and failure to make features available and give due regard to the type and operating policy of the theatre or theatres operated by such exhibitor. In no event shall an exhibitor be deemed to be "overbought" if his minimum commitments do not exceed by more than fifteen (15%) per cent his maximum requirements. If the arbitrators shall find that overbuying exists as herein provided, they shall specifically find by what number, if any, the exhibitor complained against shall have overbought and such exhibitor shall then be permitted a period of 14 days from the date of the arbitrators' decision to obtain the release of such excess number, if any, from his license agreement(s); if such exhibitor does not obtain such release, in whole or in part, then the arbitrators shall make an award apportioning among the distributors with which such exhibitor has entered into license agreements, the number of features to be released by them, respectively (being in the aggregate the number of features "overbought" less such number, if any, the release of which such exhibitor shall have obtained) to the complaining exhibitor, (see footnote 10) provided that no such award shall be made unless adequate assurance shall be given to each distributor that it will receive from the complaining exhibitor, in respect of its features to be so released, no less in license fees and no less favorable other terms than were provided for in its license agreement with the exhibitor complained against.

(4) **License Fees, Other Terms and Conditions.** Neither license fees, nor (except in the respects and to the extent specifically provided in this code) other terms or conditions upon which motion pictures may be licensed by a distributor to an exhibitor, shall be the subject of arbitration for any purpose under any article hereof, each of the parties hereto recognizing that such matters are to be determined only by mutual agreement between distributor and exhibitor.

XVI. Agreement to Arbitrate

Each signatory hereto agrees to submit to arbitration in the manner provided by and subject to the provisions of the rules of arbitration annexed hereto and made a part hereof any dispute subject to arbitration hereunder or under the rules of arbitration, between such signatory and any other signatory or signatories hereto, to sign the agreement of arbitration annexed to the rules of arbitration and made a part thereof and, at the time any such dispute arises, to take such other and further action and to sign such documents or instruments as may be necessary or desirable in order that the award of the arbitrators may, so far as is permitted by law, have the status of or become a judgment enforcible by judicial process. Each signatory further agrees that if the law or practice relative to arbitration in any jurisdiction in which such signatory carries on business prescribes a different form of agreement to arbitrate than that set forth in this article, such signatory will sign an agreement to arbitrate in the form prescribed in such jurisdiction and file the same with the secretary for the appropriate exchange territory provided for by the rules of arbitration; provided, however, that no signatory shall be obligated to sign any form of agreement providing for arbitration in any manner other than as provided for in this code and in the rules of arbitration, or providing for the arbitration of disputes other than those made subject to arbitration thereby.

Each signatory who carries on business in a jurisdiction where arbitration awards under this code and the rules of arbitration cannot be made legally effective, covenants that he will nevertheless abide by and perform in good faith any award that may be made hereunder or under the rules of arbitration.

Distributors signatory hereto controlling theatre circuits pledge the full cooperation of such theatres and will use their best efforts to obtain the cooperation of theatres in which they have an interest, but which are not controlled by them.

All organized exhibitor groups signatory hereto will endeavor to secure the signature hereto of all their members and also of all other exhibitors operating theatres in the respective areas where they have members.

XVII. Effective Date

The provisions of this code shall apply to all contracts made after January 1, 1939 for 1939-1940 product and the product of subsequent years so long as this agreement shall be in effect; provided, however, that the provisions of this code relating to arbitration shall not become effective in any exchange territory until the date when arbitration of disputes shall be governed in such exchange territory by the rules of arbitration annexed hereto.

XVIII. Term

The term of this code shall be for two exhibition seasons, (see footnote 11) commencing with the season 1939-1940, and thereafter indefinitely.

Any signatory hereto may withdraw herefrom at the end of the second exhibition season or at the end of any subsequent exhibition season by giving written notice of such withdrawal to each distributor and organized group of exhibitors, signatory hereto, and to the secretary (if there be a secretary) for each exchange territory in which such signatory transacts business, at least six months prior to the end of such exhibition season. If any distributor or the operator or operators of a substantial number of theatres, signatory hereto, so withdraws, any other signatory may also withdraw herefrom at the end of the same exhibition season by giving similar written notice of such withdrawal prior to the end of such exhibition season.

Any signatory may also withdraw herefrom at any time by giving written notice of such withdrawal to said distributors, said organized groups of exhibitors and said secretaries: (a) in the event that any legislation enacted after the date hereof shall be inconsistent with this Code or any provision thereof or shall require a substantial change in the method of carrying on its business, provided that such withdrawal shall be effective only in the territory governed by such legislation; or (b) in the event that the order, judgment or decree of any competent tribunal, entered after the date hereof, shall declare invalid or illegal, or enjoin the observance of, this Code or any provision thereof, or any provision of any license agreement identical or substantially identical therewith, or shall require a substantial change in the method of carrying on its business. If any distributor, or the operator or operators of a substantial number of theatres, signatory hereto, withdraws for the reasons specified in clause (a) or clause (b) above, any other signatory shall have the same right of withdrawal, whether or not such legislation or such order, judgment or decree shall affect it, upon giving written notice of such withdrawal to said distributors, said organized groups of exhibitors, and said secretaries.

(Continued on page 19)

Arbitration Text

Full text of the rules of arbitration proposed under the industry trade practice code appear on pages 19 *and* 20. *They are of great potential value in that their framework, certainly, and their complete structure may eventualize as the system to be embodied in the consent decree now under discussion by government and industry attorneys.*

Method of Enforcing Decree Is Problem

(Continued from page 4)

the country will be asked to comment, the ultimate desire of the government being to satisfy all interests, small and large.

At any rate, there will be no attempt to make the decree and its attendant code of fair trade practices retroactive to 1940-41 programs. In so doing, this may bring about an "out" for distributors where sharp differences on clearances exist. It indicates there may be local meetings held to set up new schedules where the department of justice has received complaints. With all interests participating, formulas may be worked out which may obviate the enforcement of arbitration on this point later. In Milwaukee and Detroit there have been rumblings of such a procedure within the past few weeks.

Hearing on Westway Case Is Scheduled for July 17

BALTIMORE—The U. S. circuit court of appeals has set July 17 as the date for a hearing on the appeal of the Westway clearance case. James Peiper will represent distributors while E. A. Poe will argue for the plaintiffs. In the lower court, the judge held in favor of the respondents by dismissing the action.

Republic Own-Exchange Campaign Pauses at 12

NEW YORK—With renewal of its deal with Gilbert Nathanson, Minneapolis franchise holder, for another three years, Republic plans no further acquisition of franchises during the coming year.

The recent purchase of the St. Louis franchise from Nat Steinberg brought the total of Republic's own exchanges to 12. The others are located in Albany, Boston, Buffalo, New Haven, New York, Philadelphia, Detroit, Des Moines, Omaha, Los Angeles and San Francisco.

"All Facts and Plainly Stated"

Dallas—"Design for an Industry," an editorial written by Ben Shlyen, publisher of BOXOFFICE, and appearing in the July 6 issue, came in for high praise shortly after the issue reached this market.

J. E. "Uncle Joe" Luckett of the Interstate circuit was the leader in spreading the good word. "It is the best exposition of the industry as it stands today ever written and appearing in any trade paper. It is the smartest thing I have read on the subject," he emphasized.

Luckett said he took the article, read and re-read it, and tried to tear it down. "But it was all facts and plainly stated," he pointed out. He is taking it upon himself to ask everyone he contacts if they have read it, and he believes it should be posted in all film exchanges and carried in all sales kits.

Warns Against Cuts To Lick New Taxes

NEW YORK—Exhorting exhibitors to "make sure that the level of admissions is high enough to produce the maximum gross receipts," Ed Kuykendall, in an MPTOA bulletin, warns against dropping scales to 20 cents to escape the new national defense tax because "there is every indication that the emergency tax measure will be completely revised by next January," possibly brought down to "at least the 11 cents admissions."

Therefore, he argues, operators who drop prices to 20 cents to escape the tax for six months "will be stuck, with a 20 cents admission established at their theatre, and forced to pay the full rate of tax on it. In the meantime they will have pulled down the admission prices at the competing and prior run theatres, to the detriment of everybody, and gained nothing for themselves."

Kuykendall states reports indicate practically all theatres are "wisely" maintaining present admission levels and collecting the defense tax in addition. Actually, he says, it is not possible for a theatre to absorb the tax. The basic principle is to charge what the show is worth, he adds. And then:

"The first thing to keep in mind is that the public does not have to go to your theatre, or to any theatre, for its amusement. For this elemental reason you can neither raise nor lower admission prices at any time arbitrarily without losing money in dollars and cents at the boxoffice; it just doesn't come in. If admission prices are raised attendance drops to more than offset the increase in price on each ticket. Likewise, if prices are lowered, the increase in attendance is not sufficient to offset the difference in price on each admission."

Warns on Price "Confusion"

In observing the practice of passing the tax on to the public "may work some hardships on theatres in the way of a slight reduction in attendance because of the increased amount the patron must pay to get in," the MPTOA president states the levy is so slight it probably will not be noticeable and should not be confused with other causes for a slump in attendance. "Nevertheless," he adds, "it will prevent a disastrous price war in competitive situations that could easily develop from theatres cutting admissions to 20 cents to escape the tax."

The bulletin also takes the Neely bill for a scathing ride, declaring the recent hearings at Washington exposed it as "vicious, deceptive and destructive legislation, badly drawn and impractical in actual operation. Penetrating and intelligent questioning of witnesses supporting the bill revealed they were woefully uninformed about their own bill and about the business they seek to regulate and control for their own sinister purposes." Nevertheless, Kuykendall holds, congress believes "the present selling methods of the distributors are unfair to the small independent exhibitors and should be corrected." He takes the position that "an adequate option to cancel, without any strings tied to it, in every contract for a block of pictures, is the real solution to this problem, rather than another law. Sooner or later the industry will have to come to it, maybe voluntarily, maybe forcibly."



—Photo by Cosmo-Sileo

Via Stratoliner—

Or Herman Wobber, general sales manager of 20th Century-Fox, as he arrived in New York from the coast on the maiden voyage of TWA's new super air Pullman.

Pathe Lab Stockholders Will Meet on July 23

NEW YORK—Annual stockholders' meeting of Pathe Laboratories will be held in Bound Brook, N. J., July 23. Directors scheduled to be re-elected are O. Henry Briggs, president; Kenneth M. Young, vice-president and treasurer; George J. Bonwick, assistant secretary; Robert M. McKinney and A. W. Miller. Election of officers will follow shortly thereafter. These include Briggs, Bonwick, Young and M. M. Malone, secretary.

In a statement to stockholders, the company states the net loss for its first fiscal year of operations ended February 29, last, amounted to $37,671.78.

Operations, the report continues, were expanded during the year by acquisition of approximately 75 per cent interest in a Hollywood plant, now known as Pathe Laboratories, Inc.

In addition to 65,866 2/3 shares of Monogram common stock purchased at a cost of $172,900, the company owns $2,800 common and preferred stock in Century circuit and $50,547.20 worth of common RKO stock represented by 13,299 14/24 shares.

Total liabilities amount to $204,440.39. Capital surplus is listed at $413,326.02.

Clearance House for Charities Discussed

CHICAGO—Discussion on a plan for a clearing house for all government, Red Cross and charitable cooperation by circuit houses was held here this week by Paramount's midwestern and far western theatre operating executives and partners at the Drake Hotel. A. H. Blank, of Tri-States in Des Moines, as chairman of the patriotic division for Paramount's midwestern and western affiliates, is going to New York to work out details.

The plan was discussed in order that all Paramount houses might give uniform treatment to any requests from the government or other agencies for theatre cooperation. The men also discussed the reaction of patrons to the new defense tax on admissions, various operating activities including merchandising and exploitation ideas, and the physical rehabilitation of various theatre properties throughout the circuit.

Sam Dembow of New York was in charge of the meeting, assisted by Leonard Goldenson and Harry L. Royster. Among those attending were John Balaban, B&K, and Jules Rubens, Great Lakes, Chicago; A. H. Blank, Ralph Branton and Marion Blank, Tri-States, Des Moines; Harry L. Nace, Phoenix, Ariz.; Harry David, Salt Lake City; John J. Friedl, Minneapolis; Tracy Barham, Cincinnati, and Earl J. Hudson, United Detroit Theatres, Detroit.

Industry Drive in Fall for Red Cross Is Planned

NEW YORK—At a meeting of the MPPDA, a committee of exhibitor representatives was appointed to draft tentative plans for sponsoring an industry drive to benefit the Red Cross. If the plan is adopted it will go into the nation's theatres in the fall. On the committee are Joseph Bernhard, Harry Brandt, H. A. Cole, Leonard Goldenson, Ed Kuykendall, C. C. Moskowitz, Robert H. Poole, Spyros Skouras; Leslie E. Thompson, Walter Vincent and Nathan Yamins.

Trade Figures Sponsor Ten Scholarships

NEW YORK—With the completion of the annual drive in the industry for refugee students at Yeshiva College, George J. Schaefer, RKO president and chairman of the drive, declares ten scholarships have been sponsored by the industry.

Among the sponsors are Barney Balaban, Nate J. Blumberg, Jack Cohn, William F. Rodgers and George P. Skouras.

"U" Assigns Stein

NEW YORK—Edward Stein is handling "The Boys From Syracuse" on special assignment for Universal. Stein until recently was eastern publicity representative for Samuel Goldwyn.

Netter to Asheville

ASHEVILLE, N. C.—Leon D. Netter, home office Paramount theatre executive, is due here next week for conferences with local partners.



Conversation Piece Over Highballs—

Republic gave a cocktail party at the Savoy-Plaza for Ona Munson. Present was Charles Coburn, featured in "Three Faces West." He's the one on the left, talking to James R. Grainger, president of Republic, and M. J. Siegel, its production head.

Kirsch Maintaining Attacks on Duals

CHICAGO—Continuing his attacks on B&K multiple-feature operation in Chicago, Jack Kirsch, president of Illinois Allied, this week addressed another open letter to the industry.

Kirsch quotes a telegram from David O. Selznick supporting Allied's attack on double and triple features, and opens the letter addressed to "David O. Selznick and other leaders of the industry," and adds that "exhibitors are indeed grateful to men like Sam Goldwyn and yourself, who express their convictions and act accordingly. If all leaders followed the example of you two gentlemen, lawsuits and their resultant costs, expressed in money and time, would be avoided.

"No exhibitors can successfully follow Balaban & Katz de luxe house double-feature bookings like: 'Buck Benny Rides Again' and 'Primrose Path;' 'Virginia City' and 'Broadway Melody;' 'Balalaika' and 'His Girl Friday;' 'Mr. Smith Goes to Washington' and 'Day-Time Wife;' 'Destry Rides Again' and 'Ninotchka;' 'Babes in Arms' and 'Fifth Avenue Girl;' 'Union Pacific' and 'East Side of Heaven'."

Attacks "Product Waste"

The letter continues: "Waste of product on bookings like the above represents overbuying and unfair clearance at their worst. Hollywood can't produce quality pictures like these on 'assembly line' production—Let's husband our resources by offering the public single-features and appreciate their undoubted grateful response.

"The privilege of taking the pick of all pictures from all producers and exhibiting these pictures on multiple programs, ahead of everybody else, can only exist under a monopoly.

"The industry can and must find a way to eliminate the uneconomic waste of product, either by granting clearance based on single-features, by recognizing that double-features represent over-buying, or by some other means.

"If one of the great arary of high-priced lawyers could evolve a legal means of eliminating double-features, he should receive a special Academy Award for the greatest single contribution to the industry.

Cites Air Competition

"Certainly when the ears of America are tuned to the radio as never before, listening to both world events and the ensuing presidential campaign, we will be fortunate if we have sufficient patronage for a two-hour show, let alone four and five-hour shows."

Kirsch said this week that his organization plans to continue for the present this current campaign of open letters in the trade press. He intimated that he is receiving considerable support from various exhibitor leaders and others throughout the country through letters commending Allied's stand.

B&K Adopted Triples as A "Defense Measure"

NEW YORK—Triple featuring by B&K at the Belmont in Chicago was adopted as "a defense measure," a Paramount home office theatre executive told BOXOFFICE in commenting on the Windy City situation.

"The independents started it," the executive added, "and the fact that Allied of Illinois is blasting away at us, making us the offenders, is not the whole story."

Asked whether the practice would be continued, the source stated he could not answer at this time. Sam Dembow and Leonard Goldenson of the home office theatre department were in Chicago during the week conferring with John Balaban and Walter Immerman on operating problems. It is believed the Belmont situation was discussed.

Blitzkrieg Catches 20th-Fox, M-G-M

NEW YORK—The German blitzkrieg has caught up with 20th Century-Fox for making "Four Sons," officials here learn. Indications are M-G-M has suffered a similar fate for producing "The Mortal Storm."

The Berlin office, according to advices from abroad, has been closed down, 20th-Fox films, it is said, have been banned in Holland and Belgium and, regarded as worst of all, is the confiscation of prints in Norway by the Nazis who are now showing them in Germany. One of the prints is "Jesse James" which is doing very good business, an executive admits reluctantly.

Apparently, the Nazis do not take the time to officially notify of their actions. When a M-G-M executive was informed of what happened to 20th-Fox, he said: "I guess that applies to us, too. If they know it happened, they don't have to make it official."

M-G-M executives, since the release of "The Mortal Storm," have been awaiting some sign of Nazi disapproval. It was conceded, but not publicly, that the company would be banned once the Germans got around to it.

UA Theatres Directors Will Declare $1.25 Dividend

NEW YORK—Directors of UA Theatres circuit will meet about the middle of next month to declare the regular quarterly dividend of $1.25, payable September 15 to preferred stockholders. The last dividend of the same amount was paid June 15.

Loew's will hold its next directors' meeting August 7, but no dividend action is scheduled. At the last meeting, a disbursement of $1.62½ on the preferred was sanctioned, payable August 15, to stockholders of record July 29.

Schless, Friedman Stymied By U. S. Passport Stand

NEW YORK—The government's refusal to validate any American passports will prevent Robert Schless, Warner's general manager in England and the continent, from returning to London. Schless was planning to leave on the Clipper until service was discontinued to England after the fall of France. Passage to England can be made by boats leaving Canada but the government is no longer issuing any traveling visas.

Joseph Friedman, Columbia's British manager, is another who will be unable to return to his post.

Australian Remittances Remain in Status Quo

NEW YORK—Major distributors' foreign heads met Wednesday at the Hays office to discuss allocations on Australian remittances. Since all figures were not at hand, the matter continued in status quo.

Activity Continues In Film Securities

WASHINGTON — Officers, directors and principal stock holders of motion picture corporations engaged in a number of important transactions in the securities of their companies in May, it is disclosed by the semi-monthly report of the securities and exchange commission.

The most important transaction was the acquisition of another 17,067 shares of Loew's Boston Theatres common stock by Loew's, Inc., which at the close of the month held 117,406 shares.

Other transactions reported included the following:

Columbia Pictures: Acquisition by Abraham Schneider, New York, officer, of 1,304 shares of common stock, including 504 shares through the exchange of 504 common voting trust certificates, making his total at the close of the month 1,404 shares.

Delafield Makes Purchase

General Theatres Equipment Corp.: Acquisition of 100 shares of capital stock by Edward C. Delafield, New York, director, representing his total holdings: 500 shares by Earle G. Hines, New York, officer, making his total 1,500 shares, and 100 shares by R. B. Larue, New York, officer, making his total 500 shares.

Monogram Pictures: Acquisition of 300 shares of common stock by Thomas P. Loach, New York, officer, giving him a total of 700 shares.

Paramount Pictures: Acquisition of 800 shares of common stock by Duncan G. Harris, New York, director, giving him a total of 1,000 shares.

Trans Lux Corp.: Disposition of 200 shares of common stock by Robert Daine, New York, officer, reducing his holdings to 2,800 shares.

Twentieth Century-Fox: Disposition of 1,000 shares of common stock by Darryl F. Zanuck, Beverly Hills, Cal., officer, reducing his holdings to 92,130 shares.

Universal Corp.: Disposition of 500 common voting trust certificates by Nathan J. Blumberg, New York, officer, reducing his holdings to 13,000, and acquisition of 200 certificates by Preston Davie, New York, director, giving him a total of 2,200 held direct, in addition to 26,500 held through the Standard Capital Co.

Censorship Foes Assail Ban of "Merry Wives"

NEW YORK—The National Council on Freedom from Censorship condemns the action of the New York state board of regents in banning "The Merry Wives." Through its chairman, Quincy Howe, the council declares, "In our opinion, the picture is not 'immoral, indecent, and tending to corrupt morals,' as the New York state board of censors has charged. We feel that the distributor is justified in urging the board to rescind the ban. If the board refuses to do so, we feel the distributor would be justified in carrying an appeal to the board of regents."

Edgar E. Lloyd is the distributor.

It's the Natural Thing to Consider

Hollywood—Paramount executives are seriously thinking of holding the world premiere of "I Want a Divorce" in Reno, the divorce city, the early part of September.

Now Syracuse Gets Premiere Tremors

SYRACUSE—The Greeks had a word for it. It was Syracuse.

Jules Levey added a couple of boys to this town's name and produced a picture. Syracuse then became "The Boys From Syracuse."

As a result, Universal will stage a three-theatre premiere here at the Paramount, Keith and Eckel on July 18.

It will have all the trimmings of a Hollywood hullabaloo. There will be chariots replacing taxis and togas taking the place of pants. And the Greeks will have their Syracuse.

Joe Penner, Eric Blore, Constance Moore and Peggy Moran are coming on from Hollywood for the fiesta. Rodgers and Hart, Abbott and Costello and Milton Berle will shake the dust off Broadway and shift to Syracuse for the opening.

Levey, the producer, will be on hand with a number of home office Universal executives. Mayor Marvin will welcome all the visitors and members of the city council will play host to the celebrities.

And all will get the air as they enter the theatres. The air will take the form of a national broadcast and one and all will have to put on their best Greek manners.

Baltimore Gives 'Maryland' O. O.

BALTIMORE—Double premiere of "Maryland" got off to a handsome start Wednesday night at the New and Center with Tyrone Power, Brenda Joyce and Nancy Kelly in attendance along with 20th-Century-Fox home office executives.

Following their arrival in New York on the first commercial flight of the TWA stratoliner, the stars planed to Baltimore where they were greeted by Governor Herbert R. O'Connor and welcomed by Mayor Howard Jackson.

Miss Joyce was presented with a commission as honorary governor of Maryland at a paddock dinner at Sagamore Farms, Alfred G. Vanderbilt's estate. On the day of the opening, the stars sailed on the governor's yacht to Annapolis where they were the guests of honor at a luncheon in the executive mansion. The festivities were broadcast.

Misses Joyce and Kelly left for New York to attend the Roxy opening Friday.

Lantz Cartoon Subsidiary Has Columbia Outlet

NEW YORK—Cartoon Films, Ltd., subsidiary of Walter Lantz Productions and heretofore in the commercial cartoon field, has closed a deal with Columbia for release of a number of Technicolor cartoons on next season's program.

Walter Lantz Suit Against Caravel Films Settled

NEW YORK—An amicable settlement has been made on the breach of contract action filed by Walter Lantz Productions against Caravel Films.



—Photo by Cosmo-Sileo

To Maryland for "Maryland"—

Here Earl Wingart, publicity manager of 20th Century-Fox, assists Brenda Joyce and Nancy Kelly on an Eastern airliner for Baltimore for the premiere of "Maryland." The players arrived in New York from Hollywood as passengers on the first eastern flight of the new TWA Stratoliner.

PCCITO Tries, Fails To Get Decree Say

LOS ANGELES—The Pacific Coast Conference of Independent Theatre Owners has a "vital interest" in the proceedings and therefore should have the privilege of making "constructive suggestions and recommendations" pertaining to current negotiations between the major distributors and the government for a consent decree.

That is the substance of a wire dispatched to Thurman Arnold, number one man for the government in the eastern huddles, by Robert H. Poole, the PCCITO's executive secretary. Poole pointed out in his message that the PCCITO represents approximately 1,000 theatres in seven Pacific Coast states, all operated independently. The telegram, in full, follows:

Represents 1,000 Theatres

"We have read with great interest present consent decree negotiations based upon government's New York suit on motion picture industry. We realize that a consent decree when concluded will naturally result in boards setup in all motion picture exchange centers to enforce it. We also realize that conditions affecting exhibitors in different parts of the United States contrast greatly. Our exhibitor organization represents seven states on Pacific Coast and approximately one thousand theatres all of whom are independent. Therefor in event it is decided to request recommendations or consultations with any exhibitor body relative to said consent decree may we respectfully request the privilege of making constructive suggestions and recommendations. We are making this request because of our vital interest in the protection of our small independent theatre owners. We would greatly appreciate your consideration and early reply."

Washington Not Ready For Any "Outside" Help

WASHINGTON—Commenting on the letter received from Robert H. Poole, general business manager of the Pacific Coast Conference of Independent Theatre Owners, the department of justice has indicated it does not need outside help at this time to settle the all-industry suit.

It is known the department later plans to ask all exhibitor groups, including the local independent group, for their opinion of the terms of trade practices to be included in the consent decree. However, it is believed, the PCCITO jumped the gun by offering its advice rather than waiting to be called on.

From time to time, the department has let it be known the first exhibitor group to be satisfied is Allied whose members are among the main complainants in the government action. After this group has had its say on the terms of code practices for the decree, all other exhibitor organizations either will be invited to attend a general meeting here or in New York. It is also possible that, to save expense, a draft of the decree may be sent to various units for suggestions before it is finally accepted by the department of justice.

Empire Exchange Control Proposal Is Put Aside

NEW YORK—Major distributors greeted with relief the news that the British board of trade has agreed to drop temporarily the proposal to establish a centralized exchange control for the British Empire. The treasury, it is said, intended to limit remittances from the colonial empire to same extent as the "embassy contract" and to charge back to the allocation established under the colonial agreement all amounts transferred from the empire from the date the agreement took effect.

Rodgers to Visit Three Exchanges in the West

HOLLYWOOD—After spending a week at the M-G-M studio, William F. Rodgers, general sales manager, will visit exchanges at San Francisco, Seattle and Portland. After the northern trip, he plans to head east stopping over for conferences with local branch and district managers. He will spend several weeks in the field before returning to his headquarters in New York.

Cocalis' Daughter Passes Up Bequest by Marriage

NEWARK—Forfeiting $25,000 under the terms of her father's will, Virginia Cocalis, daughter of the late Soteros D., was married to George McMillan. Cocalis' will insisted his daughter marry a member of the Greek Orthodox faith, but she decided in favor of McMillan, a Baptist.

Lawrence Due

NEW YORK—After several delays, Laudy Lawrence, M-G-M's continental manager, and his wife and son, were to arrive Saturday by Clipper from Lisbon.

12 Reade Towns to Show Walt Disney Festival

NEW YORK—Following success of a test engagement of the Walt Disney Festival at the Kingston, Kingston, Walter Reade has booked the program in one theatre in each of 12 towns in which he operates. With "Snow White and the Seven Dwarfs" as the feature are "The Three Little Pigs," "Ugly Duckling," "Donald's Lucky Day" and "Ferdinand the Bull."





—Photos by Cosmo-Sileo

Among the Negotiators Are These—

Above, left, is Austin C. Keough, vice-president and general counsel of Paramount, interrupted by the photographer in the act of explaining a feature of the settlement negotiations to his colleague, Louis Phillips, as they are about to enter the Bar Association Building, New York, where deliberations looking toward a settlement of the industry suit are under way. Below, Robert W. Perkins, general counsel of Warner, and Joseph Hazen, aide to Harry M. Warner, in the same locale and for the same purpose.

"LITTLE 3" WITHDRAW FROM DECREE PARLEYS OVER SMALL BLOCKS, ADVANCE SCREENINGS

He's Sanguine on Arbitration

New York—In any organization bulletin discussing the present negotiations for settlement of the all-industry suit, Ed Kuykendall, president, declares that "maybe, under the circumstances, some way will be found to require the offending exhibitor to submit to arbitration and to comply with the decision of the arbitrators."

It is the hope of the MPTOA, he adds, that any consent decree "will essentially call for an effective local agency to adjust local complaints on clearance and overbuying intelligently and without red tape or technicalities and an adequate option to cancel at the time they are available, on all pictures bought in blocks and in advance . . . A complicated and highly restricted arbitration plan will be exceedingly difficult to make effective and will result in the small exhibitor with a real grievance getting another run around, expecting much and getting little in the way of tangible results.

"Even a faulty and imperfect consent decree," he concludes, "may be better than trying this suit, which will take at least two years, burden the industry with enormous unproductive legal expense, disrupt the business, hold up all progress in solving trade practice problems until it is decided, then likely settle nothing of any importance to the rank and file of exhibitors when the final decision is ultimately reached."

Los Angeles and Chicago Are Choices for MPTO Convention

NEW YORK—It will be either Los Angeles or Chicago for the next MPTOA convention, according to Ed Kuykendall, president.

In town for a week preliminary to his departure for Chicago over the weekend to attend the Democratic convention, Kuykendall said he plans to set the city for his annual meeting soon.

After Chicago, the MPTOA head will journey to Jacksonville for the three-day annual convention of Southeastern Theatre Owners Ass'n at the George Washington Hotel. He then plans to spend a week at Jacksonville Beach before deciding on his next destination.

Business is off in spots, fair in others, but not good anywhere, he said. The radio broadcasts are keeping many families at home where they stay until bed time, he thinks.

"I don't think the business slump is any different now from any other summer," he asserted. "Certainly the slump is not to be blamed on the new admission tax. People want to be outdoors and until they get bitten by the red bug. Then they will start coming back. Where you have aggressive showmen theatres are doing well."

Distributors are still holding up good pictures until after the summer months, he stated, but not so much as formerly.

The usual number of closings are taking place, according to Kuykendall, particularly out of New York. Until now the weather has been in favor of the exhibitor, but with the hot spell regular summer darkenings are taking place, he finds.

Sears in Hollywood

HOLLYWOOD—Gradwell L. Sears, general sales manager of Warner, is here from New York on studio huddles.

Another Postponement Is Expected in Trade Suit

NEW YORK—Another week's postponement of the all-industry suit is expected Monday when Stephen J. Doyle, special assistant to the attorney general, appears before Federal Judge Henry W. Goddard to report on progress of consent decree negotiations. For the time being, at least, the government intends to continue to ask for short adjournments and to keep the court informed of what is going on behind the scenes with various sub-committees working out proposals for the decree.

CHICAGO—Appeal of the Gary Theatre Co.'s anti-trust suit against B&K, Warner Theatres and major distributors, was made this week to federal circuit court of appeals, with the hearing date to be set later.

The Gary company's case was recently dismissed in federal court here by Judge William H. Holly.

Study Consent Decree For the "Big Five"

New York—Withdrawal of Columbia, United Artists and Universal from the decree negotiations may result in an agreement with the remaining five majors, A. H. Feller, special assistant to the attorney general in charge of consent decrees, states. He told BOXOFFICE Friday that "we are considering the possibility of a decree covering the five companies, but have to canvass certain parties to see if we can do so." A decision probably will be reached in about ten days."

Ready to Meet Challenge Of Gov't Suit; "Big Five" Eye Status

NEW YORK—Columbia, UA and Universal have walked out of the negotiations for settlement of the all-industry suit. Advance trade screenings and small block sales were the stumbling blocks.

Columbia and Universal flatly informed Paul Williams, in charge of the suit, Friday of their withdrawal. Representatives of the remaining so-called "Big Five" asked about the bearing of the action upon negotiations. Williams is understood to have replied that the government did not know currently, but would study the situation.

The final arbitration formula under a possible consent decree was completed Friday, but whether it will be in compulsory form was still to be determined.

Indicating that negotiations for the time being will continue, another meeting of "Big Five" and government negotiators was set for Tuesday.

Not Unexpected

The action of the "Little Three" majors is not entirely unexpected. For weeks it has been known they have declared themselves as being entirely out of accord with the "Big Five" in the fundamental idea of becoming signatories to a consent decree. Their representatives privately admit their presence at conferences with "Big Five" counsel and justice department officials has been primarily for the purpose of "observing." Specifically, as one of the smaller distributor attorneys puts it, "We wanted to see what was going on because, although we were always against signing a decree, we might be forced to follow in practice the terms agreed upon by the bigger distributors, if they signed a decree, to protect ourselves."

Brief Final Session

The session on Thursday that led to the walkout lasted but an hour and a half. Before the meeting began it was learned spokesmen for the "Little Three" had determined they were ready, willing and able to meet the challenge of the justice department, which is said to have taken a "showdown" attitude. The government, reliable sources aver, was adamant that Columbia, UA and Universal be parties to a decree, whereas these three defendants took the position they would rest on the merits of the case as drawn against them and go to trial rather than risk an "all time chain around our necks."

As reported from time to time in BOXOFFICE, the "Little Three" pictured a ruinous future if they were forced to adhere to a decree provision for screening product in advance and selling in small blocks. It was with not too veiled sarcasm that, al-

(Continued on page 18-B)

Seeks Allowances Pared to Minimum

NEW YORK—George J. Schaefer, RKO president, at the request of the RKO board, has filed an affidavit in the federal court requesting that allowances for aid in the reorganization proceedings be cut to a minimum.

"In my opinion," he said, "the motion picture industry is now confronted with the most serious crisis in its history. Recent statements by various leaders of the industry appearing in the trade press give evidence that major and drastic readjustments are inevitable if the industry is to survive. The war throughout the world has lessened theatre attendance abroad and the withdrawal of funds from foreign nations is increasingly difficult. Certain markets are entirely lost." From September 1, 1939, to December 31, 1939, Radio Pictures lost $500,000. Film rentals received by RKO from warring countries in 1937 were $6,724,986; in 1938, $9,222,231 and in 1939, $7,817,329. This was 80, 82, and 81 per cent of all foreign revenues. It also represented 23, 27 and 27 per cent of all world revenues.

Cash receipts from foreign territories for the 31 weeks ended June 1, 1940 were $3,689,721 this year as compared with $4,788,531 last year. From June 5, 1939 to October 28, 1939 a total of $881,354 was received from the United Kingdom and now under the Embassy Agreement, the maximum available for the same period this year will be $360,000.

All salaries of $4,500 or over have been cut 10 to 50 per cent.

"RKO needs to conserve every dollar it possibly can. In my opinion, it is unlikely that Radio Pictures will be a source of any income to the parent company in the next year or two. On the contrary, it will need assistance. Under normal conditions Radio could borrow from banks. Now these banks are looking at the domestic market for a complete recoupment and they are limiting their loans correspondingly. KAO has recently paid out $250,000 in cash for additional theatre properties making it highly problematical that it can afford a large dividend to the new company," added Schaefer.

Pre-Trial Examination for Korda in Goldwyn Suit

NEW YORK—Alexander Korda, London Films, and Alexander Korda Films Productions, will be examined before trial September 16 in the federal court as material witnesses in connection with Samuel Goldwyn's suit against UA, in which the producer seeks to break his 10-year distribution contract which has until 1945 to run.

All books and records pertinent to the suit must be produced by Korda and his companies at the examination.

Determination Not Overcome

NEW YORK—Not dismayed at all by events in Europe, Samuel Cummins of Jewel Productions is releasing a feature, "Stop Hitler."

A New Record Around Paramount

New York—A record week has been hung up at the Paramount home office. Not one theatre partner was in town last week.

Allied Name Stays If It Joins MPTO

NEW YORK—Allied of New York will not change its name, if and when, it joins up with the MPTOA, Max A. Cohen, president, states. Because of pressure of his own business, Cohen has not set a date when he will call the board of directors together to ratify the arrangement.

Reports the new affiliation may conflict with the Buffalo MPTOA unit presided over by Charles Hayman are denied by Cohen who adds Hayman urged him to become associated with the national organization.

While Allied of New York now has members all over the state, it is likely the new setup may extend as far as Syracuse. However, since affiliated circuits are members of Hayman's organization and local Allied may continue its simon-pure independent membership, it is felt upstate members will not swerve from present local affiliations.

Screen Publicists Bargain In New York August 1

NEW YORK—Indications are the Screen Publicists' Guild of New York will start its campaign of collective bargaining with home offices around August 1. The organization drive follows on the heels of the official ratification of affiliation between the eastern and coast guild.

At a meeting Thursday night, a committee of three was appointed to take up plans for the constitutional convention of the national guild which will be held on the coast sometime during August.

Anticipating resistance because of the loss of foreign markets, the eastern guild, it is said, is determined to carry on a vigorous campaign to unionize all home offices and establish a basic minimum wage.

Limited Contact Abroad Keeps Print Track Vague

NEW YORK—The difficulty of the state department in making direct contact with its staffs in German-occupied territories has left distributors in the dark concerning the fate of their prints in France, Norway, Denmark and Holland. The only contact, according to the Hays office, has been made with Brussels where the prints are still in possession of the distributors. Elsewhere, there are only rumors which are difficult to verify.

Percy F. Quigley

ALBANY—Percy F. Quigley, 48, for some years operator of the Coxsackie, Coxsackie, is dead here. He is survived by his wife, two daughters and two sons.

Cocalis Additions Give Skouras 62

NEW YORK—Acquisition of the Pilgrim, Ward, Square and Interboro, in the Bronx, from the estate of Sam Cocalis, gives the Skouras circuit a new total of 62 houses in the Greater New York area.

The four houses are being continued under the same policy as before, twin bills with three changes a week, until September when changes may be made. According to circuit executives, the present operation is on a test basis.

RKO, at the same time Skouras took over the quartet, began operation of the Marble Hill, Castle Hill and Pelham. While it was planned to make these first run, the switchover has been deferred. Existing contracts, inherited with the theatres, are said to be the reason for not changing the run. The Cocalis circuit still has a number of theatres in the Castle Hill-Huntspoint section of the Bronx and a switch in run would have to provide for a new clearance arrangement. This is said not to be practical at this time.

Harold Janecky, division manager for the Skouras circuit in the Bronx, Manhattan and Westchester, has included the four additional units in his supervision.

RKO and Skouras Partners In New Reade Projects

NEW YORK—Walter Reade's plans to build two theatres in New Jersey and as many in Long Island, will include RKO as a partner in Trenton and Skouras in Long Island, it is stated.

Reade and RKO jointly operate a theatre in Trenton. Plans call for two 1,000-seaters, one to replace the Trent which is to be demolished.

The Long Island situation calls for new houses in Hempstead and Garden City. Skouras operates the Hempstead, Hempstead, and has been trying to effect a rent reduction from M. Calderone without success. Hence, Skouras is seriously considering giving up the house. Reade had been operating in Mineola and some time ago Calderone bought the property and this eliminated Reade from the town. Calderone operates the house now.

If Skouras goes in with Reade in Long Island, RKO automatically will become affiliated under its agreement for a 20 per cent interest in all Metropolitan Playhouses, half of which are managed by Randforce and the other half by Skouras.

Brandt Adopts Duals After Week's Trial at Singling

NEW YORK—After a week's try of single features at the New York, Harry Brandt has inaugurated duals with two changes a week. Before the single feature plan, the theatre played shorts and newsreels. "Legion of Terror," produced in 1936 by Columbia, was the lone attraction last week, following which Brandt decided to add another picture and change twice instead of once a week.

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BROADWAY

NICHOLAS M. SCHENCK has gone to the coast on his periodic visit to the studios. It will be a short trip . . . Lep Friedman's planned July 4 weekend at Herman Robbins place at Schroon Lake was sidetracked when Mrs. Friedman's brother passed away a few days earlier . . . Sol Edwards of Fine Arts basks in the satisfaction "Exile Express" played the RKO circuit the first half of the week . . . Vincent Korda, brother of the UA producer-partner, is here from England with his wife, the former Gertrude Musgrove . . . Jack Karr of the Toronto *Star* and Ralph Jones of the Atlanta *Constitution* have been visitors around town during vacations . . . Rudy Vallee and his Connecticut Yankees are at the Strand . . . Joe Vogel spent the July 4 holiday fishing.

SOUNDS IN LINDY'S LUNCH ROOM: *Philadelphia exhibitor, Max Goldberg, tosses off a "How's business?" to Newark exhibitor, Sidney Franklin, to which Franklin returns: "Please! Do I ask about your business?" . . . Walter Reade jr., says he agrees with J. Myer Schine and Si Fabian that business at "A" theatres is all right, but not so good at the "B" units . . . "The shows are fine but the weather is against us, so we've put six houses on notice and may close them any day," bemoans Al Suchman . . . "If what I hear means anything, the Rivoli will reopen with 'The Dictator'," beams James Dunn . . . Abe Montague, Brother-in-Law Barney Briskin, Paul Graetz, Joe McConville and M. J. Weisfeldt taking in Sol Lesser's plans for the new season. This consists mostly of "Kiss Me Again," directed by Ernst Lubitsch; "Summer Vacation" and a published book being negotiated for . . . Mrs. W. G. Van Schmus says Mr. W. G. is "very ambitious" to leave St. Luke's Hospital and go after a long rest at their summer place on Long Island following his operation . . . Laurence Bolognino exhibits a blue print of the new front of the Bryant, formerly the Cameo on 42nd St., says the house will undergo extensive alterations and will reopen in about five weeks, policy still undetermined.*

Murray Silverstone and Arthur W. Kelly are taking care of the three children of Teddy Carr, UA's co-managing director in England. They arrived with other refugee children last weekend. The boys, Gene and Bernard, will probably stay with the Silverstones while the girl, Diane, will spend the summer with the Kellys . . . Arthur M. Loew says he is feeling better after his stomach ailment, but not well enough to face trade paper reporters . . . Producer James Roosevelt left for the coast over the weekend. He plans to start shooting on his initial venture the first of September . . . J. A. McConville, Columbia's vice-president in charge of foreign sales, has quite a delegation in town conferring with him. Here from abroad are Allen Noye, Brazil; Louis Goldstein, Argentine; Sigwart Kusiel, home office representative in Latin America; N. W. Perry, continental manager, and Joseph Friedman, general manager of Great Britain.

Tyree Dillard jr. has gone to Rangley, Me. for a two weeks vacation. Fishing is the main sport on the agenda for the M-G-M attorney . . . J. Robert Rubin returned early in the week for a rest at White Sulphur Springs . . . Bill Rodgers has gone to the coast where he is looking over the new crop of M-G-M films . . . Gene Picker has taken a summer place at Brandt Lake, three miles or so from the Robbins' summer home at Schroon Lake. Picker has his own 16-foot speed boat and spends his weekends in captain's togs . . . Dan Mainwaring has joined the Warner home office publicity department. He had been attached to the studio staff before lining up with Orson Welles . . . Madeleine Carroll clippered in from Lisbon and will be in Charlottesville, Va., for the start of her new Paramount picture "Virginia" . . . Patricia Morison is in New York on the stage in "Two Bouquets" . . . Mike Kavanaugh has finished a seven-week stint at the American Jubilee in the World's Fair.

Toby Gruen of National Screen is back from a six-week tour which took him as far as Alaska. The trip was for his health, which he says has improved greatly . . . Bob Wolff goes in for class ties in a big way, much to the envy of John Benas . . . Louis Davidson, formerly of 20th-Fox and Warner home office publicity departments, has sold a short short story to *Collier's* . . . Bill White is all smiles these days. Reason: Jack Bowen sent him a check the other a. m. for $214, not for rental adjustments but on a social matter which proved that White, teamed with George Skouras, can outsmart Bill Scully and Bowen some days in the week anyway.

Joe Miller, Columbia Albany manager, was in town for a day on a new deal with Si Fabian . . . Harry Goetz and Max Gordon are on the coast preparing their next RKO picture, now that "The American Way" has been abandoned as picture material for the time being . . . Christopher Archibald, 14-year-old son of George, co-managing director of UA in England, is here visiting relatives . . . Edith Head, Paramount fashion designer, is in New York from Hollywood fitting Madeleine Carroll with new wardrobe for her next film.

The boys who are usually in the know admit they don't know what James Roosevelt was doing in Barney Balaban's office. This column knows: Talking . . . and for 10 minutes . . . Frances Brown, secretary to Ed Hinchy at Warner, celebrated another birthday . . . Tom Connors was in Washington for a little business with E. V. Richards of New Orleans . . . Sam Dembow and Leonard Goldenson get back Monday from a week's visit with Paramount partners in and around Chicago . . . Paulette Goddard spent about eight hours in these parts, mostly aboard a friend's yacht on Long Island Sound, after arriving on the maiden eastern flight of the TWA Stratoliner and returning on it later the same day. She rates a set of special service stripes for all this activity, especially by virtue of performances in three new pictures—"The Ghost Breakers," "The Dictator" and "North West Mounted Police" . . . Stanton Griffis stretched a July 4 holiday over to the weekend with the Guthrie McClintocs at Martha's Vineyard . . . Betty Field is here from the coast for a two-week fling at summer stock. She may be seen at Westport the week of July 15 and at Princeton the following week . . . E. M. Saunders is due Tuesday after an extended trip to M-G-M branches in his western territory.

Bill Jaffe spent a few days in Milwaukee during the week . . . The Seadlers—Si, Dodo and Steve—are completely assembled for the summer at Great Neck . . . Howard Dietz plans to spend practically the entire summer at the M-G-M studios . . . Bill Berns, film reporter for station WBNX, is now with Consolidated Amusements handling public relations . . . Irene Rich flew in from Miami where she attended a Red Cross benefit show and, after a brief stay, took the airlane route to the coast . . . Signe Hasso, Swedish actress signed by RKO, is en route to the studios where she is due next month . . . N. L. Nathanson



—Photo by Cosmo-Sileo

They Looked Up and Saw Willkie—

Every newspaper in New York fell for the "surprise" visit to the Music Hall of Wendell L. Willkie, Republican nominee for the presidency. But the surprise was not so unexpected that there remained no time for photographers to do their stuff as this shot proves. Or, in fact, for Rutgers Neilson, publicity manager of RKO (upper left), to be on hand on account of Willkie appears in a current "Information Please" release.

made one of his usual trips from Toronto early in the week.

Max Fellerman is being bothered with a recurrence of an aching shoulder . . . Ditto Joe Stein . . . David Selznick has moved his family to a summer home near Ridgefield, Conn. . . . Joan Crawford, accompanied by Milton Weiss, was among the spectators at the premiere of "Susan and God" at the Capitol . . . From up Gloversville way comes news of the engagement of George Lynch, chief film buyer for the Schine circuit, to Marion Kearney, daughter of District Attorney Bernard Kearney of Fulton county . . . Ann Ellmer, secretary to Oscar Doob, has returned from a vacation at her sister's farm at Hillsdale, N. Y. Others who were guests for the weekend were Len Cohen, May Levitan and Ernie Emerling . . . Irving Moross of the Schwartz & Frohlich office has moved his family to Massapequa for the summer . . . Grad Sears was on the maiden western voyage of the new stratosphere liner for conferences in Burbank with H. M. and Jack Warner and Hal Wallis . . . Lou Lifton and his wife leave July 19 for a motor tour of New England, centering around Provincetown.

GOING UP: *An elevator full of Archie Mayo, Ed Peskay and J. J. Milstein, with Mayo painting a very optimistic picture for the future of the independent producer, who, he contends, will be the only one to appropriately reckon with a wholly domestic market. "The rest of the big fellows won't be able to because they are geared on an international scale" . . . Leonard Picker and his wife join his mother July* 26 *aboard the* Celia C *for a* 17*-day inland cruise that should take them up the St. Lawrence River as far as Quebec . . . Caryl Dannenberg of the Loew publicity staff is back from a vacation to the coast, including Banff . . . Jack Mercer, manager of the Majestic, Evansville, was a Loew home office visitor . . . Alexander Korda and TWA have joined hands in a publicity tieup wherein the flying carpet theme of "Thief of Bagdad" is tacked on as the name of the airlines' new stratoliner service. Russell Birdwell and Associates executed the stunt . . . Marvin Schenck has set July* 15 *as the finals in the Loew beauty contest. The show will be at the State, under the direction of Sidney Piermont and Al Rosen . . . Cresson E. Smith, RKO's western sales manager, is on a swing of branches in Chicago and Los Angeles.*

ALONG FILM PEDDLER'S LANE: Al Wheeler and Tommy Farrell, who used to be bookers at the local M-G-M exchange and now are with the Boston office, dropped in to visit their old friends. Farrell is slated for a salesman's berth at the Hub exchange . . . Joe Lee of 20th Century-Fox spends Sunday at "tar beach" sunning himself. To the uninitiated, it is the roof of his apartment house . . . E. K. "Ted" O'Shea of M-G-M and UA's Charles Stern spent the week in the Washington territory for their respective companies . . . Howard Herz who just installed a new air conditioning system in his Crest, Bronx, is a former European circuit operator. At one time, Herz managed 23 theatres in Austria, Czechoslovakia and Hungary.

Dan Reagan who operates the Concourse, Bronx, put his engineering skill to use and completely remodeled his air-conditioning setup . . . Death of Raymond Wood, well-known theatre broker, shocked his friends. He was 55 *. . . Sol Title, whose tobacco shop is a popular hangout for the boys, has painted an Indian on a panel in front of his shop. He will give away a couple of cigars for the best name . . . Tony Tomasino, who operates the Raymond, City Island, is much happier now that his two boys have recovered from their illness . . . Louis Schneider, who formerly owned the Stanley, is spending the summer with his wife in upstate New York.*

Bill Katz, Columbia's Brooklyn booker, is on a week's vacation. Kurt Paschas is subbing for him . . . Allied of New Jersey is going to hold a golf tournament at the Hollywood Club before the end of the month. Harry Buxbaum is already practicing up for some of the trophies . . . Elizabeth Brewer, secretary to Moe Streimer, is home recovering from a minor operation . . . At the film board: Peter A. Lewis gets back Monday after touring the borscht circuit. Henry Danziger then leaves on his two-week sojourn. Florence Abramson is having a "lovely time" at Sky High in New Hampshire. And Seymour Pizer is taking his time off seeing Mexico.

Leon Netter had the luck of the Irish the other afternoon—a hot one at that—when he passed near the State and found a penny. His comment at the time was, "My eyes haven't gone back on me yet" . . . Bob Weitman is planning to head for Grossinger's next month for his vacation. He usually takes a cottage for his family . . . Bill Scully and Bill Heineman took first honors in a match play tournament at Lakeville Country Club, Great Neck, over the weekend . . . John Harris, the Pittsburgh circuit operator, was in town Wednesday attending a meeting of the Arena Managers Assn. Representatives of sports arenas over the country were represented.

Ted O'Shea included Washington and a visit with Rudy Berger in his exchange tour last week . . . Artie Siegel has been shopping for a new tennis racket . . . Walter B. Cokell, Paramount treasurer, and his wife have arrived from the coast to again make their home in the east . . . Ed Kuykendall says he will take a long vacation before touring the country again on behalf of the MPTOA, of which he is president . . . Sol Lesser has gone back to Hollywood . . . Walter Futter arrived Saturday on the *Washington* from England. Incidentally, it was the last passage across for the ocean liner because of the war . . . Bob Benjamin left for the coast over the weekend on a business-pleasure visit. He's becoming a commuter at the rate he makes those trips.

David Bernstein has gone to Maine for a month's vacation . . . James P. Clarke of Horlacher's, Philadelphia, was in town the latter part of the week . . . Adolph Zukor is putting on a drive for new business at his New City golf course . . . C. C. Moskowitz, Henry Reiner, Al Senft and Alex Morrison, the latter having just had his book "Golf Without Practice" published, spent the weekend at Lake George. Reiner says it was lucky for him Morrison went along because he doesn't know which end of the caddy to use . . . Herbert L. Pettey, managing director of WHN, has gone to Chicago on his first trip there in two years . . . Jack Harris, Skouras district manager, is vacationing in Miami with Harry Moskowitz . . . Out-of-town visitors to the RKO lounge during the week included Joseph Bean, Durfee, Fall River, Mass.; Karl Karstad, Lyceum, Redby, Minn.; Gerald Stark, Plaza, Buffalo; Bill Smith, Majestic, Abilene, Texas; Jack W. Fretwell, State, Harrisonburg, Va.; Jack Rosenzweig, Manchester, St. Louis; Harry E. Wessinger, Carolina, Lexington, S. C.

Even his best friends didn't know that DeWard Jones of Music Hall publicity eloped with Ann Willard over Decoration Day to Virginia. The beauteous bride adorns many of the pages of "Anyone Can Take Good Pictures," which happens to be her hubby's book . . . Gilbert Josephson is telling intimates he may take over the Mosque in Newark . . . Jack Berkson is in the midwest on Mohawk business . . . Homer Harmon, director of Roxy advertising and publicity, departs these parts August 9 in favor of St. Louis and Columbus, following which he takes the family to the mountains for a final week of vacation . . . Joe E. Brown is around from the coast, preparatory to his tour of the summer theatres. He's in "Elmer the Great" at Dennis, Mass., the week of July 22 . . . Irving Cohen, Paramount attorney, was in Boston . . . These hot days find Harry Brandt leaving town around noon to take to his summer place at Dobb's Ferry . . . Marjorie Hendrickson, secretary to Stanton Griffis, is chairman of a large group of volunteer Paramount girls who roll bandages for the Red Cross every day during lunch hour . . . Barret McCormick was in Tiffin, Ohio, to attend the funeral of his wife's mother. This is the second death in Mrs. McCormick's family within two months, her brother having passed away then.

Four Schenectady Houses Cut Summer Playing Time

ALBANY—Four independent houses in Schenectady have cut their playing time for the summer, according to exchangemen. They are the Lincoln, Metro, Rivoli and Ritz, all under different managements. Most of them are reported dark Tuesday and Wednesday. Two other Schenectady theatres, the Palace and Cameo, are closed. Palace shuttered in the spring and will reopen in the fall under a new operator. Cameo is being repaired following a fire.

Deal Reported On for Two Snaper Units in Boonton

JERSEY CITY—A deal for Dave Snaper's two Boonton (N. J.) theatres, the State and Lyceum, is on with Joe Kazden of the Bergen reported as the interested party. Snaper has the Lyceum operating and the State closed.

New Bioff Move

CHICAGO—Hearing is expected Monday in federal court on the application by William Bioff for a writ of habeas corpus. Bioff, Hollywood labor leader, is serving an unfinished portion of a 17-year-old sentence.

"Little Three" Withdraw From Consent Decree Negotiations

(Continued from page 15)

most ten weeks ago, and reported then in BOXOFFICE, a Universal spokesman declared his company would agree to selling in small blocks if the RFC, money-lending arm of the government, would loan Universal millions of dollars "for all time to come; not just one or two years," in order to compete, production-wise, with the larger majors.

Last Tuesday, at a meeting of the main committees with the government, Williams is reliably reported to have told the lawyers that he would not agree on any decree until his complaining witnesses had a chance to pass on the settlement proposals.

Williams is understood to have said the majority of these witnesses would have to approve the plan before the government would sign it, taking the attitude it was their case and the department of justice was simply acting as their counsel.

Object to Stand

Defendant attorneys are said to have violently objected to Williams' stand on the reported ground the government would never get a majority of the exhibitors to agree to any proposals. It is added the film lawyers told Williams then and there that if the government insisted on taking this attitude there was no use in going ahead and that all negotiators were "wasting their time and effort."

This, plus the fact that the sub-committee reports, after consideration by the main committee, had found both sides farther apart on the most vital issues is understood to have caused an immediate breach of the friendly relationship which had existed between both sides with Williams leaving the hearing in a huff.

Conferences which were held Wednesday and Thursday are understood to have been amicable, but without the presence of Williams and without much being accomplished.

Resume Trial Preparations

Meanwhile, government attorneys have suddenly resumed intensive preparations for trial. With Elmer Pearson, first witness, in New York, it is stated the department of justice is ready to resume where it left off June 6. Pearson, it is stated, would probably be on the stand for three days for direct, cross and redirect examination, which would give California witnesses subpoeaned sufficient time to reach New York on short notice.

In some quarters, defense counsel has informed interested parties they are prepared to go to trial immediately, convinced after six weeks of negotiations toward a settlement, that they can win the suit.

As evidence of the government's determination not to be outwitted by the dilatory tactics alleged on the part of the defendants, Williams is understood to have contacted Thurman Arnold in Washington, informing the "trust buster" settlement negotiations are breaking down and appear hopeless. It is further reported Williams has sought permission to start the trial after the next brief delay which is to be taken Monday.

Arnold, it is stated, is due from Washington over the weekend, for a final showdown meeting with all negotiators.

Federal Judge Henry W. Goddard, who had been given seven weeks by Senior Judge John C. Knox to dispose of other cases which he had on his calendar while the negotiations proceeded, now must either go ahead with the trial or be assigned to other cases. If he is assigned to other cases, it is held he will be eliminated as the trial judge in the industry case. Since no other judges are available and unless something definite is decided within the next week, it may be necessary to wait until the October term when another judge may be assigned. Goddard is due to leave on a six to eight-week vacation August 1 and is determined to find out for himself before he departs to his Connecticut farm what disposition will come out of the current meetings between both sides.

Nicholas M. Schenck, president of Loew's and an important factor in trying to bring about a settlement, is due from a quick trip to the coast Monday or Tuesday. He may use his influence in bringing about an accord among the dissenting interests.

Some interests, observing from the sidelines what has been taking place, feel that the current disruption in harmony is not unexpected. The view held is that with so important a procedure, flareups are bound to take place but that after the storm the calm will find all sides more determined to reach a final agreement.

Avoiding Cutting Prices Under Taxable Level

PHILADELPHIA—There have been no reports here of theatres lowering their admission prices to 20 cents to evade the new federal defense tax. Exhibitors feel such a move would be considered unpatriotic, and would suffer public disapproval.

On the other hand, there have been reports of several houses that have upped admissions from 20 cents to 22, with the defense tax added on to that—a move that other exhibitors are calling "profiteering."

The Philadelphia Mint this week went on a 24-hour basis to meet the increased demand for pennies.

MPTOA Unit Asks Congress To Extend Defense Tax

ST. LOUIS—A call to Congress to amend the federal defense legislation by eliminating all exemption on theatre admissions, so having the tax start at one cent instead of the present 21 cents, was embodied in a resolution unanimously adopted by the MPTO of St. Louis, eastern Missouri and southern Illinois at a meeting held June 28.

REVIEW FLASHES

CAROLINA MOON (Rep)—An implausible story built around a popular song of the past. However, a word of praise to Gene Autry, who, through all the improbable situations, acts naturally and sings entertainingly. Frank McDonald directed.

I BELIEVE IN YOU (RKO)—This Spanish language film is a mild and moderate tale of a famous ballerina, her child and the men who love her, told against the backgrounds of Paris, Budapest and Hollywood. It has a few effective dramatic twists and should fit the bill with Latin audiences. Rosita Moreno has the chief role.

MURDER IN THE NIGHT (Film Alliance)—More feeble interpretation of American gangster night club owners in London and their ways with women, squealers and double crossers. The print seemed underexposed. The performances are third rate. Jack La Rue is the only name familiar here. Made in England.

WE WHO ARE YOUNG (20th-Fox)—Still another version of the trite "Saturday's Children" theme, the greatest redeeming feature of which is the substantial way in which the picture is produced, directed and acted. Harold S. Bucquet directed. Lana Turner, John Shelton and Gene Lockhart are featured.

WEST OF ABILENE (Col)—Here is one of the better grade westerns that has a fine imaginative strain in the story. The action content is more sensible than the normal violence in this sort of production. Charles Starrett and William Pawley have the acting honors while the Sons of the Pioneers sing and Marjorie Cooley romances. It's a tale of land swindlers and their demise. Ralph Ceder directed.

YOUNG PEOPLE (20th-Fox)—Audiences will receive this with mixed emotions. While they are amply being entertained by a light and amusing comedy with a sprinkling of musical numbers, they will probably experience feelings of regret at the thought it is avowedly Shirley Temple's last picture. There have been better Temple pictures, largely because in most of her previous starring vehicles, the wonder child has been given better stories, production, direction and cash. Albeit, the swan song of the grand little trouper, who for so many years brought joy and happiness to millions, is a very worth while photoplay. It should be a profitable production and exhibition venture and, certainly, it establishes that budding adolescence has done little to dim Shirley's talent, grace and charm. Harry Joe Brown produced; Allan Dwan directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Gus Schaefer Administers Northeast Area for RKO

NEW YORK—Gus Schaefer, who was transferred from the foreign sales department to the domestic at the RKO sales convention, is appointed northeastern district manager in charge of New Haven, Boston, Albany and Buffalo. Herb MacIntyre, formerly in charge of that section, moves to the coast as western district manager covering the Los Angeles, San Francisco, Portland, Seattle, Salt Lake City and Denver offices.

Harry Cohen, former western district manager, becomes Los Angeles branch manager suceeding Newton Jacobs who will receive a new assignment shortly.

The latest shifts round out the realignments made at the convention which saw Andy W. Smith elevated to sales manager and Bob Mochrie upped from southern district manager to eastern division manager.

Irving Moskowitz Rites

NEW YORK—Funeral services were held for Irving Moskowitz, 46, partner of Joseph Pear in Amusement Supply Co. Burial was at Mt. Hebron Cemetery, Flushing, L. I.

BALTIMORE

A HOLLYWOOD premiere takes the spotlight this week as the Technicolor production "Maryland" was given its first showing at Morris Mechanic's New and Center theatres, Wednesday night.

Stars Tyrone Power and wife, Annabella, and Brenda Joyce, who was appointed honorary governor of Maryland during her stay by Gov. Herbert R. O'Connor, and Nancy Kelly were given a sail down the Chesapeake on the state yacht to Annapolis where they were guests of the governor.

Frank Hahn, Horlacher chief here, is in the West Baltimore General Hospital undergoing an operation. Frank has requested his many friends to visit him there . . . Elizabeth Bloom, Broadway cashier, is vacationing in Ocean City, Md. . . . Meyer Leventhal is having the front at the Lord Baltimore repainted again . . . H. Ted Routson, publicity chief of the Hippodrome, has the call for six pretty girls for the Stardust Revue, soon to grace the stage of the Hippodrome . . . Did you know that Arthur Price and Jack Whittle have one of the largest dance floors in the east at their Gwynn Oak Park . . . Saw in front of Joe Field's Rivoli, a former exhibitor, Roger Hurlock, who formerly operated the Majestic and Imperial theatres. He is now in the real estate business.

Edward Kimple sr. is on a three-week vacation to California. Ed Wyatt is handling the Capitol in his absence . . . Nathan Kantor is combining a vacation and honeymoon . . . Preston Cashier Lillian Silberman's son, Marvin, is in the hospital . . . Thomas Fisher, assistant manager at the Broadway, has been promoted to relief manager of the United theatres . . . Jerry Doolittle, Altec, has returned from vacationing in Canada.

PHILADELPHIA

EXHIBITORS are going literary—or so the Columbia exchange tells us. The exchange has set up a lending library with a few copies of "I Married Adventure," by Osa Johnson—as a buildup for the film, of course—and the books have been in continuous circulation, exchange officials aver . . . Henry Friedman, Landsdowne, had his car stolen . . . Barney Cohen, Lawndale, is receiving the kudos of fellow managers for his progress in losing weight . . . Grace Moore is in Temple University Hospital, having the surgeons fix up her throat . . . Frank Hammerman, Republic salesman, has grown an impressive mustache in preparation for the hay fever season. Claims it keeps the pollen from his nose.

Operators are hoping for early settlement of the Wilson Line Showboat seamen's strike, so film can be resumed there under stable conditions . . . Allen Lewis, Dante, is vacationing at the shore . . . Nick Powers, Regal, is sporting a spectacular sunburn . . . Abe Sunberg, Adephi, is just back from the sunkissed beaches . . . Harry Felt's Park, Highland Park, opened last week with the Sears, Roebuck giveaway . . . Sid Mesibov, Warner ad man, reports he's becoming the neighborhood's leading diaper expert . . . Colleagues Al Zimbalist and Milt Young will spend a week together at Avalon with their families.

Roland Haynes, Keystone, is planning with local merchants to put on an auction night at his house . . . Lee Kline, Orpheum, had a couple of models showing newest styles on his stage the other day . . . Marty Aninsman, Leader, started off the neighborhood American Legion Poppy drive with a little display outside the theatre . . . Iz Wiernik, Strand, honored the neighborhood Kenderton School with a special showing of "Virginia City." An American Legion band entertained . . . Irv Blumberg, Oxford, has a publicity tie-up with the new radio station, WIBG . . . Bill Gallagher, Parker, presented a flag to the local post of Veterans of Foreign Wars.

A Camden board of health officer helped W. Leach, Grand, Camden, put over "Dr. Ehrlich's Magic Bullet" by telling his aides to plug it during their rounds. Hospital bulletin boards also carried the story . . . Johnny McGee, Lion, Red Lion, is winning love and kisses from the local boys by letting the newly formed town band play on his stage . . . Jack Minsky, manager of the new Astor, claims 40,000 people crowded the neighborhood to see the blowoff opening night . . . Mike Nowelski, assistant at the Roosevelt, brushed up on his high school science when he went down to the Academy of Natural Sciences for some tusks and bones for a display for "One Million, B. C."

Ronald Moray, manager at 333 Market, is very proud of the new theatre front . . . The Norman Lewis circuit is promising the industry the biggest parade ever held in the Northeast when the new Girard opens . . . The Walter Reade enterprises expect their two new Trenton theatres to be ready in 90 days . . . A new house is being contemplated in Edge Moor, on the outskirts of Wilmington.

A Tuesday evening dinner club, preceding stag night, is a new feature at the Variety Club. Seen wielding knife and fork are Earle Sweigert, Paramount; Al Fischer, Keswick; Oscar Neufeld, Horlacher; Ray O'Rourke, Doris; Hillary Brown, Ascap; Charles Goldfine, Alden.

Louise Charles, glamour-girl secretary of Frank Sculli, Metro, is back on the job after an illness . . . Bud Bache, booker, is vacationing at the seashore . . . So are Pauline Brody and Sarah Polk . . . Sylvia Lavin, formerly of the Metro inspection department, is the mother of a husky baby . . . Out-of-towners we saw last week included Ben Schindler, Ace, Wilmington; H. Hirsberg, Palace, Bethlehem; Albert Garfinkle, of the upstate Chertcoff circuit . . . Fox is reported to have sent out a hurry warning to exhibitors to cut out the Dempsey fight sequence from the last issue of the news because the new law permitting interstate shipment of fight film hadn't yet gone into effect.

BARGAIN—300-seat theatre for lease; town 15,000 population. Box 243, San Antonio, Texas.

Gluckman Cleaning Up Unfinished Business

NEW YORK—Herman Gluckman, who recently sold his interest in the local and Philadelphia Republic exchanges, retires next week as supervisory head of both branches. Morris Epstein continues as head of the New York exchange. Gluckman is cleaning up some unfinished business which will take him about a week. His future plans are uncertain.

James R. Grainger, president of Republic, leaves Monday for Toronto, Chicago and Detroit and will return in a week.

New York Branch Heads Discuss 5-Cent House

NEW YORK—Local branch managers, at their regular bi-monthly meeting, discussed the five-cent admission situation at the Essex, Newark, N. J. David Goldbaum, who operates the house, explained his stand by letter and he has been asked to discontinue the practice.

NTSCo. Moves in Albany

ALBANY—National Theatre Supply has moved its local offices from 1039 Broadway to 962 Broadway. R. P. Rosser is manager.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

RICHMOND

A S. KELLAM, Ross-Federal checker, and native of Highland Springs, has been named to the Henrico county planning board . . . A. J. Sparks, Florida exhibitor, was in town visiting with Frank O'Brien . . . Fred Rohrs, United Artists manager, in Washington, came down with Charlie Stern, UA eastern district manager, the other day . . . The corporation commission has issued a charter to the Peoples Amusement Co., Inc., with principal office in Alexandria; maximum capital of $10,000. Ralph G. Newsome of Washington is president . . . Robert Folliard and Elbert Grover, RKO manager and salesman, respectively, were here on business.

Russell Williams, former assistant to Bob Beamer in Pulaski, has been named manager of the Eaco and Lee, Farmville, which Neighborhood Theatres will take over August 1 . . . *Pete Stainback, Loew's chief of service, went fishing at Bowler's Wharf . . . Dave Peterson, district supervisor, Altec, was in town, relieving Mervin Ullman for a few days . . . Allen Sparrow, Loew's manager, and his brother Boyd, from Wilmington, are vacationing with their families in Miami Beach, Fla. . . . Bill Attmore, RCA engineer, has returned from vacationing in New Jersey. Floyd Armstrong came down from Baltimore to relieve him . . . Francis Deering, former assistant manager of Loew's here, and now manager in Houston, Tex., and his wife were visiting here on his vacation.*

Bill Snidow, Christiansburg exhibitor, was re-elected to town council . . . Pete Southward, doorman of the Bellevue, vacationed at Ocean View . . . Howard Powers, operator, Westhampton, took his family to Ocean View . . . Jack Watkins, service staff, Loew's, vacationed in Washington . . . William Fox, projectionist, East End, is now vacationing in Canada. Charlie Hann is relieving him and John Carnell is filling in at the Patrick Henry . . . Courtney Tillman, Park cashier, has returned from vacationing at the beach.

Mrs. Florence Short, mother of Henry Short, doorman of the Venus, died here on July 10 . . . *Tom Pitts, manager, East End, and his wife visited Virginia Beach . . . Bob Overcash, engineer at the Capitol, is vacationing in North Carolina . . . Christine Abbott, cashier of the Capitol, vacationed in Canada . . . Governor Price has reappointed Ben Pitts to the State Port Authority . . . Curt Smith, of the Linwood in Grundy, is recuperating at Hot Springs . . . Theatres in town along the Rappahannock river have been getting a lot of competition from the Show Boat . . . Floyd Stawls, manager of the Carillon, visited his mother in Norfolk.*

The National summer policy has been changed to first run pictures, changing every Thursday. Usual policy is stage shows and pictures . . . Leon Nelson, Warner chief checker in Washington, and native of Richmond, was here visiting his family . . . Leroy Hutzler was transferred from the Capitol to the State when Sam Pulliam was promoted to assistant manager.

Korda to Spend $500,000 On Exploiting "Bagdad"

NEW YORK—Alexander Korda plans to launch "The Thief of Bagdad" with a national advertising and publicity campaign budgeted at close to $500,000. The producer breaks down the appropriations this way: Licensees who are manufacturing merchandise tied in with the film and advertising it in magazines and newspapers, $325,000; the national magazine campaign by Korda, $60,000; newspaper advertising, $90,000. In addition, there will be a campaign in the trade, of course.

Pacific National Gets Wilmington Receiver

WILMINGTON, DEL.—William H. Foulk, Wilmington attorney, has been named receiver for Pacific National Theatres, Inc., a dissolved Delaware corporation operating in California, by Chancellor W. W. Harrington in court of chancery.

The court also signed an order granting leave to intervene to Helen B. Baranov, Charlotte D. Fenn, H. W. Merkley, Louis W. Bartel and F. E. Long as additional complainants.

Suspend Publication Of Loew's "Weekly"

NEW YORK—As exclusively reported in the July 6 issue of BOXOFFICE, Loew's *Weekly*, program handout of the circuit in the metropolitan area for 21 years, has suspended publication. The budget for the program is being turned over to a newspaper directory, the first of which will appear July 17 in the *Journal-American*, with other New York dailies to follow.

New York Newsreeler to Open Late in August

NEW YORK—The city's newest newsreel specialty theatre opens late in August in the Airlines Terminal at 42nd St. and Park Ave. It will have 528 seats, will be ultra-modern in its streamlined accoutrements and will be under the management of Dave Dubin, who is also operating head of the newsreel house in Grand Central Terminal.

Monogram Eastern Meet Scheduled for July 19

NEW YORK — Monogram's much-postponed regional sales meeting is set for July 19-20 at the Barbizon-Plaza Hotel here. W. Ray Johnston, president, probably will fly from the coast to attend. Edward A. Golden, general sales manager, will preside.

Musicians Invite Petrillo To Solve Philly Dispute

PHILADELPHIA—Local American Federation of Musicians' officials are trying to arrange a visit here of James C. Petrillo, international president, in an effort to iron out the eight months' contract dispute with Warner.

ALBANY

ANKLING FILMROW: John Rossi, Strand, Schroon Lake; Sam Slotnik, booking for brother, Morris, operating the Strand, Waterville, and Star, Oriskany Falls (Sam has theatre interests in Buffalo territory); Phil Baroudi, North Creek and Indian Lake; Harry Savett, with houses in Greene, Antwerp, Port Leyden and Tupper Lake Junction; Mrs. Inez Ferguson, Copake, Copake; Harry J. Gallup, Adirondack, Speculator; Grover Woodard, booker for Lamount circuit of Greenville, Philmont, Athens and Berlin; Mrs. Frieda Klein, Hunter; Sam Davis, Phoenicia; Clarence Dopp, Johnstown and Frankfort; Bill Murray, manager of Auto-Vision, East Greenbush.

Vera Stockholm is the new secretary at National Theatre Supply. National supplied some new lighting fixtures and frames for the theatre Harry Savett took over at Tupper Lake Junction . . . Nate Sodikman, Monogram manager, weekended in New York. Harry Berkson, Monogram franchise holder upstate, visited here recently, en route to Buffalo . . . Empire Theatre Supply installed booth equipment in the Van Buren, operated by Mrs. J. S. Van Buren in Cario.

Twentieth Century-Fox vacationists: Winifred Allen, cashier; Wayne Carnigan, shipper; Mrs. Doris Senecal, inspectress . . . Harold Sugarman, United Artists salesman, on the move, covering Albany territory. He speaks graphically of Central and South America, where he was UA district manager in several countries.

Local Boy Makes Good Item: Teddy Richman, one-time manager of Fabian's Plaza, Schenectady, is co-producer of "The Gentleman From Arizona" and "The Last Alarm," now being shown in this section . . . Lewis Mack of Chicago who has "Bankroll," theatre game, was in town.

Eddie Schnitzer, Warner district manager, in for confabs with Branch Manager Paul Krumenacker and others. Ray Powers, Warner office manager, vacationing with family in Canada. Mrs. Agnes Birkenhauer, secretary in same office, sunning in Atlantic City . . . George Beattie, one-time Paramount salesman in this territory and now on Philadelphia staff, was home to visit his parents in Port Schuyler. He is a brother of Schuyler Beattie, Paramount booking manager here.

John Dimichele's Star, Poultney, Vt., is operating three days a week during summer . . . Malcolm Atterbury's Tamareck Playhouse, Lake Pleasant, played pictures exclusively from June 30 *to July* 12. *From latter date, house splits between films the first three days and stage shows, by a resident company, other four days.*

American Theatre Corporation, Schenectady, has dissolved, according to papers recorded with secretary of state . . . Roundout Amusement Co., Inc., has been formed to conduct a picture and theatrical business in Ellenville. Capital stock: $25,000, $100 par. Incorporators: David Silverman, 2707 Sedgewick Ave.; Bessie Lonstein, 25 E. 193rd St., Bronx; Anna E. Lonstein, Ellenville. Attorneys: Lounsberry & Lonstein, Ellenville.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Full Production Slate For Next Four Weeks

Although the late summer months may see the beginning of the long-predicted slump in production, the calendar for the balance of July and the early days of August carries plenty of well-circled dates, during which periods a total of 28 features are scheduled to go into work—again signifying that, for another four weeks at least, Hollywood has nothing to fear as pertains to an idle spell.

M-G-M guns three before the end of the month—"Flight Command" and "Go West," July 15, and "Third Finger, Left Hand," July 22. On July 15, also, Monogram will launch "Queen of the Yukon." Paramount signals a start July 15 on "Virginia" and "Love Thy Neighbor," followed July 22 by National Pictures' "Second Chorus" and July 29 by "Shepherd of the Hills" and the tentatively-titled "D. O. A." "City That Never Sleeps" is scheduled as the Marathon Street's first September entry, rolling early in the month.

RKO Radio's schedule is especially heavy. Getting under way July 15 will be Herbert Wilcox's "No, No, Nanette." July 16 will see camera work begin on "Sir Piegan Passes" and "Wagon Trains," a pair of sagebrushers. "Kitty Foyle" and "You'll Find Out" roll July 22; Harold Lloyd's "Three Girls and a Gob," July 29; Orson Welles' "Citizen Kane," July 31, and "Mr. Pinkie," August 17.

Twentieth Century-Fox has July 15 dates pegged for "Charlie Chan in New York" and "Charter Pilot," with "The Californians" going into work July 22 and "Hudson's Bay Co." pencilled in for August 8. "House on the Hill" and "East of the River" are Warner's July 15 entries. Republic guns its "Hit Parade," July 22.

Production Declines for Second Straight Week

For the second successive week, production has gone into a slight decline. Now before the cameras are 43 features, 16 of them new starts.

Columbia accounts for five of them, including two new ones—"Blondie Goes to the Country" and "Blazing the Oklahoma Trail." Metro is filming six. "Bittersweet" and "Little Nellie Kelly" hit the starting line, while "Dulcy" and "Strike Up the Band" were completed. Monogram is filming one, "Range Busters," having sent "Arizona Redman" and "All Around the Town" into the cutting room.

At Paramount, "Victory" and Harry Sherman's "Cherokee Strip" both completed their stints in front of the cameras, leaving the studio with five in production. RKO is shooting seven. "Little Men," "Mexican Spitfire Out West" and "Stunt Man" are the new entries. "Triple Justice," "Stranger on the Third Floor," "Laddie" and "Lucky Partners" crowded into the cutting rooms. Republic gunned "The Girl From Havana" to raise its total to two.

Twentieth Century-Fox broke even on the week, starting "Yesterday's Heroes" and completing "Brigham Young." United Artists' representation dropped to one with the completion of Edward Small's "Kit Carson." Universal staged a miniature boom, launching "Ragtime Cowboy Joe," "Seven Sinners" and "The Leather Pushers" to boost its total to seven. Warner also started three — "Honeymoon for Three," "Meet John Doe" and "Santa Fe Trail." With "Tugboat Annie Sails Again" winding up its voyage, the production balance stands at six for the Burbank studio.

An Early Production Slump Anticipated

Although the production slump which has been predicted for Hollywood ever since the start of the European war last September thus far has not materialized, with picture-making continuing to be geared at a near-record pace, the very speed with which films are being turned out, plus a breakdown of the backlog of product established at nearly every major plant for the 1940-41 season, indicates the anticipated letdown must come—and, probably, very soon.

The eight majors, plus Republic and Monogram, announced a total of 506 pictures for 1940-41. Of this amount 59 have already been completed and another 18 are in production—a total of 77 or, roughly, 15 per cent of the announced aggregate for the new season. Further, this mark has been achieved nearly two months before the official start of the 1940-41 selling season on September 1. Hence the studios have fully a year's time in which to complete their quotas, with a balance of 429 films to turn out. This situation, coupled with rumors—some of them fairly well substantiated—to the effect serious consideration is being given the idea of cutting down on the total quantity of delivered product, points unhesitatingly toward dull days ahead in the film colony. Spokesmen at 20th Century-

(Continued on page 23)

Independent Outlook Appears Promising

Activity among the independent units is again on the upswing from the standpoint both of pictures actually in work and vehicles on which preparation for early camera starts have been launched.

With production geared to start in about six weeks, Ernst Lubitsch has announced "A Kiss in the Dark" will be his first film for release through United Artists under terms of the setup in which Sol Lesser is associated with the producer-director. Picture will co-star Merle Oberon and Melvyn Douglas and is based upon a French play, "Divorces," which Lubitsch purchased from Paramount. Second Lubitsch entry will be "Summer Vacation," now being written by Ladislaus Fodor.

As the initialer in his 1940-41 quota of five for UA Hal Roach has gunned "Road Show." His final 1939-40 vehicle, "Captain Caution," is now being edited. Also underway for RKO Radio release is the Gene Towne-Graham Baker production, "Little Men," with Norman Z. McLeod directing.

For the first time since he pioneered the feature-length cartoon Walt Disney will have two full-lengthers ready for release through RKO Radio during one season. "Fantasia," the Leopold Stokowski film, will be completed in October and will be followed in January by "Bambi," both to be given distribution during 1940-41.

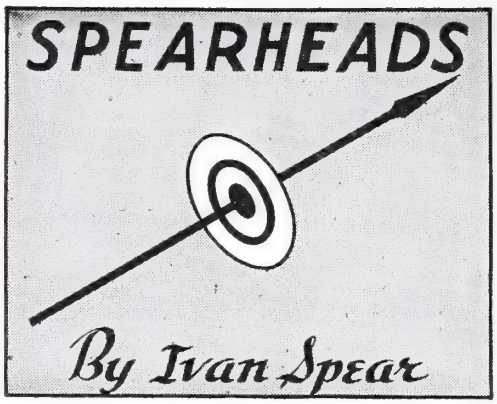
Producers Corp. of America has added "The Good Life," by Clara Clemens Gabrilowitsch, to its schedule. It will follow "Kingdom Come," starring John Charles Thomas, slated as the unit's first production. No release has been set.

Likewise for an as yet unannounced release, Howard Hughes has signed Leo McCarey to produce and direct "The Great American Family." Hughes also has film rights to the current Broadway musical hit, "Louisiana Purchase." The two vehicles mark Hughes' reentry into film activity after a lapse of nearly ten years.

Harry Sherman has scheduled a July 29 starting date on "The Round-Up," which Paramount will release. Don Wilson, Richard Dix and Preston Foster have the top roles.

A Termer to Mannheimer

Albert Mannheimer has signed a new long-term Metro writing ticket.



INDIVIDUALLY and collectively, members of the Screen Writers Guild may well find cause for serious thought in the announcement that nine new Junior Writers were recently placed under contract to Metro studio.

The mass signing of fledgling scriveners followed immediately on the heels of the previewing—and universal acclaim—of "Andy Hardy Meets Debutante," the screenplay of which came from the collaborating typewriters of Annalee Whitmore and Thomas Seller, a pair of bright youngsters from Stanford University, whose previous film writing experience and training have been limited to Leo's humble junior division.

While the extremely critical might submit that the initial big league efforts of Miss Whitmore and Mr. Seller lacked some of the screen writing refinements that more seasoned workmen would have included, there is no gainsaying that they ranked well above average as Hollywood scripting chores go. Then, parenthetically, there was the case of William Ludwig, who as a junior writer turned out what ranks almost indisputably as the biggest success yet made in the "Hardy" series —"Love Finds Andy Hardy"—as his first feature assignment.

The average remuneration for so-called Junior Writers is probably no more than 10 per cent of a parallel average among the gifted and gilded gentry which normally concocts the scripts for run-of-the-mill product; and about five per cent of the sums paid to those who write the lavishly produced photoplays.

Once let the producers become confident that they can depend on satisfactory scribbling jobs from the talented and ambitious youngsters who are being made available in countless numbers by scores of universities, and it could easily present an obvious avenue for instituting one of the substantial production economies which everyone agrees are the industry's crying need.

In which event, there will be "For Sale" signs on many a Beverly Hills swimming pool.

➞

The easy way to journalistic fame:

Reuters have sent Edward G. (scoop) Robinson a gold-plated certificate of honorary membership because he portrays Paul Julius Reuter, founder of the news gathering group, in his latest Warner film.

➞

Head-is-bloody-but-unbowed department:

After cancelling original plans to widely roadshow "All This, and Heaven Too," Warner announces that "The Sea Hawk" will be given two-a-day treatment in the Carthay Circle and "roadshow engagements in a number of other cities, as result of successful precedent established by 'ATAHT.'"

➞

RKO Radio recently announced that the company has completed arrangements for the exclusive services in the motion picture field of Dr. Gallup, founder of the Gallup Poll. A new organization, Audience Research Institute, has been formed for this work under the direction of David Ogilvy, and will devote its time exclusively to RKO Radio pictures.

After Mr. Ogilvy finishes polling the public for the edification of the Gower street generalissimos, he could perform a real service for film capital reporters—and at the same time unearth a man-sized job for himself—by conducting a survey and compiling an accurate list of the independent and semi-independent producers who are and will make pictures for RKO release. At the rate such share-cropping picture makers are being signed, producing for RKO will soon be equivalent to belonging to the human race.

➞

LOP is back on the job and all is well with the industry. Just in support of the bromide that travel broadens one, the first person singular appears exactly 30—*count 'em—times in her first column following the widely-publicized Honolulu junket.*

➞

"Victor McLaglen's latest improvement on his Fresno ranch is a new dairy, large enough to care for nearly a hundred cows . . ."

And all of his fans.

➞

BALLYHOODLUMS — Russell Birdwell emphatically denies that he is featured in, or has anything to do with, the exploitation of Warner's "The Man Who Talked Too Much" and the same goes for Henry Rogers as concerns Fox's "The Man Who Wouldn't Talk" . . . Freelancer Fred Stanley broadcasts a letter to Hollywood reviewers in which he points out "the real treat in store" for those who were scheduled to witness the preview of M-G-M's "We Who Are Young," then qualifies his prediction with the disclosure that it is the first American film made by Producer Seymour Nebenzahl. Stanley's only interest in the Metro feature is through his association with Nebenzahl as the latter's "publicity consultant." While the Stanley letter is probably a noteworthy bit of enterprise, it could establish a dangerous precedent. Shudder at the prospect of every unaffiliated blurbist sending out such a communication on every picture in which their respective clients work.

Temple, Trucks and Tars

Fox's "Young People" was undoubtedly the most important of five features shown at preview during the week, first, because, as entertainment, it had but one rival, Warner's "They Drive by Night;" and, more importantly, because it again brings into sharp focus the question as to why theatre patrons should be deprived of the talents, grace and charm which Shirley Temple's budding adolescence has done little to dim. True, there have been better Temple pictures—many of them—contributable largely to the fact that in most of her previous vehicles she has been given better production, stories, direction and supporting cast. But, if nothing else, the wonder child's swan song photoplay establishes beyond doubt that she still possesses those gifts which for years have enabled her to bring happiness to millions and maintain a high position among the best boxoffice bets. From a production and exhibition standpoint Producer Harry Joe Brown has turned out what almost certainly will be a profitable venture. Allan Dwan directed from a script by Edwin Blum and Don Ettlinger.

Although cursory cogitation might lead one to decide that a story based upon the lives, loves, adventures and hazards of a group of tough truck drivers is hardly the basis for engrossing melodrama, "They Drive by Night" positively refutes such an assumption by delivering entertainment of the best quality. This feat is accomplished principally through the fact that Producer Mark Hellinger again demonstrates his ability to lend a down-to-earth, familiar-with-the-seamy-side touch to his film-making endeavors; to a rapid-paced script by Jerry Wald and Richard Macaulay, packed with bright dialogue and dramatic sequences, based upon the A. I. Bezzerides novel; steady-handed direction by Raoul Walsh; and a cast that registers solidly all the way, with George Raft and Ida Lupino in the vanguard. All in all, it adds up to the kind of film fodder that should bring money into the till.

* * *

In "Sporting Blood" Metro has a programmer rating several notches above par. While it slides into the rubber stamp groove as concerns story—which has to do with the breeding and racing of thoroughbred horses, feuds, romance and all of the other cliches standard to pictures with Southern locales—the action is fast, suspense is strongly maintained, and, in toto, the feature will prove highly satisfactory to all but the most critical customers. S. Syl-

(Continued on page 23)

WITH GOOD REASON

FROM long experience, cameramen confidently rely on Eastman negative films to more than meet today's production requirements. Extra quality—reserve power—supports each film's special ability; and each is firmly established as the raw-film favorite, with good reason. Eastman Kodak Company, Rochester, N. Y.

J. E. BRULATOUR, INC., *Distributors*

Fort Lee Chicago Hollywood

PLUS-X
for general studio use

SUPER-XX
when little light is available

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

Launching War Relief Program Labor Day

Centralization and stabilization of Hollywood's Red Cross war relief and charity programs have been perfected to the point where leaders in the drive are pegging Labor Day as the signal for the start of the "big push"—one of the most wholehearted and unified campaigns ever launched by the personnel of the film colony. Among late developments are included:

1. The appointment of Mary Pickford as chairman of a woman's auxiliary committee working under the general guidance of Samuel Goldwyn, who heads the executive committee representing the motion picture industry. Miss Pickford's committee includes wives of producers, writers, directors and actors, plus a score of actresses who will do their part toward bringing relief to war sufferers.

Funds to British Relief

2. Plans as announced last March for the production of a film the entire profits from which were to go to local and foreign charities are being revised so that the British Relief Fund will receive the benefits therefrom. The original announcement was made by Dr. A. H. Giannini, who was appointed chairman of a board of trustees appointed to administer the project. Technical and artistic talent, all of British origin, is being donated and RKO Radio has agreed to release the film throughout all its exchanges at actual cost. Already pledged to give their services are Robert Stevenson, who will direct; Alfred Hitchcock, Frank Lloyd, Victor Saville, Herbert Wilcox, Brian Aherne, Madeleine Carroll, Ronald Colman, Errol Flynn, Charles Laughton, Sir Cedric Hardwicke, Vivien Leigh, Herbert Marshall, Ray Milland, Anna Neagle and Laurence Olivier.

3. A committee headed by Dame May Whitty and Boris Karloff is conducting a drive for funds to evacuate some 60 children from the British Actors' Orphanage in England. Douglas Fairbanks jr. is the American-born sponsor.

4. Charles P. Skouras, president of Fox West Coast, has been appointed chairman of the Red Cross campaign committee for exchanges, supply houses and theatre employes. He plans to call a mass meeting of exchange personnel July 15 to map the drive for his division in detail.

Meeting several times weekly, committees are shaping up plans for a series of roadshows to be sent to the nation's key cities. Nearly 100 stars have already volunteered to appear in the skits.

"Lemp Family" Series Is Assured Continuation

That Warner will continue its "Lemp Family" series for at least another year was disclosed when studio officials announced the next picture in the group, following "Four Mothers," will be "Four Families." It will go into work in 1941 and will feature the six babies who are cast in "Four Mothers." Latter vehicle goes into work around July 15 with William Keighley directing.

Cinémarks

Director John Cromwell has been selected to work with two University of Southern California instructors in sending out 1,000 questionnaires to the English departments of 150 American colleges, asking instructors and students what great works of literature they would like to see transferred to the screen . . . Sol Wurtzel and his family are vacationing for a week or so at Lake Tahoe.

*

To handle the publicity campaign on Edward H. Griffith's "Virginia," Don King, Paramount studio publicist, has checked out for Charlottesville, Virginia, where the picture will be filmed . . . M. B. Silberberg, attorney for the producers association, is vacationing for two weeks in the northwest.

*

Funeral services were held July 5 at Forest Lawn for Mrs. Ewing Powell, 66, mother of Dick Powell, following her death after a long illness. She is survived by her husband, Ewing Powell, and three sons, Dick, Howard and Luther.

*

Alfred Hitchcock is back in Hollywood after a week spent in Canada and New York. He is supervising final editing on a Walter Wanger production which he directed.

*

Funeral services will be held in the east for Mrs. Amelia Yorke, 80, mother of Gabe Yorke. She died July 8 at her home here.

*

Funeral services for Granville Bates, 58, character player, were held July 10 at Pierce Bros.' mortuary. He was born in Chicago and had been an actor for more than 40 years, entering films over 30 years ago.

Nat Levine, former head of Republic and later an associate producer at M-G-M, has planed to New York to discuss a possible deal whereby he would return to active production.

*

William and Bessie Lasky, son and daughter of Producer Jesse L. Lasky, have embarked on a "good will tour" of Latin America, taking over for their father. Their first stop was at Rio de Janeiro, July 10, with other points to be visited including Santos, Sao Paulo, Montevideo, Buenos Aires and Port of Spain.

*

A seven-pound girl, named Quita Louise, was born June 29 to Mrs. Ernst Fegte at the Santa Monica Hospital. Fegte is a Paramount unit art director.

*

Robert Armstrong has been elected president of the Masquers for the forthcoming term, with Alan Mowbray chosen as vice-president, Stanley Taylor, secretary, and Howard Henshey, treasurer.

*

Hal Wallis, Michael Curtiz, Robert Fellows and Unit Manager Frank Mattison have returned to the Warner plant from Santa Fe, N. M., where they looked over location sites for "Santa Fe Trail."

*

Allan Jones hosted a luncheon at Paramount in honor of Mrs. Vincent Hilles Ober of Norfolk, Va., national president of the Federation of Music Clubs of America. She is currently on a nation-wide lecture tour.

*

After two months in New York on business, Daniel T. O'Shea, vice-president of Selznick International, has returned to Hollywood.

Dix May Do Four Westerns For Harry Sherman

Abandoning plans to produce and star in his own films on the grounds it took only three story conferences to "teach me that I was an actor and not a producer," Richard Dix and Producer Harry Sherman are negotiating a contract whereby Dix would appear in four westerns a year for two years. He is currently starring in Sherman's "Cherokee Strip" for Paramount release.

Disney Hopes for October Release for "Fantasia"

Walt Disney's next feature-length cartoon release through RKO Radio will be "Fantasia," now in work at his new Burbank studio, which he hopes to have in distribution by October. The animation has been completed, as has the musical score, written and recorded by Leopold Stokowski, and half of the inking and painting has also been done.

Globe Completes Eight Slot-Film Subjects

Bringing the actual marketing of the Mills Novelty Co.'s dime-in-the-slot automatic motion picture projectors a step closer to realization, James Roosevelt's Globe Productions has completed filming and recording a group of eight 16mm subjects, running two and one-half minutes each, for use in the Mills machines. Henry Henigson functioned as associate producer on the musical brevities, which include:

Bill Robinson in "Darn That Dream" with Lorraine Page's orchestra; "Jungle Drums" with Carmen d'Antonio; "Parade of the Wooden Soldiers," featuring the Music Maids; "Hold That Tiger," with Victor Young's orchestra; "Row, Row, Row," with Joy Hodges; Bernice Parks singing "Havana's Calling Me;" a Hawaiian number, "Song of the Islands;" and Victor Young's arrangement of "Sweet Sue."

Spearheads

(Continued from page 20)

van Simon handled his directorial assignment well, working under Albert E. Levoy as associate producer. Lawrence Hazard, Albert Mannheimer and Dorothy Yost contributed a well-made script from an original story by Grace Norton.

Warner's "The Man Who Talked Too Much" is an effectively presented dramatic entry which offers a liberal share of suspenseful moments and an interestingly unfolded story of courtroom lawyers and their problems. It is well cast and competently turned out, with Vincent Sherman drawing credit as director, Edmund Grainger tallying his first score as an associate producer on the Burbank lot, and Walter DeLeon and Earl Baldwin doing the script from Frank J. Collins' play.

* * *

Trailing the field was Fox's "Sailor's Lady," which is catalogued as a comedy but doesn't incorporate sufficient rib-tickling elements to boost it above routine. The production stacks up as light, inconsequential and immaterial, produced under the executive supervision of Sol Wurtzel and directed by Allan Dwan. Frederick Hazlitt Brennan did the script from an original by Frank Wead, with Lou Breslow and Owen Davis supplying some additional dialogue.

Stars' Trials in Europe Inspire Coming Film

Paramount has accepted a story idea submitted by William Pine, C. B. DeMille's associate, woven around the difficulty being experienced by Madeleine Carroll and Robert Montgomery in securing passage back to America from war-torn Europe. Miss Carroll will have the feminine lead, with Robert Preston co-starring. Picture has been titled "Gay Be Our Laughter," and is being scripted by Alan LeMay and Jesse Lasky jr., with Pine set to produce.

DeMille Will Develop Script on Yacht Trip

A combination business-pleasure jaunt aboard his yacht, the *Seaward,* is being planned by C. B. DeMille when final touches have been made on his latest Paramount production, "North West Mounted Police." Accompanied by William H. Pine, Scenarists Alan LeMay and Jesse L. Lasky jr., his research director, Frank Calvin, a still cameraman and a secretary, DeMille will voyage to Key West, Fla., via the Panama Canal. En route the script of Thelma Strabel's "Reap the Wild Wind" will be whipped into shape.

To Study Production

Lieut. Jacinto B. Chong of the Philippine Island army signal corps, has arrived in Hollywood to take a short course in production under the Academy Research Council. At the conclusion of his training period, he will return to his headquarters to produce army instructional films.

Production Slate Is Full, But Draining

(Continued from page 19)

Fox, for example, admit the current conferences between Herman Wobber, Joseph Moskowitz, Darryl F. Zanuck, Joseph M. Schenck and other studio and homeoffice executives are centered around the possibility of revamping and reducing the projected schedule.

A breakdown of product completed or in production, studio by studio, for 1940-41, follows:

Columbia—five completed; two in work, including "Arizona," out of an announced 64.

Metro—one finished, one in production out of 52.

Monogram—still cleaning up its 1939-40 schedules, with no start yet made on its new season's quota of 50.

Paramount—building what it claims is the biggest backlog in the company's history, with nine completed, two in production out of 44.

RKO Radio—six completed; two in work out of 53.

Republic—two completed; two in work out of 62.

United Artists—five completed; one in production out of 22.

20th Century-Fox—13 finished; four shooting out of 52.

Universal—eight completed; three shooting out of 59.

Warner—three completed; four in work out of 48.

Coupled with this, and another possible forerunner of a film-making slump is the dearth of activity at the rental studios. General Service, crowded to capacity a month ago, now has but one unit in work. Franklyn Warner's Fine Arts lot is idle and Warner himself has given no indication as to when he will swing into production on his 1940-41 schedule. Monogram is currently the only bright spot insofar as Talisman Studio is concerned. James Roosevelt's Globe Productions, turning out 16mm musical shorts, is the only active unit at International.

War Department Support For "I Wanted Wings"

Paramount will film "I Wanted Wings," based on the training of air corps flying officers, with the full cooperation and assistance of the war department, according to Producer Arthur Hornblow jr., who plans to film much of the picture on location at Randolph Field, San Antonio, Texas. Director Jay Theodore Reed and a technical crew have returned from the Texas airfield after spending a week there surveying the site.

New Pact to Seiler

Warner has given Lew Seiler a new directorial ticket. He has just completed "Tugboat Annie Sails Again."

Marketing Policies Topic at 20th-Fox

A general survey of production plans for the 1940-41 season, including a look at those films already completed and highlighted by discussions as to whether "Brigham Young" will be given roadshow distribution treatment, characterized conferences at 20th Century-Fox between Darryl Zanuck, William Goetz, Joseph Schenck and other studio executives with Herman Wobber, sales chief, and Joseph Moskowitz, the company's New York production executive. Wobber, who came down from San Francisco for the parleys, has planed east, stopping off in Baltimore for the premiere of "Maryland" en route. Moskowitz plans to stay at the Westwood studio for several weeks. Final decision on two-a-day treatment for "Brigham Young" will be made in New York by Wobber and President Sidney R. Kent. Picture is already set for its world premiere in Salt Lake City.

Gradwell Sears, Warner distribution chieftain, has checked in at the Burbank studio for conferences with Harry and Jack Warner, Hal Wallis, S. Charles Einfeld and other executives on current and forthcoming product.

Nicholas M. Schenck, president of Loew's, Inc., and William F. Rodgers, general sales manager, have also arrived from the east. They will stay about a week discussing production plans with Louis B. Mayer.

M. J. Siegel has returned to his desk as production pilot for Republic after two weeks in New York huddling with Herbert J. Yates, chairman of the board of directors.

Moore Production Aide To Kenneth Macgowan

With John Stone leaving the 20th Century-Fox lot after many years as production executive, his assistant, Lou Moore, has moved over to Kenneth Macgowan's office and will continue to function as a production aide. The studio has dropped Marguerite Chapman from its list of contract players.

Columbia has failed to renew its contract with Edith Fellows, star of the "Five Little Peppers" series, and the actress checks off the lot July 31 after a five-year association. The series will be abandoned.

Bob Baker, who has been featured with Johnny Mack Brown in a group of westerns at Universal, is no longer on the studio's contract list. Two years ago he starred in a series produced by Trem Carr and Paul Malvern for Universal release.

Upon completion of the final editing and scoring of "Lucky Partners," co-starring Ginger Rogers and Ronald Colman, George Haight winds up his term deal as an RKO Radio associate producer. He has been with the company for two years.

John Howard has secured a release from his Paramount acting contract and will free-lance.

Hollywood—
—Personnelities

Barnstormers

—Metro

CHARLES COBURN and BEULAH BONDI made personal appearances in Schenectady, N. Y., July 12, in connection with the opening of "The Captain Is a Lady," in which they co-starred. Coburn is directing the annual Mohawk Drama Festival, for which Miss Bondi is scheduled to appear July 16 in the title role of "Mrs. Wiggs of the Cabbage Patch."

—Monogram

TEX RITTER pulls out for six-week personal appearance tour through New England, opening July 11 at the Gates Theatre in Lowell, Mass. The cowboy star's troupe includes SLIM ANDREWS, DICK PHILLIPS and CURLY HOGG, all sagebrush character players.

—Paramount

BRIAN DONLEVY checks out with a print of "The Great McGinty," which he will show to exhibitors, the press and motion picture critics in Portland, Seattle, Denver, Kansas City, Des Moines, Boston, Worcester, Providence, Hartford, Springfield, New York, Washington, Nashville, Memphis, New Orleans, Houston and Dallas. Mrs. Donlevy is accompanying the actor.

—Republic

GENE AUTRY is scheduled to appear as guest of honor at the Minneapolis Aquatennial July 20-28.

Cleffers

—Metro

NAT FINSTON recording musical numbers for "Little Nellie Kelly," starring Judy Garland.

—National Pictures

HAL BOURNE, pianist, signed to work on score of "Second Chorus," starring Fred Astaire.

—Paramount

JOHNNY BURKE to write lyrics for "Love Thy Neighbor," the Jack Benny-Fred Allen comedy.

SIGMUND KRUMGOLD scoring "Texas Rangers Ride Again."

FRANK LOESSER leaves for Miami to do the score for Max Fleischer's next feature-length cartoon.

ARTHUR FRANKLIN named musical advisor on "Love Thy Neighbor."

—Producers Corp. of America

FELIX BOROWSKI to do musical score for "Kingdom Come," starring John Charles Thomas, and incidental music for "The Good Life."

—Republic

CY FEUER begins recording score and musical effects for "Sing, Dance, Plenty Hot."

JULES TYNE and WALTER BULLOCK doing music and lyrics for "Hit Parade of 1940."

—20th Century-Fox

LOUIS ALTER and FRANK LOESSER doing music for "Youth Will Be Served," the Jane Withers starrer.

Meggers

—Metro

SAMMY LEE to "Soak the Old," short subject dealing with old-age pensions. Ralph Morgan has the top role.

—Monogram

WILLIAM NIGH to "Queen of the Yukon," from a Jack London story. Paul Malvern will produce.

—Paramount

HENRY HATHAWAY to "Sunrise in My Pocket," which Anthony Veiller produces from an original by Edwin Justus Mayer. Frank Butler is doing the script.

—RKO Radio

HARRY D'ARCY to an untitled two-reeler starring Leon Errol.

—20th Century-Fox

IRVING PICHEL to "Hudson's Bay Company," rolling late this month with Henry Fonda starred.

—Universal

OTIS GARRETT and PAUL GERARD SMITH set as co-pilots on "Fireman Save My Child," starring Baby Sandy.

—Warner

RAOUL WALSH to "East of the River," co-starring John Garfield and Ida Lupino. It is Harlan Thompson's initial assignment as an associate producer and will roll July 15 from a screen play by Robert Rossen. John Fante and Rose Wills did the original.

NOEL SMITH to "Men on Her Mind," from a script by Robert Kent, which William Jacobs will produce.

Options

—Metro

JEAN ROUVEROL, DAVID SHEPPARD, WILLIAM STUCKEY, ROBERT MINTON, EDWARD C. K. READ, MARVIN BOROWSKY, STEPHEN CALLAHAN, JAMES H. HILL and RUSSELL ROUSE all given contracts as junior writers.

ALBERT MANNHEIMER given new long-term writing contract.

SPANKY MCFARLAND held for another term as a member of "Our Gang."

DONALD MEEK signs term acting contract. He is featured with Walter Pidgeon in the "Nick Carter" sleuth series.

L. WILLINGER, portrait photographer, signs new contract permitting him to make outside sittings on a freelance basis.

ROBERT PLANCK, currently photographing "Escape," given new contract.

ARTHUR FREED, associate producer, given new contract. His next assignment is the Judy Garland starrer, "Little Nellie Kelly."

—Paramount

ALAN MOWBRAY signs one-picture deal to appear in "Touchdown."

—RKO Radio

SIGNE HASSO, Swedish actress, given long-term acting deal. She is now en route from Stockholm.

—20th Century-Fox

LAIRD CREGAR, stage player, given term contract.

—Warner

DICK CLAYTON, stock player, given six-month extension on contract.

ANN EDMUNDS, stage player, given term contract.

ROBERT ROSSEN given extension on his writing contract. He is now doing "The Sea Wolf" to star Edward G. Robinson.

LEW SEILER given new directorial ticket. He has just completed "Tugboat Annie Sails Again."

JOAN BRODELL, night club entertainer, signs term acting deal.

MARK HELLINGER, associate producer, held for another year.

Scripters

—Metro

PATTERSON MCNUTT to an untitled original for Producer Clarence Brown.

LEON GORDON to "The World's Our Oyster," a Joseph Mankiewicz production.

ALFRED REYNOLDS and STEVE CALLAHAN to the Edgar Selwyn production, "The Adventures of Pierre."

CHARLES LEDERER to "Comrade X," story of newspapermen in Russia, for Producer Gottfried Reinhardt.

—Monogram

ED KELSO to an untitled story with a radio background. Lindsley Parsons will produce with Frankie Darro starring.

—Paramount

W. L. RIVER to "The City That Never Sleeps," from a novel by Wessel Smitter, which William A. Wellman will produce and direct. Joel McCrea and Barbara Stanwyck have the toplines.

ALAN LE MAY and JESSE L. LASKY JR. to "Reap the Wild Wind," from Thelma Strabel's novel, for Producer-Director Cecil B. DeMille.

WANDA TUCHOCK to "The Silver Queen," starring Claire Trevor.

—RKO Radio

SAM and BELLA SPEWACK to "Sister Carrie," from Theodore Dreiser's novel, which Robert Sisk will produce.

BERT GRANET to "Three Girls and a Gob," which Harold Lloyd will produce.

—Republic

EDMUND JOSEPH to "Puddin' Head," forthcoming Judy Canova vehicle.

—20th Century-Fox

PHILIP DUNNE completes "Brooklyn Bridge" from Arthur Caesar's original.

ROBERT ELLIS and HELEN LOGAN complete "Tin Pan Alley."

ERNEST PASCAL completes "How Green Was My Valley," from the novel by Richard Llewellyn.

DARRELL WARE and KARL TUNBERG complete "The Undercrust," gangster comedy. Fred Kohlmar produces.

—Universal

VIC MCLEOD to "Forgotten Valley," a Johnny Mack Brown western.

—Warner

LENORE COFFEE to "Mr. Skeffington," by Elizabeth. She has completed "January Heights," from the novel by Polan Banks.

LESTER COLE to "Footsteps in the Dark."

ROBERT ROSSEN to "The Sea Wolf," the Jack London story, aimed as a forthcoming Edward G. Robinson starrer.

JERRY WALD and RICHARD MACAULAY to "Miss Wheelwright Discovers America," a story by Leonard Spigelgass, which David Lewis will produce.

ROBERT BUCKNER and EARL BALDWIN to

"Temporary Sweetheart," a sequel to "My Love Came Back." Wolfgang Reinhardt will produce and Kurt Bernhardt will direct, with Jeffrey Lynn and Olivia de Havilland in the leads.

Story Buys

—Columbia

"Penny Serenade," by Marian Cheever. George Stevens will produce and direct.

"The Morning Is Near Us," a novel by Susan Glaspell. B. P. Schulberg will produce.

—Metro

"Bolivar, the Passionate Warrior," by Thomas Russell Ybarra, purchased from Norman McLeod, who had bought the film rights from Ybarra some time ago.

—Monogram

"My Home Town," by Lester Friedman, as a Frankie Darro starrer. Lindsley Parsons will produce.

—Producers Corp. of America

"The Good Life," by Clara Clemens Gabrilowitsch.

—RKO Radio

"How's Your Map?" by Bartlett Cormack. It is based upon the trials and tribulations of a map-making firm in the face of changing world boundaries.

—John Stone

"Scrappy," novel of American youth, by Robert Crandall. Stone will develop it into script form, along with two other properties, before announcing a production setup.

—Warner

"Affectionately Yours," by Fanya Foss and Aleene Leslie. Mark Hellinger will produce.

Technically

—Metro

GEORGE FOLSEY to photograph "Third Finger, Left Hand," the Myrna Loy starrer, which Producer John W. Considine jr. rolls July 22.

DUKE GREEN heads Technicolor crew on "Bittersweet," working with Cinematographer OLIVER MARSH.

SANDY ROTH set as assistant director and JERRY BRESLER as unit manager on "Dr. Kildare Goes Home."

FRANK SULLIVAN named film editor on "Philadelphia Story."

EDDIE IMAZU named unit art director on "Dr. Kildare Goes Home."

JOHNNY MILLER handling special trick props on "Go West."

—National Pictures

HERMES PAN to direct dance sequences in "Second Chorus," which Paramount will release.

—Paramount

HARRY SHERMAN checks out for Jackson Hole, Wyoming, scouting locations for his forthcoming sagebrusher, "The Roundup." He is accompanied by JOE POPKIN, business manager; LEWIS RACHMIL, art director; and RUSSELL HARLAN.

HARRY MILLS to mix sound on "The Shepherd of the Hills," which Henry Hathaway will direct in Technicolor.

EDWARD H. GRIFFITH, producer-director of "Virginia," and ROLLIE ASHER, his assistant, check out for Charlottesville, Va., to begin location work on the picture.

HUGO GRENZBACH handling sound on "Virginia."

RICHARD BRANDOW named property manager on "Touchdown."

ERNEST FEGTE named unit art director on "Virginia."

JOHN LONDON named assistant to JOE NADELL, production manager on National Pictures' "Second Chorus," rolling July 22.

HARRY LINDGREN handling sound recording on "Love Thy Neighbor."

—RKO Radio

DORAN COX named assistant to Director Irving Reis on "Stunt Man."

—20th Century-Fox

CHARLES HALL assigned as assistant director on "Yesterday's Heroes."

AD SCHAUMER named assistant director on "Youth Will Be Served."

EDWARD CRONJAGER to photograph "Youth Will Be Served."

—Warner

B. REEVES EASON to direct "March On, Marines," short subject dealing with the U. S. marine corps. OWEN CRUMP scripted and GORDON HOLLINGSHEAD will supervise production.

CHARLES GOSS signed as technical advisor on the Frank Capra-Robert Riskin production, "Meet John Doe."

War Would Cut Into Hollywood's Ranks

Announcement from the British ambassador in Washington, D. C., that all English stage, screen and radio actors between the ages of 18 and 31 have been directed to return home as soon as possible to take up arms in Britain's defense again poses the question as to how seriously the motion picture industry would be crippled in the event the United States entered the war. A survey shows that while Britain's call to arms will cause some inconvenience in production circles with the departure of a number of British subjects, the situation would be considerably more aggravated should America begin to wage hostilities.

Hollywood personalities who would, it is believed, be first called to the colors include the film capital's ranking officer, Cecil B. DeMille, a colonel in the signal corps reserve. He is active in all reserve meetings and, inasmuch as the signal corps is the army branch most interested in motion pictures, would, it is thought likely, be one of those in command of film production should the industry come under government control. Also in the signal corps reserve is Major Nathan Levinson, Warner sound director.

The naval reserve claims both Producer John Considine jr. of M-G-M and Director John Ford. Lloyd Bacon is a lieutenant-commander in the same division. Brian Donlevy, of Irish birth, attended Annapolis and served in the marine corps. Another Annapolis graduate and reserve naval officer is Director Christy Cabanne.

W. S. Van Dyke is a lieutenant-colonel in the marine corps reserve and active in all marine affairs. Donald Crisp holds a major's commission in the army intelligence division as a result of service in the last war. Also a World War intelligence officer is Producer Arthur Hornblow jr.

Walter Wanger piloted a plane with the Italian air force in the first World War and holds a first lieutenant's commission in the U. S. air corps. Don "Red" Barry, Republic cowboy, is also a reserve flying officer, as is Producer-Director William A. Wellman. Herbert Wilcox was an officer in England's flying corps in the last conflict and George Bruce, producer-writer for Edward Small, flew with the American aviators.

Called back a month ago to resume his post in the R. A. F. was John Justin, British actor, who had obtained leave to journey here, where he appeared in scenes for Alexander Korda's "Thief of Bagdad." Actively embroiled in the war, also, is David Niven, who left for his homeland last October. Charles Boyer, French reserve officer, spent some time in France after the declaration of war, but returned to this country several months ago.

An actual "veteran" is American Robert Montgomery, who has just returned to Hollywood after spending several weeks in France as an ambulance driver with the American Red Cross Field Service.

Melvyn Douglas, appointed a lieutenant-colonel of intelligence in the California National Guard by Gov. Culbert Olson, later declined the commission on the grounds he was "not qualified" for the position. In the event of war, the actor was to have made public and radio addresses attendant to inducting the national guard into the U. S. army proper.

Affected by the new British order are such players as Richard Greene, 20th Century-Fox star, who has already planed to New York en route home to London; Patric Knowles, Robert Coote, Colin Tapley, Richard Ainley, Hughie Green and Ian Fulton. Cary Grant and Louis Hayward, who have taken out their first American citizenship papers, both declare they will not become citizens until the war is over, and have placed themselves in readiness to serve their native country. Past the age limit, but listed on volunteer rolls, are Errol Flynn, Herbert Marshall, Ray Milland (a reserve lieutenant in the British Household Cavalry), Arthur Treacher, Bob Hope, Victor McLaglen, Nigel Bruce, Melville Cooper, Ian Hunter, Alan Mowbray, Basil Rathbone, Brian Aherne, George Sanders, Claude Rains, George Brent, C. Aubrey Smith, Alan Marshal, John Loder, Boris Karloff, Ralph Forbes, Ronald Colman, Laurence Olivier, Morton Lowry, Sir Cedric Hardwicke, Charles Laughton and a number of others.

Another phase of Hollywood's potential participation in a possible war was brought to light recently when a group of production executives and U. S. army officers huddled at Paramount to discuss the degree of cooperation the various branches of military service are prepared to offer in the filming of army, navy and marine "service" pictures in view of the government's new preparedness and armament program.

Paramount Liquidates Fan Mail Department

As a factor in its "streamlining" economy program Paramount has abolished its fan mail department, eliminating three employes and retaining only Marion Brooks, who organized the unit 14 years ago as a subsidiary of the publicity unit. Later the department was severed from publicity and functioned on its own. Miss Brooks will confine her activities hereafter to the segregation of fan mail, with individual players to take care of their own correspondence, all of which previously was handled through the fan mail department.

Research Council Accepts Lootens for Republic

Charles L. Lootens, chief engineer at Republic, has been appointed to the Academy Research Council by Darryl F. Zanuck, chairman. As Republic is now contributing financially to the council's program, it is thus permitted representation thereon. Membership comprises a technical representative from each participating studio under Zanuck's chairmanship.

Borrow Jon Hall

Paramount has borrowed Jon Hall from Samuel Goldwyn for the co-starring spot with Dorothy Lamour in "Aloha of the South Seas." Stuart Heisler directs for Producer Jack Moss.

Expect Hays 6-Week Visit to Be Busy

With the expected arrival around July 15 of Will Hays, president of the MPPDA, for his annual summer visit to the production center, local Hays office executives are anticipating a busy six-week period, Hays having informed them he intends to stay about that length of time. There has been no inkling thus far as to the MPPDA leader's current objectives beyond a scrutiny of the general production scene. It is believed, however, that one of his first chores will be the appointment of a successor to Tom Pettey as public relations counsel for the Hollywood office, Pettey having resigned several weeks ago. Hays was a delegate to the Republican convention in Philadelphia, whence he returned to New York.

After several weeks in the east, Pat Casey, producer-labor contact, checked in and almost immediately succeeded in securing an armistice in the producer-American Federation of Office Employes walkout affecting Central Casting Corp. While in New York Casey conferred with the international heads of most studio unions relating to the general labor situation in the industry.

Fred Pelton, labor negotiator for the Hays organization, plans to attend hearings in Washington, D. C., scheduled by the wage-hour law commission for July 25. Pelton will present his concept of the changes necessary in the wage-hour legislation pertaining to the film industry, particularly in the white-collar and technical brackets.

Albert Levoy Pact With Metro Is Dissolved

After an association of more than two years, Albert E. Levoy has been handed a release from his contract as an associate producer at M-G-M, checking off the lot only shortly after Nicholas M. Schenck, president of Loew's, Inc., arrived from New York for studio huddles. Levoy came to Metro as an aide to Nat Levine when the latter was given an associate producer berth, and remained on the staff after Levine departed. He had turned out five films, the last of which was "Sporting Blood." He plans a short vacation before announcing a new affiliation.

Law and Collins Forsake Hollywood to Vacation

Although gangster films may tend to create an opposite belief, even G-men take a vacation once in a while—and so Albert J. Law and Harold Collins, department of justice deputies headquartering here, have gone off duty for two weeks, leaving Tom Clark, sent out from Washington, D. C., recently, in charge.

It was pointed out at their offices that since the government and the major companies began working toward a consent decree under which Uncle Sam's anti-trust action would be withdrawn, Law and Collins have had no further assignments.

Einfeld Is Busy Mapping Exploitation Campaigns

After spending several weeks in the east, S. Charles Einfeld, Warner advertising-publicity director, has returned to his headquarters at the Burbank studio and has begun to map exploitation plans for a number of forthcoming Warner releases. While east he attended the New York and Chicago regional sales conventions. Occupying his attention here primarily are "Knute Rockne—All-American" and "The Sea Hawk."

Concluding a record flight from London, Alexander Korda planed into Hollywood after a hasty trip abroad to view conditions in England since late war developments. Production at his Denham studio has been abandoned. One of Korda's first chores here will be supervision of final editing on "The Thief of Bagdad," for United Artists release.

Also in from England is Robert Kane, head of 20th Century-Fox's British studios at Wembley. He is to confer with Darryl Zanuck and other studio executives regarding future production plans.

Other arrivals included Boris Morros, in from New York to launch his first National Pictures production for Paramount, "Second Chorus." He spent some time in the east huddling with Paramount executives on budget allotments and casting problems. Y. Frank Freeman, vice-president in charge of Paramount's studio operations, checked in from New York after attending the annual meeting of the board of directors.

James Roosevelt, chairman of the board of Samuel Bronston Productions, left for conferences with United Artists executives, and planned to stop off en route home in Chicago to huddle with executives of the Mills Novelty Co., with which Roosevelt's Globe Productions has a tieup on the dime-in-the-slot projection enterprise.

To confer with Eastman research engineers on a single negative process, Gerald Rackett, vice-president and general manager of Technicolor, Inc., left for Rochester, N. Y. Herb Morgan, eastern short subjects executive for Metro, pulled out for the east after conferences here with Fred Quimby, Pete Smith and other studio officials.

Two Producers, Director Dropped by Paramount

Continuing to cut its contract roster to the bone, Paramount has dropped two more producers and another director from its payrolls and, according to attaches, is now operating on the most skeletonized basis in years. Remaining are five producer-directors and ten directors.

Latest to be dropped is Edward Dmytryk, director, who leaves upon expiration of his contract early in August. Dmytryk was boosted from the cutting room a year ago and has directed four pictures for the studio. Checking out last week were Dale Van Every and Stuart Walker, both producers. The former joined Paramount as a writer three years ago. His last production chore was "Dr. Cyclops." Walker had been with the company since 1932 and had been preparing "Shepherd of the Hills" as his next assignment.

Armistice Reactivates At Central Casting

After three weeks of strife, a rapidly-secured armistice has resulted in the resumption of operations at Central Casting Corp., with the American Federation of Office Employes calling off its picket lines and agreeing to submit to arbitration in order to effect a settlement with CCC and producer representatives. The peace order came about shortly after Pat Casey, Hays office labor contact, returned from New York to confer with J. W. Buzzell and Elma Goodwin, who are conducting the AFOE's walkout. As a result studios have again begun to place orders for extra talent through Central and interviews with extras have been resumed in line with the policy inaugurated by Howard R. Philbrick, Central general manager, before the strike took place. Al Smith, casting director who had been discharged, has returned to work, while Casey and the AFOE representatives held their first arbitration session July 10 at which minimum wage scales, hours and working conditions were discussed.

Following notification a tentative agreement on a closed shop between the Screen Writers Guild and the producers had been reached, the SWG's executive board met to discuss details of the pact but failed to call the general membership meeting at which the contract is to be ratified and at which time, it was disclosed, details of the pact will be made public. The contract is subject to ratification by the major studios as well as the general SWG membership.

Fifteen vacancies on the Screen Actors Guild "B" council are to be chosen in an election August 11, with both the extras themselves and the council nominating committee naming slates of candidates for the positions. Meantime the SAG board, with the council's approval, has increased the initiation fee for all adult members from $25 to $50, effective immediately.

A hearing is expected to be ordered shortly by the National Labor Relations Board on the petition filed some time ago by the Screen Office Employes Guild seeking certification as bargaining agent for studio white-collar workers. The SOEG's claim to a majority representation is disputed by the American Federation of Office Employes.

In a general membership meeting the Screen Publicists Guild approved plans to affiliate with the New York Screen Publicists and Advertising Guild, indicating the first step toward welding a national organization will soon be taken.

For the time being the painters' local has tabled a proposal to affiliate with the Hollywood Guild Council, pending a proposal to affiliate with the Hollywood Guild Council, pending an opportunity to survey the HGC's setup and functions more thoroughly. Action was decided upon at a meeting of the painters' executive committee.

Adapts "Mr. Skeffington"

Lenore Coffee is adapting "Mr. Skeffington," novel by Elizabeth, for Warner. For the same studio, she has just completed "January Heights," from the novel by Polan Banks.

DENVER

IRVING JACOBS, former Gaumont British and later Grand National exchange manager, has formed a company and taken over the Mammoth Gardens, Denver, popular spot for prize fights, basketball games, roller skating and the like . . . Griffith Amusement Co. has taken over the Central in Belen, N. M., from Mrs. G. Hicks . . . Mercury is handling "Hitler—Beast of Berlin" . . . Fred Zekman, booker for the Black Hills Amusement Co., slipped and broke his arm.

The new Pace at Gordon, Neb., a Black Hills Amusement house, will reopen about July 15 after being rebuilt. The old house burned recently . . . Harry Moore, city manager at Salida, Colo., for Atlas Theatres, has resigned. He is succeeded by Derald Hart, formerly assistant manager for the company at Monte Vista, Colo. . . . John Lindhart and Warwick King have reopened the Chautauqua Auditorium at Boulder, Colo., in which they will show films for 49 days. The pictures to be exhibited are selected by a committee of eight Boulder business men. Tickets are sold on a season basis, although single tickets also are available.

Managerial changes in Black Hills Amusement Co.: Eddie Peck goes from the Rex, Rapid City, S. D., to manage the Hot Springs, Hot Springs, S. D.; Ted Jastorff will manage the Rex; Doug Nelson resigned as manager of the Majestic, Sturgis, S. D., because of ill health, and is succeeded by Arthur James Traylor, formerly with a theatre in Midwest, Wyo. . . . Fire said to have started backstage, damaged the Mines Theatre at Idaho Springs, Colo., to the extent of $3,000. The theatre, owned by J. J. Goodstein, will be closed for repairs . . . James F. Carper, theatre owner at Lafayette, Colo., died from a self-inflicted bullet wound.

R. G. "Casey" Edinger, 56, owner and manager of the Zaza here, died at his home following a brief illness. He is survived by his wife, Mrs. Mabel Edinger; two sisters and three brothers of California. Funeral services and burial were held here . . . Chic Kelloff of Antonito, Colo., who is building a new 400-seat house in San Luis to open in about two weeks, was in town booking film and buying supplies . . . The old Victory was closed for alterations and remodeling . . . The Mexico, which formerly operated four days a week, is now open all seven days . . . The Baer-Galento fight films were given much credit for the nice gross at the Orpheum, first run, the past week.

The Granada has cut from 25 to 20 cents. The New Victory is absorbing the new federal tax in its 25-cent price . . . Bryan Hendrix, formerly with Denver Poster, is now with the New Victory in charge of advertising . . . E. G. Weiselmann of the Auditorium Theatre at Limon, Colo., was in town.

Reif in Tucson

TUCSON, ARIZ.—B. A. Reif has taken over operation of the Drive-In Theatre here from Mrs. C. H. Perry.

Pacific Coast Independents Want In on Decree Talks

'Brigham Young' Premiere Planned for Salt Lake

HOLLYWOOD—Plans to give "Brigham Young," starring Tyrone Power and Dean Jagger, its world premiere in Salt Lake City, home of the Mormons, are now being worked out by 20th Century-Fox executives. The picture was completed a short time ago and is scheduled for national release August 16. Studio attaches declare it will probably make its debut in the Utah metropolis around August 10 and that, in all probability, Power, Jagger, Linda Darnell and other players will be on hand for the event.

Also on the 20th Century-Fox schedule, this for September, is the world premiere of "The Return of Frank James," slated to take place in Kansas City, Mo. Definite details as to arrangements for the affair have not, however, been set as yet.

The September chart also includes two Columbia premieres—"Arizona" in Tucson, climaxing a three-day celebration to be staged by the chamber of commerce of that Arizona city, and Frank Lloyd's "The Howards of Virginia," slated to make its bow in Richmond, Va., later in the month.

RKO Radio's "Tom Brown's School Days," a Gene Towne-Graham Baker production, was premiered in Chicago, July 12. It was tied in with a transcontinental Mutual Broadcasting System show on which Freddie Bartholomew and Sir Cedric Hardwicke, featured in the picture, broadcast scenes therefrom. On July 10, 20th Century-Fox's "Maryland" made its debut in Baltimore, with Richard Greene and Brenda Joyce appearing as guests of Governor O'Connor.

Legion Gets Its Share of Will Rogers Drive Fund

LOS ANGELES—Representing half of the money collected in Fox West Coast and independent theatres during the Will Rogers Memorial drive last April, a check for $19,635.75 has been turned over to the California American Legion by Charles P. Skouras, FWC president. Of the total, $16,554.75 was collected in FWC houses, the remaining $3,081 coming from independent theatres.

Department Commander William S. Dunn reiterated his promise that the Legion will utilize the money in child welfare and rehabilitation work.

Books Korda Productions For Successive Weekends

HOLLYWOOD—National Alexander Korda week is doing so well at the Filmarte here that Manager Dave Ross has announced he will play the nine features produced by Korda over four successive weekends instead of holding to the seven-day period originally called for.

LOS ANGELES—The Pacific Coast Conference of Independent Theatre Owners has a "vital interest" in the proceedings and therefore should have the privilege of making "constructive suggestions and recommendations" pertaining to current negotiations between the major distributors and the government for a consent decree.

That is the substance of a wire dispatched to Thurman Arnold, number one man for the government in the eastern huddles, by Robert H. Poole, the PCCITO's executive secretary. Poole pointed out in his message that the PCCITO represents approximately 1,000 theatres in seven Pacific Coast states, all operated independently. The telegram, in full, follows:

Represents 1,000 Theatres

"We have read with great interest present consent decree negotiations based upon government's New York suit on motion picture industry. We realize that a consent decree when concluded will naturally result in boards setup in all motion picture exchange centers to enforce it. We also realize that conditions affecting exhibitors in different parts of the United States contrast greatly. Our exhibitor organization represents seven states on Pacific Coast and approximately one thousand theatres all of whom are independent. Therefor in event it is decided to request recommendations or consultations with any exhibitor body relative to said consent decree may we respectfully request the privilege of making constructive suggestions and recommendations. We are making this request because of our vital interest in the protection of our small independent theatre owners. We would greatly appreciate your consideration and early reply."

Washington Not Ready For Any "Outside" Help

WASHINGTON—Commenting on the letter received from Robert H. Poole, general business manager of the Pacific Coast Conferenec of Independent Theatre Owners, the department of justice has indicated it does not need outside help at this time to settle the all-industry suit.

It is known the department later plans to ask all exhibitor groups, including the local independent group, for their opinion of the terms of trade practices to be included in the consent decree. However, it is believed, the PCCITO jumped the gun by offering its advice rather than waiting to be called on.

From time to time, the department has let it be known the first exhibitor group to be satisfied is Allied whose members are among the main complainants in the government action. After this group has had its say on the terms of code practices for the decree, all other exhibitor organizations either will be invited to attend a general meeting here or in New York. It is also possible that, to save expense, a draft of the decree may be sent to various units for suggestions before it is finally accepted by the department of justice.

LOS ANGELES

LOUIS SCHINE of the Schine circuit in New York visited the Warner studio as a guest of Harry M. Warner. He also toured Universal . . . Murray Fisher and Lou Rutstein, executives of Coast Pictures, checked in from a weekend holiday at Lake Arrowhead.

One of the busiest gals on the Row these days is Rae Winnick, who's pinch-hitting for Alma Lang (the latter being on her vacation) as well as attending to her own duties at the M-G-M exchange . . . Bob Quinn, district credit manager for Altec Service, is spending a week at Catalina Island with his family.

Milt Arthur of the Cabart circuit is in San Francisco, where he operates the Orpheum . . . W. J. Heineman, Universal's western division manager, is also in the Bay City . . . Earl Strebe, operator of the Arrowhead at Lake Arrowhead, checked in for bookings. Ditto Murray Hawkins, general manager of the Swan circuit.

Fox West Coast has booked Premier Pictures' Maxie Baer-Tony Galento fight films for most of its subsequent-run houses here . . . Bess Emanuel is back at Azteca after a two-week vacation . . . M. R. "Duke" Clark has taken over his new duties as Paramount exchange manager . . . Jack Valpey, head booker at M-G-M, splitting his two-week vacation—he'll spend half of it at Coronado and half of it on Catalina Island.

Al O'Keefe, Universal's district manager, and W. J. Heineman, western division sales manager, met in Salt Lake City for a series of huddles . . . Sam Milner, Universal salesman, checked in from a trip to Las Vegas. Another "U" salesman, Foster Blake, is in Bakersfield, where he's running into the hottest weather of the season.

In for bookings: John Rennie, Rennie's Theatre, San Fernando; L. A. Seiler of the Lido in Newport Beach; Art Sanborn, who operates a couple of theatres in El Monte; Jack Funk, Bellflower, Bellflower.

Majestic is reissuing the British-made "She Shall Have Music," starring June Clyde and Jack Hylton and his orchestra . . . Mary Moore, Paramount secretary, is back on the job after a two-week vacation, spent in Salt Lake City and Nebraska . . . Monty Ash, son of the M-G-M auditor, was discharged from St. Vincent's Hospital after several weeks of recuperation following an appendectomy.

Beverly Beckley, telephone operator at the Universal exchange, left on her vacation . . . Americanism Note: Local B-61, IATSE, now swears allegiance to the flag as the preliminary to every meeting, according to Bill Ring, president and business manager. Jesse Cabanas has been appointed a committee of one to round up a new banner. The local meets every second Tuesday.

Leo Miller, Fox West Coast booker, is vacationing for two weeks . . . Sam Nathanson, Coast Pictures sales manager, off to Arizona on a business junket . . . Seymour Willing, aide to Mike Levinson, independent distributor, pulled out for Pomona to handle the opening of "White Zombie" at the California there.

Ben Fish, western district manager for United Artists, is now a member of United Airlines' One Hundred Thousand Mile Club and has the plaque to prove it . . . Henry Sonnenshine's Premier Pictures is distributing the Dempsey-Luttrell fight pictures in the western territory.

Ann Shipp is back on the job at Goldberg Film Delivery after a two-week holiday during which she acquired herself a husband . . . Mike Newman, Columbia exploiteer, returned from a junket to San Francisco . . . Booking visitors included Ben Peskay, who operates the Banner, Palms and York theatres, and Joe Sloat of the Maynard . . . Moe Levy, leader of the forthcoming Sidney R. Kent sales drive for 20th Century-Fox, and Roger Ferri, editor of the company's house organ *Dynamo*, checked in to discuss the campaign with exchange and studio personnel.

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LOS ANGELES

Warner Assigns Walsh

HOLLYWOOD — Raoul Walsh will direct "East of the River," co-starring John Garfield and Ida Lupino, for Warner. It is Harlan Thompson's initial assignment as an associate producer for the studio.

PORTLAND

FORCED to raise prices because of the new federal defense tax, first run downtown theatres took advantage of the mandatory price boost to raise the basic tariff five cents. The price now is 35 cents to 1 p. m., 40 cents between 1 and 4 p. m., and 50 cents nights. Before the boost prices were 25, 35 and 40 cents.

Brian Donlevy, tough guy of "Beau Geste" and "Union Pacific," dropped into town Tuesday from Hollywood to view his first starring picture, "The Great McGinty," with exhibitors and the press at the Oriental. From here he went to Seattle and Denver, and then east.

The progressive world premiere of "Untamed," which brought Paramount starlets Patricia Morison, Susan Hayward and Ellen Drew and John Howard to the Paramount, drew a crowd that continued the Portland record of outgrossing Seattle. The group enjoyed cocktails at Hotel Benson with exhibitors and the press.

Al Finke, resident manager of Hamrick-Evergreen, visited his vacationing family at Seaside over the weekend . . . The nomination of Wendell Willkie prompted RKO to air-express the Willkie "Information Please" short to the Paramount to give Portlanders an action picture of the presidential hopeful.

S' FRANCISCO

THE INFLUX of visitors into this city increases steadily as the summer goes on, but, as is usually the case, very few of these out of towners visit the local theatres. The Exposition, however, is going great guns with the two million mark having been passed last week.

Republic is renovating its headquarters, giving the entire inside a couple coats of paint and making several glass enclosures for booking purposes . . . Gene Tracy of the Capitol in Long Beach was on the Row this week renewing acquaintances. Tracy's family made the jaunt also . . . Eddie Stokes had a fine reopening at his Eastmont in Oakland. Many of the Row luminaries were on hand to keep festivities moving along . . . Eleanor Byrne resigned her post with Monogram and will take a rest before deciding where to apply her talents.

Henry Herbel, Warner west coast district manager, is visiting the local exchange . . . Joe Hanley, Warner office manager, is vacation bound . . . Mike Newman, Columbia exploiteer, was in this week to direct the reissue of "The Awful Truth" and to push "21 Days Together" . . . The sympathy of the Row is being extended to Pat Sanford of the Carson Theatre in Carson City who suffered severe injuries in an automobile accident. Pat's mother and brother are taking charge of the house until he can resume his work . . . Harry Ludwig, Columbia cashier, is on the vacation list.

Warner Bros. is shooting scenes on Treasure Island for a forthcoming military film and have also received permission to take shots at the Presidio, the large military fort on the Bay. M-G-M also is using the Fair for background for another of its Exposition pictures.

Clarence Hill jr. is now with RKO in the shipping department . . . The wreckers have left nothing but the outer wall at the Paramount Exchange and the rebuilding process is now under way . . . "The Baker's Wife" is in its fourth week at the Clay and "Ghost Breakers" concluded a four week Market Street run this week . . . Mrs. Clarence Tillman and daughter of Portland were Row visitors this week, dropping in on Jack Tillman at Columbia.

During the first six weeks of its present run at Winterland, the nationally known "Ice Follies" played to 108,673 persons. This is just about capacity for the arena. Last fall the skate show ran 16 weeks and indications are that the present show will do as well. In view of the present conditions general in the theatre business and all the other contributing factors which attack boxoffices at this time of the year, the Follies run is remarkable . . . Eleanore Pedranzini is journeying to the Redwood country for her vacation from the Warner office . . . W. V. Oliver, president of French Saxon China Company, flew into town to close the deal with Pacific Premium for his dinnerware line which Pacific will soon have in the theatres.

Henry DePaulin, head shipper at Universal, is taking a couple of weeks in the country . . . W. J. Heineman, west coast

manager, is visiting Universal on one of his regular swings around the circuit. A. J. O'Keefe, district manager, also in town . . . The film "Land of Liberty," which is being shown in the Federal Recreation Theatre on Treasure Island, is the combined product of 53 of the world's leading motion picture studios. It runs for two hours and is free—and has been getting high praise from all who have seen it.

Twentieth Century-Fox held a screening of "Maryland" for the press this week and the film is being heralded as a box-office hit . . . Harold Windsler, for many years on the Row with roadshow pictures, is back in San Francisco after spending the last four years in Chicago . . . Among the vacationists: Lou Williams and Tom Moody, assistant manager and auditor, respectively, at the Fox Theatre; Joe Flanagan, booker, and J. McFadden, bookkeeper at 20th-Century.

Booking visitors on the Row: William Garran, Albany, Albany; Frank Anea, Anean, Pittsburg; Larry LaBrie, Hart, Ferndale; George Tyler, Mt. Burney, Burney; Cecil Pace, Rodeo, Rodeo.

Get "Wild Wind"

HOLLYWOOD—Alan LeMay and Jesse L. Lasky jr. have been assigned to script "Reap the Wild Wind," Thelma Strabel novel, for Cecil B. DeMille, Paramount producer-director.

SALT LAKE

A WILLING acceptance by theatre and sports patrons marked the introduction of the new defense tax here July 1.

Paramount's branch manager, F. H. Smith, is back from a sales trip into Montana . . . Paramount, incidentally, now is settled here in the city's most modern exchange . . . Robert Hill, district supervisor, and Bill Seib, branch manager, were two Columbians in the midst of conferences recently . . . Buck Wade of Universal is back from a successful trip into Montana . . . Due back from a sales trip into nearby situations is Sam Gardner, chief of the local Metro branch.

The Motion Picture Bookers' Club is arranging an outing here soon. E. S. Winward is chairman of the entertainment committee . . . Claude Hawks' Rex at Caliente, Nevada, was destroyed by fire the night of July 3.

Hall Baetz, new district manager for Fox West Coast in this region, became the father of a baby girl.

Eva Hansen succeeds Ethel Taylor as cashier at RKO, the latter having resigned to go to Washington . . . Joe Lawrence has a spot now on the radio announcing his programs at the Rialto, Southeast, State and Murray theatres.

Branch Manager H. C. Fuller of RKO is on a selling trip into Idaho.

SEATTLE

WITH the hot weather continuing, crowds left the city for the Fourth. Local beaches did just a fair business, but the lakes a few miles from town were jammed. Business very poor at the show shops. The new amusement tax did not help any, the only houses getting a break being those with 20-cent and under admissions. They are under the tax limit. A meeting of exhibitors on the tax question resulted in the 20-cent houses holding their own, and for the time being will not raise prices . . . The Paramount Theatre launched a gala world premiere of "Untamed" with the personal appearance for the opening day, of Patricia Morison, Ellen Drew, Susan Hayward and John Howard. A special reception was held by John Hamrick in the Olympic Hotel at which he entertained 50 press, radio and civic representatives. Later, he and Mrs. Hamrick had as dinner guests the four stars, Mayor and Mrs. Arthur Langlie, Mr. and Mrs. Frank L. Newman and Mr. and Mrs. Morris Segel.

With the nags doing their stuff at Longacres, a couple more of the show boys have turned owners. First, B. N. Hutchinson, head of western advertising agency, has bought Pomkee and the hoss won his first race for the new owner on the Fourth. Hutch handles the exploitation for the Seattle baseball club, and for years handled all the advertising for the late Alex Pantages. The other new owner is Al Rosenberg, who now has a speedy piece of horse flesh by the name of Pala Squaw. This one is due to win a few races during the present meet . . . Golfers are asked to register now for the Film Club annual tournament to be played July 24 at the Inglewood Country Club. Walter Pursey, the golf pro, and Charley Comfort of the Seattle Star *are handling the tournament, and they will do the handicapping and awarding of prizes. All golfers will have a definite reservation for the dinner and dance. The tournament is open to all members of the show business in Oregon, Washington and Idaho, and their friends. Prizes will be awarded . . . Selom Burns of RCA left for New York by plane to spend a couple of weeks with his sister. He will drive a new car back.*

Walter McIntosh, auditor from the Paramount home office, is spending some time at the local branch . . . Walter Wessling, branch manager for Monogram in Portland, in town for a day and conferring with Al Goldstein . . . Jimmy O'Neal and his family spending the holidays at Garland Hot Springs . . . Mr. and Mrs. Harold McDonald and son here from New York on a vacation trip. Harold is a brother of W. B. of the Avalon in Olympia, and was for a short time in the theatre business in these parts . . . Edna Lane, vacationing in Seattle from San Francisco, is the guest of Lorraine Armstrong at Beaver Lake . . . Mrs. George Roberts of San Francisco visiting with her sister, Grace McGinley, wife of L. J. of Universal . . . Mendy Segel off to Fort Lewis for two weeks training with the Reserve Officers . . . Mrs. J. T. Sheffield and daughter Mary to New York for their vacation. They will be gone about a month . . . George Blair, getting a cable from his cousin, Willie Stewart, telling that the latter's wife and children, Sylvia and David, have sailed from Hongkong to Australia.

Frank Buckmiller has opened his new Eltrym in Baker, Ore., and B. J. Callahan has opened his new house in Seaside, Ore. . . . More visitors from the south, Bob and Alice Franks, on a vacation trip from San Francisco and visiting old friends on the Row . . . Mrs. Nannie Dennis here from Alhambra, Cal., visiting her daughter, Gene Dennis von Herberg . . . Truly East here from San Francisco to undergo an operation which proved to be very successful . . . Frank Soule, auditor for Republic, has finished his chores here and gone on to Portland, then Butte . . . Rae and Eva Schaub have returned to Walla Walla after spending a week with Roy and Kathryn Brobeck . . . W. B. McDonald making up his party to sail with him in the Nanaimo yacht race at the end of this month . . . Alys Johnson, accompanied by her nephew and niece, Mr. and Mrs. Chris Rowe, is visiting Montana . . . Arch and Mrs. Bartholet in from Yakima for a couple of days and being entertained by Junior Mercy. Arch is city manager for the Mercy houses in Yakima . . . Dick Ackles of the Universal office back from his vacation trip.

Patricia McGinley celebrating her 13th birthday . . . Don Beckman back from a week's visit with Ray and Mrs. Ackles at Lake Pend, Oreille . . . A. G. Borden in from Blaine and complaining about the loss of the Canadian trade. He will close one of his theatres until after the war . . . Morrie Segel reporting a grim experience while playing golf with Jack Rosenberg and Cy Young in Spokane. "Jack demanded so many strokes it would have taken a Jack Westland to beat him, and Young threw a 36 at me," said Morrie . . . Les and Cora Theuerkauf spending a weekend with Senior and Beryl Mercy at their camp in the Cascades . . . Charley Comfort's review of the reception for the visiting stars was in the nature of a "classic" . . . Jimmy Ewing in from Spokane for a day . . . Phil Harris and his band are the next attraction at the Trianon, according to Ted Harris, manager.

Adapts Lloyd Production

HOLLYWOOD—Bert Granet is scripting "Three Girls and a Gob," which Harold Lloyd will produce for RKO.

The World's Finest
BURCH
Super Showman Popcorn
MACHINES
ALL OVER THE WORLD
POPCORN SMITH
BOX 284 — SEATTLE

Now Syracuse Gets Premiere Tremors

SYRACUSE—The Greeks had a word for it. It was Syracuse.

Jules Levey added a couple of boys to this town's name and produced a picture. Syracuse then became "The Boys From Syracuse."

As a result, Universal will stage a three-theatre premiere here at the Paramount, Keith and Eckel on July 18.

It will have all the trimmings of a Hollywood hullabaloo. There will be chariots replacing taxis and togas taking the place of pants.

Joe Penner, Eric Blore, Constance Moore and Peggy Moran are coming on from Hollywood for the fiesta. Rodgers and Hart, Abbott and Costello and Milton Berle will shake the dust off Broadway and shift to Syracuse for the opening.

Levey, the producer, will be on hand with a number of home office Universal executives. Mayor Marvin will welcome all the visitors and members of the city council will play host to the celebrities.

And all will get the air as they enter the theatres. The air will take the form of a national broadcast and one and all will have to put on their best Greek manners.

Industry Drive in Fall for Red Cross Is Planned

NEW YORK—At a meeting of the MPPDA, a committee of exhibitor representatives was appointed to draft tentative plans for sponsoring an industry drive to benefit the Red Cross. If the plan is adopted it will go into the nation's theatres in the fall. On the committee are Joseph Bernhard, Harry Brandt, H. A. Cole, Leonard Goldenson, Ed Kuykendall, C. C. Moskowitz, Robert H. Poole, Spyros Skouras, Leslie E. Thompson, Walter Vincent and Nathan Yamins.

Pat O'Brien Leaves WB After "Flowing Gold"

HOLLYWOOD—Upon completion of his role in "Flowing Gold," Pat O'Brien checks off the Warner contract list after a seven-year association. O'Brien entered pictures by way of "The Front Page" in 1932 and shortly thereafter became a Warner player, appearing in more than 40 pictures.

Sign Swedish Actress

HOLLYWOOD—Signe Hasso, Swedish actress, has been signed to a long-term contract by RKO. She is now en route from Stockholm.

Original for Clarence Brown

HOLLYWOOD—Patterson McNutt is doing an untitled original for Clarence Brown, Metro producer.

Sees Opening of Screens To Brief Advertisements

COLORADO SPRINGS—J. Don Alexander, president of Alexander Film Co., sees an opening of circuit screens to "one-minute-or-less" talking film ads as an effective weapon against the possible effect of television on the boxoffice. So he told 150 company representatives gathered here for the annual convention.

Reasoned Alexander:

"Television, like radio, must be financed by commercial sponsorship, and sponsors like to get the most for their money. Where accustomed to reaching huge armies of theatre-goers economically with everything in the way of live-action, music, and voice that television will have to offer, plus the benefits of color and billboard-sized images, commercial advertisers will be reluctant to spend tremendous sums to televise tiny, black-and-white images with limited action to the thinly scattered owners of television sets.

"Executives of the major chains thus will be doing themselves a dual service by diverting their way the huge appropriations that would otherwise help build a counter-attraction."

Adapts Wellman Yarn

HOLLYWOOD—W. L. River is scripting Paramount's "The City That Never Sleeps" for Producer-Director William A. Wellman. Joel McCrea and Barbara Stanwyck have the toplines.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

The Management of Motion Picture Theatres

By FRANK H. RICKETSON, Jr.

President, Fox Inter-Mountain Theatres, Inc.

375 pages, 6x9, illustrated, $3.50

Get This Great Aid to Theatre Management! GET IT TODAY!!

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Would Systematize Cooperative Aid

CHICAGO—Discussion on a plan for a clearing house for all government, Red Cross and charitable cooperation by circuit houses was held here this week by Paramount's midwestern and far western theatre operating executives and partners at the Drake Hotel. A. H. Blank, of Tri-States in Des Moines, as chairman of the patriotic division for Paramount's midwestern and western affiliates, is going to New York to work out details.

The plan was discussed in order that all Paramount houses might give uniform treatment to any requests from the government or other agencies for theatre cooperation. The men also discussed the reaction of patrons to the new defense tax on admissions, various operating activities including merchandising and exploitation ideas, and the physical rehabilitation of various theatre properties throughout the circuit.

Sam Dembow of New York was in charge of the meeting, assisted by Leonard Goldenson and Harry L. Royster. Among those attending were John Balaban, B&K, and Jules Rubens, Great States, Chicago; A. H. Blank, Ralph Branton and Marion Blank, Tri-States, Des Moines; Harry L. Nace, Phoenix, Ariz.; Harry David, Salt Lake City; John J. Friedl, Minneapolis; Tracy Barham, Cincinnati, and Earl J. Hudson, United Detroit Theatres, Detroit.

Newsreels Augment Staffs For Democratic Conclave

CHICAGO—All newsreel companies were planning to give special coverage to the Democratic national convention which opens here on Monday at the Stadium. Special quarters in the hall were set up for the crews.

Movietone News was expected to have the largest crew at work. It is headed by Edmund Reek, general manager, and Anthony Mute of the Washington bureau. From Chicago were to be Emile Montemurro, cameraman; Phil Gleason, sound, and Bill Birch, assistant cameraman. Others from out of town were expected to be John Flaige, cutter; Al Gold, cameraman; Ben Box and Walter Hicks, sound, New York, and Jack Barnett, cameraman, Kansas City.

Paramount's contingent: Clyde Summers, Bill Parks and Joe Montague, New York; Red Felbinger, Chicago bureau head; Bob Denton, Washington bureau. Others from Chicago were Robbie Robertson, sound, and Orlando Lippert and Martin Barnett, cameramen.

Pathe News: William Deek, cameraman; George Lamb, sound, New York; George Dorsey, Washington; Tony Caputo, cameraman, and Ralph Saunders, sound, Chicago.

News of the Day: Ed Hatrick, general manager, New York; J. H. Brown, Washington, and others, to assist Jack Lieb, Chicago bureau head, and Everett Ryan, local sound man.

The additional men to cover the convention for Universal News, besides Sam Savitt, Chicago bureau head; Floyd Traynham, sound man, and Jim Sedivy will be Jimmy Lyons, Washington bureau head, and George Graham and Roy Edward, New York sound men.

Willkie May Entertain Conventioneers

Chicago—Wendell Willkie, actor, is expected to play in opposition to the Democratic National Convention this coming week.

To get the full exploitation value out of the newest RKO "Information Please" short in which Willkie, Republican nominee for president, has several spots, B&K was considering running the short at one of its loop houses during the convention.

"Defense" Tax Is Absorbed by Many Exhibitors in Wisconsin

MILWAUKEE—While a good percentage of the Wisconsin exhibitors passed on the federal tax to the public, a survey indicates a number of houses dropped prices to retain the same admissions with the tax included. Fox houses pretty generally hiked admissions a nickel in each bracket to include the tax, while Warner, in various spots, dipped from 25 cents to 22 cents to retain the 25 cent admission with the tax.

At Superior, the Superior and Beacon raised from 15 to 20 cents and from 20 to 30 cents with the tax included in the latter bracket. The Palace and Peoples in Superior tacked on the tax to make the admissions 28 and 39 cents. A similar policy was followed by the State at Eau Claire.

Venetian Up Five Cents

In Racine, Warner's Venetian increased its admission five cents to include the tax, while the Mainstreet dropped from 25 to 20 cents to escape the tariff. At Janesville, Saxe's Jeffris retained its 15 and 25 cents admissions plus a three cent tax in the latter bracket, while Fox's Myers continued its 20 and 35 cent prices and announced it would pay the tax on the higher admission.

At Wausau, Fox raised the ante at its Wausau from 25 to 30 and from 40 to 50 cents, including the tax, while the circuit's Grand was hiked from 25 to 30 and from 40 to 44, including tax. At Antigo, the Palace and the Home dipped from 35 to 31 to retain the 35 cent admission including the tax. The Palace also dropped its early bird admission of two bits until 7 p. m.

At Madison, the Capitol retained its former schedule adding the defense tax to make the admissions 28 cents and 44 cents. Ashley's Orpheum and Parkway hiked evening prices from 40 to 50 cents, a five-cent increase plus five-cent tax. Matinee prices remained at 35 cents, including four cent tax, which in effect was a four-cent admission dip. Ashley's Strand reduced its matinee price from 25 to 22 cents, but with the tax is meant a two bits tariff for customers. The night admission was hiked from 30 to 31 cents, which with the four cents arms levy, made the total 35 cents.

The Madison maintained its 20 cent matinee charge but increased night tickets from 25 to 27 cents with the additional three cent defense tax making the levy 30 cents. The Eastwood, which operates ten cent nights on Thursdays, has raised the ante for other nights from 15 and 25 cents to 20 and 30 cents, tax included, while the Majestic is charging 15 and 28 cents, tax included.

At Beloit, the State has dipped its admissions from 25 cents to 20 cents; the Rex has remained at 25 cents, plus three cent tax, and the Majestic continues at 30 and 40 cents, including tax, which is equal to a three and four cent cut in each bracket.

Another angle of the admission problem popped up here when exhibitors protested to exchanges against the Drive-In Theatre's policy of admitting children in cars free of charge. At the time of the theatre's opening, it advertised 35 cent admissions for adults with kids free. Distributors supplying the theatre with product were advised of this policy and as a consequence, the theatre is now charging a dime for kids.

Girl to Wayne Sweeneys

LA PORTE, IND.—A girl, named Darla Sue, was born, June 28, to Mrs. Wayne Sweeney, whose husband operates the La Porte Theatre here.

Slams Shifting of Tax In Newspaper Letter

MADISON, WIS.—Increased admissions resulting from the federal tax did not set so well with Ralph Thronson here who penned a letter to the Capital *Times* as follows:

"The movie industry has long been known for its poor taste, but at the Orpheum Theatre last night I saw the poorest taste yet displayed. Against a background of American flags, a voice goes on to explain that we must keep the movie industry alive by patronizing the movie house regularly.

"Then the voice goes on to explain that becauses of our defense plans (still with the American flag background) there has been an added tax and a resultant increase in admission price.

"Yet in last night's paper a list of leading incomes includes for the most part, Hollywood names. And in that same edition is the plea that there should be a limitation on profits made because of war activities. But boldly the movie industry, even in face of their outlandish salaries, takes advantage of a tax increase to double it. The tax is five cents, but they up the price 10 cents.

"Those of the same ilk, who also control the liquor business, have done the same thing—the increase to the manufacturer in taxes is $2.25 a case, but they pass it on at $3 a case.

"Isn't it against the law to use the American flag for advertising purposes?"

Rodgers Hosts Metro Sales Staff on Chicago Visit

CHICAGO—During a stopover here en route to the west coast, William F. Rodgers, M-G-M general sales manager, was host to the local Metro sales staff at luncheon at the Blackstone.

Among those present were Eddie Saunders, western sales head; Jack Flynn, district manager; W. E. (Doc) Banford, branch manager; Jack Shumow, sales manager, Chicago; Max Schwartz, Julian King, Howard Beck and Henry Kahn, salesmen; and Bill Bishop and Norman Pyle, exploiteers.

Rodgers intimated that one phase of his trip will be devoted to screenings of "Boom Town," and conferences with other M-G-M executives on how the picture will be handled when released.

Warner Club Lake Outing Will Be Held July 18

CHICAGO—The second annual Warner Club's boat outing will be held next Thursday, July 18, aboard the *S. S. Roosevelt*, according to Charlie Ryan, assistant zone manager, and president of the club.

About 250 employes of the exchange and theatre departments are expected to attend. The boat will leave Navy Pier at 9:45 a. m. Thursday and will return to Chicago at 9 p. m., after stopping four hours in Benton Harbor, Mich.

Anyone in the industry is invited to attend. Tickets may be obtained at the exchange or Warner theatre offices, for $1.15 for those not Warner employes. Steve Fitzgerald, manager of the Stratford, is in charge of ticket sales.

Habeas Corpus Writ Is Denied Bioff's Attorney

CHICAGO—Judge John Prystalski has denied a writ of habeas corpus filed by William Bioff's newest attorney, Walker Butler, seeking to end the six-month sentence the West Coast labor leader is serving out here.

The petition claimed that the information on which the original misdemeanor charge was lodged did not state a crime. Judge Prystalski, however, agreed with Assistant State's Attorney James Cunningham that it did, and Bioff is expected to remain under sentence now until September 20.

Jack Shumow Joins Warner Sales Staff in Chicago

CHICAGO—Jack Shumow, for three years sales manager of the Chicago branch of M-G-M, joined Warner Bros. this week as salesman in the Chicago branch. He succeeds Max Roth, who was promoted recently to manager of the Buffalo branch.

Shumow had been with M-G-M for 15 years, spending 12 of them in Milwaukee prior to coming to Chicago.

Messner Redecorates in Attica

ATTICA, IND.—S. D. Messner has redecorated the interior of the Messner here.



—Stevens' Pictures

As the Chicago Studio Opened—

There were several filmrowites at the opening of Herb Elisburg's Studio in Chicago the other day. Included among those snapped by the photographers for BOXOFFICE *were, top row, in the customary left-to-right fashion, Elisburg, Irving Mack of Filmack Trailers, and "Entrepreneur" Henry Markbreit, amusement advertising manager of the Chicago* Times, *who aided Elisburg in preparations for opening the theatre. And in the bottom strip, again left to right: Two Jacks, first Shumow, salesman for Warner in the Chicago exchange, and Kirsch, head of Illinois Allied; then Joe Lawlor, of the Chicago* Daily News *critics' staff, and Harry Smythe, he of ancient Bank Night fame.*

Local No. 143 Makes Job Readjustments

ST. LOUIS—The process of readjusting the jobs of some 75 members of IATSE Local 143, employed by local circuit and independent theatres, has been completed by union officials.

The readjustment restores many of the older members of the union to the higher pay posts they formerly held in the local first run houses of Fanchon & Marco, including the Ambassador, Fox and Missouri, and in the St. Louis Amusement fleet of 26 houses, which also are under Fanchon & Marco management.

Many of these men had been holding the higher pay posts for from 15 to 20 years prior to Aug. 31, 1939, when the local union's former contract with the Fanchon & Marco houses expired.

The transfer of projectionists employed in a number of the Fanchon & Marco houses from one position to another without the knowledge or consent of the anti-Nick officers of Local 143, was one of the points of difference that finally resulted in a brief strike at those theatres.

Now, however, all these matters have been adjusted satisfactorily and a new three-year contract was recently entered into between Local 143 and the Fanchon & Marco Service Corp. houses and the St. Louis Amusement string. Under these contracts the operators were granted increases in wages, and the new regime in Local 143 is in the saddle.

A number of projectionists who were upped into the higher pay jobs while John P. Nick, former first vice-president of the IATSE, and Clyde A. Weston were running the local union, have been compelled to give way to the men whom they replaced.

Selling Out-State At a Merry Clip

By B. O. TELLER

CHICAGO—Selling of 1940-41 product is going along at a merry clip in out-state territory, a survey showed this week.

In most instances all companies are seeking varied groups of percentage pictures from both small and large houses. Leading the parade thus far appear to be Warner Bros., Columbia, and M-G-M. The other companies are selling considerably, too.

In the city there has been hardly a ripple on the selling surface, with nothing much expected until September or October.

Summer Theatre Opens

MICHIANA SHORES, IND.—The Michiana Shores Theatre summer season will open here July 17 with a performance of "Idiot's Delight," starring Lenore Ulrich.

"My Love Came Back" Premiere Immense

MILWAUKEE—The world premiere of Warner's "My Love Came Back," put on last week at the Warner here by Jack Keegan and Harry MacDonald, and hypoed by the presence of Jeffrey Lynn, brought boom-time business to the house—its biggest since its opening nine years ago.

The arrival of Lynn was the occasion for a parade, led by a 22-girl Kiltie band and motorcycle escort through cheering throngs, to the city hall, where he was presented the keys to the city by Mayor Carl Zeidler.

Interviews in the *Journal, Sentinel* and *Post,* as well as over stations WISN and WENP featured the star's visit. The day's activities culminated with a press party and a reception at the American Legion Cudworth Post, attended by 1,200 guests.







At a Warner Premiere in Milwaukee—

As "My Love Came Back" opened for a world premiere at the Warner in Milwaukee to the biggest holiday business since the opening of the house nine years ago. At the top is the parade organized to welcome the picture and Jeffrey Lynn, co-star with Olivia de Havilland. In the center is a lobby scene, autograph hunters and all. Directly above are, left to right: The managing editor of the Milwaukee Sentinel, *Lynn, and James Coston, Warner Theatres zone manager in Chicago.*

Price Cut Cancels Scheduled P. A.

CHICAGO—Sir Cedric Hardwicke and Freddie Bartholomew arrived this week for personal appearances in connection with RKO's "Tom Brown's School Days," only to find there would be none. But their trip wasn't for naught, as they did a skit from the picture, in which they appear, over a nation-wide Mutual Broadcasting network of over 100 stations Thursday night, originating from WGN here.

It all started when Jones, Linick & Schaefer, finding boxoffice returns off at the Oriental, decided to cut the evening admission of the house from 65 to 40 cents. This placed the house in "B-week" classification and thus eliminated the showing of the RKO feature which had been set to open on Friday.

The Oriental originally had a 10-week test-run deal for first-run product from both RKO and Universal, but it was learned that both film companies considered the drop to 40 cents a breach of contract since the contracts called for continuation of the minimum 65-cent top first-run price. As BOXOFFICE goes to press, there are rumors of impending lawsuits.

Meanwhile, the Oriental was to open Friday with Columbia's "Island of Doomed Men," with Peter Lorre.

While not confirmed, it was learned late this week that the RKO Palace is expected to reopen about July 26 with its policy as yet not set. Frank Smith will continue as manager, with RKO and Universal first-run product going back to the house. Local operators' union executives advised they were notified that operators would be wanted at the house on July 26, but did not know whether vaude will be reinstated when the house opens or not.

Kate Smith "America" Reels Are in Demand

CHICAGO—Numerous Chicago exhibitors were suggesting this week that the various newsreels make available for permanent use to theatres the clips from the current week's reels showing Kate Smith singing "God Bless America." A check by BOXOFFICE shows this was used by Movietone News, News of the Day, Paramount News and Pathe News. The various reels used different photographic shots to illustrate the lyrics as they were sung by Miss Smith. Exhibitors reported that audiences continually applauded every showing of this clip.

Many exhibitors had suggestions for future use of the clips, from opening and closing each day's performances, to opening and closing each individual show.

Slot Film Projector on Display in Chicago

CHICAGO—The Windy City was expected to get its first view in public of one of the new "jute" box projection machines on Friday (July 12) when Phonovision was to put a display in the Sherman Hotel here. This is the company headed by Frank Orsatti and Sam Saxe.

ST. LOUIS

HAROLD D. "CHICK" EVENS, manager of Loew's, is on vacation. Midwestern District Manager Finey is pinch-hitting for him . . . On the night of Tuesday, July 9, members of the local Variety Club enjoyed their favorite pastime of Bingo in the club's headquarters in the Roosevelt Hotel. A. L. Matreci is chief barker.

Sam Reider has resigned as resident manager of the Grand, a combination film-burlesque house on Market Street near Broadway. The house is currently dark while undergoing remodeling and installation of air-conditioning equipment. It had a profitable 31*-week season under Reider's direction.*

William Norton, projectionist at the Avalon, is making his annual motor trek to the Rockies in quest of mountain trout. Perhaps it will surprise him to learn the finney ones he travels so far to hook, were bred in Forest Park at the U. S. Fish Hatcheries.

The Post-Dispatch *last Sunday, for the first time in many years, carried notices about the doings at local night clubs, including the Chase Club, Crystal Terrace, Forest Park Highlands, Meadowbrook Country Club and the Wonder Bar.*

And speaking of Meadowbrook, Anson Weeks and his band moved into that joy spot the night of July 5. They came to St. Louis following extended engagements at the Aragon and Trianon ballrooms and the Edgewater Beach Hotel in Chicago.

Although the new federal tax has increased adult admissions to the Forest Park Highlands swimming pool to 40 *cents, children under* 14 *are being admitted for* 20 *cents instead of* 36 *cents as heretofore.*

Expect Small Patronage From Conventioneers

CHICAGO—Loop exhibitors were bemoaning the approach of the Democratic convention. Usual experience in the past has been that such conventions fail to attract patrons to theatres.

But, on top of that, Mayor Kelly's citizens' committee, headed by Col. A. A. Sprague, has arranged for courtesy passes for just about every one connected with the convention that will include free admissions to all loop theatres, Chicago Cubs' baseball games, Arlington Park racetrack, the annual Police and Fire Show in Soldiers' Field, and the Negro World's Fair here.

Chicago Trade Attributes Gross Drop to Weather

CHICAGO—Due to the unusually lengthy period of summer weather over the holiday weekend, exhibitors reported boxoffice takes off considerably both in the loop and the suburban houses this week. Only in an occasional spot or two did the houses report any exceptional business.

Exhibitors reported that they did not feel the new federal defense tax had kept any prospective patrons away from theatres, but rather the weather.

Judell St. Louis Branch Is Affected by Bankruptcy

ST. LOUIS—The federal bankruptcy proceedings filed in Chicago against B. N. Judell, Inc., affects the local exchange. The fact that the Judell organization was having financial troubles was indicated several weeks ago when it was announced that Harry O'Brien, shipping clerk, and Mamie Mitchell, inspectress, each had filed suit in Justice of the Peace Frank S. Bledoe's court for three weeks back pay. Later they obtained judgment for the amounts sued for. Subsequently the union pulled them off the job.

Metro Films Lead Critic's Choice of June's Best

CHICAGO—The Chicago *Tribune's* critic, Mae Tinee, listed as her choice for the best pictures of June, the following:

"Lillian Russell," 20th-Fox; "Waterloo Bridge," "Susan and God," and "The Mortal Storm," M-G-M; "21 Days Together," Col.; "My Son, My Son," UA; "My Favorite Wife," RKO, and "The Human Beast," foreign.

Fox Ozark Lets Contract For Sedalia 1,000-Seater

SEDALIA, MO.—Contract for the remodeling of a public square building here into a 1,000-seat theatre has been let by Fox Ozark, affiliate of Fox Midwest Amusement Corp.

Completion of theatre is expected by August 15.

MILWAUKEE

A SLATED four-day revival of "Lost Horizon" and "The Awful Truth" at Fox's Palace here failed to click and was pulled after three days.

E. R. Brennan, manager of the Kenosha at Kenosha, was winner of the Standard Theatres' annual "Lucky Seven Drive." George Kuehnl, assistant manager at the house, also copped an award in the contest, which was competed in by 16 *Standard Theatres' managers.*

Ray E. Zahn, operator of the Falls at Menomonee Falls, is one of the incorporators of a new Association of Commerce organized in that village . . . Charles De Paul is erecting a new porcelain front, ticket office and steel canopy on his Soo at Sault Ste. Marie, Mich. . . . Life Newsreels shot pictures in Antigo to be shown at the Palace in that city.

Jeffrey Lynn rode up from Chicago for a one-day personal appearance July 4 *at the Warner in connection with the opening of "My Love Came Back." Harry MacDonald, manager of the Warner, arranged to have Lynn greeted by Mayor Carl F. Zeidler and a welcome to him emblazoned in city hall lights.*

Warner-Saxe's Granada and National theatres are conducting amateur nights on Saturdays.

: SPRINGFIELD :

JIM FRISINA, manager of the Capitol and Ritz theatres at Taylorville, is again proving his golfing ability. Runnerup in last year's tournament, he was low qualifier for the 36 holes with 146 at the opening of the Illini Country Club championship and flight tournaments here.

K. C. Whetstone, city manager of Frisina theatres at Keokuk, Ia., and Earl Stevens, manager of the Avalon at Lawrenceville, visited the Frisina home office here.

Edmond Metzger, manager of the Strand, has returned from his vacation which he spent motoring through the east and Canada.

Dominic Giachetto of the Frisina chain and his family made a hurried trip to Chicago due to the accidental death of his nephew.

Max Tschauder, manager of the Roxy, is looking for a big week when "All This, and Heaven Too" opens at his theatre, July 12.

The Frisina baseball nine is headed by capable William Feldstein, booker and buyer of the chain. He certainly has the boys playing ball. J. B. Giachetto, Frisina's general manager, has been out with the boys and shows ability as a second baseman, shining especially in making double plays. The team defeated Clover Farm, 4-0, *in a recent game.*

Dave Jones, manager of the Senate, is finding that Springfield's recently adopted daylight saving time and the new federal tax, aren't exactly boxoffice boosters.

A parachute display with a dummy suspended from it, helped to attract attention to "Mad Men of Europe" when it was shown at the Strand.

Starting July 1, Springfield theatres raised their price schedules to include the new federal tax, making the first run prices 33 cents at matinees and 44 cents at night. The other prices were either 20 cents, 28 cents or 33 cents. For a few days there was a scarcity of pennies and subsequent headaches for change-weary cashiers.

A. R. Zimmer, manager of the Fox-Lincoln, is looking forward to big business when the Technicolor picture, "Maryland," comes to his theatre.

Morrell Business Agent For Electrical Workers

ST. LOUIS—James Morrell has been elected business agent of Electrical Workers Union No. 1, an AFL affiliate. He succeeds Harry W. Brady, who was defeated for re-election. Frank Jacobs was named president to succeed David Jones. Hubert J. Morrison, veteran financial secretary, was re-elected without opposition. E. O. Suhm defeated John O'Shea for recording secretary, while J. T. Rapp was named treasurer over S. J. Clapper.

Fox Circuit in Wisconsin Books Educational Film

MILWAUKEE—"Your Town," an educational film furnished by the National Manufacturers' Ass'n, has been booked by the Fox circuit in Wisconsin. The short opened at all local Fox houses July 6 and is also being played around the state.

In at least two spots—Janesville and Wausau—the circuit secured the cooperation of local organizations and a three-day free show was staged in each city. At Janesville, the program was held July 3, 4 and 5 at Fox's Beverly under the auspices of the Junior Chamber of Commerce and the Civic and Industrial Council, and included, besides "Your Town," "Grandpa Goes to Town" plus selected shorts.

The Wausau program, held at Fox's Grand, July 9, 10 and 11, included "Edison, the Man," "The Flag Speaks" and "Your Town." The public was invited to the free showing as guests of the Chamber of Commerce. At Cudahy, Lawrence Kelly, manager of the Majestic, was host to plant managers, city officials, bank officers and newspapermen at a showing of "Your Town."

The Elite of Baseballdom Appear at St. Louis Fox

ST. LOUIS—Harry C. Arthur jr., Fanchon & Marco executive, did not overlook the opportunity to cash in on the All-Star baseball game staged at Sportsman's Park, July 9.

While he couldn't play the game in one of his houses, Harry did the next best thing. He arranged to have the top-notchers of baseball appear on the stage of his 5,000-seat Fox.

Another special event at the Fox was a matinee personal appearance of Bob Hope in the Fox lobby. Bob, with Jerry Colonna, Brenda and Cobina, Dolores Reade and Georgie Tapps were the special stage attraction, with the lobby appearance an added attraction.

: Busy Young Man :

CHICAGO—Henry (Hank) Saperstein, elder son of the founder of Illinois Allied, the late Aaron Saperstein, is keeping himself pretty busy these days learning the industry from the ground up.

Every morning he has been reporting to the B&K offices (a gesture of friendship from B&K's chief, John Balaban, to the son of one of his closest friends and business competitors), where he is learning booking, office management, theatre management, etc. In the afternoons, he handles the affairs of the Alex, on West Madison, which he and his mother operate. And to complete the cycle, he goes to the south side as an apprentice in the operators' union, in which he has a permit, and operates a projection machine at night.

Says Hank himself: "You see, I'm an independent, a circuit operator, and a projectionist all at once. I hate myself three ways."—G. R.

CHICAGO

MEMBERS of the arrangements committee handling plans for the bachelor farewell party to "kiss the boys goodbye," for the four Warnerites on Friday night, July 19, at 11:30 o'clock at the Warner clubrooms, are John Field, Charles Ryan, Ben Cohn, Harry Turrell, Herb Wheeler, Larry Stein, Cliff Farmer, and George Singer. The four benedicts are John Maloney, Ray Dunn, Eddie Hendrickson and Richard Beck.

Carter Barron, district manager for Loew's in Washington, was here last week with James A. Farley on plans for the convention, to be held here Monday . . . There is an American flag displayed now in the M-G-M exchange, something which is being done nationally in every M-G-M office.

Jimmy Coston spent the weekend at his cottage in Wisconsin . . . Jack Kirsch got some more sun-tan at his place, near Michigan City, Ind. . . . Ben Bloomfield, manager of the B&K Uptown, is back from his west-coast vacation, and Bill Briscoe, manager of the B&K Cine, has left on his to the west coast . . . Ted Balsamo, manager of the B&K Nortown, is back from vacationing in Michigan, while his assistant, Harry Swan, is spending his two weeks now in southern Illinois.

Bill Bishop, 104; *Norman Pyle,* 111; *Charlie School,* 112; *Bill Potts,* 121, *and John Kemptgen,* 124. *No, those are not weights, but the scores of the Metroites during the last golf outing at Hickory Hills Country Club . . . Incidentally, Norman Pyle, who has been working with Bill Bishop at M-G-M here on publicity the last several months, has been transferred to Minneapolis, succeeding Morrie Abrams, who has been assigned to other duties.*

Several of the newsreels had shots of the Dempsey-Luttrell fight in Atlanta this week, the first time newsreels have used actual fight pictures since 1912, when a federal ban was placed against such pictures. This was lifted recently with the passage of a bill repealing that act.

Harry Claggett, manager of the B&K Belmont, is back from a Colorado vacation . . . Jim Clark of New York City is the new eastern Illinois and Indiana RKO salesman. He succeeds, but is no relation of John Clark, transferred to Minneapolis.

Harold Abbott of Abbott Theatre Equipment Co. is the proud father of his first-born heir, Harold jr., seven pounds, nine and one-half ounces . . . Jack McPherson, formerly district manager of National Screen Service, and now in Los Angeles, is a local visitor for a few weeks.

Jack Berkson of Mohawk Pictures, New York, was here on a flying trip to confer with Jim Javany of Superior Pictures, who will handle the Mohawk releases, including all former Grand National product. From here, Berkson went to Cincinnati, Pittsburgh and Cleveland.

Fred MacMurray passed through the Windy City with his wife en route to the home town, Beaver Dam, Wis., for his first visit there in 13 years.

Chicago Entertainers Seek to Oust Dolan

CHICAGO—Claiming that Graham Dolan, organizer just appointed for the American Guild of Variety Artists, AFL affiliate in Chicago, is inexperienced and still a member of a C. I. O. affiliate, a group of Chicago entertainers this week sought his ouster from the AGVA post.

The petition claims Dolan was active in the Newspaper Guild's strike against the *Herald-American* here recently and is still a member of the Guild, which is a C. I. O. affiliate.

Essaness Names Shapiro Manager of North Side

CHICAGO — Charles Shapiro, formerly northwest division manager for Essaness, has been named north side division manager, succeeding Herb Elisburg, who left the circuit to open the Studio. Several other houses formerly in Elisburg's division have now been divided up between the circuits two other division managers, Ralph Smitha and Tom Hungerford.

Gary Theatre Co. Awaits Appeal Hearing Date

CHICAGO—Appeal of the Gary Theatre Co.'s anti-trust suit against B&K, Warner Theatres and major distributors, was made this week to federal circuit court of appeals, with the hearing date to be set later.

The Gary company's case was recently dismissed in federal court here by Judge William H. Holly.

Floyd Brown Quits Post At Capitol-Monogram

INDIANAPOLIS—Floyd Brown has resigned as manager of the Capitol-Monogram exchange, and it is understood, he will promote two drive-in theatres for Indianapolis.

Carl Harthill takes over as manager at Capitol-Monogram.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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VISITORS: Nick Paikos, Diana, Tipton; Anthony Bokas, Lido, Argos; Mr. Belton, Community, Greenwood; Max Page, State, Greenfield; Wally Furnas, Browny, Brownsburg; J. B. Sconce, Playhouse, Edinburg; Dick Vlastos, Fowler, Fowler; Myers Flater, Citadel, Bloomfield; Frank Reimer, Quimby Theatres, Fort Wayne; Mrs. Ethel Luckett, Indiana, Scottsburg; Ferd Nessel, State, Anderson; Ed Donahoe, Grove. Beech Grove; Harry Van Noy, Paramount, Anderson; John Doerr, Alliance Theatres, Chicago; Joe Finneran, Elwood, Elwood; C. E. Rogers, Crumps, Columbus; Howard Murphy, Franklin and Artcraft theatres, Franklin; E. W. Thies, Princeton, Princeton; C. F. Davis, Monroe, Monroeville; Harmon A. Allison, Ritz, Mooresville; H. G. Reckley, Chateau, Greencastle; Dallas E. Cannon, Kent, Kentland; Ralph Boots, Riley, Greenfield; Howard L. Hargis, Rio, Rockport; Al Wingate, Old Trails, Mickleyville; Walter Easley, Tree, Greensburg; Joe Schilling, Auditorium, Connersville; L. T. Moore, Orpheum, Mitchell; Howard F. Morin, Morin, Brookville; George Mallers, Hines, Portland; William Studebaker, Logan, Logansport; Mrs. Hilda P. Long, Hippodrome, Sheridan; T. N. Luckett, Dream, French Lick; D. G. Steinkamp, English, English; A. E. Hancock, Columbia, Columbia City; Stanley A. Cooper, Sourwine, Brazil; Harold V. Neese, Dana, Dana.

Jane Reynolds, Indianapolis girl visiting in Hollywood with her parents, was entertained royally by Jane Withers, her friend, at a barbecue and dance at which 65 members of the Hollywood younger set were guests . . . Hobart Kaylor, booker, and Betty Irwin, in the bookkeeping department at Warner Bros., culminated an office romance in marriage last Saturday.

Kalafat Buys at Garrett

GARRETT, IND.—A. C. Kalafat has purchased the Royal from Receiver Harry E. Wert, for $2,230. He has not decided what disposition he will make of the house.

Change at Aledo, Ill.

ALEDO, ILL.—Mrs. J. W. Edwards, owner of the Aledo Opera House, has taken over the Tivoli from Burdette Ross.

Close Symphony for Summer

CHICAGO—Warner Theatres are closing the Symphony for the months of July and August.

"BOXOFFICE is one of my favorite publications, and I look forward to each issue, particularly The Modern Theatre, which is always kept on file for quick reference."

—ROBERT E. BRYANT,
Capitol Theatre,
Rock Hill, N. C.

BOXOFFICE
The Pulse of the Motion Picture Industry

Milwaukee Nabe House Victim of Vandals

MILWAUKEE—For the fourth time since last August, acts of vandalism have been directed against the Times, west side neighborhood house. Most recent act reported by Richard Tollet, manager, has been the damaging of an entire row of 12 seats by acid.

Previously a stench bomb had been thrown into the air conditioning equipment and one phase of a three-phase wire cut, according to Tollet. The theatre has had no labor troubles and so far investigation has failed to find any motive for these activities, according to police.

Reports Slate Trammell For NBC Presidency

CHICAGO—Reports here this week were that Niles Trammell would be named president of the National Broadcasting Co. when the board of directors met in New York, Friday (July 12). Trammell has been executive vice-president of NBC since Jan. 1, 1939. He would succeed Maj. Lenox R. Lohr, whose resignation to become president of the Museum of Science and Industry in Chicago, was expected to be accepted by the NBC board.

Mono.'s Eastern Regional Tentatively Set July 19

NEW YORK—Monogram's much postponed eastern regional sales meeting is tentatively set for July 19 in or near the city, to be followed with a western session in Chicago. E. A. Golden will preside at both. W. Ray Johnston, president, is not expected to attend, due to continued conferences on the coast on moving the company's main headquarters to that point from New York. He is not due to return here until early next month.

Sam Neall Incorporates

KOKOMO, IND.—The Grant Theatre Corp. has been formed with Sam W. Neall, as agent. It lists 1,000 shares of no par value stock—purpose to operate theatres and other amusement enterprises. Incorporators include Neall, Ida M. Neall and Richard W. Neall. Neall is manager of the Indiana, Isis, Fox and Sipe in Kokomo for the Gregory circuit of Chicago.

VanDerveer Plans July Bow

MORRIS, ILL.—E. F. VanDerveer says that his State, now under construction, is expected to be ready for opening about July 15. The front is to be of porcelain.

Renew Mark Hellinger

HOLLYWOOD—Mark Hellinger, Warner associate producer, has been signed for another year.

Sign Mowbray for One

HOLLYWOOD—Paramount has signed Alan Mowbray to appear in "Touchdown."

: Elsie Chaperones :

CHICAGO—It seems Bob Hickey, RKO exploiteer here, had a press "breakfast" for Elsie, the "glamour girl of the pastures," Tuesday at the Congress Casino. Elsie, more specifically, is the Borden glamour cow of the New York World's Fair who is going to Hollywood for a role in RKO's "Little Men."

Invited to assist in the reception at the Congress was a Borden wagon driver, Clarence E. Larson, and his daughter, Donna Jean.

Quoting TWA's press head, Bill Westlake, Larson is said to have remarked that "It seems too bad to give all the breaks to a cow, when my daughter, who has studied dancing for years, would give anything for a break."

And still quoting the airline publicist, C. L. Dressel, president of the Borden-Wieland Milk Co. here, remarked: "Okay, if your daughter wants to try to crash the movies on the tail of a cow, I'll pay her expenses and send her along with Elsie."

And that, it seems, is why Donna Jean left on a TWA plane for Kansas City to catch up with the Santa Fe Chief on which Elsie was riding, to continue the trip coastward with her bovine friend.

The 15-year-old youngster was given a send-off by Sir Cedric Hardwicke at the airport, since he had just arrived from New York for his appearance here on station WGN in a radio adaptation of RKO's "Tom Brown's School Days."

Sets July 17 Opening

GONDOLA, ILL.—Jesse Bizzle plans to open his new 300-seat theatre here on July 17. An existing building is being remodeled for the theatre.

To Build in Beaver Dam

INDIANAPOLIS—Andy Anderson, operator of several theatres in Kentucky, said this week while on Filmrow, that he will build a new 500-seat house in Beaver Dam, Ky.

B&K Installs 4,000 Seats

CHICAGO—B&K is installing 4,000 new chairs in the ace loop house of its circuit, the Chicago, at a cost of $60,000.

Nat Steinberg a Rotarian

ST. LOUIS—Nat J. Steinberg, branch manager for Republic, has been elected to membership in the local Rotary Club.

Sells Palms in Culver

CULVER, IND.—Evert Hoesel has sold the Palms to Culver Theatres, Inc. New owners plan to remodel the house.

New RCA for Indiana

BLOOMINGTON, IND.—H. P. Vonderschmitt, circuit operator, is installing RCA Photophone sound in his 1,100-seat Indiana here.

Reseating Two in Chicago

CHICAGO—Warner is reseating the Hamilton and Metropolitan.

Demand Radio Share Defense Tax Load

Minneapolis—A movement is being set afoot here among exhibitors to have Congress include radio entertainment in the defense tax category.

Under the proposal, listeners-in would have to pay a tax to the government for their radio entertainment, the same as in some of the European countries where the government operates broadcasting.

Radio has grown into terrific opposition for theatres and should contribute its share to defense tax revenues, the exhibitors contend.

Variety Game for Milk Fund Draws Throng

MINNEAPOLIS—Delegations from various parts of the Northwest have purchased tickets for the Minneapolis-Louisville night baseball game which the Twin City Variety Club is sponsoring July 19 for the benefit of its charity project, the Milk Fund. More than a dozen towns, at the very least, will be represented in the 11,000 capacity crowd which is expected for the event, according to advices reaching Chief Barker Ben Blotcky from film salesmen who have been distributing the tickets.

No stone will be left unturned to make the game a gala event, Eddie Ruben, chairman of the committee in charge, declares, and all concerned are confident that a substantial amount of money will be realized to help provide milk for children of underprivileged families.

Ruben is enthusiastic because of the cooperation of newspapers, radio stations, volunteer ticket sellers, etc. Charlie Winchell, Minnesota Amusement Co. publicity department head, is in charge of exploitation and he's making the public Milk Fund conscious.

This will be the first Minneapolis game at home after a swing around the circuit. Regular admission prices will prevail, but, in addition to the contest, there'll be a special program added. It is hoped to have a number of people prominent in the show world on hand for the game, Ruben says.

In the first six months of 1940, as a result of Variety Club efforts, more than 40,000 quarts of milk have been distributed free to the needy. This compares with 19,000 during all of 1939 and 14,000 in the entire 12 months of 1938 before the Milk Fund was sponsored by the organization.

Farm Income Increases Portend Good Business

MINNEAPOLIS—One reason why theatre business in the territory should improve is found in farm income statistics. Up to May 1 this year it has rolled in at the rate of $3,003,355, or for a total of $363,405,000 in the Northwest. This is a gain of 31 per cent, or $86,343,000 over the corresponding 1939 period.

Northwest Allied Convention Points to Ashe as Leader

MINNEAPOLIS—Northwest Allied "appeased" Sol Lebedoff, anti-Steffes insurgent, by electing him unanimously as Minneapolis governor, but at the convention's initial session it was indicated that Ben Ashe, whom Lebedoff has been opposing, would be chosen by the board of nine governors, including seven country exhibitors, as salaried executive secretary to replace the ill W. A. Steffes as the organization's leader.

At the convention's outset, also indicated was the election of Vice-President E. L. Peaslee, Stillwater, Minn., exhibitor, as president to succeed Steffes whose illness necessitates his retirement.

The organization was set, too, to launch moves to have bowling games taxed, to force 25 to 33 1/3 per cent reductions in film rentals and elimination of percentage and double features, to bring about pressure on distributors to cease the sale of 16mm features to non-theatrical accounts, to reaffirm its stand in the Neely bill's favor, to have arbitration re-established and to send a delegation along with witnesses to the trial of the government's suit against the major film companies.

A proposed film buying circuit of Northwest Allied members, directed by the organization itself, was not to get beyond the tentative stage, but the proposal was to be held in reserve as a "club" to force down film prices and to get rid of percentage and double features.

Would Follow Steffes Policy

Election of Ashe would mean continuation of most of the Steffes' policies and of the close national Allied States' ties prior to the actual voting, there was expected to be considerable of a battle over the proposition of whether non-dues-paying exhibitors should be permitted to have the floor for discussion and to cast a ballot on the executive secretary. If they were barred, Lebedoff and some of his followers would be deprived of any voice in the matter. However, Ashe himself declared that he favored participation by all the independents present so that the executive secretary selected would have united support.

Lebedoff wants an economically operated association so that dues can be kept at a minimum. Instead of employing a high-salaried executive secretary, he would have non-salaried district leaders run the body and he himself was in a receptive mood to be chosen Twin City district leader. He also would cut loose from national Allied States. His contention is that the organization should devote itself almost entirely to local problems such as film prices and clearance.

Even Ashe favors cutting up the body into districts to be directed by the executive secretary from the main Minneapolis headquarters. Ashe resigned as general manager of the Bennie Berger circuit, but he still owns a theatre. Some of the more prominent independents feel that the executive secretary should be entirely free of any theatre connections whatsoever. Moreover, a number of the independents have no liking for Berger and they feared the latter might be able to dominate Ashe. Accordingly, there was talk of choosing somebody for the post who never had any connection either with the past administration or Lebedoff.

Unable to attend the meeting, Abram F. Myers, national Allied States counsel, sent a telegram in which he expressed belief that "great industry reforms" will be ushered in by next fall. He declared "we are going to have a new deal with fair trade practices administered by impartial administrations." Strong local organizations will be needed to take advantage of the gains, according to Myers.

Addressing the convention, H. M. Richey, RKO director of exhibitors' relations, asserted exhibitors will have to make up some of the revenue which producers are losing as a result of the foreign markets' destruction, the slack can't be taken up entirely by production without affecting film quality adversely and that would mean loss of patronage and eventual closing of theatres, he said.

Richey urged exhibitors to rack their brains in search for ideas to get more business into their theatres. Consent decree will have effect of making running of theatres and exchanges harder job and exhibitors will have to buckle down to work, he said. The public wants comedy and action pictures and not war films, according to first returns of the Gallup poll taken for George J. Schaefer, Richey revealed.

The convention voted to protest Universal because of withdrawal of a Durbin and a Dunne picture from the 1939-40 contract. Distribution of 16mm pictures to non-theatrical accounts also was assailed.

Relative to the suggestion of action to have bowling games incorporated into the defense tax revenue measure, Ashe, acting secretary, points out that, while motion picture theatres gladly are doing their bit, bowling alleys, which have been taking a substantial portion of their patronage away, are not touched, although they are primarily entertainment purveyors.

"It seems not only a matter of fairness, but also of good policy for the government to handle bowling alleys similar to theatres and to tax either gross receipts or individual games," says Ashe. "Much of the taxable revenue has been diverted away from the theatres to the bowling alleys."

Ashe charges that many of the major companies have been distributing 16mm copies of comparatively recent feature pictures to non-theatrical accounts and that these are being exhibited in tents, night clubs, etc., in unfair opposition to theatres. A demand will be made that such distribution cease.

Megs "Men on Her Mind"

HOLLYWOOD—Noel Smith will direct "Men on Her Mind" for Producer William Jacobs at Warner.

Aviation Profit and Pleasure For Flying Iowa Showmen

AMES, IOWA—After July 15, the flying Gerbrach brothers will be together again.

W. Jerry Gerbrach, Chariton, Iowa theatre manager, has been named city manager of the Ames Theatre Company and will assume his new duties on that date. His brother, Joe V. Gerbrach, is president of the organization.

The Gerbrach brothers are veteran theatre exhibitors, and pioneers in aviation. They've never been quite able to separate the two. W. Jerry made his first flight at Eagle Grove in 1914 and completed an air course with the Navy three years later. Joe started his flying activities in 1918 with the Marine Corps. He made his first solo flight in Cedar Rapids under Dan Hunter.

In 1926, the Gerbrach brothers organized the Gerbrach Aeronautic Corp. They leased 125 acres near Ames, Iowa and started one of Iowa's first airports. Joe was resident manager of the Ames Theatre Co. at that time.

The Gerbrachs combined their theatre and aviation interests by distributing handbills from the air. Joe still treasures one of these old blue handbills advertising the Pathe serial, "The Bar C Mystery."

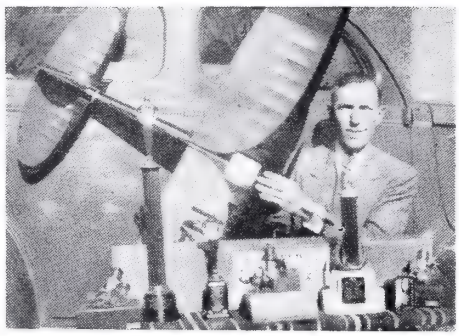
This aerial one-sheeting was the cause of Jerry's only major mishap in the air. The rudder of his plane was damaged in mid-air when a distributing bomb loaded with handbills exploded prematurely.

The Gerbrachs won national prominence when Jerry made one of the early long-distance flights, taking two passengers to California. Will Rogers recognized their aviation efforts by offering them three gallons of red paint to letter "AMES" on their hangar. Jerry flew Gary Cooper to the Grinnell College Homecoming and then to Florida to meet Lupe Velez.

In 1928, Joe sold his aviation interests to Jerry so that he could devote more time to his theatres. However, in 1929, Jerry was signed to pilot the nation's first flying office for H. L. Ogg of Newton, Iowa, and Joe went back to managing the airport. The combined air and theatre activities finally proved too strenuous, and Joe sold the field to the Ames American Legion.

Jerry quit flying in 1932 to become manager of the Ritz in Chariton. He now is a model plane fan on the side and exhibits a gallery of prizes he has won with the miniatures.

But Joe is going back to big-time flying. He took four more hours of instruction last year and soloed again under his original instructor, Dan Hunter, to renew his license.





Really High Fliers—

The Gerbrach brothers of Ames, Iowa, flying showmen who combine aviation with exhibition. At the top is W. Jerry Gerbrach, city manager for the Ames Theatre Co., with a model from his choice collection of miniatures. Note the trophies for model-contest victories. Below, at the right, is Joe V. Gerbrach, president of the Ames Theatre Co., togged out for a flight with Dan Hunter, Cedar Rapids flying instructor.



World's Fair Visitors—

Mr. and Mrs. J. E. Courter and daughter of the Courter Theatre at Gallatin, Mo., as they visited the RKO Radio lounge while doing the New York World's Fair.

OMAHA

ART MEREDITH, Harris, Avoca, Ia., has been kept in bed with a leg injury. He's improving nicely . . . Note from one of our secret agents: Edward Christian Stengel of the Pitcairn Island Christians has been reported taken down with jungle fever. Wonder who it can be that has his temperature up that high?

Harriet Wolsky, United Artists cashier, has a new diamond on her left hand. The lucky man is Joe Shulkin of Sioux City, and the wedding will be early in 1941 . . . *Ed Recknagle, operator of the Amuzu at Fonda, Ia., is also the town's depot agent.*

Bill McGraw, who took over the Manson at Manson, Ia., a short time ago, is getting along fine, say our scouts . . . Carl Reese, right hand to Gene Autry, is boosting "Three Faces West" right now . . . Ray Brown, exhibitor at Harlan, Ia., and R. E. Bott, Amuzu, Hooper, Neb., were in town.

One of the most eligible bachelors in the film industry is Charles Fraser, exhibitor at Havelock, Neb., so get going, girls . . . A. W. Kahn of Des Moines will be Iowa representative for the new invention of Francis Johnson, exhibitor at Danbury, Neb. The attachment stops the projection machine instantly when the film breaks.

Joe Smith, RKO peddler, suffered a bad case of sunburn while yachting on one of the Iowa lakes, the lucky fellow . . . Mrs. Fair, widow of the late exhibitor at Laurens, Ia., will continue to operate the Elite there . . . George Thacker, West Bend, Ia., has been on a fishing trip. George is a nephew of A. E. Tucker of South Sioux City, Neb.

Ray Brown has closed the Cozy at Harlan, Ia., for the summer . . . Glen Hall, exhibitor at Lytton, Ia., is also one of the operators of the co-operative creamery there . . . The RKO golf team of Allen & Stengel hereby challenge any twosome from any other exchange on Filmrow . . . Harold Schoonover, Mazda, Aurora, Neb., on Davenport St.

Mr. and Mrs. Melvin V. Smith, Princess, Akron, Ia., a couple of rare visitors to Filmrow . . . C. C. Goodrich, Rialto, Stromsburg, Neb, also in town . . . Sol Yeager, Monogram salesman, is trying to find out who sent him that "reward for capture" picture . . . Adolph Rozanek, Time, Crete, Neb., here to book pictures.

Cliff Anderson, Royle, Lohrville, Ia., and Laurel Nelson, Gowrie, Ia., visit the Des Moines Filmrow every Wednesday without fail . . . Carl Ernst, formerly operator of the Harris at Avoca, Ia., is managing a theatre in California, we're told . . . Ed Rostermundt, UA peddler, is better known as the "gum kid."

Norm Nielsen, RKO salesman, plays his once-a-year golf game when the Omaha Variety Club has its golf tourney . . . Joe Jacobs, Columbia boss, wants the world to know his exchange finished high up in the national drive. Joe and his salesmen split the winnings with everyone in the office, which was sincerely generous.

KAYCEE

MR. AND MRS. J. T. GHOSEN of Sedalia and other Missouri towns were on Filmrow Monday to report that fire did $300 damage to the booth of the Royal at Versailles, July 6.

New sound equipment (RCA via Don Davis) is being installed by Mr. and Mrs. Jess DeLong, Ute, Mankato, Kas.; Art Pugh, Doric, Erie, Kas.; Commonwealth, Plaza, Great Bend, Kas.; C. R. Gregg, Liberty, Caney, Kas., and Fox Midwest, Orpheum, Atchison, Kas.

C. R. Gregg is scheduled to open his completely rebuilt Liberty at Caney, Kas., July 18 . . . Mrs. June Medcalf and Dr. Medcalf celebrated their 22nd wedding anniversary July 8 . . . Gene Snitz, booker at Columbia, is in Omaha, on vacation.

On the Row: Bob and Mrs. Robison, Grant City, Mo.; George Hayob, Marshall, Mo.; Sam Filson, Scott City, Kas.; Fred Wilcox, Rockwood, Mo.; F. L. "Doc" Lowe, Sterling and other Kansas towns, in with his "advertising manager," 12-year-old Richard Lowe; F. L. Lisbona, Maitland, Mo.; Ray Cook, Maryville, Mo.; Charles Brooks, Ritz, Marshfield, Mo.; Shannon Jones, roadshow operator, northern Missouri, with S. J., his 3-year-old son, and Lee Sproule, Chanute and other Kansas towns.

The Orpheum closed after a week of roadshowing "All This, and Heaven Too." It will reopen in the fall . . . Bob Withers, genial genius of Republic Pictures, is getting to be a public figure. At the end of the "Girl of the Golden West" contest staged at Fairyland by the American Legion, Bob last week presented the first prize, a hat from Gene Autry.

W. G. McKinney, head booker at H. J. Griffith Theatres, Inc., is on vacation in Mexico . . . Joe Redmond of the Fox Esquire entertained some 200 lads from the American Young Club, sponsored by Police Chief Reed, at the Baer-Galento fight pictures and "Gangs of Chicago" July 8.

O. L. Christian's Blue Mound at Blue Mound, Kas., burned June 26. The $6,000 house was destroyed. It was insured . . . Jack Shriner spent last weekend "cruising" on Lake Lotawanna.

Big news of the week is the birth July 4 at St. Mary's Hospital of Linda Carol Long, 5-pound, 8-ounce daughter to Mr. and Mrs. John J. Long (he's in the ad department at 20th-Fox). This is No. 1 for the Longs . . . More Big News: A boy, born July 6—father, Ed Burgan (the younger) of the Home, Tenth Street and Gauntier, Kansas City, Kas.

Bert Edwards has taken on distribution of "Beast of Berlin" for Missouri and Kansas . . . Frank Bowen, sales manager for Salem China, was here this week on his way from Minneapolis to St. Louis.

"Business is good!" That's the story of Ernie Block of Warner Bros., and he's sticking to it. Russ Borg, another WB-man, makes the same assertion.

George Lofink, district booker for Uni-

(Continued on page 43)

Remodeling and Building Totals Over Half Million This Year

KANSAS CITY—Well over half a million dollars has been spent by exhibitors in the first six months of 1940 on new theatres and remodeling, or is definitely assigned for expenditure before fall. This is somewhat less than the amount spent or projected by mid-summer, 1939. Chiefly responsible is the reduced budgets of the major circuits. Last year, for instance, the Griffith-Dickinson Theatres, Inc., predecessor of H. J. Griffith Theatres, Inc., alone spent some $250,000 on remodeling and improvements. The budgets of Fox Midwest Theatres, Inc., and Commonwealth Theatres are substantially less this year than last. For Fox this holds true particularly on remodeling and re-equipment; it has two new theatres, one at Brookfield and one at Sedalia, Mo., scheduled to start next week.

Independents Spend

A comparison of total spent by independents this year and last shows something of a gain for 1940, but the gain is not enough to offset the reduced expenditures by the circuits.

Roughly estimated, the total spent or being spent for new theatres in western Missouri and Kansas, since January 1, reaches a figure of $270,000; the total for remodeling and new equipment runs around $250,000. Both these figures are conservative.

New theatres include the Plaza, Burlington, Kas., opened recently by A. J. Simmons and Warren Weber, a 500-seat house; the Oakland in North Topeka, Kas., 500 seats, which will open next week; a new 800-seat house in Brookfield, and a new 1,000 seater in Sedalia, all by Fox Midwest; the C. H. Barrons' new Kansan in Pratt, Kas., 500 seats, and the new one in Paola, Kas., by H. J. Griffith Theatres, Inc., 650 seats. Add to this list the 600-seat Sosna, Moberly, Mo., Sam and Louis Sosna; Garrett, West Plains, Mo., J. S. Garrett, 450 seats; the State, Columbus, Kas., Art Pugh, 450 seats, and the Star, Chanute, Kas., Lee Sproule, 400 seats.

This is a total of around 5,850, of which 1,300 (Brookfield and Pratt) does not represent "new" seating; that is, those two new houses are replacing seating capacity that was had before. This means about 4,550 seats which the area did not have before.

Extensive Air Conditioning

Major jobs of remodeling include the Liberty at Caney, Kas., where C. R. Gregg is rebuilding, remodeling and re-equipping from stem to stern. Along with the Granada, Independence, Mo., where J. A. Becker is spending some $50,000, the Liberty is a major construction job and when completed will amount to substantially a new theatre. In this same class is the Majestic at Memphis, Mo., where Eben Hays is spending some $20,000 modernizing his theatre. The Newman, first run Kansas City house, should be mentioned here. While plans for remodeling are in the blue print stage, it is likely this house will undergo a major refurbishing before the end of the year.

Important remodelings include W. D. Fulton's Strand, Kansas City, Mo., where new seats, and other new equipment was installed and the theatre redecorated; Nick Kotsis' Holden at Holden, Mo., and Nu-Era at Oswego, Kas., which have undergone major repairs and replacements.

From 50 to 75 other houses have had minor replacements, repairs and redecorations.

A couple of dozen air conditioning plants have been installed the first six months, including five new mechanical units by Fox Midwest. In addition Fox has put on seven new marquees, and eight theatres have been refurbished by a permanent crew the circuit now has working through the territory.

H. G. Griffith Theatres have installed three air conditioning systems. This group plans no more major improvements this year.

Commonwealth Theatres have installed some air conditioning, sound, etc., and did some remodeling work.

Prospects now are for work at about the same pace as the first half of the year.

Anderson in Clarkfield

CLARKFIELD, MINN.—A new theatre has been opened here by James Anderson. It's called the Clark and seats 350.

Popcorn Seasoning

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Supreme South American..... 3.50

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Nebraska Showmen Route Tax Policy

LEXINGTON, NEB.—A unanimous decision to add the defense tax to prevailing admissions, leaving price hikes to the discretion of the individual situation, but abjuring reductions, was reached by independent theatremen of central Nebraska who met here July 3, at the Majestic Theatre.

The short time that has elapsed since introduction of the tax has not as yet made available a clear gauge of patron reaction, however, the current crop prospects in the territory, not being particularly good, obviate any successful price hikes.

The showmen attending the meeting included Mrs. Elva Jackson of Gibbon; Francis McNickle, Elm Creek; Mr. and Mrs. Tom Carter, Arapahoe; M. Reynolds, Elwood and Bertrand; J. Grabenstein, Eustis; Mr. Gardner, Curtis; G. R. Dunn, Gothenburg; W. Hagadone, Cozad; Horace and Howard Kennedy, Broken Bow; Dick Lysinger, Ravenna and Ansley; Mr. Salmonski, Loup City; M. Biemond, Ord., and R. E. Falkinburg of Lexington.

Tax Puts Admission Situation in Flux

KANSAS CITY—The price situation under the impact of the federal defense tax will require another week or two to determine any marked trend either up or down. Ten days of the tax was not enough to reveal to many exhibitors whether an adjustment in price was necessary. A dozen or so spots had changed, either up or down, by July 10, and there was pretty definite indication that in competitive areas of the territory, including Kansas City, 25 cent houses whose receipts have been none too good would either duck the tax or absorb it. In at least one instance (in the territory) a reduction to duck the tax was followed by an increase to the old level.

Early fears of exhibitors that starting the tax at 21 cents instead of 11 cents would tend to depress prices where competition is strong and where, therefore, there has long existed a need for increased prices, seem likely to be realized. Whether this will impel the government to revise the schedule and place the tax from 11 cents up is a subject exhibitors currently are discussing.

Absorbing the tax at 25 cents, which appears likely in competitive areas on the part of some houses, will, it is expected, create a new clearance spot half way between 20 and 25 cents. In Kansas City this clearance is now four weeks. It is considered very likely also that in other competitive areas, if a theatre reduces prices, exchanges may stretch the time before availability.

In spots where admission was hiked five cents to cover all taxes, reaction has been pretty favorable, exhibitors say. At the Tower in Kansas City expressed reaction has been that patrons appreciated not having to go through the laborious change making process. Reaction has been satisfactory at the Lyric, Plattsburg, Mo., which has gone to 30 cents (from 25) on its Sunday change, and at the Plaza, Liberty, Mo., where M. S. Heath made a similar increase on the A change. In Kansas City the Vogue and Strand now are charging 10 cents. The Vogue formerly got 25 cents. It is understood that these two houses will go back to 20 cents later on.



Only Slight Drop Trails New Tax

KANSAS CITY—There has been little drop in patronage that could be traced to the new federal admission tax, according to local showmen. The chief difficulty is the necessity to explain the impost to customers, especially to the feminine matinee trade, one exhibitor points out. This has resulted, he said, in slowing down the line at the boxoffice.

Added to the federal impost and the trouble of making change for it is the state sales tax of two per cent and the detail of handling mills. The change-making process at the ticket window has been doubled in the length of time for each transaction, exhibitors agree.

Intensify Selling Efforts With Tax Inauguration

MINNEAPOLIS—Harder work and better showmanship are expected by local industry leaders to offset the probable adverse effects of higher admissions arising from the new defense taxes. Such greater efforts and more effective selling already are in evidence, according to the distributors.

Thus far, in the Twin Cities, as far as is known, only three theatres have lowered their admissions, thus escaping the admission taxes or a price boost. The Homewood and Vogue here dropped—the former going from 25 cents to 15 cents weekdays and 20 cents on Saturdays and Sundays and the latter from 25 to 20 cents. The Randolph in St. Paul cut from 25 to 22 cents plus tax. In the territory there has been some lowering of admissions, but not a great deal, according to reports that have reached distributors here.

Morrie Abrams, special M-G-M exploiteer, says he is finding plenty of evidence of greater exhibitor hustle. The exhibitors realize that it behooves them to work harder and rely more on showmanship and they're proving equal to the occasion in most instances, he asserts.

MINNEAPOLIS

THE many local friends of the popular Ben Martin will be glad to know that he is meeting with considerable success in his new Ross Federal assignment. Ben was transferred from the office here to a more important post in Washington, D. C. Incidentally, a certain Minneapolis blonde, with whom Ben was quite friendly, is wearing a beautiful diamond ring on her engagement finger.

Out-of-town exhibitors visiting Filmrow included Don Buckley, Redwood Falls, Minn.; George Westerman, Milaca, Minn.; Lowell Smoots, Little Falls, Minn.; Jack Heywood, New Richmond, Wis.; George Miner, Rice Lake, Wis.; James Anderson, Clarkfield, Minn.; Herb Nicholas, Fairmont, Minn., and Billie Benfield, Graceville, Minn.

Reuben Aved, UA shipping clerk, hibernating in northern Minnesota . . . Ask Birdelle Meusel of the RKO office staff about that big pickerel which she caught at Lake Mille Lac . . . Joe Rindle, Warner poster clerk, spending a few days in the northern Minnesota woods . . . Mort H. Singer and Morgan Ames here to look over their Orpheum . . . It wasn't much of a Fourth of July vacation for Joe Behan, Warner head booker. He spent the day at the office, catching up . . . Al Stern, RKO office manager, won all the sports events at his office's recent picnic.

Fred Finnegan, RKO assistant booker, spending his vacation at his Lake Minnetonka cottage. He has lived at the lake since May 1 and had no time to go fishing until now . . . Herb Blass, Warner office manager, caught the limit of sunfish at Gull Lake July 4 . . . Joe Wolf, Paramount city salesman, looking forward with great eagerness to that West Indies' trip which he won by finishing first nationally in his company's sales contest.

Many out-of-town exhibitors here for the Northwest Allied convention remained over an additional day to attend the Twin City Variety Club golf tournament to which all of them were invited . . . A. Selby Carr, Paramount office manager, week-ended at northern Minnesota lake spots . . . Charlie Winchell, Minnesota Amusement publicity department head, reports the fishing good in northern Minnesota . . . Eddie Ruben working like a Trojan to put over that Variety Club Milk Fund benefit baseball game. He's chairman of the committee in charge.

Rud Lohrenz, Warner district manager, in town . . . Phil Dunas, Columbia district manager, a visitor . . . Montgomery and Dale, who operate the Garrick and Lyceum in St. Paul, took over the Hamline, neighborhood house there, from W. L. Hamilton of Minneapolis . . . Contrary to reports, Mrs. E. Charon says she'll retain the Metro, local neighborhood house . . . Ben Landy, Columbia booker, is the champion handballer of the local contingent.

W. H. Workman, M-G-M branch manager; Jack Flynn, district manager, and George Turner, salesman, enjoyed a Fourth of July fishing jaunt to Lake Mille Lac.

KAYCEE

(Continued from page 41)

versal, went to the show at the Midland the other evening, and sat on the lower floor just under the balcony edge. Pretty shortly he felt something drop down the back of his neck, which, upon examination, proved to be a peanut shuck. Lofink patiently removed the offending hull. Pretty soon more shucks came. Lofink looked up toward the balcony. The barrage kept up. "Listen," he said to his companion, "we've got to move; this is keeping up." "Oh, wait a while, maybe it's only a nickel bag," his companion reassured him. Lofink sat it out. When the lights went up he looked around. The peanuts were coming from two rows back where sat Ed Solig, head booker at Universal.

Fred Bund jr., assistant general manager of the U. S. Army Motion Picture Service, Washington, was on Filmrow this week booking for army theatres in this area. He is filling in for Ted Kamper, St. Louis, who is ill . . . Benny Benjamin of Monogram screened the Baer-Galento fight pictures for some of the lads along Filmrow Monday, at Paramount.

Universal held a trade screening of "The Boys From Syracuse" at the Uptown Wednesday morning, July 10. G. C. Parsons, exchange manager, and his associates invited over 500 exhibitors in this area to the showing . . . The Avon at Hillsboro, Kas., recently taken over from Ercil Armold by Herman Lee, is closed this month.

The Fox Midwest Theatres, Inc., are completely remodeling the Globe at Christopher, Ill. The theatre has been under lease outside the circuit, but Fox has again assumed its operation.

Edna Russell, Republic-Midwest inspectress, left July 6 for Albuquerque, N. M., where she will visit her son, Charles Russell, and then for a vacation in California. Charles Russell used to be with Warner Bros. here, before joining TWA.

Don Davis of RCA was giving F. L. Lowe, western Kansas exhibitor, some of that famous Davis palaver the other day on Filmrow. After a bit Lowe's 12-year-old son, Richard, leaned over and asked his dad, "What does he sell?"

On the Row: H. E. Porta, Community, Humansville, Mo.; E. A. Peterson, Plaza, Greenfield, Mo.; John and Mrs. Brandt, Oregon, Oregon, Mo.; Elmer Bills, Boonville, Salisbury, Huntsville, etc., Mo.

Louis Sutter's Castle bought a new screen last week from the Stebbins Theatre Supply.

Dorothy O'Brien, secretary to Robert F. Withers, manager of Republic-Midwest, is leaving July 13 for a vacation in the west, which will include the Frontier Days at Cheyenne, Wyo. The last we heard, Dorothy was NOT going to enter Nellie, her horse, in the affair.

Gregg Invites Trade to Theatre Opening

Caney, Kas.—Notice! The trade is cordially invited by C. R. Gregg to attend the opening of the new Gregg (formerly the Liberty) here Thursday evening, July 18. The theatre has been rebuilt and modernized from back to front, and the opening planned by Gregg will be a real celebration.

Filmrow Parking Ban Creates a Problem

KANSAS CITY—As a warning to exhibitors as well as those who work on Filmrow, sometime this week the city will ban parking along the west side of Wyandotte from Fourteenth street to Southwest boulevard, and will regulate parking along the east side. The move, to be accompanied by repairs to the street, will create a real parking problem for exhibitors, out-of-town and in-town, as well as for workers on Filmrow.

Mrs. Chas. Knickerbocker

KANSAS CITY—Mrs. Charles Knickerbocker, 52, wife of the 20th-Fox salesman, died June 29 after a long illness. Knickerbocker is one of the most widely known of Filmrow representatives.

Variety Luncheon Has Its Biggest Turnout

KANSAS CITY—Seventh of Variety's luncheons for Filmrow folk was held July 8 at the clubrooms and attracted almost 100, probably the largest crowd in the history of the organization. Guests included employes and officials of H. J. Griffith Theatres, Fox Midwest, RCA Victor, Altec, Monogram and Majestic, and the program consisted largely in the explanation of Variety's purposes and creed by Jay Means, head of Variety here.

An impromptu program of entertainment included an act by Joe Manfre of Paramount and Tommy Thompson of RKO and a story by Senn Lawler of Fox Midwest.

One more such meeting is to be held soon, Means said.

Fox Ozark Lets Contract For Sedalia 1,000-Seater

SEDALIA, MO.—Contract for the remodeling of a public square building here into a 1,000-seat theatre has been let by Fox Ozark, affiliate of Fox Midwest Amusement Corp.

Completion of theatre is expected by August 15.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

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Phone: Hiland 2694

DES MOINES

PUTT . . . putt . . . putt—that's Chuck Iles' motorcycle hitting on one, even though he took it apart and then putt it back together again . . . Stan Mayer, pacing the aisle of the Little Fox waiting for a late screening audience, made the week's prize observation when he muttered, "What the heck, are we gonna have to have Bank Night to get 'em in the screening room?" Naw, Stan, just a really lookable picture like "Maryland."

Chappy, the Stan Mayer's spaniel, has the most personable tail we've ever seen wag a dog, and he can tell Hitler off in fine fashion . . . It takes a dog to speak a dog's language. Lou Levy gets a gold star this week after his name as the hardest-working branch manager around. Art Anderson may be seen at odd hours with his sun-tanned nose pressed up against a sporting goods window picking out hooks for that fishing trip.

Bert Thomas' little lassie has the cutest and shortest blond pigtails you ever saw. Elmer Tilton has swapped his pink shirt for a blue one long enough to book the Louis-Godoy fite films at Service Theatre's old stand . . . Service has moved around the corner and we hope Chansky and Carter have the place all slicked up by now, because we're planning on dropping in one of these days.

The Gottliebs and the Mayers picnicked on the Fourth . . . We found Hershey Bar in the gutter out in front of Eddie Dunn's Paramount on the Third, but he was simply looking up watching the marquee letters being shifted. We stopped just to gossip for a while before going in to see the last show . . . We ended up by going with Eddie and Harry to the alleged haunted house where the gal was to sleep on the haunted mattress as per the "Ghost Breaker" stunt hashed up by Bill Lansburg . . . We finally were dumped out front of the theatre where Ray Blank entertained us with tales of rough-tough, slack-clad gals from Rifle, Colorado, in town for the Moose convention . . . Hershey Bar showed his unfinished application to the loyal order and then left us to report his safe return to DD who was burning the oil for dear old Tri-States upstairs.

We wandered next door to the Des Moines and had a long curbstone chat with Harry Holdsberg . . . Harry's leaving for the coast in August and claims he can do it in two days (drives in his sleep, no doubt). Harry didn't say so, but it was easy to see that he liked red heads coming and going . . . He said if BOXOFFICE didn't know McDermott, she was the only female in DM who didn't . . . McDermott borrowed Harry's blue Buick for his best girl's sake.

Whisper in Harry Hiersteiner's ear: Every time we see you we think of your penchant for very good popcorn, and we suggest that you treat the crowd at the next screening . . . And that's a better idea than Bank Night, Stan. Emil Franke's assistant, Clark Allen, studied engineering at Ames (so's you can bridge the gap between good pix, Clark?).

Gertrude Heartman in at Al Schyler's National Theatre had no idea we were watching when she stood at her desk and laughed so hard the other day . . . Neither did the wall washers know we watched 'em stall around instead of swishing the walls with vim and vigor as they should have.

Boss Emil Franke had to start boasting about his projection room crew before we realized that his Orpheum is virtually a veterans' organization. All four of his projection men can list more than 15 years experience and three of them, Jack Scott, John Grandquist and Howard Foulkes, have been with the RKO house that long . . . Roy Harding picked up his 15 years of practice elsewhere, then joined the aggregation last year.

Cecil Nichols, the porter, has been with the Orpheum 20 years, we find, and Electrician Ben Miller has done a double-decade stint with the circuit (RKO) . . . Clyde Fairless can have a chuckle over all of 'em while he watches a parade down Locust St. from a seat on the sign over the canopy, however . . . He's been stagehanding for RKO for 25 years.

Bob Hildreth and Fred Wilcox are opening up shop at the old Service Theatre location just south of High on Twelfth . . . signs, window displays, etc., you know . . . they were busy as bees in their Monday eve . . . F. R. "Buddy" Moran, formerly Republic branch manager at Oklahoma City, has been captaining the local gang since June 29, but his wife and daughter didn't arrive until this week.

Jean Post, Republic booker, says he spells his name that way because he's French . . . Jean's a cousin to Russ Ross, the Jane Arden artist . . . Bob Newman just couldn't be as good-natured as he looks . . . Marjorie Long will soon be figuring less briefly in the news (and it's not gonna cost us our right arm either).

Since Art Thiele is so veree blonde himself, it's only natural that the gal we saw riding down Sixth and Grand with him should have been strikingly brunette . . . There's a Sig Alph named Louis down at Iowa City feelin' mighty glum since Eileen O'Malley sent back his fraternity pin . . . you'll never collect a Greek alphabet—or a Greek God—that way, Eileen.

It's getting so you can't tell Bank Night from a dozen street car rides . . . at any rate a $25 award is being handed out to the holder of the weekly tram pass with the lucky number every Monday . . . The lucky number is being revealed at the Des Moines theatre, but you don't have to be there to claim it . . . Emil Franke gave "Tom Brown" three days at the Orpheum before he switched to the winners of his film revival poll—"The Awful Truth" and "Lost Horizon."

With Brian Donlevy picking Saturday to visit DM, Tri-States' Dorothy Day is guessing all around the clock, trying to set up a "Great McGinty" screening that won't interfere with morning jobs, afternoon golf, evening refreshment and a Sunday paper . . . Wonder if she remembers its "cheer up week" at Tri-States?

Bert Thomas escorted Buddy and Phyllis to the parade on the Fourth and then rested up at a picnic . . . The walls at National Screen are now all nicely washed and painted just in case NY decides that the consolidation shall be effected under the National Screen roof . . . Chick Friedman may be putting 'em out, but the place still sparkles with the diamonds his gals up there collect . . . there's a new one this week . . . Chick's on his way west for a vacation, but we don't know how far he's going (Omaha)?

RUTH GODDEN! Just to show you we can spell it right in a big way . . . Carl Sokoloff is vacationing and so is Ione Jones . . . Frank Greenland says the guys telephoning National Screen's goodlooking gals are getting him all tired out . . . Every picture we see of Wendell Willkie makes our eyes bug out . . . we can't convince ourselves it isn't G. Ralph Branton . . . anybody else noticed that?

Rene Comes Through On Chick Friedman

Des Moines—Bong! Bong! Attention Iowa theatre people! Now will you believe it because it's in BOXOFFICE?

Remember how you pooh-poohed the periodical BOXOFFICE items stating that Chick Friedman, confirmed woman-hater and National Screen head, was about to lose his on the marital guillotine?

She's Toby Flax of Omaha, Neb., and it was a private ceremony Sunday (July 14) at her home. The Friedmans are spending a few weeks (climbing mountains) in Colorado and will be at home temporarily at the Savery Hotel in Des Moines.

Martin Weiser Succeeds Rubinger in Kaycee

KANSAS CITY—Martin Weiser, four years with Warner Bros., has been named publicity representative for the Kansas City district, with headquarters here. He succeeds Monroe Rubinger, who now is in Chicago, with this district and the Midwest as his territory. Weiser has been in Hollywood with Sam Clark the past year.

Another Postponement Is Expected in Trade Suit

NEW YORK—Another week's postponement of the all-industry suit is expected Monday when Stephen J. Doyle, special assistant to the attorney general, appears before Federal Judge Henry W. Goddard to report on progress of consent decree negotiations. For the time being, at least, the government intends to continue to ask for short adjournments and to keep the court informed of what is going on behind the scenes with various sub-committees working out proposals for the decree.

Goldberg Sells "Rebecca" Singly and Profitably

OMAHA—Chicago theatres are having their troubles because they are triple-featuring "Rebecca," United Artists picture. The reverse situation is true here.

Ralph D. Goldberg single-featured the picture at his down-town State and boosted the admission price for a successful run. Then he singled the picture at his neighborhood houses, boosting the price again for a successful run.

The punch line is: Goldberg is Omaha's major exponent of triple bills, sometimes going to five features for 30 cents at his Town.

Edward Earl Webber Dies at Age of 64

KANSAS CITY—Edward Earl Webber, 64 years old, died July 9 at his home here. He formerly owned and operated the Mary Lue and Colonial, suburban houses, until he relinquished control about a year ago. Funeral services were held 10 a. m. July 11 at Newcomers. Burial was at Harrisonville, Mo.

Webber was widely known among film and theatre men here and took an active part in exhibitor association activities during the time he was in the theatre business. Among the survivors is a son, E. E. Webber jr., who at one time was president of the ITO of Kansas City.

Baker Enterprises Acquire McPherson Opposition

MCPHERSON, KAS.—C. W. Helstrom of the Helstrom here has turned over the house to the Baker Enterprises of Kansas City, which also operate the Ritz in McPherson.



Fishermen All—

Jim Lewis (seated) of the RKO Kansas City branch, and Mrs. Lewis get ready to shove off for a fishing trip in Minnesota while George Harttmann, Kansas City exhibitor, gets ready to catch the boat. They sent plenty of fish back to their Kaycee friends.

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

THERE may be some residents of Atlantic, Ia., who are unacquainted with tanned, mustachioed Truby Bell, but you'd never guess it from the pal-sy greeting each and every one gets when boxoffice-wise Truby takes his ticket at the Grand Theatre gate . . . We spent 10 minutes listening to Truby admire Boss Max Facter (verbally and enthusiastically) while we admired Truby's new cashier, brown-haired Madeline Manson, (visually and enthusiastically).

Facter, bubbles Truby, has a smile for everybody, a greeting for all, and an open mind on any idea. Madeline, we noticed, had a smile for everybody.

Max Webster, who winds the celluloid through the machines in the Atlantic's Grand booth every night, is an electrician in the daytime. 'Tis a pastime that pays more than stamp collecting or model building, Manager Bell succinctly observes.

After visiting Atlantic's cozy little tavern, the Brass Rail, we stopped at the Iowa Theatre to chat with Cliff Lindblad, only to discover that his stomach couldn't wait . . . Cliff was out to dinner.

Whenever anyone starts telling us about the new Pioneer circuit house at Spencer, Ia., they always wind up by describing what a swell showman is Marian Parkinson of the Spencer Theatre.

In any film exchange on any Sunday morning you're apt to find Mr. and Mrs. Norman Hansen booking a few features for the Garrett at Woodward, Ia.

Over on the DM Row they still talk about the ten-strike the W. P. Grossman house (Circle Theatre) made when it was first opened at Nevada, Ia. That was in pre-depression, pre-recovery, pre-recession and pre-war 1928.

We hear C. E. Thompson worked out a deal with the CCC that nets a batch of coin for his Rose Theatre at Audubon, Ia. Wonder why somebody doesn't check up and try the same stunt elsewhere?

News that Urbandale, that northwest DM suburb, has doubled in size in ten years and tripled in 20, set us wondering where its 1,081 residents went for film entertainment until we remembered Paul Anderson's Beaver not too far away.

The owner of that dark, wavy hair dashing from DM's Avalon to the Forest to the Lincoln to the Varsity is E. M. Garbett who owns the houses, too.

We hear that the Zenith remodeling in Davenport is setting Julius Geertz back 30,000 potatoes and will include all this and that and air conditioning too.

Personal: Who was the visitor from the Strand at Marshalltown? Nobody bothered to tell us his name.

When three filmrowers agree, it must be so. They say M. L. Dickson of Mt. Pleasant's Colonial and Temple is the kind of a guy to do business with. If he isn't satisfied, you know it.

Scanning the tall corn furrows of a year ago: Charlie Marks was trying to think up fancy replies to all the kidders who had a "Lady Godiva" remark to remind him of the white stallion he rode in the Fourth of July parade at Garner . . . H. A. Johnston was launching a theatre in Diagonal to give the farmers some place to drive to in the cars he sold 'em . . . Mrs. Floyd Featherhuff of Lake Mills was still a little breathless about sitting next to Anne Shirley at the "Gateway to Hollywood" broadcast in DM . . . and W. T. Carter of the Strand in Walnut was having molar trouble . . . Remember?

Three South Dakota Units Are Involved in a Deal

OMAHA—Three South Dakota theatres are involved in a deal just reported here.

J. T. Olsen has purchased the Barrymore at Alcester, S. D., from A. P. Sorenson. E. R. "Red" Nash, owner of the Canton at Canton, S. D., has taken over the Empress at Beresford, S. D., from E. W. Kundert.

Sorenson will manage the Empress at Beresford and is also reported to have an interest in the theatre. The Empress will be closed during the summer for a remodeling and redecoration job, opening again about September 15.

Wilcox Succeeds Hummel

MINNEAPOLIS—Gordon Wilcox, formerly in Salt Lake City, has been transferred here by Paramount. He replaces Lou Hummel, who resigned, on the sales staff, and he will cover southern Minnesota.

Transports Patrons From Bus Line to Theatre

MINNEAPOLIS—Live-wire Harold Kaplan, manager and part owner of the St. Louis Park Theatre, has thought up a new service for his patrons. Those who come on one of the bus lines, a half-mile away, are met by taxicabs which give a free ride to the de luxe suburban house if an admission is purchased.

Another Kaplan service is auto transportation from the theatre's parking lot to the door of the showhouse for those who do not wish an attendant to park the car. Four of the town's most beautiful girls are employed by Kaplan as hostesses.

Considerable publicity has accrued to the showhouse from a "kiddie quiz" contest which is broadcast over one of the city's stations every Saturday afternoon.

LINCOLN

M E. McCLAIN killed two birds with one rock this week. He had to have a meeting of his newly formed string of managers in Nebraska, and he had the formal opening Monday of the new Empress in Fremont, so he had both affairs on the same day. Although he saw to $36,000 worth of remodeling on the theatre, it was only closed one day during that time. Mac believes the successful exhibitor and economy go hand in hand.

Idle thought: The show business money changing hands at Ak-Sar-Ben on July 4 would almost be enough to start Frank Van Husan drawing up plans for a deluxer, if it had been piled on his desk . . . If Sol Francis writes a letter and gives it to Sol Yeager to mail, and Sol doesn't like the guy, he puts a note in it warning that he was "against" whatever proposition Sol offers . . . E. A. Patchen, recently resigned in Oklahoma City where he finished a three-year stretch for J. H. Cooper, may return back up into this territory. Colorado and Nebraska were his stamping grounds prior to going south.

Mike Roth and frau, vacation bound to Estes and Yellowstone Park, passed through . . . Scaley item: Understand Johnny Matthews is still gaining weight . . . Speaking of two for one, Columbus, Neb., got Henry Salthun for a theatre manager, and Mrs. Salthun for a queen . . . Vincent J. DiFiore, Paramount's money-checker here, goes in to New York for two or three weeks, July 12. He'll huddle with Joe Philippson and visit his parents, who are just back from the west coast where they visited his brother, Joe, of the 20th Century-Fox orchestra . . . Since the Fourth, all mail and memos to Alvin Hendricks have been addressed with "Capshooter" where the "Mr." used to go.

Gene Blazer was down to look over the music users for the new season's contracts, with that old adding machine eye. He wishes somebody could do something about radio, which is bankrolling the anti-Ascap law appeal to the supreme court, and therefore troublesome for him in Nebraska . . . Glenn Miller, the orchestra leader who went to school five years in North Platte, Neb., may be the next male personality from the Husker state to be heard from in Hollywood. He's dickering with four film plants for picture deals.

Sid Pepple, former radio warbler here, is back from Hollywood after having lent voice to some backgrounds on Deanna Durbin pictures . . . Second run theatres got a boost with the installation of parking meters in the first run end of town. Free space hunters all jam down in the subsequent-run neighborhood, and go there rather than hoof all the way back to the first-run area . . . Omaha's exhibitor gang goes courting again this month about Prosperity Clubs. Bill Miskell, Will Singer, Sam Epstein, Ralph Goldberg, and a couple of others demanded to show before supreme court by July 23 why they should not be held in contempt. W. W. Wenstrand, Omaha city attorney, couldn't stick them in their home town, but he got action in Lincoln.

Every time Wendell Willkie gets a newsreel cheer, Bob Livingston counts beads of cold sweat. He wants Roosevelt for a third term, now, feeling the No. 1 guy's personality will help sweep in a certain senator.

Collaborate on "Pierre"

HOLLYWOOD—Alfred Reynolds and Steve Callahan are collaborating on the script of "The Adventures of Pierre," Edgar Selwyn production for Metro.

Adapts "Comrade X"

HOLLYWOOD — "Comrade X," a story of newspapermen in Russia, is being adapted for Metro by Charles Lederer. Gottfried Reinhardt will produce.

Script "Undercrust"

HOLLYWOOD—Darrell Ware and Karl Tunberg have completed their script of "The Undercrust," gangster comedy, for 20th-Fox. Fred Kohlmar will produce.

Title Darmour Serial

HOLLYWOOD—"The Green Archer" is the title given to the fourth Larry Darmour serial for Columbia. The story, taken from an Edgar Wallace thriller, is being scripted by J. C. Cutting and Morgan Cox.

"Sister Carrie" to Spewacks

HOLLYWOOD—Sam and Bella Spewack will script "Sister Carrie" for RKO from the Theodore Dreiser novel. Robert Sisk will produce.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
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NAME ..... THEATRE..... LOCATION.....

Trade's Tax Ethics Cited Exemplary

PITTSBURGH—Theatre owners and managers received "good" press notices after the national defense tax was effective. Numerous tri-state newspapers condemned many dealers and merchants for "lining their own pockets by increasing prices more than the legislated tax levy on liquor, cigarettes and gasoline." Among the headlines were: "Not All of Defense Tax Is Going to Pay Defense," "U. S. Scans Tax Price Boost on Smokes, Rum" and "Dealers Converting 'Tax' to Increase Own Incomes."

"Theatre operators merely added the extra tax to the consumer," and such similar compliments were found in practically all news stories.

Youngstown Receives New Defense Tax Tolerantly

YOUNGSTOWN—National defense taxes, which went into effect July 1, have been received here not only with tolerance, but in some cases with enthusiasm, during the first week of added taxation.

At downtown theatres, where the tax has raised admission costs from 42 to 47 cents for evening performances, audiences have applauded when an explanation for the higher prices has been flashed on the screen, E. C. Prinsen, president of the Theatre Managers Ass'n, reports.

All downtown theatres are showing a trailer reading: "When you entered this theatre you paid a new federal defense tax. This money is used to rearm these United States to protect our liberties."

The explanation is inserted in the program after newsreel pictures show the defense activities.

Public Gives Defense Tax Ready Acceptance

CLEVELAND—Exhibitors here report that, with only a few exceptions, patrons are accepting the ten per cent defense tax without a murmur. In fact, one theatre owner reports that his patrons are not only willing, but they are anxious to pay it. In a few isolated spots where people are not abreast of the times, managers had to explain what the tax is for. But on the whole, the added pennies or the extra nickel as the case may be, is being paid freely, but the exhibitors say they cannot estimate so early whether or not the added price of admission is affecting receipts.

Move Altec Offices

CINCINNATI—Local offices of Altec Service Corp. have been moved to larger quarters in the Film-Mart Bldg. at 1635 Central Parkway. Warren Conner is district manager.

Drive-In for Pittsburgh

PITTSBURGH—First drive-in hereabouts is under construction next to the New Penn night club near the entrance to South Park. George Davis, tri-state circuit exhibitor, is behind the project.

Sees Prices Out of Line With Big Strides Made by Industry

By ELSIE LOEB

CLEVELAND—Local theatre owners, faced with net reductions every year, are trying to diagnose the boxoffice ailment. The average entertainment value of pictures has improved, they admit. Physical comfort afforded patrons has improved. Transportation facilities have improved. But business has not improved. Why?

The owner of a chain of houses, a man who has been in the exhibition field for the past 20 years, offers two reasons for this condition. One is the increased cost of operation to the theatre owner, the other is the low cost of admission to the patron.

"Twenty years ago," says this exhibitor, "we charged 15 cents admission. We ran one feature, a comedy and a couple of cartoons with a newsreel. Our theatres were plain as compared to today's houses. We had one man in the operator's booth. And our patrons were all within walking distance of the theatre.

"But today," he goes on, "we have de luxe 1,500-seat theatres costing upwards of $100,000 to build. We have two operators in a booth. We maintain parking lots. We pay more for our film. We also pay score charges. And how about the admission price? We still charge 15 cents. Why don't we raise it to a point where we can make money? Because of the highly competitive situations in which we are located."

This is not an isolated condition, local exhibitors maintain. It prevails in all sections of the area. The answer, they say, is advanced admission rates. And they argue that right now, with the public tax-minded and being psychologically conditioned to higher prices generally, is the time to boost prices wherever possible.

Conceivably Its Practice

Pittsburgh—With Variety Club members inquiring "Do you wanna buy a turtle?" in connection with the organization's annual charity appeal for $75,000, Kap Monahan of the "Press" states that "the movie men should be pleased with the stunt as it ought to be a relief to try selling turtles for a change instead of turkeys."

Raise Charity Funds With Turtle Derby

PITTSBURGH—A unique plan to raise $75,000 to conduct its various charitable activities is announced by Tent No. 1 of Variety in the form of a "National Turtle Derby," to be held in September at either Forbes Field or The Gardens.

It will be run off in ten heats with the winners pitted against each other in a final race. Winners of each heat will receive $100, with the final race paying the winner $1,000. Cost of entering one turtle in the competition is $10.

John H. Harris, national chief barker, is general chairman of the event, and Harry Kalmine, Warner executive, is "sales manager of turtles."

In commenting on the drive for charity funds, Harris said: "The members of Variety feel attention should be given to our poor and underprivileged children, and this drive will, in a great measure, help to give necessary milk and recreation to kiddies of Pittsburgh who need our help. We sincerely hope all Pittsburgh will help us in this drive by entering a turtle in the derby."

Variety's slogan just now is "Do You Own a Turtle?"

New 580-Seater Under Way At Shinnston, W. Va.

SHINNSTON, W. VA.—The Rex Theatre Co. is building a 580-seat theatre across the street from the old Princess, which is being converted into a restaurant. Frank DePace and Miss Lynne B. Monroe are in charge of the new unnamed house.

The Columbia here was reopened after extensive remodeling which was directed by Miss Monroe. Projectors, lamps, rectifiers, screen and other equipments were furnished by National Theatre Supply Co. A. & S. Steinberg installed an air-conditioning system. Pitt Art Studio, under supervision of William Naidenoff, decorated the Columbia.

Cleveland Business Down 20 Per Cent on July 4

CLEVELAND—Fourth of July business is reported to have been about 20 per cent off, exhibitors admitting that the poor business had nothing to do with their attractions, but rather was due to too much competition.

The weather man, who has been all in their favor this spring, turned against them and gave the public a sunny day, calling thousands out of town. Of those staying in the city, close to 100,000 attended a free "Freedom Festival" staged by the city in the Public Stadium; an all-time record crowd of 80,000 attended Euclid Beach Park, while the Thistle Down race track had a capacity crowd and so did all other outdoor attractions.

Elliott Airport Manager

YOUNGSTOWN—John R. Elliott, for many years manager of the Keith Palace here, has been appointed manager of the city's new airport at nearby Vienna.

Bill Brooks Takes New Post in Pittsburgh

CLEVELAND—The trade says farewell to Bill Brooks who leaves the Cleveland Paramount exchange after ten years, to become head booker at the Paramount exchange in Pittsburgh, and welcomes into the local Paramount fold Harry Ebert who has been promoted from ad sales manager in the company's Cincinnati office to Brook's post as assistant booker.

Brooks started out as shipper, moved up as cashier and for the past five years has been a member of the booking department. He left last Monday to take up his new duties.

Plan Charity Affair

COLUMBUS—The committee on the first annual roundup which will be held by the Variety Club at Brookside Country Club August 1, met recently and fired the opening gun for this affair which is another of their charity moves. Proceeds will go for the educational foundation of the Nightingale Cottage.

Vacationing in Georgia

CANTON, OHIO—William Harwell, manager of Warner's Ohio here, is vacationing in his native Georgia. He expects to spend two weeks with relatives in and around Atlanta and will stop over in several midwestern cities en route there and back, he said.

Republic Pictures Corp. of Pittsburgh

Takes Pride in Presenting

MR. S. A. FINEBERG

MR. GEO. W. COLLINS

MR. HYMIE WHEELER

MR. LOU HANNA

Who Will Contact You Soon with the

GREATEST LINEUP OF FEATURE PICTURES WESTERNS AND SERIALS IN REPUBLIC'S HISTORY

— Wait for Them —

REPUBLIC PICTURES CORP. OF PITTSBURGH

JAS. H. ALEXANDER, Mgr.

1701 Blvd. of the Allies ATlantic 4858

Claim Jurisdiction Over "Slot" Movie Machines

PITTSBURGH—IATSE operators Local No. 171 claims jurisdiction over coin-operated movie machines.

No. 171 will demand servicing of all 16mm coin-operated machines, members of the IATSE stated. Distributor for one such device already has been contacted with respect to servicing.

The number of units to be serviced by one operator will depend on locations of the machines within the county. In all probability it will be six to eight machines daily.

A Grill in Pittsburgh Installs Film Machine

PITTSBURGH—Initial coin-operated sound motion picture machine made its appearance here at the Oakwood Grill in the Homewood district. The machine has eight film subjects of approximately three-minutes running time each, and the slot takes a dime for each exhibition.

Independents Negotiate Pact With Operators

PITTSBURGH—Negotiations for a new contract between independent theatres and the IATSE operators union are continuing.

For the projectionists are Representatives Lawrence J. Katz, Lou Indo and Luther Thompson. Exhibitors labor committee consists of Dr. C. E. Herman and Alex S. Moore. A vacancy exists on this committee due to the death of William D. Davis.

Independent exhibitors state that a new committeeman will be named at an early date, and many of those contacted express the hope that M. A. Rosenberg will consent to assume these duties. Rosenberg is out of the city on personal matters.

Present two-year contract between the independent exhibitors and Local No. 171 will expire August 31.

Old Ross in Carmichaels Virtually a New House

CARMICHAELS, PA.—The Lund, which opened this week, could hardly be identified as the old Ross. The building was acquired some months ago by John Lund and his son, Werner, and was closed April 1 for extensive remodeling which included both front and rear building extensions by which the auditorium was enlarged.

The theatre, before the complete remodeling, was operated by Felix Palone, who has retired from exhibition.

Dietz and Josack Handle Baer-Galento Fight Film

PITTSBURGH—Distribution in this territory of the Max Baer vs. Tony Galento fight picture is in the hands of Irving Dietz and George Josack, who have handled such subjects for years. A complete line of accessories on this bout, as well as the Louis-Godoy go, are available.

PITTSBURGH

AN AMERICAN FLAG has been placed at the entrance of the M-G-M exchange . . . A. D. Comeaux, Paramount auditor, is around . . . Sam Neaman attended the all-star baseball show at St. Louis . . . Larry Katz, IATSE representative, was in Wheeling on business . . . Lou Smith, Columbia's Hollywood publicity director, was here for a conference with Art Levy . . . J. K. Robertson, manager of the Warner, State College, is on a southern cruise . . . William Pearson of Pearson Construction Co., died suddenly the other day . . . Building of the new plant for the Pittsburgh Plate Glass Co. has been started at Ford City.

Vacationing: Peter Quiter, Bill Conway, Mary Mamula and Bill Probst, Universal; Joe Davidson and Tom Ray, 20th-Fox; Harry Passarell, Paramount; Betty Murray Finn, May Weir and Betty Spang, Vitagraph; Bob Kimelman, Marlene Leff and Eva Reiff, Columbia; Tom Connors, M-G-M . . . Charlie Mergen, just promoted from head of the Paramount booking department to a sales post, covering the main line, returned from a short vacation and took up his new duties after helping his successor, William Brooks, in familiarizing himself with the booking setup and accounts. Brooks was formerly of the Cleveland office . . . Art Levy was on duty Monday after a short Canadian vacation . . . Eddie Grainger was around saying hello . . . Also around again is Harry Fry of Wampum.

A number of exhibitors attended the screenings of "Maryland" at the 20th-Fox exchange. Except for this daily attraction, Filmrow was very "dead" . . . Everyone seems to be straightened out on the defense tax. All but a few exhibitors merely added the tax to their admission price. One theatre assumed the tax for a week and then added it, and several houses advanced prices, with the tax, to avoid handling of pennies. One theatre operator is said to have not started collecting the tax, awaiting "a communication from the government" before doing so. If in doubt on any question regarding the tax, get in touch with your collector of internal revenue.

First Filmrow shopper to display a Willkie button was H. R. Wood of the Apollo. Mrs. Wood is an active Republican committee woman, "Woodie" reports . . . John Lund of Daisytown has a record of his family tree for four centuries . . . Robert Neilson of the State, Johnstown, used a giant walking book as a street ballyhoo and also posted a 24 sheet on the sidewalk directly in front of the boxoffice for "The Mortal Storm." Charlie Baron of M-G-M assisted on the campaign . . . Mark Browar, who retired from exhibition the other day with the leasing of his Roosevelt to the Mervis Brothers, is in training to meet Joe Louis. At least he's in training. Says he's going to take care of himself, but we wouldn't be surprised to hear of him acquiring another theatre somewhere.

Joseph L. Fecheck, associated with Matteo Faenza's Republic and Bentleyville theatres for seven years, has resigned these duties and is now on the Leon Reichblum payroll at the Menlo, Charleroi. Louis Stuler, formerly manager of the Ross, Carmichaels, is Faenza's new booker and manager . . . Ticket committee for the Variety Club's golf tournament, to be held Monday, July 22, at the South Hills Country Club is comprised of Archie Fineman, Ben Brown, Herb Greenblatt, Art Morrone and Max Shulgold. Art England is general chairman . . . N. G. Anas, Weirton, W. Va., showman, attended the Republican National Convention at Philadelphia and he is enthusiastic regarding nominee Wendell Willkie.

Tom Mix, Ken Maynard and Hoot Gibson have been filling individual engagements in the local area . . . Press, *which features the "Red Ryder" comic strip, is playing up the Republic serial of that name which stars Don (Red) Barry . . . It's a fourth daughter for the George Marliers. Papa is the Harris circuit's staff artist.*

Burtus Bishop jr., M-G-M manager, has been especially busy out in the field in the interest of the new season's product deals . . . It has come to our attention that during the Republican national convention there was an anonymous campaign boosting theatre executive Frank J. Harris for vice-president of the United States. The advertising cards were signed by the "Vigilant Republican Committee" and they received a wide circulation in Philadelphia and the Pittsburgh area . . . Frank Windstein and Vincent McHugh, both old-time film peddlers, were recent visitors.

William Satori reported at the local Universal exchange Saturday after his initial week as special sales representative for Dave Miller's mideast district . . . Andy Askounes, general manager of the Monessen Amusement Co., has been taking things easy for the past several weeks in Allegheny General Hospital . . . Milton Yeoman, Universal auditor, is in town . . . First turtle entered in the Variety Club's turtle derby to make a Filmrow appearance is "The Great Steinberg, No. 1," which can be seen in the Steinberg's front yard, designated as official training grounds. A sign board states that John Perry is in charge. Official keepers of the turtles are C. C. Kellenberg and Al Weiss. Bill Walker is in charge of the program for the derby.

Fayette County Commissioner Michael Karolcik, the Perryopolis exhibitor, is attending the Democratic national convention at Chicago . . . John George Walsh III was born June 27 to the Albany exploiteer for M-G-M, formerly of the local area, and Mrs. "Jack" Walsh . . . Mrs. Arthur F. Morrone is laid up with a broken ankle as the result of a fall while shopping the other day . . . The William R. Wheat juniors are getting set for their annual Canadian vacation . . . Jim Alexander was back on the job early Monday morning after a 1,700 mile motor tour of the New England states.

Plan Summer Move

WARREN, OHIO—Work of moving back the Ohio Theatre building seven feet to the setback line of other structures on the south side of East Market between Park and Pine, may be done this summer, Solicitor Bruce P. Henderson has informed the city council. Owners of the building, Henderson said, have agreed it should be moved back this summer if possible.

Adapts "Brooklyn Bridge"

HOLLYWOOD—Philip Dunne has completed his script of "Brooklyn Bridge" for 20th-Fox.

BEST BOXOFFICE ATTRACTION IN YEARS
FIGHT IN YEARS
LAUGH IN YEARS

MAX BAER

vs.

TONY (BEER BARREL) **GALENTO**

"They's Both Powahful Funny," Says Joe Louis

WHAT DO YOU THINK?

— See —

IRVING DIETZ **GEORGE "B" JOSACK**

PITTSBURGH

1701 Blvd. of the Allies ATlantic 4874

Exclusive Distributors for Western Pennsylvania and All of West Virginia

CINCINNATI

SPORTING hi-lites of the week were William "Red" Devanney's eight birdies on the same hole in eight successive games of golf at the Hillcrest Country Club. Devanney is M-G-M's office manager and the threesome consisted of 20th-Fox's J. J. Grady and Paramount's ace golfer, Joe Oulahan.

Tennis came to the fore when Eddie Norvak and Tom Fisher, the Midwest RCA team, bit the dust at the hands of James Stallings and John Hewitt at the Lunken Airport Courts. Gelman and Dad Hewitt were among the spectators.

Incidentally the M-G-M office is beautifully draped with an American flag, which is now general in Metro offices throughout the country . . . RKO's "March of Time" contest for playdates winds up August 9, and Booker Trautman emphasizes the local branch is coming up fast . . . Their Wilbur Hetherington is vacationing, also Leonard Katz.

Foster Lane, Dixie, Williamstown, Ky., is convalescing from a severe attack of flu, and will soon be back in the saddle . . . Mrs. Mary C. Montjar, Town Hall, Batavia, Ohio, has returned from a two-week sojourn at Washington, D. C.

Tom McMahon of the M-G-M personnel was seriously injured in an auto accident. Young McMahon suffered two broken ankles and a broken wrist, and is hospitalized . . . The Avon, New Vienna, formerly operated by Messrs. Davidson and Roberts, has been taken over by Miss Claudia Miller and Miss Margaret Hicks.

The Vinton, McArthur, Ohio, has been bought by J. T. Cox and A. J. Wells, as the Vinton Theatre Co. W. D. Smith was the former owner . . . Other changes include the Markay and Kaymar at Jackson, Ohio, taken over by Phil Chakeres. Dwight Jones, former owner, will devote his time to his other business interests.

F. T. Murray, Universal manager of branch exchanges, visited the local office. Other visitors included Homer Gloss, Main, Columbus; Harold Schneider, Lyric, Lancaster; George Pekras, Rivoli and Ritz, Columbus; Bob Poage, Brooksville, Ky.

Pete Smith of Bellevue, Ky., paid one of his rare visits and was much welcomed. Pete's two sons have taken over the management of his theatre, following his recent illness, and friends on the Row were glad to see him looking so well.

Warner's Sam Oshrey is vacationing. Ditto Metro's Tom Smiley . . . Bob Hartlaub, manager of the Nordland, is engaged to Alice Mae Stevens. Miss Stevens is cashier at the Nordland.

Film Frolic to Be Held In Girard on July 17

GIRARD, OHIO—The second annual Film Frolic under the auspices of Peter Wellman of the Wellman and New Mock theatres, will take place here at the Mahoning Country Club, July 17.

The Frolic will open officially at 1 p. m. when the first golf ball will be teed off. In addition to golf, there will be other outdoor games, to be followed by a steak dinner.

Wellman has arranged for 188 door prizes. Tickets cost $2.50 and may be procured from A. M. Goodman or Lou Geiger at the United Artists exchange in Cleveland, from any exchange or salesman in Cleveland and Pittsburgh or from the Mahoning Country Club.

ANNOUNCING

THE SECOND ANNUAL FILM FOLK FROLIC

AT

MAHONING COUNTRY CLUB

GIRARD, OHIO

Wednesday, July 17th, Starting 1 P. M.

TICKETS $2.50

Includes —— Dinner —— Dancing —— Entertainment

DOOR PRIZES BRING THE LADIES

Mail Reservations to

MAHONING COUNTRY CLUB

Liberty Street Extension, Girard, Ohio

Tickets also available at Film Exchanges in Cleveland and Pittsburgh.

CLEVELAND

JOHN HIMMELEIN, commander of the Variety Legion Post, is all puffed up because the sandlot baseball team the post is sponsoring has won every game played this season. The Variety Post supplies the boys with equipment . . . George W. Erdmann, secretary of the Cleveland Motion Picture Exhibitors Ass'n, and Mrs. Erdmann postcard they are having a grand time loafing in the White Mountain region.

M-G-M's Grace Meier, secretary to Office Manager Phil Harrington, left last Sunday for a two-week vacation on the west coast . . . Martin Printz plays the local first run of Republic's "Women in War" at the Alhambra, starting July 11 *. . . Ed Kuekes,* Plain Dealer *artist, is back from the home of the movies. He runs a daily film cartoon in the* P. D., *with words by Critic W. Ward Marsh.*

Ed Huegle, of the Loew art and publicity department, pulled a new one on the jokesters when he spent his vacation with his mother-in-law in Detroit, leaving the wife and offsprings at home . . . Congratulations to Bernard Rubin, PDC office manager, for winning first prize in good old U. S. currency in the Lee Goldberg 25th anniversary sales drive that closed June 30 . . . Claudia Astrum of the Republic stenographic sorority is back from her vacation.

Everett Steinbuck, manager of Loew's State, and Mrs. Steinbuck sign out on July 23 *for parts east and north, including Canada . . . Mystic, Toledo, is reported closed for the summer . . . Jack Walsh, formerly of the local M-G-M exchange and now a member of the exploitation force working out of Albany, is the proud father of a son born June* 27 *and bearing the name of John George Walsh III . . . Leroy Kendis of NSS and the very recent Mrs. Kendis were in New York.*

Pity Ed Fisher, United Artists exploitation man in this territory. No sooner does he buy himself a nice quiet farm just far enough from the city to fill his needs for quiet, than he gets an assignment that keeps him hopping from town to town. Last year he owned and sold a place in North Olmstead. Just recently he bought a farm in Spencer, but before he got moved in, word came of a new UA setup whereby Ed has to spend 24 hours a day doing pre-exploitation and publicity work on all forthcoming UA product. So if anyone wants to buy a farm, contact Fisher at the UA exchange.

Harry Goldstein, Paramount district manager, and Mrs. Goldstein were in Pittsburgh over the Fourth . . . Exhibitors in the territory report holdover business with "Secrets of a Model," which Lee Chapman is distributing and booking into the representative houses of the territory including the Park, Mansfield; Elzane, Martins Ferry, and Capitol, Bellaire.

Charles Raymond, Loew division manager, is "batching" it for a month while Mrs. Raymond and the young Raymonds are vacationing at Situate, Mass.

Friars Further Plans For Charity Frolic

BOSTON—The Boston Friars Club is continuing this week with plans for a mammoth charitable frolic, proceeds of which will be used to supply milk for needy and undernourished children. Film men throughout New England are being contacted and are joining in support of the affair. Although activity is already well underway, the frolic itself will not be held until October 11.

The committee in charge of the function includes such prominent New England film men as: Edward Ansin, Norman Ayers, Steve Broidy, John Feloney, Nat Furst, Larry Gardiner, Harry Goldstein, Morey Goldstein, Jack Gubbins, William Horan, Al Kane, Harry Kirchgessner.

Joe Levenson, Max Levenson, E. M. Loew, Max Melincoff, Ed. Morey, Marty Mullin, Samuel Pinanski, Herman Rifkin, Harry Rogovin, Phil Seletsky, Sam Seletsky, Phil Smith, Harold Stoneman, Murray Weiss, and Maurice N. Wolf.

Edward X. Callahan, 20th-Fox branch manager in charge of the Boston Friars Club milk fund, has solicited theatre owners in this territory to join in the charitable endeavor by selling groups of admission tickets.

Gate prizes to be awarded include such items as a Buick sedan, 16mm talking picture machine, RCA radio and victrola combination, Automatic Bendix Home laundry, refrigerator, vacuum cleaner, and projector and camera.

This latest move of the Boston Friars Club is but one in a long line of charitable promotions, first started under the presidency of Maurice N. Wolf of M-G-M and now being continued by Steve Broidy of Monogram.

The Boston Friars Club, since its inception several years ago, has provided no less than 224 free motion picture shows to shut-ins. It has donated one room to a Boston hospital. It has sponsored summer vacations for 200 children. It has donated $2,000 for undernourished children.

The film organization, whose membership embraces exchanges and theatres throughout the territory, has given Christmas parties to over 600 orphans, and juvenile shut-ins. It has generously supported various charities in New England. It has discreetly attended to the needs of past and present film workers. All these enterprises have been carried on in a nonsectarian fashion.

Discuss Allied Program At Boston Meeting

BOSTON—Frank C. Lydon, president of Independent Exhibitors, Inc., called a luncheon meeting at Steuben's here to discuss local angles of the recent national Allied convention. Some 50 exhibitors were present at the business meeting which followed the luncheon.

Lydon surveyed the proposed national production research, the Neely bill, the government suit, and the report of general Allied counsel Abram F. Myers.

New Defense Tax No Admission Boost Vehicle in New England

BOSTON—New England exhibitors, with but few exceptions, are passing along new admission taxes to the people. There is no wholesale lifting of gate levies to rid cashiers of the odd-penny nuisance, although a number of houses contemplate hiking 35 cent rates to 36 cents within the next few months so that the four cent tax will make the ticket prices 40 cents even.

Joseph Brennan, executive secretary of the MPTOA in this territory, stated that theatres in his organization are leaving admission prices where they were and are letting the public pay the taxes. Connecticut MPTO members are doing the same thing.

Exploitation along "Defense Tax" lines was favored by an Independent Exhibitors, Inc., meeting. Independents present voted in favor of educating the public to the fact that this newest tax was in nowise enriching theatre coffers.

"It becomes highly important," Arthur K. Howard, local Allied business manager, advised member theatres, "that you educate the public via your screen and your local newspaper that this is a federal tax designed to provide the money necessary to properly equip and defend our country.

"On tickets ranging from 21 cents to 40 cents," Howard continued, "you should have printed 'Defense Tax.' In your lobby your sign should read, 'Defense Tax' opposite the amount of the tax."

Recommends Trailers

Recommending the use of trailers to further educate theatre patrons, Frank Lydon, local Allied president and eastern regional vice-president, suggested the following wording:

"To defray the cost of national preparedness, Congress has just passed and the president has just signed the National Defense Tax Act.

"Under this Act, beginning July 1, 1940, all theatre admissions of 21 cents or more will be taxed at the rate of one cent for each ten cents or fraction.

"The law provides that the tax is to be paid by the person paying for such admission.

"On admissions of 25 cents the tax will be three cents which will be added to the price of the ticket. (This should conform to the price policy of the individual theatre).

"The management hopes that it will have the full cooperation of its patrons in carrying out this provision. It will be a real contribution to the welfare and preservation of our country."

At a special tax meeting called by Allied here, 150 theatres were represented. A poll of this independent group indicated that at least 95 per cent of the houses represented would pass the tax along to the public, not altering established admission prices.

General public reaction throughout the territory has been one of acceptance. Patrons have been paying without kicks. One noticeable result in several locations, however, has been that the nickel breakage has brought a decrease in candy sales.

Employment in Hartford Factories Hits a High

HARTFORD—According to the latest report of the Manufacturers Ass'n of Hartford county, employment in factories stands at about 123 per cent of the record January 1, 1929, level, while productive activity is set at 98.6 per cent of the 1929 level.

The association index reflects the expansion of the city's "war defense" industries, the largest of which is the United Aircraft Corp. Over 8,000 employes have been added to United Aircraft payrolls since the beginning of last year, some 5,500 of them in the Pratt & Whitney division. More will be taken on when the latest $8,000,000 plant is completed and in operation about the end of this year.

Glackin Opens Strand at Sound View, Conn.

SOUND VIEW, CONN.—John S. P. Glackin has opened the Strand, one of the few summer theatres in the territory, with a policy of one show nightly and matinees "on rainy days only." Admission is 15-30 cents.

Adolph Johnson and Albert Poulton are operating the New Colony in the same town, with a program of exploitation pictures. "Ecstasy" has been held for a second week at this house.

New London a Tough Spot For Visiting Carnivals

NEW LONDON, CONN.—It seems carnivals are having tough luck in New London this year. First, Councilor James A. May launched a verbal attack against them. Then, the Art Lewis Shows did a nosedive here financially speaking. Finally, the World of Mirth Shows, on the way here, suffered a $15,000 loss in a fire which destroyed one railroad car and its cargo.

New Rex in Manchester Holds an "Open House"

MANCHESTER, N. H.—The newest of Manchester's theatres, the Rex, on Amherst Street, recently was the scene of an "open house." A corps of attendants was on hand to show the visitors the modern features of the new house.

Proprietor is Lucien Descoteau, who also operates the Globe and Empire in this city.

Allied Meets Tuesday; MPTO Also Slated

NEW HAVEN—Allied Theatre Owners of Connecticut will meet at luncheon at the Hofbrau Haus Restaurant, July 16, with A. M. Schuman presiding.

Connecticut MPTO has tentatively scheduled a meeting for the same week.

BOSTON

WILLIAM SPEAR of Capitol Theatre Supply Co., assistant to Frank Gray, left for a vacation on Cape Cod . . . Harry Rose, manager of the Globe in Bridgeport, has been in Atlantic City . . . Harry Asher, local producers Distributing Corp. franchise owner, was in New York on business . . . Roy Heffner of Bank Night has been around New England on business.

Arthur Davis, former New Hampshire theatre owner, is dead in Nashua, N. H. . . . Fred Doherty, former press agent at the Howard Atheneum and famous for his newspaper burlesque ads, style of which is still continued at the house, is dead.

Mrs. Ed Gill of the Strand in Montpelier, Vt., is very proud of that prize she copped at the Allied convention for having traveled the greatest distance of any woman present in order to attend the jamboree . . . The film district was practically deserted the latter part of last week because of the holiday and the thus elongated weekend.

Mary Brady of Monogram plans to spend the first week in August at the Weirs at Lake Winnepesaukee in New Hampshire . . . Oze Tessier, New Bedford exhibitor, was in town . . . Harry Zeitz, also in from New Bedford.

Nate Haase, Detroit manager for Irving Zussman, and Mrs. Haase have a son. The former Boston film man is the brother of Sam Haase, local theatre broker . . . Charles Fish of Capitol leaves on vacation July 22 . . . William Reisinger, manager of the Bijou in New Haven, has been vacationing in Ohio . . . Doris Dalton, the former film star, was at the Ogunquit Playhouse in Maine last week.

Morris Perlstein is giving patrons of the Modern in Brockton something new, phonograph records. The deal is one that has been in the works for several months at the Al Swerdlove office . . . Jimmy McAllister, assistant manager for several years at the Keith's Memorial in Boston and later with the Sam Kurson circuit, has taken over the management of the Capitol in Portland for E. M. Loew.

Frank Lydon, operator of the Hamilton in Dorchester, is paging kid summer business with three serial changes weekly, running one of the youngster-getters every day . . . Al Somerby has darkened the Old Howard for the summer, an annual practice.

Jack Granara, publicity manager for local RKO theatres, is vacationing at Maplewood Country Club in New Hampshire. Granara was formerly caddy master at the spot. Red King, formerly stage manager at the RKO Boston and present assistant publicity manager for the Boston and Memorial, is relieving Granara.

Phil Berler, head booker for the E. M. Loew circuit, now has two sons. The latest event took place last week at the Richardson House . . . Al Longo of the publicity department of Loew's, Inc., tied in with the Cape Cod Steamship Company for a "New Moon Boat Trip" to exploit "New Moon" . . . Longo also promoted the State Ballroom in Boston to put on an exhibition of the Rondelay dance from the picture.

Adolph Burroughs has darkened the Casino in Boston for an indefinite period . . . Leon Foster, Capitol Theatre Supply executive, is planning a fishing trip at Millinocket, Me., in company with Frank LePage . . . Ethel Moore of Capitol goes to Lake Winnepesaukee soon . . . Herb Zidel of Imperial has been in Maine on business.

Al Borrelli of Specialty Pictures, Inc. was uninjured when the automobile he was driving was side-swiped . . . The son of Florence Scully Slater of Universal has been ill . . . Sharon Lynne, here from Hollywood, was at the Farragut Playhouse at Rye Beach, N. H. . . . Irving Dunn of Specialty Pictures, Inc. was in Maine and New York on business . . . Robert Portle, manager of the Poli in Worcester, was in the film district.

Fred Fahlbusch of the M & P Theatres Corp. has returned to his home following a long hospital siege and is said to be on the way to recovery.

Maynard Sickles of the Capitol Theatre Supply Co. and Mrs. Sickles expect that certain event on or about August 1 . . . Sickles recently placed new lamps at the Rialto in Lancaster, N. J. Homer Graves manages the 500-seat situation which is booked by Interstate Theatres Corp.

Christine Antignoni of the Harry Asher office has been supplying Specialty Pictures and Producers Distributing Corp. with flowers from her garden . . . Morris Schwartz of the M&P Theatres Corp. advertising department was out last week following an automobile accident.

Joseph A. DiPesa, Loew's Inc. advertising manager, promoted WEEI for a song identification contest built around a nucleus of tunes from former Nelson Eddy and Jeanette MacDonald pictures. Passes to "New Moon" were given winners. And at the Esplanade, Arthur Fiedler put on a "New Moon" concert.

: Second Story Stuff :

BOSTON—"Do you want to go upstairs and have your fortune told?" Well, you can't in a Massachusetts motion picture house on Sundays. The department of public safety last week removed that single sentence from Paramount's "The Great McGinty." It was the only elimination listed for a group of 40 motion pictures.

First National's "Confessions of a Nazi Spy," which appeared on the Department of Public Safety official weekly bulletin of approved motion pictures dated May 1, 1939 with no eliminations, was noted as having been reissued with revisions made in the dialogue in the eleventh reel.

Fourteen vaudeville acts were scrutinized. Four of these were refused Sunday licenses, while four others were ordered to conform with recommended modifications for Sunday showings.

Milton Green and his bride, the daughter of Sam Pinanski of M&P Theatres Corp., have been honeymooning in Honolulu . . . Jack Eames opened the Colonial in Bethlehem, N. H., last week for the summer season. The circuit house has been dark throughout the winter . . . E. W. Avery is using single features at the 280-seat Key in Meredith, N. H.

Hope Newcomb is operating the Marblehead in Marblehead for the summer . . . Guy Palmerton has the Shalom Playhouse in Fitchburg . . . The Opera House in Woodlawn, Me., has been darkened by F. Foggia. The house, closed July 6, is to be reopened in the fall per present plans.

John Carroll, manager of the Paramount in Boston, has tied in with Edward M. Muldoon, New England sales director for A & P, for a "Musico" broadcast every Wednesday evening over WEEI from the Paramount stage. Patrons play the game, which is based on filling a card with song titles in the Beano style and cash prizes are awarded.

George Kraska, operator of the Fine Arts in Boston, has revived "King Henry the Eighth" to the tune of big business at the house . . . Dave Whalen, former local Republic publicity director and present national exploitation manager for the distributor, put on an Ona Munson party at the Savoy Plaza in New York recently.

Mario Daru, assistant to Publicity Manager Jack Saef of the Paramount and Fenway and now on vacation leave, has taken over position of assistant manager at a hotel in the New York summer resort.

Ernest Sharaf, operator of the Rialto in Worcester, is mourning the death of his father . . . Joe Ehrlick, assistant to Publicity Manager Jack Granara at Keith's Memorial and the RKO Boston, is considering several summer assignments now that he is on leave from RKO until fall.

Sayde Gotz of M-G-M was at Cape Cod . . . Cox and Marble plan to reopen the Premiere in Meredith, N. H., shortly, following fire damage. The house was formerly operated by Dustin and Emery.

Steve Broidy, Edward X. Callahan, Ed Morey, and Maurice N. Wolf spoke at a cocktail party of the Boston Friars Club last week attended by local feminine film workers. The affair inaugurated the Boston Friars Club milk fund drive.

Patricia Henderson, daughter of Pop Henderson, assistant manager of Paramount Theatre, is home from Children's Hospital and convalescing following 34th and 35th operations performed to relieve a condition precipitated by the burning of her leg when she was a youngster. She was reported to be convalescing favorably.

William H. McLaughlin, operator of the Stoneham Theatre in Stoneham and commander of the Theatrical Post of American Legion, called a special meeting last week to bring film legionnaires in line behind the latest Boston Friars Club charitable endeavor.

Proclamation

HEAR YE, HEAR YE: Now, light like the sun—new high levels of *daylight* illumination—are both practical and economical on *existing wiring*, with the incredible new Hygrade Miralumes. Completely wired —ready to install, nothing else to buy. Hygrade Miralumes carry the performance, efficiency and usability of Fluorescent lighting still a further step ahead. Besides being remarkably easy to install, Miralumes offer many other unique advantages. They are standard size Hygrade Fluorescent lamps. Stroboscopic effect has been practically eliminated, and power factor correction is built in. And they provide the *coolest* high-level light ever developed.

Check these important

"MIRALUME"

advantages

1. NEW HIGHER LEVELS OF LIGHT
2. DAYLIGHT QUALITY ILLUMINATION
3. COOL LIGHT—IDEAL FOR AIR-CONDITIONING
4. SOFT, DIFFUSED LIGHT
5. BUILT-IN POWER FACTOR CORRECTION
6. STROBOSCOPIC EFFECT CORRECTED
7. STARTERS EASILY ACCESSIBLE
8. EASY TO INSTALL



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New England Theatre Openings Are Steadily Increasing

By BRAD ANGIER

BOSTON—The number of open theatres in New England is steadily increasing, a survey indicates. Active houses in the Boston district, which includes all of New England with the exception of Connecticut, number 827. In 1938, 769 houses were operating, while the year before the total was 716. In 1936, 768 theatres were in action in the territory.

The official New England Theatre Guide compiled by Martha W. Ferris indicates that singularly owned independent houses in the territory, now 639, increased this year for the first time in many months. Solo inde spots in 1938 totaled 617. No official theatre guide was issued in 1939. Independent theatres as of January, 1937, totaled 658. The year before, the figure was up to 765.

No less than 215 New England motion picture houses were dark as of last June 1. In 1938, total closed theatres were up to 245. The figure was even greater in 1937 when 292 houses were denoted as closed, even after Martha Ferris revised her list so as to exclude 93 houses not outfitted for sound reproduction. Total closed theatres as of January, 1936, reached a figure of 328.

Massachusetts, with 415 theatres in operation and 93 in curtains, maintained this year its formidable position as the cog of the New England territory. This total of 508 motion picture houses is comparable to Massachusett's 1938 figure of 492 theatres, combining a seating capacity of 487,230. In 1937, the figure was down to 484 houses seating 461,767. Massachusetts theatres in 1936, totaled 496 and seated 467,446.

Maine, with 222 theatres, remained in second place this year. The number was an increase of seven over the 1938 figure, and increase of 11 over 1937 total, but a drop of 31 from the 1936 survey which, however, included a number of silent locations long since antiquated.

New Hampshire, as of June this year, numbered 125 houses, 103 of which were in operation. This was a drop from 1938, when 121 houses sat 68,794. Five more houses were in operation the year previous, while the official 1936 total came up to 138, seating 73,339.

Vermont Keeps Position

Vermont, which in 1938 boasted 103 theatres and was fourth on the Boston territory list, kept its lead over Rhode Island this year with 102 motion picture houses, 67 of which were in operation. Rhode Island, however, had a higher percentage of activity with 62 open out of 85. Rhode Island, in 1938, had 83 listed houses.

Vermont numbered 105 houses in 1937 and 121 in 1936, while Rhode Island had 82 and 88 at the beginning of each respective year.

Affiliated theatres in this territory numbered 154 on June 1, according to the compilation. Five circuits combined these holdings: M&P Theatres Corp., Warner Bros., RKO, Loew's, and Maine and New Hampshire Theatres Co. Of this number, 142 were reported open and only 12 recorded as closed.

Unaffiliated circuit holdings totaled 249, all but 26 of which were in operation. Listed in the theatre guide as unaffiliated chains were holdings of Philip Bloomberg, Deitch and Thornton, Edward Fay, Graphic, Irving Green, George Giles Estate, Interstate, Latchis, E. M. Loew, Frederick E. Lieberman, Levenson Brothers, Morse & Rothenberg, George Ramsdell, Philip Smith, Fred Sharby, Ralph Snider, Gordon and Lockwood, M. A. Shea, Herman Rifkin, Western Mass. Theatres, Robert Whitten, and Nathan Yamins.

M&P Have 95

The M&P Theatres Corp., headed by Samuel Pinanski and Martin J. Mullin and affiliated with Paramount, is by and far the largest circuit in the territory, with 95 houses. Maine & New Hampshire Theatres Co., headed by John J. Ford and also connected with Paramount, is second with 32 houses. Far down the line are Warner with 16, Loew with seven, and RKO with four.

E. M. Loew, whose holdings now extend as far as Florida and New Orleans, at present controls 40 motion picture locations in New England and ranks as the largest independent circuit owner in the territory. Close behind is Interstate, Edward Ansin and E. Harold Stoneman combine, with 32 spots. The Graphic Theatre circuit, headed by Samuel Kurson in cooperation with his two sons, Newell and Kenneth, has a 16-house chain.

Max and Joseph Levenson control 11 houses. Peter Latchis operates 12 theatres out of the Latchis Theatre in Keene, N. H. Charles Morse and Louis Rothenberg have 13. Ralph Snider is interested in 14 houses. Fred Sharby, also working out of Keene, N. H., has one dozen.

The Western Mass. Theatres, Inc., listed in the official Boston Theatre Guide as an unaffiliated circuit, controls 17 houses. The George A. Giles Estate has 10. Phil Bloomberg has three. William Deitch has six. Edward Fay has four. Irving Green has a quartet. George Husson has three.

Eight for Lieberman

Frederick E. Lieberman is listed as having eight. George Ramsdell has seven. Phil Smith, who has a prosperous group of drive-in locations in the mid-west, now operates but three in New England. Robert Whitten, operating in Maine out of the Opera House in Belfast, has eight. Nathan Yamins, who recently disposed of two in Fall River to Interstate, now has three in that city.

Louis Gordon and Arthur Lockwood are listed with nine, the same number accorded the M. A. Shea circuit of New York. Herman Rifkin, who this year added five, has jumped his holdings to eight.

Importance of the concentrated New England territory may be seen in the fact that 1,042 theatres are listed for Maine, New Hampshire, Vermont, Massachusetts, and Rhode Island. This figure is an increase of 28 over that of 1938 and a jump of 34 over the 1937 total. It was in 1937, it is to be remembered, that 93 silent houses were dropped from the list. The 1937 total before these deletions was 1,101, an increase of five over 1936.

BRIDGEPORT

WALTER NITSCHE, chief projectionist at the American, has just checked off another birthday . . . Morris Jacobson, general manager of the Strand Amusement Co., and his son, Louis, are on a motor trip to Cincinnati. Frank Morris, manager of Hippodrome, is filling in during Jacobson's absence.

The Loew-Poli had the biggest Fourth of July business on record with "New Moon." And at this writing indications are that the theatre is headed for its biggest week in several years . . . Vandals shattered the plate glass window in front of the boxoffice at the American.

Manager Manny Kuggel of the Warner is passing two weeks in the White Mountains near Laconia, N. H. . . . Humphrey Doulins will make his first trip to Hollywood in two weeks. He will be accompanied by Lily Pons. He used to be film editor on the Norwalk *Sentinel* and later on the Bridgeport *Post* and *Telegram*.

Harry Rose, Globe manager, who has to turn them away on Monday night when he shows vaudeville, is getting a nice little laugh. City-owned Pleasure Beach tried the vaudeville and drew 25 people at 25 cents each. The show cost around $400. Harry figures there isn't any competition in that direction . . . Burton Taylor of the American usher staff has been promoted to doorman.

Fred H. Russell of the *Post* and *Telegram* is starting a series of thumbnail biographies with pictures of all theatre employes in the city. The first house to receive attention is the Loew-Poli. The sketches run every Monday in his daily Passing Show column.

Matt Saunders' kiddie cartoon show, with several vaudeville acts as added attraction, did big Saturday morning business at the Loew-Poli.

Assistant Manager Robert Carney of the Majestic is back on duty after a vacation . . . Al Domian was sent to New Haven for vacation relief but was recalled to the Loew-Poli when business at the theatre exceeded all expectations.

Gloria Stuart, film actress, drew heavily in summer stock at the New England Playhouses, Ridgefield. She celebrated her 30th birthday on July 4 and Lieut. Leo Carroll of the state police gave her a party with 150 guests at the Ridgefield barracks.

Local downtown theatres lost an advertising medium when the city abandoned its closed waste containers and substituted open wire baskets.

The S and R Got Too Friendly

Springfield, Mass. — The Springfield "Republican's" review the other day of "The Ghost Breakers," which was playing at the Paramount, got a headline start—but in the wrong direction.

When the copy left the reviewer's desk, it read, "'The Ghost Breakers' Merry Thriller." By the time it turned up with readers' breakfast coffee, it spelled "Messey Thriller."

Said the "Republican" in regard to the typographical error: "The letters S and R got too friendly when the linotyper wasn't looking. Anyway, it is a merry film, and apologies are in order for the unintentional."

Bob Hope P. A. Results in Sensational Business

BOSTON—The sensation of theatre business in Boston last week was the Bob Hope stage and screen appearance at the Metropolitan. "Ghost Breakers," combined with the first stage presentation the largest New England motion picture house has had in some two years, grossed $53,000 and gave heart to die-hard vaudeville advocates.

The Metropolitan, following the one-week engagement which ended on the holiday, went back into double features with contracts in effect, nevertheless, that assured the possibility of future stage show presentations on a spot booking basis up to the end of next month.

With flesh out of the city, Ben Domingo of the local RKO theatres, went ahead with negotiations for an Orrin Tucker—Bonny Baker show at the RKO Boston, probably in August. Kay Kyser and other name personalities may follow, it is reported.

Dave Ambuter Leaves for Honeymoon in Canada

BOSTON — Dave Ambuter, head of the Ambuter Film Laboratories, and Jeanne Martinez, local advertising agency executive and radio writer, were married here last week. Rudolph Bruce, formerly of M-G-M and now publicity director for the Waltham Watch Co., was best man. The couple left for a Canadian honeymoon.

Announce RKO Hours

BOSTON — Ross Cropper, RKO branch manager, has announced to local film men that: "To insure proper attention to shipments, mail, etc., and to comply with labor laws, the RKO booking department closes daily at 4:15 p. m. and Saturdays at 12:00 noon.

Out in Orderly Fashion

MEREDITH, N. H.—The audience left the new Key in orderly fashion when the theatre was slightly damaged by a fire which started in the projection room. The theatre had been opened a day before the blaze.

NEW HAVEN

BEST Fourth of July business in several years on the Poli circuit and in the nabes, because of rainy break in the weather. Other New Haven downtowns fair. Hartford and Springfield Loew-Poli houses broke all daily house records on the Fourth, with the opening of "Andy Hardy Meets Debutante." Circuit had record made of Governors Saltonstall and Baldwin and the mayors of all Poli towns, saluting the Hardys on their third anniversary. Record will be used on radio stations in various towns.

Martin Keleher, Maurice Shulman and Charles Repass served on the Allied committee to confer with commissioner of taxes at Hartford and report at the Allied meeting. Also, Thomas Griffen, chief collector at New Haven, spoke and answered questions. Because of fine newspaper cooperation in Connecticut towns, explaining editorially and otherwise that exhibitors hereabouts were not taking advantage of the amusement tax to raise prices, but simply passing on the defense tax, the public was fully prepared and willing to pay, exhibitors reporting no trouble.

Vacations start in earnest as sun shines belatedly. Matt Saunders, Poli, Bridgeport, manager, is off for Chicago . . . Bob Russell, Poli, New Haven, going in for aquatic sports, such as swimming, fishing, crabbing, clamming at Peconic Bay, L. I. . . . Bob Portle of the Plaza, Worcester, keeping his destination a secret . . . Columbia Cashier Ann Canelli will spend her vacation at home . . . Helen Clementi, Paramount cashier, is a mid-July vacationer . . . Mary O'Daynick, RKO, is spending her leave at Jug End Barn, Great Barrington . . . Beatrice Levenstein is the Warner exchange vacationer this week . . . Norman Randall, Paramount assistant, will have a few weeks to make a fuss over Patricia Anne . . . Ed Fitzpatrick, Poli, Waterbury, manager, is off duty, with Lou Cohen relieving . . . Sam Germaine, 20th-Fox booker, decided on a trip to Boston . . . Carol Bruning of 20th-Fox, also off this week . . . Ethele Phillips, contact clerk, and Molly Smith, assistant cashier, are out of the Metro ranks for a few weeks . . . Helen Kilbride and Jule Van Orden are away from Paramount exchange duties.

Charles Repass and family of the Crown, Hartford, have left for a 10-day motor trip to Columbus, leaving Bill Benn in charge of the theatre. The Columbus attraction is young Robert Repass, who plays on the Columbus nine . . . Steve and John Panora of Stafford Springs, Willimantic and New Milford are enjoying the summer at their beautiful Niantic estate . . . Tom Donaldson, manager of Metro, New Haven, visited with his mother in Berlin, N. H. . . . While Charlotte McGuigan visits with friends in various parts of Pennsylvania, Florine Bower subs as secretary to Harry Shaw . . . Helen Tendler, 20th-Fox biller, spent a good part of her time off at the World's Fair . . . The Fishman office was destined to retain its valuable employe, Al Bookspan, it seems. Al was not as far away as he would have liked to have been when the bomb exploded at the Fair.

Five Warner theatre managers stepped off July 13 for those two weeks of ease they'd been waiting for: J. R. Shields, Capitol, Ansonia; R. W. Barrett, Strand, Woburn; H. Cummings, Warner, Lynn; T. Maller, Lenox, Hartford; H. Campbell, Central, Hartford . . . Stanley Redmond, Allyn assistant in Hartford, spent part of his vacation in New Haven . . . James Bracken, Warner contact department, chose Philadelphia . . . Bob Munzner, College, New Haven, assistant, fishing at Lake Sabago, Me. . . . Jane Rosenschein due in from the west to visit with daddy Milt Hyams, Metro salesman . . . Ralph Civitello, operator of the Devon, warns he may be married any day now . . . Morris Jacobson of the Strand Amusement chain spent a long Fourth weekend in Detroit . . . The Ben Louries motored to Boston for a weekend . . . Sam Calechman of the Howard took a long weekend off for a Long Island house party . . . I. Levine of Imperial summering at Silver Sands . . . John S. P. Glackin commuting between New Britain and Sound View, now that the Strand is open

B-41 exchange employes will get together for that clambake at Indian Grove, West Haven, July 24, if the weather is fair . . . Congratulations to Hugh Maguire, RKO booker, on his first wedding anniversary . . . Whipping into good form is the foursome at Meadowbrook, including Bob Russell, Bill Robinson, Al Warmingham and Jack Parrish. All the boys are practicing for those prizes at the annual film golf tournament, August 6 . . . Lucy Zlotkowski of Universal will spend much of her vacation at the beach this week . . . Grace Prunelli of Columbia thinks she'll choose Thousand Islands.

Morris Haddleman closed his Shelton on the 8th for about five weeks, after which time it will emerge with new seats, new booth and a decoration job. Lou Phillips personally supervises for Modern Theatre Equipment . . . Strand Amusement still talking about reseating the 600-seat Rialto, Bridgeport, this summer . . . Bailey Westville Theatre speeding along for September opening . . . Strand, Winsted, has completed its air-conditioning installation . . . Rumor of a house in Niantic persists. But uncertainty of conditions has definitely put a crimp in what looked like another busy construction and renovation period in the state.

Local Metro exchange stands 11th in the bonus plan and near the top in the

(Continued on page 61)

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HARTFORD

RUEBIN LEWIS, stage manager at the Palace, and Gus Maye attended the Springfield funeral of John F. Gatelee, late IATSE leader . . . Rumors have it a local theatre will feature vaudeville this fall in competition to the State, only sponsor of flesh in this area at present . . . Main stem Daly brought in "Our Sinful Daughters." Crown played "Reefer Madness."

Robert O'Connor, chief of service at the Allyn, hopes to get in some fishing during his vacation . . . Says Julian Tuthill of the Hartford Times *regarding the new admission tax: "For those who have piggy banks into which they put all their pennies, even the new ten per cent tax will be a blessing. When theatre tickets sell for amounts like* 11 *cents,* 28 *cents,* 44 *cents and the like, the coppers will collect like hot cakes" . . . In town was Milton Hale, Hollywood commentator for WMAS, Springfield . . . "Susan and God" played two weeks at the Palace . . . Ditto "The Ghost Breakers" at the Allyn . . . Manager Martin Kelleher, Princess, prefers his vacation during the winter time.*

Charlie Augustus, usher at the Colonial, has returned from his vacation in Washington, D. C. . . . William Flanaghan, manager of the Lyric, went on his vacation but didn't tell the destination . . . Victor Morrelli, Rialto manager, is back from a fortnight of rest and ease . . . Charlie Repass, Crown manager, is expecting to visit his son in Columbus, Ohio, this summer. His son is quite a ball player, according to reports . . . Harold H. Campbell, manager of the Central, West Hartford, hopes to get in some good fishing during his leave . . . Laura Beautin, Colonial cashier, left on her vacation, while Bernard M. Levy, Proven Pictures manager, takes his in a few weeks.

Freda Bishop, usherette at the Proven Pictures, was married the other day . . . Charlie Donohue, an assistant to Manager Martin Kelleher at the Princess, has resigned . . . Keith Southern, assistant manager at the Proven Pictures, leaves soon on his vacation . . . Carl Thompson, janitor at the Central, has returned from a New York rest . . . Michael Peakey, Rialto janitor, is visiting Connecticut shoreline resorts . . . Rialto sponsored a cooking school in cooperation with Brown, Thomson's . . . James F. McCarthy, manager at the Strand, hopes to visit Hollywood this summer . . . Local 486 *gave* $25 *to the Red Cross . . . Holyoke, Holyoke, played "Gambling With Souls."*

Robert Kent, actor, passed through here on his way to Marblehead, Mass., where he is slated to appear with the North Shore Players . . . Manager Jack A. Simons of the local Loew's Poli obtained the cooperation of the Connecticut Society of Colonial Dames during the run of "The Flag Speaks" . . . A new book giveaway has been signed for Lou Anger's Astor, East Hartford . . . Myrtle Tower, cashier at the Paramount, New Haven, visited the Republican national convention in Philadelphia . . . Wife of J. J. Nolan, studio chief at RKO, was the guest of Mrs. Lucy Flack of the Capitol, Milford, recently . . . In New Haven were Joe and Ted Markoff . . . Joseph Amstead, manager at the Elm Street in Worcester, is back from a Hollywood vacation . . . Sidney H. Kleper, assistant to Manager Lou Cohen of the Palace, effected a three-column co-op ad on "Irene."

George Ramsull and Johnnie Horan are new part-time ushers at the Allyn . . . Richard McMann filled in for Seymour Kimenker, Loew's Poli Palace usher, when the latter vacationed last week . . . Jimmy Hughes, doorman at the Loew's Poli, took his missus to the New York World's Fair . . . Stanley Redmond, assistant to Manager Walter B. Lloyd of the Allyn, was in New Haven and along the Connecticut shoreline during his vacation.

Team Wald and Macaulay

HOLLYWOOD—Jerry Wald and Richard Macaulay are teamed on the script of "Miss Wheelright Discovers America," a David Lewis production for Warner to be based on a story by Leonard Spigelgass.

NEW HAMPSHIRE

CLARENCE MIXER, former manager of the Bay View Pavilion at Alton Bay, which has shifted from summer films and dancing to roller skating, and Mrs. Mixer were tendered a farewell party prior to leaving for Arlington, Mass., where they will reside. More than 75 friends attended.

The Scenic in Rochester has announced a new policy of showing two feature pictures each Saturday, together with the regular shorts.

Cameramen were in Dover "shooting" the Merchants National Bank and Strafford County National Bank buildings as fine examples of old-style architecture, which will be in March of Time's special "Our Town" release.

Jim Irwin, manager of the Winnipesaukee Gardens, summer dance and cinema palace at the Weirs, had as a recent caller Col. Frank Knox, President Roosevelt's appointee for secretary of the navy. Irwin was Colonel Knox's advance representative in the 1936 *presidential campaign when the latter was the GOP candidate for vice-president.*

The MacDowell Colony in Peterborough, where Thornton Wilder wrote "Our Town" and where many other playwrights, composers and actors have been members, has been reopened after being closed last summer due to damage caused by the 1938 hurricane.

The following summer theatres have opened in New Hampshire: Keene, Keene; Chase Barn Players, Whitefield; Barnstormers, Tamworth; Farragut Players, Rye Beach; Peterborough Players, Peterborough; New London Players, New London; Actor Associates, East Jeffrey.

Connecticut Golfing Plans Completed

NEW HAVEN—Invitations have gone out for the fifth annual Connecticut film golf tournament, sponsored by the MPTO of Connecticut, to be held Tuesday, August 6, at Race Brook Country Club, Orange. Herman M. Levy, executive secretary and chairman, will be assisted by the following committee:

Louis Schaefer, Paramount Theatre manager, secretary; George H. Wilkinson, Wilkinson, Wallingford, treasurer; Bernhart E. Hoffman, Warner executive; Harry F. Shaw, Loew-Poli division manager; Samuel Rosen, Rosen Film Delivery; Max Tabackman, Rivoli, West Haven and Rialto, New Britain; Edwin Raffile; Morris Joseph, Universal manager; Abe Mattes; Morris Nunes, Progressive Premium; Barney Pitkin, RKO manager; Edward Ruff, Paramount manager; Ben Simon, 20th-Fox manager; Lester Tobias, Tobias Premiums; Lou Wechsler, UA manager, and I. Levine, Imperial Pictures.

Use of the championship course has been arranged, with a nine-hole qualifying round planned for 10:00 a. m., luncheon at 1:00 at the clubhouse, 18-hole tournament at 2:00 p. m., dinner, entertainment and awarding of golfers' and non-golfers' prizes. Fee for the whole event is $5.00. Many out-of-town guests in various branches of the industry and indirectly connected with it have already made reservations.

Anti-Picketing Order Is Dissolved in Hartford

HARTFORD—Judge Frank P. McEvoy of superior court has dissolved the temporary injunction against peaceful picketing which Proven Pictures of Connecticut, Inc., operator of the Proven Pictures Theatre, had previously obtained against Local 486. The injunction was issued in June, 1938.

Deposition From Gorham Taken in Graphic Suit

BOSTON—Defense in the anti-trust suit brought by Kenneth Gorham of Middlebury, Vt., against the Graphic Theatre circuit et al., began taking Gorham's deposition Monday at Rutland, Vt. George S. Ryan, attorney for Gorham, was present.

Postpone Mardi Gras

HARTFORD—The Mardi Gras, which was slated to be held by the theatrical division of the local Red Cross last Wednesday night, was postponed at the last minute, due to weather conditions. According to an announcement made to this publication last Friday afternoon, the affair has been postponed indefinitely.

Cuts Sunday Price

BRIDGEPORT—Jack Schwartz has reduced the Sunday admission at the West End from 25 cents to 20 cents.

SPRINGFIELD

PHILLIP BERGERON, usher at Harry Arthur's Art, took a trip to the New York World's Fair . . . Robert Switzwiller, doorman at the Capitol, was in Worcester . . . Filmrow visitors were Harry F. Shaw, Loew's Poli division manager, and Lou Brown, publicist for the same circuit . . . Ray Title, manager of the Art, was in Boston . . . George E. Freeman, Loew's Poli manager, tied up with music stores and radio stations during the run of "New Moon" . . . Robert Mayo is a new doorman at the Paramount, succeeding Harold W. White, resigned.

Roy Long has been added to the service staff of the Art, succeeding Robert Roach, who has gone to Hampton Beach for the summer . . . When the Forest Park Phillips brought in the first chapter of "Flash Gordon Conquers the Universe," Manager Carl Jameroga, through the cooperation of a local dairy, gave away free ice cream to over 1,200 kiddies . . . Lobby doors at the Broadway have been repainted . . . Anthony DiCarro, chief of service at the Court Square, leaves soon for Muncie, Ind., where he will visit friends . . . Phyllis Powell, former cashier at the Paramount, is a new figure in the boxoffice at the Garden . . . James Kellogg is another new doorman at the Paramount, succeeding Elmer Baker, resigned . . . Manager Charles R. Smith of the Broadway has returned from his vacation in Boston and Cape Cod.

Our congratulations to Mr. and Mrs. Raymond Lynch, who now have a new member in their household. The baby, named Joyce Mary, is the Lynches' first child. Mr. L. is doorman at the Court Square . . . Mrs. Mary Powell is a new cashier at the Garden . . . Emil Morrisseau, projectionist at the Court Square, took his family to the New York World's Fair, Coney Island and the boardwalk at Atlantic City . . . Several theatres in western Massachusetts lowered admission prices before the new tax took effect . . . Robert Gordon, doorman at the Court Square, had as guests Gwinn and Jack Garfield of Bridgeport . . . Ringling-Barnum & Bailey Circus was in town.

Johnnie Knightly, assistant to Manager Andy Sette at the Capitol, has returned from his vacation which was spent in Boston . . . Robert Switzwiller, doorman at the Capitol, has traveled all 48 of the states . . . Vaudeville is still doing well at the Court Square despite summer weather and increased admission prices . . . Edward Carroll, operator of the Riverside Park-In, was in Boston the other day . . . Alice J. Tyler is handling the Theatre-by-the-Sea, Matunuck, R. I., for the summer . . . Wallace J. Cooper, assistant manager at the Loew's Poli, Hartford, and his missus took a trip to New Haven.

"Love Came Back" Sequel

HOLLYWOOD—As a sequel to "My Love Came Back," Warner will make "Temporary Sweetheart." Wolfgang Reinhardt will produce and Kurt Bernhardt will direct, with Jeffrey Lynn and Olivia De Havilland in the leads.

NEW HAVEN

(Continued from page 59)

summer championship. Charlie Lazarus confident of winning the $100 booking bet for high place with Cleveland, Cincinnati, Boston and Pittsburgh . . . Daly, Hartford, ran a week of 10 p. m. late shows featuring "Our Sinful Daughters" . . . Rialto, New Britain, stresses the fact that "Beast of Berlin" was banned by the New York censors . . . Colonial Dames and DAR sponsored and advertised "The Flag Speaks" at the Strand, New Britain. "Your patriotic duty to see it," said the dames.

Devon has added Wednesday matinees . . . Bijou starts its bathing beauty contests with 12 glamour girls, July 18, having secured $600 in prizes from Savitt's jewelry as a tiein . . . New Haven *Journal Courier* editorial on defense tax by Jack Schaefer, editor, rates first of all such articles secured on the tax in the *Loew Down*, Loew's, Inc., house organ . . . Bob Russell's lobby corner piece at the Poli for "Pride and Prejudice" cries "Bachelors, beware of five husband-hunting females on the loose."

Dixwell Playhouse is using trolley dashers again . . . Premium Promotion's Sam Lind has sold its nine-week history series to Bostick, Bridgeport; Rivoli, West Haven; Community, Centerdale, R. I.; Bijou, Uxbridge; and Grand, Indian Orchard . . . Latest wrinkle is Auto Beano, which has made its appearance at the Sturbridge Ride-In.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

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MT101 Bulletin Boards
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MT104 Flashers, Sign
MT105 Insert Frames
MT106 Lamp Coloring
MT107 Letter Mounting Units
MT108 Marquees
MT109 Poster Projectors
MT110 Signs, Admission
MT111 Signs, Electric
MT112 Signs, Neon, Zeon

AIR CONDITIONING

MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
MT127 Coils, Cooling
MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
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MT138 Oil Burners
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MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
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MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

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MT333 Stage and Effect Lighting
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MT335 Stage Rigging
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MT347 Pipe Hangers and Brackets
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Rounding Out Plans For Golf Tourney

JACKSONVILLE — Plans are fast taking shape for the golf tournament which promises to be one of the high entertainment notes in connection with the annual SETOA convention here, July 21-23.

Prizes galore have been obtained by the committee in charge, including such useful items as golf clubs and balls, luggage, cocktail shakers and poker chips. A number of trophies and loving cups also will go to winners.

There will be five flights, each to be made up according to the first day's scores. Prizes will be awarded to winners and runners-up of each flight, as well as for low qualifying gross, long drives, most birdies and for high gross score. However, this by no means exhausts the prize list.

The San Jose course, on which the tournament will be played, is one of the finest in Jacksonville. Entrance fee, including caddy fee, is $4.

The golf committee is composed of Riley Davis, chairman; Guy Kennimer, A. C. Bromberg, J. H. Harrison, E. E. Whitaker and Abe Borisky.

Donors of prizes, according to the committee, include: Floyd Theatres, Haines City, Fla.; Independent Theatres, Chattanooga, Tenn.; Crescent Amusement Co., Nashville; Rockwood Amusements, Nashville; George Washington Hotel, Jacksonville; Martin Theatres, Columbus, Ga.; R. B. Wilby, Wilby Theatres, Atlanta; Lucas & Jenkins, Atlanta; Bailey Theatres, Atlanta; Theatrical Printing Co., A. C. Bromberg, Monogram Southern Exchange, National Theatre Supply, Alexander Film Co., Capitol City Supply Co., American Desk and Seating Co., Buckhead Theatre, and Universal Film Exchange, all of Atlanta; O. C. Lam, Rome, Ga.; Sparks Theatres, Jacksonville, and Waters Theatres, Birmingham.

Projectionist Brings Invention to Dallas

DALLAS—A new invention in the form of a fluid drive constant takeup was demonstrated here by Clarence Nelson, projectionist at Interstate's Alhambra in Houston. The device is said to be applicable to either upper or lower magazine.

Associated with Nelson as a partner in the invention is Eddie Miller, international representative of the IATSE and secretary of the sixth district.

Miller, father of Nan Grey of the screen, is a charter member of the Houston Local No. 279. He spent quite some time here in sessions with Elmer Zrenner, chief technician for Interstate, and Jack Zern of Altec, getting reactions on his device.

"One Million B. C." Is Held

SAN ANTONIO—The Texas recently held over "One Million B. C." for an extra two-day run.

Tub-Thumpers Into Ecstasies Over SETOA Convention

By B. O. TELLER

JACKSONVILLE—That thunder shaking the southeast here of late is not cannonading, but is the energetic activity of tub-thumpers extraordinary for the annual convention of the Southeastern Theatre Owners' Ass'n at the George Washington Hotel here July 21-22-23.

But listen to the experts themselves. At bat first is M. C. Moore, SETOA president, followed by Nat Williams, publicity chairman.

Says Mr. Moore:

"Convention time rolls around once more—at the time of year you can take a few days off and enjoy a vacation right here in good old Jacksonville, where we have the finest beach in the world, the cool ocean breeze blows day and night, where everybody has a good time and there are a hundred things to do—deep sea fishing, ocean bathing, golfing, delicious sea food, air conditioned hotels at reduced rates. There is no place like the ocean in the good old summer time.

"If you are connected with this industry in any way, then you are invited, whether you are a big shot or a little theatre owner makes no difference—whether you belong to SETOA or not makes no difference—you are just as welcome—and we urge you to attend. This is your convention—put on by men and women you know—who have all worked faithfully and hard to provide a big time for you. If you are one of those who have attended before then all we can say is that this is even bigger and better. If you are one who has never been with us, then we urge you to attend, as you have been missing the time of your life—and life at the most is too short.

"Two-thirds of this convention will be devoted to genuine fun and the other one-third to serious business—the business of running a theatre—and there will be speakers here that have important messages for you on matters that affect your theatre operation. Prominent speakers headed by the genial Ed Kuykendall, president of MPTOA of New York, a man who will have many important national problems to discuss. Then we will have speakers from the distributors who will explain producer problems—speakers who will touch on the bills in congress and the various states and cities; the new federal amusement tax; exhibitor leaders who will discuss the ever mounting cost of film rentals, trailers and accessories.

"If you are an exhibitor you should be here and listen and learn and take part in this—your association—for only through organization can there be strength, and only through effort can anything be accomplished. All our problems are the same, so come on everybody. The cost is small. A few days away from your business will do you world's of good—and the fun you will have—the friends you will make—the many things you will learn—it is really worth your while to be here."

Says Mr. Williams:

"Fellow Unsalaried Tax Collectors And Those Who Eat Off You:

"Us SETOANS and all collateral colleagues, comates and colleens are expected to collect, comerge and convene at Jacksonville and its beaches for a constructive conclave of cultured commentators, Collins consumers, chisling culprits and conjugated consorts, within this moon.

"In other words, come July 21, you are expected to be and appear at SETOA convention headquarters at the George Washington Hotel in Jacksonville with sufficient thirst and laundry for a three-day stay. It seems that Milt Moore, the Atlantic Ocean and Jax bartenders have sufficiently recovered from our last visit to again open their arms and ice boxes to us for a three-day run.

"A program has been arranged that is pregnant with business and pleasure, the latter appearing to be the strongest twin; per se: Riley Davis and Guy Kennimer's golf tournament, with trophies as common as bellyaches against a new sales policy; a repetition of Skipper Spark's famous shrimp supper at the Copper kettle, a sea food epic worthy of a repeat run, but don't try to double feature it; a Dutch supper (title subject to change since the Blitzkrieg); with a banquet, floor show and dance as a climaxer. Business sessions Monday and Tuesday mornings will dissect our disabled business, diagnose its detriments and devise detours. Naturally Milt thinks this is a GWTW setup, sans terms. A three buck registration covers about everything except room and aspirin, both of which are reasonable.

"As usual, the party is as open as a —* to all exchange personnel, salesmen, equipment dealers and others affiliated with the business of wringing a living from roofed show business. Chances are you'll effervesce with remorse if you miss it."

**The simile deleted by the editor, who still has an eye on Uncle Samuel's mail regulations. But you can take our word for it, it is plenty open.*

High Water Closes Two In Cuero, Hallettsville

DALLAS—High water played havoc with theatres at Cuero and Hallettsville recently, causing the houses in both towns to close for several days. An 11-inch rain, within only a few hours, sent the river to cover all seats with the exception of the last two rows in Jack Pickens' Rialto at Cuero. In Hallettsville the water was even higher than at Cuero, as the Lavaca River flowed through Mart Cole's theatre.

Metro Termer to Meek

HOLLYWOOD—Donald Meek, featured with Walter Pidgeon in Metro's "Nick Carter" sleuth series, has been signed to a new termer.

Defense Tax Brings Admission Boosts

DALLAS—The four major circuits of Texas are all passing the defense taxes along to the public. Key city first runs, however, remain at 45 cents admission and 5 cents tax as heretofore.

In the case of Interstate the 35-cent houses generally have raised prices 1 cent to do away with an odd penny. The admission is 31 cents and the tax 4 cents. Twenty-five-cent houses have been raised to 27 cents plus tax of three cents, a total of 30 cents.

In three or four isolated cases, for instance the Lawn in Dallas, which has a balcony and which had a policy of 15 cents part of the week and 25 cents the other, have standardized on 20 cents.

R. E. Griffith, head of the R. E. Griffith circuit and associated companies, said these houses are passing along the tax generally with favorable response from the public. Each situation, however, is different in that prices are raised odd pennies to do away with their use in some cases and in others the tax only is passed on.

Jefferson Amusement is generally passing along the tax only without any increase in admission, it was learned from the circuit's Dallas office.

Robb & Rowley-United are passing along the tax to the public without any alteration in admissions, according to C. V. Jones, R&R official. A few examples from the independent field are that H. S. Usry, Majestic at Decatur, has added on the tax to his 25-cent price, making a total of 28 cents. At the Ritz the price was reduced to 20 cents.

J. N. Stewart, Plaza, at Kaufman, is passing it along to the public with no odd cent raises.

Common information here, however, is that quite a few 25-cent theatres are reducing to 20 cents in the smaller towns but that prices are stable and taxes added in the larger centers.

Independent neighborhood runs were making up their minds whether to add on the tax or reduce to 20 cents. One important house, it was said, is cutting to 20, but the majority are remaining at 25, though still undecided as to their final course.

This situation again brings up the question of availability on which no action peculiar to the case has been taken up to this time. It is contended that neighborhood theatres charging the public 25 cents only, including a 3-cent tax, are in reality showing for 22 cents and may not have the same availability as the 25-cent houses which have passed the tax on to the public for a total of 28 cents.

Northern Mississippi Passes Tax Along

ABERDEEN, MISS.—A majority of the theatres in northern Mississippi passed the federal admission tax along as they have the state tax, according to W. E. Elkin, manager of the Elkin here.

"For example," he said, "the established price in a majority of situations in this area is 25 cents plus three cents state tax. Since July 1 most of these houses have set the following tariff:

Established Price	24c
State Tax	3c
Federal Tax	3c
	30c

"The majority of chain houses in northern Mississippi that were charging 30 cents plus three cents state tax now are charging an additional three cents for the federal tax, making a total of 36 cents.

"I know of several exhibitors, however, who lowered their prices from 25 to 20 cents and added two cents for the state tax. Several houses regularly charge ten cents.

"Mississippi has a ten per cent amusement tax from the first cent. Now, in addition to the state, the government places another ten per cent above 20-cent tickets, making it a total in this state on a 24-cent ticket of 25 per cent."

Mr. Elkin concedes this is getting pretty steep, but concludes there "is nothing we can do about it."

Arkansas Exhibitor Raises Prices for New Tax

BOXOFFICE:

Per your request in the issue of July 6 regarding the new federal admission tax, I wish to advise that we have raised our current 25-cent price to 30 cents, covering both state and federal taxes. We break it down this way:

Established Price	26c
Federal Tax	3c
State Tax	1c
	30c

Advertising it as the new defense tax, there were very few complaints, most patrons considering it a patriotic duty to pay the extra cost.—WALTER S. TALBUTT, Victory Theatre, Rogers, Ark.

EDITOR'S NOTE: Any other advice on how the tax is being handled is welcomed. Address: BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Urged to Go to Show to Forget About the War

DALLAS—Leading showmen have been devoting time, thought and advertising space to the cause of trying to help the public forget about war by attending theatres more often. To this end, war scenes have been eliminated from newsreels in many important theatres.

For instance, the Interstate circuit has been using the following display caption in conjunction with its theatre ads: "Forget war for awhile and enjoy a laugh! Two hours spent in a theatre during these war-torn times is the best investment you can make both from a health and money standpoint. No war newsreels at the Melba, Palace, Rialto and Mirror. Complete war newsreels at the Tower, Melba and Capitol."

Report Patrons Take Tax in Good Spirit

BIRMINGHAM—The public is paying the new federal tax on theatre admissions cheerfully, according to reports of Alabama exhibitors. They seem to feel the tax is necessary and is going for a good cause.

The Wilby theatres in Birmingham simply added the amount of the new tax, which sent 25-cent tickets to 28 cents, 30-cent tickets to 33 cents, 35-cent tickets to 39 cents, and 40-cent tickets to 44 cents, plus the usual number of state two per cent sales tax tokens.

The Empire, operated by the Merritt-Wise interests, raised its price from 25 cents plus state tax tokens to 30 cents to include the new federal tax and the tokens as well.

Martin Theatres of Columbus, Ga., in some of its Alabama houses, reportedly reduced prices from 15, 20 and 25 cents to 10, 15 and 20 cents, so as to come under the exemption from federal taxes (on admissions of less than 20 cents). This reduction will be effective for the summer at least.

Oklahoma City Experiences Little Trouble With Tax

OKLAHOMA CITY—"We are glad to pay the defense tax," an overwhelming majority of Oklahoma City's theatre patrons said the first week in July when they began paying increased admissions at theatres. There were only a few squawks, according to local theatre cashiers, the majority of them coming from minors. The federal tax in Oklahoma is in addition to a 2 per cent sales tax levied by the state on theatre admissions from 5 cents up.

"We are experiencing no resistance from our patrons in regard to the tax," said Bert Stern, assistant to Walter B. Shuttee, general manager for Standard Theatres Corp., which operates five of the six first run theatres here.

The inception of the federal defense tax brought about two price changes at Standard houses. The Ritz, east side suburban house, formerly getting 25 cents, was cut to 20 cents, exempting it from the tax which begins at 25 cents. The Ritz was reopened only a few weeks ago after being closed almost a year.

The Tower, northside de luxe house playing holdovers from downtown houses at 40 cents top at night, was cut to 27 cents plus three cents federal tax. In the future, the Tower will play first run pictures exclusively. The Plaza, northwest side surburban house, which has been playing second week holdovers from downtown houses at 40 cents top, will continue under that policy.

Dee Fuller, manager of the southside Circle, a neighborhood house with a 25-cent admission, reported the 3 cent federal tax had not hurt his business and that the public seemed to feel "it's going for a good cause."

NEWS BRIEFS

ALABAMA

HUNTSVILLE—A recent fire at the Princess, colored house, did minor damage to the projection booth.

FLORIDA

VERO—L. Omar Fresh, projectionist at the Florida, was recently married.

GEORGIA

ASHBURN—Mrs. Berma Jones, manager of the Ideal here, has been transferred to the helm of the Majestic at Nashville. Miss Modelle Birch of Adel will succeed Mrs. Jones and is in turn succeeded by Frank Lineberger of Nashville. L. A. Stein is owner of the three houses.

ATLANTA—The redecorated Atlanta has been reopened with a policy of double features. E. L. Cooper of the Joy chain is manager.

COLUMBUS — Lucas & Jenkins opened their new Bradley here early this month. E. M. Scott is manager.

DUBLIN—The Martin theatres observed the sixth anniversary of their Ritz and Rose theatres here with a fish fry for the staffs of both houses at the country place of Mr. and Mrs. Dee Sessions. Bob Hightower, manager, welcomed the guests.

EAST POINT—Permit to build a 650-seat theatre has been granted J. A. Ragsdale.

HAPEVILLE—Wilburn Martin is the new manager of the Hangar Theatre.

MISSISSIPPI

HAZELHURST—W. M. Carmichael is manager of the new 646-seat Hazle here.

NORTH CAROLINA

BURLINGTON—Robert Roberts of Greensboro has succeeded Conway McGee as assistant to J. E. Austin, city manager for North Carolina Theatres, Inc., here. McGee has been upped to the managership of the Alamance Theatre, succeeding W. S. Maxwell who has been transferred to Greenville, S. C.

CLINTON—Henry E. Moore is the manager of the new theatre opened by Henry Vann and R. P. Rosser.

HENDERSON — S. S. Stevenson recently opened the new Embassy Theatre here.

LENOIR—R. D. Stallings, city manager of the Lenoir Theatres, has been transferred to Charlotte by H. F. Kincey, head of the company. Dan Austell of Greenville is his successor.

LUMBERTON—Roy Champion, manager of the Carolina, has been promoted to city manager of three Wilson houses. Edwin Pettett of Greenville, S. C., succeeds him here.

SOUTH CAROLINA

GREENWOOD—O. B. Bragg of Anderson is the new manager of the Carolina, succeeding Jack Headrick who has been transferred to Greenville.

TENNESSEE

COLUMBIA—Manager Al Shortley reports a new air conditioning system at the Princess.

JACKSON—C. B. King has been promoted to the assistant managership of the Paramount, a Malco house.

NEWPORT—The Winston, managed by J. Winston Baird, has been remodeled.

News Soon on First Colonnade Picture

CORAL GABLES—Definite news about the first production to be started at the new Colonnade Studios here is expected this week following the return of H. L. (Duke) Tareyton, studio and production manager, from New York where he purchased complete camera and sound equipment.

Contrary to general belief, this new company, whose casting department has been auditioning talent for the past two months, is definitely going ahead with productions of its own as well as functioning as a rental service studio.

More than 1,000 individuals have registered with the casting department which is assembling not only dramatic, musical and variety talent, but also registering composers, music arrangers, authors, script writers, scenarists and technical workers.

Even the inhabitants of the area's tropical zoos, its monkey jungle and bird avaries are being catalogued, as are available atmospheric properties and locales, exterior and interior.

Colonnade is operating in its own building, purchased this spring in a real estate transaction which virtually set this picturesque little town back on its heels. The structure, one of the most interesting white elephants in south Florida, was erected by the George Merrick company, founders and developers of this incredible dream village.

Utilization of this handsome domed landmark, situated on Coral Way and Ponce DeLeon Boulevard, marks the passing of the last of the sad boom memorials. The only other of comparable size, the Coliseum, is now the Metropolitan Miami Ice Palace.

Active management of Colonnade Pictures, which takes its name from the three-story columns along its Coral Way frontage, is in the hands of Col. Edward O'Toole, secretary-treasurer, and Arthur H. Sawyer, president and general manager.

Fewer Oklahoma Units Darkened for Summer

OKLAHOMA CITY — Summer closings in Oklahoma this year are expected to be only about half the number of last year, according to bookers of film companies here, who say that less than half a dozen houses are planning to darken during the hot months.

One booker expressed the opinion it may be that adverse business conditions during the winter months had eliminated unprofitable operations, leaving those remaining in a better position to realize a profit.

Film salesmen also have been bringing back numerous reports from their territories of reduction in the number of changes per week, many from four to three changes, and others dropping from three to two changes per week. These apparently have been made to cut down the house "nut" by savings on rentals and transportation charges and accessories.

Cheer a Tax

HOUSTON—Audiences cheered their willingness to pay the new admission taxes at the Horwitz Uptown and Texan theatres when Fred Cannata, general manager, exhibited a trailer explaining the tax and the part patrons were privileged to take in preparedness.

Place your order now for

SPECIAL PRINTED TICKETS

to conform with new regulations of
U. S. DEFENSE TAXES!

Lower Prices — Quick Delivery — Accurate Numbering

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

Get Behind "Turtle Derby"

DALLAS—Leading screen and radio stars, as well as directors and studio executives, will have entries in Dallas Variety's "National Turtle Derby" to be staged here, Saturday, August 3. Entries continue to come in from all sections of the country, and during the past week exhibitors in all parts of the southwest have been entering their reptile runners.

Among Hollywood entries received thus far are: Bing Crosby, Bob Burns, Bob Hope, Jack Benny, Fred Allen, Joel McCrea, Madeleine Carroll, Walter Pidgeon, Fred MacMurray, Clark Gable, Mickey Rooney, Gene Autry, Cecil B. DeMille and Victor Fleming. One of the first entries was that of John H. Harris, national chief barker.

In addition to the film stars already entered, others are expected to send in applications this week. The stage will also be represented, inquiries having been received from Al Jolson and his show and from the celebrated Olsen & Johnson's "Hellzapoppin'" aggregation.

Entry rules are simple. All a contestant needs is a turtle and $10. The latter is the entry fee. The club's goal is to have at least 1,000 entries, and if this total is reached there will be ten preliminary heats. The winner of each heat will be awarded $100 and the right to enter the winning turtle in the grand sweepstakes event, the prize of which will be $1,000.

All moneys received from the turtle derby will go to Variety's charity fund.

The club has opened a special office to handle the derby. For further information, exhibitors and others interested are asked to communicate with Ben Ferguson, "keeper of turtles," 202 Melba Bldg., Dallas.

The turtle derby will be staged in conjunction with the annual Variety picnic at Vickery Park, a wooded spot just outside the city limits. Because of the intense interest in the race, the club canvassmen voted to admit the general public to the picnic. Heretofore, it has been limited to workers of the industry.

Present plans for the picnic call for soft ball games, a donkey baseball game, swimming events, races, a bathing beauty revue and a fireworks display at night.

The turtle derby will be run during the afternoon. The terrapins will start from the center of a 120-foot ring, and the first one to cross the ring stripe will be declared winner.

The Freeman Memorial Clinic's surgical division, supported by the Variety Club, performed 2,547 free surgical treatments, including 1,100 operations, during the past 12 months. The Variety Club built a $22,000 special surgical wing for the clinic and in addition last year contributed a total of $5,400 for its maintenance.

Last year the club built a $4,000 brick and screen porch at Hope Cottage, a home for foundling babies, as well as completely equipping the kitchen. The club also supports Camp Griffith, boys' camp, which annually affords 550 underprivileged boys two weeks of camp life, athletic training and health building. Last year $13,000 was spent on the construction and maintenance of the camp, which is located near Belton.

This year the club has built a free swimming pool in Sullivan Park in Dallas to serve 300,000 free swims annually to underprivileged children with all suits and towels furnished.

This year's plans for Hope Cottage include the air-conditioning of the cottage, the installation of Venetian blinds and the construction of new sanitary floors.

August 1 Opening Is Slated in Piedmont

PIEDMONT, ALA.—J. E. Aaron's new 400-seat theatre here is nearing completion and is expected to be in operation by August 1. The finishing touches include a new "zephyr" type marquee and a modern upright sign. "A gala opening is planned," says Mr. Aaron.

Honor Council Head

SAN ANTONIO—Members of the motion picture council honored Mrs. Jack K. Beretta, president, with a luncheon last Friday. Attending were representatives of each organization in the council. Reports were given by Mrs. Alex Adams and Mrs. B. E. Edwards on the progress of amateur film production here.

Sales by Southland

ATLANTA—Southland Theatre Equipment Co. has sold to Mion & Murray for their three new theatres ticket registers, automatic change machines, rest room fixtures and miscellaneous items.

New RCA Man in Atlanta

ATLANTA—M. D. Faige of New England succeeds G. P. Knapp as RCA service manager in the Atlanta district. Knapp has been assigned other duties.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

OKLA. CITY

SPENCE PIERCE, manager of the Tower, has resigned and gone to Memphis, Tenn., where he will work for Warner Theatres under Howard Waugh. A farewell party was given Pierce at the Variety Club with Jimmy Burge, Plaza manager, as host. Pierce is succeeded at the Plaza by Johnny Jones, son of Jake Jones, Shawnee, Okla., exhibitor.

Joe Wallace, assistant to the manager of the State, reports that that theatre's change-making machine, after 1,221,527 *punches, is needing some new parts . . . Miss Cleo Coil, formerly of New York City, is interested in putting in a newsreel theatre in the location vacated recently by Stevenson's Newsstand on Broadway. The planned house would operate on a* 15-*cent admission policy and seat* 300, *according to Miss Coil, who is selling stock in the idea . . . Johnny Ryan, formerly manager of the Joy here, has returned from his second trip to Texas where he looked around for a theatre location.*

Bob Galman, formerly manager of the Pix before it was acquired by Griffith-Southwestern Theatres, will relieve Bob Pfotenhauer as manager of the State when Bob takes his two weeks off, beginning July 24 . . . Gene Autry, Republic's singing cowboy, will be here soon to make a personal appearance on the *Oklahoman* and *Times* annual milk and ice benefit show.

E. A. "Pat" Patchen, assistant general manager of Standard Theatres Corp., has resigned and is reported to be selling advertising for the Oklahoma City Advertiser, *free-circulation semi-weekly . . . Paul Ketchum, manager of a Schine circuit house in Seneca Falls, N. Y., vacationed here, renewing old friendships . . . James Burge, manager of the Plaza, has tendered his resignation to Standard Theatres, effective July* 26. *Burge's new connection will be announced as soon as the deal is set.*

Visitors included Cecil Davis of the Ritz at Yukon and the Coronado at Bethany, and Louis Barton, mayor of Stroud and exhibitor there, who was queried about the progress on his new $50,000 theatre at 29th and Western here. Actual construction on Barton's house has not started, and he told BOXOFFICE he will wait another 30 days at least before building.

A. J. Lynn, assistant manager of the Midwest, is spending his vacation in town . . . The Folly on Grand Avenue, on which Standard Theatres holds the lease, is getting a new covering for its marquee. The house will be reopened soon . . . Johnny King, M-G-M shipper, is vacationing in New Mexico.

Martin Cooper Smith, manager of the Ritz here, leaves soon to join the ROTC for a month's duty . . . "Kitty" Huckaby, State cashier, is back from her California vacation . . . State did standup business July 4 with the Weaver Bros. and Elviry in "In Old Missouri" and Gene Autry in "Rancho Grande."

Report Business Is Down in Okla. City

OKLAHOMA CITY—Although the last bank call for the first six months revealed that business in the city as a whole is in the best condition since 1937, theatre receipts in Oklahoma City are about 20 to 25 per cent behind those of last year for the first six months of the year, exhibitors here say.

The war, of course, comes in first for its share of the blame for keeping people at home and making an evening of the newspapers and last-minute radio reports of the struggle in Europe. There have been several instances of large companies in Oklahoma City laying off employes this spring due to slack business conditions.

Downtown theatres are the hardest hit, although some of the suburban spots in the lower price ranges, 15 and 25 cents top, seem to be holding their own.

Williams Chain Renames 4 Houses for Counties

OKLAHOMA CITY—The K. Lee Williams circuit, which operates in Oklahoma and Arkansas, renamed four of its theatres in four county seat towns to the name of the county, according to K. Lee Williams, president.

The Gem at Nashville, Ark., is now the Howard; the Amusu in Fordyce, Ark., has been renamed the Dallas; the American, Wilburton, Okla., for 20 years owned and operated by John McGinley, has undergone a complete remodeling and is now known as the Latimer, and the Pines, Waldron, Ark., recently acquired by the K. Lee Williams from Johnny Forrester, has been changed to the New Scott.

Carrolton Allman, manager of the Hoo-Hoo at Gurdon, Ark., has been moved to the Latimer, succeeding Eddie Durham.

Oskar Korn Opens New Nabe Unit in Lisbon

DALLAS—Oskar Korn's de luxe neighborhood Lisbon theatre at Lisbon, on the southern rim of Dallas, was announced ready for opening Thursday night, July 11, and will be operated as a unit in the OK circuit. It seats around 800. Admission is 25 cents, including tax.

Hubert Covington was transferred from the Granada at Alpine to manage the new house.

International at Ysleta Taken by Roy Pringle

DALLAS—Roy Pringle, owner of the Rio at Fabens, has purchased the International Theatre at Ysleta from W. G. Medina. Both situations are in the El Paso area. Pringle has operated at Fabens for several years, prior to which he was engaged in the sale of sound equipment.

"Oyster" for Mankiewicz

HOLLYWOOD — Joseph Mankiewicz will produce "The World Is Our Oyster" for Metro. Leon Gordon will script.

DALLAS

ON THE ROW booking Tuesday between fishing trips to the lake near Sweetwater, was P. W. Cloud of the Snyder theatres. He opined that the government is going to keep records straight at the theatres which will allow him more time for angling in Sweetwater waters which he said have also been well stocked by the U. S.

E. E. Lutz, who operates a string of subsequent runs across Texas, and lives in Dallas, was on the Row Monday and that's news because not much has been seen of him here lately since he spends most of his time at his theatres.

H. L. Robardy and Mrs. Robardy, Loraine, Ladonia, were here Monday from the black lands buying incidental accessories and booking ahead . . . B. F. Hammon of the Globe at Bertram, was here attending to booking matters and told friends about good fishing in Buckanan and Inks lakes nearby. The Bertram show was opened and is still operated by a corporation whose stockholders are local business men.

Ira Wallace, owner of the Palace at Wiergate, has been on vacation and spent the week here with his kinsman, Walter Stoeppleman. Mrs. Wallace was in charge during his absence.

Joe Estes is back on the job at National Screen after a tour of the Ozarks. He brought back a severe chest cold which checked his lusty voice somewhat.

Louis Charninsky, the enterprising Elm Street manager, will get a chance to slow down for a brief spell, now that he has been called to report for duty on the Dallas county grand jury, of which he was made assistant foreman.

T. L. Richey, owner of the Texas at St. Jo, was here checking up on bookings and finding out reaction to the new admission tax. Richey advanced prices at his house to 30 cents, including the tax, and says most of the theatres in that section of the state have either done that or added the tax to their present admission with a few lowering the scale.

B. F. Fordtran of the Alamo at Bellville was a visitor, advancing bookings. Among other visiting showmen were D. B. English, Tahoka; W. J. Wooten, Canyon, and H. S. Usry of Decatur.

Ted Toddy of Dixie Film Exchange, Atlanta, was again in town in the interest of opening a branch office here . . . L. D. Brown, manager of the Queen and Gem at Brownwood, was a brief visitor with plans in mind for some remodeling at one of his houses.

Willard Robertson of Dallas is the new counter salesman at National Theatre Supply, succeeding Herman Adams, who has returned to Needles, Ariz.

Rubin Frels of Victoria was on the Row two days booking for his south Texas circuit. He broke precedent this year by not attending the Allied national convention at Chicago, other matters preventing his making the trip . . . Mrs. George Chatmas of Hearne and members of her family, including son Jimmy George, have returned from a visit to the New York Fair.

B. W. Johnson has changed the name of the Community Theatre in Comfort to the Comfort . . . A. Martini, city manager and partner of the Galveston theatres, is recovering from a stroke he suffered recently . . . Pete Katsaris, one of the owners of Texas Drive-In Theatres at Corpus and Houston, was injured in a car wreck near Carthage.

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NEW ORLEANS

THE New Variety (old Dauphine) has adopted a new policy till fall. Admission has been cut from 40 cents to 15 cents, vaudeville has been eliminated, and a straight picture policy substituted consisting of shorts and newsreels. The house is open from 12 noon till 3 a. m. Refreshments both solids and liquid will continue to be served to patrons.

The St. Charles, dark for some time past, has been leased for three years by Orville Childress who is slated as managing director. The house will be devoted to public tryouts, rehearsals and plays given by the New Orleans Civic Theatre. Formal opening will take place July 26.

Richard Cromwell of Hollywood spent a few days in New Orleans last week . . . The state house of representatives has passed HB-684 providing for a licensing of outdoor amusement parks. This will be in addition to the city license in all sections of the state.

Visitors to the Row: A. L. Royal, Ritz, Gulfport, Miss.; M. B. Stone jr., Lamar, Purvis, Miss.; Ed Delaney, Pike, Magnolia, Miss.; C. K. Phillips, Palace, Jonesville, La.; Morris Melz, Arcade, Ferriday, La.; W. A. Tucker, Wisner, Wisner, La.; Ed Frankel, Century, Mobile, Ala.; E. W. Illings, Illings, Ocean Springs, Miss.; Harry Thomas of Monogram; Joe Barcelona, Tivoli, Baton Rouge.

Mr. and Mrs. L. C. Langlois, Alamo, New Roads, La.; Jack Terry, (tent show) called on exchanges . . . Robert Kelly, office manager of Columbia, will spend a week on the Gulf Coast, fishing and resting . . . Miss Cecelia Kiern, stenographer at Affiliated, is preparing for her summer vacation out in the country somewhere.

Reports are the Motion Picture Advertising Co., now located up on Carondelet Street, will move in the offices recently vacated by Atlantic Pictures on the Row . . . Mrs. Bernice Falcon will open the Zachary at Zachary, La., shortly. Equipment was furnished and installed by the Louisiana Motion Picture Equipment Co. of this city. Mrs. Falcon is a resident of Zachary.

Mike (he prefers to be called Mike) Smith of the U. S. Army Motion Picture distribution agency, was a caller at all the exchanges last week.

Chicago promoters, it is said, are listing stock for a 2,000-seat motion picture theatre to be located in St. Bernard parish just across the city line. Stock will be sold for $100 a share on the deferred payment plan. The house will be independent and play at 35-cent top, with accommodations for both white and colored. No incorporation papers have as yet been filed.

As yet no picture house has lowered prices to escape the federal tax, the public voicing no objection in addition to the one cent welfare contribution. In the front of the boxoffice in a neighborhood house is this sign: "Invest three cents in a battleship."

Hugo Grenzbach, head of Paramount's sound department, was in New Orleans a short time last week on his way to Charlottsville, Va., where his company will make scenes for "Virginia," featuring Fred MacMurray and Madeleine Carroll . . . The Max Baer-Tony Galento fight films are being shown at the Liberty and Orpheum.

Kenneth Knoblock who some time back was theatrical critic for the *Times-Picayune* and wrote under the KTK earmark is now farming on the Mississippi coast and at the same time writing a thriller for the motion picture industry . . . John Richards, son of E. V., will soon be located in the Paramount studio in Hollywood.

Salesmen in for the weekend report business upstate in a deplorable condition owing to almost incessant rains making it extremely difficult for patrons out of the immediate vicinity to attend. Roads are at times impassable.

The weekly entertainments given children by the local chapter of the Better Films organization, will be transferred to the St. Charles instead of the auditorium of the public library. They are free to all kiddies under a certain age . . . Three enterprising projectionists pooled their savings in a second hand portable machine, a bunch of film and a used car and are visiting the plantations in southwest Louisiana, giving a program for the benefit of the plantation laborers at ten cents a head, sponsored in many cases by the planters.

MIAMI

THE MIAMI *Herald's* very readable new amusement editor, Bob Fredericks, makes his selections on the basis of his daily status as a "donut-dunking citizen" rather than as a dramatic critic. "To judge a picture on any other standard," he points out, "is to invite confusion, and to make comparisons impossible. We know that a play or picture may be a great achievement and still be less entertaining than a simple comedy or western thriller."

Picturemen appear to dominate the activities of two of Miami Beach's service clubs following the installation this month of Edgar B. Pearce, managing director of the Biscayne Plaza Theatre, as president of the Miami Beach Lions Club. Long an officer of the beach Rotary Club, Sonny Shepherd, manager of the Lincoln, is secretary and prime mover of that group.

Paul Robinson and his family have returned from what he speaks of as his "first real family vacation trip in 20 years." This manager of the two Sparks houses in Hollywood, the Florida and the Ritz, his wife, son and daughter, motored through the Carolinas, Georgia and Alabama, stopping over at his family home near Americus, Ga. Other vacationists from these two houses include Leonard Banta, senior operator, who is spending a month in Haldon, N. J., with his brother, Harry Banta; and Harry Ziegler, who is en route to California where he and his wife are planning a tour of inspection at the Paramount studios.

Monarch Theatre Supply Reports Recent Sales

MEMPHIS—Monarch Theatre Supply reports the following recent equipment sales:

Lamps for Mrs. Emma Cox's Gem, Osceola, Ark.; blower and cooling equipment, Fair, Somerville, Tenn.; complete equipment for the New, West Plains, Mo., operated by J. S. Garrett & Sons; rear shutters, Harlem, Memphis; complete equipment for James Joe's new Grandview, Grenada, Miss.; cooling, chairs, drapes and curtain for C. H. McCroskey's Allied, Dermott, Ark.

Cooling systems for the Mack, Eudora, Ark.; Homer Williams' Grenada, Grenada, Miss.; and to Joe Zingalis, Leland, Miss.; complete equipment for J. W. Eaton's Peabody, Memphis; lamps, J. H. Goff's Rustic, Parsons, Tenn.; cooling, lamps, rectifiers and lighting fixtures, J. C. Noble's Temple, Leland, Miss.; rectifiers, Ruffin Amusement's Rex, Hickman, Ky.

Horton Signs a Service Contract With SESCo.

CHARLOTTE, N. C.—Boyd B. Horton of Concord, N. C., has signed a service contract with Sound Engineering Service Co. covering four theatres he operates in the two Carolinas.

Among other theatres recently signing service pacts with SESCo. are Hollywood, Mebane; Caswell, Yanceyville; Rivoli, Lincolnton; Forest, Wake Forest; Patovi, Madison, all in North Carolina, and the Carolina, McColl; Lyric, Honea Path; North Charleston, North Charleston, in South Carolina.

Agreements also were negotiated with the Elk at Elkin and the Rowland, Rowland, N. C., for service and tube and parts replacements.

Tyler and Houston Houses Near Opening Dates

DALLAS—Openings of two new theatres of the Interstate circuit are near at hand. The Tyler at Tyler opens on August 2, and the Alameda in Houston is about completed with the opening date announcement due.

New Midway in Lubbock Purchased by Bryant

LUBBOCK, TEX.—The new Midway Theatre, opened about 90 days ago by Lassater & Mauldin, has been purchased by Joe Bryant, west Texas representative for National Screen Service. Bryant will leave NSS to run the house.

Al White Succeeds Bailey

SAN ANTONIO—Malcolm Bailey, assistant manager and treasurer of the Empire, has resigned to become affiliated with a local gas and oil organization. His successor is Al White, former chief of service.

Para't Production Crew Studies Santone Locales

SAN ANTONIO—Preliminary work was under way here last week by Paramount technicians in connection with the forthcoming filming of a story of air corps flying training. Title of the subject will be "I Wanted Wings."

Based on the book by the same name, authored by Lieut. Bernie Lay jr., who graduated from Kelly Field in July, 1933, the picture will revolve mostly around flying cadet life at Kelly and Randolph Fields here. Filming is scheduled to get under way within a month with J. Theodore Reed handling the direction.

Reed and his party toured Randolph and Kelly Fields last week looking over suitable locations. Other studio personages here include Arthur Hornblow jr., producer; Loren Ryder, sound director; Frank Casey, assistant producer; Russell Brown, technical supervisor, and Hans Dreier, head of Paramount's art department.

Harry C. Schott and Son Drown When Boat Spills

DALLAS—Harry C. Schott, 32, an employe of Film Forwarding Agency for a number of years, and his son Eugene, were drowned last Sunday in Lake Dallas when their motor boat capsized. They were attending an outing at Cliff Adair's camp when the tragedy occurred. Several others in the boat swam to safety or were rescued.

Schott had been engaged in film pickup work along Filmrow for a long time. He was a brother of R. M. Schott of the Texas Film Exchange.

Stephenville Reopening Made a Civic Event

STEPHENVILLE, TEX.—The new Majestic, largely rebuilt and streamlined, following fire damage late in the spring, was reopened June 27 by Mrs. Thomas Donnell, its owner, assisted by Manager Jake Hedrick. Notables attending included Mayor Clements, Senator Manley Head and Mrs. Donnell and Hedrick. The affair was broadcast by Station KFPL at Dublin.

New Ice Floor in Dallas Providing Competition

DALLAS—Something new here in the way of competition to local theatres is the ice floor just installed in the Century Room of the Adolphus Hotel. The Yocum-Lamb ice revue is booked to open there on July 18.

Wallace McHenry

DALLAS—Injuries which brought on pneumonia proved fatal to Wallace McHenry, 19-year-old son of J. H. McHenry, manager of the theatres at Orange for Jefferson Amusement Co. Services were held at Caldwell.

Adapting "Sea Wolf"

HOLLYWOOD—Robert Rossen is adapting "The Sea Wolf," Jack London story, as a forthcoming Edward G. Robinson starrer for Warner.

SANTONE

TEXAS THEATRE TATTLES: The entire staff has switched to new summer weight uniforms of black trousers and white coats . . . Baer-Galento prizefight films did extra big on the Fourth of July . . . Starting Saturday as a regular quiz feature, a Kids Show, sponsored by Sun Crest-Nu-Grape Bottling Co., will award weekly gifts and a grand prize of a steam engine at the termination of the contest. These 9 a. m. kiddie presentations will be aired over KTSA . . . Assistant Chief Barney Lane back from Corpus vacation and raising a Van Dyke mustache . . . Harry Van Scheele, 62, Dolly's dad, died last week.

Roadshowman Jack Karmi of Karmi Productions, Hollywood, dropped in the other day to inform BOXOFFICE *here that he has the world's rights for "Livingstone in Africa," an Amer-Anglo Corp. release which has been widely acclaimed by the clergy as well as the press. Jack is dickering with Santone churches for a showing to the general public.*

Clarence H. Moss, Interstate publicity director, has returned from the vacation trip to Mexico City . . . Tommy Howell, former short subjects exploiteer here for Interstate, has been promoted to a Houston post . . . Genaro Garcia, projectionist at the Empire, is still BOXOFFICE's "biggest" booster. He hits the scales around the 400 mark!

Manager Johnny Floore of the Majestic and the missus are now on their vacation in San Francisco and Seattle, Wash. They will also visit Hollywood and San Diego before returning to the Alamo City the latter part of the month.

Recent changes at the Joy, vaudefilm house here, finds Bob "Casey" Greer back in the harness making the cash customers laugh like he did last year. His wife, Dorothy, is also featured on the stage along with Jimmy Van, a newcomer to these parts. George Gibson is the new stage manager, and Clint Livingstone is now operating in the projection room.

Lester Ketner, author of this "Santone" column and South Texas editor of BOXOFFICE, *has upped and joined the San Antonio Home Defense Guards . . . Richard "Dick" Betts, assistant press agent here for Interstate, is no longer with the firm since that office has been abolished.*

From New Braunfels comes the news that work has already begun on a $54,000 open-air amphitheatre at Land Park. It will be completed by 1942 and will seat 5,000. A large stage will accommodate about 500 persons and the theatre proper is to be constructed out of native rock. Plans now call for a pool of water in front of the stage to provide a curtain with a fountain spray. Architects are Jeremiah Schmidt and Roy Schwartout of New Braunfels. This is a NYA-sponsored project, supplemented by the city.

Mrs. Doris Wise Sideman, secretary to Interstate City Manager Edward E. Collins, fell and fractured her left arm . . . Samuel Ward Woolford, dramatic and Sunday editor of the San Antonio Light, *has returned from a vacation spent around Tajos, N. M.*

The Aztec is now starting its new weekly programs on Thursday instead of Friday . . . Sylvan Barry, assistant skipper at the Texas, is back after his two-week vacation.

The old Sam Houston theatre building which is now unoccupied, was damaged by fire of unknown origin last week. Estimated loss was placed at only $20.00. *The house was at one time operated by I. A. Victor.*

New names on the Cameo staff are Pinkie Smith, house manager, and Tillie Greenewood, chief projectionist. This Commerce Street neighborhood house for Negroes employs all colored help.

Genaro Garcia, rotund picture operator at the Empire, just can't make up his mind whether to go to the 'Frisco or the New York Fair . . . Art Kumpf is now the new acting chief of service at the Empire with Chief Doorman Eilers pinch-hitting in the role of assistant chief usher . . . Lillian Mumme is subbing in the Interstate boxoffices while the regular cashiers are on their vacations.

From far off Brazil comes a renewal for BOXOFFICE. Charles Sturgis, theatreman of Rio Grand Do Sul, informs that he simply can't operate his house there successfully without the many useful hints and exploitation tie-ups contained in this valuable magazine every week.

The Empire has lowered its matinee prices to 15 cents daily until 1 p. m. . . . Ladies attending the Aztec and Majestic two days each week are given a bottle or jar of the Constance Bennett Cleansing Cream for a dime . . . LeeRoy Handley has sprouted a mustache.

Ben Lichtig has returned from South America and is now domiciled over in Florida . . . David Young sr., the Brownsville showman, was a caller at the local Azteca Film office. "El Fanfarrow" and "La Noche de los Mayos" are the two new Azteca releases for the first half of July.

Visitors: Joe MacDonald, Tower, Houston, and Raymond B. Willie, assistant general manager, Interstate-Texas Consolidated Theatres, Dallas . . . Doug Largen jr., Mrs. Katherine Largen and yours truly visited New Braunfels calling upon Jack Pickens of the Rialto there.

Miss Lillian Walker Buys Sherman House of Burger

SHERMAN, TEX.—Miss Lillian Walker, operating the Savage in Durant, who purchased the Fox here from Max Burger, began immediately to modernize the front and make other improvements. Burger opened the Fox last year. Previous to that he had the Fox in Ardmore, Okla.

If They Do--If They Don't

DALLAS—Newsreels in politics were briefly aired Tuesday by statements from Col. H. A. Cole, president of national Allied, and R. J. O'Donnell, general manager of Interstate circuit, both of which found their way into newspapers.

Special screenings of newsreels on the Row within the last few days may have prompted the controversy as to whether or not Wendell L. Willkie is getting too much footage.

Says Cole, "I realize that the Republican convention is news but I wonder if this natural trend has not been accelerated by the control of newsreels by the motion picture trust. The big eight producing and distributing companies are facing a half dozen anti-trust suits brought by the Attorney General of the United States under the present administration. Their resentment and fear of these actions is apparent. I shall watch to see what treatment is given each of the two parties and their candidates during the coming months. All of the newsreels are full of the Republican candidate and have been for several weeks."

Says O'Donnell: "Col. Cole's charge is ridiculous. The newsreels are no more full of Willkie than they were of Landon and Roosevelt in 1936. The Republican convention is first in the news, that's all. The newsreels always have been scrupulously fair about giving both parties equal representation. Now the Democrats are going to meet. I suppose the footage given the Democrats, candidate or nominee, will be construed as a conspiracy to curry favor with the administration and thereby fend off the anti-trust suit."

ATLANTA

H J. WOODWARD, on one of his weekly visits, reported he is remodeling and installing new air-conditioning in his Mayfair, Winder, Ga. . . . H. P. Rhodes, booker for Georgia Theatre Service Corp., is on a short trip to Gainesville and Buford, Ga. . . . J. Harry Persse, Heywood-Wakefield Seating Co., Gardner, Mass., spent several days here en route to visit his son at the R.O.T.C. camp at Fort McClellan.

Robbers broke into the Techwood, but failed to crack the safe. The only loss was a wrist watch which Charlie Murdock had left in a box in the office . . . Walter L. Brandenburg, well known on Filmrow, is the new manager at the Strand, Florala, Ala. . . . Sidney Laird, office manager for Columbia, and his family are vacationing at Jacksonville Beach, Fla. . . . Mrs. Elizabeth Helmer, formerly with GB and Paramount, has been added to the booking department at 20th Century-Fox . . . Bob Ashemore, 20th Century-Fox booker, has been transferred to Memphis. He is replaced by Hill Huffman.

Evelyn Steimle, secretary at the Marcus Loew booking agency, is spending her vacation at her home in Evansville, Ind. . . . Stella Hinson, in the office at Republic, is in Crawford W. Long Hospital, following an attack of acute appendicitis. Mrs. Irma Lane is subbing for her at the exchange . . . Jack Barrett, Accessory Consolidated Service, is driving a new Buick . . . Luther Bridges has been added to the shipping department at 20th Century-Fox.

Anne Bounesor, Warner Bros., went to Anniston, Ala., to weekend with her cousins, Mr. and Mrs. Clyde Bishop . . . Visitors: E. J. Hunter, Colquitt, Colquitt, Ga.; R. E. Hugh and E. D. Martin, Columbus, Ga.; Mack Jackson, Strand, Alexander City, Ala.; O. C. Lam, Rome, Ga.; Spurgeon Dunn, Gibson, Chattahoochee, Fla.; Nat Williams, Rose, Thomasville, Ga.; Bob Dunn, Camilla, Camilla, Ga.; W. J. Collins, Ritz, Toccoa, Ga.; A. L. Cowart, Cartersville, Ga.; Luke Stein, Stein Theatres, Jacksonville, Fla.; I. L. Shields, city manager for L&J in Columbus, Ga.; and I. T. Taylor, Rylander, Americus, Ga.

T. K. Jones, Ritz, Dadeville, Ala., came in town to do a little booking and brought with him his best trick. If you didn't see it this time, don't fail to make him show it to you on his next trip . . . J. S. Tankersley jr. spent several days here getting his bookings in shape for Ellijay and Chatsworth, Ga., so that he could go to Cuba the last of the month . . . Vacationists are C. H. Deaver, Metro booker, and Nell Oldknow, Mrs. Rosalie Feldman, Mabel Smith, Martha Mobley and Bill Langston, all of Warner Bros. . . . Martha Mobley, Warner Bros., attended a house party at Jacksonville Beach over the Fourth.

Perry Spencer, publicity director of Republic Pictures of the Southeast, is back in town after a three-week trek through Tennessee where he supervised campaigns on "Dark Command." He also handled the world premiere of "Grand Ole Opry" in Nashville.

ARKANSAS

LAST Saturday, the Howard, owned by the K. Lee Williams Co., began a week's celebration of the house's second anniversary. Manager Cecil J. Callaham has had charge of the Howard nearly a year.

It is announced a new house has opened at Crawfordsville under the management of W. L. Moxley, who has been operating a theatre at Turrell for several months. Moxley has rented a building just off the highway near the Glenn Service Station. Films will be shown every Thursday and Saturday.

Orville Griffith has leased the New at Magazine from E. L. Savage . . . The two-story Goodbar building at Charleston is being reconditioned and will house the Gem, it is announced.

MEMPHIS

SPENCE PIERCE, former assistant manager at Warner's here, and more recently a Warner manager in Oklahoma City, was in town conferring with Howard Waugh, skipper of the local Warner house . . . W. Levi Chisholm of the Orpheum, Fulton, Ky., who was recently injured in an automobile accident near Cairo, Ill., is still away from his post . . . Addys Brown of the Gem and Nevada, Prescott, Ark., is vacationing on the west coast. Jimmy Nichols, her secretary, accompanied her on the trip.

W. R. Lee of the Gem at Heber Springs, who makes his home in Batesville, and Lawrence Landers of the Landers, Batesville, were in town booking . . . Alexander Gray came in from Louisville to play the lead in "The Merry Widow," first of the Memphis Open Air Theatre's musical comedies which opens next week . . . Mrs. R. B. Cox, wife of the exhibitor at Batesville, Miss., who has been in the hospital for some time, is home again and feeling much improved . . . Charlie Lester, district manager for NSS, spent a couple of days with Bob Conway, local manager, before leaving for Little Rock.

R. L. Allen, district booker for the Commonwealth circuit, Kansas City, received word while on the Row booking that the stork had paid him a surprise visit. Both the mother and baby are doing nicely . . . Mrs. John Lee Woods of the Crossett, Crossett, Ark., was forced to close her theatre because of a strike at the Crossett Lumber Mill . . . Harrington (Seed) Wortsmith is the new accessory clerk at Republic.

A most unusual visitor on the Row was F. J. Daugherty of the Palace, West Helena, Ark. Mrs. Daugherty came up with him, but went downtown to shop . . . Mr. and Mrs. J. A. West, who are building a new theatre here on Chelsea Ave, are now comfortably settled in Hein Park . . . W. A. Rush of the Houston, Houston, Miss., was on the Row booking . . . Jack Marshall, Tony Sudekum's city manager in Dyersburg, Tenn., is back on the job after a two-week vacation spent at Pickwick Dam and points of interest in Alabama. John Hatcher jr. filled in for Marshall during his absence.

With the arrival here of M. B. Hasty of the Joy at Dardanelle, Ark., you knew it was the first Tuesday of the month, as that is when he makes his monthly visit to the Row . . . Tom Ballas of the Madison, Memphis, was host at a Fourth of July picnic, at Maywood, for his entire staff and their families . . . H. I. (Buddy) Mansfield was called in from the territory due to the death of Mrs. Mansfield's mother, who had been ill for some time . . . Leroy Renfro and partner, Ralph Abrasom of the Grove, Holly Grove, Ark., were on the Row advancing bookings.

Whyte Bedford of the New at Hamilton, Ala., was in booking and advised his new home would be completed by August 1 . . . Leonard Andrews, booker at Universal, and Mrs. Andrews are off to Evansville, Ind., on their vacation. They will visit his mother who lives there.

Projectionists and F-P Negotiate New Pact

By MILTON GALBRAITH

TORONTO—Negotiations have opened at Toronto for a new agreement between the IATSE unions and Famous Players Canadian Corp. covering wage and working conditions to start September 1 and replacing the current contract which has been in effect generally for three years.

A conference has been held with delegates from unions in various centers and it is understood that the discussion was harmonious, the prospect being that, because of the war and the cooperative spirit which has existed for many months, no serious difficulty will be encountered in the adoption of new terms affecting wages and hours.

One problem in the Canadian situation has been the existence of opposition unions which are not recognized as units of organized labor by the IATSE. These consist of Canadian unions which are affiliated with the Canadian Congress of Labor, the latter operating under a charter recognized by the Dominion government. There also are Catholic unions which are prevalent in French-Canadian Quebec where the IATSE is not strongly established. These national and religious angles provide a difficulty for the IA.

At the same time, the situation in Toronto is that 98 per cent of the theatres are in good standing with the well-organized Toronto Local of the IATSE and only two or three theatres employ projectionists of the Canadian Union. All theatres of the Famous Players' chain have contracts with the International.

In Winnipeg there is an independent union which is local in nature and opposed to International affiliation. In this situation, neither the theatre operators nor the International seem to be able to make any progress apart from the acceptance of the local organization because of the sentiment which has long prevailed.

The Canadian Union has operators in various theatres of Ontario cities, such as London, Ottawa, Hamilton and Chatham, but, in the main throughout Canada, with the exception of Quebec province, International operators are employed by theatres in the cities. In villages where independent theatres are run by families, the projectionists are not unionized, but they have to pass the periodic tests of the government departments to insure safety.

Film Calgary Event

MONTREAL—As part of an all-Canadian motion picture, a British company, the Ortus Films, Ltd., of London, will film the Calgary Exhibition and Stampede, according to a letter received by E. L. Richardson from John Seabourne, production manager. From Calgary the company will proceed to Banff where the Banff Indians' Day celebration also will be "shot."

Warner Writer Extended

HOLLYWOOD—Robert Rossen, Warner writer, has been given a contract extension by the studio.

Dominion Production Prospects Recognized to Be Slight

TORONTO—Canadians generally have not become excited over the rumors that some British producers are planning to transfer their studios to the Dominion because of war conditions in the United Kingdom while the film trade in Toronto has discontinued the reports that production may be undertaken on a large scale. Further, it has been reported that Alexander Korda, who had been linked with the rumor of the Canadian development, has declared that he is not interested in the creation of a film production industry in the Dominion. In discounting the thought, Korda stated that the outdoor scenes of his next picture would be shot in Mexico and the rest of the production would be made in Hollywood.

Announcement was recently made that Ortus Productions of London, England, had arranged to have a camera unit take pictures of the Calgary Exhibition and Stampede and later would shoot the Indian Day celebration at Banff in the Canadian Rockies as part of an all-Canadian feature but these scenes have been done many times in past years for newsreels and other pictures. From London comes the report that the British ministry of information is cooperating with Michael Powell for the making of a picture depicting Canada's cooperation with Britain in the war and that the cooperation and assistance of the Canadian government had been secured. Powell, the director, is associated with John Sutro, managing director of Ortus Productions. It is true that Powell and others visited Ottawa last April, but no announcement has been made by John Grierson, Dominion film commissioner at Ottawa, that any step in this direction has been taken. What has been said is that the assistance of Canadian government heads is particularly essential while Canada is at war, but there is no word of a binding nature in this respect.

Financing Difficult

British film producers would find it very difficult to finance any large undertaking in the Dominion under present war conditions, it is pointed out in Toronto film trade circles. No large sums of money can be taken out of Britain at the present time because of war restrictions, it is declared, because money is required for the actual prosecution of the war, and it would be difficult to secure shipping accommodations for any considerable equipment or supplies. In this connection, the Toronto *Daily Star* has commented

"In this age of evacuations and shifting war capitals, it may look simple for British film makers to ship their production plants to Canada. But it's much easier to transport refugees to Canada and children from city to country in England than to shift a vast film industry across the Atlantic. In all Canada there is no studio capable of accommodating a big film industry.

Require Great Studios

"Pictures such as English studios have made for 10 years now, competing with Hollywood, can't be produced in any but modernly-mechanized great studios. Such studios take time and money to build." The newspaper add that it "might be much easier for English producers to shift their technicians and staffs to Hollywood" and that the time is ripe "for still more international cooperation in studios."

Commenting on the situation, Col. John A. Cooper, president of the Motion Picture Distributors of Canada, said:

"First, Canada neither has the studio facilities nor the technicians necessary for any large-scale production; second, independent English film makers are finding it practically impossible to obtain finances, even for production at home; third, there is no possibility of American companies, now operating in England, acquiescing to such a plan, even if they should be requested to do so in the event conditions abroad necessitated complete shutdown of studios there.

"At present Canada has only one small studio located in Montreal and technicians and technical equipment only sufficient to produce trailers and documentaries."

Moose Jaw Council Eases Theatre Restrictions

MOOSE JAW, SASK.—Consolidating and revising the city's licensing by-laws, the council deleted after two readings the section which would have forced theatres, dance halls, etc., to remain closed from 12 midnight Saturdays to 7 a. m. the following Monday, to close weekdays at 2 a. m. and remain closed to 9 a. m. the same day, and would bar children under 14 from entering theatres after 8 p. m. unless accompanied by a parent or guardian.

Decision to delete the section was made because of widespread opposition in the city to the provision and also because it was agreed that the fixing of closing hours on Sunday was a matter for the provincial authorities and not the city.

Military Building Need Cancels Western Fair

LONDON, ONT.—A further blow to community activities here is the decision to cancel the annual Western Fair for the remainder of the war because of the demand for the use of the fair buildings for military purposes. This exposition was one of the largest in the country outside of the Canadian National Exhibition at Toronto and its cancellation means fewer visitors to London for one week in September each year for the theatres.

The C. N. E. at Toronto, which is one of the greatest annual expositions in the world, will open on August 22 as usual and will continue to September 7.

Government and Civic Praise for Campaign

TORONTO—Endorsement of the Dominion government for the Win the War Campaign of the motion picture industry of Canada in the sale of War Savings Stamps through the holding of free performances in theatres all over the country Monday evening, July 15, was contained in a letter from Hon. J. L. Ralston, C.M.G., D.S.O., minister of national defense, to the national chairman of the drive, N. L. Nathanson, president of Famous Players Canadian Corp. The official letter was as follows:

"On behalf of the Government, I should like to express to you and through you to the motion picture industry, our warm appreciation of the effort now being put forward by the industry to contribute to the success of the War Savings Campaign.

"The special film showings which are to be held throughout Canada on Monday evening, July 15, will have, I am sure, a very wide appeal and will serve in a striking way to focus attention on the campaign. The proceeds from the showings themselves will be a most helpful contribution.

"As the project will involve a great deal of work and sacrifice on the part of a large number of people, I should be grateful if you would convey to all concerned, both in Canada and the United States, our sense of obligation to them."

Clergy Praise in Letters

Among the letters received at campaign headquarters was one addressed to Mr. Nathanson from Rev. Gordon Domm, minister of Bathurst United Church, Toronto, who has long been recognized as an aggressive crusader. His letter reads:

"As one who opposed from the pulpit and in every other way I could make my influence count, the recent movement on the part of the Canadian moving picture industry to show across Canada moving pictures on Sunday, July 14, I take note now, with deep satisfaction, that the date of such showing will fall not on Sunday and that it is not your intention to have any pictures whatsoever, for any purpose whatever, shown on Sundays.

"It may be the change of date now officially accepted will increase your difficulties and that it may even reduce the proceeds from the Win the War program but, I am sure, nevertheless, that the goodwill that is sure to be fostered through your sacrifice and willingness to accede to what is manifestly the will of the people of Canada will in the end redound to your own credit and advantage, and most assuredly serve more worthily the cause of true democracy to which we are indebted.

"I therefore want to thank you most sincerely and to assure you that I shall use an equal amount of resourcefulness in backing your revised venture. For I speak as a patron of good moving pictures and have long maintained that it is a Christian duty to support the good ones and so quietly to veto, by our silent action, the objectionable features now and then so evident in certain pictures."

Official endorsement of the campaign was also expressed in a letter from Hon. M. F. Hepburn, Prime Minister of Ontario, even though he was lying seriously ill with pneumonia while other communications of endorsement and active support have been received from the Rt. Rev. Derwyn T. Owen, primate of the Church of England; Archbishop McGuigan of the Roman Catholic Archdiocese; Murdoch L. Martyn, Potentate of Rameses Temple of the Mystic Shrine; Gleason Smith, Grand Knight of the Knights of Columbus; Dr. Mutchmer, general secretary of the United Church Social Service Board; Rev. Father McGrath, chairman of the Legion of Decency; leading clergymen of various denominations including the Baptists and Presbyterians; heads of patriotic societies and service clubs and many others.

Outstanding Campaign By Kitchener Exhib

TORONTO—One of the outstanding individual campaigns for the War Savings Stamp Shows in Canadian theatres Monday evening, July 15, for which the "price of admission" was fixed at two or more 25-cent war savings stamps of the Dominion government (the patron keeping the stamps), was organized by Charles L. Stephenson, veteran showman of the Century, Kitchener, Ont. He quickly sold out his allotment of stamps and called for more a week before the night of the patriotic show.

Among other things, Stephenson sold 25 advertising slides to Kitchener merchants for the special performance only for $100 worth of government war stamps; sold his large marquee sign for $1,000 for the one day and two small electric signs for $100 each, the proceeds being turned into the government war fund. He sold blocks of stamps to local hotel proprietors so that admission tickets could be distributed among the guests for the show. And he got a great kick out of selling war stamps to a visitor in the manager's office of an opposition theatre. He also made a personal canvass of factories and stores. Patrons at the special performances could buy as many war stamps up to $500 as they liked and received, in exchange, a special ticket of admission.

Kitchener and Waterloo theatre managers have done a swell job in putting across the Win the War Campaign of the Canadian motion picture industry. Their quota was $7,000 worth of war stamps but they quickly passed the $10,000 mark. Manager Howard Schedewitz of the Kitchener Lyric sold $400 worth to the Blue Top Brewing Corp. and the tickets of admission were turned over to the poor so that they could enjoy a show. Manager Bill Watt of the Capitol announced that he had sold the use of his marquee signs to local industries for large amounts, the entire proceeds being invested in the stamps.

George Nicholson and James Lang, two Kitchener restaurant proprietors who were born in Greece, both bought $500 blocks of the stamps for the privilege of a marquee advertisement and then distributed the admission tickets among orphans, crippled children and unemployed. When a rush became apparent, Showman Stephenson hiked the "price" of a single admission ticket for the free show to $10.00 per ticket from the original rate of 50 cents.

"I don't want Hitler to give my job to Mussolini," is Stephenson's campaign slogan.

Border Curbs Stop Shea Vaude Shows

TORONTO—Shea's, one of the large downtown theatres here, has turned to a straight film policy with double bills replacing the combination program and admissions have been reduced to 40 cents for evenings and 25 cents for matinees. The theatre will continue to operate all summer on this plan, it is understood.

One reason for the dropping of vaudeville was the increased difficulty at the border with acts being held up by immigration officials and others barred from Canada entirely because of nationality. There was also the problem of money exchange and latest of all was the ban by the Dominion Government on the sending of money out of the country except through a permit of the finance control board at Ottawa, this being granted only for urgent business needs.

Shea's announced its new policy with the presentation of a two-feature program consisting of "The House of Seven Gables" and "La Conga Nights." Incidentally, for some years the practice has been followed to close the theatre about June 15 and reopen Labor Day but air conditioning and continuing business activity during the hot months have brought a change.

Casino Having Difficulty

The Casino, which is operated by the Allens, continues to offer vaudeville along with a feature and short pictures but it is having trouble getting acts across the line from the U. S. The feature act for the week ending July 5 was cancelled at the last moment when it was discovered that the troupe of six people could not reenter the United States after playing Toronto, even though they were British subjects. They are working in the States on a year's permit from the British Government which is recognized by the U. S. immigration department. As soon as they leave U. S. soil, the permit automatically expires, hence they could not cross the line into Canada. Another act for the Casino was cancelled because the performer had a German name and was refused permission to enter Canada although he was a citizen of the U. S. and could prove that he had been a performer in that country for many years.

The open-air parks in Canada are having a tough time this summer. The weather has been cold—at least to the end of June and there has been much rain—while tourist trade has fallen to zero. The parks have been experiencing difficulty in getting vaudeville attractions because of border restrictions.

Individual Marketing Marks Stamp Sale

TORONTO—Highlights of the "Win the War" campaign for the War Savings Stamps shows in Canadian theatres Monday evening, July 15, included many individual stunts to boost the boxoffice sales of the certificates.

The exhibitors in the Danforth Avenue district of Toronto stencilled their sidewalks, using the line "Get War Savings Stamps here now for the Free Show," an arrow pointing to the boxoffice. Merchants along the Danforth cooperated by putting up an array of flags that had not been seen since the Royal Visit. Manager C. L. Querrie of the Palace distributed a special herald in the form of a personal appeal to patronize the patriotic performances on the big night. The four weekly newspapers of the community contributed a free page each to the cause.

Manager Jack Wellard of the Royal, Parry Sound, Ont., jacked the admission requirement to $4.00 worth of stamps for every one of his 400 seats. George Stroud, veteran manager of the Palace, Hamilton, announced an immediate sell-out, all special tickets for his 2,233 seats being taken by employes of the Canadian Department Stores.

Auxiliary Corps Helps

Young lady members of the voluntary auxiliary drivers corps, who are training to be motor mechanics for war services, were enlisted by Manager Leon Bishop of the Toronto Tivoli. The girls are telling that they sold $1.00 worth of war stamps to a male patron as he entered the house and $3 worth to his wife when leaving the Tivoli after hearing Bishop and Jim Cameron give pep talks to the audience.

Manager Jack Purves of the Village Theatre in Forest Hill Village scooped his rivals by securing Reginald Stewart, noted Canadian pianist, for a personal appearance at the patriotic show. Manager Tom Daley of the Toronto Imperial organized a war stamp selling contest among his employes, offering a week's holiday with pay to the member of the staff selling the most above $100. Jack Kerr, head usher, went out and prevailed upon the proprietor of a nearby tailor shop to call off his offer of a free $4 War Savings Certificate with every suit of clothes until after the theatre campaign performances.

Manager Al Sedgwick of the Toronto Belsize lined up a pep talker for every night of the week, securing prominent local men to address the audiences, and had members of the Royal Canadian Air Force in the lobby selling the stamps for the free show.

Jerry Shea of Shea's, big downtown house in Toronto, enjoyed a sell-out to the employes of T. Eaton Co., Ltd., large department store, the latter cooperating in organizing a special stage show in addition to the film program.

From all over the country repeat orders began to pile into campaign headquarters at Toronto for special admission tickets and extra supplies of stamps, these requests from the exhibitors starting as far back as last Monday or one week in advance of the national shows.

MONTREAL

INTENSIFICATION of the war, with the radio daily bringing more exciting news, has had some effect in diminishing attendance at the motion picture theatres. On the other hand many older people freely state that they are going to the theatre to see the newsreels which show the progress of the war more vividly than any other medium.

Over a thousand children evacuated from the United Kingdom have arrived here. Almost without exception their most delightful impression was of the scarlet-coated "Mounties" who were on guard at the pier. "Oh, look, look! There they are just like in the cinema," the children cried, and the Mounties were surrounded by admiring throngs of British youngsters.

One result of France's withdrawal from the war is cancellation of the ban on the exhibition of "Beau Geste," which was imposed at the request of the French consul general last year. The film now is being shown at a St. Catherine street theatre. A film which brings the war closer is "An Englishman's Home," at the Capitol.

Alexander Korda's brother, Vincent, British film producer, accompained by his wife and son, arrived here en route to Hollywood from England where he has recently finished the film, "Major Barbara," based on a George Bernard Shaw play. He declared that British cinemas were doing well but that the legit theatre had slumped badly.

Eric Portman of Ortus Films and Gerald Freeman are British producers who arrived recently in Montreal from England . . . D'Arcy Marsh, scenarist at Associated Screen News studios, is the proud father of a nine pound son . . . John McDougall and an ASN production crew are in western Ontario, shooting "Workshops in War" for the National Film Board.

John Maxwell, chairman of Associated British Picture Corp., emphatically denies rumors that he intends transferring his Elstree studios to Canada . . . Hollywood would have obtained a number of vivid ideas in costuming had an expert been on hand when several thousand German war prisoners were disembarked at Quebec and Montreal for internment in Canada. Their uniforms ranged from the green of the Storm Trooper and the light blue of the aviator, to varied military uniforms worn by officers and leather jackets and leather trousers sported by parachutists.

Alcock and Browne, the British aviators who made the first transatlantic flight, will be featured by 20th-Fox in a film to be called "Not For Glory" in which British-born Richard Greene will play Pilot Sir John Alcock.

"Know Your Money," a film showing the work being done to prevent the passage of counterfeit coins and bills, was shown to the protective section of the Association of American Railroads in Montreal by officers of the Treasury department, United States secret service, at the request of the Royal Canadian Mounted Police. Bank officials, cashiers of large companies, and others who habitually handle large sums of cash were invited guests.

J. W. Campbell, news editor of Associated Screen News, supervised the newsreel of the arrival and induction of the Earl of Athlone, Canada's new Governor-General, at Ottawa . . . Recent visitor to Kingston, Ont., was Frank O'Byrne, of the Toronto office of Associated Screen News, who made a newsreel on the spring graduates of Royal Military College.

Comment is being made on the shortage of documentary films of Canada. It is suggested that the tourist trade could be greatly stimulated by distribution of films showing Canada's scenic and historic attractions in the United States . . . Local theatre managers have observed that the concentration on love-making shown by audiences is not so marked since the war became intensified. War films, comedies, and serious films are drawing better.

WINNIPEG

AT A MEETING at the Capitol Theatre at midnight, Tuesday, attended by more than 500, including theatre owners, managers, film exchange and all staffs connected with the film industry, E. A. Zorn, western manager of F-P, made an appeal to push the sale of war savings stamps. Letters urging the support of the sale of stamps were distributed to be sent on to friends in the form of chain letters. At the downtown houses, the Capitol and Metropolitan are planning special stage shows in connection with the evening. Syl Gunn at the Metropolitan is working in conjunction with radio station CJRC lining up talent, while Harold Bishop at the Capitol has secured the co-operation of CKY.

Sim Rost is holding "Turnabout" for a second week at the Garrick . . . A new policy has been inaugurated by Harold Gray at the Tivoli, which has adopted a policy of first run British films with second run American. Gray is building his house to be a de luxe neighborhood theatre.

While Harold Bishop is away on vacation, Nestor Novak has been carrying the managerial post at the Capitol. This week Nestor arranged a nice break for his showing of "Susan and God" in the form of a two column cut and story attached dealing with the domestic angle of the film, breaking with his picture opener. A strong newspaper campaign and an invitation to the film critics secured stories.

A public address system, inviting patrons into the theatre for a good laugh, was effectively used by Syl Gunn of the Metropolitan in selling "The Ghost Breakers" and "Those Were the Days."

SASK'WAN

TWO trainloads of RCAF students, in Regina, to study at the No. 2 training school, during the summer, and over 350 school teachers in Regina for two weeks or more to mark examination papers, are expected to bolster slumping boxoffice receipts at Regina's five theatres.

Moose Jaw's four-day fair did not affect theatre business as badly as was expected. Rain and cold weather kept most of the populace away from the fair grounds during the first two days and had them seeking inside entertainment.

Members of D Co., Regina Rifles, and the 44-62 Field Battery were guests of P. W. Mahon, manager of the Strand, Prince Albert, during the showing of "Torrid Zone."

Change of policy at the Orpheum, Moose Jaw, for the summer months has one complete show being screened at 2:30 p. m. daily, theatre closing at 5 and reopening at 7:30 with continuous showing until close.

Theatre patrons like the new background at the Auditorium, Indian Head, made of processed material, which shuts off the entrances from the seating floor. Members of the audience say it is an improvement, blankets the noise made by latecomers and also cuts off unnecessary light from the back.

Arrangement between Capitol Theatre and Regina Leader-Post *has the paper sponsoring the showings of the newsreels. The paper also sponsors the monthly appearances of March of Time at the Capitol.*

Tieup between the Grand, Regina, and radio station CJRM has CJRM's nightly 10 o'clock news broadcast aired through the Grand Theatre sound system from the stage. Maps of Europe are shown on the screen to help the audience follow the war developments.

Members of Regina theatre staffs now on holidays include Leonard Joyce, who is honeymooning, Lenore Williams and Jean Stephens, of the Capitol; June Derbyshire, of the Met; M. A. Parker and Frank Hastings of the Roxy and Marcus Bloom of the Rex. Jean Stephens of the Capitol returned recently from a trip to Chicago.

Ken Mahan, formerly a projectionist with the Capitol, Saskatoon, and later manager of the Roxy, Yorkton, has left for Toronto where he will be a military policeman with the RCAF.

From now on the newsreel shown at the Windsor, Grenfell, will be a first run reel, Grenfell being the first place in western Canada where the news is exhibited, reports Manager Humphrey.

Nan Reid, cashier at the Grand, Regina, on the sick list for the past few weeks, has been replaced by her sister, Margaret Reid, during her illness.

Theatre Holding Corp. Reopens Cobalt House

TORONTO—The Theatre Holding Corp., headed by the Allens, has reopened the Classic at Cobalt, the once historic mining center of northern Ontario—made famous in the colorful gold rush of more than a quarter of a century ago when miners paid as much as $1,000 to a hockey player for one game and the saloons were the scene of many a riotous celebration.

In recent years Cobalt has been a ghost town, but the war has brought renewed activity and the theatre is operating again. The Allens also have the Strand in nearby Haileybury and this theatre with the Cobalt Classic will be open on alternate nights.

VANCOUVER

AS A RESULT of the destruction of Dawson City's two theatres by fire, a by-law has been passed permitting only what films are required for the day's performance to be in the theatre at any time. Heretofore, it was customary to get in sufficient reels for the entire winter's showing. This by-law will necessitate fireproof storage being provided away from the house.

F. A. Stockwell who, with A. Russel, is remodeling Eagle Hall in Dawson City, Y. T., to serve as an amusement center, finished the business of arranging for equipment and bookings here and left for home last week.

Phil J. Allen, manager of the Orpheum, Dawson City, Yukon, is making an extended visit here picking up equipment, and booking films, for the new Orpheum which is now rising from the ashes of the old . . . Excavations for the new Vogue in Vancouver are underway . . . Anticipating the possible curtailment of lumbering, Harold Warren plans to close his Roxy at Alberni.

E. W. Bickle made a hurried visit to Vancouver in connection with the opening of his theatre and auditorium in Courtney . . . Charlie Doctor, manager of the Dominion, reports a stucco repair job at his house.

The projectionists seem to be taking to the air; there is Reg Witt who is now taking special training at Trenton, Ont. with his place at the York now held by W. Myers. F. Gilbert has been appointed instructor in the Vancouver Flying school and Eton Woolly takes his place in the Victoria. Fred Simmons jr. of the Empress, Vernon, B. C., is another one attracted by the natty uniform of the R.C.A.F. with R. L. Holmes taking his place at the projector.

Charlie Foster, projectionist at the Capitol, Nelson, B. C., is away on a well earned vacation, his place filled during his absence by G. Sullivan.

Don't mention fishing to George McEwan of the Music Box; it was hot, it was dusty, and the fish were not hungry.

TORONTO

O. R. HANSON, president of Empire-Universal Films, Ltd., and Arthur A. Lee, New York film distributor, spent several days on Royal Canadian Island in the Georgian Bay District owned by Lee, most of the time being spent in fishing.

Harry Dahn, well-known theatre executive, and Mrs. Dahn have gone to their country residence at Fenelon Falls, Ont., for the summer.

Jack Arthur, district manager of Famous Players Canadian Corp., spent a couple of days in Ottawa when he conferred with Alfred Hitchcock, director of "Rebecca," "The Lady Vanishes" and other pictures. Hitchcock traveled from Hollywood to Ottawa to complete arrangements for the evacuation to Canada of 60 children from the Actors' Orphanage in London, Eng.

Charlie Mavety, president of the Mavety Film Delivery Service, Ltd., is staging a special show of his own at the Mavety Circle M. Ranch at Kleinberg to boost the Canadian Government War Savings Stamps, the price of admission being the purchase of stamps to the value of $8 and up.

Lorne Moore, manager of the Grand, Sudbury, has gone to South Porcupine, a mining camp in northern Ontario, to become supervisor of the four theatres of the Northern Empire Theatres, Ltd., during the absence of President L. Mascioli.

Joe Holliday, manager of the Circle in North Toronto, has arranged a unique tieup with the Royal Ontario Museum including a special display of pre-historic animals and relics for the run of "One Million B. C."

Harry Kerr, head usher of the Toronto Imperial, ace downtown house of the Famous Players' chain, is making a strong bid for the prize of a week's holiday with pay in the contest arranged by Manager Tom Daley for members of the staff in the sale of War Savings Stamps. The award goes to the employe selling the most over $100 worth of the war stamps.

Following his airplane trip to the Pacific Coast, Leo M. Devaney, general manager of RKO Distributing Corp. of Canada, Toronto, went to Hamilton for a speaking engagement before a community organization. . . . J. O. Scott, manager of the Weston Theatre, Weston, Ont., has been away for a week for a fishing holiday at Honey Harbor, summer resort town on Lake Huron.

Tom Naylor and Leo Clavir, who recently took over the Capitol at Woodstock, Ont., spent some time on Filmrow to line up bookings for the new venture.

M. H. Yudin, manager of the Centre, St. Catharines, Ont., a Toronto visitor . . . The Ottawa Women's Canadian Club is operating a tea room in the Capitol, Ottawa, in cooperation with Manager T. R. Tubman, to assist in the organization's war work.

FULL TEXT OF ARBITRATION SYSTEM OFFERED UNDER INDUSTRY PLAN OF SELF-REGULATION

(Continued from page 14)

I. Exchange Territories

Arbitration of disputes which are subject to arbitration under the trade practice code to which these rules of arbitration are annexed or hereunder in the territories (hereinafter referred to as exchange territories) served by the film exchanges in the cities below named:

Albany, N. Y.	Memphis, Tenn.
Atlanta, Ga.	Milwaukee, Wis.
Boston, Mass.	Minneapolis, Minn.
Buffalo, N. Y.	New Haven, Conn.
Charlotte, N. C.	New Orleans, La.
Chicago, Ill.	New York, N. Y.
Cincinnati, Ohio	Oklahoma City, Okla.
Cleveland, Ohio	Omaha, Neb.
Dallas, Texas	Philadelphia, Pa.
Denver, Colo.	Pittsburgh, Pa.
Des Moines, Iowa	Portland, Ore.
Detroit, Mich.	St. Louis, Mo.
Indianapolis, Ind.	Salt Lake City, Utah
Kansas City, Mo.	San Francisco, Cal.
Los Angeles, Cal.	Seattle, Wash.
	Washington, D. C.

shall, in each exchange territory, be governed by these rules of arbitration from and after the date of the appointment of the panel of neutral arbitrators and of the secretary for such exchange territory, as provided in Articles II and III hereof.

II. Panel of Neutral Arbitrators

All distributors and affiliated exhibitors (see footnote 12) and organized exhibitor groups, which have signed the trade practice code and which at the time carry on their business (or, in the case of organized exhibitor groups, have members who have signed the trade practice code and who at the time operate theatres) in an exchange territory shall by unanimous action appoint a panel of not less than five nor more than 10 neutral arbitrators for such exchange territory. Neutral arbitrators may be compensated for their services, shall preferably have an understanding and knowledge of the motion picture industry but shall not be associated with either distributor or exhibitor interests.

III. Permanent Arbitration Board

(1) **Appointment of Panels.** All distributors and affiliated exhibitors which are at the time entitled to participate in the appointment of the panel of neutral arbitrators for an exchange territory shall by unanimous action appoint a panel of 10 arbitrators, and all organized exhibitor groups which are at the time entitled to participate in the appointment of said panel of neutral arbitrators shall by unanimous action appoint a panel of 10 arbitrators, for such exchange territory. It is contemplated that arbitrators on said panels will be associated with some branch of the motion picture industry and will serve without compensation.

(2) **Personnel of Permanent Arbitration Board.** A permanent arbitration board consisting of one arbitrator from the panel of neutral arbitrators and two other arbitrators, one from each panel of arbitrators appointed as provided in paragraph (1) of this article, shall be established in each exchange territory. The members of each of the panels appointed as provided in said paragraph (1) shall serve on the permanent arbitration board in rotation, in such order and for such length of time as the members of such panels shall respectively agree upon. The two arbitrators so serving from said panels shall designate a third arbitrator from said panel of neutral arbitrators, or, if they are unable to agree upon a third arbitrator, the third arbitrator shall be chosen by them by lot from said panel of neutral arbitrators. Said third arbitrator shall be chairman of the permanent arbitration board and shall serve during the term of office of the arbitrators designating or choosing him.

(3) **Secretary.** All distributors, affiliated exhibitors and organized exhibitor groups which are at the time entitled to participate in the appointment of the panel of neutral arbitrators for an exchange territory, shall by unanimous action appoint a secretary for the permanent arbitration board and for the special arbitration boards provided for in Article IV hereof, in such exchange territory.

(4) **Office.** Each permanent arbitration board shall maintain an office and have available adequate quarters for the hearing of arbitrations.

IV. Special Arbitration Boards

(1) **Two Party Disputes.** With respect to disputes between two parties a special arbitration board shall be constituted as follows: Each party to the dispute shall designate an arbitrator, who need not be disinterested. The two arbitrators so designated shall designate a third arbitrator who may, but need not, be a member of the panel of neutral arbitrators, or, if said two arbitrators are unable to agree upon a third arbitrator, the third arbitrator shall be chosen by them by lot from the panel of neutral arbitrators. Such third arbitrator shall be chairman of such special arbitration board.

(2) **Disputes Relating to Clearance.** With respect to disputes relating to clearance, the special arbitration board shall be constituted as follows: The complaining exhibitor shall designate an arbitrator who shall have one vote, the exhibitor complained against shall designate an arbitrator who shall have one-half a vote, and the distributors which are the third party to such dispute shall as a group by unanimous action designate an arbitrator who shall have one-half a vote, none of which arbitrators need be disinterested. The three arbitrators so designated shall by unanimous action designate an arbitrator who may, but need not, be a member of the panel of neutral arbitrators, or, if they are unable to agree upon said arbitrator, he shall be chosen by them by lot from the panel of neutral arbitrators. Said arbitrator shall be chairman of such special arbitration board and shall have one vote. In the event of a tie vote by the arbitrators in any such dispute, an award shall be made dismissing the complaint.

The powers of arbitrators in any dispute relating to clearance shall be limited to:

(a) A finding as to whether or not the clearance complained of is unreasonable; and, if the finding be in the affirmative, then

(b) An award increasing or reducing such clearance so that the same shall not be unreasonable.

The arbitrators in determining whether or not the existing clearance is unreasonable shall take into consideration, among other things, the historical development of clearance in the particular area.

(3) **Right to Eliminate Arbitrator.** In any case where a neutral arbitrator is chosen by lot from the panel of neutral arbitrators each arbitrator designated by a party shall be entitled to reject one neutral arbitrator chosen by lot, and if such right is exercised with respect to any neutral arbitrator so chosen, the neutral arbitrator so rejected shall not serve and another neutral arbitrator shall be chosen by lot from among the neutral arbitrators not so rejected.

V. Parties to Disputes

(1) **Disputes Between a Distributor and an Exhibitor.** All disputes subject to arbitration under the trade practice code except disputes relating to overbuying or clearance shall be between a distributor and an exhibitor and shall be a two party dispute.

(2) **Disputes Relating to Overbuying.** Disputes relating to overbuying shall be between the complaining exhibitor and the exhibitor complained against and shall be deemed to be a two party dispute, but each distributor which has signed the trade practice code and at the time has a license agreement with the exhibitor complained against shall be entitled to notice of all hearings and shall have all other rights of a party except only the right to designate an arbitrator, and shall be bound by the award as if it were a party to such dispute.

(3) **Disputes Relating to Clearance.** Disputes relating to clearance shall be deemed to be between three parties (a) the complaining exhibitor, (b) the exhibitor complained against, and (c) the distributors, as a group, which at the time have license agreements with both exhibitors and grant the clearance complained of. Each of said distributors shall be entitled to notice of all hearings and shall have all other rights of a party except only the right individually to designate an arbitrator.

In the event that in any dispute relating to clearance any party thereto shall claim in writing filed with the arbitration board that any exhibitor not named as a party thereto may be prejudiced by any award made therein in favor of the complaining exhibitor, the arbitration board shall have no power to proceed with the hearing unless within a time to be fixed by the arbitration board there shall have been filed with it the consents in writing, signed by all such exhibitors, to be bound by any award which may be made in such dispute. If such consents in writing of all such exhibitors shall have been so filed, the arbitration board shall proceed with the arbitration and such exhibitors shall be entitled to notice of all hearings and shall have the right to appear personally or be represented by others at all hearings and to examine or cross-examine all witnesses. The award of the arbitration board shall be binding upon such exhibitors to the same extent as if they had been parties to such dispute. An exhibitor whose complaint with respect to clearance shall have been dismissed or otherwise determined by arbitration hereunder shall not be entitled to complain again of the clearance between the same theatres prior to the termination of his last expiring license agreement involved in such complaint or the expiration of one year from the date of the award, whichever shall be later.

VI. Jurisdiction of Boards, Choice of Permanent or Special Board

No permanent arbitration board shall hear, and no special arbitration board shall be constituted to hear, a dispute unless and until each of the parties thereto shall have become a party signatory to the trade practice code, shall have otherwise complied with the first paragraph of Article XVI thereof, and shall have signed the agreement of arbitration annexed hereto and made a part hereof. The secretary for each exchange territory shall keep a list of the names and addresses of the distributors and of the exhibitors in his exchange territory who have so evidenced their agreement to arbitrate disputes, which list shall be available for inspection during ordinary business hours by any such signatory.

Each dispute which is subject to arbitration under the trade practice code except a dispute relating to overbuying or to clearance may be submitted to and determined by the permanent arbitration board of the exchange territory in which it arises and shall be so submitted and determined unless one of the parties to such dispute shall request that such dispute be submitted to a special arbitration board, in which case the dispute shall be submitted to and determined by a special arbitration board. Until a permanent arbitration board is established in an exchange territory all disputes which are subject to arbitration under the trade practice code shall be submitted to special arbitration boards.

An arbitration board shall have only the powers conferred upon arbitrators by the trade practice code and these rules of arbitration and every award shall conform thereto.

VII. Oaths of Arbitrators

Each person, upon his appointment as a member of any panel of arbitrators or upon his designation as an arbitrator, shall take and subscribe to one or more counterparts of the form or forms of oath of office prescribed by law in the jurisdiction or jurisdictions where he shall act as arbitrator. In the event that no such form of oath is prescribed by law, he shall take and subscribe to the following form of oath:

I, ..., having been duly [appointed a member of the..... panel of arbitrators for the..... exchange territory] [designated an arbitrator], do solemnly swear that I will faithfully and fairly hear and examine the dispute[s] brought before me and will determine [each] such dispute in accordance with the spirit and intent of the provisions of the trade practice code of the motion picture industry and the rules of arbitration annexed thereto, and will make a just award to the best of my understanding.

Said persons shall, from time to time, also take and subscribe to such other or additional oaths as may be required by law in connection with the hearing of any dispute and shall make and execute all papers necessary or convenient to make their awards binding and effective to the extent that such awards may in any particular case be made binding and effective.

The oaths shall be filed with the secretary for the exchange territory and in such other offices or places as shall be required by law in the jurisdiction or jurisdictions wherein the arbitration shall be held or wherein the award shall be filed to make the same binding and effective.

VIII. Term of Office of Arbitrators, Removals and Vacancies

(1) **Term of Office.** The members of each panel or arbitrators shall serve for six months.

(2) **Removals.** Arbitrators in a panel appointed by distributors and affiliated exhibitors may be removed at any time by a majority of the distributors and a majority of the affiliated exhibitors who are at the time entitled to participate in the appointment of arbitrators to such panel.

Arbitrators in a panel appointed by organized exhibitor groups may be removed at any time by the action of the exhibitor groups who are at the time entitled to participate in the appointment of arbitrators to such panel.

(3) **Vacancies.** Vacancies in any panel of arbitrators occurring by reason of death, disability, resignation, removal or disqualification shall be

(Continued on next page)

ARBITRATION SETUP ONCE FORMULATED NOW EMERGES AS A BASIS FOR SYSTEM TO COME

(Continued from preceding page)

filled in the manner hereinabove provided for the original appointment of arbitrators to such panel. An arbitrator appointed to fill a vacancy shall serve for the balance of the term of his predecessor in office.

IX. Arbitration Procedure

(1) **Statement of Claim.** To commence an arbitration hereunder the complaining party shall deliver personally or mail to the secretary for the appropriate exchange territory a statement of claim and a copy or copies thereof, which shall set forth in non-technical language the following:

(a) The name and address of the complaining party, the name of the theatre(s) involved in the dispute and the name of the party or parties claimed against, and, in case of a dispute relating to overbuying, the names of the distributors entitled to notice as provided in Article V hereof.

(b) A brief statement of the claim (including, if a license agreement(s) is involved, the date of the same and the names of the parties thereto) and of the relief sought.

(c) A demand for arbitration and, unless the dispute relates to overbuying or to clearance, a request that the dispute be submitted to a special arbitration board if the complaining party does not desire that it be submitted to the permanent arbitration board.

(d) The designation of an arbitrator who shall serve in the event that the dispute shall be submitted to a special arbitration board.

(2) **Filing Fee.** The statement of claim must be accompanied by a filing fee of $5.

(3) **Notice of Claim.** The secretary shall promptly deliver personally or post by registered mail a copy of such statement of claim to each party complained against and, in case of a dispute relating to overbuying, to each distributor entitled to notice as provided in Article V hereof. If the statement of claim involves a dispute which could be submitted to a permanent arbitration board, any such party may within seven days after delivery or mailing of such copy deliver personally or post by registered mail to the secretary a request that the dispute be submitted to a special arbitration board. If the dispute is to be submitted to a special arbitration board each such party shall within the same period deliver personally or post by registered mail to the secretary a designation in writing of his arbitrator.

(4) **Notification of Arbitrators.** If the dispute is to be submitted to a special arbitration board, the secretary shall forthwith upon the receipt of the designations of arbitrators notify the arbitrators designated by the parties of their designation. In the event that any party shall not have designated an arbitrator when required to do so as hereinabove provided, the secretary shall designate an arbitrator for such party from the appropriate panel of arbitrators provided for in paragraph (1) of Article III hereof if such panels shall have been appointed, or, if not, the secretary shall designate an arbitrator for such party from the panel of neutral arbitrators. Such arbitrator shall, for all purposes hereof, be deemed designated by said party, and if chosen from the panel of neutral arbitrators, his fees and expenses shall be paid by said party. The arbitrators designated by the parties shall promptly designate or choose a neutral arbitrator as provided in Article IV hereof, and the secretary shall promptly notify such neutral arbitrator of his selection.

If the dispute is not to be submitted to a special arbitration board, the secretary shall promptly so notify the chairman of the permanent arbitration board presiding at the time the complaint is filed and the permanent arbitration board as constituted at such time of filing shall hear and determine the dispute.

(5) **Disqualification of Arbitrator.** No arbitrator on a permanent arbitration board and no arbitrator on a special arbitration board other than the arbitrators designated by the parties to the dispute shall act in any dispute in which he has, either directly or indirectly, a personal or financial interest unless such disqualification shall have been waived by all the parties and by all distributors and all exhibitors entitled to notice of the hearing of such dispute.

(6) **Hearing and Notice.** The chairman of the arbitration board to which a dispute is to be submitted shall arrange for a prompt hearing thereof and give reasonable notice to the other arbitrators and to the parties of the time and place of the hearing and of the names of the arbitrators. The chairman shall also give similar notice to all distributors (in the case of a dispute relating to overbuying), and from time to time to all exhibitors (in the case of a dispute relating to clearance), who are entitled to notice as provided in Article V hereof.

Hearings shall be held in the city named in Article I hereof in which are located the exchanges from which the complaining exhibitor is served or, if the complaint is filed by a distributor, in the city named in Article I hereof in which are located the exchanges from which the exhibitor complained against is served.

Parties may appear personally or be represented by others at all hearings and shall have the right to examine or cross-examine all witnesses.

Witnesses shall testify under oath.

The arbitration board may require any party to produce material and relevant records or documents which it may deem necessary to a proper determination of the dispute. In lieu of producing original records or documents, any party, at its option, may produce sworn copies thereof or sworn excerpts or schedules therefrom. If any party challenges the authenticity or correctness of such copies, excerpts or schedules the chairman of the arbitration board shall be afforded an opportunity of verifying such authenticity or correctness.

Each arbitration board shall be the judge of the relevancy and materiality of the testimony or evidence offered, but the legal rules of evidence shall not be applied and the board may inquire into the good faith of any claim or defense offered.

Stenographic records of hearings will not be made unless one or more parties shall request the same and provide funds therefor, in which case the stenographer shall be designated or approved by the arbitration board.

(7) **Waiver of Oral Hearing.** The parties to a dispute (including all parties entitled to notice of hearing thereof as provided in Article V hereof) may by agreement in writing, filed with the secretary, waive oral hearings. In such case the complaining party shall file with the secretary a statement under oath of his claim supported by material and relevant evidence (which may include excerpts or statements from books of account or other records and documents) and by written argument, together with a copy thereof for each other party. Immediately upon the filing thereof a copy shall be delivered personally or posted by registered mail by the secretary to each such other party, each of whom, if he desires to make answer, shall within seven days after receipt of his copy file a statement under oath, supported in like manner, together with a copy thereof for each other party to the dispute. Immediately upon the filing thereof a copy shall be delivered personally or posted by registered mail by the secretary to each other party. If any party makes answer as hereinabove provided, any other party may within five days after receipt of a copy thereof file with the secretary a reply statement under oath supported in the manner above described, together with a copy or copies thereof which shall be transmitted by the secretary to each other party in the manner above provided. At the expiration of said five-day period, or, if no answer has been made, at the expiration of said seven-day period, the record shall be submitted by the secretary to the appropriate arbitration board.

X. Awards

An award in favor of the complaining party shall contain a statement of the claim or claims determined in favor of such party and the procedure, if any be required, to be followed in carrying out the award.

An award adverse to the complaining party shall dismiss the claim for lack of merit.

Each award of a special arbitration board shall also include an assessment of costs of the arbitration which shall be limited to the fees and expenses of the neutral arbitrator.

Every award shall be filed with the secretary for the exchange territory in which the arbitration is held and shall be deemed to have been made and shall be effective when so filed. It shall also be filed in such offices or places as shall be required by law in the jurisdiction or jurisdictions wherein the award is to be operative to make the same binding and effective, and a copy thereof shall be promptly delivered or posted by registered mail by the secretary to each party and to each distributor and each exhibitor entitled to notice of hearing.

XI. Local Rules and Regulations

Each permanent arbitration board may establish such rules and regulations, not inconsistent with these rules of arbitration or the trade practice code, as such board may deem necessary or proper to facilitate the arbitration of disputes. Such rules and regulations shall not, however, enlarge the powers of, or confer additional powers upon, any arbitration board.

Each permanent arbitration board shall also establish a special class of disputes which are of a type which require prompt and immediate decision and the permanent arbitration board and special arbitration boards hearing disputes of such special class shall give preference in the hearing and expedite the decision thereof.

XII. Cost of Arbitration

No permanent arbitration board shall assess costs in any arbitration heard by it. In each arbitration heard by a special arbitration board, such board shall assess as costs against one or more of the parties, in such proportion as it may deem just and proper and without regard to which party shall have invoked the special arbitration board, only the fees of the neutral arbitrator.

Filing fees shall be applied toward the payment of expenses of arbitrations hereunder in the exchange territory where collected. To the extent that the moneys received are insufficient for such purpose, the distributors, the affiliated exhibitors and the organized exhibitor groups who are entitled to participate in the appointment of the panel of neutral arbitrators for such exchange territory shall provide funds for the payment of the same. If said distributors, affiliated exhibitors and organized exhibitor groups are unable to agree upon a fair apportionment of such expenses, such apportionment between the distributors and affiliated exhibitors on the one hand and the organized exhibitor groups on the other shall be made by a special arbitration board constituted for that purpose, in which case said distributors and affiliated exhibitors shall be deemed to be one party and said organized exhibitor groups shall be deemed to be the other party.

FOOTNOTES

1—An exhibitor contracting for a portion of distributor's features shall be deemed to have contracted for "all of the feature motion pictures offered" if the distributor shall have offered only such portion to exhibitor.

2—An exhibitor shall be deemed to have contracted "for a run in any situation" if he contracts for the right to exhibit each feature for a particular run either at a specified theatre or upon an "or" basis, **i.e.,** at one of two or more specified theatres.

3—Only "Westerns" which are not of the usual character and type of, and are inexpensively produced as compared with, the distributor's general line of features for the particular season in question.

4—Without limiting the generality of the term "material default," an exhibitor shall in any event be deemed so to be in material default if, at the time of giving notice of exclusion, he has failed to pay the license fee due for any feature theretofore exhibited by him or if, at such time, he has failed reasonably to perform the license agreement with respect to the playing of features theretofore made available to him thereunder.

5—**Example:** If the agreement licenses 48 features, of which eight are in the highest bracket, 12 are in the next to highest bracket, 16 in the next to lowest bracket, and the remaining 12 in the lowest bracket, and, if the exhibitor has the right to exclude 10 per cent (five features), then not more than one feature may be eliminated from the highest bracket, not more than one from the next to highest bracket, not more than two from the next to lowest bracket, and the remaining one feature from the lowest bracket; or all five or any lesser number may be eliminated from the lowest bracket.

6—"For a run in any situation" as defined in Section (1) of Article I, footnote 2.

7—A policy shall not be deemed destructive or one which will substantially reduce such revenue if it is a policy established under methods of competition normal and fair in such situation.

8—A "circuit customer," as that term is used in Article VI, is a customer who is, or is a part of, a circuit, a buying combine, a booking combine or a cooperative.

9—"Westerns" and foreigns as defined in Article I, Section (1).

10—The rights of exclusion, if any, under Article I, Section (1) hereof, of an exhibitor found by the arbitrators to have overbought, shall be determined and computed on the basis of his license agreement(s) as modified in consequence of such finding.

11—An exhibition season for the purpose of this Article shall be deemed to commence September 1 and end August 31 next following.

12—As the term is used in these rules of arbitration, an exhibitor shall be deemed to be an "affiliated exhibitor" if a distributor of motion pictures on a nationwide basis, or a corporation having directly or indirectly voting stock control of such a distributor, owns directly or indirectly at least one-third of the voting stock of such exhibitor or of a corporation having directly or indirectly voting stock control of such exhibitor; or if such exhibitor has directly or indirectly voting stock control of such a distributor.

20th-Fox (050) **91 Minutes** **Rel. July 19, '40**

Opulently produced, and masterfully directed, this saga of gentle folk and thoroughbred horses will strike a responsive chord in the hearts of American theatre patrons and should handily win itself a place among the summer's top grossers, despite the absence of highpowered cast names. Color is dominant in two ways. The feature is photographed in Technicolor (which process is unquestionably one of the largest contributing factors to its merit), and the acting honors are garnered by a Negro, Ben Carter. Three sequences are inspiring—a fox hunt, a steeplechase race and a Negro revival meeting. The story, a trifle weak in emotional impact, concerns an enthusiastic horsewoman who forswears the sport when her husband is thrown and killed, but is re-won when her son rides the winner in the big race. Directed by Henry King.

Walter Brennan, Fay Bainter, Brenda Joyce, John Payne, Charlie Ruggles, Hattie McDaniel, Marjorie Weaver.

Maryland F

Drama

Columbia (——) **63 Minutes** **Rel. July 5, '40**

Margaret Sidney's books providing a third screen vehicle for the screen's newest family group, the Peppers, a gang mothered by Dorothy Peterson, with Edith Fellows, Tommy Bond and Dorothy Ann Seese, as the principal members of the brood. In order to cure their ailing mother, the family goes to live with relatives in the lumber country wherein they undergo a series of moderate adventures. In fact, the moderate tone of the experiences is the worst feature of the picture. About the only thing accomplished in the whole spotty print is the salvaging of Victor Kilian's good nature, moving him from a kid-hater into reverse. All technical departments are away off, and the pace of the film leaves much undone in screen story salesmanship.

Edith Fellows, Dorothy Ann Seese, Dorothy Peterson, Tommy Bond, Charles Peck, Victor Kilian.

Out West With the Peppers F

Melodrama

Columbia (1214) **61 Minutes** **Rel. June 29, '40**

This latest of the Bill Elliott series rates with the best western product. Herein again is presented a cowboy who looks like one, who is a finished actor in his field, and who rides, fights and romances without resort to singing. Rounding out a fairly plausible bit of fiction that serves for story are the performances of Luana Walters and Iris Meredith who inject warm, feminine appeal, and an expert battery of supporting players. "Wild Bill" is called home to help halt the depredations of a gang of self-styled vigilantes who run the county and deal out justice to their own ends. The elements of love, murder, conflict and violent motion all enter, and take their proper place in the unfolding of the yarn. A Broadway audience applauded this one. Joseph H. Lewis directed.

Bill Elliott, Luana Walters, Iris Meredith, George Lloyd, Frank La Rue.

Return of Wild Bill F

Western

M-G-M (44) **80 Minutes** **Rel. July 12, '40**

"Sporting Blood" is composed of those elements, which, while theatrical in composition and development, strike straight for audiences that compute entertainment by the breadth of the under-dog-makes-good formula a film offers. Here are two antagonistic Virginia families, steeped in the traditions of name, horse-breeding and racing. Robert Young is the sole surviving member of one. His father has brought him humiliation through a referred-to act with the wife of Lewis Stone and daughters Maureen O'Sullivan and Lynne Carver; the former serious, Miss Carver flighty. Young, upon returning to the family seat, seemingly cannot overcome Stone's resentment, but this is solved through Miss O'Sullivan's abiding faith after he vainly sought her sister in marriage. And her own horse wins for them the race that sets their teetering bethrothal in motion. S. Sylvan Simon directed.

Robert Young, Maureen O'Sullivan, Lewis Stone, Lynne Carver, William Gargan.

Sporting Blood F

Drama

Republic (——) **72 Minutes** **Rel. July 12, '40**

Judy Canova, Republic's hillbilly songbird, makes her debut in a wisely selected vehicle which launches her on a promising picture career and in a blaze of hilarity. A masterfully-wrought screenplay shakes up that rather rare concoction—a smooth blend between broad and subtle humor, to which is added a liberal dash of unadulterated slapstick. Fed to a veteran and enthusiastic cast, every member of which contributes to the fun in admirable fashion, such mixture results in an uproariously funny feature; one well qualified to grace—with distinction and profit—the top spot on any program. Given the merchandising its entertainment content merits, it should zoom to top brackets from scratch, with favorable word-of-mouth helping its climb. The Canova gal has plenty on the ball and should go far. Gus Meins piloted with a free and understanding hand.

Judy Canova, Alan Mowbray, Eddie Foy jr., Joseph Cawthorn, Wallace Ford, Isabel Jewel, Billy Gilbert.

Scatterbrain F

Comedy

Monogram (——) **61 Minutes** **Rel. June 25, '40**

With the inclusion of a number of stock fire shots, this film, while a throwback to another day, is a definitely suitable thriller for general audiences. Plot material is a little on the fantastic side; performances are adequate and the continuity is a skillful blend of familiar elements. J. Farrell MacDonald is retired from the fire department, with too much time on his hands. The depredations of a pyromaniac soon bring him back into harness where he must track down the guilty party. All sorts of convenient clues are scattered about. With routine investigation, MacDonald gets his man after his own home is set afire. There is an effective romance angle supplied by Polly Ann Young and Warren Hull. William West directed.

J. Farrell MacDonald, Polly Ann Young, Warren Hull, Mary Gordon, Eddie Hart.

The Last Alarm F

Melodrama

Columbia (——) **65 Minutes** **Rel. July 18, '40**

In the background is the spirit of Americanism and a preachment for young men to do the right thing regardless of how the past may have affected their parents. Designed to appeal generally to the younger type audience, it also may appeal to those not particularly finicky about their film fare. The story starts with a crop of new cadets entering Benjamin Franklin Military Institute for a four-year enrollment. One of the youngsters is the son of a gangster. His father changes his name so his reputation is not a black eye to the boy, but later it comes out. However, the boy sticks to it and turns out to be a fine example of sportsmanship, discipline and character. D. Ross Lederman directed.

Tommy Kelly, Jackie Searl, David Holt, Bobby Jordon, Don Beddoe, Jimmy Butler, Walter Tetley, Earl Foxe.

Military Academy F

Melodrama

Republic (992) **57 Minutes** **Rel. June 29, '40**

A pair of wanderers drift into Trailcross at about the same time a railroad line is being planned for the town. Unscrupulous elements in the town, whose interests would be hurt by the coming of the railroad, seek to thwart the citizens in their attempt to raise the required sum that would assure the line for the town. Their terrorizing proceeds unhindered until the wanderers arrive, and with a bit of lead slinging and spirited galloping, bring an end to the dirty work. It's average western entertainment, carrying the usual quotas of action, riding, romance and comedy. George Sherman directed.

Don Barry, Janet Waldo, George Cleveland, Dub Taylor, Edmund Cobb.

One Man's Law F

Western

Monogram (3956) **52 Minutes** **Rel. July 3, '40**

Tex Ritter's latest western probably will get no more than two-minus marks in BOXOFFICE's review digest. It is an inferior type of production. Considering the obvious budgetary limitations, conception of the plot makes no effort to surmount obstacles and is given a hackneyed and dated treatment. Besides devoting a lot of footage to Ritter engaged in fights and riding hell-bent from one place to another, the most pleasing portions are Ritter's rendition of two ballads. The story has Tex and his partner, Slim Andrews, getting involved with the Ceegareet Gang which has been terrorizing the prospectors who have been striking pay dirt. The gang attempts to frame Ritter by planting evidence that he is Ceegareet, head of the killers. But their efforts backfire in a rousing finish which sees a number of desperadoes riddled and Ritter vindicated. Al Herman directed.

Tex Ritter, Slim Andrews, Ina Guest, Patsy Moran, Gene Alsace, Stanley Price, Warner Richmond.

The Golden Trail F

Western

SELLING ANGLES: **"Return of Wild Bill"**

Where this series is new the exhibitor might strain his efforts toward capturing the western fans' attention to something that really rates. Where the series is already known, plug the new release. Stress the feminine angle. Miss Meredith, as usual, gives her expert outdoor girl characterization. Miss Walters has fine possibilities as a dramatic actress and her role in this film should get her plenty of attention. Elliott has all the appeal and personality necessary for interesting all types of patrons.

CATCHLINES:

Vigilante Gangs Run Over a County Until They Run Into Wild Bill.

A Tornado on Horseback Answers an SOS From His Home Range.

SELLING ANGLES: **"The Last Alarm"**

In the old days there was one fire department drama after another. And they were responsible for any number of good exploitation stunts. If the exhibitor can remember that far back, or locate an oldtimer who does, he should put this one over easily. In line with the film's story, a small wooden box, with an alarm clock ticking inside, could be placed in the lobby and adorned with a sign which states that it is a fire-bug's infernal machine and will go off on the day the picture plays. This and other gags are to be found in the company's pressbook.

CATCHLINES:

He Was an Old Fire Eater . . . They Couldn't Retire Him Away From an Alarm.

They Said His Days of Useful Service Were Over . . . So He Solved the Mystery of the Warehouse Fires.

SELLING ANGLES: **"The Golden Trail"**

Tex Ritter is the best bet here. Pictures of the western star should be posted prominently. Valances can be used to decorate the marquee. One of the songs which Ritter sings is the favorite "Clementine." The ballad might be the center of window display in a music store featuring stills of Ritter. An effort should be made to have the record played on a radio station with a plug for the picture. Handbills and snipes should be used in advance and passed out liberally at all advantageous situations.

CATCHLINES:

The Ceegareet Gang Marks Tex for Death.

Murderous Vultures Terrorizing the Men Who Trod the Golden Trail.

SELLING ANGLES: **"Out West With the Peppers"**

This is the third in the Pepper series, one of the newer episodal complete features to make a show of catching on in the neighborhood and downtown family houses. For those suburban houses located in a commercial center, tieups should be made with grocery, meat market, and soda counters where children traffic. Book displays of the Pepper yarns are a cinch for dime store windows, as well as other book counters. Make an appeal to all the purity agencies which have been causing trouble on more sophisticated themes to get behind the film. Endorsement of every conceivable children's society should be easily arranged.

CATCHLINES:

The Peppers in the West! Filmland's Newest, Most Charming Family, Invade the Realm of the Lumberjack.

Third Time Is the Charm, They Say . . . And That Goes for the Peppers' Third Picture.

SELLING ANGLES: **"Scatterbrain"**

Judy Canova has achieved something of a reputation as a radio entertainer, which fact should be stressed in the campaign. Dress up the theatre front and lobby to look like a hillbilly barn, with a "still" over in one corner and attendants costumed in typical mountaineer fashion. Tie up with music stores on sheet music and records of "Scatterbrain." Blow up some of the "Mountain Boys" comic strips for lobby display and have a few "mountaineers" wander about the streets carrying jugs of "corn likker" and smoking corncob pipes.

CATCHLINES:

Here's Filmdom's Newest Laugh Sensation . . . Judy Canova . . In a Rip-Roarin' Comedy About a Hillbilly Who Knew All the Answers.

The Jenny Lind of the Ozarks . . . Jittering Judy Canova . . . In the Season's Funniest Comedy Riot.

SELLING ANGLES: **"One Man's Law"**

What has sufficed for average westerns in the past should do the trick here. Attempts should be made to plant the prepared pressbook stories in the local newspapers. Advertise it as a rip snortin' horse opera of the type sure to fill the requirement. Attractive and effective window cards are available. National Screen Service has a special trailer. Plant handbills with a magazine shop for insertion in western pulp fiction. Play Barry up as a new arrival on the western scene. Janet Waldo is a winsome heroine.

CATCHLINES:

Gun Law Is the One Law . . . As a Fearless Marshal Stages a Rangeland Cleanup.

A New High for Action . . . As Don Barry Challenges the Claims of a Rangeland Dictator.

SELLING ANGLES: **"Maryland"**

Technicolor should rate mention on the marquee in conjunction with the names of Brenda Joyce, Fay Bainter and Walter Brennan. Hold a "Maryland" night for former residents of that state. Have a jockey lead or ride a race-horse through the streets, the steed carrying picture and theatre billing on his blanket. Maryland is noted for its cooking. Get restaurants to serve a typical Maryland meal, plugging the picture on the menu. Offer prizes to school children who write the best essays on Maryland and its history.

CATCHLINES:

Land of Beautiful Belles . . . Thoroughbred Horses . . . Brought to the Screen in Glorious Technicolor.

It Mirrors the Heart of Romantic Maryland . . . Pulsing With Fiery Young Love . . . And Splendid Sportsmanship.

SELLING ANGLES: **"Sporting Blood"**

Showmen should reach out for more than the exploitation-minded patronage suggested by the title. This could be done by emphasis upon the romantic drama of Young and Miss O'Sullivan, with the racing theme added to lend color. The latter element might be accomplished through a southern plantation effect for the theatre front. One exploitable angle is the repeated reference to "long-shots," which might be built up via stunts or copy based on the "long-shot" in matrimony as compared with horse-race betting. A mailing piece in the form of a "dope-sheet" might do the trick here.

CATCHLINES:

He Challenged Life With His Sporting Blood . . . And Won.

He Took a Long Shot on Fate and Won a New Lease on Life.

SELLING ANGLES: **"Military Academy"**

Local schools or academies where military training is regarded as a necessary item on the curriculum, should be contacted personally or by direct mail. This picture's theme is building youth to the discipline and conduct which is to play an important part in their future lives. Window cards or one sheets should be posted at recruiting stations. If there is an American Legion post or a veteran's group in your locality, it should be contacted for tieups.

CATCHLINES:

He Was a Good Cadet, But His Father's Past Almost Ruined His Future.

One for All and All for One at BFMI.

See How Military Training Moulds the Character of Youth!

Short Subject Reviews

Popular Science J9-6

Paramount (In Color) 11 *Mins.*

The most interesting topic in this latest assemblage of what's new on the scientific front is the one on the manufacture of nylon and nylon stockings. The feminine element should be advised. Other topics include game bird protection by the government bureau, high mathematics, a Pennsylvania veterinary and his newly developed splint and good old Prof. Oakes who shows how burnt toast can be salvaged. Worthwhile.

The Ugly Dino

Paramount (Stone Age Cartoon) 7 *Mins.*

The Ugly Duckling cliche has been transferred to a pre-historic setting and a few variations from routine animation procedure have been injected in this item. Mama dinosaur hatches a brood of five. Four are grey, the fifth black. The usual happens, but this time the black one saves the others from a saber tooth tiger. It is effective entertainment.

Sink or Swim

Paramount (Sportlight) 10 *Mins.*

A half-dozen methods of saving incapacitated swimmers and victims of accidents are shown herein while Ted Husing narrates. Various types of holds and hold-breaking are demonstrated by experts in good underwater photography. At the conclusion, a bit of comedy is injected.

SHORT OF THE WEEK

Information Please

RKO Pathe (No. 12) 10 Mins.

Not very often does a company have a chance to present a presidential candidate as the guest star of one of its short subjects. Accordingly, exhibitors should make capital of the fact that Wendell L. Willkie is featured along with nimble-witted Oscar Levant, F. P. Adams, John Kieran and Interlocutor Clifton Fadiman. There need be no fear of political connotations overshadowing the reel. It is straight entertainment marked by a gay spontaneity with Willkie's presence providing an added sparkle. He is a good performer and scores a grand slam on the history question. Typical of the repartee is when Willkie identifies an illustration as the "Dance of Death" by Saint Saens. Levant correctly calls it the "Dance Macabre," but adds Willkie is right. "I'm just trying to help him," Levant retorts, "he may help me some day." It is good fun. Even the Democrats will like it. Frank Donovan produced and directed.

Pacific Paradise

Paramount (Color Cruise) 10 *Mins.*

This is quite a thorough, although brief, visit to the high spots of tourist attraction in the Hawaiian Islands. In addition to Waikiki Beach, the footage goes on to include various other interesting beaches, volcanic formations and craters, the profusion of colorful blooms and a dozen other interesting views. Good.

Nurse Mates

Paramount (Fleischer Cartoons) 7 *Mins.*

Bluto and Popeye undertake to look after Sweet Pea while Olive Oyl goes off to the beauty parlor. In their endeavor to outdo each other they perform miracles of physical movement against the background of Olive Oyl's home. This is all capably executed with clever animation and is good animated entertainment. No spinach gag, however.



"WIND" AND "NEW MOON" WEEK'S STRONGEST

AVERAGE IS 100%

Top Hits of the Week

GONE WITH THE WIND—

Chicago 275

NEW MOON—

Indianapolis 175

Los Angeles (dual) 160

Portland (dual) 150

Cleveland, Milwaukee 140

GHOST BREAKERS—

Cleveland 150

Cincinnati 140

MY FAVORITE WIFE—

Pittsburgh 140

EXTENDED RUNS

Gone With the Wind, 29th wk., New York City; 25th wk., Chicago.

All This, and Heaven Too, 3rd wk., Philadelphia.

My Favorite Wife, 3rd wk., Salt Lake City.

BOSTON

Fenway—**Queen of the Mob** (Para't); **Women in War** (Rep) 60
Keith's Memorial—**His Favorite Wife** (RKO); **Sandy Is a Lady** (Univ), 2nd wk. 45
Loew's Orpheum—**The Doctor Takes a Wife** (Col); **20 Mule Team** (M-G-M) 75
Loew's State—Same as Orpheum 70
Metropolitan—**Ghost Breakers** (Para't), plus **Bob Hope** in person 455
Paramount—Same as Fenway 50

CHICAGO

Apollo—**Turnabout** (UA) 85
Chicago—**Safari** (Para't), plus stage show 90
Garrick—**The Ghost Breakers** (Para't), 2nd loop wk. 90
Oriental—**Anne of Windy Poplars** (RKO), plus stage show 75
Roosevelt—**The Mortal Storm** (M-G-M) 85
State-Lake—**Two Girls on Broadway** (M-G-M), plus stage show 85
Studio—**French Without Tears** (Para't) 100
United Artists—**Susan and God** (M-G-M) 100
Woods—**Gone With the Wind** (M-G-M), 25th wk. 275

CINCINNATI

Albee—**New Moon** (M-G-M) 110
Capitol—**Our Town** (UA), 2nd wk. 100
Keith's—**Brother Orchid** (WB), 2nd wk. 70
Lyric—**21 Days Together** (Col) 90
Palace—**Ghost Breakers** (Para't) 140

CLEVELAND

Allen—**Brother Orchid** (WB), 2nd wk. 125
Hippodrome—**Four Sons** (20th-Fox) 90
State—**New Moon** (M-G-M) 145
Stillman—**The Ghost Breakers** (Para't), 2nd wk. 150

DALLAS

Capitol—**Rancho Grande** (Rep), 1st part 110
Capitol—**Murder in the Air** (FN), 2nd part 100
Capitol—**Gambling on the High Seas** (WB), 3rd part 90
Majestic—**Waterloo Bridge** (M-G-M) 125
Palace—**Safari** (Para't) 90
Rialto—**Flight Angels** (FN), 1st half 125
Rialto—**Private Affairs** (Univ); Baer-Galento Fight, 2nd half 125
Tower—**My Favorite Wife** (RKO), 2nd wk. 100

DENVER

Aladdin—**The Doctor Takes a Wife** (Col), after wk. at Denver 90
Broadway—**Mortal Storm** (M-G-M); **You Can't Fool Your Wife** (M-G-M), after wk. at Orpheum 95
Denham—**Ghost Breakers** (Para't), 2nd wk. 100
Denver—**Four Sons** (20th-Fox); **Sandy Is a Lady** (Univ) 95
Orpheum—**New Moon** (M-G-M); **Florian** (M-G-M) 130
Paramount—**Turnabout** (UA); **Wagons Westward** (Rep) 100
Rialto—**Torrid Zone** (FN), after wk. at each the Denver and Aladdin; **Fugitive From Justice** (WB) 90

INDIANAPOLIS

Alamo—**Hi, Ho Silver** (Rep); **Covered Wagon Days** (Rep) 60
Circle—**Four Sons** (20th-Fox); **Girl in 313** (20th-Fox) 100
Loew's—**New Moon** (M-G-M) 175
Lyric—**Lucky Cisco Kid** (20th-Fox), plus stage show 85

KANSAS CITY

Esquire—**Flight Angels** (FN) 70
Midland—**New Moon** (M-G-M) 130
Newman—**Ghost Breakers** (Para't), holdover 65
Orpheum—**All This, and Heaven Too** (FN), roadshow 125
Tower—**Girl in 313** (20th-Fox), plus Evelyn Brent on stage 100
Uptown—Same as Esquire 75

LOS ANGELES

Chinese—**New Moon** (M-G-M); **Phantom Raiders** (M-G-M) 160
Downtown—**Brother Orchid** (WB); **Sandy Is a Lady** (Univ), 2nd wk. 90
Four Star—**Our Town** (UA), 2nd wk. 100
Hillstreet—**My Favorite Wife** (RKO); **Enemy Agent** (Univ) 175
Hollywood—Same as Downtown 90
Pantages—Same as Hillstreet 175
Paramount—**The Ghost Breakers** (Para't), plus **Matty Malneck Orchestra** on stage 175
State—Same as Chinese 175

MILWAUKEE

Palace—**Andy Hardy Meets Debutante** (M-G-M); **Four Sons** (20th-Fox) 125
Riverside—**You're Not So Tough** (Univ) 110
Strand—**The Mortal Storm** (M-G-M); **I Was an Adventuress** (20th-Fox) 110
Warner—**Our Town** (UA); **Flight Angels** (FN) 130
Wisconsin—**New Moon** (M-G-M); **Florian** (M-G-M) 140

MINNEAPOLIS

Aster—**Charlie Chan's Murder Cruise** (20th-Fox); **Fugitive From Justice** (WB) 90
Century—**Waterloo Bridge** (M-G-M), 2nd wk. 80
Esquire—**Hell's Angels** (SR), reissue 175
Gopher—**Those Were the Days** (Para't) 80
Orpheum—**The Mortal Storm** (M-G-M) 80
State—**The Ghost Breakers** (Para't) 125
World—**Over the Moon** (UA), 2nd wk. 80

NEW HAVEN

College—**My Favorite Wife** (RKO); **Earthbound** (20th-Fox), 2nd wk. 90
Loew-Poli—**Susan and God** (M-G-M); **Florian** (M-G-M) 90
Paramount—**The Ghost Breakers** (Para't); **The Biscuit Eater** (Para't), 2nd wk. 65
Roger Sherman—**Man Who Talked Too Much** (WB); **Enemy Agent** (Univ) 60

NEW ORLEANS

Center—**The Lion Has Wings** (UA) 90
Globe—**Irene** (RKO) 80
Liberty—**Flight Angels** (FN) 90
Orpheum—**Private Affairs** (Univ) 100
Saenger—**Saturday's Children** (WB) 125
State—**Susan and God** (M-G-M) 110
Tudor—**Young Tom Edison** (M-G-M) 90

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 29th roadshow wk. 100
Capitol—**The Mortal Storm** (M-G-M), 2nd wk. 115
Criterion—**Queen of the Mob** (Para't) 125
Paramount—**Safari** (Para't), 2nd wk., plus stage show 90
Radio City Music Hall—**Tom Brown's School Days** (RKO), plus stage show 85
Roxy—**Sailor's Lady** (20th-Fox), plus stage show (6 days) 50
Strand—**Man Who Talked Too Much** (WB), plus stage show 110

OKLAHOMA CITY

Criterion—**Four Sons** (20th-Fox) 80
Liberty—**Oh, Johnny, How You Can Love** (Univ); **Calling Philo Vance** (WB) 100
Midwest—**20 Mule Team** (M-G-M) 95
Plaza—**House Across the Bay** (UA), after wk. at Criterion 110
State—**Saps at Sea** (UA); **The Lone Wolf Meets a Lady** (Col) 100
Tower—**Those Were the Days** (Para't) 90

OMAHA

Brandeis—**Anne of Windy Poplars** (RKO); **Flight Angels** (FN) 90
Omaha—**Andy Hardy Meets Debutante** (M-G-M); **Phantom Raiders** (M-G-M) 130
Orpheum—**Ghost Breakers** (Para't); **The Biscuit Eater** (Para't) 115

PHILADELPHIA

Aldine—**Susan and God** (M-G-M), 2nd wk. 100
Earle—**All This, and Heaven Too** (FN), 3rd wk. 150
Fox—**Four Sons** (20th-Fox) 85
Karlton—**The Biscuit Eater** (Para't), 5 days 70
Keith's—**My Favorite Wife** (RKO), 2nd wk. 110
Stanley—**Our Town** (UA) 70
Stanton—**I Was an Adventuress** (20th-Fox) 80

PITTSBURGH

Alvin—**Blondie on a Budget** (Col); **Charlie Chan's Murder Cruise** (20th-Fox) 50
Barry—**Gangs of Chicago** (Rep); **Son of the Navy** (Mono) 100
Penn—**Our Town** (UA) 75
Ritz—**Gambling on the High Seas** (WB); **Courageous Dr. Christian** (RKO) 90
Stanley—**Susan and God** (M-G-M) 90
Warner—**My Favorite Wife** (RKO), 2nd d. t. wk. 140

PORTLAND, ORE.

Broadway—**Our Town** (UA); **The Phantom Raiders** (M-G-M) 100
Liberty—**Ghost Breakers** (Para't); **The Biscuit Eater** (Para't), 2nd wk. 90
Mayfair—**Mortal Storm** (M-G-M); **Gambling on High Seas** (FN), after wk. at United Artists. 100
Orpheum—**21 Days Together** (Col); **Stunt Pilot** (Mono) 90
Paramount—**Untamed** (Para't); **Charlie Chan's Murder Cruise** (20th-Fox) 115
United Artists—**New Moon** (M-G-M); **Love, Honor and Oh, Baby** (Univ) 150

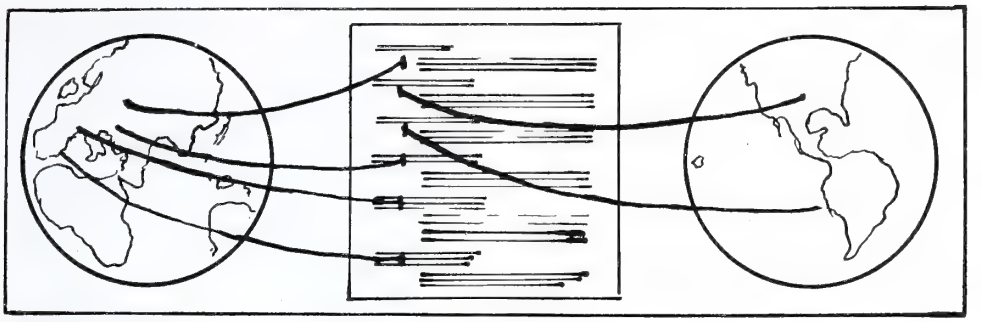
SALT LAKE CITY

Capitol—**Dead End Kids** (Univ); **Phantom Raiders** (M-G-M) 100
Centre—**Torrid Zone** (FN) 100
Rialto—**My Favorite Wife** (RKO), 3rd wk. 100
Studio—**New Moon** (M-G-M), 2nd wk. 100
Utah—**The Ghost Breakers** (Para't); **The Biscuit Eater** (Para't) 110

SEATTLE

Blue Mouse—**Our Town** (UA); **Girl in 313** (20th-Fox), 2nd wk. 90
Fifth Avenue—**New Moon** (M-G-M) 90
Liberty—**Turnabout** (UA), 2nd wk. 90
Music Box—**Mortal Storm** (M-G-M); **Pop Always Pays** (RKO), 2nd wk. 90
Orpheum—**Sailor's Lady** (20th-Fox); **The Saint Takes Over** (RKO) 85
Palomar—**Gaucho Serenade** (Rep); **Gambling on the High Seas** (WB) 90
Paramount—**Untamed** (Para't); **Sandy Is a Lady** (Univ) 90

Selling Seats



Newsreel Emphasis Suggestion—

The Chicago M-G-M office has sent exhibitors a suggested plan of capitalizing on "News of the Day" news issues weekly. Shown above is the suggestion of placing a large map of both hemispheres, together with a one-sheet frame to contain a "News of the Day" one-sheet. As each new issue of the News is received, exhibitors can place the new one-sheet in the frame and run red ribbons from each of the items on the one-sheet to the correct spots on the map to show the scope and magnitude of the newsreel today.

Ipswich, Mass., Campaign Plugs MOT "Navy" Reel

IPSWICH, MASS.—Manager E. Smith of the Strand gave the March of Time subject, "U. S. Navy—1940," a campaign of feature proportions. One advertisement carried in newspapers was an endorsement by the local American Legion post commander. Letters prepared by the management were read to various Boy Scout troops and other organizations. The navy recruiting office placed an "A" board in front of the theatre. Booklets and folders were distributed from the theatre by four men in uniform from the new plane carrier *Wasp*.

Cartoons Sell "Wife"

WINNIPEG—Harold Bishop exploited the laugh content of "My Favorite Wife" through the medium of cartoon ads in the dailies. Nestor Novak, in charge of the house while Bishop is on vacation, is mapping a campaign on "Susan and God" which plays the Capitol next week.

"No War News" in This Theatre

San Francisco—The Embassy Theatre is ignoring the war by refusing to show war films or newsreels containing shots of the battlefields or any other phases of the wars raging around the world. Dan McLean, owner-operator of the house, has posted the following sign in front of his Market Street second run theatre.

"We do not show war news. Read your paper or listen to the radio for war developments. We believe a theatre is a place for relaxation and enjoyment and has no place for the grimness and horridness of battles."

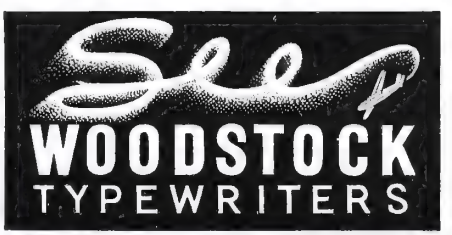
A Detroit First Run Combines Newsreels

DETROIT—The Adams Teleflash Hour, inaugurated by Charles C. Perry, manager of the Adams, is filling a genuine need for a local first run with a distinct newsreel emphasis. Adapting a technique derived from experience back in silent days, Perry buys six newsreel issues weekly, and uses all of these, as well as a number of novelty shorts, as available, to produce his show, running 40 to 60 minutes.

Films are individually edited, and as little as one minute sequence may be snipped from a particular newsreel. The whole Teleflash Hour is put together in departments, like a magazine, and covers a wide range of interests. War news, of course, is spotted currently, but fashions, novelties, oddities, headline news, sports, scientific news, and individual subjects, such as the siege of Warsaw, are all given their due running time.

"I believe that the newreels are getting too many duplicate shots," Perry said. "They should aim for more originality, so that a patron who has seen one can still see others with new interest."

The idea, its sponsor believes, can replace the second feature on the typical double feature bill, and has a definite place among first run theatres. With no newsreel house in town, he pointed out that a house using this policy serves a substantial segment of the public taste.



Contest Around Stars

INDIANAPOLIS—A radio contest on the subject: "Why do you like Margaret Sullavan and James Stewart as a romantic team?" was part of "The Mortal Storm" campaign put over by L. W. Farrar of Loew's. Listeners were reminded of the fact these two had been co-starred in "Shopworn Angel" and "Shop Around the Corner."

WHEN MINUTES MEAN MONEY

SEND IMPORTANT MESSAGES VIA POSTAL TELEGRAPH!

WHEN PEOPLE ARE "TOO BUSY," remember this: A Postal Telegram is not kept waiting in an outer office. Postal messengers are trained to get a *signed receipt!*

WHEN A DEAL'S ALMOST CLOSED, speed last-minute, important facts via Postal Telegraph. You can be sure they will be transmitted *accurately!*

WHEN THE UNEXPECTED HAPPENS, notify all concerned by Postal Telegraph. It costs surprisingly little, thanks to new low Postal Telegraph rates!

WHENEVER SPEED IS ESSENTIAL, count on the nation-wide Postal Telegraph system—for helpful, personal service. Just phone Postal Telegraph. Charges for telegrams phoned in appear on your telephone bill.

PHONE—

Postal Telegraph

"1st when Seconds count!"

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN



Birthday Motif—

A cardboard plastic cake heralds The Hardy Family's third anniversary in the Lester Pollock manner at Loew's Rochester in Rochester, N. Y., as a lobby display a week in advance of "Andy Hardy Meets Debutante."

Animated Animal Display Ballys "Leopard Men"

ROCHESTER, N. Y.—When "Leopard Men of Africa" opened at the RKO Temple here last week, Manager Lou Mayer really went to town on exploitation.

Shipped in from Boston, came large, animated jungle animals. Opening day they were driven around the city on floats, taken to the beaches, playgrounds and parks. Then they were placed in front of the theatre in a jungle setting. Palms, shields and spears were used for background.

Jungle music came from a loudspeaker, and a special recording, made at the local radio station, played announcements pertaining to picture throughout the day. Harry Rice was here with the film.

On the same program, a new serial "Winners of the West," started, with youngsters being made members of a winners of the West Kiddy Klub. They received a badge and membership card.

Announce Air Conditioning With Coop Ad in Troy

TROY, N. Y.—A page and a half of newspaper advertising in local sheets greeted the new GE air conditioning system installed in Proctor's. Interior views were shown of the theatre and part of the new equipment. The ad was partly cooperative. News included copy on the scope and principles of air conditioning.

Spot announcements on WTRY, new radio station in the Proctor building, were employed to plug the line: "See the best pictures in Comfort."

NUGGETS

A J. KALBERER, manager of the Indiana, Washington, Ind., held a five-day promotion with the local newspaper on the picture, "Edison, the Man," in a search for old-time Edison phonographs. The theatre offered one pass to each person owning a record who would bring same to theatre for display in lobby ahead of and during run of picture. Ten Edison models with cylinder records in playing condition were received.

•

A giant "walking book" was used as street ballyhoo and a 24 sheet was planted on the sidewalk directly in front of the boxoffice by Robert Neilson of the State in Johnstown, Pa., as part of his campaign on "The Mortal Storm."

•

The Rivoli at Winchester, Tenn., has rallied the town's merchants to foster a "trade at home" campaign. Prizes totaling $350 will be given from the stage of the theatre at the close of the campaign.

•

Manager Norman Sprowl of the Utah in Salt Lake City invites his patrons to "See the Stars" through a telescope placed in the lobby. Those who look see an array of the stars to appear in coming attractions.

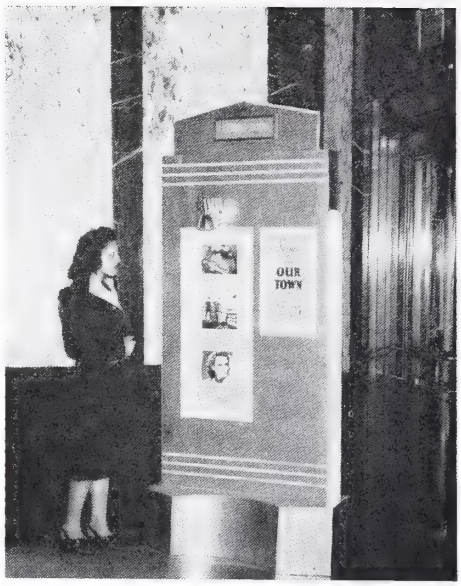
Skouras Issues Slogan Plates to Motorists

LOS ANGELES—To stimulate more widespread interest in patronage in this territory, Charles P. Skouras, head of Fox West Coast, is supplying all homeoffice and field employes with 12"x3" stamped plates to attach to the license plates of their automobiles. The tags are of two types, one reading "Let's Go to a Movie Tonight" and the other bearing the legend "Let's See a Movie Tonight." Both are blue and white in color.

First order was for 1,000 plates. Spokesmen for Skouras said that additional orders may be placed for free distribution to exchange personnel, independent showmen and those theatre patrons who may desire them.

Cooperative Tieup With Merchants for 'Our Town'

MILWAUKEE—Harry MacDonald, manager of the Warner, promoted a full page cooperative newspaper advertisement as a plug for "Our Town." The first ten customers at any of the nine participating stores received free a pair of ducats to see the flicker provided they brought with them a clipping of the store's advertisement.



Display in Action—

A lobby display as devised by Lester Pollock of Loew's Rochester in Rochester, N. Y. The display is in silver with illuminated copy and stills. The still panel rotates 14 scenes from "Our Town."

Ring Giveaway Stunt for "Adventure in Diamonds"

HARRISONBURG, VA. — To market Paramount's "Adventure in Diamonds," Jack W. Fretwell, manager of the State, promoted a diamond ring which was given away at a drawing on the opening night of the picture.

The jeweler who cooperated was given credit on a trailer, was allotted space in the lobby to display rings, and was mentioned in the theatre's newspaper ads. Three thousand numbered stub tickets, announcing the giveaway and the feature, were distributed.

Music Boxes Feature Songs From "New Moon" in Ohio

DAYTON, OHIO—Sam Gilman of Loew's for his "New Moon" campaign, made arrangements with the company that maintains remote-control victrolas in most of the public eating places to feature songs from the new musical and to carry cards over each selector box with plugs for the film, theatre and playdate.

Tub With Invisible Fish Plugs 'Typhoon' in Kas.

PARSONS, KAS.—To plug "Typhoon," David Dallas, manager of the Kansan here, secured a tub from a local hardware store and placed it in front of the theatre. Picture and playdate copy was on the outside. On the inside, in the water, was another sign, reading "Invisible Fish That Were Washed Ashore During 'Typhoon'."

: Can't Miss the Missus :

By B. O. TELLER

FARMER CITY, ILL.—Most every time that we see that a theatre is operated by "Mr. and Mrs. So-and-so," it is taken for granted that the "missus" is the silent partner. But, when Mr. and Mrs. John Kendall are listed as the operators of the Kendall, 300-seat house here, that is exactly what is meant.

For Mrs. Kendall is as much a part and parcel of the operation of the Kendall as is her husband. She not only does as much as any man about the theatre, but also is full-time operator in the booth along with her husband.

The Kendalls have operated the Kendall since March 23, 1914, and can really qualify as veterans. The theatre has been housed in the same four walls all those 26 years, but the Kendalls have constantly kept abreast of modern improvements, and today can still lay claim to one of the most modern, up-to-date small-town houses in the middle west.

Mrs. Kendall not only can take apart and rebuild the projectors in the booth, but also can do every bit of other work needed to keep the theatre in tip-top shape. When the house was renovated the last time, she donned a pair of overalls, helped tar the roof, painted the walls and even nailed in place the acoustical blocks on the wall.

Mrs. Kendall is the cashier and when she closes the boxoffice at night, she climbs into the modern booth and relieves her husband. The work of cleaning up the theatre, putting up posters and changing the marquee signs is handled by their twin 25-year-old sons, Reynale and Richard.

The whole family believes in advertising, and every Friday they bundle into the family car and make a 100-mile trip distributing handbills. Houses within a distance of 15 miles in practically every direction of the theatre receive a week's advance notice of attractions coming to the Kendall.

There's an unusual story told about the Kendalls during the first days of the depression when the banks all closed. Kendall was a cashier in the Citizens' State Bank, besides operating his theatre. When the bank was forced to close, the Kendalls had all of their funds tied up and could not lift a Warner picture booked for the theatre. It was then that "Rasty" Herman, state salesman for Warner, saw to it that the picture was shipped to the Kendalls on open account. The name of the picture has since been forgotten, but the Kendalls still give Herman credit for saving the theatre. Mrs. Kendall had saved a large can-full of pennies, which helped the cash situation.

Since then the bank has paid back practically all of the money, and the Kendalls now devote their full time to the theatre. They are always improving the house in some manner, and today they have practically the gathering spot for this town of 1,200, which is about 30 miles southeast of Bloomington, in the center of the state.

Have you tried painting copy on coming attractions over your lobby mirrors? Use water colors.

Bridgeport "Laugh Week" Helps Sell "Turnabout"

BRIDGEPORT, CONN. — Based around "Laugh Week," Manager Morris Rosenthal used an effective campaign on "Turnabout" that registered nicely at the boxoffice.

He started with news stories introducing "Laugh Week," and stressed the laugh angle with reader boards and lobby displays. Large sized arrows were used on street poles reading "Turnabout for laughs and go to the Majestic Theatre."

A street ballyhoo utilized a girl reading a large sized book and stopping to laugh now and then. She also rode the buses with the book. A laughing record hooked up with a P. A. system broadcast to the street with a large laughing head covering the machine. Also on the street was a headless man carrying a head in his hands with a sign reading, "I Laughed My Head Off Seeing the Picture 'Turnabout.'" A carnival wheel was used in the lobby and free tickets offered if the wheel stopped at the word "Turnabout" spotted with a red disc.

A "Turnabout" sale was arranged with a department store which distributed thousands of throwaways and had a large window display divided into two parts with signs reading, "LADIES buy gifts for men" and "MEN buy gifts for ladies." The Bridgeport Gaslight Co. took a four-column cooperative advertisement in the dailies.

8-Week Cooking School Inexpensively Effective

CALGARY—An inexpensive and highly successful cooking school, conducted each Wednesday at the Capitol in conjunction with local merchants, closed an eight-week season at the end of June.

Calgary merchants supplied 12 gift hampers of groceries each week; one donated the grand prize of an electric refrigerator; and the gas company supplied the services of an expert dietician at a nominal cost. The newspaper ran a special page each week carrying ads of the cooperating merchants, and furnished free space by running a coupon which had to be clipped by those desiring a chance at winning the grand prize.



No Lost Motion—

W. R. McCormack, manager of the Grand at Linton, Ind., believes in combining business with pleasure for his young son, Jack. McCormack got the lad a midget racer and fashioned a trailer for four one-sheet boards. Jack is shown above having fun on the job.

In the Making

COLUMBIA

Wizard of Death—Boris Karloff, Evelyn Keyes, Bruce Bennett, Pedro de Cordoba, Don Beddoe. Director: Nick Grinde. Producer: Wallace MacDonald. **(Starting)**

Thundering Frontier—Charles Starrett, Iris Meredith, Bob Nolan, Sons of the Pioneers, John Dilson. Director: D. Ross Lederman. Producer: Jack Fier. **(Completed)**

METRO

Dr. Kildare Goes Home—Lew Ayres, Laraine Day, Lionel Barrymore, Samuel S. Hinds. Director: Harold S. Bucquet. Screenplay: Willis Goldbeck, Harry Ruskin, Carey Wilson. **(Starting)**

Little Nellie Kelly—Judy Garland, George Murphy, Douglas McPhail. Director: Norman Taurog. Producer: Arthur Freed. Original: George M. Cohan. Screenplay: Jack McGowan. **(Starting)**

Bittersweet—Jeanette MacDonald, Nelson Eddy, Edward Ashley. Director: W. S. Van Dyke. Producer: Victor Saville. Original: Noel Coward. **(Starting)**

Strike Up the Band—Judy Garland, Mickey Rooney, William Tracy, Paul Whiteman and Orchestra, Phil Silvers. Director: Busby Berkeley. Producer: Arthur Freed. **(Completed)**

MONOGRAM

Rainbow Over the Range—Tex Ritter, Warner Richmond, Dorothy Fay, Jim Pierce. Director: Al Herman. Producer: Ed Finney. Screenplay: Rolland Lynch, Roger Merton, Robert Emmet. **(Completed)**

RKO RADIO

Laddie—Tim Holt, Joan Carroll, Virginia Gilmore, Spring Byington, Robert Barrat, Miles Mander. Director: Jack Hively. Producer: Cliff Reid. Original: Gene Stratton-Porter. Screenplay: Bert Granet. **(Completed)**

REPUBLIC

Ride, Tenderfoot, Ride—Gene Autry, Smiley Burnette, June Storey, Mary Lee. Director: Frank McDonald. Screenplay: Betty Burbridge, Connie Lee, Winston Miller. **(Starting)**

Oklahoma Outlaws—Bob Livingston, Raymond Hatton, Duncan Renaldo, Florine McKinney. Director: Nate Watt. Producer: Harry Grey. **(Completed)**

Should Wives Work?—James. Lucile and Russell Gleason, Lois Ranson, Eric Blore, Harry Davenport, Betty Blythe. Producer-Director: Gus Meins. Original Screenplay: Jack Townley, Olive Cooper. **(Completed)**

20TH CENTURY-FOX

Yesterday's Heroes—Robert Sterling, Jean Rogers, Katherine Aldrich. Director: Herbert I. Leeds. Producer: Sol Wurtzel. Original: William Brent. Screenplay: William Conselman jr., Irving Cummings jr. **(Starting)**

Down Argentine Way—Betty Grable, Don Ameche, Leonid Kinsky, Charlotte Greenwood, Carmen Miranda, J. Carrol Naish. Director: Irving Cummings. Producer: Harry Joe Brown. Screenplay: Karl Tunberg, Darrell Ware. **(Starting)**

For Beauty's Sake—Ted North, Marjorie Weaver, Joan Davis, Lois Wilson, Isabel Jewell, Ned Sparks. Director: Shepard Traube. Producer: Lucien Hubbard. Original: Clarence Budington Kelland. **(Completed)**

UNIVERSAL

The Son of Roaring Dan—Johnny Mack Brown, Jeanne Kelly, Fuzzy Knight, John Eldredge, Nell O'Day. Director: Ford Beebe. Producer: Joseph Sanford. Original Screenplay: Clarence Upson Young. **(Completed)**

WARNER-FN

Honeymoon for Three—Ann Sheridan, George Brent, Jane Wyman, Charlie Ruggles, Osa Massen. Director: Lloyd Bacon. Original: George Haight, Alan Scott. Screenplay: Earl Baldwin, Julius and Phil Epstein. **(Starting)**

Meet John Doe—Gary Cooper, Barbara Stanwyck, Walter Brennan, Edward Arnold, James Gleason, Rod La Rocque, Warren Hymer, Henry O'Neill, Irving Bacon. Producer-Director: Frank Capra. Original Screenplay: Frank Capra, Robert Riskin. **(Starting)**

Ladies Must Live—Rosemary Lane, Wayne Morris, Roscoe Karns, Lee Patrick. Director: Noel Smith. Producer: William Jacobs. **(Completed)**

Show for Right Buy

SPRINGFIELD, MASS.—Manager Ed Smith of the Paramount has a "Lucky Number" card in his lobby on which are listed various numbers of hats for sale at Neisner's here in town. If a hat-buyer purchases one with a lucky number inside same, she is entitled to passes to see the current bill at the Paramount.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, *4804 E. 9th St., Kansas City, Mo.*

Columbia

Too Many Husbands

An all too apparent attempt on the part of Columbia to repeat "The Awful Truth." It extracts quite a few laughs from the audience at the expense of dragging their thoughts below the waistline, and some of the remarks have hidden meanings which don't add a thing to the picture. This cast didn't need any cheap assistance. It could have done at least as well if not much better with a clean story, so why use such material and drive away the family trade. The audience mostly enjoyed it, but there were some complaints. Boxoffice about average for Sunday and Monday. Population: 950. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Metro-Goldwyn-Mayer

Broadway Melody of 1940

Here's a fine musical with great dancing and a plot. Those who saw it were thrilled by Astaire, Powell and Murphy, but there weren't enough to see it. Our community doesn't respond to musicals, except to the MacDonald & Eddy combination. Thurs., Fri., Sat. Weather: Hot. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

Gone With the Wind

We sure lost a pretty penny on this one. Played only one day to poor business. Admission too high. The biggest and best show that has ever come out of Hollywood, truly a masterpiece in every respect. Wednesday. Weather: Fair. Admission: Advance scale. Colored patronage. Population: 20,000. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

Strange Cargo

Reminiscent of "On Borrowed Time" and "Bad Little Angel," this has a good moral theme. However, as the title suggests it is a "strange" picture. One could never guess what it was about until seeing it. Many complained it was too brutal. It has good acting, but it is too long for this type of picture. After witnessing this, one is tired and worn out. Thurs., Fri., Sat. Weather: Hot. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

Two Girls on Broadway

Fell down, even on Pal Nite. George Murphy deserves better. Wed., Thurs. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,300. Capacity: 300.—A. N. Miles, New Eminence, Eminence, Ky.

Waterloo Bridge

Drew better than we expected it to—as so many people say they don't want to see war pictures. It is an unusually good picture, I think. Sun., Mon., Tues. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,300. Capacity: 300. —A. N. Miles, New Eminence, Eminence, Ky.

Monogram

Sundown on the Prairie

The old boy comes through with another good western. Plenty of action and just enough songs to balance the picture. These westerns are good enough for any house that goes in for this type of outdoor action picture. Ritter is one of our top western stars. Fri., Sat. Weather: Fair. Admission: 15-10. Colored patronage. Population: 20,000. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

Paramount

Cat and the Canary

This is the type of picture we have been waiting for. Plenty of spooks and also plenty of comedy. We did above average business for the two days we played this. Everyone well pleased. Sun., Mon. Weather: Fair. Admission: 15-10. Colored patronage. Population: 20,000. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

Disputed Passage

Our Lamour fans were very much disappointed as this was not the type of story for her. The story drags and is minus the usual excitement that the Lamour pictures are noted for. It failed to click at the B. O. for us. Sun., Mon. Weather: Fair: Admission: 15-10. Colored patronage. Population: 20,000. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

Heritage of the Desert

A real good action picture that didn't draw so well due to the lack of stars. Everyone seemed to be well pleased as we heard no complaints. Fri., Sat. Weather: Fair. Admission: 15-10. Colored patronage. Population: 20,000. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

: A Way to Stop Duals :

BOXOFFICE:

Here's a suggestion that I believe might go a long way toward stopping double features:

Each producer designate during the season say ten to twelve of his best features, that *exhibitors are not permitted to double feature on their regular availability.*

The courts have upheld I believe that the distributors cannot prevent an exhibitor from double featuring any picture, but I do think that they might insist that if a certain feature was available on July 15, and exhibitor would not comply with their policy to single bill said picture, that same would not become available for double feature policy for three, six or twelve months.

Within one year from the adoption of such a policy by the producers, the patrons would become aware of the fact, that the BEST pictures are not being doubled-billed, and the exhibitors showing two or three features on one program would find their business dropping, and steadily I am sure that this policy of D. B. would be discontinued.

Further if necessary by producers, to each new selling season, could be added a few more designated non-double bill features.

Yours very truly,

(Signed) ABE H. KAUFMAN,
Fountain Theatre,
422 Wabash Avenue,
Terre Haute, Indiana

Republic

Village Barn Dance

Proved a good holiday attraction and everybody was most pleased. Wed., Thurs. Weather: Good. Admission: 25-10. Small town patronage. Population: 1,300. Capacity: 300.—A. N. Miles, New Eminence, Eminence, Ky.

RKO Radio

King Kong (Reissue)

Believe it or not, this was the sixth time that we have played this picture in this same theatre and each and every time it grosses twice as much as a western picture. They never get tired of it. We intend to show it again in the near future. A money maker every time. Fri., Sat. Weather: Fair. Admission: 15-10. Colored patronage. Population: 20,000. Capacity: 480.—W. C. Mathews, Frolic, Bessemer, Ala.

Pinocchio

When it comes to feature length cartoons, Walt Disney is still tops. I consider this the best picture of its kind ever made, and it is just as interesting for the adult patrons as the children. Business a little above Saturday-Sunday average, but film rental was too high. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,002. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Warner

Valley of the Giants

Picked this up real late, but it did more in its two-day run than "Broadway Melody" did in three days. The color and print is good and so is the story. It's still worth playing. Fri., Sat. Weather: Good. Admission: 25-10. Rural patronage. Population: 500. Capacity: 200.—John Grabenstein, Liberty, Eustis, Neb.

PRODUCTION INDEX

A CHECK-UP ON FEATURE RELEASES

Releases of 1939-40 for a five-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ◎ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.

Columbia

Babies for Sale..1029..(64) .....May 9
Melodrama. Exposé of an adoption racket. Rochelle Hudson, Glenn Ford. Director: Charles Barton.

Blazing Six-Shooters..1205..(61) .....Apr. 4
Western. Co-owners of a ranch manage to outwit scheming real estate manipulators. Charles Starrett, Iris Meredith. Director: Joseph Lewis.

Blondie on a Budget..1014..(70).....Feb. 29
Comedy. Financial and domestic woes follow Blondie's decision to budget the Bumstead income. Penny Singleton, Arthur Lake. Director: Arthur Strayer.

Bullets for Rustlers..1204..(56).....Mar. 5
Western. A gang of rustlers are rounded up in time to save the life of the hero who masqueraded as one of them. Charles Starrett, Lorna Gray. Director: Sam Nelson.

Doctor Takes a Wife..1005..(88).....Apr. 27
Comedy. An unmarried pair who think they hate each other, pose as man and wife to serve individual financial interests. Loretta Young, Ray Milland. Director: Alexander Hall.

Fight for Life, The..(69).....U. S. Film Service
Documentary Drama. A young doctor develops into a skilled obstetrician and queries the world on the ills and vile conditions in which maternal welfare still exists. Pare Lorentz produced. 4-40

Girls of the Road..1037..(61).....June 20
Drama. The governor's daughter, by becoming a girl hobo, persuades her father to achieve establishment of a camp for these wanderers. Ann Dvorak, Helen Mack, Lola Lane. Director: Nick Grinde.

Island of Doomed Men..(A)..1023..(70)...May 20
Drama. A G-Man brings about the downfall of a tyrant who has enslaved paroled persons on his island. Peter Lorre, Rochelle Hudson, Robert Wilcox. Director: Charles Barton.

Lone Wolf Meets a Lady, The..1016..(71)..May 30
Melodrama. A diamond necklace, stolen, is traced but proves to be a paste copy of one stolen earlier by an old friend. Warren William, Jean Muir. Director: Sidney Salkow.

Mad Men of Europe..(A)..1112..(73).....June 3
Drama. Parachutists and bombers drive on England after a foreign agent ingratiates himself into an English home. Edmund Gwenn, Mary Maguire. Director: Albert De Courville.

Man From Tumbleweeds..1213..(59).....May 2
Western. Wild Bill routs the outlaws who have virtually captured a community, by a posse of to-be-pardoned prisoners. Bill Elliott. Director: Joseph Lewis.

Man With Nine Lives..1017..(73).....Apr. 18
Melodrama. A scientist experiments upon his patients with long-time freezing sleep. Boris Karloff, Roger Pryor, Jo Ann Sayers. Director: Nick Grinde.

Men Without Souls..1035..(62) .....Mar. 16
Melodrama. A parson who believes in rehabilitation becomes chaplain of a prison noted for brutality. John Litel, Rochelle Hudson, Barton MacLane. Director: Nick Grinde.

Out West With the Peppers..1021..(61)....June 30
Comedy-Drama. An uncle with whom the five little Peppers are staying overcomes his dislike of them when he rescues them from a raft. Edith Fellows, Victor Kilian, Dorothy Peterson. Director: Charles Barton.

Outside the 3-Mile Limit..1027..(64).....Mar. 7
Melodrama. Counterfeiters are traced to a gambling ship. Jack Holt, Harry Carey, Sig Rumann. Director: Lewis D. Collins.

Passport to Alcatraz..1028..(60).....June 6
Melodrama. Special investigator tracks down enemy aliens who sabotage munitions plants. Jack Holt, Noah Beery jr. Director: Lewis D. Collins.

Return of Wild Bill..1214..(61).....June 29
Western. A cowboy comes home in time to rid the county of a gang of vigilantes who execute justice to their own ends. Bill Elliott, Luana Walters. Director: Joseph H. Lewis.

Texas Stagecoach..9206..(59) .....June 6
Western. Friendly rivals in the stagecoach business are saved from being victimized by an unscrupulous banker. Charles Starrett, Iris Meredith. Director: Joseph Lewis.

Too Many Husbands..1004..(84) .....Mar. 21
Comedy Drama. A man thought drowned, returns to find his wife married to his best friend. Jean Arthur, Melvyn Douglas, Fred MacMurray. Director: Wesley Ruggles.

21 Days Together..(A)..1111..(75) .....May 16
Drama. Fate intervenes when the man who killed the scoundrelly husband of the woman he loved, is about to give himself up. Laurence Olivier, Vivien Leigh. Director: Basil Dean.

First National

All This, and Heaven Too..454..(143).....July 13
Drama. A spiritual love is victimized by jealousy but is not overcome even by death. Bette Davis, Charles Boyer. Director: Anatole Litvak.

An Angel From Texas..468..(69).....Apr. 29
Comedy. A country bumpkin, inveigled into financing a dubious production, outsmarts the slickers. Eddie Albert, Rosemary Lane, Wayne Morris. Director: Ray Enright.

Dr. Ehrlich's Magic Bullet..457..(101).....Mar. 2
Drama. A doctor's heart-breaking efforts and ultimate success in finding a cure for syphilis. Edward G. Robinson, Ruth Gordon. Director: William Dieterle.

Flight Angels..466..(74) .....May 18
Comedy-Drama. Airline Casanovas, romancing stewardesses and experimental aviation. Wayne Morris, Virginia Bruce, Jane Wyman, Dennis Morgan. Director: Lewis Seiler.

Man Who Talked Too Much..467..(75).....July 6
Drama. A criminal lawyer gains a confession from a crook which saves his brother from a murder charge. George Brent, Virginia Bruce. Director: Vincent Sherman.

Murder in the Air..472..(55).....June 2
Spy Melodrama. A G-man thwarts a foreign ring from obtaining a device that is able to halt machines in motion. Ronald Reagan, Lya Lys. Director: Lewis Seiler.

Three Cheers for the Irish..465..(100)....Mar. 16
Comedy Drama. A veteran policeman forgives his daughter's marriage to a rookie, his successor, when the twins are born. Thomas Mitchell, Priscilla Lane, Dennis Morgan. Director: Lloyd Bacon.

'Til We Meet Again..456..(98).....Apr. 20
Drama. Two, doomed to a quick death, experience a great love in the short time allotted them. Merle Oberon, George Brent, Geraldine Fitzgerald, Pat O'Brien. Director: Edmund Goulding.

Torrid Zone..455..(87) .....May 25
Comedy Drama. A persistent stowaway on a banana plantation finally wins the manager. James Cagney, Ann Sheridan, Pat O'Brien. Director: William Keighley.

Metro-Goldwyn-Mayer

And One Was Beautiful..32..(70).....Apr. 5
Melodrama. Released from prison after covering up for the girl he courted, the suitor marries the girl's less glamorous, but more honest sister. Robert Cummings, Laraine Day, Jean Muir. Director: Robert B. Sinclair.

Andy Hardy Meets Debutante..43..(87).....July 5
Comedy. Andy manages to get his picture taken with a debutante after he had told his friends they were in love. Mickey Rooney, Lewis Stone, Judy Garland. Director: George B. Seitz.

Captain Is a Lady..42..(65) .....June 21
Comedy Drama. A retired sea captain, only male inmate of an old ladies' home, is helped by them to regain his ship. Charles Coburn, Virginia Grey, Billie Burke. Director: Robert S. Sinclair.

Dr. Kildare's Strange Case..30..(76).....Apr. 12
Drama. The treatment of a patient who is losing his mind, by administering insulin shock treatment. Lew Ayres, Lionel Barrymore, Laraine Day. Director: Harold S. Bucquet.

◎Edison, the Man..36..(106).....May 10
Drama. The inventor obtains the backing of Western Union for his stock ticker. The talking machine and light by electricity follow. Spencer Tracy, Rita Johnson. Director: Clarence Brown.

Florian..29..(91) .....Mar. 29
Drama. Common ground in their love for a horse unites a groom and a duchess, after revolution in Austria, in New York. Robert Young, Helen Gilbert. Director: Edwin L. Marin.

Forty Little Mothers..34...(87).....Apr. 26
Comedy. The girls of his school come to the professor's aid when he undertakes to care for an abandoned baby. Eddie Cantor, Rita Johnson, Judith Anderson. Director: Busby Berkeley.

Ghost Comes Home, The..27..(76).....Mar. 8
Comedy. Thought drowned, a man returning to his village triumphs over his wife and the townsmen who previously dominated him. Frank Morgan, Billie Burke, Ann Rutherford. Director: William Thiele.

◎Mortal Storm, The..41..(99).....June 14
Drama. Clouds gather over a German family when the Nazis rise to power, and their life is disrupted. Margaret Sullavan, James Stewart, Robert Young. Director: Frank Borzage.

New Moon..31..(105) .....June 28
Operetta. Romance and music in colonial New Orleans. Jeanette MacDonald, Nelson Eddy. Director: Robert Z. Leonard.

◎Northwest Passage..25..(115) .....Feb. 23
Drama. Stirring saga of bravery and hardships of early colonists. Spencer Tracy, Robert Young, Ruth Hussey. Director: King Vidor.

Phantom Raiders..40..(70) .....May 31
Melodrama. Nick Carter breaks up a Central American sabotage and insurance racket. Walter Pidgeon, Donald Meek, Florence Rice. Director: Jacques Tourneur.

Sporting Blood..44..(80) .....July 12
Drama. Love and a horse race dissolve a feud between two families. Robert Young, Maureen O'Sullivan. Director: S. Sylvan Simon.

Strange Cargo..23..(113) .....Mar. 1
Drama. A desperado couple escape from a penal isle and encounter a spiritual influence. Joan Crawford, Clark Gable, Melvyn Douglas. Director: Frank Borzage.

Susan and God..39..(115) .....June 7
Drama. A frivolous woman, who adopts religion as a fad, finds it stands her in good stead when she has to face a crisis in her own life. Joan Crawford, Fredric March. Director: George Cukor.

20 Mule Team..35..(85) .....May 3
Western. Stealing, fighting, killing for borax in the desert. Wallace Beery, Leo Carrillo. Director: Richard Thorpe.

Two Girls on Broadway..33..(71).....Apr. 19
Comedy Drama. In love with her sister's suitor, a girl turns to a man-about-town. The sister, to save her, gives up her fiance. Lana Turner, Joan Blondell, George Murphy. Director: S. Sylvan Simon.

Waterloo Bridge..37..(103) .....May 17
Drama. A girl who becomes anybody's girl when she believes her soldier-lover to have been killed, refuses to burden him when he returns, desiring to marry her. Vivien Leigh, Robert Taylor, Maria Ouspenskaya. Director: Mervyn LeRoy.

◎Young Tom Edison..28..(82) .....Mar. 16
Biog. Comedy-Drama. The boyhood life of the great inventor in Port Huron, Mich. Mickey Rooney, Fay Bainter, George Bancroft, Virginia Weidler. Director: Norman Taurog.

Monogram

Cheyenne Kid, The..3962..(51).....Feb. 20
Western. Trapped by a disgruntled foreman whom he succeeded, a cowboy is helped by his girl and his pal. Jack Randell, Louise Stanley. Director: Raymond K. Johnson.

Covered Wagon Trails..3963..(53).....Apr. 10
Western. The cattlemen are convinced that settlers will not interfere with their business. Jack Randall. Director: Raymond Johnson.

Features

THE COMPLETE CHECK-UP ON CURRENT RELEASES

Cowboy From Sundown..3955..(58).....May 9
Western. A sheriff solves a financially crippling quarantine when he apprehends the banker poisoning cattle. Tex Ritter. Director: Spencer Bennet.

Golden Trail, The..3956..(52).....July 3
Western. A gang that kills miners as they strike pay dirt, is tracked down. Tex Ritter. Director: Al Herman.

Human Monster, The..3916..(73).....Mar. 9
Melodrama. An insurance head, concealing himself as administrator of a home for the blind, kills various persons after having them insured. Bela Lugosi. Director: Walter Summers.

Kid From Santa Fe, The..3965..(50).....May 23
Western. A sheriff and his daughter help an innocent man, charged with murder, escape that he may find the real killer. Jack Randall. Director: Raymond K. Johnson.

Land of Six Guns..3964..(54).....May 2
Western. Getting involved by smugglers makes a peaceful rancher again take up his guns. Jack Randall. Director: Raymond K. Johnson.

Last Alarm, The..3927..(61).....June 25
Melodrama. A retired fireman tracks down a dangerous incendiary. J. Farrell MacDonald, Warren Hull, Polly Ann Young. Director: William West.

Midnight Limited..3921..(61).....Mar. 20
Melodrama. A series of robberies and murder on the Montreal-New York line are solved. John King, Marjorie Reynolds. Director: Howard Bretherton.

Murder on the Yukon..3940..(57).....Feb. 25
Western. A miser's death leads to the uncovering of a counterfeit ring. James Newill, Polly Ann Young. Director: Louis Gasnier.

Mysterious Mr. Reeder..3926..(77).....Apr. 30
Melodrama. An elderly eccentric unmasks a counterfeiting gang. Will Fyffe. Director: Jack Raymond.

On the Spot..3915..(62).....June 11
Melodrama. A soda-jerk solves a murder when a wounded gangster staggers into his store. Frankie Darro, Mantan Moreland. Director: Howard Bretherton.

Pals of the Silver Sage..3954..(52).....Apr. 20
Western. Discovering the rustlers who are stealing his hostess' cattle, Ritter joins and apprehends them. Tex Ritter. Director: Al Herman.

Rhythm of the Rio Grande..3953..(53).....Mar. 2
Western. Ranch fires are traced to an owner who wants his neighbors' lands. Tex Ritter, Susan Dale. Director: Al Herman.

Riders From Nowhere..3966..(45).....May 30
Western. Posing as a ranger whose body he found, a man is accused of murder, but unmasks the real killer and stays as sheriff. Jack Randall, Margaret Roach. Director: Raymond K. Johnson.

Sky Bandits..3928..(56).....Apr. 15
Western. The unwitting aide of a gang of plane thieves brings about their capture. James Newill. Director: Ralph Staub.

Son of the Navy..3902..(72).....Mar. 30
Comedy-Drama. A runaway orphan finds a sailor and a girl to adopt him. James Dunn, Jean Parker. Director: William Nigh.

Tomboy..11..(70).....Apr. 5
Comedy-Drama. A mean uncle makes amends when his nephew tackles two tramps, saving his uncle from harm and retrieving his money. Jackie Moran, Marcia Mae Jones, Grant Withers. Director: Robert McGowan.

Wild Horse Range..3960..(51).....June 18
Western. Two pals escape from a gang of horse thieves they have discovered and succeed in corraling the culprits. Jack Randall, Frank Yaconelli. Director: Raymond K. Johnson.

Paramount

Adventure in Diamonds..3928..(80).....Apr. 5
Melodrama. Diamond thieves who smuggle the gems out of South African mines are apprehended. George Brent, Isa Miranda. Director: George Fitzmaurice.

Biscuit Eater, The..3931..(80).....May 24
Drama. Story of a boy's love for his dog. Billy Lee, Cordell Hickman. Director: Stuart Heisler.

Buck Benny Rides Again..3932..(82).....May 3
Comedy. Benny on a dude ranch, bribes the hands to let him insult them, thereby impressing the girl, who is fond of "tough" men. Jack Benny, Ellen Drew. Director: Mark Sandrich.

Dr. Cyclops..3929..(79).....Apr. 12
Melodrama. A mad scientist reduces living beings to diminutive proportions. Albert Dekker, Janice Logan. Director: Ernest Schoedsack.

Farmer's Daughter, The..3927..(60).....Mar. 29
Comedy. A summer theatre on her father's farm brings Martha romance, and when the star goes temperamental, success on the stage. Martha Raye, Charlie Ruggles, Gertrude Michael. Director: James Hogan.

French Without Tears.....3930..(67).....Apr. 26
Farce Comedy. The routine of a group of English students in a school near Paris is pretty well shattered when the sister of one of them arrives and proves a heart-breaker. Ray Milland, Ellen Drew. Director: Anthony Asquith.

Ghost Breakers, The..3938..(82).....June 21
Mystery-Comedy. Adventures of an heiress in an allegedly haunted castle. Bob Hope, Paulette Goddard, Richard Carlson. Director: George Marshall.

Hidden Gold..3958..(61).....June 7
Western. A gang who are stealing gold from a mine are trapped. William Boyd. Director: Lesley Selander.

Knights of the Range..3923..(68).....Feb. 23
Western. Disgusted with his activities, a rustler joins the side of law and order, outwitting his old gang. Russell Hayden, Victor Jory, Jean Parker. Director: Lesley Selander.

Light of Western Stars..3931..(63).....Apr. 19
Western. Framed by gun-runners and sought by officials, a ranch foreman, in love with the ranch mistress, cleans up the villains. Victor Jory, Jo Ann Sayers, Noah Beery jr. Director: Lesley Selander.

Opened by Mistake..3933..(66).....May 10
Mystery Drama. A reporter and his buddy become involved in a murder which they solve with the aid of a girl. Charlie Ruggles, Janice Logan. Director: George Archainbaud.

Queen of the Mob..3939..(61).....June 28
Drama. A mother trains three of her sons to become outlaws; the fourth becomes an attorney and is responsibe for the gang's apprehension. Blanche Yurka, Ralph Bellamy. Director: James Hogan.

Road to Singapore..3926..(84).....Mar. 22
Comedy with Music. Two confirmed bachelors flee marriage and work but fall in love with the same girl on a South Sea island. Bing Crosby, Bob Hope, Dorothy Lamour. Director: Victor Schertzinger.

Safari..3937..(81).....June 14
Drama. The guest on a yachting trip falls for a game hunter whom she finally bags despite the opposition of her host. Madeleine Carroll, Douglas Fairbanks jr., Tullio Carminati. Director: Edward H. Griffith.

Seventeen..3924..(78).....Mar. 1
Comedy. An adolescent's hectic courtship, financial troubles and his tragic defeat when the vamp leaves with another man. Jackie Cooper, Betty Field. Director: Louis King.

Showdown, The..3957..(64).....Mar. 8
Western. A pal's cargo of race horses is saved from the bad men. William Boyd, Russell Hayden. Director: Howard Bretherton.

Stagecoach War..3959..(61).....July 12
Western. A battle between two stagecoach lines for the Wells-Fargo franchise occupies Hoppy and his pals. Bill Boyd, Russell Hayden. Director: Lesley Selander.

Those Were the Days..3936..(70).....May 31
Romantic Comedy. American college-campus life during the horse and buggy age. William Holden, Bonita Granville. Director: J. Theodore Reed.

Typhoon..3934..(70).....May 17
Melodrama. A pearl-hunting American and a strange white princess find romance in the south seas. Dorothy Lamour, Robert Preston. Director: Louis King.

Way of All Flesh..3940..(82).....July 5
Melodrama. Years after a man has forsaken his family to save them humiliation, he returns to find them happy, and he leaves, without disclosing himself. Akim Tamiroff, Gladys George. Director: Louis King.

Women Without Names..3925..(62).....Mar. 15
Melodrama. A bride breaks jail in time to free her unjustly accused husband from a murder charge. Ellen Drew, Robert Paige. Director: Robert Florey.

Republic

Carson City Kid..(57).....July 17
Western. Posing as a desperado, the hero tracks down the murderer of his brother. Roy Rogers, Bob Steele. Joe Kane directed.

Covered Wagon Days..965..(56).....Apr. 22
Western. The Three Mesquiteers find the guilty party in a silver smuggling episode on the border. Director: George Sherman.

Crooked Road, The..923..(66).....May 10
Drama. A man is freed from involvement in the killing of an extortioner, but loses his girl to his friend. Edmund Lowe, Irene Hervey. Director: Phil Rosen.

Dark Command..901..(92).....Apr. 15
Historical Drama. The looting of Kansas during the early days of the Civil War by guerillas. Claire Trevor, John Wayne, Walter Pidgeon. Director: Raoul Walsh.

Forgotten Girls..920..(67).....Mar. 15
Drama. Circumstances force a girl to escape prison, which she almost preferred to her former squalid life. A reporter enters her life and all is squared. Louise Platt, Donald Woods. Director: Phil Rosen.

Gangs of Chicago..924..(66).....May 19
Action Drama. A trapped racketeer sacrifices himself to save his school-days friend, a lawyer. Lloyd Nolan, Barton MacLane, Lola Lane. Director: Arthur Lubin.

Gaucho Serenade..943..(66).....May 10
Musical Western. Two pals prove the benefactors of a man framed for an embezzling and a society girl. Gene Autry, Smiley Burnette. Director: Frank McDonald.

Ghost Valley Raiders..991..(57).....Mar. 26
Western. The man responsible for repeated stagecoach robberies is discovered. Donald Barry, Lona Andre. Director: George Sherman.

Grand Ole Opry..908..(67).....June 25
Western. A mayor runs for governor, outsmarting the crooked politician who was bossing the state. Weaver Bros., Elviry. Director: Frank McDonald.

Grandpa Goes to Town..922..(65).....Apr. 19
Comedy. Finding a real gold mine just when the rumor they mistakenly spread about a false one damages, saves the Higginses from irate westerners. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

Hi-Yo, Silver..129..(65).....Apr. 10
Western. The lone ranger frees a small town of an outlaw's rule. Lee Powell, Herman Briggs, Chief Thundercloud, Lynn Roberts. Directors: William Whitney, John English.

In Old Missouri..921..(67).....Apr. 17
Musical. Sharecroppers change places with their landlord who then discovers his partners are crooked. Weaver Bros. and Elviry. Director: Frank McDonald.

One Man's Law..992..(57).....June 29
Western. Two wanderers overcome the opposition in a town that would halt a railroad from coming in. Don Barry. Director: George Sherman.

Pioneers of the West..964..(56).....Mar. 10
Western. The Three Mesquiteers rescue a wagon train from Indian attack; later save the group's land, and finally save their proceeds, realized by a cattle sale. Director: Les Orlebeck.

Rancho Grande..942..(66).....Mar. 22
Western. The foreman trustee of a ranch saves it from a lawyer's clutches by bringing irrigation. Gene Autry, Smiley Burnette, June Storey. Director: Frank McDonald.

Rocky Mountain Rangers..966..(58).....May 24
Western. Western terrorists are tracked down by the Three Mesquiteers when one of them poses as an outlaw. Director: George Sherman.

Three Faces West..(81).....July 3
Drama. An Austrian surgeon and his daughters aid midwestern farmers in their fight against dust and drought. Charles Coburn, John Wayne, Sigrid Gurie. Director: Bernard Vorhaus.

Wagons Westward..(70).....June 19
Western. A good twin sets out to save the family name, about which his bad counterpart cares nothing. Chester Morris, Buck Jones. Director: Lew Landers.

Women in War..902..(70).....June 6
Melodrama. Lives of nurses behind the front line trenches. Elsie Janis, Wendy Barrie, Patric Knowles. Director: John H. Auer.

Young Buffalo Bill..954..(59).....Apr. 12
Western. The government's investigation of early Spanish land grants is aided by the scout despite Indians and villains. Roy Rogers. Director: Joe Kane.

RKO Radio

A Bill of Divorcement..025..(74).....May 31
Drama. The issues precipitated by divorce and hereditary insanity are met by a refined English family. Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall. Director: John Farrow.

Abe Lincoln in Illinois..009..(112).....Apr. 19
Historical Drama. Lincoln as the peace-loving

backwoodsman; his love for Ann Rutledge; and his checkered romance with Mary Todd who will settle for nothing else than Lincoln as president. Raymond Massey, Ruth Gordon. Director: John Cromwell.

Anne of Windy Poplars..035..(85).....June 28
Drama. A school teacher overcomes obstacles in a community prejudiced against her. Anne Shirley, James Ellison. Director: Jack Hively.

Beyond Tomorrow..031..(83) .....May 10
Melodrama. Three benevolent spirits succeed in reuniting a couple—not unaided by a jealous spouse's shooting. Charles Winninger, Jean Parker, Maria Ouspenskaya. Director: Lee Garmes.

Bullet Code..083..(59) .....Apr. 5
Western. A cattleman's efforts to make amends for a crime he thinks he committed. George O'Brien, Virginia Vale. Director: David Howard.

Courageous Dr. Christian..030..(67).....Apr. 5
Drama. A doctor wins proper housing quarters for squatters only when an epidemic threatens the entire town. Jean Hersholt, Dorothy Lovett. Director: Bernard Vorhaus.

Cross Country Romance..039..(66).....July 12
Comedy-Drama. A spoiled runaway heiress hides in the trailer of a doctor headed for China, and they fall in love. Gene Raymond, Wendy Barrie. Director: Frank Woodruff.

Curtain Call..027..(60) Apr.26
Comedy. A manuscript producers thought to use as a cudgel over their star turns out to please her immensely and proves a hit. Barbara Read, Alan Mowbray. Director: Frank Woodruff.

Dr. Christian Meets the Women..036..(65)..July 5
Comedy Drama. Dr. Christian works to restore health to the city's women who flocked to a quack diet specialist. Jean Hersholt, Dorothy Lovett, Rod La Rocque. Director: William McGann.

Irene..024..(101) .....May 3
Musical Comedy. A case of mistaken identity is solved for a girl before it becomes a predicament, by the fellow responsible. Anna Neagle, Ray Milland. Director: Herbert Wilcox.

Isle of Destiny..017..(83) .....Mar. 8
Drama. An aviatrix, compelled to fly contraband, is wrecked on an island and saved by her Marine brother, stationed nearby. William Gargan, Wallace Ford, June Lang. Director: Elmer Clifton.

Little Orvie..020..(66) .....Mar. 1
Comedy. An eight-year-old runs away when his parents deny him a dog for a pet. John Sheffield, Ernest Truex, Dorothy Tree. Director: Ray McCarey.

Millionaire Playboy..022..(64) .....Mar. 15
Comedy. A tendency to hiccough in the presence of a pretty girl is cured for a millionaire when he is surrounded with beauties. Joe Penner, Linda Hayes. Director: Leslie Goodwins.

My Favorite Wife..025..(88) .....May 17
Comedy. An explorer-wife returns to find her husband married again, but manages to get him back. Irene Dunne, Cary Grant, Randolph Scott. Director: Garson Kanin.

©©Pinocchio..091..(80) .....Feb. 23
Feature Cartoon. The wooden puppet, after numberless adventures, is rewarded with a soul and life. Produced by Walt Disney.

Pop Always Pays..034..(66).....June 21
Comedy-Drama. An irascible father gets in a jam when he has to make good his promise of $1,000 to his daughter's suitor when the latter saves an equal sum. Leon Errol, Dennis O'Keefe. Director: Leslie Goodwin.

Prairie Law..084..(59) .....June 7
Western. A land shark gets away with invading ranchers lands, but runs into trouble when he kills the friend of a hitherto peaceful onlooker. George O'Brien, Virginia Vale. Director: David Howard.

Primrose Path..023..(95) .....Mar. 22
Drama. A girl-bride tries to escape the influence of an easy-moraled mother. Ginger Rogers, Joel McCrea, Marjorie Rambeau. Director: Gregory LaCava.

Saint Takes Over..033..(68).....June 7
Comedy Melodrama. The Saint goes to America to solve the murders of which his friend is wrongly accused. George Sanders, Wendy Barrie. Director: Jack Hively.

You Can't Fool Your Wife..032..(65).....May 24
Comedy. Sudden entanglements with wine, women and song, pull a married couple out of a marital rut. Lucille Ball, James Ellison. Director: Ray McCarey.

20th Century-Fox

Blue Bird, The..025..(83) .....Mar. 22
Fantasy. The blue bird of happiness is pursued through past and future, only to be found at home. Shirley Temple. Director: Walter Lang.

Charlie Chan in Panama..035..(68).....Mar. 1
Melodrama. Chan foils an attempt to blow up the Panama Canal. Sidney Toler, Jean Rogers. Director: Norman Foster.

Charlie Chan's Murder Cruise..048..(75)...June 21
Mystery-Melodrama. A mysterious strangler on a world cruise is captured after four or five murders. Sidney Toler, Marjorie Weaver, Lionel Atwill. Director: Eugene Forde.

Earthbound..034..(67) .....June 7
Drama. Killed on his second honeymoon by a former flame, a man cannot leave the earth until his spirit is able to vindicate his love for his wife. Warner Baxter, Andrea Leeds, Lynn Bari. Director: Irving Pichel.

Four Sons..047..(89) .....June 14
Drama. Invasion in Czechoslovakia divides four brothers and brings destruction to a home. Don Ameche, Eugenie Leontovich, Mary Beth Hughes. Director: Archie Mayo.

Free, Blonde and 21..037..(67).....Mar. 29
Drama. A fellow doctor exposes an unscrupulous young woman as a gangster's pal before his friend falls in love with her. Lynn Bari, Henry Wilcoxon. Director: Ricardo Cortez.

Grapes of Wrath, The..040..(128).....Mar. 15
Drama. The story of California's half-million migratory workers. Henry Fonda, Jane Darwell. Director: John Ford.

I Was an Adventuress..038..(81).....May 10
Comedy-Drama. International intrigue and jewel-thievery. Zorina, Richard Greene, Peter Lorre. Director: Gregory Ratoff.

Johnny Apollo..042..(93) .....Apr. 19
Drama. Railroaded to prison where his father, whom he spurned, is confined for embezzlement, father and son frustrate a prison break and are reconciled. Tyrone Power, Dorothy Lamour, Edward Arnold. Director: Henry Hathaway.

Lillian Russell..045..(127) .....May 24
Biographical Drama. Story of the colorful woman who dominated the American theatre during the closing decades of the last century. Alice Faye, Henry Fonda, Edward Arnold, Don Ameche. Director: Irving Cummings.

Lucky Cisco Kid..049..(67).....June 28
Western. A corrupt judge, who has designs on a widow's ranch which controls the water supply, is exposed. Cesar Romero, Mary Beth Hughes. Director: H. Bruce Humberstone.

Manhattan Heartbeat..046..(71) .....July 12
Drama. A woman hater and a girl who thinks marriage is slavery fall in love, and emerge through quarrel and struggle, happy. Virginia Gilmore, Robert Sterling, Joan Davis. Director: David Burton.

On Their Own..044..(65) .....May 10
Comedy Drama. The Joneses trek to California to recoup their fortune. Spring Byington, Ken Howell. Director: Otto Brower.

Sailor's Lady..052..(66) .....July 5
Comedy. For a while a baby messes up romance for a couple. Nancy Kelly, Jon Hall. Director: Allan Dwan.

Shooting High..041..(65) .....Apr. 26
Comedy-Western. Apprehending bank robbers smoothes out an old feud and helps the grandson of a famous sheriff get his girl. Jane Withers, Gene Autry, Marjorie Weaver. Director: Alfred E. Green.

So This Is London ..043..(84) .....May 3
Comedy. Children of an English and an American businessman who can't get together on a deal, become engaged and join the squabbles. George Sanders. Director: Thornton Freeland.

Star Dust..036..(85) .....Apr. 5
Comedy-Drama. A talent scout's discovery and development of a film star. Linda Darnell, John Payne. Director: Walter Lang.

They Came by Night..033..(73).....Feb. 23
Melodrama. A band of high-powered jewel thieves meet their nemesis when they endeavor to make an appraiser one of their number. Will Fyffe. Director: Harry Lachman.

Viva Cisco Kid..039..(65) .....Apr. 12
Outdoor Drama. Father of a beautiful girl is rescued from a gang of bad men. Cesar Romero, Chris-Pin Martin, Jean Rogers. Director: Norman Foster.

United Artists

House Across the Bay..(74).....Mar. 1
Melodrama. An underworld biggie's wife has him imprisoned to save him from death at the hands of rivals. Joan Bennett, George Raft, Walter Pidgeon, Gladys George. Director: Archie Mayo.

My Son, My Son..(115) .....Mar. 22
Drama. The depths of a love with which he but toyed, awaken a wastrel to redeeming himself. Madeleine Carroll, Brian Aherne, Louis Hayward. Director: Charles Vidor.

One Million B. C...(78) .....Apr. 5
Fantasy. Two prehistoric tribes, faced by a monster, their common enemy, discover the value of cooperation. The story is told flashback by a scientist, deciphering cave carvings. Victor Mature, Lon Chaney jr. Director: Hal Roach.

Our Town..(90) .....May 24
Drama. One decade in the life of ordinary Americans at the turn of the century. William Holden, Martha Scott. Director: Sam Wood.

©Over the Moon..(78) .....Mar. 29
Comedy. Sudden wealth takes the heiress from her fiance, but the mad whirl is not satisfying and she returns to him. Merle Oberon, Rex Harrison. Director: Thornton Freeland.

Rebecca..(127) .....Apr. 12
Drama. How a second wife fought the mystery of the strange personality of a dead first wife, which menace threatened her happiness. Laurence Olivier, Joan Fontaine, Judith Anderson. Director: Alfred Hitchcock.

Saps at Sea..(57) .....May 3
Comedy. An escaping gangster comes aboard the decrepit boat of a pair of would-be yachtsmen. Stan Laurel, Oliver Hardy. Director: Gordon Douglas.

South of Pago Pago..(..).....July 4
Melodrama. A dance hall girl saves the life of a native chief's son from a piratical captain. Victor McLaglen, Jon Hall, Frances Farmer. Director: Alfred E. Green.

Turnabout..(A)..(83) .....May 17
Comedy. A scrappy husband and wife find they have exchanged bodies. Carole Landis, John Hubbard, Adolphe Menjou. Director: Hal Roach.

Universal

Alias the Deacon..4015..(73) .....May 17
Comedy. A card shark, posing as a deacon, thwarts an oil town's villain. Bob Burns, Mischa Auer, Dennis O'Keefe, Peggy Moran. Director: Christy Cabanne.

Bad Man From Red Butte..4063..(58).....May 31
Western. The lawless element kill the man who led them, but the latter's brother cleans them up. Johnny Mack Brown, Bob Baker. Director: Ray Taylor.

Black Friday..4018..(70) .....Apr. 12
Melodrama. A surgeon saves a friend's life with a brain replacement which turns out to be the brain of a criminal. Boris Karloff, Bela Lugosi. Director: Arthur Lubin.

Double Alibi..4034..(60) .....Mar. 1
Mystery Melodrama. A reporter, blamed for three killings, clears himself and traps the real culprit. Wayne Morris, Margaret Lindsay, William Gargan. Director: Philip Rosen.

Enemy Agent..4033..(61) .....Apr. 19
Melodrama. A draftsman in an airplane factory finds the espionage ring stealing the plans. Richard Cromwell, Helen Vinson. Director: Lew Landers.

Framed..4032..(60) .....Feb. 23
Melodrama. A newspaperman's girl frees him from a false murder charge. Frank Albertson, Jerome Cowan, Constance Moore. Director: Harold Schuster.

Fugitive, The..(77) .....June 28
Drama. A barber who commits robbery and murder is hounded by his conscience. Ralph Richardson, Diana Wynyard. Director: Brian Desmond Hurst.

Half a Sinner..4040..(61) .....Apr. 5
Comedy Romance. A school teacher, driving off in someone else's car picks up a hitch-hiker and her adventures begin. Heather Angel, John King. Director: Al Christie.

Hot Steel..4056..(61) .....May 24
Melodrama. Discoverers of a new formula for finer steel lure the man who stole their sample bar into a police trap. Richard Arlen, Andy Devine. Director: Christy Cabanne.

House of Seven Gables..4013..(89).....Apr. 12
Drama. A money-mad man is caught in the same trap he set for another. Margaret Lindsay, George Sanders, Vincent Price. Director: Joe May.

I Can't Give You Anything But Love..4037..(61) .....**June 21**
Comedy. A gangster kidnaps a composer for his lyrics and with racketeer tactics boosts his song to the top. Broderick Crawford, Johnny Downs. Director: Albert S. Rogell.

If I Had My Way..4005..(94) .....**May 3**
Comedy with Music. Adopting an orphan soon leads to Crosby and his friends entrance into business, which turns out successfully. Bing Crosby, Gloria Jean. Director: David Butler.

It's a Date..4001..(102) .....**Mar. 22**
Comedy with Music. Feigning a love affair saves a coveted role in a play for Deanna when her mother was reaching for the part. Deanna Durbin, Kay Francis, Walter Pidgeon. Director: Walter Seiter.

La Conga Nights..4029..(61).....**May 31**
Comedy with Music. A boarding house is saved when the mortgage holder, a swing fan, is persuaded to turn it into a night club. Hugh Herbert, Dennis O'Keefe, Constance Moore. Director: Lew Landers.

Love, Honor and Oh, Baby..4036..(60).....**June 7**
Drama. A fellow finds a new girl just as he was about to get himself killed when the first girl jilted him. The two later track down the professional killers. Wallace Ford, Kathryn Adams, Donald Woods. Director: Charles Lamont.

Ma! He's Making Eyes at Me..4022..(61)..Mar. 15
Comedy. A fashion publicist falls in love with show girl he built up, and was about to marry off to another. Tom Brown, Constance Moore. Director: Harold Schuster.

Private Affairs..(75) .....**July 5**
Comedy Drama. The black sheep of a straight-laced family returns to help his daughter marry the man she loves. Nancy Kelly, Roland Young, Hugh Herbert. Director: Albert S. Rogell.

Riders of Pasco Basin..4062..(57) .....**Apr. 5**
Western. The ranchers money, gathered for a crooked irrigation project, is retrieved. Johnny Mack Brown, Bob Baker. Director: Ray Taylor.

Sandy Is a Lady..4008..(64).....**June 14**
Comedy. Lost Baby Sandy comes home in time to help her daddy get a contract from his boss. Baby Sandy, Nan Grey, Tom Brown, Mischa Auer.

Ski Patrol..4031..(62) .....**May 10**
Melodrama. A Finn and a Russian, great friends at the Olympic games, meet as foes on the battlefield. Philip Dorn, Luli Deste. Director: Lew Landers.

Zanzibar..4025..(69) .....**Mar. 8**
Drama. A shipboard acquaintance saves a woman explorer and helps her obtain the relic she was commissioned to get. Lola Lane, James Craig, Eduardo Ciannelli. Director: Harold Schuster.

Warner Bros.

Brother Orchid..405..(91) .....**June 8**
Comedy Drama. A racketeer searches for "class" in Europe but in vain, and finds it only when his successor is taking him for a ride. Edward G. Robinson, Ann Sothern, Humphrey Bogart. Director: Lloyd Bacon.

Fugitive From Justice..423..(53).....**June 15**
Melodrama. The company which has insured a man for a million dollars finds him a safe place when his life is threatened by gangsters. Roger Pryor, Lucille Fairbanks. Director: Terry Morse.

Gambling on the High Seas..424..(56)....**June 22**
Melodrama. A newspaper apprehends the skipper of a gambling ship when murder is committed. Wayne Morris, Jane Wyman. Director: George Amy.

It All Came True..407..(97).....**Apr. 6**
Comedy-Drama. The son and daughter of partners who run a boarding house fall in love and the boarders remove the temporary obstacles. Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, ZaSu Pitts. Director: Lew Seiler.

King of the Lumberjacks..422..(59).....**Apr. 13**
Outdoor Melodrama. A lumber crew boss marries a girl he befriends, discovers she loves another, and when about to kill them, relents and grants her a divorce. John Payne, Gloria Dickson, Stanley Fields. Director: William Clemens.

Saturday's Children..410..(100) .....**May 11**
Drama. Tricked into marriage, but not sorry, lack of money later separates a young husband from his wife, but they finally are reunited. John Garfield, Anne Shirley. Director: Vincent Sherman.

Tear Gas Squad..423..(55) .....**May 4**
Drama. A night club singer who joins the police force to please his girl, becomes a real officer when his brother is murdered. Dennis Morgan, Gloria Dickson. Director: Terry Morse.

Virginia City..404..(120) .....**Mar. 23**
Historical Western. Opposing Civil War officers vie for military objectives and for a western belle. Errol Flynn, Miriam Hopkins, Randolph Scott. Director: Michael Curtiz.

State Rights

American Gang Busters (A)..(60)..Times Pictures
Documentary. Assorted clips tracing the careers of such criminals as Clyde Barrow, John Dillinger, Machine Gun Kelly, Pretty Boy Floyd, Bruno Hauptmann, Alvin Karpis. 4-40

Captain Moonlight..(58) .....**Atlas Films**
Musical Drama. A girl is saved from marrying a card sharp when the hero unmasks him as a bigamist. John Garrick, Winifred Shotter. 5-40

Face Behind the Scar, The..(71).....**Alliance**
Mystery Drama. An innocent fugitive returns but is hounded by the man who married his fiancee. Justice ultimately prevails. Griffith Jones, Rosalyn Boulter. 4-40

Frontier Crusader..(62) .....**P-R-C**
Western. A fellow handy with gun and fists cleans up a town. Tim McCoy. 6-40

George Washington Carver..(61).....**Bryant**
Negro Semi-Documentary. The life of the Negro scientist. Director: Ben Parker. 5-40

Hidden Menace..(58) .....**Alliance Films**
Drama. A magician in love with a dancer seeks to do away with the acrobat she loves. Otto Kruger, Gertrude Michael. 5-40

Horrors of War (A)..(51) .....**Merit Pictures**
Drama. Several war scenes accenting the ravages. 4-40

I Take This Oath..(67) .....**Syndicate**
Drama. The son of an inspector tracks down the racketeers who murdered his father. Gordon Jones, Joyce Compton, J. Farrell MacDonald. Director: Sherman Scott. 5-40

Killers of the Wild..(58) .....**Times**
Outdoor Drama. Story of a group of people who live outdoors. Joan Valeria, James Bush. 4-40

Lightning Strikes West..(56) .....**Colony**
Western. A special investigator traces a released criminal to where he has concealed stolen gold. Ken Maynard. 6-40

Lights Out in Europe..A..(70)....**Mayer-Burstyn**
Documentary. A story of nations at war; of people murdered and property destroyed. A study of the events which led to the present armed state. Narration by Fredric March. Script by James Hilton. 4-40

Lost on the Western Front..(62).....**World**
Melodrama. A soldier foregoes the intention to kill his successful and unscrupulous rival in love. Paul Cavanagh, Marcelle Chantal. 3-40

Macushla..(60) .....**Stellar Attrac.**
Melodrama. Romance of a girl and an Irish border guard who is hunting her brother for gun running. Pamela Wood, Liam Gaffney. 5-40

Mercy Plane..(72) .....**Syndicate**
Drama. A wizard flyer traps his girl's brother selling stolen planes to foreign powers. James Dunn, Frances Gifford. 5-40

Mr. Washington Goes to Town..(65)...Dixie-Nat'l
All-Negro Comedy. Sennett-type slapstick with all the gags in the book. F. E. Miller, Manton Moreland. Director: Jed Buell. 5-40

Mystery in Swing..(76).....**International**
All-Nego Melodrama. A reporter finds the girl who kills the swing band leader. Monte Hawley, Marguerite Whitten. Director: Arthur Dreifuss. 3-40

Outsider, The (A)..(90) .....**Alliance**
Drama. Blocked by the medical profession, the inventor of a machine eventually cures a crippled girl. George Sanders, Mary Maguire. 4-40

Phantom Rancher..(61) .....**Colony**
Western. Maynard has to pose as a phantom rider to bring help to the farmers in a valley near his ranch. Ken Maynard, Dorothy Short. 4-40

Secrets of a Model..(60) .....**Times Pictures**
Melodrama. True love finally comes to the girl who fell victim to the villain. Sharon Lee, Phyllis Barry. 5-40

Son of Ingagi..(66) .....**Sack**
All-Negro Melodrama. A laboratory-created monster kills his woman doctor captor and several others before the place is burned down. Alfred Grant, Daisy Bufford. Director: Richard C. Kahn. 4-40

Suicide Legion..(54) .....**Film Alliance**
Drama. An Italian officer meets his estranged Austrian wife years after the war which divided them. Tullio Carminati, Lilli Palmer. Director: Herbert Wilcox. 5-40

Texas Renegades..(59) .....**Syndicate**
Western. Posing as an outlaw, a marshal rounds up the evildoers in a western town. Tim McCoy. 5-40

Two's Company..(68).....**Times Pictures**
Comedy. The hero takes his girl and her mother to England, hoping she will grow romantic, which she does, but for somebody else. Ned Sparks, Mary Brian. Director: Tim Whelan. 3-40

Vengeance of the Deep..(70).....**Astor**
Drama. Two men on a South Sea island forgetting the same girl, meet a new girl with whom they fall in love anew. Lloyd Hughes, Shirley Ann Richards. 3-40

Foreign Dialogue

Baker's Wife, The..French..(97).....**B. W. Inc.**
Drama. The village's need for bread brings back the baker's trifling wife. Raimu, Ginette Leclerc. Director: Marcel Pagnol. 3-40

Between Two Worlds..Italian..(78).....**Esperia**
Drama. A woman torn between two loves. Isa Miranda, Vasa Prihoda. 3-40

Claudine (A)..(French)..(82) .....**French M. P.**
Comedy Drama. The hopeless love of a 16-year-old schoolgirl for an older man. Blanchette Brunoy, Max Dearly. 4-40

Friendship (Italian)..(74) .....**Esperia**
Comedy. A gay bachelor thinks he's in love with his friend's wife; so does his friend; and so does the wife, until she breaks up the friendship —then returning to her husband. Mario Besozzi, Elsa Merlini. 4-40

Great Light, The (Italian)..(80) .....**Esperia**
Drama. The religious atmosphere of a shrine dissuades a man from avenging himself upon one who had railroaded him for a crime he did not commit. Amedeo Nazzari, Leda Gloria. 4-40

Human Beast, The..French..(78).....**Juno Films**
Melodrama. Study of a man driven to acts for which he was no longer responsible. Jean Gabin, Simone Simon. Director: Jean Renoir. 3-40

I Condottieri..Italian..(89) .....**Esperia**
Historical Drama. The historical beginnings of a united Italy. Luis Trenker. 3-40

Last Desire..French..(80).....**Transatlantic**
Drama. The love of an old man for a young woman. Raimu, Jacqueline Delubac, Pierre Brasseur. 3-40

Life of Giuseppe Verdi, The (Italian) (115) .....**Esperia**
Drama with Music. Biography of the opera composer. Gaby Morlay, Fosco Giachetti. Director: Carmine Gallone. 4-40

Life on the Hortobagy..Hungarian..(78)..Eureka
Semi-Documentary. Life among the horse and cattle breeders on the plains of Central Hungary. Native cast. 3-40

Motel the Operator..Yiddish..(86) .....**Cinema**
Drama. A lost son, as a lawyer, defends his father against a murder charge. Chaim Tauber, Yetta Zwerling. Director: Joseph Seiden. 3-40

Overture to Glory..Yiddish..(87).....**G&L**
Melodrama with Music. Leaving the synagogue for opera, a young cantor, years later, atones. Moishe Oysher, Helen Beverly. Director: Max Nosseck. 3-40

Skeleton on Horseback..Czech..(78).....**Mindlin**
Drama. A doctor, headed to save a dictator and his coterie with his unique remedy, is killed by the forces they unloosed. 3-40

SOS Mediterranean..French..(81).....**Vedis**
Drama. Three nations, through their naval officers, run down the smuggler of a poisonous gas. Pierre Fresnay. 3-40

Tevya..(Yiddish)..(93) .....**Maymon**
Drama. Daughter of a Jewish family in old Russia, married out of her religion, returns as the family is about to be expelled from the town, and with them leaves for a new life. Maurice Schwartz, Miriam Riselle. 2-40

They Wanted Peace..Russian..(73).....**Amkino**
Historical Drama. The Bolshevik overthrow of the Kerensky government. F. Bagashvill, Tamara Markarova. 3-40

Ultimatum..French..(73) .....**Hoffberg**
Drama. Events that befall an Austro-Serbian couple when the World War breaks out. Eric Von Stroheim. Director: Robert Wiene. 3-40

We Were Seven Widows..Italian..(80)....**Esperia**
Comedy. A lawyer shipwrecked with seven women is left alone as each one's husband turns up. Antonio Gandusio, Nino Taranto. 3-40

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where opinion is neither expressed nor possible of deduction the sign o is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

‡ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ‡ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A										
Abe Lincoln in Illinois	(RKO)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Adventure in Diamonds	(Para)	−	±	−	±	±	o	±	±	5+ 7−
Alias the Deacon	(Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too	(FN)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Andy Hardy Meets Debutante	(M-G-M)	+		‡	‡	‡	‡	‡	‡	13+
Anne of Windy Poplars	(RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas	(FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful	(M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
B										
Babies for Sale	(Col)	±		±	−	±				3+ 4−
Bad Man From Red Butte	(Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow	(RKO)	±	±	−	∓			∓	−	4+ 6−
Bill of Divorcement	(RKO)	±	+	+	+	+	+	+	‡	9+ 1−
Biscuit Eater, The	(Para)	+	+	+	+	‡	+	‡	+	10+
Black Eyes	(Alliance)									
Black Friday	(Univ)	+	±	±	+	+		+	+	7+ 1−
Blazing Six Shooters	(Col)	±		±	+					3+ 2−
Blondie on a Budget	(Col)	+	+	+	+		+	−	+	6+ 1−
Blue Bird, The	(20th-Fox)	+	∓	±	‡		‡	‡	+	10+ 2−
Brother Orchid	(WB)	+	+	+	+	+	+	+	‡	10+
Buck Benny Rides Again	(Para)	‡	‡	+	‡	‡		‡	‡	13+
Bullet Code	(RKO)	+	+	+	+	+		+	+	7+
Bullets for Rustlers	(Col)	∓		±		±				3+ 3−
C										
Captain Is a Lady	(M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carson City Kid	(Rep)	±			+	+				3+ 1−
Castle on the Hudson	(FN)	∓	±	±	+	±		+	+	7+ 4−
Charlie Chan in Panama	(20th-Fox)	+	+	+	+	+	+	+		7+
Charlie Chan's Murder Cruise	(20th-Fox)	+		+	+	+	+		+	6+
Cheyenne Kid	(Mono)	±		∓						2+ 2−
Chump at Oxford, A	(UA)	∓	+	±	±	+				5+ 3−
Courageous Dr. Christian	(RKO)	±	±	∓	±	±	o	+	+	7+ 5−
Covered Wagon Days	(Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails	(Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown	(Mono)	∓			−					1+ 2−
Crooked Circle	(SR)									
Crooked Road, The	(Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance	(RKO)	+	±	+	+		±	+	+	7+ 2−
Curtain Call	(RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D										
Danger Ahead	(Mono)				−	−	+			1+ 2−
Dark Command	(Rep)	‡	+	+	+		+	‡	+	9+
Dr. Christian Meets the Women	(RKO)	±		∓	+		o	+	+	5+ 2−
Dr. Cyclops	(Para)	−	±	∓	+	±		+	∓	6+ 5−
Dr. Kildare's Strange Case	(M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife	(Col)	‡	+	+	‡	‡		‡	+	11+
Double Alibi	(Univ)	+	+	±	+		+		±	7+ 2−
E										
Earthbound	(20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man	(M-G-M)	‡	‡	+	‡	‡	‡	‡	‡	15+
Enemy Agent	(Univ)	+	±	±	±		o	±	±	6+ 5−
F										
Farmer's Daughter	(Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The	(Col)	+			+					2+
Flight Angels	(FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Flight at Midnight	(Rep)									
Florian	(M-G-M)	+	+	±	+			‡	±	7+ 2−
Forgotten Girls	(Rep)	±	∓	−	±	+				4+ 4−
Four Sons	(20th-Fox)	‡		+	‡	‡	o	‡	+	10+
40 Little Mothers	(M-G-M)	+	+	±	+	+	+	±		7+ 2−
Framed	(Univ)	+		∓	−	∓		−	+	4+ 4−
Free, Blonde and 21	(20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears	(Para)	+	∓			+	o	±	∓	5+ 3−
Frontier Crusader	(PRC)	±		−		±				2+ 3−
Fugitive, The	(Univ)	−			+		±	+	±	4+ 3−
Fugitive From Justice	(WB)	±	∓		−		+			3+ 3−
G										
Gambling on High Seas	(WB)		±		+			∓	±	4+ 3−
Gangs of Chicago	(Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade	(Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers	(Para)	‡	‡	‡	‡	‡	+	‡	‡	15+
Ghost Comes Home	(M-G-M)	+	±	±	±			−	∓	5+ 5−
Ghost Valley Raiders	(Rep)	∓		−	±	±	o			3+ 4−
Girl in 313	(20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road	(Col)	±								1+ 1−
Girls of the Underworld	(SR)									
Grand Ole Opry	(Rep)	∓		+	+		+			4+ 1−
Grandpa Goes to Town	(Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Grapes of Wrath	(20th-Fox)	‡	+	‡	+		‡	‡	‡	12+
H										
Half a Sinner	(Univ)	+	+	±	+				±	5+ 2−
Hi-Yo Silver	(Rep)	+		+	+	+				4+
Hidden Gold	(Para)	±		±	+	+	+	+	+	7+ 2−
Honeymoon Deferred	(Univ)	+	±	−	∓	+		+	±	6+ 4−
Hot Steel	(Univ)		±	±	∓	±		+	±	6+ 5−
House Across the Bay	(UA)	±	=	∓	±	±	∓	∓	−	6+ 9−
House of Seven Gables	(Univ)	+	+	+	+	+		+	∓	7+ 1−
Human Monster	(Mono)	±	±	±	±		±	∓	∓	7+ 7−
I										
I Can't Give You Anything But Love	(Univ)	∓	+		+	−	±	+	+	6+ 3−
I Take This Oath	(PRC)			∓		+				2+ 1−
I Was an Adventuress	(20th-Fox)	±	±	±	+	±		±	+	7+ 5−
If I Had My Way	(Univ)	+	±	−	+	+	o	±	+	6+ 3−
In Old Missouri	(Rep)		∓	∓	±	∓		∓	±	6+ 6−
Irene	(RKO)	+	+	±	+	‡	+	+	‡	10+ 1−
Island of Doomed Men	(Col)	∓		∓	±	+		−	∓	5+ 5−
Isle of Destiny	(RKO)	+	−	∓	±	±	±	±	±	7+ 7−
It All Came True	(WB)	+	±	∓	+	+	+	+	+	8+ 2−
It's a Date	(Univ)	‡	‡	‡	‡	‡	‡	‡	‡	16+
J										
Johnny Apollo	(20th-Fox)	+	+	+	+	+		+	‡	8+
K										
Kid From Santa Fe	(Mono)									
Kid Reporters	(Mono)									
King of Lumberjacks	(WB)	∓	∓	−	±	±		±	−	5+ 7−
Knights of the Range	(Para)	+		+	+		+	+	+	6+
L										
LaConga Nights	(Univ)	∓	±	∓	±	∓		±	±	7+ 7−
Land of Six Guns	(Mono)	∓		∓	±	±				4+ 4−
Last Alarm	(Mono)		∓		+	+	±	±	+	6+ 3−
Lightning Strikes West		∓		∓						2+ 2−
Light of Western Stars	(Para)	+		±	+		∓	+	±	6+ 3−
Lillian Russell	(20th-Fox)	‡	±	±	‡	‡	‡	‡	‡	14+ 2−
Little Miss Molly	(Alliance)									
Little Orvie	(RKO)	+	±	+	+		+	+	+	7+ 1−
Lone Wolf Meets a Lady	(Col)	+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby	(Univ)	=			±		o	±	−	2+ 5−
Lucky Cisco Kid	(20th-Fox)	−		±	±		∓	∓	±	5+ 6−
M										
Ma, He's Making Eyes at Me	(Univ)	−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe	(Col)	+	±	∓	+	+				5+ 2−

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Man From Dakota (M-G-M)		±	∓	∓	∓	+	±	±	−	7+ 7−
Man From Tumbleweeds (Col)		±		±		+				3+ 2−
Man Who Talked Too Much, The (WB)		+	±	∓	+		+	±	+	7+ 3−
Man With Nine Lives (Col)		±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbreak (20th-Fox)		−	±	∓	+		o	+	+	5+ 3−
Maryland (20th-Fox)			±	+	ǂ	o	+	+		6+ 1−
Men Without Souls (Col)		−	∓	∓	∓	+	+	∓		5+ 6−
Midnight Limited (Mono)		±	∓		±	+				4+ 3−
Military Academy (Col)										
Millionaire Playboy (RKO)		−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison (RKO)		+			+	+	o	±	+	5+ 1−
Mortal Storm, The (M-G-M)		+	ǂ	ǂ	ǂ	ǂ	+	ǂ	+	13+
Murder in the Air (FN)		+	±		+			∓		4+ 2−
Murder on the Yukon (Mono)		±				+				2+ 1−
My Favorite Wife (RKO)		ǂ	+	+	ǂ	ǂ		ǂ	ǂ	12+
My Love Came Back (FN)		+	+	ǂ	+			+	+	7+
My Son, My Son (UA)		ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Mysterious Mr. Reeder (Mono)		±	±	∓	±					4+ 4−
Mystery of Room 13 (SR)										
N										
New Moon (M-G-M)		+	ǂ	+	ǂ	ǂ	+	+		10+
Northwest Passage (M-G-M)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
O										
On the Spot (Mono)		+		−	∓	+	o	+	±	5+ 3−
On Their Own (20th-Fox)		±	±	±	±	±	o	+	±	7+ 6−
One Came Home (M-G-M)										
One Night in Paris (Alliance)										
One Million B. C. (UA)		±	±	−	±	+		±	∓	6+ 6−
Opened by Mistake (Para)		±	±	∓	±	+	o		∓	6+ 5−
Our Town (UA)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Out West With the Peppers (Col)										
Outside the Three Mile Limit (Col)		±	±	±	+	+	+	+	±	8+ 4−
Over the Moon (UA)		±	±							2+ 2−
P										
Pals of the Silver Sage (Mono)		∓		±	+	+				4+ 2−
Passport to Alcatraz (Col)		+	−	±	+	+		∓	−	5+ 4−
Phantom Raiders (M-G-M)		+	+	+	+	ǂ		+	±	8+ 1−
Phantom Wagon, The (Col)		+								1+
Pinocchio (RKO)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Pioneers of the West (Rep)		±		+	+					3+ 1−
Pop Always Pays (RKO)		+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law (RKO)		+	±	+	+	+	o		+	6+ 1−
Primrose Path (RKO)		+	∓	±	±	+	+	ǂ	+	9+ 3−
Private Affairs (Univ)		±	+	±	±	+	+	+	+	8+ 3−
Q										
Queen of the Mob (Para)		±	∓	+	+	+	±	±	−	7+ 5−
R										
Rancho Grande (Rep)		∓		∓	+	+		+	=	5+ 4−
Rebecca (UA)		ǂ	+	+	ǂ		ǂ	+	+	10+
Refugee, The (Rep)		±	+	±	+	+	+	+	ǂ	9+ 2−
Return of Wild Bill (Col)										
Rhythm on the Rio Grande (Mono)		∓		±	±	±	+	+	+	7+ 4−
Riders From Nowhere (Mono)										
Riders of Pasco Basin (Univ)		∓		∓	±	±				4+ 4−
Ridin' the Trail (Mono)										
Road to Singapore (Para)		ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Rocky Mountain Rangers (Rep)		+		+	+	+				4−
S										
Safari (Para)		±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady (20th-Fox)		∓		±	∓	+		=	∓	5+ 6−
Saint Takes Over (RKO)		+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)		+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea (UA)		±	+	+	±	+				5+ 2−
Saturday's Children (WB)		+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain (Rep)								+	+	2+
Seventeen (Para)		+	±	+	+	+	+	+	+	8+ 1−
Shooting High (20th-Fox)		+	∓	∓	±	+	+	±	+	8+ 4−
Showdown (Para)		+		+	+	+	o	+	+	6+
Sidewalks of London (Para)		+	+	+	+			+	+	6+
Ski Patrol (Univ)		∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits (Mono)		±								1+ 1−
So This Is London (20th-Fox)		±				±			=	2+ 4−
Son of the Navy (Mono)		+	+	±	+	±	+	+	+	8+ 2−
Stagecoach War (Para)		+			+		+		+	4+
Star Dust (20th-Fox)		+	+	+	+	+	+	+	+	8+
Story of Dr. Ehrlich's Magic Bullet (FN)		ǂ	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	14+
Strange Cargo (M-G-M)		±	−	∓	+		o	±	±	5+ 5−
Street of Memories (20th-Fox)		±		−	∓	+	o		∓	4+ 4−
Susan and God (M-G-M)		±		+	ǂ	ǂ	+	ǂ	+	9+ 1−
Swiss Family Robinson (RKO)		ǂ	+	+	+	ǂ		+	ǂ	10+
T										
Tear Gas Squad (WB)		±	−	−	±	±		=		3+ 7−
Tevya (SR)		±								1+ 1−
Texas Stagecoach (Col)		±	±		+	+				4+ 2−
Terror, The (Alliance)										
They Came by Night (20th-Fox)		+	±	−	∓		o			3+ 3−
Those Were the Days (Para)		+	+	∓	+	+		+	+	7+ 1−
Three Cheers for the Irish (FN)		±	+	+	+	+		+	+	7+ 1−
'Til We Meet Again (FN)		+	+	+	+	ǂ	+	ǂ	+	10+
Tomboy (Mono)		±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days (RKO)		ǂ	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	14+
Too Many Husbands (Col)		ǂ	+	ǂ	ǂ	+	+	ǂ	ǂ	13+
Torpedo Raider (Mono)		∓			+					2+ 1−
Torrid Zone (FN)		ǂ	+	+	ǂ	+	+	+		9+
Turnabout (UA)		+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team (M-G-M)		+	±	+	±	+	±	+	+	8+ 3−
21 Days Together (Col)		∓	∓	∓	∓		o	∓		5+ 5−
Two Girls on B'way (M-G-M)		±	±	+	+	+	±	+	+	8+ 3−
Typhoon (Para)		±	±	±	±	+	+		+	7+ 4−
U										
Untamed (Para)		−		±	+	+	o	±	∓	5+ 4−
V										
Vengeance of the Deep (SR)		=		=	∓	±				2+ 6−
Virginia City (WB)		+	±	±	ǂ	ǂ	ǂ	+	+	11+ 2−
Viva Cisco Kid (20th-Fox)		−	∓	=	∓	±	+	±	=	5+ 9−
W										
Wagons Westward (Rep)		+	+	+	+	+		−	∓	6+ 2−
Waterloo Bridge (M-G-M)		+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Way of All Flesh (Para)		±	∓	−	∓	−	∓	−	∓	5+ 8−
Westerner, The (UA)		±								1+ 1−
Wild Horse Range (Mono)		∓			±	±				3+ 3−
Women in War (Rep)		+	+	±	+	+	+	+	+	8+ 1−
Women Without Names (Para)		±	±	±	±	+	+	+	±	8+ 5−
Y										
You Can't Fool Your Wife (RKO)		+	∓	±	∓	±		+	∓	7+ 5−
Young as You Feel (20th-Fox)		−	−	+	+	+	±	+	±	6+ 4−
Young Tom Edison (M-G-M)		+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Young Buffalo Bill (Rep)		+		+	+	±				4+ 1−
You're Not So Tough (Univ)		±			+		o	+	+	4+ 1−
Yukon Flight (Mono)					∓	+				2+ 1−
Z										
Zanzibar (Univ)		±	±	±	∓	+	±	+	±	8+ 6−

NEWSREELS

TUESDAY, JULY 2

Movietone News, No. 85

Russia moves troops into Rumania; national defense preparations; Army planes in California; test new machine gun in Massachusetts; Willkie's first press conference; McNary and family.

News of the Day, No. 283

Willkie and McNary speak; test new Army plane; compulsory training issue; kindergarten commencement; badminton.

Paramount News, No. 88

Test new light machine gun in New England; Canada invites tourists; demonstrate new method for selling hats; unique Bible class in Dallas; girls sail in Maine; Willkie and McNary in New York, and Philadelphia.

RKO Pathe News, No. 100

Willkie and McNary post-nomination scenes; Nazi air raid on England; last British troops leave France; reserve pilots in training.

Universal Newsreel, No. 889

Scenes of Willkie nomination, birthplace, etc.; McNary nomination; pilots in training; deliver new Army planes; hot dog contest; horseracing.

THURSDAY, JULY 4

Movietone News, No. 86

July 4th tribute in song by Kate Smith; Stimson gives views; Hartford factory starts mass production of airplane engines; national defense.

News of the Day, No. 284

Stimson and Knox before senate; National Association of Manufacturers in industrial mobilization drive; mechanized army performs in recruiting drive.

Paramount News, No. 89

Good Neighbor salute to Canada at New York Fair; senate hears Stimson and Knox; newspapermen's association gives awards in Atlantic City; navy yard activity under building program.

RKO Pathe News, No. 101

Editorial on Independence Day; Stimson, Knox before senate; new navy building program; Galento-Baer fight; angler catches 750-pound shark in Australia; stars appear at Hollywood Red Cross benefit; dedicate North Carolina mountain park.

Universal Newsreel, No. 890

Country-wide national defense program gets unday way; Stimson and Knox before senate; forest fires in the Pacific northwest; Indian polo players "scalp" whites in Toppish, Wash.; show prize dogs in Del Monte, Calif.; stars attend Hollywood track benefit for Red Cross.

SELLS AND BUYS EQUIPMENT, THEATRES, SERVICES

Clearing House

• Classified Ads 10c Per Word, Payable in Advance. Minimum $1.00. Display Rates on Request •

GENERAL EQUIPMENT

BARGAINS—600 inserted panel, leather bottom used chairs, $1.50. 400 veneer chairs, 50 cents. $30,000 pipe organ, $1,-500. 10x12 used Mohawk carpet, excellent condition, $10. Western Theatre Supply, Omaha, Neb.

NEW EQUIPMENT

YOUR SUPPLY DEALER CAN INSTALL UNDER OUR FHA PLAN—NO DOWN PAYMENT—All-Steel Blowers; complete Air Cooling Systems; Cooling Chambers to add to your present blowers; Directional Grilles; Powerful Exhaust Fans; Automatic Shutters; Spray Nozzles; Recirculating Pumps. Special 20% discount on most items, too! 36 MONTHS TO PAY. S.O.S. CINEMA SUPPLY CORPORATION, NEW YORK.

AIR CONDITIONING

AIR CONDITIONING PLANS and specifications made to order for your theatre from architects' building plans or dimensioned sketches. A complete, unbiased analysis of your requirements. My reasonable engineering fee may save you mistakes and money. Gordon H. Simmons, 926 N. Cass St., Milwaukee, Wis.

BLOWERS, Washers, Evaporative Units, all sizes, immediate delivery. Lowest prices quoted anywhere. Send us size of your house and number of seats. Also have room coolers for stores and offices. Also used blowers, motors and washers cheap. Write S. W. Barrett, 4109 Pennsylvania, Kansas City, Mo.

BUY AIR CONDITIONING units now. Special Air Conditioning offer for the months of June and July. No surplus stock—just 50% discount Blowers, Washers, Evaporative Condensers. Engineering service free. Write for prices and catalogue. Peterson "Freezem" Mfg. and Sales Co., 316 Southwest Blvd., Kansas City, Mo.

IMMEDIATE SHIPMENT OF AIR COOLING EQUIPMENT FROM OUR MIDWESTERN FACTORY—36 MONTHS PAYMENT—NOTHING DOWN. YOUR LOCAL DEALER CAN INSTALL UNDER OUR FHA PLAN. ASK HIM. S.O.S. CINEMA SUPPLY CORPORATION, NEW YORK.

EQUIPMENT WANTED

WANTED—Pair used 2,000-foot, 35mm portable sound projectors, complete amplifier and speaker. B-1265, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

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UNEXCELLED QUALITY—50 rolls stock tickets, $12.50; 20 rolls, $5.80; 100,000 special printed rolls or machine tickets, $14.90. Shipping charges paid to 1,000 miles. Cash with order. Kansas City Ticket Co., Dept. B, 1717 Wyandotte St., Kansas City, Mo.

SEAT RECOVERING

ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

PRINTING

LETTERHEADS AND ENVELOPES—500 8½"x11" sheets and 500 6¾ envelopes, on good grade white bond paper, black ink. Up to 5 lines of type, $4.95 postpaid. Send copy and check with order. Paul Miller Printing Co., 4806 E. 9th St., Kansas City, Mo.

BUSINESS STIMULATORS

SOMETHING NEW FOR BOXOFFICE BLUES—THE GREATEST INNOVATION IN GAMES SINCE THE ADVENT OF TALKING PICTURES. Every number called is punched 24 ways to win on two cards. No dead numbers! Action all the time. Write! Wire! Telephone. Schreiber, 354 West 44th St., New York City.

TELL THEM YOU SAW

THEIR AD IN

BOXOFFICE

THEATRES FOR SALE

FOR SALE—Omaha, Neb., completely equipped modern theatre, well paying, 600 seats, in good neighborhood. Have other interests. Write to owner, 1458 South 13th St.

THEATRE FOR SALE—1,200 population, new equipment, $3,500 down, balance easy terms, no competition, good business. Lodi, Wis.

FIVE TEXAS THEATRES — Texan, Roxy, Ritz, WICHITA FALLS; Roxy, ELECTRA; Majestic, VERNON. Will sell all or separate. Good deal for responsible showman. V. E. Hamm, Wichita Falls, Tex.

THEATRES TO TRADE

TRADE—Two-story Mainstreet business building, Parsons, Kas., for going theatre or equipment. E. Van Hyning, Iola, Kas.

POSITIONS WANTED

MANAGER—All phases theatre operation, poster artist, married, go anywhere, references. R. A. Moore, Moulton, Iowa.

THEATRE MANAGER—Real showman, seven years experience, finest references, age 28, employment urgent, replies appreciated. B-1264, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

BOOKS

FREE—The handy Picture Guide combined with the Date and Record Book is yours with a year's subscription to BOXOFFICE—only $2.00 a year (52 issues). Provides for all bookkeeping, dating, advertising and exploiting pictures. Write Subscription Department, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

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Kansas City, Mo.

(Send Cash With Order) — 10c a word, 4 insertions at price of 3

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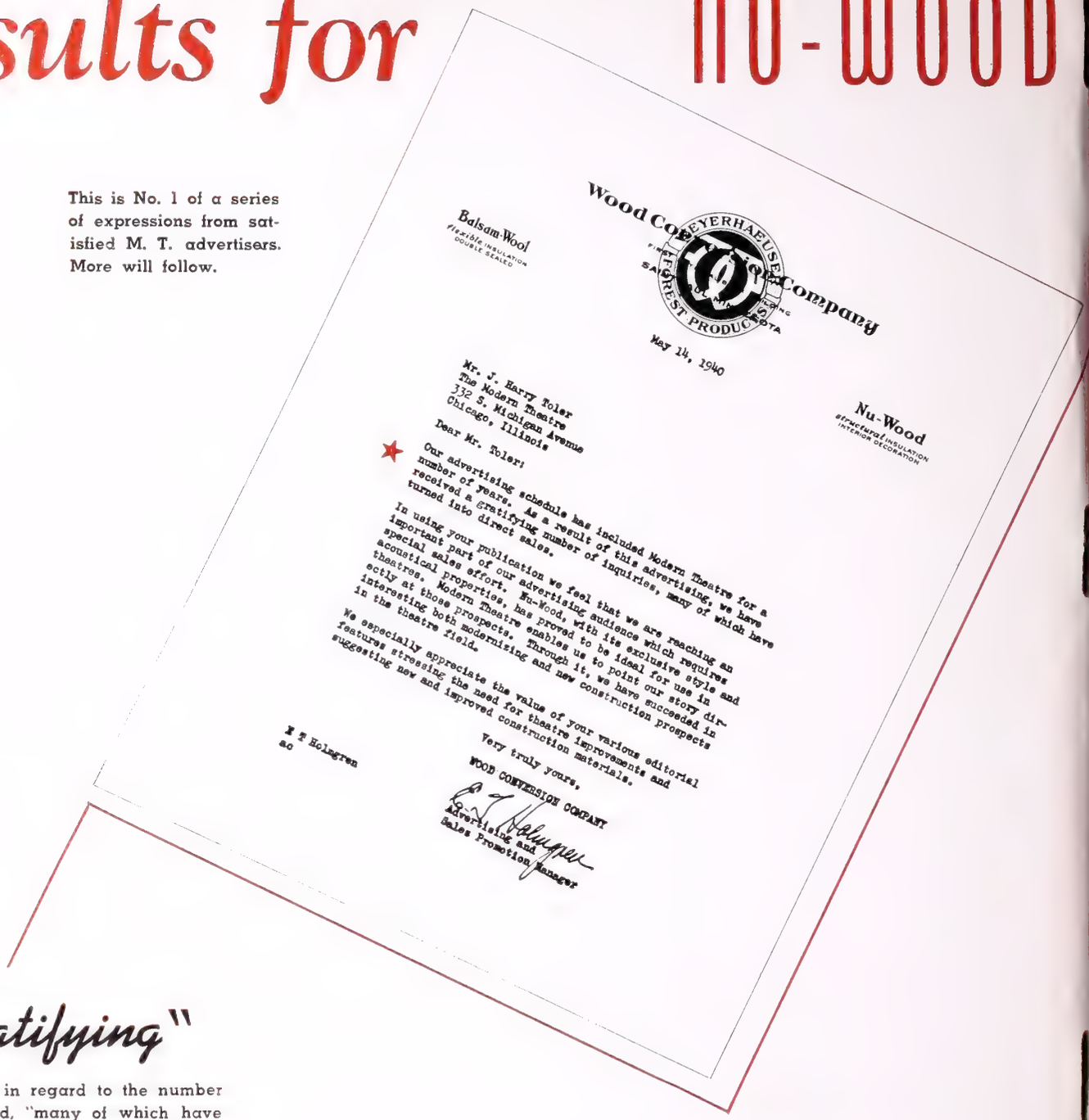
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• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

Results for NU-WOOD

This is No. 1 of a series of expressions from satisfied M. T. advertisers. More will follow.



Wood Conversion Company

Balsam-Wool flexible insulation double sealed

Weyerhaeuser Timber Company

Nu-Wood structural insulation interior decoration

May 14, 1940

Mr. J. Harry Toler
The Modern Theatre
332 S. Michigan Avenue
Chicago, Illinois

Dear Mr. Toler:

Our advertising schedule has included Modern Theatre for a number of years. As a result of this advertising, we have received a gratifying number of inquiries, many of which have turned into direct sales.

In using your publication we feel that we are reaching an important part of our advertising audience which requires special sales effort. Nu-Wood, with its exclusive style and acoustical properties, has proved to be ideal for use in theatres. Modern Theatre enables us to point our story directly at those prospects. Through it, we have succeeded in interesting both modernizing and new construction prospects in the theatre field.

We especially appreciate the value of your various editorial features stressing the need for theatre improvements and suggesting new and improved construction materials.

Very truly yours,
WOOD CONVERSION COMPANY
Advertising and Sales Promotion Manager

H F Holmgren
ac

★"Gratifying"

says Mr. Holmgren in regard to the number of inquiries received, "many of which have turned into direct sales" of Nu-Wood. This consistent advertiser has used The Modern Theatre section exclusively since March 10, 1934, and through it has found a most receptive and ever-rising market for Nu-Wood products.

Next . . . . issue of July 20, 1940

will have for its theme the subject of **AUTUMN ALTERATIONS** . . . a general editorial research and a reminder on many improvements to be made in readying theatres for a brisk seasonal revival in show business. And as usual, a well-rounded advertising display of many things the present market offers in the way of modern materials and equipment . . . Now in the market or out of it, you won't want to miss this next issue of

The MODERN THEATRE

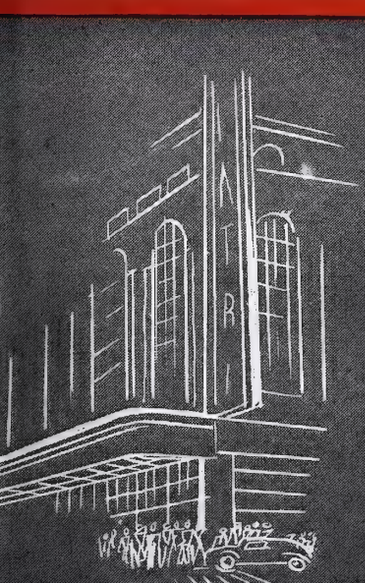
MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

A Merchandiser's Advertising Medium . . .

The Pulse of the Motion Picture Industry

BOXOFFICE

JULY 20, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year $7.50. NATIONAL EDITION



The MODERN THEATRE

THE NEATEST TRICK OF THE WEEK!

(it's better than the old Indian Rope Marvel!)

2 RECORD-BREAKING M-G-M HITS IN A ROW!

(it's an old M-G-M custom!)

"NEW MOON" HELD OVER!

(topping mid-winter highs in mid-summer heat!)

"ANDY HARDY MEETS DEB" SOCKO!

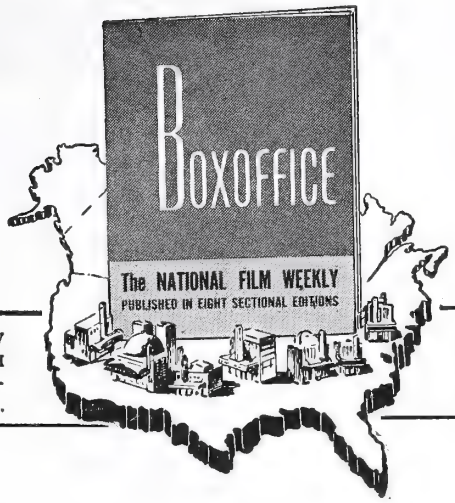
(registering biggest grosses in several years and holding over!)

MORE BIG ONES COMING!

("Pride and Prejudice" booked into Radio City Music Hall. "Boom Town" sensational! It's another M-G-M Summer!)



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VOL. 37 NUMBER 9
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IS THERE A MOSES, MODEL 1940?

IT WAS in short, decisive terms that Joseph M. Schenck recently told a BOXOFFICE reporter,

"Unless we bring down costs, we can't exist. Salaries and everything must be trimmed. Many other things have to be done besides. The country's exhibitors have to lend a hand."

Then came the question:

"Does your view embrace the thought production budgets will have to be cut?"

The reply:

"Necessity is the mother of invention."

If you will grant necessity is of the gentler sex, certainly she has been the frequent mother of invention. But invention, as well, has claim to a maternal base and, if it is proof you are after, think back over the pages of the industrial revolution to re-discover that this lady, on occasion, arrived before necessity and changed the shape of things that then were. There was the steamboat. There was the locomotive. There was the cotton gin. Each created a perfectly awful holler, as the history books have told.

Disregarding for once any opinion which may be ventured here and relying now on the published observations of men well up on the celluloid horizon who, therefore, ought to know, it would appear an invention shaping the pattern for this business ought to be put to work without waiting further for necessity.

You have read how Schenck feels. Samuel Goldwyn informs the Saturday Evening Post circulation the panic is on in Hollywood; "that everyone who works there is wondering how soon the whole structure is going to collapse . . . and I'm absolutely certain that the cause is the double bill." Proving, above all perhaps, that Goldwyn stands faithfully by one of his favorite nightmares.

Edward Small talks grimly of the need for an industry operation by way of inducing a major readjustment which "must come swiftly if it is not to come too late." He won't be any more popular than the chairman of 20th Century-Fox's board if he persists in turning to words and phrases like these:

"To start with, the top-salaried producers, executives, stars, directors, writers and all others will have to realize that they are not worth today what they were worth yesterday. The fact that potential revenues, both at home and abroad, have diminished in a startling degree automatically makes their potential values equally less. Thus, a person who was worth $100,000 per picture six months ago is today actually worth about $60,000. The same rule applies to every other money earner in the business."

If you submit that quotation to careful scrutiny, you will note Small indulges in a curious mixture of futures and presents, but let's get on.

George J. Schaefer, seeking a drastic cut in court allowances for those who were busy on the RKO reorganization, paints a dark picture with:

"It is impossible to anticipate the cash requirements of Radio Pictures primarily because there is no way to determine the probable income from foreign markets in the immediate future. In my opinion, it is unlikely Radio Pictures will be a source of any income to the new company during the next year or so."

Thus, on all sides the signs of a tightening condition manifest themselves. It is believable, because it is so, that returns from foreign markets are seriously reduced. It is not believable that producers will spend as much, or more, in the new season as last because they will be out of business if they should be foolhardy enough to follow any such program. Their international dollar has shriveled; therefore, their budgets must reduce accordingly. Their insistence that quality must not suffer consequently means the total production investment has to be divided among fewer pictures, provided no method of reducing costs in Hollywood is to be found. A very simple case of grade school mathematics.

Whether or not adjustments can be effected at the studios becomes a matter for action, not words, which is a verbal bromide almost beyond excuse. The problem presents the need for undisputed leadership of a calibre which will be accepted by all of those concerned and that is asking a great deal.

Can it be found and who is it to be? Is there any one individual, strong enough, influential enough and trusted enough to undertake as tremendous a job as this?

Is there such a modern day Moses and what might his name in hectic 1940 be?

Kann

COMPULSORY ARBITRATION BY DECREE SIGNERS IN AIR; WOULD BE OPTIONAL WITH EXHIBITORS

"Little Three" Would Be Under Provisions in "Big Five" Deals

By BILL ORNSTEIN

NEW YORK—Plans for compulsory arbitration embracing five major distributors, if they sign a consent decree with the government, and optional arbitration for all exhibitors are understood to have been outlined, among other things, to executives and sales heads of Loew's, Paramount, Warner, 20th-Fox and RKO at a special meeting Monday afternoon at the Bar Association Bldg. UA, Universal and Columbia walked out July 12 on the all-industry suit settlement negotiations, after having declared themselves ready and willing to try the case on its merits.

Whether the government would sign a consent decree with merely the five companies was to have been decided late in the week by A. H. Feller, special assistant to the attorney general in charge of consent decrees. He has been in Washington consulting his superiors on the applicability of such a plan.

The impression in legal circles has been that the government could very well sign a decree with the five distributors mentioned. By so doing, it is stated, UA, Universal and Columbia automatically would operate under its provisions when dealing with the five circuits operated by Loew's, Paramount, 20th-Fox, RKO and Warner.

Not only would the willing five companies sign a decree as distributors, but also as circuit operators, it is held. In so doing, they would be compelled to live under the provisions of it in doing business with non-participants.

That is to say that, if selling in blocks of five and advance trade screenings are provided under a decree, these circuits could not buy pictures from UA, Universal and Columbia unless they adhered to the terms of the document.

One argument goes the "Little Three" might charge restraint of trade, if the provisions of decree are enforced this way on the ground they are not parties to the settlement arrangement and could not afford to sell in groups of five or ten and trade show pictures in advance.

May Seek Legislation

Another argument cottons to the belief that, in order to complete its case against the "Little Three," the government might seek legislation to make their sales methods conform with those incorporated in the decree. If such a procedure is decided upon and accomplished, there then would be no need to prosecute the suit against UA, Universal and Columbia.

If the plan adopted calls for selling in blocks of ten, a cancellation privilege for two pictures in each group would be included, it is believed.

The arbitration plan, as discussed lately, determines who can file complaints and against whom. One idea is to permit exhibitors with theatres of five or less only to institute charges against circuits of no less than 15 theatres. The second plan calls for the respondent having at least 20 houses. However, in both instances, the theatre owner with less than 15 or 20 units would be immune from all proceedings. The object here, it is stated by one source, is to protect the small man to some extent and open the large circuit operator, particularly the majors, to an unwinding of some of his current advantages accruing through buying power.

While the exact method of choosing arbitrators for the 31 key cities has not yet been determined, one plan calls for a local district judge to appoint the impartial man. Another recommendation is to have the American Arbitration Ass'n select panels in each exchange city.

Regardless of who names the arbitrators, the local panels would be made up of men who are total strangers to the business, having no direct or indirect interest in the industry at any time. Each board in the field would be composed of one man who would not be paid for his services.

An appeal board of five outsiders would be the final voice. It would be appointed in the same way. A quorum of three would sit at every proceeding. While this plan follows somewhat along the lines suggested by the commerce department, it never appeared in the ill-fated code of fair trade practices.

The negotiators feel an appeal board is necessary, as in the NRA days, in the event a mistake is made in the field. Advisers, such as distributors and exhibitors, to sit in on meetings most likely will be ruled out, the understanding being that arbitrators ought not be influenced by suggestions from such men.

Distributors would bear the bulk of the operating expenses of arbitration boards, it is stated, with secretaries employed to carry out the detail.

Under the local selling plan, distributors could not sell an exhibitor in a competitive situation to force a deal in a closed town, it is asserted.

Clearance and run are among the two "musts" being insisted upon by the government for arbitration.

The proposal to grant 25 per cent unrestricted cancellation if distributors were

(Continued on page 9)

1,000 Letters Protest Settlement of Suit

New York—Since June 7, when the first postponement was granted in the trial of the all-industry suit, the department of justice is understood to have received approximately 1,000 letters from exhibitors protesting the settlement negotiations.

In some of the missives, it is further understood, the government has been cautioned not to rely too much on the promises made by the defendants. The general trend of the letters indicate, it is reported, many complainants regret having furnished the government with information in view of the fear that, should a settlement be reached, the defendants will find "loopholes" and later "take it out on complaining exhibitors."

Two-Block Sales Undetermined Issue

New York—If small block sales are incorporated in a consent decree, a question yet to be determined swings around the possibility, or otherwise, of an exhibitor buying more than one block at a time.

Another point in the clouds currently is whether an exhibitor could buy less than an offered block after screening the five or ten attractions, dependent on the final decision as to numbers, which will make up the block. The impression prevails, however, that the distributor will insist it is to be a case of all or none in a given group.

It appears definite now that trade screenings in each exchange center will be the rule for the five majors considering a decree.

Skeleton Decree for "Big 5" Seen Near

New York—Loew's, Paramount, RKO, 20th Century-Fox and Warner over the weekend were slated to indicate their acceptance of a consent decree in skeleton form with a final draft to be rounded out later. Their refusal, or their inability to agree on the general formulas drawn up for such a document, was regarded as presaging a move on the part of the department of justice for a resumption of the trial July 29.

Despite the withdrawal from the negotiations of the "Little Three," indications now are a consent decree will emerge. Any preliminary draft, it is pointed out, represents a first collation of various ideas aired in the last six or seven weeks, but the fundamentals, some detailed in this issue, have been established.

"LITTLE 3" PRIMED TO CONTEST ANY DECREE

"BIG 5" MAY ENTER WITH THE GOVERNMENT

Discrimination or Bias Charges Likely Unless They Win Dismissal

NEW YORK—If the five producer-exhibitor defendants in the all-industry suit sign a separate consent decree with the government not satisfactory to Columbia, UA and Universal, the "Little Three" either will (1) present evidence to Judge Henry W. Goddard alleging discrimination or (2) charge the government with bias. The only condition on which neither course would be pursued would be dismissal of the case against Columbia, UA and Universal.

Such is the attitude of a source associated with one of the smaller distributors, who maintains his colleagues and himself hold the key to whatever settlement is effected and who contends there is a rocky course ahead for divergent interests in the suit.

Goddard May Disapprove

Firstly, he holds, Judge Goddard will not approve a decree unless he is satisfied the "Little Three" are agreeable to its terms. In fact, it is legally incumbent upon the court to determine if all defendants consent to such a document. That there is a wide split of opinion among the defendants as to what is and what is not desirable in a decree is seen in the action of the "Little Three" in walking out of the settlement negotiations and their later charge that they "are being sold down the river" by the "Big Five."

The "down the river" charge emanates from a quarter that holds the five producer-exhibitor defendants will "sign almost anything" to retain their theatre interests. "That's the deal," this spokesman declares. "The 'Big Five' want their theatres and have practically told us to go shift for ourselves." If this is truly the attitude that prevails, as a few observers put it, it is entirely conceivable that Warner, Paramount, 20th Century-Fox, M-G-M and RKO will attempt to negotiate a separate deal with the justice department and would agree to trade screen pictures before they are sold and abolish block booking in favor of small block units, proposals which the "Little Three" say would "crucify" them.

Charge "Unfair" Advantage

It is at this juncture that the "Little Three" take violent exception to what is likely to develop into a cause celebre for an unprecedented action, assuming, again, of course, the action against them is not dismissed. The three distributors, this source contends, would seek to present evidence to Judge Goddard purporting to show that they would be barred from the majors' theatres unless they conformed to the terms laid down in the consent decree although they are not "willing" parties to such a document; that the "Big Five" would have an "unfair" advantage in trading with their own theatres—with an accompanying inference they would not even bother conforming to advance trade screenings.

"The three smaller distributors, especially Universal and Columbia, begin to count their revenue from the minute the picture is wrapped up in the cans; they cannot afford to wait six months as the larger companies do. If the terms of a consent decree make it binding upon the three smaller majors to sell in small blocks, the government knowing full well they cannot compete with the others, you can bet your shirt Judge Goddard is going to hear about it," goes the argument.

May Reach High Court

Assuming Judge Goddard takes the position such potential evidence of the "Little Three" is not sufficiently important to warrant holding up such an important piece of litigation and approves a decree holding all eight defendants equally liable, although this is said to be highly unlikely, it is felt the door would be open for legal contest of the validity of the court's action and, if necessary, a move for adjudication by the supreme court.

"Plenty of consent decrees have been upset," is the observation of one attorney.

That Arnold will be held strictly accountable to the court in the event he approves a separate deal with the "Big Five" is known to be one of the foremost thoughts in the minds of some attorneys for the three smaller majors. Here is how one source explains it: "Arnold has no special privileges before the court if and when it comes to seeking approval of a consent decree. He is under the thumb of the court just as the defendants are. If the other three defendants detect what they think is evidence that they are not getting a fair shake it will most certainly be made clear to Judge Goddard."

Escape Clause Viewed Unlikely

New York—It is unlikely an escape clause, similar to the one signed by the government with General Motors and Ford, will be included in any consent decree for the all-industry suit.

An escape clause, it is stated, had been suggested by the five majors now participating in settlement proceedings, in the hope that, if UA, Universal and Columbia went to trial on the suit and won, the government would liquidate a decree signed by M-G-M, Paramount, Warner, 20th-Fox and RKO.

However, since the "Little Three" have no theatres and the same issues would not apply in the event the suit against them went to trial, it is held the escape clause would have no value.

If the government decides to go ahead with the suit against the three smaller distributors, one spokesman states it would center on "vicious trade practices."

Oldtimer Calm Over Triples; Been Here for Years, He Says

By GENE RICH

CHICAGO—Arguing that double- and triple-bill programs were used even in the infancy of the industry, a leading independent circuit operator without organizational affiliation this week anonymously entered the Windy City's hot controversy over multiple bill programs by asking "What's all the shouting about over who started triple features here and why?"

One of the main arguments at present appears to be over who was responsible for the birth of triples during the last few years in Chicago's northwest side where B&K's Belmont is now triple featuring seven days a week. Looking back over exchange and newspaper files, the following comes to light:

The Rosewood, operated by George and Jean Gehrig, went to triples the latter part of 1936. Occasionally the house also offered four features. In March, 1937, the GCS circuit's Drake went triple, while in May of that year the GCS Portage Park and the Essaness North Center and Irving also went to triples.

In August, 1938, B&K succumbed—due to lack of business, it is learned—and started triple features at the Belmont. The house has continued to run them since, even in the face of a recent Allied announcement that 17 independents on the northwest side would drop triples for duals.

A further check by BOXOFFICE shows that of the nearly 30 houses in Chicago running triples all or part of the week, B&K has only four—the Belmont every day, and the Crystal, Biltmore and Iris, three days a week.

Other local houses that triple all or part of the time, according to advertisements checked in the last ten days, include the Ambassador (Van Nomikos-operated where

(Continued on page 8)



WILDWARD HO in the most fantastic tale of lawlessness ever recorded ... of blood-streaked days when terrorism spanned the prairies ... when mounted buccaneers signed bank checks with lead bullets ... and laughed, loved and plundered to make burning pages in the history of the West....

WHEN THE DALTONS RO

A UNIVERSAL PICTURE



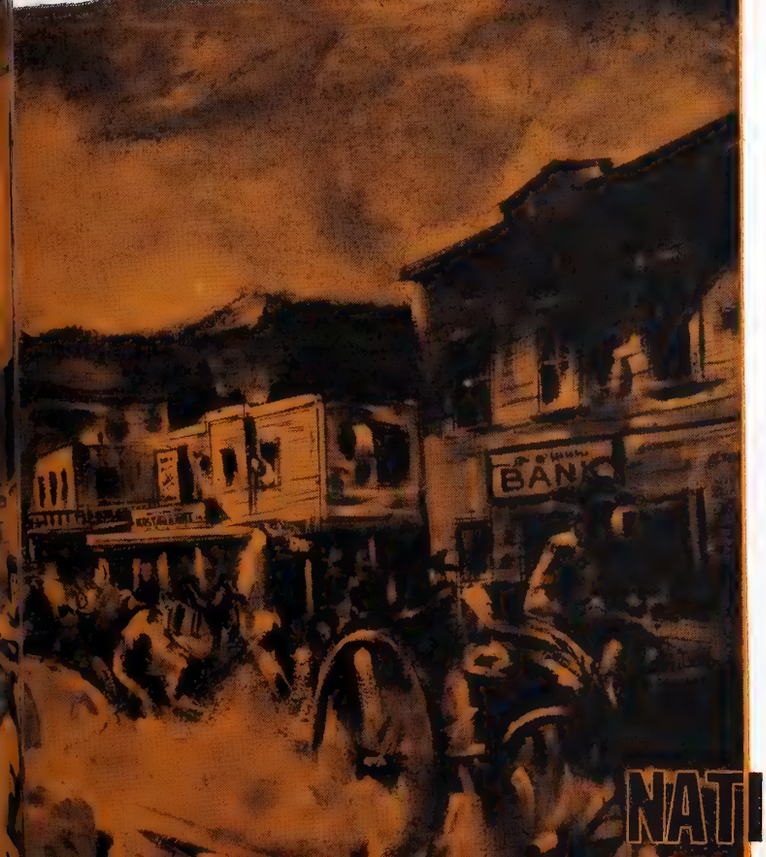
DE

with

RANDOLPH SCOTT
KAY FRANCIS
BRIAN DONLEVY
GEORGE BANCROFT
BRODERICK CRAWFORD
STUART ERWIN
ANDY DEVINE
FRANK ALBERTSON
MARY GORDON

Original Screenplay by Harold Shumate
Based on "When the Daltons Rode" by
Emmett Dalton and Jack Jungmeyer, Sr.

Directed by **GEORGE MARSHALL**
who made "DESTRY RIDES AGAIN"!



NATIONAL RELEASE JULY 26th

Coast Active for Red Cross; "Liberty" Rentals for Relief



HOLLYWOOD—Robert Montgomery, Jeanette MacDonald and Samuel Goldwyn, the latter chairman of the motion picture executive committee (all three shown above), launched Hollywood's fund-raising campaign for the Red Cross and Allied Relief, Monday, with a radio broadcast piped into all studios.

It is estimated approximately 30,000 film workers gathered on the various lots to hear Montgomery describe events he saw in France and to hear Miss MacDonald, who was introduced by Goldwyn, sing the national anthem. Eight coast stations carried the broadcast up and down the west coast, police patrol cars broadcast it from street corners and theatres threw back their doors early so that matinee audiences might hear the appeal.

At various studios, top executives conducted the distribution of pledge cards and appeals for money. At M-G-M, it was Louis B. Mayer, Eddie Mannix and Harry Rapf; at 20th Century-Fox, Darryl F. Zanuck; at Paramount, Y. Frank Freeman; at RKO, Joseph J. Nolan; at Universal, Cliff Work; at Republic, E. H. Goldstein, while Walter Wanger, Edward Small, Walt Disney and Hal E. Roach represented independent producers. Charles P. Skouras of Fox West Coast is chairman of the exchange, supply and exhibitor committees.

Upon completion of the studio end of the drive, the industry committee proposes organizing three roadshow companies to tour the east, central and western portions of the country in cooperation with local Red Cross campaigns. The Hollywood campaign is described as the biggest single effort for funds since the First World War. All outside charities seeking film aid from now on will filter through the committee, of which Goldwyn is chairman, until permanent peace is declared.

NEW YORK—"Land of Liberty," 130 minute feature prepared by the industry for free exhibition at the New York and San Francisco World's Fairs, probably will go into regular theatre release as a means of raising funds for the Red Cross. There would be no distribution costs entered against the picture which may be handled by all the majors on an exchange allotment basis. The thought would be to sell the film for second position on double bills at rentals normally gathered for a feature filling such a spot.

In its current length, the feature is viewed to be overlong. Therefore, it would be trimmed. The majors, moreover, see in the possibility a chance at double-barrelled duty in that the film would deliver a message in Americanism by driving home the necessity of protecting the salient elements in the current national structure while it also provides a means of raising Red Cross funds.

Two New Series Appear On Para't Shorts List

NEW YORK—Paramount's short product next season will include two new series, Merry Models and Fascinating Journeys. There will be six of each in Technicolor. The first will be produced by George Pal, the latter by World Windows. The Pal shorts will feature animated puppets.

One Outside Feature On Monogram Lineup

NEW YORK—Monogram will release an outside production, "Gypsy Cavalier," on its 1940-41 program. The deal is with International Pictures and includes a Spanish version aimed at the South American market. The film will be done in Cinecolor with Gilbert Roland as lead. Alexis Thurn-Taxis, IP president, will direct.

The company held its eastern regional here Friday and Saturday with Edward A. Golden, general sales manager, presiding.

Disney Festival Deals Half Original Price

NEW YORK—RKO is selling the Disney Festival reissue which consists of "Snow White and the Seven Dwarfs" and four Disney shorts at one-half of the original price. Percentage terms on reissue engagements of "Snow White" are 25 per cent with the one-reelers, "Ferdinand the Bull," "The Ugly Duckling," "Three Little Pigs" and "Donald's Lucky Day" reduced 50 per cent of the former price.

Oldtimer Unworried Over Triple Bills

(Continued from page 5)

on display over the weekend were "Rebecca," "House Across the Bay" and "Ski Patrol"), Marshall Square, Olympic, Indiana, Ray, Midway, Ark, Stadium, Woodlawn, Langley, Kimbark, Shakespeare, Sun, Brighton, Peoples, Rex, Lynn, Owl, Times, Dale, Karlov, Rio, Crown, Adelphi and Coed.

B&K officials, meantime, continue to meet with silence "open letters" by Illinois Allied condemning the theatre organization as a "monopoly" responsible for the continuation of double and triple-bill programs here.

Illinois Allied's letter this week quoted from Sam Goldwyn's recent *Saturday Evening Post* article. The copy quoted Goldwyn to-wit: "The public doesn't want it (double features). The exhibitors don't want it and the industry doesn't want it."

Also Joseph Bernhard, head of Warner Theatres: "I am ready to stop double bills as soon as my competitors stop, because I know that they are ruining my business."

Spyros Skouras: "Double bills are a cancer which will devour the industry."

The letter also quoted Y. Frank Freeman of Paramount as on the record against duals.

In the letter, Jack Kirsch, president of the Allied unit, upped his figure on how many Chicago exhibitors under proper circumstances would go single, from his usual 95 to 98 per cent. He added: "The Belmont and other B&K theatres still continue to triple feature. This destructive policy could not exist without a monopoly."

Boxed in the letter ad was the following: "Can't you persuade Balaban & Katz to cooperate? If you cannot, you admit inability to lead the industry, leaving the alternative of requests for Government Regulation by a Federal Trade Commission."

UA-National Theatres Product Deal Near

NEW YORK—National Theatres has practically closed with UA for its new season lineup. The formula covering the 500-odd theatres is set and only details have to be worked out. Other deals which the circuit has to complete are with 20th-Fox, RKO, Universal and Warner. The others are overlapping.

Anti-Nazi Feature Is UA Release

NEW YORK—UA will release "Pastor Hall," which was acquired by James Roosevelt from Jeffrey Bernerd of British Grand National. The film, based on the experiences of Pastor Niemoeller who was sent to a concentration camp for opposing Hitler, is strongly anti-Nazi. Mrs. Franklin D. Roosevelt will deliver the prologue which Robert Sherwood is preparing.

"Must" for "Big Five;" Exhib May Choose

(Continued from page 4)

permitted to sell in full blocks has been voted down by the government on the ground the public interest would not be served.

Provided the government signs the decree, divorcement of theatres is to be forgotten entirely. However, major circuits would continue to notify the department of justice on the tenth of every month of new acquisitions. This is tantamount to continuing the present arrangement effected in an exchange of letters between Thurman Arnold and the circuits about a year ago.

It is hoped that while arbitration will be optional with the exhibitor, all will eventually sign up. The theory in this connection is that where a theatre owner signs to arbitrate disputes and his competitor does not, the aggrieved exhibitor would bring his complaint against one of the five distributor signatories to the decree. The film company would defend itself and, if a verdict is found in favor of the complainant, the distributor might ask the second theatre owner to voluntarily abide by the decision. If he refuses, the distributor could take the position that selling conditions as applied to the second exhibitor will have to change upon completion of the existing contract.

Poses Issue for Three

This brings up the issue of the three smaller majors. If the clearance of a major circuit is ordered reduced by a local arbitration setup, that circuit would have no alternative but to buy as directed whether it appeals to UA, Universal or Columbia or not. Hence, these three distributors will be affected.

Local buying will be the rule, regardless of affiliation, with each exhibitor entitled to bid against his competitor for all product regardless of the size or type of house his opposition operates.

This was one of the restrictions opposed by the "Little Three" when they withdrew from settlement negotiations. While representatives have been attending the meetings at the Bar Association Bldg., these companies had voiced their determination not to sign a decree under any conditions months ago. To quote a spokesman:

"The government primarily wants us to forget the old and established customer entirely, to sell more or less openly to the theatre that is physically the best in a competitive location.

"That is the government philosophy. We believe the producer and distributor still have the right to decide how and to whom they want to sell."

The same source contends the government's plan to forget about established customers would subject former accounts to "sniping by new theatres which would attack his run and have a forum on which to operate."

What the government is trying to do, the spokesman adds, "is to encourage destructive competition." Furthermore, every restriction proposed by the government is imposed on distributors and not on any exhibitor, he maintains.

"The burden of the plan to sell in blocks and hold advance trade screenings is passed to the three small companies. It is impossible for each of the three to have five pictures on hand all the time for advance screening. The exhibitor should share some of the gamble taken by producers," he adds.

Duals Elimination Forecast

If the sale in small blocks goes through, the elimination of duals is forecast in some quarters on the theory producers will concentrate on bigger and better pictures and at the same time concentrate on fewer. It is argued no one company will distribute 50 pictures a year, if the decree proposals as suggested are adopted by the five willing distributors. No company could afford to make 50 pictures a year and take the gamble under the decree provisions, plus the loss of revenue resulting from the war, these analysts declare.

"The eternal squawk from the exhibitor has been less rental and more eliminations. On the other side, the distributor has been asking for higher rentals and less cancellations. I don't think the government sees the real problem. It is only interested in restoring competition, open and free.

"The problem of the exhibitor is to keep open 365 days a year. Mass production, which means mass releases, will keep his theatres in business. Any change to a hit-or-miss on production is tantamount to dark against open houses," goes the theory.

Meanwhile, UA, Universal and Columbia are waiting on the government to make the next move insofar as they are concerned.

Judge Goddard granted a week's adjournment of the trial until July 22 after J. Stephen Doyle, special assistant attorney general, advised him conferences indicated progress is being made and additional time was required.

. . . Or 26,981 Each Year

NEW YORK—During the past eight years, the New York Film Board of Trade, through Ace Detective Bureau, has served a total of 235,850 summonses on exhibitors in the Greater New York area for alleged breach of contract and failure to lift pictures.

In the past five years, the number of services has been 175,000 while in the last 12 months there have been a monthly average of 50 subpoenaes handed to delinquent accounts.

Before summonses are issued, exhibitors are advised by letter five days in advance to make an effort at settlement. If this fails to get any response, the process method is then employed.

The smallest amount involved in any complaint has been $6. The largest $900.

RKO-Meehan Deal Temporarily Shelved

New York—Due to uncertain market conditions, negotiations by RKO for the purchase of the block of KAO stock held by M. J. Meehan and his associates have been called off for the time being. The deal which has been under way called for a stipulated price for the stock, plus payment for accrued dividends.

Loew's, through Dillon, Read & Co., has retired $375,000 of 3½ per cent sinking fund debentures. Redemption date is August 15.

Monogram Decides To Stay in N. Y.

NEW YORK—Monogram has no intention of moving its home office to the coast at the end of the year. Delegates to the eastern sales regional at the Barbizon-Plaza Hotel were informed the present setup will be unchanged although W. Ray Johnston, president, will spend more time in Hollywood.

Under the guidance of Edward A. Golden, general sales manager, the sales parley, which was held Friday and Saturday, was largely devoted to a discussion of policy for the coming season. Golden stressed the fact the company was spending more than ever before on production and each picture will be given complete exploitation.

In addition to Golden, the following attended from the home office: T. P. Loach, vice-president and treasurer; Norton V. Ritchey, foreign sales manager; Louis S. Lifton, director of advertising and publicity; Edward G. Schieber, assistant treasurer; Lloyd Lind, head of the contract department; John S. Harrington, print and accessories manager; Joseph Lamm, chief accountant, and H. G. Davis, personnel manager.

Harry Thomas, general manager of the company-owned exchanges in New York, Philadelphia and Washington, headed the exchange delegation. Representing New York were Joseph J. Felder, manager; William Moses, circuit representative; Lester Tobias, Richard Perry, Sol Kravitz and Jules Chapman.

The out-of-town delegates attending were:

Albany—Nathan R. Sodikman, manager, and Mitchell Pantzer.

Boston and *New Haven*—Steve Broidy, manager and member of the Monogram board; Leo Britton, Nat Furst, Eugene J. Gross and Herman Konnis.

Buffalo—Harry Berkson, president and manager, and Howard W. McPherson.

Philadelphia—Sam Rosen, manager; Moe Sherman, Samuel Palan and W. Z. Porter.

Washington—Harry Brown, manager; Harry Crull, Arthur J. Hansen and D. Price.

MPTOA October Meet

CHICAGO—The MPTOA convention will be held the first part of October in a city still to be selected, according to Ed Kuykendall, president, here for the Democratic convention.

WHAT REVIEWER, WHAT PAPER DO YOU READ?



THE BOYS from SYRACUSE

ALLAN JONES • MARTHA RAYE
JOE PENNER • ROSEMARY LANE
IRENE HERVEY • Chas. Butterworth
Alan Mowbray • Eric Blore • Samuel S. Hinds

Screenplay by LEONARD SPIGELGASS, CHARLES GRAYSON & PAUL GERARD SMITH
Directed by A. EDWARD SUTHERLAND • A MAYFAIR PRODUCTION

A UNIVERSAL PICTURE



SIX HIT SONGS
"This Can't Be Love" "Falling In Love" "Sing For Your Supper" "He And She" . "Who Are You?" . "The Greeks Have No Word For It"

THEY'RE ALL WILD ABOUT "SYRACUSE"!

The *HIT* that *WOWED BROADWAY* for a year at $5.50 a ticket!

"A double feature in itself! . . . One of the surprise pictures of the year!"
—*Showmen's Trade Review*

"PREVIEWED IN NEW ROCHELLE ...WHERE THEY HOWLED!"
—*WALTER WINCHELL*

"Serves function of entertainment to perfection . . . Will tickle the funny bones of any audience . . . clever, tuneful, played to the hilt!"
—*Motion Picture Daily*

"The picture is exactly what the doctor ordered for a public fed up with war, taxes and other things!"
—*Film Daily*

COMEDY? *"There are screams to satisfy the patron and send him home happy!"* —*HOLLYWOOD REPORTER*

HIT SONGS? *"Rodgers and Hart music . . . 'This Can't Be Love!', 'Falling In Love', 'Sing For Your Supper' and 'Who Are You?'...brilliantly sung!"* —*LOS ANGELES NEWS*

BOX OFFICE? "LEVEY'S FIRST . . . A SOLID HIT!" —*BOXOFFICE*
"IT'S HEADED FOR SMASH BUSINESS!" —*VARIETY*
"B. O. NATURAL FOR EXHIBS!" —*FILM DAILY*
"SHOULD DO TREMENDOUS BUSINESS!" —*SHOWMEN'S TRADE REVIEW*

PRODUCTION? *"Movie version far more elaborate than stage play!"* —*LOS ANGELES EXAMINER*

ROMANCE? *"Something bright and new!"* —*LOS ANGELES TIMES*

WORLD PREMIERE

Keith, Paramount and Eckel Theatres, Syracuse, N. Y., Thursday, July 18th.

Opens PARAMOUNT Theatre

N. Y., July 31st—FOR AN INDEFINITE RUN! (First outside picture in three years to play the Paramount Theatre!)

NATIONAL RELEASE Aug. 9



The Pulse of the Motion Picture Industry

BOXOFFICE

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SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 8398.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—7 Crescent Annex, Andy McDermott.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

NICE, very nice, for Elmer Twitchell to pen that letter and for H. I. Phillips to publish it in his "Sun Dial" space in the New York Sun. Aside from the fun which you are about to get, it allowed us a faster getaway for the weekend.

Elmer, slightly staggered by those Hollywood salaries, as who isn't, is after information:

". . . I am writing to ask if it is all a gag or if they really get that kind of dough. I see Louis B. Mayer topped the list with a salary of $688,396 a year and just when I am recovering my breath I am knocked over again by the statement that this is a 40 per cent cut from his previous salary. Compared to what he gets in a good year, he is practically on relief.

* * *

"Well, I don't know Mr. Mayer, but I didn't see no movies that would indicate the head man rated so much money, and the same goes for the Hollywood stars. Claudette Colbert was up near the top with $426,944 for one year which is around 8,000 pazootas a week. I didn't see Claudette's pictures, but I must begin following them at once because I want to find out what she does to gear pay checks like that. Bing Crosby was next with $410,000. I saw most of Bing's pictures and I hope Hollywood has a conscience fund so he can give something back.

* * *

"Irene Dunne got $405,222. I always liked Irene, but that salary has ruined her for me. What I mean is I could never see her again in one of those pictures where she is a poor struggling young woman giving life a stiff battle without knowing it's the bunk.

* * *

"Clark Gable got $272,000. This surprised me as it must be the kind of salary they start you in on in Hollywood and I think Clark should get a raise. The second highest American salary went to a Mr. Countway, who is not a movie man at all but a soap manufacturer and I think if a soap man gets $469,713 Gable should get something close to it. What I mean is I will never enjoy washing again without thinking that maybe the man who made the cake of soap gets more dough than Gable who had to stand all those terrible years with Scarlett O'Hara.

* * *

"If I was to pick out a business where the big money was I would never have picked the soap business, but on the other hand I suppose it takes more work to put over soap in this country than it does movies. Lots of people can get along without soap, but movies are a necessity.

* * *

("I have a niece who is pulling strings to get into the movies and I am going to suggest that she forget it and get into the soap industry. What I mean there is big money there, too, and maybe it is better for her, as she is a little cross-eyed anyhow and in the soap business being cross-eyed is no drawback.)

* * *

"But I would not advise any young man to go into the steel or automobile business, as I see Mr. Knudsen, who gets only $303,000 a year, which makes him a piker alongside of Bing Crosby and only gets him into a tie with Cary Grant and Shirley Temple."

No Comment Dep't

Observes Harold Heffernan, whose Hollywood column for the North American Newspaper Alliance is syndicated in a number of important key city newspapers:

". . . once a year 'dollar publicity' backfires on the motion picture industry just as it did . . . when the United States treasury department published its list of highest corporation salaries for 1938. Once again, it was disclosed that the movie makers were in too many instances paying wages out of all proportion to returns received.

". . . the staggering statistics are slapped back at a moment when the industry is weeping salty tears over its 'impoverished' condition. The world market is gone with the blitzkrieg. Budgets are being chopped. Stenographers and messenger boys are being fired indiscriminately. On some lots even a few of the relatives have been given notice . . .

"Hollywood may be tottering on the brink of ruin. But it will be mighty difficult to make laymen believe it after the treasury's untimely disclosures."

Observation

Taking note of the proposed arbitration formula under a consent decree, as outlined a few pages ahead of this one, a name, frequently in the headlines, remarks:

"It looks like a full-blown effort to create a Department of Utter Confusion."



EVERYBODY'S GETTING ON THE PARAMOUNT BAND WAGON AND GOING FOR A JOY RIDE!

We started it with **"ROAD TO SINGAPORE"** and **"BUCK BENNY RIDES AGAIN."** We were the first to kick Old Man Gloom in the pants. We were the first to give the sob stuff the big brush off. We were the first to start building the biggest bunch of belly-laugh bonanzas in the history of the business. Now we see all the other companies climbing on the Paramount Band Wagon for a joy ride of **LIGHT ENTERTAINMENT.** It's okay by us. Imitation is the sincerest flattery, etc. But, as we've already cornered the comedy market, signed up the biggest names in the entertainment field, we'll be glad to welcome the late comers...but, naturally, we'll hang right on to our front seats!



PARAMOUNT CORNERS THE COMEDY MARKET!

Paramount Pictures

Look at these Paramount Entertainers!

Fred Allen, Jack Benny (with Rochester), Bing Crosby, Bob Hope, Paulette Goddard, Jackie Cooper, Mary Martin, Ken Murray, Eddie Bracken, Victor Moore, Ezra Stone, Jerry Colonna, Brenda and Cobina (just to mention a few)

BUILDING IN SECOND QUARTER BETTERS FIRST; 96 IN WORK, 87 OTHERS PLANNED; 83 OPENED

Total of 152 Theatres Added in 6 Months; Texas Again Top

NEW YORK—There were 31 more theatres in various stages of construction during the second quarter of the year than the first, a survey by BOXOFFICE reveals. In addition the comparison between the two quarters shows six more theatres were planned from April to the end of June and there also was an increase of 14 openings.

Figures for the second quarter show 96 new projects were in work, 87 planned and 83 opened. For the first quarter there were 65 theatres under construction, 81 planned and 69 opened. These figures include Canada.

For the first six months the number of new theatres to be added to distributor accounts amounted to 152. The indication is all of the 65 houses reported in construction for the first three months of the year were finished by the end of June with another 18 being opened by quick building process.

Texas again leads the most active states where theatres now are being built. BOXOFFICE correspondents reported nine different projects under way there. Georgia comes up to second place in the latest quarter with seven. Canada, Pennsylvania, Ohio and Connecticut each report six houses being built, while Iowa, Michigan and Missouri each have four.

The details of the reports from BOXOFFICE field men follow:

Alabama

Alexander City—Mack Jackson is building a new house to be equipped with RCA sound.

Andalusia—R. E. Martin has begun construction on a new 1,200 seat theatre, the Paramount. Replaces former house destroyed by fire.

Linden—J. E. Williams has opened the new Dianne. It has 300 seats in the orchestra and 150 in the balcony.

Mobile—Saenger Theatres are receiving bids for a new 1,200 seat theatre in this city.

Montgomery—The new Drive-In near the Municipal Airport on the Wetumpka Highway has opened.

Montgomery—A modern theatre will rise on the site of the old Southern Hotel which will shortly be torn down. Construction is due to start in the fall.

Riverview—A new 500-seat theatre has been opened.

Uniontown—A new theatre, the Strand, has been opened by Neely Theatres, Inc.

Arkansas

Little Rock—The Robb and Rowley New, seating 900, ninth local house in the circuit, has been opened.

Lonsdale—John G. Lonsdale jr., has opened the 500-seat Colony House.

McCrory—C. N. Jenkins is managing the recently opened New here.

Where and What They Are

Theatres in work, planned and opened for the period beginning April 1 to the end of June, the second quarter for 1940, cover 38 states and Canada, as correlated by BOXOFFICE correspondents. Statistically, here is the state by state breakdown:

State—	*In Work*	*Planned*	*Opened*
Alabama	2	2	4
Arkansas	....	....	3
California	1	1	8
Colorado	1	....	1
Connecticut	6	5	2
District of Columbia	1	....	1
Florida	1	1	1
Georgia	7	3	....
Illinois	3	4	5
Indiana	2	1	5
Iowa	4	2	....
Kansas	1	....	2
Kentucky	1	....	3
Louisiana	3	3	3
Maryland	2	4	1
Massachusetts	1	2	1
Michigan	4	13	3
Minnesota	1	1	....
Mississippi	3	1	1
Missouri	4	3	1
Montana	1	....	....
Nebraska	1	....	....
New Hampshire	2	....	....
New Jersey	....	2	....
New York	2	5	4
North Carolina	3	2	3
Ohio	6	5	5
Oklahoma	2	2	3
Oregon	1	1	1
Pennsylvania	6	4	4
South Carolina	1	1	1
South Dakota	....	....	2
Tennessee	2	8	3
Texas	9	6	4
Virginia	1	....	....
Washington	2	....	2
West Virginia	3	1	1
Wisconsin	....	1	2
Canada	6	3	3
Totals	96	87	83

California

Brisbane—Rene Portier has opened a new theatre.

Glendale—Grover Smith has opened his new 650-seat Atwater.

Hollywood—The new Hawaii, costing $250,000 has been opened. It is located on Hollywood Blvd.

Hollywood—The News-View Newsreel Theatre, on Hollywood Blvd., RCA-equipped, has been opened.

Lenox—The new Lenox, a 700-seat house, has been opened by Dave Rector.

Los Angeles—Ben Mohi has opened his new theatre on Pico and Fairfax. It seats 800.

Sacramento—The Blumfield theatres plan a new house seating 600.

San Diego—George Caldares has opened his new Savoy.

Ventura—Mrs. Jenne Dodge has opened her new Mayfair. It seats 816.

Vislia—O. Nakamichi and Andy Goberlich have a new theatre under construction.

Colorado

Caddoa Dam—A new house on this government project is under construction by Leimbrock and McCallester.

Creede—Ryan Beck has opened a theatre seating 110.

Connecticut

Bristol—Work on the new Warner here has been delayed. Construction should begin again in a few weeks.

East Hartford—A Sycamore Corp. theatre is planned here to seat 1,000, to cost $130,000.

Elmwood—Charles Newmark plans a theatre contingent on a rezoning petition.

Fairfield—Fishman Theatres, Inc., are reported to be planning to build a theatre on property on Post Road.

Middletown—Maria Adorno is building an open air theatre on College Street.

New Haven—Maurice Bailey has a theatre under construction on Whalley Street.

Maurice Bailey has opened his new Whitney.

Waterbury—Burt Van Doren has opened his new Tower.

(Continued on next page)

Building in Second Quarter Increases

(Continued from preceding page)

Wethersfield — The Schulman's new house is expected to be opened Labor Day.

West Hartford — Charles Newmark plans a theatre on New Britain Ave.

District of Columbia

Louis Bernheimer has completed construction of his new theatre on Rhode Island Ave. It is equipped with RCA sound.

Construction has begun on the new Avon on Massachusetts Ave.

Florida

Pahokee—Bids for a new Prince Theatre are being received.

Pensacola—Milton Starr has opened his new Picto.

Tallahassee—Construction on a new Sparks house, to seat 1,000, is under way.

Georgia

Atlanta—The East Point Amusement has started building a new 700-seat theatre in that section.

Plans have been completed and construction begun on a new 1,000-seat Grant and Fairham theatre at Little Five Points on Moreland Ave. Opening is scheduled for August.

B. R. McLendon will build an 800-seat theatre costing $40,000.

The new Palace planned here will seat 1,200.

Brunswick—Lucas and Jenkins are building a 500-seat theatre for colored patrons.

Cedartown—Lam Amusement plans a 1,100-seat theatre here.

Cumming—Hughes and Brown will build a theatre here.

Decatur—Mion and Murray have a new theatre in construction.

Douglas—Martin Theatres are building a new 1,400-seat theatre which will be managed by Pat Cummings and will have RCA sound.

Gainesville—O. A. Carter is building a new 720-seat theatre for Lucas and Jenkins.

Macon—A theatre and two stores are under construction on Vineville Ave.

Illinois

Amboy—The Marchesi brothers have opened their new Amboy.

Carbondale — The Varsity, 900-seat house, has been opened by the Rodgers Circuit.

Chicago—The new Drive-In on Schaefer and Eight Mile Road costing $75,000 and accommodating 500 cars, has opened.

The new Glenwin in Glencoe will open for Thanksgiving. A. J. Bala will operate with Sam Meyers.

The new Glencoe will open about August 15. George T. Valos will operate.

Jacksonville—A new 750-seat theatre costing $45,000 is planned on east State St. by Kenneth F. Childs.

Lacon—Construction on B. F. Shafer's new house is proceeding smoothly. House is expected to be in operation by the end of summer.

Lewiston—Abe Werbner, operator of the Princess, plans a new house.

Marion—Fox Midwest has opened the new Plaza.

Morris—F. W. Anderson will open a new 500-seat theatre around September 1.

Silvis—The Carpentier Brothers plan a new house seating 500, to be ready in fall.

Villa Grove—The new Gem has been opened by M. R. Barber.

Indiana

Dunkirk—Walters and Scheidler are operating the Main which opened recently. It seats 500.

Elkhart—Smith Frye is constructing a new theatre on South Main St.

Huntingburg—The Huntingburg Lumber Co. has started erection of a new 700-seat theatre.

Indianapolis—A new Drive-In has been opened on State Road 67, near here. "Shorty" Phillips is manager.

Logansport—Alliance Theatre Corp.'s newest house, the 1,000-seat State, has opened.

Michigan City—The new Lido, 700-seat house, has been opened. Maurice Rubin is general manager.

Richmond—Plans are under way for a fifth houses to be built here by Robert Hudson. It will seat 900 and be located on Main St.

Terre Haute—Mrs. M. A. Wood's new theatre, the Best, has been opened.

Iowa

Cresco—Jack Tuchek is building a 400-seat theatre.

Des Moines—Lewis L. Lepovitz plans to erect a new theatre on E. 16th St. and Grand Ave.

Lake City—Bob Bernau will shortly open his new Iowa. It cost $40,000 and seats 525.

Marshalltown—Earl Kerr has opened the Odeon, new 900-seat house.

New Hampton—E. C. Potter is planning a new theatre.

Williamsburg—A new 600-seater is being built by W. J. Newcomb with a fall opening in view.

Kansas

Burlington—Warren Weber has opened his new Plaza, a 400-seat house constructed for $25,000.

Chanute—Lee Sproule has opened the new Star, a 350-seat project.

Paola—H. J. Griffith will build the new Paola to replace the Dickinson. It will be

96 Houses in Work; 87 Others Planned

of modern design seating 600. Opening scheduled for August.

Kentucky

Falmouth—Max Goldberg's new theatre seating 700 will open shortly.

Harlan—R. E. Brown has opened his new Cozy. Seats 310.

Jackson—Pearl Childress will shortly open her new theatre.

Wickliffe—D. B. Stout has opened a new 350-seat theatre.

Louisiana

Crowley—The new Bruce is under construction. It will have RCA sound.

Franklin—The new Teche has been opened by Louve-Bodin. The house seats over 800.

Gentilly—A new Drive-In is planned for this town.

Ida—H. T. Garner is building a new house.

Lake Charles—The Southern Amusement Co. plans to build a new theatre here.

New Orleans—William Castay is building a theatre on South Claiborne Ave.

Modern Theatres, Inc., plan a new open-air structure.

Ponchatoula—Ernest Drake has opened the new Drake which seats about 800.

Saline—Mrs. D. P. Wood is planning a new house.

Maryland

Baltimore—William Dorsey plans a new theatre.

Cressuptown—K. A. Parrish will shortly open a new theatre here.

Pimlico—Bernie Klein plans a new theatre which will open in September.

Pocomoke—Johnny Fox is planning to open his new house, now under construction, in September.

Salisbury—A new colored house will shortly open.

(Continued on page 18)

Canada Develops Mild Spurt; 6 on Way, 3 Planned, 3 Open

NEW YORK—Canada showed signs of improvement in new theatre construction for the second quarter of the current year. For the first three months, the dominion reported three projects in work, as many planned and four new houses opened. For the quarter ended June 30, the chart shows six in work, three planned and as many opened.

Just what is and has happened in the various provinces of the dominion is detailed herewith:

Courtenay—E. W. Bickle of Cumberland hopes to have his 450-seat theatre costing $30,000 ready by September 1.

Edmonton—J. Polonuk is planning a $30,000 theatre here if the city council will amend the law to permit construction. This would be in the Norwood district.

A $35,000 theatre will be constructed on the south side of this city. A syndicate is behind the venture.

New Toronto—Mrs. Eva Appelbaum has opened the Roxy, seating 800.

Niagara Falls, Ont.—Famous Players Canadian has set September for opening of the new Seneca, to seat 1,000.

Quebec City—A theatre is planned in the new $500,000 bus terminal to be erected here.

St. Quentin—A. L. Marcheterre has opened the Canadian. Operation six nights a week without matinees.

Timmins—Broadway Theatres, Ltd., has let a contract for a new theatre here.

Windsor—The new Park, which seats 800, has opened with Simon Meretsky in partnership with Famous Players Canadian.

Vancouver—Construction has started on a theatre for Vested Estates.

Waterford—Work has begun on the new theatre here for A. d'Honde who also has the Imperial, Delhi.

Windsor—The new 750-seat Park has finally opened.

THANK HEAVEN
"BLONDIES"...
LIKE THESE...

us there's lots to b
the newest adventur
most b



FOR THE
IN TIMES

to remind
gay about in
of America's
oved family!



BLONDIE HAS SERVANT TROUBLE

sed upon the comic strip created by CHIC YOUNG
with THE BUMSTEADS

PENNY
NGLETON
as BLONDIE

★

ARTHUR
LAKE
as DAGWOOD

★

LARRY
SIMMS
as BABY DUMPLING

Screen play by Richard Flournoy • Directed by FRANK R. STRAYER
Produced by Robert Sparks

COLUMBIA PICTURE

COLUMBIA PICTURES

Construction Pace Up Second Quarter

(Continued from page 15)

Waldorf—Ike Weiner is planning a new house.

Westport—Bill Hicks has opened his new Westport.

Massachusetts

Belmont—Graphic Circuit plans a 1,000-seat house to cost $125,000.

Boston—The new Highland has opened.

The M&P circuit's new house under construction on Cleveland Circle will open in the fall.

Lawrence — An open-air theatre is planned here.

Michigan

Benton Harbor — Butterfield Circuit plans a new house here.

Belleville—W. P. Kirschner has opened the new Belvil.

Birmingham—Bennett and Straight have completed plans for a new house that will be leased by UDT.

Bridgeport—Chris Velas has started construction on his new 600-seater.

Davison-Deluxe Theatres is building the Midway.

Detroit—Steam shovel work has been finished on the site of the new Television theatre.

I. J. London and his son, Burton, plan to build three theatres in various locations on West Fort Street. Total price of construction is said to be about $500,000.

Saul Sloan plans a 3,600-seat television theatre at Six Mile and Schaefer Roads for fall opening

Louis Schlussell will build a new theatre in Melvindale-Detroit suburb.

Lew Wisper has opened his Ace.

An Italian language film theatre is planned for Gratiot Ave.

Kalkaska—A site has been bought here for the erection of the only theatre ever to be built in this town.

Lansing—Butterfield Circuit will build a new house on South Cedar St. It will seat 900. Opening scheduled for October.

Mackinaw City—"Doc" Tiffany is planning to build a new theatre.

Romulus—A new Drive-In has been opened.

Roscommon—C. H. Smith, business man, is building a theatre here that will be equipped with RCA sound.

St. Joseph—Butterfield Circuit is formulating plans for a new 500-seat theatre here.

Sparta—E. K. Lane is planning to build a new house.

Minnesota

Gibbon—George R. Lyman is building a new theatre here.

St. Paul—Paul Man and W. L. Hamilton will operate the new Falcon, a 900-seat project.

Mississippi

Biloxi—Milton Guidry and C. C. Meyer are erecting a new theatre here.

Gulfport—A. L. Royal has two theatres under construction. One is a 400 seater for colored patrons and the other will seat 550 and will be called the Royal.

Hazelhurst—W. M. Carmichael is converting a building into a 640-seat theatre.

Hernando—Plans have been completed by W. H. Kaver for a new theatre.

Vicksburg—Guy Adams has opened an 800-seat theatre for colored patrons.

Missouri

Cape Girardeau—Shirley Theatre Corp. will erect a 500-seat theatre.

Ralph F. Popp has a lease on a building which will be converted into a theatre.

Des Peres—The first Drive-In in this district has been opened. Arnold Berger of Boston is manager. It accommodates 500 cars.

Linn—The Lyle-Brown Co. of St. Louis has built a new 300-seat house.

Mexico—Sam and Louis Sosna will remodel a building into a 400-seat theatre.

New Haven—Contract has been awarded for a new theatre to seat 300. Walter J. Buchholtz is financing.

Piedmont—A. B. Jeffries has closed a deal for building a 400-seat theatre.

Sedalia—The Fox Ozark Corp. will build a new 1,000 seat theatre.

Montana

Hyland — Joe English of Anaconda, Mont., plans to have his new Hyland ready by mid-August.

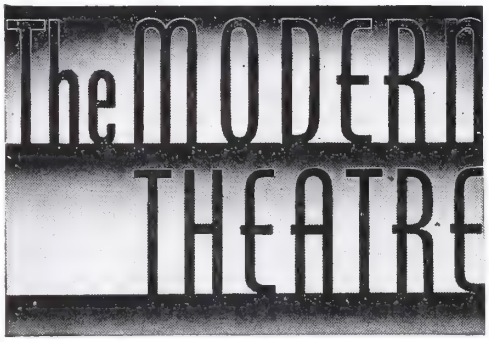
Nebraska

Kearney—A new Empress is being built on the site of the house of the same name which burned down. George O. Monroe is the owner.

New Hampshire

Manchester—Lucien Descoteau's new

In this issue . . .



PRIMING: "Time to Preen the Feathers for a More Prosperous Season"

•

RENOVATION: "A New Three-Purpose Medium for Modernizing Old Interiors"

•

TAXES: "Increased Admission Tolls Call for Greater House Attraction"

•

PREPAREDNESS: "Will Picture Showmen Apply the Psychology of Preparedness?"

•

PLANNING: "An Old Cowman's Conception of a Modern Cinema"

•

AIR CONDITIONING: "An Open Letter to the Editor on a Strictly Business Matter"

•

DECORATING: "Principles of Color Harmony the Same as in Music"

•

CINE CLINIC: "Theatre Sound Standardization Activities of A.M.P.A.S."

. . start reading on page 27

152 Houses Added Past Six Months

house is under construction.

Pine Island—A new Drive-In will be opened shortly by the Pine Island Park. Barney Williams will manage.

New Jersey

Trenton—Reade Circuit plans to build two new houses, each seating 1,000.

New York

Albany—A new theatre will be erected on the site of the fire-ravaged Harmanus Bleecker-Hall. The old theatre seated 2,200.

Ellenville—Ed Sholemson has opened the new Norbury.

Garden City, L. I.—Walter Reade plans a 1,200-seat theatre.

Great Neck, L. I.—A modern 1,200-seat theatre will be built on Middle Neck Road. It is expected to open in October.

Hempstead, L. I.—The Walter Reade Circuit plans a 1,800-seat theatre.

New York—Max A. Cohen plans to build a new theatre on the site of the present Wallack and also a new house on 116th Street.

A new 599-seat theatre is under construction on West Eighth Street. Opening is slated for September.

Kutisker Associates opened a 600-seat theatre near the Queensbridge housing project.

Rensselaer—A new Drive-In, first in the Albany district, has been opened.

North Carolina

Ahoskie—Howell Theatres have acquired a site for new unit.

Asheville—E. R. Medd plans to build a new theatre.

Charlotte—Work on a new Drive-In is under way. It will accommodate 350 cars.

Chimney Rock—J. W. Griffin will operate a new house shortly.

Granite Falls—The new Main opened recently. It cost $26,000 and is owned and operated by Colonial Theatres, Inc.

Kannapolis—The new Colonial has opened here.

Lake Lure—J. W. Griffin is opening a new theatre here.

Wilmington—A site has been cleared for the erection of a new unit by the Wilmington Theatres, Inc.

Ohio

Akron—A new open air theatre has been opened on Arlington St.

Canton—A new Municipal Auditorium is planned to take the place of the old one which has been condemned as a fire trap. Film road shows played there.

Cincinnati—Jerome M. Jackson opened the new Mt. Lookout, a 750-seat theatre in the suburbs.

Bud Ackerson plans to open his new Price Hill in a few weeks.

Harris Brothers will build a new theatre at Roselawn. The house will be leased by Virgil Jackson and Maurice Chase.

A new Drive-In has bowed on the Montgomery Pike. It can take 500 cars.

Columbus—Announcement is forthcoming for a new de luxe neighborhood theatre.

Lou Holleb is reported to be contemplating the erection of another theatre.

Grandview—Construction on the C. A. MacDonald circuit's new house is under

(Continued on page 20)



EDWARD SMALL *presents*

SOUTH OF PAGO PAGO

with

Victor McLaglen · JON HALL · Frances Farmer

star of 'The Hurricane'

OLYMPE BRADNA · GENE LOCKHART · DOUGLAS DUMBRILLE

Screen play by GEORGE BRUCE • Directed by ALFRED E. GREEN

Released thru **UNITED ARTISTS**

Southern Territory Active in Building

(Continued from page 18)

way. It will seat 1,000 and is said to cost $125,000.

Lilley—Construction has started on a new theatre which will be operated by Pat Russell. It will seat 1,000 and be wired for television.

Marion—A new Drive-In is under construction by E. A. Ballou on Route 3, near Uniontown.

Millersburg—A new 500-seat house is being built by Hoy L. Russell. It will open in August.

New Philadelphia—The Shea circuit is building an 800-seater at a reported price of $100,000.

St. Clairsville—Harry Barlow has opened his new Saint Clairsville.

Willoughby—A new theatre to cost $100,000 will be built by Daniel C. Stearns, Percy Essick, Howard Reif and Charles Deckman. It will seat 1,500.

Youngstown—First Drive-In has opened in this district. It accommodates 300 cars.

Oklahoma

Bartlesville—Anna Neagle attended the opening of the new Osage, operated by Griffith Amusement Co.

Oklahoma City—Nelson Clabaugh and James Boyle are building a new theatre, the Pan, on North Pennsylvania Ave. It will seat 425.

Louis Barton is constructing a new $50,000 house on 29th Street near Western Ave.

Jimmy Doyle has opened a new house on Pennsylvania Ave.

Two Drive-Ins are planned for construction near the city limits by Griffith Southwestern Theatres.

Oregon

Baker—Baker Theatres have begun construction on a new 600-seat house, the Eltrym.

Klamath Falls — Redwood Theatres Corp. plans construction of a new theatre.

Seaside—Eddie Callahan has opened his new 650-seat Times.

Pennsylvania

Albion—A. W. Gibbs is building a new theatre of 400-seat capacity to be operated by Blatt Brothers circuit.

Aspinwall—The Mervis Brothers plan a new house here, their fifth.

Brockway—J. B. Kosco will build a new theatre to be called the Brockway.

Charleroi—Leon Reichblum's new State has opened.

Coudersport—J. A. Angros is building a new theatre with a capacity of 400.

Ebensburg—The new Rivoli opened on July 4. General manager is R. Allison.

The new Strand built by Jake Silverman has been opened. It seats approximately 500.

Fairmont—The new Lee is now operating.

Munhall—A new theatre is being built for John Stahl. To seat 700.

Library—Jerry Castelli has decided to call his new theatre the Park. It will be ready in August and seat 450.

Pittsburgh—H. L. Perer is constructing a new house on Greenfield Ave. As yet unnamed, it will seat 500.

Rockwood—Kalman Erdeky plans to build a theatre on the old Ridenour property.

Rural Valley—John D. Nagy is building a 300-seat theatre in this community.

Sheraden—The M. N. Shapiro-Archie Fineman circuit plans to build a theatre here.

South Carolina

Chester—Fred Powell is building his third house here.

Florence—The new Carolina has opened.

Timmonsville—F. A. Green purchased a site for a two-story theatre.

South Dakota

Spencer—Joe Bradley of American Theatre Supply Co. is building a 210-seat theatre.

Vermillion—George March opened his new Co-ed.

Tennessee

Athens—Manning and Wink will build a second house here.

Copperhill—J. Winston Baird has opened his new Doradel. George A. Bauman is manager.

Kingsport—Malcolm Taylor is building the new Fox here.

McKenzie — Rockwood Amusement Co. is reported planning erection of a new theatre here.

Memphis—Bids have been taken for a new house by Chalmers Cullins and Nate Evans. It will be known as Idlewild.

A new theatre is planned for Sumner St.

An undisclosed individual has purchased property on Madison Ave. for construction of a new theatre.

Michael Ciancolo has started work on a new 1,000-seat theatre which will be called the Lucia-Ann.

M. A. Lightman plans to build a new theatre in suburban Memphis.

J. A. West plans to build a 700-seat subsequent run theatre on Chelsea St.

Millington—Strand Enterprises, operators of 20 houses in the area, plan to build another 800-seater here.

Nashville—Tony Sudekum's new Belle Meade has been opened.

Paris—Crescent's new Capitol has opened.

Texas

Caldwell—Mrs. Matson, who operates the Mastonian, is getting ready to build a new theatre here.

College Station — The new 628-seat Campus has opened.

Cooper—Henry Sparks has started work on a new 800-seat project. He is converting a building into a modern theatre.

Crockett—R & R will build a new 800-seat house on the former site of the Auditorium. Corgan & Moore are the architects.

Fort Worth—Interstate has announced early construction of a new neighborhood house on Camp Bowie Blvd.

M. W. White opened his new White, a de luxe neighborhood house.

Galveston—Mrs. A. Martini expects her new theatre ready for September 1 opening.

Texas Tops Theatre Construction Race

Houston—C. A. Richter, Nick and Pete Katsaris, Leon Newman and F. W. Kosar have let contracts for the Texas Drive-In. Admission to be by person rather than by car.

T. C. Teeter, who has the Joy, has given out contracts for a 900-seat house to cost $22,000 to construct. It will be on Main St., downtown.

Wygant & Sons were awarded a contract for the $45,000 theatre and building on Broadway in Park Place. House will seat 800 and be ready for September 1.

Huntsville—Sam Parish, affiliated with R&R-United, has purchased a site opposite the Avon for an 800-seat "A" house.

Kountze—William Jenkins of the Realart in DeRidder, La. recently opened the new Rex.

San Antonio—Carl A. Milentz opened the Cameo, newest Negro house.

Claude Ezell and William G. Underwood will build a Drive-In here, having announced plans to that effect.

Lisbon—Oskar Korn's new theatre is now operating.

Taylor—The new $20,000 house for Taylor Amusement Co. has been started. It will make the third for the circuit in this city.

Virginia

Portsmouth—Abe Lichtman will erect a 750-seat house here. September 1 is set as opening date.

Washington

Kelso—Bill Ripley has opened his new theatre here.

Kettle Falls—H. B. Woods plans to open his new theatre in July.

Seattle—The Penthouse, costing approximately $65,000, has been opened.

Tekoa—Rex Havel expects to have his theatre here completed in July.

West Virginia

Huntington—Work has begun on the 600-seat theatre and building to cost $50,000 for C. B. Hukle of the Roxy.

Morgantown—George W. Nelson and his associates indicate they will construct a new theatre to be opened shortly.

Nitro—Gene Hensley and Archie Clemens have under construction a 400-seat house. It will be part of Black Diamond Theatres which already operates about a dozen units.

Shinnston—With the Princess to be remodeled into a restaurant and the Rex recently destroyed by fire, a new theatre is being erected opposite the Princess.

Winona—E. W. Grimes, formerly of the Alpine circuit, has debuted his new theatre.

Wisconsin

Brookfield—The state's first Drive-In has opened.

Kohler—A theatre in memorium to the late Walter J. Kohler will be built here at a cost of $250,000, according to the will of the deceased.

Troy—A. L. Geyer is managing the new Troy, built for $25,000.

"MARYLAND" IS THE BIG MONEY-HIT OF THE SUMMER!

New York City proves it! In 2nd runaway week at Roxy after opening week-end smashes "Kentucky" records!

Kansas City proves it! Beating "Kentucky" in two theatres . . . . . Uptown and Esquire . . . held over!

Every key-city proves it! Rolling up grosses . . . . piling up hold-overs . . . . as reports come in from the nation over!

20th CENTURY FOX

Troubles in '40; Wait 'Til '41 Arrives, Washington Says

By EARLE A. DYER

WASHINGTON—The industry's war and lawsuit headache of 1940 will be only a passing twinge compared with what is in store for it in 1941, according to observers in Washington.

Taxes will be the theme of the 1941 pain, but the government hopes that as a remedy it will have a better business as the national economy improves under the impetus of war manufacturing.

Within a very few weeks it is expected that Congress will enact the excess profits tax bill, with stiff rates on earnings in excess of a "fair return" on investment. The "fair return," with the exception of service trades and other cases where a big business is done on comparatively small capital, is expected to be possibly as high as seven per cent but definitely no higher than eight per cent.

The 1940 tax law, reducing the admission tax exemption from 40 to 20 cents, is admittedly but a stop-gap measure, particularly as President Roosevelt has asked for another $5,000,000,000 for defense since its enactment. To finance the latest phase of the defense program, a further increase in the permissible national debt, already boosted from $45,000,000,000 to $49,000,000,000, will be necessary, and it is probable that, as in the case of the recent increase, taxes will be asked for its liquidation.

Stiffer Tax Expected

The 1941 tax bill, expected to be sought early in next year's session of Congress, will, it is confidently predicted in some quarters, be the stiffest the country has ever had to face. Income taxes may be heavily boosted, admission taxes will be imposed on all admissions, without any exemption, and quite possibly at a higher rate than at present, at least upon higher admissions.

While the rates of taxation to be proposed next year may seem harsh, Administration officials, in discussing the matter, contend that they will not actually be such as to restrict business. On the contrary, they say, as the country returns to work, individual income will increase rapidly, there will be more money in circulation and a greater willingness to spend.

Treasury officials concerned with the working out of rates which will be just on the right side of the border of the theory of decreasing returns—the proven theory that after taxes pass a certain limit the revenue is less than that from lower rates—are awaiting the first reports on the results of the 1940 tax bill.

Those figures will not be available for several weeks as to the results for the first month of the new law, and, of course, several months must elapse before any definite conclusions can be drawn. However, it is said, there is no indication as yet that the defense taxes which went into effect July 1 have had an adverse influence upon business.

Urges 60-Day Trial For Single Bills

Admitting that it would be as difficult as "getting the warring nations together," Ralph G. Pollock, manager of the Million Dollar Theatre in Los Angeles, nevertheless urges that circuits sign a 60-day trial deal for the suspension of double features.

The suggestion is made in a letter to Ben Shlyen, publisher of BOXOFFICE, which follows:

"Your editorial on 'Double Trouble' (issue of June 29) is definitely the one and only answer for the dual feature curse. I wish it could receive space in the *Saturday Evening Post*, as did the opinions of Mr. Samuel Goldwyn.

"Inasmuch as Mr. Goldwyn has taken it upon himself to tell the wide world that this business is a 'sick industry' can't you just imagine with what eagerness and enthusiasm the public will be snapping up stock and bond issues when one of its supposed pillars of production tells them with utter frankness how bad the situation is?

"I realize that Mr. Goldwyn's press department is ever alert to get space for its principal. His story, in my opinion, belonged in one of your publications. Perhaps, however, you would have blue-penciled it, as it is old news to all in this business.

"The writer has been in business since 'The Birth of a Nation,' and has hoped and prayed the 'biggies' would do just what you have been preaching regarding the double feature problem.

"Yes, we, too, are double dealing the public. But then we are a subsequent run and have to follow the flock.

"A point that would help would be to corral the chains and have them sign a sixty-day trial deal to eliminate duals, but that would be just as easy as getting the fighting countries together. Perhaps Mr. Goldwyn's idea may go over sooner than we expect. The public may take his suggestion and refrain from making any further investments in our industry. That will cut down our source of supply and we shall be glad to play single-feature productions."

"U" Advancing Release On "Daltons" Film

NEW YORK—Coming in well ahead of its production schedule, "When the Daltons Rode" will be released late this month as part of Universal's current program instead of 1940-41, W. A. Scully, general sales manager, declares.

Heads Northwest Allied

MINNEAPOLIS—Fred Strom has been named executive secretary of the Allied northwest unit, taking over the duties of Al Steffes, president, who is ill.

Evolve Clearances A La Solo, Is Reply

BALTIMORE—In support of its contention that there was no conspiracy favoring the management of the Edgewood, major distributor counsel, in their brief contesting the appeal of Westway Theatres from a lower court decision dismissing an anti-trust complaint on the merits, point out clearance granted the Edgewood was "usual and customary" and the granting of clearance by one distributor did not affect the action in granting clearance by any other distributor. James Piper, local attorney, argued for the defendants. John F. Caskey, of Dwight, Harris, Koegel and Caskey, attorneys for 20th Century-Fox, was an observer before the three judge circuit court of appeals.

Taking the position each of the defendant distributors has a right "to select its own customers on such terms as it chooses," and that "clearance and run between the Westway and Edgewood is reasonable," major counsel refute Westway's "assumption" that it had no choice "except to secure a first run or else go out of business," and adds:

"This argument, even if sound, would be immaterial, as the defendants can scarcely be required to make good Westway's error in judgment in building where it did. The undisputed evidence is that there are and for years have been a considerable number of theatres in Baltimore which operate successfully on runs at least 14 days after the first run in their respective neighborhoods. The exhibitor defendants operate several of these theatres. The plaintiff has been unwilling to give a fair trial to business of that character."

REVIEW FLASHES

HAUNTED HOUSE (Mono)—As a mildly diverting murder mystery, this, which parenthetically has little in its story to justify the title, is equipped to serve satisfactorily as supporting fare. Because juveniles predominate in the cast, the feature will have its best reception from the kid matinee trade. William Lackey produced; Bob McGowan directed.

LEOPARD MEN OF AFRICA (Select)—Where audiences are not too discriminating in their observation of trick cutting and editing, this should find good reception. Story concerns a tribe in Africa that dresses in leopard hides, wears steel claws and practices cannibalism.

SPIES IN THE AIR (Film Alliance)—Neither interesting nor well done is this film story of a secret aviation device and how a pilot who is in the good graces of the inventor and his wife, falls into a trap set by police. A few English familiars appear in the cast.

Film Men Decorate Convention Scene

CHICAGO—Many film industry leaders took part in the Democratic national convention this week here.

In one of the top posts was Carter Barron, Loew's district manager, in Washington, who was swamped with voluntary entertainers in his post as chairman of the convention entertainment committee. Barron had singers, dancers and others parading before him daily at the Stevens Hotel. And helping him were Frank Freeman jr., son of the Paramount production head, and Tom Walker, son of Frank Walker, head of the Comerford circuit in Pennsylvania.

Incidentally, mentioned among those for the post of National Chairman to succeed Jim Farley if he resigned, as BOXOFFICE went to press, was Frank Walker.

Claude Lee of Paramount's theatre department in New York, was here, taking part in activities. One of the leaders of the Michigan delegation was Edmund Shields, general counsel for the Butterfield Circuit, Detroit. Shields is national committeeman from Michigan. In attendance also was Bryan Foy, Warner producer and a close friend of Chicago's Mayor Edward J. Kelly.

Star a Delegate

Here as an alternate delegate was Helen Gahagan, the film-star. She was taking an active part however, filling in for her husband, Melvyn Douglas, who had been named a delegate, but could not leave the coast. Ken Murray was among those who arrived in Governor Olson's party from California. He took advantage of the opportunity while he was here to prepare for a WGN-Mutual network broadcast, convention programs permitting, on Thursday night.

Barron engaged Phil Reagan, who has appeared in many Republic pictures, to open each session by singing "The Star Spangled Banner." Harry Richman, currently at the Chez Paree, and a male octet sang "God Bless America," at the Monday night session. Said Barron: "In these times we can't give the public too much patriotism. That's why we scheduled those two songs at every available opportunity. We should do the same thing in our theatres every day. We can't overplay either of them."

RKO Maryland Corp. Files To Leave New York

ALBANY—Radio-Keith-Orpheum Corporation, a Maryland company, has filed a certificate of surrender of authority to do business in New York state. Former Senator J. Henry Walter of New York recorded the notice with the secretary of state.

Says RKO Surrender Is Compliance Formality

NEW YORK—The recording of the certificate of surrender of RKO, a Maryland company, is explained at the home office as in compliance with the law when the company formally passed out of existence upon the court's approval of the reorganization plan.

Democratic Convention Costs Each Reel $1,000 Per Day



Behind the Gavel—

Edward A. Golden, general sales manager of Monogram, who presided at the company's eastern regional in New York, Friday and Saturday.

(See page 9)

By GENE RICH

CHICAGO—The Democratic convention cost each of the five newsreels just about $1,000 a day for coverage in the Windy City. Elaborate arrangements were worked out days in advance to give complete service to all accounts 24 to 48 hours after filming.

Between 25,000 and 30,000 feet of film was used by each of the companies. There were about 20 sound and silent cameras in the three batteries set up in the Stadium. The three spots were in the balcony, on the main floor and on the stage in back of the speakers.

Each crew had special motorcycle runners and automobile messengers. With air express schedules at hand, as each reel of film was shot, a messenger dashed to the airport, placed the film on the plane for arrival in New York a few hours later. There, the film was developed and cut by the various editors, and sent out in special flashes daily. A darkroom for loading of the film was constructed in the Stadium.

All of the Washington bureau heads of the reels were here, in addition to men from all parts of the country.

As the convention got under way, Pathe had made a tieup with NBC to televise 10-minute clips daily in New York over station W2XBS from Pathe News. About 900 feet will be utilized from the previous day's shots made here in Chicago.

Yet to Set Plan For "Boom Town"

NEW YORK—Commenting on the exclusive coast report in BOXOFFICE that M-G-M is considering a roadshow policy for "Boom Town," Howard Dietz, director of publicity and advertising, declared that while the company will not adopt a "policy" in respect to its exhibition it may "suggest" or "recommend" that exhibitors get higher than customary prices for the film at the boxoffice. He has been at the studios for the past five weeks.

Such a course, however, is conditional upon public reaction after a few test runs have been checked and there is a determination on whether patrons are willing to pay more than the usual scale, he added.

Asked if there is any substance to reports the company is contemplating resuming an air show under auspices similar to that in effect last year with Maxwell House coffee, Dietz implied with a gesture of his hands that the matter is on the fence, but gave as his personal, "offhand" opinion there will not be such a venture. This, he said, because there has not yet been devised an approach that offers proof such an air show will "help" exhibitors.

In a few days, he declared, the company will offer titles of pictures that are "definitely" going to be released, both in respect to the balance of the current season and 1940-41. This has been decided

(Continued on next page)

A Nomination Brushes By Charley Pettijohn

CHICAGO—C. C. Pettijohn of the Hays office almost had a miniature boom started for candidacy for vice-president on the Democratic ticket in his behalf during the convention here this week.

It all started when someone in the Indiana delegation (Pettijohn's home state) jokingly said that he could guarantee Charley two votes. Backing that up was John Ianiri of New York, an assistant secretary of the convention. And to show that his heart was in the right place, Senator Neely of West Virginia (he of Neely Bill fame) hopped on the "bandwagon" with:

"Charley, for once, I'd like to be on your side, and I'll assure you of at least my vote from the West Virginia delegation."

Of course, the whole idea was to keep seriously another proposed vice-president nominee from making inroads into Indiana's favorite son candidate, Paul V. McNutt. But, nevertheless, before a few hours were up, they had actually garnered eleven possible votes for Pettijohn.

With Pettijohn here was his son, Bruce. Pettijohn left for New York after the convention, and is planning to leave for the west coast next week. Incidentally, this was the tenth national Democratic convention he has attended.

Al Boyd Buys RKO Lineup

PHILADELPHIA—Al Boyd Theatres, operating five houses in Pennsylvania, has purchased RKO's new season product lineup.

"Lone Ranger" Suit Clears the Docket

NEW YORK—The week's court news which has slowed up quite a bit due to the summer, was about average, with the settlement of "The Lone Ranger" suit against Republic heading the list of developments. Republic paid the plaintiff, owner of the serial rights, $15,000 for settlement of claims.

The suit charged the film company with breaching a contract granting it the serial rights to the character. An injunction against advertising "The Lone Texas Ranger" to lead the public into believing it was based on the plaintiff's character and $10,000 damages was sought. The injunction was secured last March, but is now vacated and the appeal dropped. Republic may not, however, violate the terms of the injunction, even though officially it is eliminated.

Other Court News

The last hearing in the seven-and-a-half-year RKO reorganization was held before Judge William O. Bondy in the federal court. The hearing was enlivened with an attempt by Attorney Florence J. Sullivan to have the judge throw out the report of the SEC. Bondy took the matter under advisement. All that now remains is for the judge to allow fees to attorneys for aid in the reorganization.

Harry G. Fromberg, trustee in bankruptcy of Grand National has filed suit for $12,874 in the federal court against Skibo Productions, and $3,874 against Jerome Maguire. Part of the action is based on money said to have been loaned by the bankrupt and allegedly not returned, and part on services rendered, such as storage, legal, rent and accounting.

Application of Monogram Pictures of Illinois to foreclose and sell the prints of 63 pictures of Grand National has been referred to Referee Peter B. Olney jr. by Federal Judge John W. Clancy. Monogram claims to be owed $2,263 for storage since 1936. The prints are 107 in number.

Warner entered a general denial in the federal court to Sigmund Spaeth's $500,000 libel suit. The suit charges malignment in "Naughty, But Nice." Spaeth also demanded a jury trial, shortly after Warner filed its denial.

Arthur Ziehm, Inc., claiming to own the U. S. distribution rights to the French film, "Serenade," starring Lillian Harvey, has filed a supreme court action against Leo Films to prevent the latter from distributing the film. An injunction is sought, but not damages.

Social Stuff Shunted To Aid Red Cross

New York—Girls of the Paramount Club are donating their time during lunch and keeping the boy friends waiting after office hours for the Red Cross. The club has made a contribution for the purchase of gauze which the girls, under the direction of Eleanor Linderberg, are voluntarily making into bandages.

Says Yet to Set Plan For "Boom Town" Run

(Continued from preceding page)

upon, he said, to assure exhibitors they will get product represented by M-G-M's sales personnel, without resort to "appetizers and window dressing."

There has not yet been a decision on how "Stars Look Down," English production, will be sold, Dietz said. Because of certain unusual production elements, he said it will be necessary to fit distribution to production, which, in boxoffice terms, means the film's "public value" will have to be proved before it is offered to exhibitors. In all likelihood the company may attempt to sell it as "Pygmalion" and "Goodbye, Mr. Chips" were sold, after building them up in special, advance, key-city engagements.



—Metropolitan Photos

By Way of Interrupting a Conference—

Lou Brock, on the right, came east from Hollywood to discuss a musical score for "They Met in Argentina" with Dick Rodgers and Lorenz Hart. That had nothing to do with a chance for a publicity still, such as this one, in which Brock chats with Rosita Moreno, star of "Tengo Fe En Ti," and Phil Reisman, who handles RKO's foreign distribution.

East-West Program For Phonovision

CHICAGO—Production of short subjects for the new Phonovision, nickel movie machine, will be concentrated in New York and Hollywood, Irving Sherman, in charge of sales and distribution, said during a public demonstration of the machine for dealers. Sherman said that studios will be opened shortly in New York and production will get under way. The old Edison studio in the Bronx has been leased.

Phonovision, in which Frank Orsatti and Sam Saxe are interested, is making deals with several top-name bands through the William Morris office and Music Corporation of America. Abe Lyman is one of the orchestra leaders already signed up, Sherman said. The company will produce all of its own pictures, and plans to put from $3,000 to $6,000 in each subject. With Saxe in charge of production, plans call for ten subjects a week, 520 a year.

Special coverage is planned for news, sports and national events and many subjects will be filmed in Technicolor.

Production Starts Soon

Production will start in a few weeks, to have film ready when the machines go on the market the first week in September. At present, eight subjects can be contained in the cabinet, three minutes each; but it is planned later to step this capacity up to 15 or 20.

The machines will sell for $590.

It is reported that the Globe-Mills Co., headed by Jimmy Roosevelt and Fred Mills, first to announce the slot-machine movies, is experiencing delays and may not be on the market with its machines until after the first of 1941. There have been rumors that Roosevelt might withdraw from the setup, but this has been denied from all sources in the company. Mills offices here, however, still are going ahead with plans for a Hollywood "premiere" of its machines late in August. A special showing for dealers was held here recently.

New England Phonovision Incorporates in Albany

ALBANY—New England Phonovision Co., Inc., has been formed to carry on a business in motion pictures and instruments. Capital is $20,000, $100 par value. Incorporators are: Samuel Stirrat, 430 W. 49th St.; Samuel Cufari, 154 Maple St., and Nicholas Camerota, 52 Eckington St., Springfield, Mass. Attorney: Charles A. White, 115 Worth St., New York City.

Would Accept Party Helm To Avoid Embarrassment

CHICAGO—Frank Walker would probably accept the post of chairman of the Democratic national committee, if it were offered him, to avoid placing the party in an embarrassing position, sources close to him say.

The name of the head of the Comerford circuit of Pennsylvania has been among those most prominently mentioned as a successor to James A. Farley, should the latter resign.

Fight Picture Deal Depends on First

NEW YORK — Continuation of the releasing deal arranged by the 20th Century Sporting Club and Madison Square Garden with RKO for the Lew Jenkins and Harry Armstrong fight pictures depends on the success of the initial venture.

Until this bout, all fights promoted by Mike Jacobs were photographed and distributed by Jack Dietz. With the repeal of the interstate shipment ban on fight films, Jacobs decided to handle the film end of it without selling the rights to an outsider.

If the returns on the ring subject are encouraging, it is believed 20th Century Club and Madison Square Garden will form a subsidiary corporation to handle all future fight pictures.

Production assignment for the Jenkins-Armstrong battle was handled by Pathe News' commercial department under the supervision of Bert Cunningham.

Judge Rowe of St. Louis Is Fatally Stricken

ST. LOUIS — Circuit Judge Thomas J. Rowe jr., who jumped into national fame because of his contempt of court fines and prison terms imposed on the St. Louis *Post-Dispatch* and two of its editorial employes several weeks ago, was found dead Wednesday in his room at the Sherman House, Chicago. He was the victim of a heart attack. He had been in the Windy City to attend the Democratic national convention but was not a delegate.

His contempt of court punishment was inflicted because he objected to two editorials and a cartoon in the *Post-Dispatch* commenting on his handling of the extortion case against John P. Nick, former vice-president of the IATSE and State Representative Edward M. Brady. The punishment he inflicted was a $2,000 fine on the Pulitzer Publishing Co., owner of the *Post-Dispatch*, a $200 fine and 20 days in jail on Ralph Coghlan, editor of the editorial page, and a $100 fine and 10 days in jail on Daniel R. Fitzpatrick, cartoonist.

The Missouri supreme court en banc at Jefferson City on October 8 will hear arguments in connection with the appeals from Judge Rowe's rulings.

Circuit Attorney Franklin J. Miller has expressed the belief that Judge Rowe's death will not prevent the case and appeals from continuing through the regular channels to final adjudication.

Hays in Hollywood for His Annual Visit

HOLLYWOOD—Will H. Hays is here from New York on his annual, long-stay visit. Among items that will probably be disposed of will be a successor to Tom Pettey, press and publicity contact, who is now in the east with *PM*. The MPPDA head expects to remain about a month.

"Sea Hawk" Is "Sweeping Spectacle"

Hollywood—For two hours and five minutes, at least, those who see Warner's "The Sea Hawk" will be enabled to forget the cares of a wartorn world while they thrill to the sweeping spectacle and sustained suspense which are the major factors in the unfolding of an enthralling and adventuresome saga which finds its inspiration in another turbulent period of history. Probably the most impressive adventure melodrama since "Robin Hood," the feature is produced on the same lavish scale, and with that vast number of theatre patrons who enjoy action, pageantry and romance of medieval vintage it is sure to be an outstanding hit. Errol Flynn in the title role finds a swashbuckling assignment entirely to his liking and one which he takes in stride, literally and figuratively. The remainder of the cast is comparably effective. Only in that it resorts to the same general historic background does the story resemble the silent version which starred Milton Sills. Henry Blanke produced. Michael Curtiz directed.—SPEAR.

British Production Goes On, Despite Handicaps

NEW YORK—British production continues at four studios in spite of the handicaps confronting the industry, Steven Pallos, associate of Alexander Korda, states. Companies are operating at Denham, Sound City, Beaconsfield and Eeling.

According to Pallos, British producers are determinedly going about doing their jobs. The government has been cooperating with all parties concerned and is considering insuring workers against all risks, he says.

He reports Gabriel Pascal will finish "Major Barbara" in another month at Denham. The film is slated for UA release and stars Wendy Hiller and Robert Morley. Gaumont British, General Film Distributors and a company under the supervision of Michael Balcon are still at work, Pallos adds.



—Photo by Cosmo-Sileo

Sales and Production—

The former is represented by Eddie Schnitzer, eastern district manager for Warner. The latter by Jeffrey Lynn, who is co-starred with Olivia De Havilland in "My Love Came Back." They met in Boston and here are shown arriving at La Guardia Field. If anything, this proves the two arms of the industry can be friendly.

Schenck Sounds Loew Production Policy

NEW YORK—"Our policy is this: To proceed carefully, to economize where we can, but never at the sacrifice in production," declared Nicholas M. Schenck over the weekend in sounding Loew's foreign policy in the light of present world markets.

"After all, our hope is to get the best returns from the markets open to us and it would be impractical to try to increase business with less worthy product," the Loew president declared.

Schenck said that future grouping of stars in one film depends on the reception accorded "Boom Town," which stars Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr. In this connection he said "an important question is at stake, which is whether we can afford to repeat the process of grouping outstanding stars in one picture."

Chicago Charities Receive Carl Laemmle Bequests

CHICAGO—Carl Laemmle, pioneer producer, who died in September of last year, bequeathed $1,000 each to the Jewish Charities of Chicago, Home for Hebrew Infants in New York City, in his will, filed for probate here. The will disposed of $40,000 in property in Cook county. He also left $10,000 to the Carl Laemmle Foundation, a California charitable corporation. The major portion was left to Carl Laemmle jr., and a daughter, Mrs. Rosabelle L. Bergerman, both of Beverly Hills, Cal.

RKO Maintenance Head On Inspection Tour

MEMPHIS — A. A. Schubart, head of RKO's exchange maintenance department, made a stopover here to inspect new quarters recently built to house the local exchange. Paramount and M-G-M also had new buildings constructed for their operations here.

Schubart's itinerary included Cincinnati, Cleveland and New Orleans before returning to New York. The trip was scheduled to take a week.

Uncertain on Terms Of British Quota

NEW YORK—Whether they can fulfill the terms of the present British Cinematograph Films Act or the supplementary monetary quota is something no one will attempt to answer among the distributors.

The closest guess is the distributors will have to wait until September for the situation to clear up one way or the other. Meanwhile, it is said, the majors are making every effort to fulfill the quota act terms in the face of the most unfavorable conditions.

Currently, the feeling is that it is impossible to comply with the terms set down by the board of trade which, in the final analysis, will determine such claims of the American companies at the end of the quota year.

As for the terms of the monetary quota, they have been received with general satisfaction. It is explained the distributors can now spend more money on fewer pictures, which is what the companies prefer. M-G-M's success with its British production is held to be a notable example of how this principle works out.

There is a strong possibility, according to word from London, that some distributors may produce British propaganda pictures in Canada for which quota credit would be accorded. All that can be said on this score is that the subject is under advisement.

Text of the British Quota Provisions

WASHINGTON—Text of the new quota provisions entered upon by the British board of trade and seven American distributors operating in England, according to a cable to the motion picture division of the department of commerce from the American embassy follows:

"1—The present Cinematograph Films Act of 1938 to remain in force unchanged.

"2—A monetary quota system to be introduced as an alternative to the present act.

"3—This monetary quota will take effect as of April, 1940, and will run concurrently with the present act. Provisions of the monetary quota, therefore, continue after November 1, 1940 and are independent of the exchange agreement.

"4—Each company must submit evidence to the board of trade at the end of each quota year that it has fulfilled its quota obligation either under the existing act or under the new monetary quota system.

"5—The following are the principal provisions of the monetary quota.

"(a)—The monetary quota will apply to feature films only. The short subject quota will continue to be fulfilled under the present act.

"(b)—Each company must make, or acquire, one British feature film of at least 7,000 feet in length for every 100,000 feet of American feature film registered during the quota year. An excess of not more than 10,000 feet over a multiple of 100,000 feet will not require an additional British film. Thus, the average allowed on 400,000 feet is 410,000, not 440,000.

"(c)—British films made, or acquired, under the monetary quota system must fulfill all requirements of a British renter quota film under the present act exclusive of cost test.

"(d)—The total aggregate British labor cost of the British long films thus acquired by a given company for renters' quota must amount to a figure in pounds not less than the figure representing 'X' per cent of the length in feet of the imported feature films registered by such government during the quota year.

'X' represents the percentage, as applied to imports, which corresponds to the statutory renters' quota percentage in force in any given year of the present act. The statutory renters' quota percentage for the present quota year ending March 31, 1940 is 22.5 per cent which corresponds to a quota of 29 per cent on imported footage. For example, a company importing 300,000 feet of American feature film during the current quota year must make or acquire at least three British feature films, the total aggregate British labor cost of which must amount to not less than 87,000 pounds (300,000 times 29 per cent).

"(e)—The overall (i. e., British and foreign) labor cost of each single film made or acquired in the expenditure of the foregoing amount also must be not less than three pounds per foot. This is the new quality test for monetary quota films which supersedes the quality test prescribed in the existing act, namely, one pound sterling per foot for single credit films; three pounds per foot for double credit films and five pounds per foot for triple credit films, since such distinctions are eliminated under the monetary quota.

"(f)—British labor means labor or services of British subjects or persons domiciled in the British empire."



—Metropolitan Photos

In New York, High Sign and All—

Joe E. Brown on his arrival from Hollywood where he starred in "So You Won't Talk," for Columbia. A handful of days later, he went to Boston to prepare for an eight-week stage tour in "Elmer, the Great."

Now Baltic Market Is Seen as Gone

NEW YORK — Eventual sovietization of Lithuania, Esthonia and Latvia, will mean the loss of further foreign markets for the distributors, it is felt here. M-G-M and 20th-Fox are the only companies which had their own offices in each of the three countries. The other companies sold through franchise holders.

It is understood the market meant as little as $15,000 for one distributor and as much as $100,000 for the heaviest grosser. The Baltic states recently voted for a tie with Soviet Russia and already, according to reports, Russian films are supplanting American and German films.

Noye Reports Nazi Films Lack Takers in Brazil

NEW YORK—Prior to his departure, Allen Noye, Columbia's Brazilian manager, states there were no takers for the distribution of Nazi films in Brazil. The UFA firm in Rio de Janeiro has changed its name to Art and the UFA theatre in San Paulo has done likewise, Noye reveals.

With approximately 1,000,000 Germans in Brazil, there is naturally a demand for German pictures but with the political situation as it exists today, Noye declares, distribution remains dormant currently.

Hoyts-GUT Merger Awaits Ironing Out of Details

NEW YORK—The Hoyts-Greater Union Theatre merger in Australia, slated for consummation by July 1, is not off and will be effected as soon as troublesome legal details can be straightened out, it is said here. Reports from Sydney said the war halted the 20-year pooling deal.

FIVE MAJORS DECIDE ON SELLING IN BLOCKS OF FIVE; DECISION ON ESCAPE CLAUSE DUE

Advance Trade Screenings Also Set; Arbitration Details Unchanged

By BILL ORNSTEIN

NEW YORK — After weighing various methods of selling suggested by the government as part of a consent decree to settle the all-industry suit, the five major companies with circuit affiliations have definitely decided to adopt the plan which calls for blocks of five and advance trade screenings in each exchange center where pictures are to be sold.

However, before the revised selling system goes into effect for the 1941-42 season, M-G-M, Paramount, Warner, 20th-Fox and RKO have yet to work out an agreement on the "escape" clause which concerns the Little Three—United Artists, Universal and Columbia.

The past week's conferences pivoted about these two issues with only the new method of selling being settled. The Little Three have not participated in them.

Gov't Attitude Secret

According to a spokesman for distributors involved, the government has not indicated whether or not it will sign a consent decree with the "escape" provision as demanded by the five majors.

One of the arguments presented by the five majors is that the withdrawal of UA, Universal and Columbia from settlement negotiations gives the three companies "great competitive advantages" over the other five in selling.

While the Little Three may have to conform to the trade practices in their dealings with the major circuits, the contention here is that the five affiliated chains operate 2,400 of the 17,000 theatres. Which means the Little Three would not be restricted on selling insofar as 14,600 theatres are concerned.

That selling in blocks of five loomed importantly in the settlement discussions was first and exclusively indicated in BOXOFFICE, March 23.

Arbitration Put Aside

As the negotiators studied and debated the two topics during the week, all phases of arbitration were put aside.

A spokesman said the arbitration suggestions have not been changed. Practically all of them appear on pages four and nine in this issue.

An alternative selling plan whereby exhibitors would be offered blocks of ten pictures with the right to cancel two, and advance screenings in each exchange center, has been dropped for all time.

William J. Donovan of Donovan, Leisure, Lumbard & Newton, RKO counsel, is in England. John Howley, who had been in on the negotiations with Donovan and dropped out for several weeks to handle another case, is back again.

Among the topics included in the arbitration "musts" are clearance and zoning and overbuying. It is stated the plan follows along the line of the commerce department recommendations, with the exception that the additions limit the type of exhibitor who can file a complaint and against what kind of opposition. Further details are contained in the story on pages four and nine.

The method of paying the expense of arbitration board will be the pattern outlined in the commerce plan. The exact amount per reel the exhibitor and distributor is to be taxed may be changed, but the indication is it will not.

Arnold, Williams and Hayes Discussing Decree Draft

Final Consent Draft Is Seen by Sept. 1

New York—In the event the five majors with circuit affiliations proceed along the same pace evidenced in the past few weeks, and without unforeseen stumbling blocks, the first representative draft of a consent decree will be ready by August 1 and a final formula ready for Federal Judge Henry W. Goddard's inspection September 1, an authoritative source, states.

Because of the amount of work entailed to put the decree into effect, the trade practice plan to be incorporated will not become effective until the 1941-42 selling season.

Paramount Partners Learn Consent Decree Data

ATLANTIC CITY—The effects of the anticipated consent decree to end the all-industry suit were explained to a group of Paramount theatre partners by home office executives at a weekend parley at the Hotel Haddon Hall here. The session was suggested by E. V. Richards. It dwelt at length on various practical changes to ensue in industry trade practices in the event a decree is signed.

These were explained by Austin C. Keough, chief counsel, who has sat in on all conferences with government representatives on the settlement. Others from the home office were Leonard Goldenson, Sam Dembow and Leon Netter, circuit executives. Theatre partners present, some of whom made the trip with Richards on his yacht, *North Wind,* were Bob Wilby, Mike Kincey, Ed Sparks, Bob O'Donnell, A. H. Blank, M. A. Lightman and Robert Lucas.

WASHINGTON—With a preliminary draft of the proposed consent decree to terminate the government suit tucked safely in their brief cases, Paul Williams and James V. Hayes conferred with Thurman Arnold over the weekend. A. H. Feller, decree expert, also is said to have attended the sessions.

The meeting is understood to have included a discussion of the "escape" clause on which the distributors are insisting in the event the government goes ahead with its suit against UA, Columbia and Universal.

A decision is to be handed down to the five affiliated majors next week. It is believed the government will most likely include it in the decree. Williams and his assistants have discussed every angle of the subject with distributor counsel at the New York sessions. An apparent accord on many of the draft topics was reached at the Bar Association Building during the past week, it was indicated, one of the main points being won by the government when M-G-M, Warner, 20th-Fox, Paramount and RKO acceded to sell in blocks of five, trade screen all pictures in advance, local negotiations on all deals and the non-influence of competitive situations over closed towns by distributors.

Advisers to Sit In

The report here is that advisers comprising exhibitors and distributors are to sit in on arbitration proceedings with impartial representatives. The government will take an active interest in the appointment of disinterested representatives. Not only for local boards of three, but also the appeal board of five. The appeal board is to sit in New York and there must be at least three men present to arbitrate at all times.

Another week's postponement of the case on Judge Henry W. Goddard's calendar is scheduled Monday with J. Stephen Doyle again handling the detail work for the government.

From sources close to the situation, both sides are apparently making every effort to finish up the final work of phrasing the language into acceptable form. This may take four to six weeks, at most.

Arthur Shifts Base

NEW YORK—Harry C. Arthur jr., head of F. & M., has shifted his operations from St. Louis to the Roxy, here, for the summer. He will make periodic trips to the Mound City when the occasion warrants. For the past week, he has been vacationing at his Shrub Oak farm near Peekskill.

New Selling in Metropolitan Area Reported at Low Ebb

NEW YORK—New season's selling in the local area is at low ebb with fewer deals closed at this time as compared with the same period last year. In a few instances contracts have been closed, but in the majority exhibitors are biding their time.

Various reasons for this lethargic condition are given.

One is that few major circuit pacts have been closed and negotiations between distributors and circuit executives are continuing at a slow pace. This is said to be due to the fact all companies are seeking higher rentals which there is no disposition on the part of the circuits to meet in face of current uncertain conditions.

Negotiations on the settlement of the government suit have nothing to do with the lull, it is stated. The understanding has been that any agreement reached by the five majors—M-G-M, Paramount, Warner, 20th-Fox and RKO, will not be retroactive to 1940-41 contracts. However, long term deals are reported being made conditional on final terms of the decree.

Whether or not franchises made previous to this year will be affected, such as the 10-year 20th-Fox-Metropolitan Playhouses contract, has not yet been finally determined.

Independents, circuits and smaller exhibitors are waiting until Labor Day. Some have contacted exchanges on new propositions and have been informed all along the line that increases in rentals are in prospect.

Some branch managers, however, stated that July and August always have been poor months to negotiate deals.

"Enough for Four Months"

Several independent circuit buyers state they have enough product for four months and there is no need to talk 1940-41 programs now. "We want to see some of the first groups of pictures before we size up the situation," one buyer said.

At the ITOA meeting Wednesday, Harry Brandt, president, told the members there is no rush to buy, that most of the theatres are late runs and will continue to get current season's product until the end of the year.

RKO, from all appearances, seems to be the most active in making local sales. Within the past week, five independent circuit contracts were signed, involving 157 theatres in the metropolitan New York area.

The circuits signed up are Randforce, Skouras, Interboro, Loew's and Island Theatres.

Many of the independent circuits are turning to reissues in view of a reported summer shortage of product.

Allan Jones to Make P. A. With 'Boys' in New York

NEW YORK—Allan Jones, who is featured in the film, will make a personal appearance the first week of the engagement of "The Boys From Syracuse" at the Paramount, July 31.

New Jersey Allied Goes Very Bullish

New York—Very, very large doses of optimism abound in one particular quarter that is Allied of New Jersey. It is rooted in the conviction that by mid-September, at least, Allied's causes in respect to the Neely bill and the all-industry suit will have prevailed. And that's why the organization is thinking of tagging its annual convention in Atlantic City the "Victory Convention."

One-Sheets in the Balance at Loew's

NEW YORK—As the Loew circuit broke into newspaper print with the first group of permanent, daily "Movie Guides" in the *Journal-American* to replace the abandoned Loew's *Weekly*, program handout, it became known a survey is under way to determine the advisability of either curtailing or retiring the long-established bill posting of one sheets. The latest move in a reshuffling of the metropolitan chain's institutional advertising is said to be linked with an economy drive.

The bill posting budget is estimated to run over $1,000,000 annually. If it is deserted in its entirety, some of the money may be appropriated toward enlargement of the current campaign in newspapers. So far only the *Journal-American* is carrying a paid "directory" of current shows at each of the circuit's 69 neighborhood theatres. The first, appearing Wednesday, ran about 400 lines. It was spotted on the first page of the amusement section and appeared in the same location on following days. To acquaint the paper's readers with the guide, the amusement page carried news stories and announced a cash prize contest that requires readers to refer to the guide.

"Here it is. Keep your eye on this space every day. A complete directory of shows at Loew's will be published here. Better cut out and keep the listings—they will save you expense and trouble of phone calls," says the introductory paragraph. The idea of listing local programs, since Loew's started it, has taken hold with other newspapers that heretofore neglected such a department on more than a small scale. The Daily *Mirror*, Hearst running mate with the *Journal-American*, is preparing to run an extensive theatre directory shortly at least once a week, with listings gratis to theatres. The new newspaper, *PM*, which accepts no paid advertising, on Monday starts a daily listing of programs at about 200 theatres in this area.

Ready for Miami Film

MIAMI—George Hirliman is here preparing to start his first picture for Colonnade on August 1.

Brandt Re-elected 7 Times ITO Head

NEW YORK—It's seven straight for Harry Brandt as president of the ITOA. Without so little as a single opposition nominee being placed on the ballots — of which there were none—the entire incumbent slate of five officers and 15 directors were re-elected by acclamation. David Weinstock returns as vice-president; Leon Rosenblatt, treasurer; Charles Goldreyer, sergeant-at-arms, and Frances Bregman, secretary.

Directors again are Leo Brecher, Laurence Bolognino, Bernard Brooks, Sam Bleiweiss, Julius Charnow, Jack Hattem, Otto Lederer, Hyman Rachmil, Ray Rhonheimer, Abraham Shenk, Rudy Sanders, Sam Strausberg, Frank Moscato, Joshua Goldberg and Irving Renner.

Brandt told about 28 members attending the election meeting at the Hotel Astor that elimination of double bills will come only when there is national unity in a move to do it "completely and at once, everywhere."

In copies of *The Independent*, ITOA mouthpiece, circulated among members, appeared an article headed: "Film Prices Should Go Up." The attitude is based on hearings in Washington on the Neely bill, at which C. C. Pettijohn, Hays office counsel, is quoted as having testified that "85 per cent of the domestic revenue of the film business comes from the first runs."

"Which means that," the article adds, "the thousands of independently owned subsequent houses contribute only 15 per cent to the distributing companies' revenue. If these figures are correct, and Pettijohn should be familiar with the correct statistics, then we advocate higher film rentals—for the first run houses. And a proportionate decrease in film rentals for the subsequent run theatres."

RKO Controls Operating Unit Over Skouras Four

NEW YORK—Although Skouras is operating the Pilgrim, Ward, Square and Interboro, in the Bronx, RKO has a 65 per cent interest in Springco Corp., new company formed as the top operating unit.

RKO had been negotiating for several months with counsel for the late Sam Cocalis to take over the quartet on its own, but executives of the Skouras circuit claimed it had an arrangement with Cocalis and Jack W. Springer before they died for an option in the event of a sale. Skouras also contended it had a 20th-Fox franchise.

Some years ago, Skouras took over the upper Broadway houses formerly operated by Springer & Cocalis. These included the Symphony, Stoddard, 77th St. and several others.

Instead of annexing over seven theatres, RKO now has the Castle Hill, Marble Hill and Pelham which were formerly under Cocalis management. Because of current commitments, plan to shift these to first runs has been deferred until the fall.

BROADWAY

CHARLES McDONALD, RKO district manager, and C. W. Alexander of Paramount, are on a 12-day cruise aboard the *Santa Rosa*. Their furthest point is Venezuela . . . Brian Donlevy and Joe Penner got in on the same train from the coast. Penner was greeted by two Universal publicists, while Donlevy was among the forgotten players . . . Grace Rosenfield and Paul O'Brien are the latest to go on diets . . . Rosita Moreno has gone to Hollywood after a brief vacation here . . . Billy Brandt's son, George, is honeymooning, following his marriage to Vivienne Mandelbaum at the Hotel Astor . . . Harry Moskowitz, Loew construction head, and his brother-in-law, Jack Harris, Skouras district manager, are back from Miami vacations.

Herman Gluckman, who recently sold his interest in Republic exchanges in New York and Philadelphia, is said to be turning his eye toward independent production with Nat Levine, who has been in town the past week . . . Louis Frisch, minus his tonsils, left over the weekend for Ridgefield Springs, N. Y., for the baths . . . I. J. Hoffman, Warner New England zone manager, was in town Monday on business . . . Grad Sears flew back from the coast early in the week . . . Norman Krasna is in town from the coast for a brief vacation . . . J. R. Grainger returns Monday from a quick trip to Toronto, Chicago and Detroit . . . Ed Kuykendall spent the week in Chicago attending the Democratic convention prior to heading for Jacksonville on a combined convention and pleasure sojourn.

Si Seadler, who usually isn't, is in a quandary. It seems the department he manages over at M-G-M is responsible for the activities, financial and otherwise, of the M-G-M-Loew's World's Fair Information Booth in the very heart of Times Square, because it comes under the heading of advertising. Now this booth, as everyone knows, is in one of the busiest spots in the world. In addition to passers-by, probably more cops pass it than any other given spot in the city. Imagine Seadler's surprise when he found on his desk a requisition sheet calling for the expenditure of $2 for seven bulbs that had been stolen from the electric sign over the booth. "What'll I tell the cops?" Seadler moans.

Irving Windisch, Strand press agent, is vacationing at his cottage at Greenwood Lake . . . Henry Randal wetting his whistle at a Broadway orange drinkerie . . . Leo Pillot has been engaged to handle special UA publicity assignments . . . Herb Berg is back from the country. He had to rush his wife to the Kingston Hospital for a minor arm operation while he was vacationing . . . Samuel Perloff, M-G-M booker at Atlanta, and Charles Lazarus of New Haven, taking a tour of the home office under the guidance of M. L. Simons . . . E. W. Aaron, assistant to W. F. Rodgers, is due early next week from a business trip to Buffalo, Albany, Cleveland, Pittsburgh and Cincinnati . . . Charlie Curran is with the Baline-Thompson advertising agency, working on the Warner account . . . Eddie Richardson, assistant manager of Loew's Orpheum, Boston, celebrated his vacation by getting married . . . Martin Mermelstein, CPA to many local film establishments, has moved his offices to the International Bldg.



A Weekend Idyll—

Some of the boys ply their piscatorial art aboard Captain Smith's boat in Babylon waters. By scanning it hard enough, the group will reveal Bert Sanford of Altec, Louis Frisch and Irving Goldstein of the Randforce circuit and Joe Hornstein.

Joe Schenck, who is now on a short vacation, will arrive from the coast the end of the month with Joe Moskowitz . . . Larry Kent, film booker for FWC, arrived at the end of the week and set up temporary lodgings with the missus in anticipation of a long stay . . . Peter Levathes, secretary to Spyros Skouras, is recovering at Mt. Sinai Hospital following a minor operation . . . Visitors at 20th-Fox during the week included Ward E. Scott, Kansas City district manager; R. H. Beiersdorf, Dallas manager; and Eddie Moss, Philadelphia manager . . . Frank Donovan, vice-president and general manager of Pathe News, will remain on the coast until August 1 supervising a new short subject series . . . A. A. Schubart, RKO manager of exchange operations, is on a tour of offices in Cleveland, Cincinnati, Memphis and New Orleans . . . Lili Damita (Mrs. Errol Flynn) is stopping at the Hotel Pierre, studying scripts for a summer stock engagement . . . And Mrs. Brian Donlevy is at the Waldorf.

Izzy Perse of Capitol M. P. Supply has returned from Miami where he has been building a number of homes this past winter . . . Joe Hornstein returned from a week's vacation at Long Lake, Me., and the first visit he made was at the dentist to have a tooth yanked . . . I. Welt of the Rosenblatt-Welt circuit needs additional help at the office now that his daughter Naomi has gone and married I. Einhorn. The couple is honeymooning in New Mexico . . . Leo Justin is deserting the New Jersey shore this summer. He expects to become a papa again within the next few months.

Along Film Peddler's Lane: The film board holds its regular meeting Wednesday night . . . Dave Silverman has reopened the Lake Huntington Playhouse, Huntington, N. Y. . . Chester Disbury, Walden, N. Y., exhibitor, was in town Wednesday visiting the offices . . . At the Columbia office, the sartorial feature is the shirts Nat Cohn purchased during his stay in Florida . . . Harry Buxbaum is minus a molar . . . "Pop" Hanson, who operates the Comet and Star on 14th St., says his customers are complaining because he does not show triple features.

(Continued on page 26-A)



Get an Idea of How It's Done—

Mrs. Louis Schine, wife of one of the heads of the circuit bearing that name, and her children visit RKO and Hal Le Roy on the "Too Many Girls" set in Hollywood.

Wanger Talks Income Possibilities for Two

NEW YORK—Walter Wanger, who has an approximate total investment of $2,500,000 in "Foreign Correspondent" and "The Long Voyage Home," was in New York during the week to discuss with UA executives ways and means of extracting a substantial return from the domestic market on his two pictures.

The producer took time out Thursday to talk things over with representatives of the trade press. It was a stimulating interview because when the reporters were out of questions Wanger turned around and interviewed the trade press.

Naturally, one of the first questions popped at Wanger, was how could Hollywood reduce costs. Readily enough, Wanger had an answer. He said he had been advocating it for 15 years. He is all for a profit-sharing arrangement among directors, stars and writers.

Cost From "High Values"

Wanger maintains Hollywood's high cost of production comes from establishing high values. The only reason the producers pay through the nose, he believes, is because in a number of cases the distributor and exhibitor insist on certain players appearing in the picture.

"You can't get anything on the screen cheaply. There are all sorts of hurdles down the line," he contends. "There is change going on. Five years ago when I was with Paramount I made 12 pictures in 13 months. It is out of question today."

In discussing entertainment, Wanger praised the radio industry in the manner in which it developed and won its audience. "They showed more guts than the industry when it came to putting something on a sustaining program until the public was ready to accept it," he declared.

"Exhibitors must realize what at first does not seem boxoffice," Wanger went on, "will get them new audiences. If the producer knows that, he will show more courage. Accordingly, they will have more variety and the industry will make more progress."

He admitted the reception to "Blockade" did affect his plans. "I admit I made compromises with that picture but I would have done better had I not," he said earnestly.

Reviewers on Pan

At this point, he said he felt it necessary to criticize trade paper reviewers. He said, for example, the reviewers were doing Darryl F. Zanuck an injustice when they termed "The Man I Married," "excellent propaganda and doubtful boxoffice."

He feels when a well-made picture of this sort comes along, reviewers should recognize the timeliness and value of the production and recommend showmen to get behind and push the picture.

"That is one way to cut costs," he added. "You fellows hurt progress when you praise the boxoffice value of a picture because of 'its star-studded cast.' The exhibitor should also be told smart showmanship will sell a timely and meritorious effort."

Wanger, who plans to take a long vacation until late fall, said he was mainly interested in getting the audience of 65,000,000 going to the theatre regularly to the 85,000,000 which it is supposed to be.

He said this was the only major industry in the country which knows so little about itself. "The first real thing the industry will find out is when Leo Rosten's study will be published," Wanger predicted.

An increase in the number of musicals is anticipated by Wanger because of the recent stereophonic sound development introduced by the Bell laboratories. He said the sound reproduction was ideal for that type of film. As for color, he feels its use is only a matter of cost. When it comes down, the medium will be used more widely.

Wanger thinks everyone in Hollywood is strongly opposed to double features. He said everybody feels that with the industry restricted to one revenue-bearing market, the only solution is greater quality pictures which would justify longer runs and intensive merchandising.

What happened when Wanger interviewed the assembled reporters? He will have to write that story since it was mostly off the record.

Wanger Favors Plan For Eastern Filming

New York—Mayor Fiorello H. LaGuardia will be pleased to know that he has a staunch supporter in Hollywood for his plan to establish studios and production in the east. Walter Wanger believes the companies should maintain about 25 per cent of their production in New York. According to Wanger, the companies made "the biggest mistake" when they closed down the studios here. He cites, as his reasons, the close association with Broadway for talent and ideas, and the fact that New York is the pulse and cultural hub of the nation.

N. Y. Allied Decides On MPTOA Tieup

NEW YORK—New York Allied directors in a secret session Thursday voted affiliation with Motion Picture Theatre Owners of America.

Max A. Cohen, president, will extend the organization's activities into northern New Jersey under the new setup.

Prepare Plans for Gala Red Cross Fund Show

NEW YORK—Executives of the theatrical world are laying plans for a gala show, with stars of radio, film and theatre on hand for the benefit of the Red Cross. No details have been completed as yet, but it is understood the event will be one of the outstanding of its kind. Individual theatres throughout the territory are contributing proceeds to the cause.

Syracuse Is Calmer After "Boys" Visit

SYRACUSE—This town is back to normal after a tumultous Thursday which featured a triple-barreled typical Hollywood premiere of "The Boys From Syracuse" at the RKO Keith's, Paramount and Eckel.

In attendance from Hollywood and the target of autograph fans were Hollywood satellites headed by Joe Penner, Constance Moore, Peggy Moran and Eric Blore.

A parade from the airport where the guests arrived from New York in two planes featured the day's festivities. They were officially welcomed by Mayor Marvin at a banquet at the Hotel Syracuse in the evening. Members of the chamber of commerce, state and local officials attended.

The man who was the first time out as a producer, Jules Levey, played host to Universal home office executives, showmen, Broadway personages and trade paper editors.

Universal was represented by J. Cheever Cowdin, W. A. Scully, Matty Fox, Charles D. Prutzman, J. H. Seidelman, Frank J. A. McCarthy, Peyton Gibson and Samuel Machnovitch. From Broadway there were Richard Rodgers and Lorenz Hart, songwriters, and Bud Abbott and Lou Costello, comedy team. Others included Graham McNamee, radio announcer who acted as master-of-ceremonies; Bob Weitman, Paramount, New York theatre manager; Izzy Rappaport of the Hippodrome, Baltimore; John J. O'Connor, head of RKO theatres; Fred Meyers, chief circuit buyer for RKO, and the trade scribes.

Dual "Boys" Opening

BALTIMORE—"The Boys From Syracuse" will have a first run opening at both the Hippodrome and Keith August 9. The double premiere is unusual for this city.

Budd Rodgers Lines Up Several for "Outsider"

NEW YORK—Budd Rodgers has set the following exchange deals for "The Outsider": Imperial, Boston and New Haven; Pam-O-Film, Albany and Buffalo; Big Feature Rights, Ohio, Indianapolis and Kentucky; Monogram's southern exchanges in Atlanta, Charlotte, New Orleans and Little Rock; Excellent, Detroit; Monogram, St. Louis and Kansas City; Special, Chicago and Milwaukee, and in Pittsburgh, Louis Kreiger.

Buffalo RKO Exchange Gets Depinet Plaque

BUFFALO—Elmer Lux, local RKO branch manager, has received a bronze plaque from Ned E. Depinet, vice-president in charge of production, as an award for being one of the three capital prize winners in the recent drive in Depinet's name. A. N. Schmitz, manager of Milwaukee, and Barney Pitkin, New Haven head, received similar mementoes.

Buyers Scramble for New York Houses

NEW YORK—Demand for theatres in the metropolitan area by anxious buyers is greater than it has been since the boom days, according to exchange men. Queries for available situations by customers with cash is now an every day occurrence.

Two factors, one exchange executive states, have stimulated the demand. Buyers have been attracted to the market because of the possibility of getting some good spots cheaply as the result of the decline in business.

Another is the influx of theatre operators from the capitals of Europe who were forced to give up their holdings because of the spread of Nazi power. Men, who formerly operated in France, Belgium, Holland and Austria, are seeking opportunities for a fresh start.

In spite of the general cry about bad business, few independent exhibitors are relinquishing their holdings. Most are content to hang on in the hope that the government litigation will result in better days.

Foreign Draw Dissuades "Joan of Arc" Venture

HOLLYWOOD—Intimates of David O. Selznick claim he is being dissuaded from producing the contemplated "Joan of Arc" because of the almost negligible foreign business that might be available by the time he completes it. Selznick is said to have figured a budget of at least $2,000,000 on the film.

Meanwhile, the producer is giving to Allan Marshall the same "build-up" treatment he used to develop Vivien Leigh, Joan Fontaine and Ingrid Bergman. Present plans call for loaning Marshall out for one or two pictures during the summer and then casting him opposite Miss Fontaine in "Jane Eyre" when Selznick resumes production in November.

Reade Plans Fifth Unit In Expansion Plans

NEW YORK—Walter Reade, head of the Reade circuit, will build a new 1,000-seat house at Rockville Center, L. I. This will mark the fifth unit in his new expansion plans. Previously announced were 1,000-seat theatres for Garden City and Hempstead, L. I., and two in Trenton, N. J.

Reade states he has the consent of George Skouras to go ahead with his Long Island building plans. Skouras has theatres in the same towns.

Schine Counsel Returns

NEW YORK—Willard C. McKay, counsel for Myer and Louis Schine, returned the latter part of the week from Maryland where he spent a few days on business.

RKO-L. & J. Deal

NEW YORK—RKO has closed a deal for its 1940-41 product with the Lucas & Jenkins circuit of Georgia, covering 48 theatres.

BROADWAY

(Continued from page 25)

They claim they cannot get enough sleep during an ordinary double feature show.

One of the more popular exhibitors in Harlem is Moe Silverman who operates the Haven. The kids call him "Uncle Moe" . . . Jack Rosenthal of World Film Enterprises states his 16mm production, "Half Gone with the Hurricane," will open at the Hurricane Club, a Broadway night spot . . . Lee Newbury has added another, the Strand, Arcadia, N. J. . . . Harry Fellerman, Big U salesman, keeps in shape by boxing once a week . . . Jack Ellis will be more careful at spouting proverbs at his exhibitors. While visiting Harry Karesh who operates the Park West, Karesh wanted to know what Ellis was doing at his theatre so early in the season. "You know," quipped Ellis, "the early bird catches the worm." And Karesh wanted to know indignantly, "Who is a worm?"

Harry Cohen of the Center Poster Exchange claims he is one of the few remaining independents in the poster line . . . At different tables at the Astor Hunting Room for lunch: Dave Levy, Big U manager with Fred Meyers and Max Fellerman of RKO theatres, and Jules Lapidus, eastern district manager with General Sales Manager W. A. Scully and Frank J. A. McCarthy, eastern sales manager. Eventually they got together.

Si Fabian has been home the greater part of the week with stomach trouble . . . Joe Becker, home office RKO circuit booker, leaves August 9 on a two-week vacation . . . Nicholas M. Schenck is back from the coast, having flown both ways. Since he started flying from Miami to Washington last winter, the Loew-M-G-M president enjoys this mode of travel . . . Gabe Yorke came on from the coast to attend the funeral of his mother here . . . Roy Disney is here again, conferring with Hal Horne, his eastern representative . . . Bob O'Donnell deserted Dallas for a Broadway visit . . . Hoagy Carmichael, the music writer, has gone to Miami after completing a number of songs and lyrics for Hal Roach.

The Harry Kridels—he's operator of the Mayfair and Plaza in Newark, are on a month's sojourn through the Canadian Rockies . . . Walter Wanger is back at the coast after screening "Foreign Correspondent" for his local staff. He's due in Gotham soon again on the premiere . . . Gordon Ellis, head of Empire Films in Sydney, Australia, sails Wednesday from Los Angeles for home on the *Mariposa* . . . Harold L. Smith, Hays office representative for Continental Europe, arrived Thursday on the *Manhattan* . . . Laudy Lawrence, M-G-M's Continental manager, arrived over the weekend on the Clipper after numerous delays . . . Century Circuit's Albemarle, Midwood, Marine and Mayfair conducted a Patriotic Movie Benefit over the weekend, the entire proceeds of which went to the Brooklyn chapter of the American Red Cross . . . Robert Smeltzer, Warner Central district manager, has been at the home offices for conferences with Roy Haines . . . Add ringsiders at the Armstrong-Jenkins brawl: Milt Kussel, Herman Wobber, Les Whelan, Bill Powers, Aubrey Schenck, Irving Barry, Harry Michalson, Ned Depinet, Andy Smith, John J. O'Connor, Fred Meyers, Max Fellerman, Harry Buxbaum, Joe Lee, Jack Cohn, Bill Sussman, Jack Schlaifer and "Jackson" Milstein.

Tom Connors jr., booker for M-G-M in Pittsburgh, has gone back to the Smoky City after a vacation here . . . Frederick James Smith, reviewer for Liberty, *visited his son at Madison, Conn., over the weekend. Also his new home . . . Mrs. Herman Robbins has not been feeling so well lately. Ditto Irving Greenfield of Loew's legal department . . . Lucille Ball has canceled plans to appear in summer stock and is remaining on the coast . . . Among out-of-town exhibitors dropping in at the RKO lounge during the week were C. Wallace Martin, Five Points, Columbia, S. C.; M. Shapiro, Radio, Baltimore; M. Becker, Associated Theatres, Baltimore; J. M. Miller, Dixie, Cardova, Ala.; Jess Halloway, same theatre as Miller; C. F. Davidson, B&K, Chicago; H. M. DeTamble, 20th-Fox, Chicago; J. Weisbird, Merry Widow, St. Louis.*

David Weinstock says the ITOA has abandoned its annual summer boat ride and picnic and will henceforth concentrate on its fall dinner and dance . . . Arthur Goeffrey of UA publicity celebrated his birthday by putting in a personal appearance at the health department to get a check up on a dog bite . . . Gordon White and Vincent Trotta a luncheon twosome at the Woodstock. Gordon says Paul Terry has secured Billy Rose's okay to release his first cartoon of the new season, appropriately entitled "Billy Mouse's Aquacade" . . . Leonard Picker, Columbia attorney, was in Geneva, N. Y., for a short visit . . . George Pal, who has been signed by Paramount for a new series of "puppetoons," expects to begin production on his initial effort in three weeks. Pal formerly had a studio in Holland, is 32 and a native of Hungary . . . Jack Berkson, in charge of Mohawk Film sales, is back from a midwest sales trip and is set to embark on another . . . Arthur Greenblatt, local exchange manager for Alliance Films, is on a sales trip to New England and Pittsburgh on "The Outsider."

Leases the Windsor for "Second-Run" Legit

NEW YORK—Harry Brandt has leased the Windsor, Fordham Road, Bronx, to Wee and Leventhal, who are putting on "second run" legitimate Broadway productions. Current effort is "Margin for Error." It runs a week, as will all productions. Brandt is not interested, financially, in the project. He resumes film shows around September 10.

Carkey After Duo

ALBANY—Larry Carkey of the Family, Utica, is said to have been negotiating to take over the two houses operated by Amos Curry in Norfolk and Norwood.

WASHINGTON

BRIAN DONLEVY'S capital visit in behalf of "The Great McGinty" was featured with a cocktail party in his honor at the Carlton, with the drama critics, circuit heads and key exhibitors as the invited guests . . . The Eaco and Lee in Farmville, Va., formerly piloted by Lyle Rippard, have been taken over by Neighborhood Theatres, Inc., of Richmond . . . Deepest sympathy is extended to Colonel Hopkins of Warsaw, Va., on the loss of his wife and son, who were auto victims in New York following the son's graduation . . . Mrs. Ray Bell and daughter are vacationing at her home in Reedville, Va.

Bob Folliard, RKO branch manager, can now vie with Warner's "Four Daughters," having become the daddy of a starlet to complete the quartet . . . Frank Boucher, Schine executive in Gloversville, was a visitor while en route to Cumberland for the reopening, July 19, *of the Strand following a complete renovation consisting of a cooling system, new seats, decoration, new front and marquee . . . B. T. Southern of Clarksville, Va., has a* 700-*seater under construction there with the present State to close upon completion of the new venture . . . Dick Eason, formerly of the Row, is managing a house in North Carolina.*

At Universal: The Pep Club held its annual summer outing last Sunday at Baur's Beach, Bay Ridge, Md. It was a "private affair" with everyone enjoying the wit, a nip and a dip . . . Oscar Blumenthal, office manager, is vacationing and when not on the fairways, is ascending the stairway to visit with Mrs. Blumenthal who is favoring a broken arm at Emergency Hospital . . . Jules Lapidus, district manager, was a visitor . . . George Jacoby, home office auditor, is making the usual check . . . Irving Specht is vacationing in Maryland . . . Question box: The identity of the blonde with Bernie Kreisler at the Watergate "Faust" Concert.

Vivian Pearson, formerly of the Monogram staff, is now Charlie Olive's "Girl Friday" . . . Dave Rosen of Clark Film, Philly, spent a few days at the local exchange . . . Birthday greetings to Schine's Bill Fisher . . . Visitors to the Row: Leon Back and Barry Goldman, Baltimore; Ridley Green, Chase City; Danny Weinberg, Bedford; Spud Query, Marion, Va. . . . Sidney Lust's Rockville and Marlboro houses are now featuring stage shows . . . Pilot Lust is vacationing accompanied by rod and reel . . . Jackson Hurford, formerly assistant manager for Fox and now in Detroit, welcomed a baby boy . . . George Dembow and Jack Cohen visited with NSS' Art Jacobson . . . L. E Rogers of Pocahontas, Va, is installing a new marquee . . . Mary Hoffman has joined George Gill's staff.

Movietone News: Jerry Murphy, Virginia salesman, is having his innings with peritonitis at Rural Retreat Hospital following an acute appendicitis attack . . . May Feldman and Charlie Mendelsohn are acquiring sun tans on vacation . . . Sam Wheeler is making a swing through the Clinch with Salesman Glenn Norris . . . Ethel Bord hastened to Portsmouth to take the witness stand with regard to a tragedy that occurred in that city some months ago . . . Columbia's Joe Kushner is looking forward to a two-week session of hook, line and sinker . . . Marty Rosenthal of New York is Columbia's new poster clerk . . . Katherine Dickinson is vacationing and it's your guess where . . . Freddie Sapperstein is smitten with love again—or, love-30, if you'd rather. Yes sir! It takes tennis to net one something.

UA's Fred Rohrs toured the Norfolk and Richmond territories . . . Charles Stern, district manager, was a visitor . . . Mildred Footer, UA telephone greeter, journeyed to Florida for her coat of tan . . . Ray Turner has resigned the UA accessory post to enter the insurance business with Dick Norris replacing him . . . Carl Straub of the Westway is absorbing the mechanics of booking from Tutor Jimmie Elliott . . . Harry Brown, Monogram branch manager, and Salesmen Harry Crull and Buddy Hansen attended the New York regional . . . Booker Doris Price celebrated her third wedding anniversary recently.

Leo Speaks: Carlton Duffus, exploiteer, grabbed the rattler for Danville . . . Harriet Kenworthy has returned from her vacation stay in Minnesota . . . Marge Dermody states the local clime is her nemesis . . . Ask Buddy Hall about "Rosie" . . . Harry Cohen has purchased a 30-footer —the fish stories will come later . . . Mrs. Phil Bobys is vacationing in Norfolk—an ideal spot too! . . . M. Murphy and daughter, Miss M-G-M, are enjoying the briny somewhere along the Atlantic coast line.

Warner Theatre Items: Mary Lou Swenarton returned in fine fettle and moved up to the post of secretary to Bill Ewing . . . Mrs. Anne De Mello has joined the publicity staff . . . Buddy McGowan is on vacation . . . Mrs. Norma Newnam is taking it easy at North Beach, while Dorothy Reynolds is doing likewise at Ocean City . . . Mary Davis is away for a fortnight, but didn't say where . . . Frank LaFalce has become a "real southern gentleman," now that he has taken residence in Virginia.

Jack Fruchtman, Paramount office manager, is sporting a new car. In fact, same arrived just in time to take his visiting relatives to the points of interest . . . Bob Grace motored to the southwest on his vacation—doesn't mind the heat apparently . . . Lillian Clarke and Dorothy Hafferty have joined the Paramount office force with Frances Popp resigning to accept a bid from Uncle Sam . . . Alma Palmer and Hazel McCarthy are vacationing.

McCormick to Coast

HOLLYWOOD—S. Barret McCormick, RKO publicity and advertising head, is due Monday by plane from New York to look over the new crop of pictures to be released shortly.

Plan Poster Rental Chain Nationally

CHICAGO—Plans for a national independent poster exchange organization, expected to have branches in all principal exchange cities within a year, have been announced by Ben Marcus and I. E. Sarnoff, operators of a circuit of theatres in Wisconsin.

Associated with the independent exhibitors is Frank Fisher of Milwaukee, whose Independent Theatre Poster Service in Chicago and Wisconsin Poster Service in Milwaukee, have been acquired by Marcus and Sarnoff as the nucleus of their poster organization.

Temporary headquarters have been established here in Chicago. The next exchange will be opened in Minneapolis about August 1 to 10. Following that, at intervals of about one month, exchanges are expected to be opened successively in Cincinnati, Cleveland, Detroit, St. Louis and Kansas City.

Marcus, who is president of the new group, United States Independent Poster Service Co., said that the company will be able to supply accessories for all pictures. He added that a plant to produce screen process posters will be opened in Chicago and that these items will be ready in September for the new 1940-41 product. They will be composite silk screen and photographic work. Sarnoff is vice-president and treasurer of the new company, while Fisher, who will be in charge of the Chicago office, is secretary.

Marcus and Sarnoff operate houses in Ripon, Oshkosh, Tomah and Reedsburg, Wis.

Standings at End of June In Contest by Universal

WASHINGTON—Standings at the end of June, the first month of Universal's three-month "Exhibitor's Appreciation Award" contest for exhibitors and bookers, follow:

Exhibitors: Don Reda, Bonny Blue, Bonny Blue, Va.; C. W. Hicks, Hampden, Baltimore; Leon Zellers, Roxy, Baltimore; Bernard Depkin jr., Rives, Martinsville, Va.; S. S. Ternant, New, Cumberland, Md., and H. O. Thrush, Liberty, Keyser, W. Va. (tied for fifth); W. G. Myers, Deluxe, Baltimore, and Frank Ponton, State, Martinsburg, W. Va.

Bookers: William Fisher, Schine circuit, Washington; Leon Back, Rome circuit, Baltimore; Ivan Rosenbaum, Thalheimer circuit, Richmond, Va.; R. F. Pinson, Publix-Kincey circuit, Charlotte; George Wheeler and Bill Jones, Lichtman circuit, Washington; Goleum Ketchum, Publix-Dominion circuit, Charlottesville, Va., and William Henderson, Durkee circuit, Baltimore.

The first three winners among the exhibitors and bookers will receive prizes of $25, $15 and $10 respectively on completion of the contest in August. Points are given on the basis of dating of the company's product.

Loew's Testing Preview Night; Not a Policy

NEW YORK—Following the policy adopted by the Paramount and Strand, Loew's on Wednesday night tried preview nights, with "Edison, the Man" the first attraction. The theatre advertised "Come at 8 p. m., see two pictures and a stage show" for one admission. "Typhoon" finished a week's run Wednesday night. Executives state the preview was an experiment and will not be continued.

Set War Short Release

NEW YORK—Columbia on August 2 will release "Squadron 992," a short dealing with the balloon barrage used in England against attacking air raiders.

BALTIMORE

ROBERT ETCHBERGER, manager of Loew's Century, is visiting relatives in Harrisonburg, Va. . . . Seen at the Southern roof last Saturday night were the Levine Bros. of the Irvington, and Bill Henderson, booker for the Durkee circuit . . . Ellwood Cook's daughter was selected for the leading female role in the forthcoming local production, "God Bless America," which is being made by Lawrence Schanberger to be shown at Keith's. Cook is manager of the Aurora . . . Seen on the boardwalk in Atlantic City: Milton Schwaber, Linden; Morton Baker, Times; Lou Shecter, Rex, and Meyer Leventhal, Lord Baltimore . . . Duke Lowenberg is reported ready to open an employment agency . . . In front of Warner's Stanley, Guy Wonders was chatting with Rodney Collier.

Leo Fields, brother of Joe of the Rivoli, has returned to California after a brief visit here . . . Russell Hildebrandt, an RKO branch manager, was a visitor . . . Manager McCleary is reviving "Hell Below" at Loew's Parkway . . . Maryland State Censor Inspector Coughlan is on a two-week vacation . . . Howard Cooling, Maryland censor inspector, hurt his foot and was off for a week . . . The Height's, a new enterprise, will soon be under construction in the Pimlico section . . . Nathan Klein and family, and Max Sokol are touring the country. They hope to be in Hollywood about August 1 . . . Mr. and Mrs. Maurice Shapiro, Radio, have just returned from Ferndale, N. Y. . . . J. Louis and Morris A. Rome have returned from a fishing trip in lower Chesapeake Bay.

Exhibitors attended a special prevue last Thursday morning at the Center of Universal's "The Boys From Syracuse" . . . The Westway has reduced prices at night from 25 to 20 cents . . . A new theatre is to be built in the Hampden section to be called the Mayfair . . . Harry Meyerberger, Lexway, has added a newsreel policy to his regular program . . . Marking the third anniversary of the Hardy series, William K. Saxton had a big birthday cake placed in the lobby of the Century. Mayor Jackson attended the cake cutting ceremonies.

PHILADELPHIA

NORMAN FERNON, George McHugh and Jay Emanuel were appointed co-receivers for George T. Graves, who operates Philly's only open vaude-filmer, the Carman, by U. S. District Court Judge George Welsh. Receivership resulted from difficulties in meeting bond obligations. Graves and Frank Ackley, his aide, remain with the house. John J. Gain and Thomas Egan are attorneys for the receivers . . . Changes in Columbia's ad sales department, find Herman Greenberg and Leonard Gimbel leaving and Stanley Given coming in . . . Walt Donohue, Columbia booker, is vacationing . . . Charlie Harris, checker for a number of exchanges, is still in Northern Liberties Hospital.

The Motion Picture Associates are getting blanket insurance for their entire membership . . . Herman Gluckman visited Republic and said goodbye on his giving up his franchise . . . Florence Jackel, of Republic, also vacationing . . . Bill Karrer, Republic salesman and head of the Motion Picture Associates, entertaining the entire Republic staff at his Ventnor home this weekend . . . Simon Libros and Ralph Jordan, National-Penn Print, long on sick list, coming along nicely and expected back at their desks shortly . . . George P. Aarons, secretary and counsel of the MPTOA, to Pittsburgh on business for Berlo Vending Co. . . . Georgiana Kitchin, Hollywood Exchange booker, returned from month's trip to California.

Variety Club Ladies Auxiliary, Sarah Zagrans, president, have their Red Cross unit open two days a week—Tuesdays and Fridays—at which time they sew and do other important work under direct supervision of the Red Cross. Meet in clubrooms at the Bellevue . . . Larry Mackay, hustling manager of the Arcadia, posts last-minute war news on one sheet board in lobby as fast as it is received by teletype in tieup with Trans-Radio Press and Radio Station WCAU . . . Dave Low, assistant cashier at Vitagraph, eloped to Virginia and became a husband . . . Rumor has it that the PTC (Philadelphia Transportation Co.), owners of the Lincoln, are flirting with Harry Slatko, which means this long closed theatre may again become the town's only home of colored stage attractions and film. Morris Wax holds present lease, but it expires and he is not expected to renew.

Monogram-ites are convention bound to New York. They include Sam Rosen, manager; Salesmen Moe Sherman and Sam Palan and the office manager and booker, Bill Porter . . . Bob Kessell of WB's Benn Theatre getting ready for his house's sixth annual baby parade and contest, August 21 . . . Bill Weinstein, assistant manager of WB's Victoria; George Balkan, assistant at the Fox, and Dave Horowitz, assistant at Keith's, are "roughing" it on their vacation at Cedars Camp in the Berkshires of Connecticut . . . Charlie Dolde, manager of the S-W Family, hopped off to Florida via boat with Joe Mazer taking over his duties until he returns.

Sam Resnick, from Warner's publicity department in New York, visited Charlie Fayko, Leo Weisz and George Z. Lawson, local art staff, this week and talked shop . . . Ev Callow's secretary, Ruth Berger, is back from a camp vacation and is getting settled along with the rest of the Warner publicity anl advertising gang in their lovely new seventh floor quarters in the Earle Bldg. . . . Harry Fried, owner of the Anthony Wayne, Wayne, Pa., turned over one day's receipts to Red Cross as part of celebration of 12th anniversary week . . . J. M. (Pop) Graves of the WB Grove, Willow Grove, has new slogan to help make new defense tax painless to patrons. It goes something like this: "MOVIE PENCE FOR OUR DEFENSE." Willow Grove *Guide*, local paper, used story on same.

Warner neighborhood theatres are cooperating with Philadelphia city safety program to keep kids off streets for longer periods in afternoons by running extra shorts at week-day matinees. Houses first to announce this policy were the Orient, Columbia, Lindley and Plaza, who will show two chapters of "The Lone Ranger" as one of the features . . . Leo Posel is rushing completion of his new Benner in the northeast section of the city and the house should be ready for early fall opening . . . Local trade surprised by William Goldman and Warner pooling their interests in the Band Box and Germantown theatres with Goldman operating both.

Ray Milner, Oscar Neufeld's secretary, in Wills Eye Hospital for observation . . . Sid Samuelson, who takes bows for getting the 1941 Allied convention for Philly, is busy formulating plans for the new national information bureau, which Allied established at its Chicago convention . . . Joe Plunkett was in town in interest of Select Pictures, new outfit, of which J. P. McEvoy, former RKO division manager, is sales manager . . . United Artists exchange reported looking for new home, while RKO is going to build their own exchange this fall . . . Universal trade showing of "Boys From Syracuse" pleased a full house at the S-W air conditioned Uptown.

Loew Boston Melon

NEW YORK—Directors of Loew's Boston Theatres declared the regular quarterly 15 cents dividend and an additional 15 cents, payable August 1 to stockholders of record, July 20.

George Lynch Engaged

ALBANY — The engagement of George Lynch, chief buyer for Schine circuit, and Miss Marion Kearney, daughter of District Attorney Bernard Kearney of Fulton county, was announced in Gloversville.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

ALBANY

VISITORS: Robert Borodkin, Metro, Schenectady; John Gardner, American and Colony, Schenectady; Neil Hellman, Hellman circuit, Albany and Troy; Phil Baroudi, North Creek and Indian Lake; Jim Christie, Strand, Watervliet; Lou Golding, Fabian division manager, and Joe Shure, Fabian booker; Mitchell Conery, Conery circuit, Ravena; Henry Frieder and Henry Grossman, Hudson; Ollie Mallory, Starr, Corinth; Bill Barbour, manager of Lansing, Troy . . . Cal King, Walden, Williamstown, Mass., also in town.

Mel Conhaim, manager of Warner's Ritz, vacationing at Long Branch. J. E. Curley, Warner Theatres publicity man, and family, also away. Ditto, Alex Sayles, manager of Palace, Albany, who, by the way, was appointed member of a committee seeking to have the federal government locate an aviation training school at Albany Airport . . . Abe Van Deusen, RKO office manager and head booker, is another recharging his batteries while away for two weeks.

Ralph Pielow, Albany Metro manager, and Ralph Maw, Buffalo Metro boss, were at Kallett headquarters working on a deal for that circuit, according to word from Oneida . . . Jules Bernstein, head of the circuit operating the Colonial here, and theatres in Ithaca, left Ithaca on his boat for a cruise to Thousand Islands and Canada . . . Jean Downs, stenographer in the old Grand National exchange, is now with Advertising Accessories. Her sister, Eileen, is Lou Golding's secretary . . . Columbia's assistant booker, Camille Alli, hied to Williams Lake, Ulster county, for a vacation. Doug Klein, Columbia accessories manager, spending two weeks in Philadelphia and Washington . . . Katherine Stewart, Republic inspectress, enjoyed her time off . . . Mary Hawkins, Republic's cashier, has a Catskill trip planned.

Teddy Berkley, operator of Diana, Harrisville, until it was destroyed by a booth fire late in the winter, visited Filmrow. Talking of rebuilding.

"Scatterbrain" was screened for Moe Silver, Warner Theatres zone boss, Lou Golding, Fabian topper, and other executives of two circuits. Republic Manager Arthur Newman is high on this film . . . Mrs. Alma Rendert is back on the Row after several years' absence. Formerly with Metro, she is now on Columbia's switchboard, succeeding Sara Sohon, who accepted a position with the State.

"Johnny," of the Philip Morris radio program, made a one-night appearance at Warner's Troy . . . Engagement of Loretta Young, film star, to Tom Lewis, head of the radio department of a large advertising agency, attracted plenty of attention in this section. Lewis is a Trojan and well known in local film circles.

Muni and Dieterle Quit

HOLLYWOOD—Paul Muni and Director William Dieterle have withdrawn from the Warner list, allegedly because of differences with the studio over respective forthcoming assignments.

Allied of New Jersey to Host Trade on July 24

NEW YORK—Allied of New Jersey will play host to the trade with an all-day affair at the Hollywood Hotel, West End, N. J., July 24. There will be a golf tournament starting at 10 a. m., an exhibitors' meeting in the afternoon and a social in the evening.

The organization has selected the President Hotel at Atlantic City for its annual convention, September 25 to 27.

ROCHESTER

EARL BALDWIN, scenario writer for Warner Bros., was a recent visitor . . . Regent, Century and Palace have shifted to Wednesday openings, with Loew's retaining Friday opening . . . Joe Deacon, Dixie manager, and Mrs. Deacon are parents of a son born July 4. They've named him Ross . . . Wallace Folkins, State manager, is back after a week's vacation at Jamestown, N. Y., and Chautauqua Lake.

Fifty-five per cent more job-seekers were placed by the New York State Employment Service in the Rochester area in first six months of 1940 *than for corresponding months last year . . . Rochester population, according to preliminary federal census figures, has dropped from* 328,132 *in* 1930 *to* 324,649 *this year. County figures jumped to* 437,027 *this year from* 423,881 *in* 1930.

Fifty girls entered Schine's bathing beauty contest . . . Local theatres are now playing the national anthem after each day's showings. Some flash words on screen . . . Jay Golden, William Cadoret and Charles Freeman attended dinner for Charles Boasberg and Elmer F. Lux in Buffalo.

Eastman Theatre reports Lanny Ross, Alec Templeton, Oscar Levant and Jessica Dragonette played to biggest houses this past season. Top attendance for Civic Orchestra concerts was around 1,500, *but the quartet turned them away and forced the SRO sign. Templeton drew some* 3,800, *which is* 400 *more than the Eastman's capacity.*

Temple and Capitol played Baer-Galento fight pictures . . . Outdoor opera is slated for August 15 and 16 . . . Legitimate stock company presented special preview of "If I Was Rich" for more than 50 blind residents . . . Lyric in nearby Bolivar, owned and operated by Samuel Gandel, was damaged by fire.

Rochester and Buffalo Schine theatre managers will meet here the end of this month for a regional conference . . . Sam Shafer of the Liberty, Herkimer, was a recent visitor. He managed the State here at one time . . . Robert Emory, assistant at the Babcock-Bath Theatre in nearby Bath, has been transferred to Buffalo where he will manage the Riverside . . . Boys of St. Mary's Orphanage were guests of Manager Albert O. Fenyvessy at the Arnett.

RICHMOND

MILDRED AMENT, cashier of the Westhampton, who was in New York vacationing recently, had a tryout for the Major Bowes program and is looking for a call to go back to the big city for a broadcast . . . Frank Storino and Joe Arcaro signed up for RCA service at their Lincoln . . . Nick Haefele, manager of the Baltimore branch of National Theatre Supply, was here on a business trip . . . George Crozier, projectionist at Loew's, has returned from vacationing in North Carolina . . . Neighborhood's Bluebird in Petersburg, reopened July 11 after being completely remodeled.

George Seay, Blackstone Theatre owner, lost his father . . . E. G. Baker will open his house in Galax, August 1, *at per schedule . . . Colonel Peter Saunders, chairman of the division of censorship, was a state delegate to the Democratic Convention in Chicago . . . Charlie Hulbert, manager of the Lee, has turned out to be quite a photographer, winning a prize in the* News Leader *contest with a picture he took on his vacation in Florida . . . John Curtis Caldwell, owner of the Lee in Appomattox, is on the lookout for players for his team, which is in the Skyline League.*

E. M. Abbott has turned over the operation of his theatre in New Castle to his two sons . . . Harry Nordin, home office staff, Neighborhood Theatres, has joined the Richmond Blues and will go to camp at Plattsburg, New York, next month for three weeks . . . Margie Davidson, also at Neighborhood Theatres home office, is planning an extensive trip throughout the west in September, stopping at Yellowstone and visiting friends in San Francisco . . . Keith Caudle, Wilmer and Vincent relief manager, is vacationing at Virginia Beach.

Jerry Murphy, 20th Century-Fox salesman, is recuperating after an appendix operation at the Retreat For the Sick . . . Charlie Yerby, assistant manager, and Pete Stainback, chief of service, Loew's, are now golfing . . . Elmer Wilschke, Altec official from Philadelphia, was here . . . Eddie Phillips, Warner office manager in Washington, was here recently . . . Cecil Crew, censor board clerk, vacationed in and around Norfolk . . . Charlie Mathews is now the full fledged doorman at the Park, succeeding Lee Smoot, who was transferred to the Colonial . . . The state corporation commission has issued a charter to Monumental Amusement Corp., Alexandria, with a maximum capital of 1,000 *shares without par value. John B. Phillips of Washington is listed as president.*

Milwaukee Plan to Return Singles Is Progressing

MILWAUKEE—Plans were progressing satisfactorily this week for adoption of single features in all Milwaukee and Fox River Valley theatres by Labor Day. At that time about 125 to 150 theatres in this territory are planning to go to single features.

The MODERN THEATRE

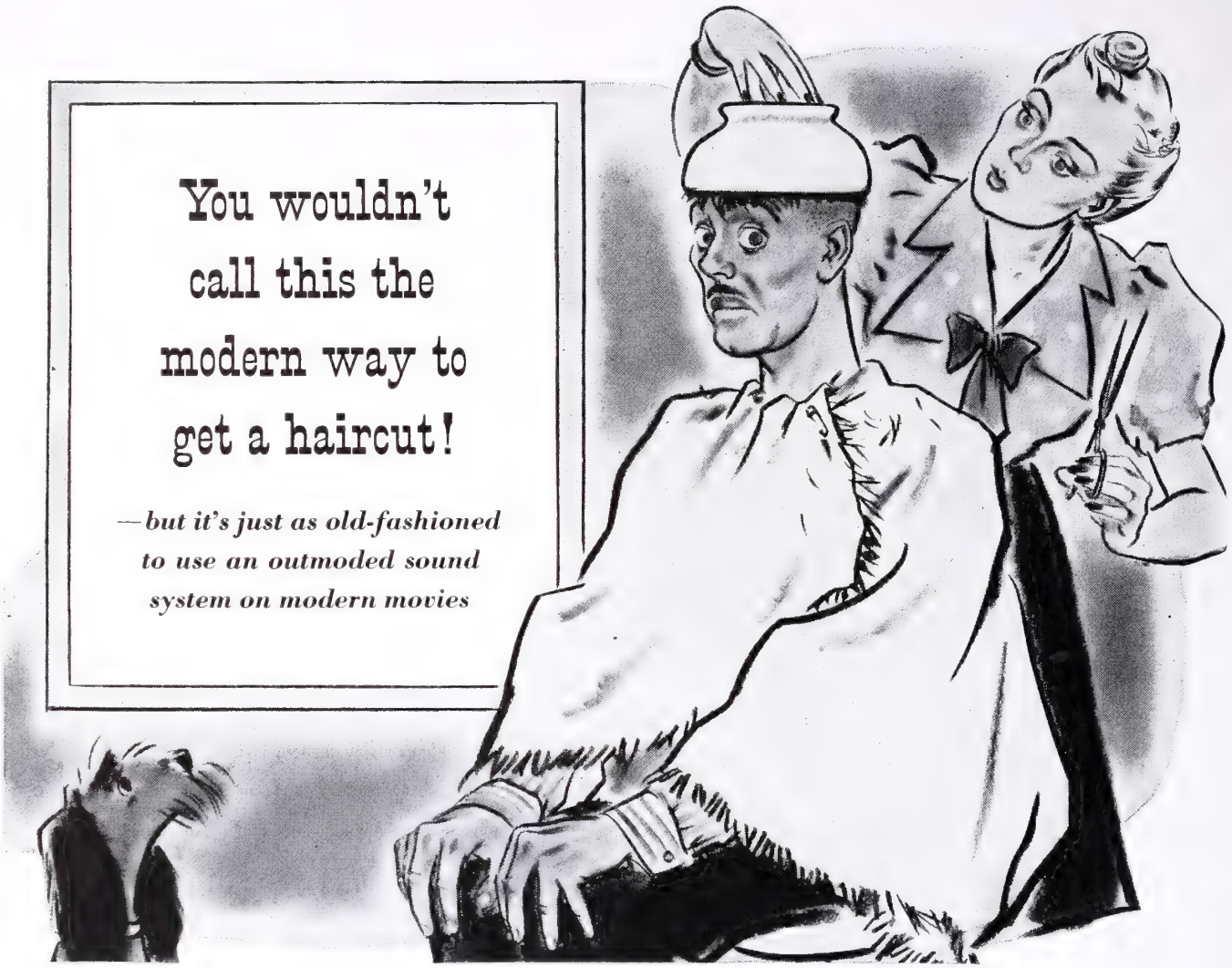


JULY 20, 1940

. . . AUTUMN ALTERATIONS

You wouldn't call this the modern way to get a haircut!

—but it's just as old-fashioned to use an outmoded sound system on modern movies



Modern Sound will "up" your takes!

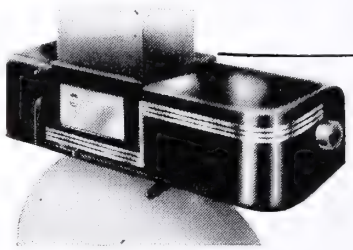
INSTALL RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN

THE importance of movie sound is reflected in the attention it is given by Hollywood studios. They invest fortunes in sound recording equipment because they know better sound means better box-office.

How are *your* takes? The RCA Photophone Magic Voice of the Screen will help you *better* them! For it provides true reproduction of modern movie sound, enables you to offer your patrons the kind of sound they want to hear!

And it's *low* in cost! Ask your RCA Photophone representative for details.

Better sound means better box-office—and RCA Tubes mean better sound



Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

• • •

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

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MAGIC VOICE OF THE SCREEN

MAGIC VOICE of the SCREEN

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The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

Featuring:

Time to Preen the Feathers for a More Prosperous Season.....30
By Helen Kent

•

A New Three-Purpose Medium for Modernizing Old Interiors.....32
By E. T. Holmgren

•

Increased Admission Tolls Call for Greater House Attraction.....34

•

Will Picture Showmen Apply the Psychology of Preparedness?.....36
By Ansel M. Moore

•

An Old Cowman's Conception of a Modern Cinema.....42

•

An Open Letter to My Editor on a "Strictly Business" Matter.....48
By Gordon H. Simmons

•

Principles of Color Harmony the Same as in Music.....52
By Hanns R. Teichert

•

Theatre Sound Standardization Activities of A. M. P. A. S......54
By John K. Hilliard

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We Uphold the Worthiness of an Honorable Profession

In last issue, we made some cryptic remarks herein with a design to cast credit upon a certain ally of successful theatre operation—the established theatre equipment dealer.

Now we should like similarly to express ourselves in behalf of another dependable ally in the common cause—the Registered Architect.

The accredited architect doesn't advertise. An institutional code of ethics prohibits such a promotional privilege. He must perform in silence, allowing his ability to speak for itself.

In consequence of this commercial restriction, the reputable theatre designer often is disregarded, under-estimated and deliberately side-stepped by theatre owners.

If all showmen who set about to build or remodel theatres would think twice before approaching the traps of the "jerry building" contractor-architect or the material supplier who claims he "can save the fee," the subversive situation might be remedied more easily.

If all would remember that independent, unsubsidized architects are watchful sentries on duty in the interests of their clients, and none the less themselves, there would be less quibbling about fees and far greater satisfaction with final results.

His creative ability, his engineering thoroughness, training and experience are secondary in importance to the fact that **your architect has but one axe to grind, and that one is yours.**

For protection alone the Registered Architect is worthy of his hire and we uphold his profession on that point as well as many others.

Toler

July 20, 1940

Time to PREEN THE FEATHERS *for a* MORE PROSPEROUS SEASON

By **Helen Kent**

THIS is the time of year when we ought to think of ways and means by which more attraction power might be given our theatres, that they may register more favorably on public opinion at the start of a new season. We've sort of let down during the summer, traditionally and a bit carelessly, because we've been led to believe that the general public prefers only the wide-open spaces during vacation time.

Outside of a bang-up job of promotion on the bounties and charms of air conditioning—which is not always so well borne out within the house—many theatre operators have been content to take what may come during the summer with little thought or effort expended to better a situation which is largely of their own making.

Summer needn't be a dull season—but inasmuch as time-worn custom has dictated this condition and the public too has grown accustomed to taking entertainment in other places at this time of year—we may as well recognize the cycle and look forward to general improvement and consider methods for bringing about these improved conditions which are expected to take place in the much vaunted Fall Movie Season.

Time for Inventory

This somewhat duller interim can be used advantageously by theatre men to take stock of their properties and to reflect on the relationship of their houses' appearance and condition to the boxoffice receipts now coming in and to be anticipated in the busier Fall Season soon to come. Let this time be used to preen the feathers, so to speak.

Many new theatres were built and not a few old ones were modernized during this first half of the year and those erected and corrected within the past two years are still in fair condition. But that large majority of moving picture houses built prior to that time and to which little or no attention has been given within the past several years must now show unmistakable ravages of old age which a bit of remodeling or refurbishing can well remedy before it is too late entirely.

A run-down appearance may accumulate slowly, but once it has arrived, nothing short of complete attention to all details can bring back a prosperous condition to anything which so depends upon the public whim as does a theatre property. Hence, the wise showman will use this somewhat duller twilight period to check over his theatre's needs with respect to appearance and general operating efficiency.

He will do this intelligently and without procrastination, realizing that in overestimating the present house condition and perhaps putting off the purchase of necessities he is merely cheating himself of extra profit to come from better appearance at the very beginning of the Fall Season.

The present market is rife with attraction power accessories for better theatre appearance and operating efficiency. New developments appearing within the past year make those which preceded them seem somewhat less potent in appeal. And the theatre which has not been improved at all within the past five years is almost certain to be antiquated in both appearance and service to the public.

Facial Treatment

In this consideration of a good preening of feathers and pepping up for the theatre, either new or old, let us first look to the exterior where the first impression on Fall patronage will be made. The relatively new theatre probably will need only a good face-washing, not forgetting the "ears and neck"—or in strict maintenance parlance, those niches and crannies where accumulated dirt and dust may have affected efficiency. Such things as lamp fittings, attraction letters and display cases may need replacement or repair.

The really old theatre most probably can do with nothing less than a complete face-lifting operation. And here is where new developments in construction materials are most applicable. A veneer of colorful porcelain enamel or structural glass adapted artistically to the front of an old theatre can completely alter its tawdry appearance, making the facade modern in simplicity and advertising value—at least one-hundred-fold more attractive to passers-by.

Application of modern fluorescent lighting for the facade or entire exterior will work wonders also and these new items are more economical to operate and maintain than were their forebears. The marquee and sign may also be strikingly modernized by new lighting effects, colorful materials and more legible silhouette sign letters of the new emphasizing, non-monotonous variety.

Within the theatre, its lobby, foyer, lounges and rest rooms, if it is of comparatively recent construction and decoration, a more than usually thorough housecleaning may be all that is really essential. A new decorative treatment of walls and ceiling might be indicated, however. Having carpets shampooed, draperies cleaned and accessories shined and polished may in themselves provide new appearance and longer life. But if the house falls within the class that is two years old or more, this is an ideal time to consider complete redecoration and refurnishing in most cases.

Minimize Monotony

An interior decorative scheme that is more than two years of age undoubtedly will have palled upon those who have come to the theatre more than a few times. And needless to say, it will have faded and

A fitting example of smart facial treatment for small modern theatres is found in this frontage view of the new Mt. Lookout Theatre in Cincinnati. Terra-cotta tile and glass blocks in panel effect combine in color and design to create a most effective and economical treatment. A full description of this fine new neighborhood theatre will be presented in the forthcoming (August 17) issue of The Modern Theatre section.



become infinitely less attractive than it was in the beginning. Think of the impetus to patron comment a new decorative scheme will evoke at the opening of the much publicized Fall season and don't forget that whatever is expended now will be repaid in renewed interest and greater boxoffice receipts which will surely result from favorable public comment.

A new decorative scheme might also encompass the replacement of worn furnishings and greater harmony can be gained if the parts which make up the entire effect are renewed at the same time. Modern lounge furniture and new carpeting which are selected to harmonize with the color scheme chosen will make redecoration a pleasure and a distinct asset to the theatre's attraction to patrons. Lighting fixtures or devices which utilize the latest scientific developments in this progressive industry also will work wonders in this respect. But by all means they should be modern in design and in keeping with the decor.

Cover Illustration

The theme "Autumn Alterations" in itself is suggestive of many house improvements to be made in advance of another seasonal upturn in show business. Many plans for a speedy recovery from the effects of a summer let-down are now in the making. One of the major considerations to claim the attention of alert theatre management is the condition of theatre seating. Is it comfortable? Does it meet this most acute requirement of public demand as well as all other considerations such as repair, appearance, decorative effect and cleanness? . . . Seating, because of its intimate contact with the persons of theatre patronage, is one of the outstanding points for critical inspection and correction . . . Illustration—an interesting photographic study of The Cameo, a new model theatre chair by Heywood-Wakefield Company.

In the auditorium, seating, sound and projection are the three prime requisites and naturally they should come in for first attention. But look sharply to the seating. New models in theatre chairs are now making their appearance on the market and they will put older and time-worn seats in a very poor light when comparison by patrons again takes place. The theatre which has the most comfort to offer in this respect will gain the most business when there is little else to compare in the theatre-goers' estimation of entertainment offerings.

Many houses are now being or will soon be reseated. The new chairs which combine good looks with greater relaxation effect are going to do a lot to increase and uphold the movie-going habit for a lot of people who demand more than just good pictures on the screen. Play up to this demand and then boast about the comfort provided within the theatre.

Better Projection Pays

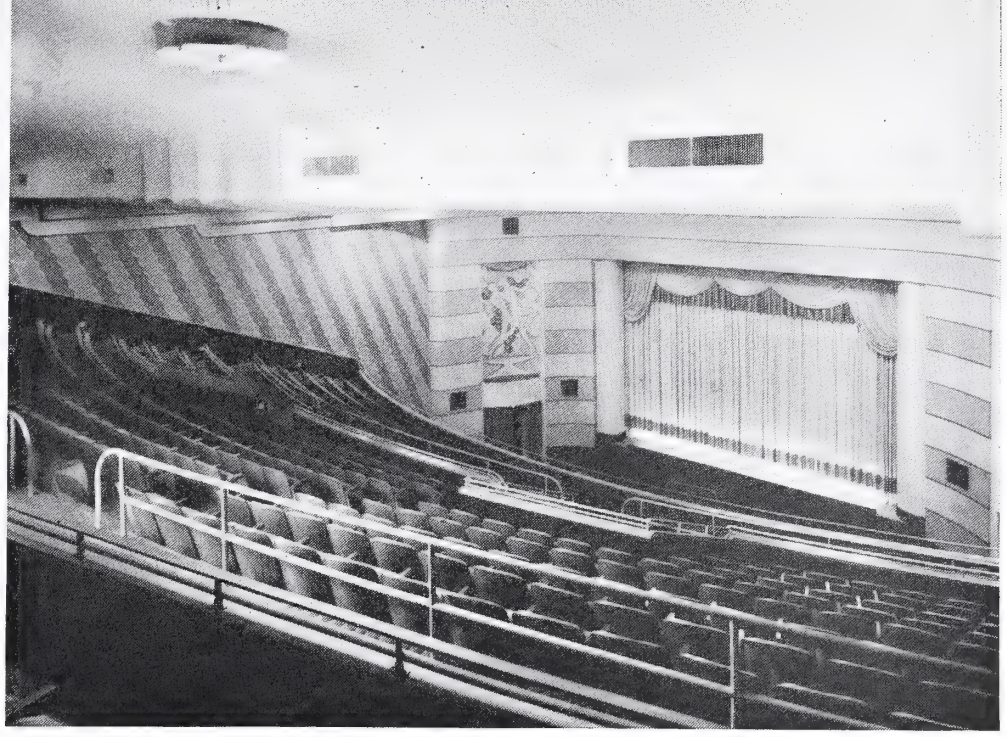
And no doubt the efficiency of picture projection and sound reproduction needs attention at this time. Development in this line has not been dormant either. And here is another case where comparison will greatly weaken the position of the house which does not offer high quality in this respect. Patrons do compare and contrast the cleanness of projection and the clearness of sound among the various theatres they attend. That house suffers which does not maintain high efficiency in this most important point.

New carpeting also serves to preen an auditorium setting. The luxury underfoot and colorful design make this item a basis for efficient service and beauty within the house. Novelty may also be encompassed in this article of furnishing, such for instance as the new fluorescence which has recently been achieved. Black light on luminous carpet pattern provides an almost magic touch which cannot help but cause comment and new interest among patrons.

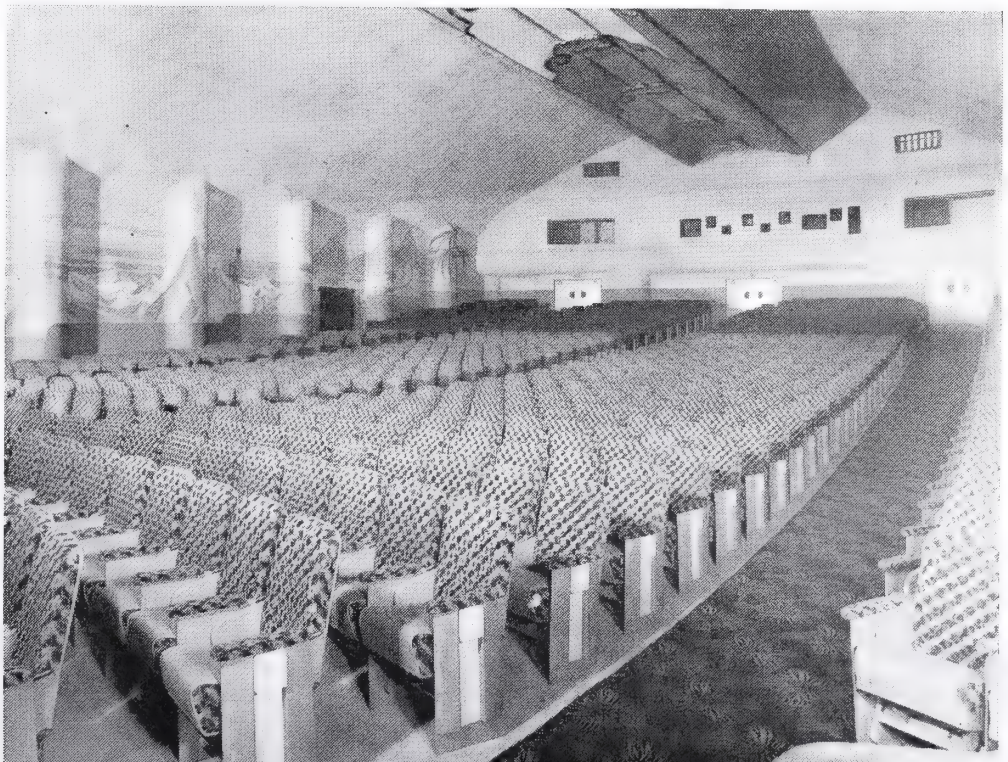
This novel and functional effect principle applied also as a decorative medium on walls and ceilings can do a lot for an older theatre. The device is modern and beautiful in effect yet no particular structural changes are demanded and the new effect can be accomplished most simply and easily. The addition of fluorescent lighting fixtures is another mode of modernizing an interior most economically and yet strikingly. The utilization of this new development might be expected to please and cause a great deal of word-of-mouth advertising among patrons and potential customers in every community.

Other items which only a thorough inspection by the person most interested—the theatre owner—can reveal will suggest themselves readily. A new screen, new uniforms for the staff, automatic curtain

(Continued on page 46)



The proscenium section of the Miller Theatre at Augusta, Georgia, as seen from the balcony showing effective side-wall treatment in which mohair fabric was used for both decorative effect and acoustical efficiency. The gayly colored material is cleanable and may be removed and laundered. (Photo courtesy L. C. Chase & Company).



Innovations for public interest and appreciation abound in this view of the auditorium of the Hawaii Theatre in Hollywood, showing front view of "push-back" seats. The loge section in the rear has "rocking-back" chairs, an original installation. On the wall (at left) is to be seen a section of fluorescent painted murals which assume a brilliant natural effect under "black lighting."

A new THREE-PURPOSE MEDIUM *for* MODERNIZING OLD INTERIORS

By **E. T. Holmgren**

MODERN architecture has created the Functional style of design which requires that every element of the design—every material in the building, perform an essential duty towards the fulfillment of the purpose of the building. With homes, commercial and vocational buildings designed to efficiently satisfy the needs and comforts of the occupants the general public has learned to appreciate this new type of architecture. They now expect the structure of any enterprise which solicits their patronage to gratify their desires of comfort, convenience and beauty. The theatre whose existence depends on its ability to satisfy its patrons can no longer depend on just the unusualness or ornateness of its decorations. Modern theatre decorations must employ all known features of the function style to increase the enjoyment of the program offered.

New theatres are now planned and built on the principles of Functional design, however, exhibitors are requesting information on how out-of-date theatre interiors can be redecorated to include these principles. Let us start by finding out just what is expected of theatre decorations. Generally speaking, they should be designed to enhance the enjoyment of the entertainment. To attain this end it is necessary that the patron be put in a receptive mood. Some of the important factors that can be used to influence his disposition are the beauty of decorations —the room temperature and the efficiency of operations.

Functions of Interior Finish

The pattern and color scheme of decorations must have universal appeal, inside temperature must be comfortable regardless of outside weather and vision and sound reception cannot leave anything to be desired by the patron. Not all of these duties are the function of the interior finish material, yet at least one type of interior finish has been developed that will assist in producing these essential elements at low cost. Wood fibre interior finish for the insulating-acoustical-structural type of decorations has all these definite use values.

Through constant development and improvement, wood fibre interior finish has attained new high standards of beauty and efficiency in theatre decorations. This development work, based on the correct principles of interior decoration, color harmony and good design, has resulted in interior finish of unusual beauty and charm. In addition to its attractiveness as interior finish this type of decoration insulates and corrects acoustics.

Special moldings have been designed that are pre-decorated in colors which harmonize perfectly with the colors and patterns of insulating interior finish. These moldings add new design possibilities and true color harmony to this class of decorating material. One of the most recent improvements, announced as being the greatest in the history of insulating interior, is a line of color-fast products said to be made permanently fade-proof by a new, exclusive process. This material is coated with a special light fast pigmented coating that covers individual surface fibres leaving surface voids unfilled, thereby, maintaining the inherent insulating and acoustical value.

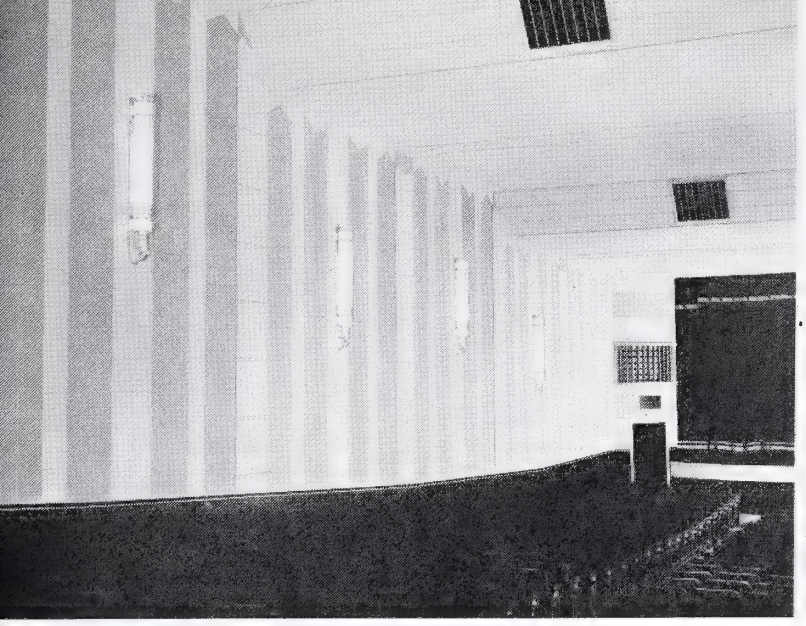
Available in patterns of tile, plank, board and a special material with a tough, scuff-resistant surface for use as wainscot, wood fibre interior finish is adaptable to all types of theatre interiors. Through a combination of the various patterns and colors, an attractive design can be arranged to fit any style of decorations.

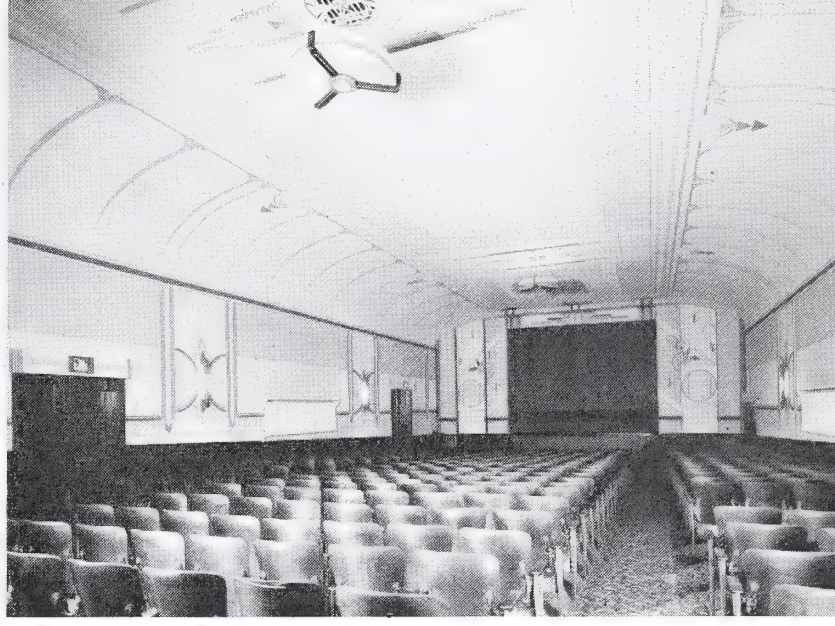
Theatres with out-of-date decorations such as large decorative borders of fancy plaster work and ornate ceiling beams which interrupt sound waves and cause disturbances in acoustics need not undergo the expense or loss of time necessary





Before remodeling, the Circle Theatre at Buffalo, N. Y., had dark shabby decorations which were new fifty years ago. The nooks and crannies of these large structural ornaments interfered with auditory reception of sound. An unusual method of grooving and painting the grooves of large fibre board units was used in redecorating the Circle Theatre at Buffalo, as shown in the larger view. Sound reception and temperature control have also been taken care of efficiently and inexpensively by the interior finish material. (Photos courtesy Wood Conversion Co.)





The Campus Theatre at Stillwater, Oklahoma, was remodeled in a distinctive and practical manner with wood fibre interior finish. This material insulated and corrected acoustics in addition to covering old walls and ceilings with attractive decorations. Note how ventilation ducts are enclosed in the ceiling. (Photo courtesy Wood Conversion Co.)

to remove these obstacles. With furring strips installed for a solid nailing base the wood fibre interior finish can be applied directly over the old decorations. Exposed heating pipes and air ducts for air conditioning systems can be concealed or made a part of the design. Ceilings can be lowered and new wall sections or partitions can be built with the same material.

Examples of Note

The before-and-after pictures of the Circle Theatre, Buffalo, New York, here presented are an excellent example of how wood fibre interior finish can be made to conform to most any theatre remodeling problem. Note the "heavy" decorative beams and pilasters. By installing a framework between beams for a nailing base, the new finish was applied on a curved surface to obtain an unusual effect for the ceiling corners. Mr. Peter Klein, architect, who designed the new interior for this theatre, inaugurated a method of grooving and painting the grooves in large units of insulating board to obtain this attractive decorative effect which gives additional color to the interior. The large board units cost less, are easier to install and can be worked into many original patterns. Another unusual feature of the Circle's new interior is the method in which the lighting was recessed within the ceiling. Modern indirect lighting has been achieved without the use of expensive lighting fixtures.

Pattern and color which are an integral part of the design also play an important part in changing the apparent proportions of an interior, and creating the desired effect on the patrons. Patterns can make the room seem larger or smaller —make a narrow auditorium look wider —and even produce a feeling of formality or informality. Horizontal patterns such as that used in the Circle Theatre make the room seem wider and give a feeling of spaciousness.

Vertical lines like those in the Campus Theatre shown here create a feeling of height but tend to make the auditorium seem smaller. Colors, too, have their effect on the atmosphere of the theatre interior. The greatest problem in color selection is to attain a true harmony of all color used. This problem is greatly simplified with insulating interior finish. Tan, brown, ivory and white are the predominating colors in the most widely used products of this type. These colors being neutral shades are used on the large wall and ceiling areas leaving the trim and decorative effects to be done in the brighter, gayer colors.

After being in operation for twenty years, the Sylvia Theatre at Buffalo, N. Y., has been decorated with a modern functional design. Color harmony, beauty, greater comfort from insulation and acoustical correction were supplied at low cost by the insulating-acoustical type of interior finish. (Photo courtesy Wood Conversion Co.)

Insulation Important Too

Insulation, another advantage of remodeling with wood fibre board, is an essential factor in temperature control. Old theatres that are to be equipped with new heating and cooling equipment to provide for the year around comfort of their patrons have found a very definite need for additional insulation. Insulation board interior finish answers this problem easily and economically. The same material that decorates also takes care of insulation. A valuable aid to the efficient operation of an air conditioning system, fibre board will also substantially lower heating costs.

Frequently, the main reason for remodeling is to correct defects in sound reception which could not be overcome without expensive structural changes within the auditorium. "Dead spots" and echoes caused by architectural monstrosities of large structural decorations can be inexpensively eliminated by the versatility of insulating-acoustical interior finish to all types of remodeling problems. Through its sound absorption qualities and the simple method in which it is applied every section of the auditorium is assured of acoustical efficiency plus modern attractive decorations.

This type of interior finish supplies so many qualities which are essential to the modern theatre interior that it has completely revolutionized remodeling. It is no longer the tremendous job it used to be. After pattern and color scheme have been selected the material can be installed by a local carpenter at low cost. No plastering, papering or painting is necessary on the job. The patron's every whim for beauty and comfort is satisfied with color harmony decorations—more even temperature the year around—and greater ease of hearing.

SEAL TEST



Jack Haley, star of the Broadway show "Higher and Higher," took Sharkey, the trained seal featured in the production, on a visit to the air conditioned Carrier Igloo at the World's Fair. Sharkey immediately made himself feel right at home in the cool Igloo pool. Here Haley and his son are seen trying to coax the mammal to leave the pool. Haley finally resorted to a practical decoy (a juicy herring) and Sharkey completed his tour of the exhibit.

Increased ADMISSION TOLLS *call for* GREATER HOUSE ATTRACTION

IT IS an old saying in any business that lowering prices is easier on receipts than raising them. In motion picture exhibition, where the public reaction to admissions is as sensitive as a month-old bride, this is especially true. The problem has become almost universal since the depression and now acutely so by the imposition of new defense taxes. One lever which exhibitors have found effective in jacking up prices more nearly to where they should be without making them a barrier to a theatre's particular trade is to give the patrons a more attractive place in which to see movies.

A case history in evidence of this point is W. D. Fulton's Southtown, a suburban house in Kansas City, Missouri. A program of modernization and refurnishing carried out in the Southtown over a period of several months has recently been concluded.

As a consequence of the brighter, more comfortable surroundings, the Southtown has been able to lift its price structure successfully. Near the turn of the year, the theatre cut out its bargain change and went to straight 25 cents on two changes a week, which cut the amount of film being used, increased the return, earned a better clearance on pictures and attracted a somewhat higher class of patronage.

Taxes

The current impost of additional taxes on admissions to theatres for defense purposes undoubtedly must have created some serious thought among many theatre owners as to how the new levy can be passed on to the public without affecting the volume of patronage. Shrewd showmanship will solve that problem in a number of ways. The most logical solution unquestionably will be found in a wave of theatre improvement and a determination to exploit the House Appeal of modern moving picture theatres to the utmost. Relaxation with entertainment has wonderful advertising value. It will be needed to offset the new levy.—The Editor.

NEW POLICY TESTED

The new policy has had an extremely severe test, one of the worst in the history of theatre business in Kansas City with January-February sub-zero temperatures and icy streets. Yet receipts became consistently better. Furthermore, according to Billy Wright, house manager, the theatre was saved a lot of trouble when the dime night was eliminated because that change attracted mostly school-age youngsters who were noisy and who actually did considerable petty damage, such as cutting up seats and similar destructive antics to which young picture fans are addicted.

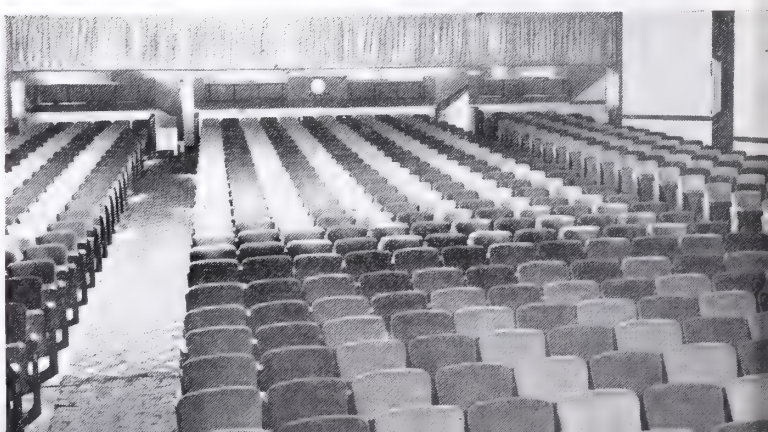
Modernization thus has enabled the Southtown to complete a hike in admission prices that started a year or two ago

(Continued on page 38)



The cashier is no longer a "bird in a gilded cage" at the Southtown. The cage portion was removed in the remodeling process and the little lady now sits at her desk in a manner more intimate and inviting than the usual bank teller atmosphere that prevails in the conventional type of ticket booths.





Sufficiently modern in architectural design and quite efficiently equipped for outdoor attraction at night, the Southtown's frontage required few alterations. The interior, however, was given a complete renovation in progressive stages over a period of several months, including new lighting fixtures, carpets, draperies and a new decorative treatment throughout. The inset shows the auditorium in its new dress, completely reseated in variegated color effect and arranged for the utmost comfort of the patrons.

A JEWEL FOR STYLE

HEYWOOD-WAKEFIELD PRESENTS

A GEM FOR COMFORT



• *Above:* Heywood *Cameo* Chair with all-steel aisle standards. This design is fitted with a new, adjustable aisle light.







THE *Cameo*

EVERYWHERE . . . the new Heywood Cameo is being hailed as the first, *real* "theatre man's" chair ever developed. It is just that because practical showmen helped us to develop this streamlined chair. You'll like the Cameo's style . . . its exclusive features . . . its sturdy steel construction. And, you'll *rave* over the Cameo's luxurious comfort . . . the same, genuine, coil spring edge comfort found in fine, custom-built furniture. The Cameo is surprisingly low priced, too. *May we furnish details?*

HEYWOOD-WAKEFIELD
ESTABLISHED 1826
Theatre Seating Division
GARDNER, MASS.

Will PICTURE SHOWMEN APPLY *the* PSYCHOLOGY OF PREPAREDNESS?

By **Ansel M. Moore**

WILL picture show business meet its current social obligation, brought on by the misfortunes of war abroad and the fear of its approach to our own shores?

We assume here to answer that question with but few qualifications and the prediction is definitely, IT WILL! Rather than qualify or make reservations of opinion as to the role the exhibition branch of the moving picture industry will play in the new order of national preparedness, we shall simply try to point up the obligation as we see it in the hope that our readers will become fully aware of the fact that an opportunity for unusual service to our country, to humanity and our industry in particular now confronts them.

The issue of military preparedness against a different type of social order than the one to which we have become accustomed is minute as compared to the necessity for spiritual preparedness. Big guns, battleships, aerial bombers and bridgehead battlements—all the modern tools of defensive protection are weakly secondary in importance to the *state of mind* that will be required to make and man the armaments that may later be required to protect and preserve the American Way.

A Spot in the Sun

Hardly less in the process of preparedness than in the actual event of war is there need for cheerful entertainment, relaxation for body and mind and diversion from the work and worry and self-denial that will ensue until this old world of ours gets back into its non-offensive orbit again.

In the preparedness of spirit to accept all sacrifice smilingly and patriotically and with a resolution to see it through, there is a place in the sun for the modern moving picture theatre in every community—a position that can be filled by no other recruit to the cause of action for liberty. The basic philosophy of preparedness is in the hands of good showmen.

Billions of dollars are being appropriated for the manufacture of defensive armaments. Payrolls are increasing. All business will soon begin to resound with activity and for awhile at least business should be increasingly good at our boxoffices. But let us look a bit deeper than to the business of the moment and into the design of the future.

These are important questions that ought to concern all of us: Are we going to be too content with our lot? Shall we take this rapid upturn of business to mean that we can cancel all thought of house improvements? Can we relax our efforts to promote good will? Are we at liberty to return to the old practice of taking quick profit at the expense of prestige? Are we to be consoled by the false belief that forced re-employment will cause millions of new-made movie fans to come banging at our doors for admittance, regardless of the appearance and operating condition of our houses? Heaven forbid an affirmative answer to any of the foregoing questions!

Chance for a Comeback

The design for the future and the long view of the situation calls for no retrenchment and no retardation in our common consolidated effort to restore the movie-going habit to millions of former American movie fans who have become fall-aways, for many reasons known to most of us. And what of the always-coming-on new crop of customers, potential patrons among the junior members of society who have been allowed to find their amusement in other forms of entertainment counter-active to the movies?

The part moving picture entertainment is scheduled to play in this new social order that now confronts us so boldly will permit no letting down of quality standards. The contrary is much more conceivable. If, as hoped, the emergencies of the moment will be accepted by all theatre owners as an opportunity for public service rather than merely a source of quick profit that may soon subside, we will see no let-up in theatre property improvement.

It is a special and most unique privilege of the picture show industry to be placed in a position to serve its country practically and itself most profitably through the exercise of its great influence toward mental preparedness to accept the challenge and meet any emergency that may arise. A cheerful nation is never a fearful one and in the *esprit de corps* of America during the next few months and years lies the main hope of its continued democracy.

By force of circumstances, theatre business should be good for some time. The movie theatre provides a pleasant and most economical momentary escape from such realities as war scares, high taxes and other heavy excesses that must attend a military preparedness program. It is the one form of diversion that all humanity can still afford and find easy of access.

But again looking beyond the immediate effects, we must take cognizance of the fact that here now is an opportunity for the re-establishment of the moving picture theatre as a permanent part of escape from life's unpleasant realities in peaceful times as well as in unpredictable national emergencies. In fact, a real opportunity now exists to resell the moving picture theatre to the public.

Easing the Tension

Lightening the load, relieving the strain; dispelling fear with good cheer and giving people a chance to pause and refresh themselves both mentally and physically will be remembered long after present emergencies have passed.

To assume this new social obligation successfully, the theatre should make complete relaxation and a pleasant environment its chief supportive elements of the picture program. Cheerfulness and the necessary forgetfulness of workaday unpleasantries cannot very well be associated with run-down, poorly equipped theatres which in themselves offer many distractions that sharply reduce the enjoyment of their programs. To bring good cheer and thus fulfill its mission now and in the future, the house must radiate happiness—not hard times.

Moving picture patronage already has quite definitely formed a decided preference for the modern type of theatre designed and furnished and equipped for physical comfort and convenience—a place in which dull care can be put to rout more readily. It is through the physical appointments of these modern theatres and not through better pictures alone, nor through codes of fair trade practice later to be contrived, that the moving picture industry will be able to discharge an obligation to itself and to the nation that sustains it.

Other big industries are being called upon to provide modern instruments of defense. The nation itself will supply the power to man the weapons if and when their manipulation becomes necessary. In the meantime, the moving picture theatre industry can demonstrate its bigness by taking the lead in sustaining that which is more vital than all else—*National Morale.*

In this sound philosophy of preparedness, the exhibitor of moving pictures holds a key position. Will he use it properly? We think he will.

Daily Double Trouble

In the next (August 17th) issue, the author will resume his agitation of conditions that affect theatre patronage adversely, with a discourse on the obviously damaging effects of over-dosing the public. Full emphasis will be placed on the mechanical aspects of a situation that has caused too many former movie patrons to turn thumbs down on double features.—THE EDITOR.

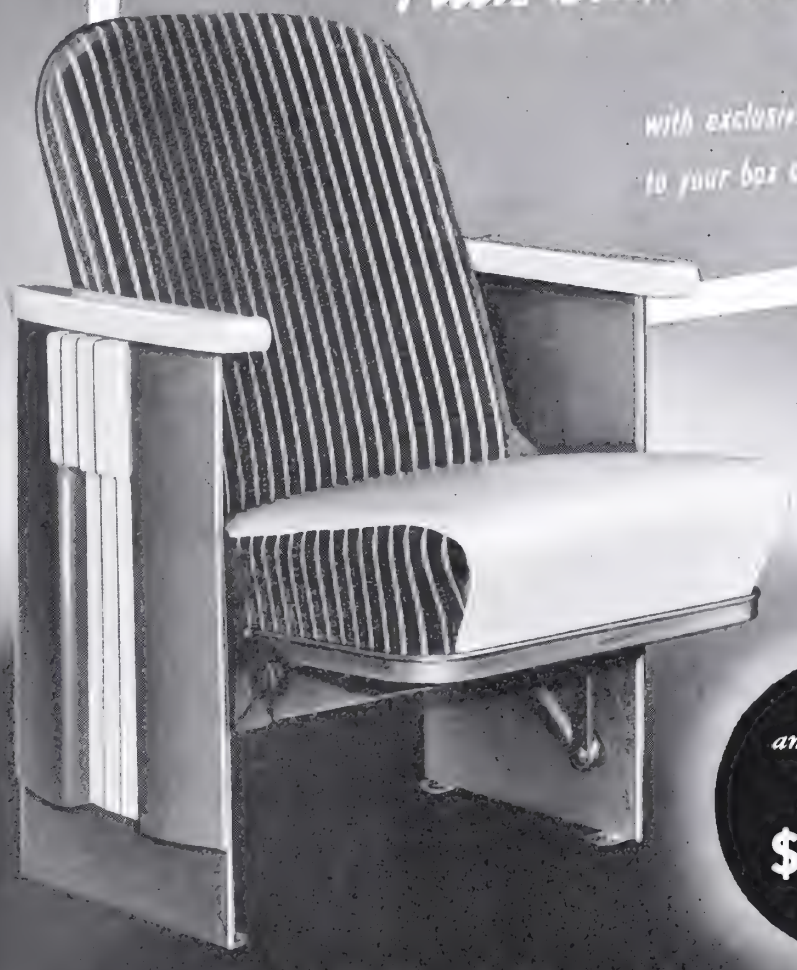
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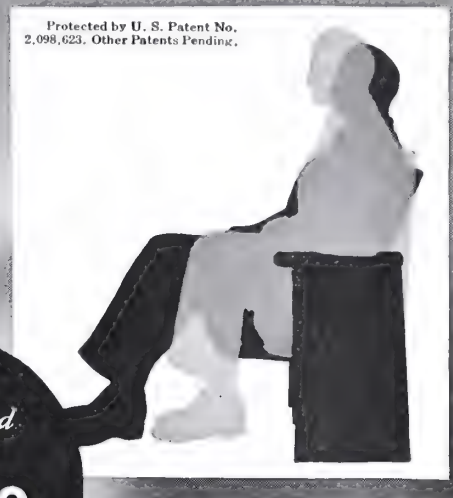
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REORDERS TELL THE STORY—Reorders prove its sensational box office attraction. Theater chains which made original installations of the patented Kroehler Push-Back Seat are reordering for other theaters. Improved, simplified design and mass production make drastic price reduction possible on 1941 models. Write today for all facts.

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BUILT BY WORLD'S LARGEST FURNITURE MANUFACTURER

Increased Admission Tolls Call for Greater House Attraction

(Continued from page 34)

when it was getting 20 cents with 10 cents on Tuesday and Wednesday. It went to 25 cents first on the Sunday change, then to 25 cents on the third change of the week and finally, by eliminating the bargain nights, to 25 cents straight on two changes.

The theatre has had no kicks on the increase. To the contrary, it has received the opposite sort of comment. People like the new surroundings and they have consistently expressed pleasure at being able to see pictures earlier than they formerly did. It can all be credited to remodeling.

Characteristic of the Southtown's modernization is the fact that it was practically all done with the object of creating attractiveness *at night*. How it looks in the daytime is of little consequence to a suburban theatre, W. D. Fulton points out, a conclusion which undoubtedly is open to some question. The Southtown, like most other suburban houses, explains Mr. Fulton, "has more than nine-tenths of its running time at night—the time when it gets its business." The theatre has new lighting fixtures, new carpets, new interior surfaces and color treatment, and the seats are not only comfortable but smartly colorful.

Practical Transformation

The Southtown formerly had a very wide lobby. On the north side, twelve feet was taken over to furnish a modern ladies' powder and rest room, which was formerly off the foyer. The twelve feet of space cut off on the south end was used for a manager's office, which the theatre didn't have before, and a "lobby shop" for candy and popcorn. Previously the theatre had only a popcorn machine set in the lobby.

New light fixtures in the lobby are typical of others throughout the house. Silver finished, they are modern in design with a geometric offset pattern. The center piece is eight feet long, one foot wide, and equipped with fluorescent tubing. Each ceiling corner in the lobby has an attractive light bracket of the same fundamental design.

The corners next to the foyer at each end of the lobby have new heavy columns with upright copper fluting on pale green. The circular design at the top is in blue with a wide stripe of pale green. A wide copper finished moulding curves into a pale green ceiling that is outlined in silver moulding.

More comment has been caused by the theatre's new boxoffice than perhaps any other phase of the modernization except the new seats. The foundation of the former boxoffice was retained but the top was removed. The base now is about four feet high, surmounted by a wide marble shelf. This has a foot-high brass trellis holding plate glass.

Mr. Fulton, a veteran showman who is as capable at laying out a design for remodeling as he is at operating a theatre successfully, acted as his own architect in rejuvenating the Southtown. He created a special decorative effect in the new boxoffice. The base has five surfaces, one on each side and three facing the front and the two corners of the entrance. In the three forward faces alternating green and blue lumiline tubes were set. They are one inch in diameter and 22 inches tall. In front of these and flush with them is a solid row of colorless glass tubes. The tubes were secured from a laboratory and the new lighting effect harmonizes with the beautiful new blue carpet within the house.

Improved Sound Reception

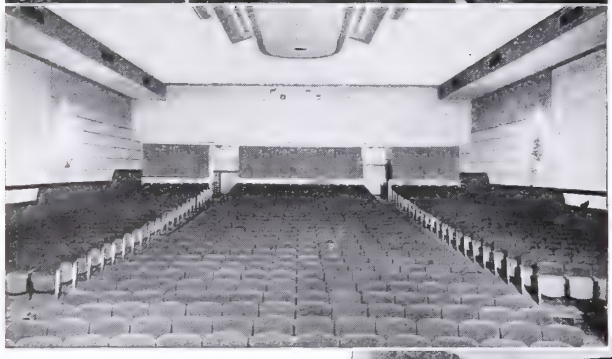
The lobby-to-foyer doors consist of upright blue panels on each side, centered by three silver mouldings between which are pale green stripes. Aisle entrances from the foyer have been accentuated by curved columns eight feet high, which reflect the decorative scheme of the entire foyer, Nile green and old rose. The foyer has 40 by 60 display frames with columnar uprights, one in the center of the forward foyer wall and one on each side. Aluminum venetian blinds are used above the standee rail instead of draperies. Here also are new lighting fixtures.

The front of the balcony was re-tapestried and sidewalls in the auditorium were refinished and panel type light fixtures were installed. Sidewalls for the front half

DO

AS SO MANY OTHER THEATRES ARE DOING





. . . install Ideal Chairs. Shown is the recent installation in the Rialto Theatre, Pleasantville, N. J.

(David Supowitz, R. A. Architect)

Learn more about the three distinctive and differently priced lines of chairs comprising the Ideal Streamliner Group.

Literature, which will be sent to you on request, shows why the many features, exclusive with the Streamliners, are making them the first choice of informed buyers.



Ideal Seating Company

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Export Office: 334 W. 44th Street, New York City. Attention J. E. Robin

of the house were hung from ceiling to floor with turquoise velour draperies to create a rich and striking effect as well as to help sound reception. All semblance of "tinniness" has been eliminated by this means. The tapestry on the front of the balcony also has helped the tone of the sound.

The ceiling was re-done in fibre board in a geometric pattern. Aisle carpeting now also is of a harmonizing pattern and the seats are upholstered in orange and green arranged in alternating rows; a row of orange front to back alternates with a row of green. Of the latest comfortizing type, the seats are fully upholstered with a completely cushioned back. To complete the modernization of the Southtown, a new screen and a new circulating gas heating system were installed.

ORGAN MUSIC FEATURED

The Southtown is the only theatre in Kansas City still featuring the pipe organ as an integral part of its regular program. Mr. Wright plays 20 minutes before the show starts and encourages the audience to participate in singing with song slides. This is done four nights a week and the audience really goes for it. The redecoration has taken the organ into account as an integral part of the theatre interior in its location next to the stage.

Mr. Fulton doubts that his theatre could have increased admissions successfully as it has done without the modernization program. And certain it is that a more definite stimulant to business under the necessity of increased admission prices could hardly have been applied. House Appeal has again demonstrated its power in restoring picture patronage.

IDENTIFICATION

(Southtown Theatre)

AIR CONDITIONING: Bryant Heater Co.
ARCHITECT: W. D. Fulton, Owner.
CARPETS: Star Rug Company.
DECORATING: Cook Paint & Varnish Co.
DRAPERIES: Great Western Stage Equipment Co.
EQUIPMENT CONTRACTOR: Oklahoma Theatre Supply Co.
LIGHT FIXTURES: Columbian Electrical Co.
SEATING: Heywood-Wakefield Co.
VENETIAN BLINDS: Kaufman Window Shade Co.

Additional particulars on the project may be secured upon request to The Modern Theatre Information Bureau.

A Common Accident To Guard Against

Statistics show that falling is the most common accident in the theatre. Hard, slippery floors are always difficult to walk on without slipping or falling. Thousands of painful injuries to children and to grown-ups, some fatal, would be prevented if bare floors and stairs were properly clothed with carpets and rugs.

The reasons are twofold: (1) Wool pile affords a firm, sure footing, prevents slipping; but (2) if one does chance to slip on a stairway, trip against something in the darkened interior or lose one's balance, the softness of thick, wool pile tends to make the results less serious.

Hearing Conditions Subject to Control

By the use of sound absorbing materials on the walls or ceilings of auditoriums, the desired reverberation time may be obtained. Consideration should be given, of course, to designing the room so as to secure an ample and even distribution of sound. Concentration and dead spots may be avoided if bounding surfaces are properly designed to avoid extremes of sound focusing and diffusion.

In picture theatres, reverberation times should be lower than in general auditoriums wherein music or living drama is presented, if the sound is to be natural and without disconcerting barrel-like tones. In auditoriums of any type there is always a way to get the desired reverberation time by a treatment with acoustical materials. Acoustic engineers are available to examine plans or to inspect the building itself as a basis for recommending the proper treatment to produce the desired acoustical effect.

Successful showmanship now demands the highest regard for the comfort and convenience of patrons. Hospitality stimulates the move-going habit.

Spreading good cheer is the social mission of the movies. Can it be done with uncomfortable seats? Well hardly.

IT'S NEW!

and designed specifically for theatres



Univendor

A compact vendor, smartly styled and richly finished to harmonize with the most modern surroundings.

Here's the vendor every theatre owner has hoped for — Univendor. A compact vendor, smartly styled and richly finished to harmonize with the most modern surroundings — the vendor that offers greater selectivity (16 selections) larger capacity (320 bars), quiet (especially sound proofed), fool-proof operation, fluorescent illumination (no heat) and many other advantages. For the complete story on this attractive and highly profitable vendor write today.

STONER CORPORATION • *Aurora, Illinois*

RAYON AND RUBBER INVADE RUG MAKING ART

A FUNDAMENTAL departure from methods practiced in fifty years of rug making is announced with the Le Savoy rug, a new product of the Rayon Corporation of America, utilizing DuPont's Velvetex.

With the new method there is achieved an all-knit rayon rug which has the surface appearance of a loomed wool rug, and with the sheen and live richness of coloring possible only in rayon. To this knitted rayon fabric with a nap surface a base of pure rubber is applied by vulcanizing process.

The achievement of this product has been the long-time dream of I. Lawrence Lesavoy, president of the Rayon Corporation of America, under whose direction it was perfected.

The basis of Mr. Lesavoy's experimentation was belief in the practicability of rayon for rug making. Today he sees his belief, his experiments, justified in a line of rugs that have met rigid comparative tests for enduring beauty and color and for wear-proof, fray-proof, slip-proof and washable qualities.

The non-skid safety of the new rayon rug is assured by its base. This is of pure sponge rubber, "honey-combed" by DuPont patent to create innumerable "pockets" per square inch. These pockets act as a vacuum, taking suction grip on the floor. Thorough tests, according to the announcement, have proved the non-slip feature on all types of floor surfaces—wood, tile, linoleum.

While the safety feature fills an important need, it is not planned to concentrate on this basic point of quality in selling or promoting the new product. Other characteristics are commented on as follows:

Beauty in rugs is a primary selling appeal. Le Savoy's claim to beauty is twofold. The knitting process results in a luxuriously close smooth nap. Using rayon gives a uniformly beautiful sheen to the surface. The second beauty claim lies in the coloring. Here again rayon yarn lends itself to dyeing exquisitely in even the most subtle tones and the tones developed in the new rugs take full advantage of this.

Durability has been confirmed by abrasion tests. Edges are fray-proof and the nap withstands over 100,000 treads of wear. The "yield" of the knit construction together with the cushion action of the rubber base lessens the friction of footsteps. The fact that colors are fast to sunlight and in laundering is another factor in the claim to durable service.

The sanitary features and economy constitute additional selling and promotion features of the new rug. It will not harbor moths or other insects, and is non-allergic since the vulcanized base prevents floor dust and dirt from working up through the rug fibre into the nap.

The economy claim is based on the long service it is designed to give. Moreover, since it has its own rubber base the expense of an extra pad is not needed. There's an economy claim in the time and trouble required for the daily care of this rug. It does not take lint easily; it is easily cleaned with carpet sweeper, broom or vacuum. Even the least experienced can launder it safely. Washing is recommended—using a cloth dampened in water and soft suds.

YOU GET MORE THAN YOUR MONEY'S WORTH WITH THE NEW BRENKERT SENARC

AUTOMATIC HIGH INTENSITY PROJECTION LAMP



The endeavor to show the modern colored films in the smaller theatres with low intensity arc lamps results in operating costs equal and even above that of the new BRENKERT SENARC automatic *high intensity* projection lamp without securing half the screen brilliancy, photographic values, and color tones.

The new BRENKERT SENARC . . . a new source of snow white light for the smaller theatre . . . at an unusually low first cost and low operating cost, brings high intensity light projection within easy financial reach of theatres ranging in capacity up to 800 seats with screen sizes up to 18 feet. Smaller theatres are installing the new BRENKERT SENARC high intensity projection lamps . . . their assurance of faultless high intensity projection at low intensity cost. Brenkert engineered and Brenkert built throughout means that the Senarc is highly efficient, high in quality, low in first and operating costs.

The BRENKERT SENARC is available on easy terms . . . see your Brenkert distributor . . . he will explain all the amazing new features of the economical, efficient Senarc.

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ELEVATED



In recognition of his services in the advancement of the science and industry of radio, from which France, as well as other nations of the world, has benefited, the President of the recent French Republic conferred upon David Sarnoff (at left above), president of the Radio Corporation of America, the high decoration of Officer of the Legion of Honor, elevating him from the rank of Chevalier which he has held since 1935. Notice of the honor paid him by the French Republic was given Mr. Sarnoff by the French Ambassador in Washington, Count Rene de Saint Quentin. The decoration was personally presented to Mr. Sarnoff by the French Consul General in New York, Count Charles de Ferry de Fontnouvell, (at right in the above picture). The ceremony took place in the office of the Consul General. Witnessing it were Mrs. Sarnoff, Major General James G. Harbord, Chairman of the Board of Directors of RCA, Mr. Gano Dunn, a member of the Board, and other associates.

RESOURCEFUL

A letter to the editor from F. W. Veith, owner-manager of the Elite Theatre at Laingsburg, Michigan, indicates that resourcefulness is returning to showmanship —and in small towns, too. The letter reads as follows:

"Thought you might like to learn the result of the grand opening of our theatre when the name 'Elite' was officially adopted.

"The 300-seat capacity of the Elite Theatre in this 896-population town was insufficient for two night shows. Only stage acts were presented in a two-hour program. Door and distance prizes were awarded, with the greatest distance reported authentically at 76 miles away. Phonograph records were made of each act and played back to the audience as a surprise feature, and afterwards the records were given to the entertainers as a surprise to them, also.

"Scores of people were turned away for lack of seating capacity, although several of the entertainers were willing to put on a third performance.

"The Elite is beginning on July 11 a series of eight amateur elimination contests each week, with Grand Finals on the ninth week. Cash prizes will be awarded each week. Talent is already booked from distances as far as 50 miles away for this event.

"Thanking you for previous mentions in BOXOFFICE and hoping this item may be of some material value to your valued publication, I am very truly yours."

Our congratulations, Mr. Veith!

A fine picture poorly presented is less likely to please than a poor picture properly presented. Good projection is the answer to the problem.

There's something besides the thrill of a good picture that makes people want to come again. House Appeal calls them back again and again.

New Candy Bar Vendor Designed for Theatres

The Univendor, a candy selling machine designed especially for theatres, is announced by Stoner Corporation of Aurora, Illinois. It is a compact, smartly styled unit specially finished to harmonize with modern furnishings. Features stressed are larger capacity, greater selectivity, quiet and fool-proof operation and fluorescent illumination. Full information on the item may be had by writing The Modern Theatre Information Bureau.

Modernizing your house this Fall? If so, make a thorough job of it by bringing your projection and sound up-to-date too.

INVESTIGATE THIS TESTED, PROVED WAY OF INCREASING SALES AT MINIMUM COST



★ There's no question about it. Hundreds of installations in every section of the country give definite proof that up-to-date ZOURI Store Fronts boost sales right from the start. Many report increases all the way from 15% to 40%!

You can't make a better investment right now than in a sales-building ZOURI Store Front—to safeguard your competitive position for many years to come. Investigate new features, such as K. Z. S. Aluminum Facing—the last word in store front construction. Write ZOURI today for colorful booklet.

ZOURI

Zouri Store Fronts, Niles, Michigan
Rush my copy of your new illustrated booklet on ZOURI Store Fronts. MT-740

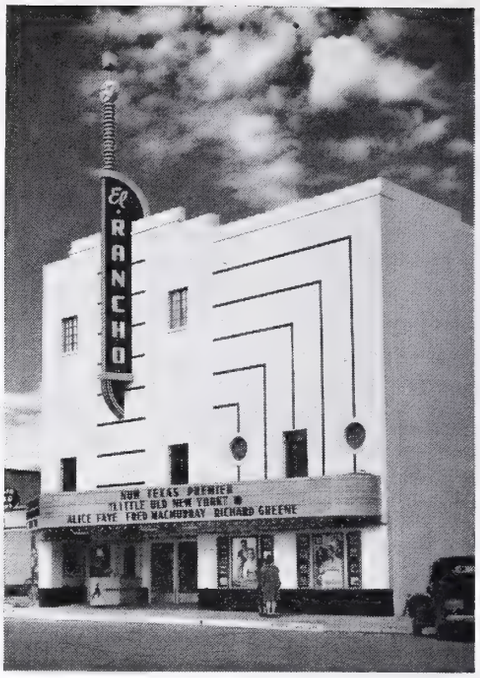
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ADDRESS

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CONDUCTED IN COLLABORATION WITH LEADING THEATRE ARCHITECTS AND ENGINEERS



With an imposing facade of white stucco, a decorative trim of porcelain bands, a spacious canopy and a spectacular sign tower that can be seen from a distance of six miles at night, El Rancho is the central attraction of its community.

An Old Cowman's Conception of a Modern Cinema

Plan outline and description of an interesting new theatre in Southeast Texas. Pictures and particulars supplied by the architects, CORGAN & MOORE of Dallas, Tex.

REMINISCENT of the old range, recalling the days of the round-up and the ruggedness of an era that still holds forth in the land of the longhorns, is the new El Rancho Theatre at Victoria, Texas, recently opened to the public by Long-Griffiths, Inc. El Rancho was designed by Corgan & Moore, theatre architects of Dallas, members of the Architectural Advisory Board of The Modern Theatre Planning Institute, and it is an excellent example of modern theatre planning to preserve a cherished local atmosphere.

El Rancho is located on the town square in Victoria, just across the street from the County Courthouse, and due to the fact that the main artery of traffic lies to the right hand side of the theatre's front, an off-center marquee was installed to give a greater length of letter-run on the side of the house next to the greatest traffic.

Functionally Planned

The off-center marquee worked out surprisingly well in that it was necessary to provide white and Negro entrances to the building from the street. This located the boxoffice in such a manner that one cashier sells both admission tickets, with the colored patrons entering the theatre on the left side of the boxoffice and the white people on the right. The building is 50 by 138 feet in dimensions and the auditorium has a seating capacity of 772 seats on the lower floor and 325 seats in the balcony, half of which accommodates Negro patrons.

The building was constructed at a total cost of $35,000 and there was an investment of approximately $42,000 for furnishings and equipment, including a separate housing for the light plant and air conditioning compressors, air conditioning equipment and the electrical display.

The front elevation of the building, as shown in the accompanying picture, is of white stucco with porcelain enamel bands set in the stucco to create a focal point of interest over the entrance to the building. The lower part of the building under the marquee is finished in porcelain enamel with display frames of the same material built in.

Directly under the marquee, across the front of the building and extending into the lobby, there is a frieze depicting early ranch life in the vicinity of Victoria. This frieze is in silhouette form, baked into the porcelain enamel. On the front of the boxoffice is the figure of a cowboy on a bucking horse, also baked into the porcelain enamel. On the boxoffice canopy, the old original cow brand of J. G. Long, co-owner of the building, is to be seen.

The marquee is of the V-type with the center of the "V" directly in front of the boxoffice, and extending ten feet in front of the building. This makes one side of the marquee longer than the other for the purpose of a greater letter run on the side of the building having the greatest amount of traffic. Colors on the marquee are red and yellow.

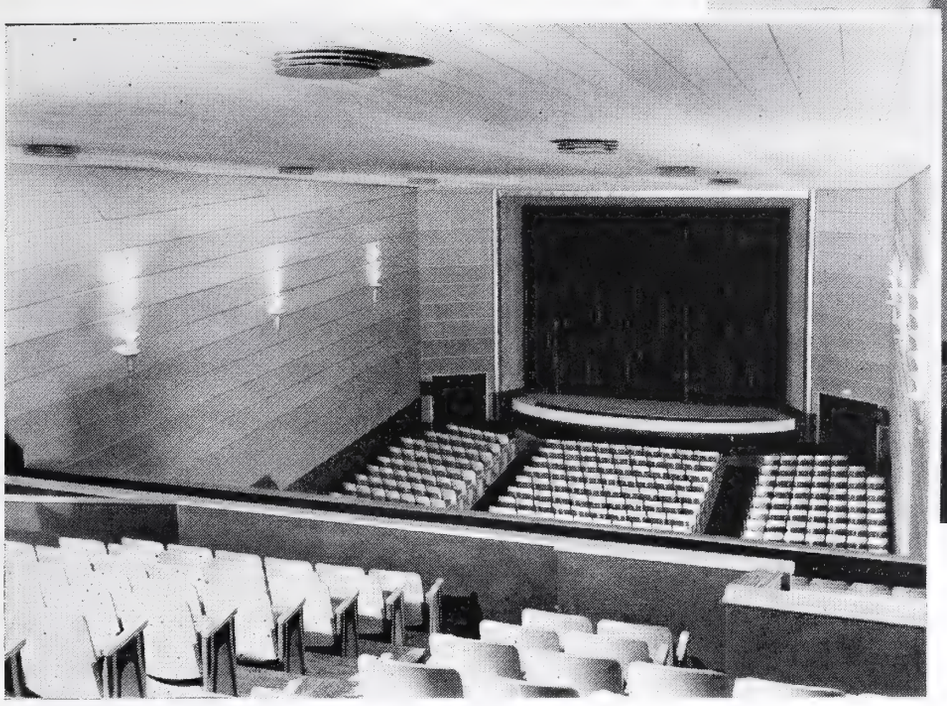
Lone Star Illuminated

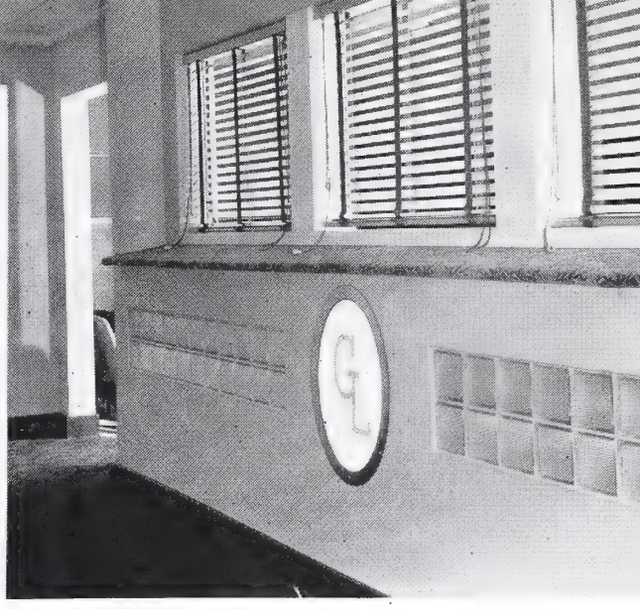
The electrical sign on the front of the building is in bluish green with yellow lights and is constructed of porcelain enamel. Neon curves over the top of the sign back of the building. The little rings leading up to the star at the apex of the sign are of porcelain enamel with a single stroke of neon between each ring. The star is outlined in neon and on top of it extending up some 1½ feet, is a mercury vapor lamp that can be seen at a distance of six miles from the heart of the city at night.

The sidewalk in front of the building is in a pale shade of green terrazzo with the words "El Rancho" formed in a light shade of tan terrazzo. In the entrance lobby floor of light green terrazzo, the old cow brands



A close-up of El Rancho's entrance viewed from beneath the marquee. Note imbedded name-sign in the terrazzo sidewalk, the mural frieze above the doors depicting early ranch life and the cow brand and bucking broncho on the boxoffice, top and base.





At left—The interior of El Rancho looking toward stage from the balcony affords an idea of the attractiveness and efficiency of the design for entertainment. At right above is shown a section of the standee area in which aluminum venetian blinds, glass blocks and the old cow brand "GL" add notes of interest to the general attractiveness of the scheme.

of all prominent ranch families in the vicinity of Victoria were reproduced.

Patrons enter the theatre through the foyer and off the foyer is a stairway leading to the white patrons' side of the balcony and to rest rooms. The foyer floor is carpeted with a fern leaf pattern of deep blue. The plastered walls are graduated from top to bottom with three shades of blue and the ceiling is deep tan. Both rest rooms off the foyer have tile floors and wainscots five feet high. Tile in the women's rest room is in a combination of pale blue and yellow. The men's rest room is in three shades of tan and brown tile. The foyer also contains an offset room for the sale of popcorn and candy.

The standee is just off the foyer and is finished in tans and blues, with the standee opening closed off by means of aluminum venetian blinds. In the center of the standee base a lighted panel of glass with a replica of Mr. Long's old cow brand imbedded in the glass is located. On each side of this center motif two rows of glass blocks are lighted from behind with deep blue neon.

Decorative Details

From the standee area the patrons enter the auditorium by means of two aisles. The auditorium walls of acoustical board are decorated in shades of blue, graduating upward from dark to light. The joints in the boards are covered with wood mouldings and are painted aluminum. The ceiling of acoustical board is decorated in three shades of salmon color. Seating in the auditorium is finished in light tan with light blue velour upholstery. The main front drapery of the stage is in a deep peanut color of plush velour and drops and accessories are in a pale shade of tan.

The mezzanine floor is divided into two parts by means of a partition wall. One side is a lounge for the white patrons and the manager's office. The other side provides a lounge for colored patrons and rest rooms for both men and women. All of this mezzanine area was finished in light tan and blues and the same fern leaf pattern carpeting was used on the floor here as in other parts of the house.

The balcony seats 325 people and it is divided in the center by a partition rail; one side for Negroes and the other for whites. Seats in the balcony are the same kind and color as those on the lower floor. Colored patrons enter the balcony directly from the outside and thus come in contact with the white people at no point. Entrance to the white side of the balcony is through the foyer on the first floor.

At the top of the balcony is a large projection room equipped with latest model projectors and sound system and including all modern equipment accessories. The projection room is also equipped with automatic fire doors and shutters and there is an exhaust fan in the ceiling vent to take off fumes and hot air. The room is air conditioned and equipped with all sanitary facilities for the comfort of the operators.

Private Power Plant

In a separate building at the side of the theatre and in the rear the air condition-

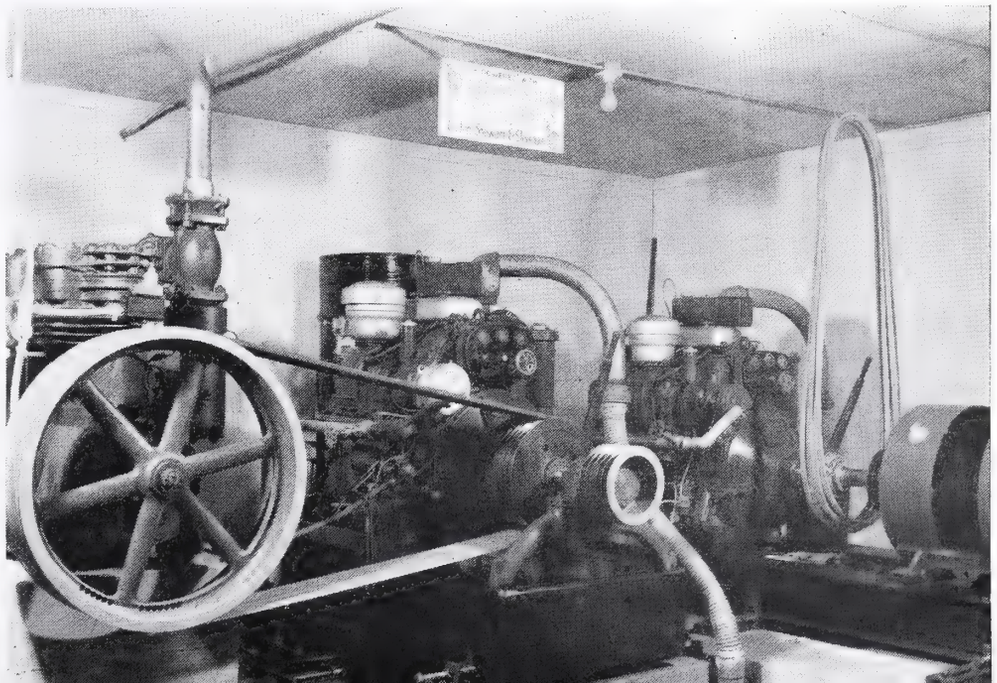
(Continued on following page)

IDENTIFICATION
(El Rancho Theatre)

AIR CONDITIONING: General Motors Corp. (Frigidaire).
ARCHITECTS: Corgan & Moore.
CLEANING EQUIPMENT: National Super Service Co.
CURTAIN CONTROLS & TRACKS: Automatic Devices Company.
EQUIPMENT CONTRACTOR: Southwestern Theatre Equipment Co.
FRONT, MARQUEE & SIGNS: Texas Neon Sign Co.
LIGHT & POWER PLANT: General Motors Corp. (Diesel).
LOUNGE FURNITURE: Royal Metal Mfg. Co.
PROJECTION: Brenkert Light Projection Co.
SEATING: Ideal Seating Company.
SOUND: RCA Photophone.

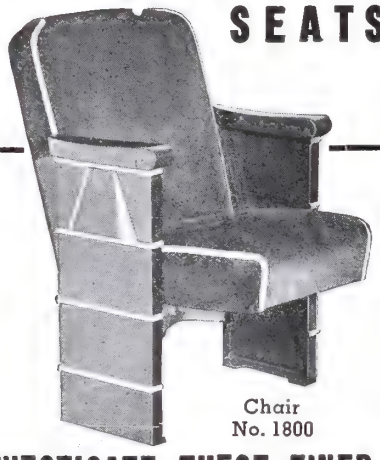
Additional particulars on the project may be secured upon request to The Modern Theatre Information Bureau.

El Rancho has its own power plant for the economical operation of its lighting and air conditioning systems, the latter consisting of a 35-ton compressor. The plant as shown is powered with two-cycle Diesel engines with provisions for changeover in cases of emergency.



PEABODY CHAIRS

ARE QUALITY CHAIRS WITH BUILT-IN COMFORT AND TOUCH-CONTROL SEATS



Chair No. 1800

INVESTIGATE THESE FINER THEATRE CHAIRS AT ONCE!

Don't overlook the pedigree of the theatre seats you consider buying. Be sure you get Quality Materials — Quality Construction — Smart Styling — and, above all, insist on Built-in Comfort. That's comfort that stays as long as you keep the chairs.

To get all these highly desirable features, plus Touch Control Seats, order PEABODY CHAIRS. Write for Peabody Catalog-Folder and attractive prices. Tell how many seats are needed. Write

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Peabody
QUALITY THEATRE SEATING

Light WHERE YOU WANT IT!

BEST MODEL "0" PEE WEE SPOTLIGHT

. . . for short range, brilliant white or colored lighting effects. Aluminum castings and compact design (Hood 4½ in. x 5 in. x 2½ in.) afford lightest weight. Easily focused from 12 in. spot to 36 in. spread at 3 ft. Greater spread possible. Adequate ventilation. Durable black and silver wrinkle finish. Complete with asbestos cord, plug, mirrors, lens, universal mounting bracket, gelatin holder, 3 sheets colored gelatin, less bulb, $4.75; 75-watt bulb, $1.25; 100-watt, 85c. 400-watt Best Spotlights, less bulb, $5.



BEST DEVICES CO.
10516 Western Ave.
Cleveland, Ohio

An Old Cowman's Conception of a Modern Cinema

(Continued from preceding page)

ing and lighting equipment is housed. The light plant consists of a two-cycle Diesel engine and generator, which is driven directly off of the shaft. At the side of the plant equipment is another Diesel engine driving a 35-ton compressor, and provision has been made so that either engine can drive both compressor and generator. Belts are hung from the ceiling practically in place and ready for the changeover to be made instantly in case either engine fails to operate. At the side of the compressor is an evaporative condenser driving the hot air directly to the outside of the building. The cooling coils, filters and housings for blowers are installed in the theatre proper at the rear over the stage with pipes leading from the compressor to the cooling coils.

Lighting devices throughout the building are a combination of both fluorescent and incandescent fixtures, using one or the other in spots prearranged for them. The theatre is well lighted throughout with proper size fixtures, and since the light plant was installed, the management does not have to be conservative with the amount of current consumed. With all the light load applied at one time, the lighting system was so designed that the generators would be only half loaded.

STAGGERED SEATING PLAN

There are 1,097 chairs in El Rancho, of which 33 are love seats 30 inches wide used in staggering the seating arrangement in the center section. The cushions are upholstered in light tan imitation leather with light blue velour sides. The backs are ¾-inch plywood in natural finish with heavily inserted panels upholstered in light blue velour. The arm rests are in natural finish and the aisle standards are finished in cream and blue to match the aforementioned blue fern-leaf patterned carpeting.

Lighting fixtures are of the louvre type with fluorescent and lumiline adaptations in all lounge rooms, lobby and foyer. The exit and directional fixtures are all custom built. All lounge and office furniture is chrome metal upholstered in raspberry and antique ivory trim. The ticket register is a five unit model. The stage and exits are draped in rayon plush, with rust color on all front curtains and stage masking and a peanut colored back curtain. All curtain tracks are steel and modern curtain controls are used. The screen is a special white with picture surface of 15 feet, 9 inches by 21 feet.

Are you still using low amperage lamps for projection? If you are, you're paying too much for the screen result *you don't get*. Simplified high intensity lamps can give you relief.

THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

MAIL THIS FORM FOR FREE INFORMATION

The MODERN THEATRE Planning Institute, 7-20-40
Room 334—332 S. Michigan Ave.
Chicago, Ill.

Gentlemen: Without cost or obligation please arrange to have data supplied to us covering the following subjects:

☐ Acoustics	☐ Decorating	☐ Screens
☐ Air Conditioning	☐ Heating Equipment	☐ Seating
☐ Amplifiers	☐ Lighting Fixtures	☐ Signs and Marquees
☐ Architectural Service	☐ Lounge Furniture	☐ Sound Equipment
☐ Carpets	☐ Plumbing Fixtures	☐ Theatre Fronts
☐ Cleaning Equipment	☐ Projectors	☐ Ticket Machines
☐ Complete Remodeling	☐ Projection Lamps	☐ Other Subjects

.....

Theatre ..... Seating Capacity .....

Address .....

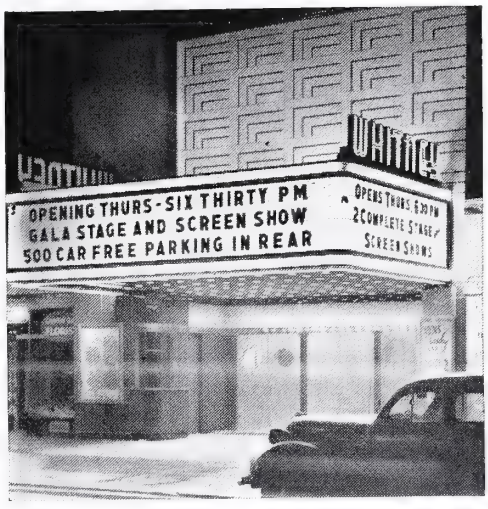
City ..... State .....

Signed .....
(Owner-Manager)

A NEW ENGLAND HOUSE WITH NOVEL EFFECTS

THE 900-seat Whitney, a neighborhood theatre recently opened by Whitney Theatre Corporation in Hamden, Connecticut, embodies many new and de luxe features for this type of house. The front entrance features in one corner a blue structural glass ticket office in gracefully curved design which gives added width. All lights are recessed under the all-neon marquee and in the interior. Doors of satin chrome and stainless steel add a rich note, in contrast with the darker colored background of the facade.

Upon entering the auditorium, the patron is most favorably impressed with the rose-patterned Wilton carpeting and gold-toned imported Swiss wallpaper. Leading off the inner lobby and separated only by a metal rail is a soft-toned rose beige and blue lounge, which in turn leads to the ladies' powder and rest rooms. The room, designed by Marion Bailey, wife of Meyer Bailey, one of the principals of the theatre corporation, is carpeted in dusty rose beige, has a circular rose silk velvet settee and solid rose and blue modern furniture pieces, with a squared rose and blue silk sheen wallpaper. Modern pastel-tinted decorative paintings adorn the walls and continue along the stairway leading to the loges.



Above—The front and (below) the foyer of the new Whitney Theatre, a neighborhood house in Hamden, Conn., wherein the Decorative Arts are most cleverly expressed in all details, including a wide expanse of exquisite carpeting.



The new Whitney Theatre is said to be the first to use no acoustical material whatever, relying entirely on structural design of walls and ceiling and a series of tilted wall planes for good sound absorption. The series of tilted planes runs the entire length of the theatre, while a fluted, unfolding ceiling is used.

Auditorium chairs are 22-inch width, upholstered in rose with snapback seats and spaced 34½ inches between rows in the main auditorium and 36½ inches in the higher-priced loge. The seats are custom built, with aerated rubber upholstered backs in the loge. Special head sets for hard of hearing patrons were installed. Gold curtain and stage setting as well as rich carpeting add materially to the House Appeal of this fine new theatre. A year-round air conditioning system of latest type was installed.

The projection room, which is about 22 by 16 by 8 feet in dimensions, is equipped with the very latest model equipment and accessories for the reproduction of sound pictures, including colored features.

Jacob Weinstein was the architect, with Benjamin Schlanger of New York as consulting architect and Jack A. Halprin, Inc., of New Haven, as general contractor. National Theatre Supply Company of New Haven was the equipment and furnishings contractor.

Smooth and noiselessly operated draperies and curtains add the first as well as the finishing touch to picture presentation. Curtain controls and tracks are not costly.



Insure yourself the best in proscenium equipment. Be sure the Vallen symbol of leadership is on the stage curtain controls and tracks and special operating devices you specify — for when you buy Vallen, you buy the best.

VALLEN, Inc.

AKRON, OHIO

When you buy Vallen you buy the Best!

Time to Preen Our Feathers For a Prosperous Fall Season

(Continued from page 31)

controls, better traffic accommodations and a higher standard of sanitary maintenance undoubtedly can well come in for attention at this time of year.

Winter Air Conditions

While not exactly a feather-preening operation, it could also be suggested that the air conditioning provisions for Fall and Winter be put in top shape at this time. There is a difference between efficient service with plenty of fresh air, ventilation and scientific heating for this coming season and the makeshift "blow-em-outta-their-seats" and "freeze-em-stiff" school of practice which many theatres, both old and new, still adhere to in the good old summertime.

Make the winter air conditions of your theatre something for which patrons will return, knowing their health is actually being protected in this place of greater comfort. Winter atmospheric conditions are entirely as important as those in summer—and there is the health angle to be stressed at this time of year, which has just as great opportunities for exploitation as has the "cool" of midsummer operation.

Indeed, there are many things to be taken into consideration by theatre operators at this time of year. As a matter of fact, we see no time at all for the moaning at the bar which so many picture showmen are said to be doing right about now. If they're actually on their toes, they're too busy making plans for better business. It will come only if something has been done to encourage it. What needs doing should be done right now, to avoid the rush and risk of last-minute application. Fall is just around the corner.

A good vacuum cleaner is a godsend around the theatre. Its cost is soon liquidated in the saving of wear and tear on floor coverings and furniture.

INTERNATIONAL



The nation's most modern chair possesses qualities strictly its own. Nowhere else can you get these money-saving features! You pay nothing extra for International's Inventions. All steel welded unit construction—factory assembled—no exposed bolts, nuts, or screws—modern curved end styling.

Write for Details

INTERNATIONAL SEAT CORPORATION

UNION CITY, - - - - INDIANA

"Spreading Comfort to Millions"

LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau.* Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Avenue, Chicago, Illinois.

American Seating Company, of Grand Rapids, Michigan, submits an attractive illustrated folder on "Foam Rubber over Spring-Arch" seat construction. The new development in seating efficiency is described and pictured graphically and comfort and other advantages are stressed most interestingly.

Aqua-Sorb Company, of East Orange, New Jersey, files a comprehensive folder on the Aqua-Sorber dehumidifier. Various models of the device and their uses are pictured and described and specifications and prices are also given.

Badger Mfg. & Sales Co., of Milwaukee, Wisconsin, offers descriptive sheets and price lists on Badger Filters for use in heating, ventilating and air conditioning systems. This new product is described more fully in "What's New in Air Conditioning" column of this issue, which see.

Carrier Corporation, of Syracuse, New York, presents an attractive folder entitled "A Personal Invitation to Visit the Carrier Igloo of Tomorrow at the New York World's Fair," in which the Carrier building at the Fair is pictured and some of its exhibits are outlined.

Franklin Research Company, of Philadelphia, Pa., announces a new folder on their complete line of floor maintenance materials and a new technical bulletin on "Franklin's Aerated Rubber Gloss Wax," discussing the slip resistance of floor wax.

Notice: *Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.*—The Editor.

POPCORN STILL CHIEF EXTRA-INCOME ITEM

IT HAS been shown recently that of the three major confections—candy, popcorn and cold drinks—sold by theatre owners, popcorn vending is one of the most profitable. For some time, popcorn has been suspiciously avoided by many theatre owners because of undesirable odors, muss and noise caused by consumption within the theatre. However, with the present availability of modern, streamlined popcorn machines, popcorn as a source of profit has increased in popularity by leaps and bounds.

The attractive machine of today presents a smart appearance in the gay lobbies and entrances of the modern theatres. Noise and muss have been eliminated by the sale of the popular tidbit in small noiseless cartons. And the aroma of preparation is no longer a problem with the widespread use of air conditioning and exhaust fan outlets to quickly carry off all offending odors.

Surveys show that the monthly profit of popcorn in theatres ranges from $100 to $300. This substantial profit is traced directly to the comparative inexpensiveness of cost and preparation of the corn. To turn out the very best popcorn possible, at the most the cost will not exceed 30 cents on the dollar. It may run lower, depending on the price of corn and other necessities. But figuring the total cost at 30 cents, it is distributed approximately as follows: Raw corn, 12 cents; salt, ½ cent; electricity, 1 cent; sacks and cartons, 4½ cents. One hundred pounds of raw corn will pop out from $65 to $90 worth of corn, with profits of from $50 to $70. One pound of raw corn will pop out eight or nine ten-cent cartons of popcorn.

On a recent Sunday, an operator of a first-run neighborhood theatre reported selling $68 worth of popcorn. And in a recent monthly report of a chain of prominent neighborhood theatres on popcorn and candy sales, popcorn outgrossed candy by $2.45. However, the net popcorn profit exceeded that of candy by $223.85. At each theatre, popcorn net profits were substantially above those of candy.

The figures made shortly after the installation of the popcorn machines were in effect a revelation to the management, which was at first indifferent to the installation of the machines. Popcorn sales are increasing in all of their first-run houses. This success has resulted in their decision to install more popcorn units.

Operating experience so far has shown that the minimum yearly net profit, after all charges, will be at least $1,200 for even the smaller theatres and upward to $2,500 for most of the houses. These are typical examples of the profit possibilities of which this popular confection is capable.

Most motion picture exhibitors average 2 cents in popcorn sales for every ticket sold—or $20 gross and $14 net profit for every 1,000 patrons. Therefore, it is easy for an exhibitor to approximate his income from the sale of the confection. All he has to do is to determine his average weekly attendance and multiply by the average stated.

With modern dispensing refinements in popcorn machines definitely overcoming all objections, popcorn conclusively takes its place as a profit source of major importance to the theatre owner.

Asphalt Tile Flooring Abolishes Dampness

Wherever concrete floors are in direct contact with the ground, asphalt tile flooring can be used to good advantage. This type of material can be installed on or below grade level and in places where dampness prevents the use of other resilient floorings. This opens the way for colorful floors in basement areas where lounges often can be accommodated.

However, the use of asphalt tile is not restricted to basement of grade-level areas. It is also well suited for any interior where an inexpensive, attractive, durable and easy-to-clean flooring is demanded. Even under heavy traffic, it is said to withstand abrasion and shock, and it is also fire-resistant and odorless.

S-T-R-E-T-C-H

your seating dollars



with Genuine U. S. NAUGAHYDE*

Here's one leatherette upholstery that's made for the "long pull." Not just modest first cost, but years of upkeep savings.

Naugahyde is a wear-defying combination—ground GENUINE LEATHER for toughness, rubber for non-cracking pliancy. *Permanently* pliant because there's nothing to dry out and cause cracking and peeling. And lastingly resistant to abrasion because the exclusive "U. S." tempering process replaces perishable "finishing" coats.

Naugahyde's "springy" rubber content keeps it *smooth* — even over deep cushioning. It doesn't bag or grow permanently out of shape.

The most delicate pastel shades are stain-resistant, easily cleanable. Write today for swatches.

*Reg. U. S. Pat. Off.



MORE WEAR AT LESS COST
for theatre chairs
and lobby furniture
Genuine
U. S. NAUGAHYDE*
Upholstery

UNITED STATES RUBBER COMPANY

COATED FABRICS DIVISION · MISHAWAKA, INDIANA

AIR CONDITIONING

DEVOTED TO A CLEARER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

An Open Letter to My Editor on a "Strictly Business" Matter

By **Gordon H. Simmons***



DEAR EDITOR: I am going to ask your momentary indulgence in order to clear up some personal matters existing between me and my corresponding theatre owners. While, as you know, I never attempt to use your priceless editorial space for personal advertising (and for one good reason—you won't let me), I'd do it in a minute if I could get away with it. And hereby hangs a problem.

My correspondence has become so heavy. It takes up so much of my time answering, over and over again, one particular question that takes many forms but always amounts to the same thing. I can get pretty explicit, definite, dogmatic and categorical when it comes to answering a technical question pertaining to air conditioning. But when certain other questions uppermost in the minds of many theatre owners are asked me, I begin to flounder, get flustered, act embarrassed and finally wind up by writing a letter to the theatre owner that gives him a perfect picture of the vagueness existing in my own mind. The result is that he gets no satisfaction out of me and I am filled with discontent because I know I have dodged the questions asked.

OBJECTIVES EXPOSED

So I've decided to face the issue with you right here and now. First, let me ask you to read Letter No. 1, which you'll find in "The Corner" on the opposite page. Then read my reply thereto before you return to this column.

* * *

You will note that I haven't definitely answered his question. I tried to explain why I can't and fell down on the job trying to do so.

Finally, Exhibitor Harry G. Day of Darlington, Wis., brought the issue out into the clear light of day when I called on him last month. He filled me full of Swiss cheese and while I was struggling with fear of constipation and unable to speak with my usual verbosity, he got *his idea* over to me, explicitly stating what was troubling him.

Said he, "Simmons, I don't give a damn about technical matters. What I want to know is *how much will it cost,* and I *also* want to know that after the job is installed *will it work?*"

Many of our readers have asked me the same questions but not quite so bluntly. So I'll try now to answer as bluntly as it was put to me.

In the first place, I can't tell "how much it will cost" until and unless the job is designed and a blueprint of what is required is made up. A job *must* be designed before it can be priced. And any engineer will charge five per cent of the total cost of such a job for said plans. This goes for me, too, if you'll permit me to publish it.

The cost of a heating and air conditioning job will depend upon the designer selected. Some designers insist upon scrapping everything and starting all over again brand new. This saves their time but costs money that ought to be saved.

A COST ANALYSIS

Some salesmen representing equipment firms offer to design jobs for nothing. You and I know better than to bite on this one because the engineering cost is *always* in the proposal and if they make ten designs in order to get one order, the cost of the nine designs for which they got nothing is often concealed in the one order they do get. There's nothing wrong about this. I may decide to do it myself some day.

Therefore, when our readers want to know "what it will cost," if they're not asking an idle question they should be prepared to pay some engineer for his time in working out a plan to *get the cost down* without sacrificing the result.

When I work out a plan, I get itemized quotations on the items needed and forward the original proposals, which show the class and size of what is needed. And the plan shows where these things should be put.

Now, in regard to the question, "Will it work?" When that one was first asked me, I reacted as if I were accused of having a dirty neck. Sometimes I have—and feet, too. When I walked in on Harry Day, I was dirty all over. On the way to see him I stopped at a favorite fishing hole and promptly snagged a bass, which immediately made for the weeds along the bank and so tangled up my line that I couldn't pull him out. I forgot I was fishing in my business suit and went in after him. I got the fish out on the bank but I also got lots of mud, too. Was I embarrassed on account of being dirty? You can tell the world I wasn't.

I delivered said fish to Henry Miller, theatre man at Waterloo, Wis., and then sat around until I was invited for dinner. I had visions of a nice fish dinner, but Miller was wise. He knew I was a fish eater so he didn't serve it.

But back to the question "Will it work?" Yes, it will, if the engineer works like I worked to secure that fish. A plan must be made and it must be followed to insure that the job will work. But even then, the job will be no better than the equipment you buy. An engineer can be responsible for the job only when he can approve the selection of *every item* going into it. I hope I have finally made myself clear on that point.

A CONFESSION

What do I charge? You and I know, Mr. Editor, that I'm pretty much of a sucker. And I believe some of our readers have begun to suspect it too. But just between you and me, I don't mind their making a patsy out of me—working me for free advice and then failing to follow it—because they think they can do it cheaper the *wrong way.*

Now let me divert and call your attention to Letter No. 2 in "The Corner." Here is a letter asking the usual question about "what I charge." I've answered him as you will note in my reply thereto. But his postscript intrigues me. When he mentions my use of lots of "words and hot air" in my articles, I've got to cry "touche!" But when he complains that I don't "get down to business very often," I am inspired to write an article that can be labelled "strictly business." Oh, well, more so than usual. Apparently there is need for such an article, and perhaps a few that could be labelled "strictly technical." If you want 'em, you can have 'em. I strive to please even you, Mr. Editor.

But I positively must ask your subscribers not to tease the animals. Here I am just returned from a dusty trip and I view askance the portion of the postscript that states, "It's too bad I cannot send you a crock of good Canadian Scotch from Scotland." Customs officials can only assess import duties and I'd be glad to pay

Are You Confused?

The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts. ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.

* Air Conditioning Engineer, Milwaukee, Wis.

that. My Canadian friend has succeeded in making me feel sad.

My friend at Darlington, Wis., gave me a big Swiss cheese to deliver to you, my cheeseworthy Editor. I've already carted it around in my Zephyr several hundred miles until it is becoming quite ripe. When it gets mature enough to walk by itself, I am going to set it down on the road leading to Chicago and tell it to "get along little dogie, get along." It may drop in on you soon.

But let's get back to business. Since I've been accused of "not getting down to business very often." I know that's true, but there are so many other things I like to talk about that "business" just gets neglected.

A Mutual Conviction

I recognize theatre people as being essentially business men, while I am just as essentially an engineer. And it is just as difficult for me to discuss business matters with them as it is for them to discuss technical matters with me. I don't think in terms of business and they don't think in engineering terms. So the only thing possible for us is to rely on mutual faith in each other.

Here is a case where there was no breach of faith but only a lack of understanding on the part of a theatre owner whose integrity I respect:

A theatre man inquired about 15 tons additional refrigeration capacity and wanted to know "how much" it would cost. I refused to give him a figure, advising that perhaps he didn't need any additional refrigeration.

Again he asked "how much?" So I said, "Let's not get into a horse trade. I'll expect my expenses guaranteed." He interrupted to inquire if $25 would be satisfactory. I said this was ample, but I also said I would expect an additional check for an amount *he considered my work was worth.* I thought he understood my proposition perfectly because I was most explicit.

I cured his job at a miscellaneous cost of less than $100, and then asked him with lots of expectation, how much my check was going to be. He replied with surprise that he thought that was all agreed upon —and I got only the $25 check. I took it with a smile. To be a good sucker or a good sport, you must always smile, Mr. Editor.

Now had this fellow paid me a $500 fee, I would not have considered myself in the least overpaid. Because even then I would have saved him $2,000. I don't feel that he took advantage of me and I do feel that I have made a friend who may call me in from time to time, since he operates a theatre chain. I am sure I have gained his confidence and good will in possibly the only way I could have done so. I have to place my trust in people to a greater extent than they have to trust me, because my reputation can be checked and in fact already has been checked by many persons. But when I call on a man, I look him in the eye and either take him for a friend or I don't. And I have to depend on friendship and a sense of fair play to get anything out of my profession.

Why I'm No Millionaire

I am willing to concede your point that this is a helluva way to run a business. Well then, so I ain't neat! But who the heck wants to accuse me of running a business? I'm too busy to be a millionaire, and besides I've tried being a business man with results that would be laughable if they were not so sad. I'd much prefer to get under the skin and gain the confidence of a man. I can then more confidently expect to be treated right by him. I cannot properly serve his best interests if all the time I have the thought in the back of my noodle, "Where does Simmons get off?"

If one of your readers wrote me and said, "I can't pay you anything but here is a postage stamp for you to advise me," what do you think I'd do? I'd serve him just as willingly as if a check was enclosed. I get just about everything from cheese to Scotch whiskey. Gas, meals, hotel bills paid and lots of good-natured razzing.

All free will offerings. And I don't want cash as a substitute for that. If it is my pleasure and privilege to serve on the basis of what the client fixes my fee, what are we going to do about it? One fellow did something about it and he bothered me. He said, "If you don't tell me what you want, you don't get nothing." So I mentioned a fee that was half of what I wanted, because I was afraid he might think I was overcharging him. This fellow had been stung so much that I really felt sorry for him.

I confess that my theatre activities are not profitable. But the fault is mine only. I know engineering and how to catch a fish and play contract bridge. Get into competition with me along these lines at your peril. I go about these non-commercial problems with skill and confidence. You, Mr. Editor, know your bridge and you play a good brand of it. But with your charming wife as a partner, I can take you into camp and in fact have done so. However, when I am a guest I am keenly aware of an atmosphere of cordiality and hospitality and at least I try to imitate the actions and thoughts of the typical Southern gentleman.

While I'm no gentleman, I am from the South, where I imbibed an education (such as it is) that is devoid of all business training. And when people, regardless of what section of the country I may be in, receive me in good old Southern style, I just have to give 'em my shirt. And many times I do, despite your repeated warnings.

But for Pete's sake, ask 'em to write me and suggest some topics for these articles. So I can overcome that ribbing about "lots of words and hot air." And by the way, I'm back in Milwaukee, in case you'd like to let our readers know. I expect to make a winter trip, when, as and if I get sufficient invitations to call. Thanks to those who donated gas, oil, Scotch, cash, provender and passes to picture shows while on the trip just completed. I was cordially received everywhere I went and enjoyed my visits immensely.

SIMMONS' Q-AND-A CORNER

Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.

Letter No. 1

Here is a letter from a prospective theatre builder in Pennsylvania, which I have referred to in the opening stanzas of the Open Letter to My Editor on the preceding page.

The Letter: "I have followed your column for some time and have found it very educational. I am now contemplating building a theatre (300 to 350 seats) in a small town, population 2,800 people, size of lot 35 by 100 feet and building will probably be of cement block construction. I would appreciate hearing from you as to method and equipment I should use for air conditioning the above—with the least investment.

"Your reply will be greatly appreciated and is anxiously awaited.—E. G."

My Answer: "I received your interesting letter of June 13 and am glad that you find the articles in Boxoffice educational.

"A theatre of 300 to 350 seats can be air conditioned without great expense *provided* the building is *designed* to take it. Usually the architect and the owner get together and appropriate all the space there is except a few waste places and then ask the engineer to provide air conditioning. They don't even give him a shoe horn to help squeeze it in.

"As to method of air conditioning, this depends largely upon geographical location, as there is no universal air conditioner. If you have in your location city water or well water that is not warmer than 58 degrees Fahrenheit, you can do a nice job of summer cooling at small cost. But if you are not geographically located where such cold water is available, then the cost goes *up.* Up plenty!

"Naturally you should install a system that heats as well as cools your theatre. This is the modern method. And when I am supplied with architect's plans I can make a proper all-year air conditioning design for about fifty bucks. I can purchase whatever equipment you require for less money than you can even after I tack on a ten per cent handling charge, but this service is optional.

"Other optional features are whether you should have a steam boiler, hot water boiler or warm air furnace. Stoker or oil burner or gas-fired. A completely automatic control system that even you cannot monkey with, or a system to be operated by hand.

"When I am permitted to design an outstanding job, the total cost is not much more than the common garden variety, and the results are reflected in the 'take' at the boxoffice. Winter and summer air conditioning can be made an attractive drawing card. But my files show that most of the installations are even cursed by the owner. It is not a question of the

(Continued on following page)

Simmons Q-and-A Corner

(Continued from preceding page)

apparatus used, but the *design* of the system that counts.

"Possibly we should exchange a few letters so that I can get more clearly in mind what you would like to have. No charge for preliminary advice.—G. H. S."

Letter No. 2

A letter from Saskatchewan, also referred to in the adjoining lament to my editor as a case in point.

The Letter: "In the near future I plan on building a new theatre which will seat about 360 in an auditorium space of 38 by 80 feet including the stage. At the front of the theatre which is built to a 50-foot front are two stores, one on either side of the lobby which is 12 feet wide. The depth of the stores and lobby is 18 feet, behind which is a foyer and rest rooms across the full 50 feet and 12 feet deep. There will be a basement in both the front end and under the stage.

"I plan on heating by two forced circulating air furnaces. The one in front heating the stores and offices over them as well as the lobby, foyer and rest rooms. The furnace under the stage will be equipped with a large 10,000 c.f.m. fan (I have this fan now) so that during hot weather it can be used as an air circulator for cooling as well as for heating. The planned duct system now is to have about half the air discharged from two openings in the proscenium and the other half of the air to be carried along in a duct in the air to be branched into two ceiling discharges about half or two-thirds of the way back.

"I give you this rough outline of my building and I could supply rough preliminary drawings. The blueprints are not yet finished.

"What I would like to know is *how much you would charge* to lay out a heating and cooling system for this theatre—or how much you would charge to criticise and correct plans that have been made for me by a heating concern in Saskatoon. I think their plan is a fairly good one but I want no mistakes made, or at least as few as possible, and I always feel better when I have used two heads instead of one.

"Kindly let me know what services you could render and what the price is.—G. R. M."

"P. S. I always read your articles in BOXOFFICE but while there are lots of words and hot air, you don't get down to business very often It's too bad I cannot send you a crock of good Canadian sold Scotch from Scotland, but I guess the customs officials would have something to say about that.—G. R. M."

My Reply: "Replying to your air mail letter of June 14th, which arrived while I was on a trip through the country. I beg to advise that I charge 5 per cent of the total cost of a conditioning job to prepare the plans, $25 of this amount as a retainer and the balance when plans are accepted by you.

"It is usual for tentative plans to be prepared from the architect's tentative drawings so that the architect is promptly advised relative to space needed. He can then work the air conditioning system into his general design.

"And when some particular space I want is not available, he assigns some other equally usable space after he is advised as to what is needed.

"I would charge $25 to criticize and correct, if necessary, plans made by your contractor. But I doubt if this would be as satisfactory to you as the type of design I would furnish. Contractors as a rule are not experts at this kind of work and usually prefer to do a job according to an engineer's plan which they are at liberty to criticize.

"I think it just as desirable to retain an engineer for engineering work as it is to retain an architect. You could get a set of building plans free from a building contractor. But an architect who knows his art can give you a much better and more skilful design. I'm sure I can.

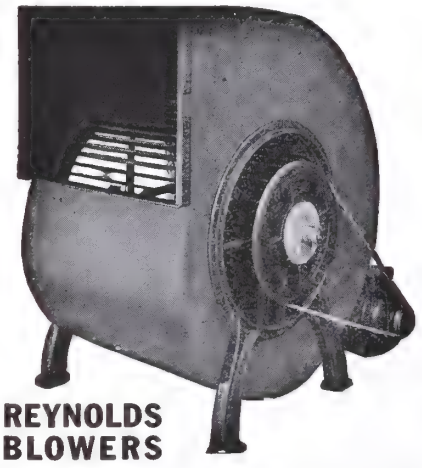
"In regard to your postscript, of course I enjoyed your remarks. All except about that Scotch. I don't care what the customs officials would have to say, just so they don't confiscate the consignment.

"I plead guilty in regard to 'lots of words and hot air.' But it does seem to be what you all like. But I can 'get down to business' when requested to do so, as this letter testifies. I usually pay attention to comments by theatre owners. When I think remarks such as yours are seriously intended, I usually figure somebody besides me has his tongue in his cheek.

"But my tongue was positively hanging out when I read your remarks about good Canadian Scotch from Scotland.—G. H. S."

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Decide right now to cool and ventilate your theatre economically with the quiet, vibrationless



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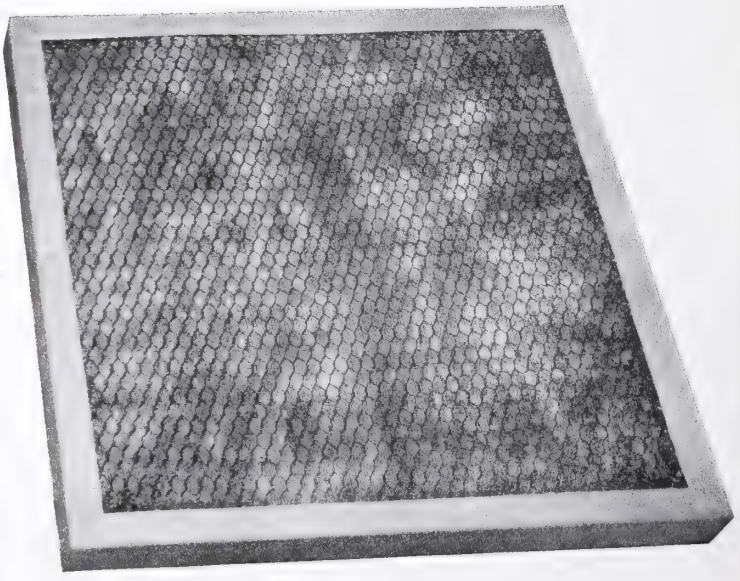
12 sizes from 1,500 cfm to 30,000 cfm $22.50 up, including variable speed drive, belts and motor pulleys. Equipped with Fafnir ball bearings set in solid rubber pillow blocks. Write for free literature.

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WHAT'S NEW IN AIR CONDITIONING

There isn't very much that's really new, and that's the trouble. Some refinements of old ideas seem to be all we can accomplish until another Edison comes along. A manufacturer came to me some time ago and said, "Simmons, I want you to design me a better filter. But don't make it too good." So I did as instructed. And this is it:

But there's a reason for not making it too good. If a filter is made to stop everything, including pollen, it gets plugged up too quickly and the customers don't like it. Besides, it interferes too much with the free passage of air. Now other filters on the market ain't so bad; therefore I could only make a slight improvement — and this is it.



In the center of the filter pad is a diaphragm or film of finely spun fire-proof material that looks like silk. It looks like a spider web and acts like one because it catches the very fine dust. On each side of this film or diaphragm is metallic wool which not only holds this film or diaphragm in place, but acts as a labyrinth catching the coarser dust particles before they reach the film.

Dirt can pile up to the thickness of an inch, and that's a lot of dirt, believe me. So this filter has large dirt-holding capacity, and that's important. I've had one in my air conditioner at home for several months and I find I get more air and less dirt than formerly. My wife likes the filter even if I did design it. And she is hard to please, as I've found out these many years. Manufacturer's name on request if you can't find his small ad somewhere in this issue.—G. H. S.

A MODERN FACADE IN MONOLITHIC MOOD



Modern materials find plentiful expression in this striking view of the Jackson Theatre in Jacksonville, Texas, owned by L. M. Threet. It was designed by Architect Sam Hyman. Faced with a gleaming surface of structural glass in a color combination of red and black and possessed of many other novel features, including a large illuminated timepiece in the nose of the marquee, it is an example of ingenious theatre front design. (Photo courtesy Libby-Owens-Ford Glass Company, Vitrolite Division.)

scale or grease. Wood surface should be free from peeling and loose paint. A careful study of primers, seal coats and undercoats will reveal valuable information on securing best possible results.

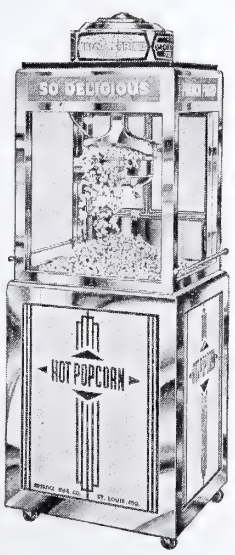
Two coats are to be recommended. Three coats prove an actual economy in most cases. Generally, 500 square feet per gallon is the maximum thinness in which paint should be applied. For this reason, do not thin any more than necessary, even for prime coats. It is well to follow label instructions carefully in all cases.

Be sure to allow as much or more time than specified for drying especially between coats. During damp weather, considerable extra time should be allowed between coats.

MAKE 2c EXTRA ON EVERY PATRON!

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Carpet Cushion Takes The Shock of Traffic

Carpets wear out because they are literally ground to pieces between the pounding of hard shod feet and the hard unyielding floor. When the carpet is laid over a good carpet padding, however, the cushion and not the rug takes the punishment.

A well-made carpet padding, in other words, acts as a perfect shock absorber for the rug. The millions of tiny hair springs cause the rug to give gently underfoot, and you can't grind anything against a cushion. In this way the life of the rug is prolonged to an almost unbelievable extent. Many theatre men, in fact, have found the cushion a means of securing years more service from their old carpets. The best grade cushion itself never wears out—it will outlast a dozen rugs. Cheap carpet cushion is a poor investment.

Decorative Precaution in Application of Paint

Careful application will save many dollars in repaint labor and in paint durability. Surfaces should be clean and dry. Metal surfaces should be free from rust,

DISTINGUISHED SERVICE STRIPES WON BY 16 YEARS OF THEATRE COOLING

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Leadership isn't luck. It's won by delivering a big value for the money. USAIRCO has enjoyed the confidence and the business of American exhibitors because it delivers comfort cooling that pays at the box office.

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USAIRCO cooling equipment and systems are made by experts to deliver big cooling results *economically*, sold on easy monthly payments, because they pay for themselves out of the extra profits they make.

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We're interested in Better Cooling Results. Send us complete information on Gyra Spray Washed Air ☐
Cold Water Cooling ☐ Refrigeration ☐

Name.....

Theatre.....

Town.....*State*.....

DECORATING

DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS

Principles of Color Harmony the Same as in Music

By **Hanns R. Teichert***



THESE notes serve as an addenda to our last previous article which dealt with the Line of Beauty in design and ornament.

There is also a line of beauty to be considered in the intelligent interpretation of the principles of color harmony, which really should be and is based on scientific rules and systems.

However, these definite scientific systems can only serve as a guide—a tool in the hand of a skilled designer, who uses these fundamental rules about the same as a violin-virtuoso uses music of the masters in re-creating the sounds on his instrument. The most beautifully designed violin; and the most skillfully written notes still require the artist to render them to the delight of his public.

Color can be blended like music to produce harmonious color symphonies, dynamic-dramatic and also simple and refined—from the softest pianissimo to the strongest fortissimo.

Harmony in Hues

The primary and secondary hues that make up color harmonies into monotone and complementary schemes have to be played on the color organ in the right pitch of tone and require careful timing and rhythm to create descriptive harmonies. Masterful blending, swelling and ebbing; staccato flashes against peaceful passages, creating intense and dramatic psychological effects against a cool refined atmosphere; regal pomp or quiet seclusion.

We know that predominating RED schemes produce a psychological effect of Excitement, exhiliration so suitable as a theatrical barker. Red is symbolic of Love and Patria, Health and Freedom.

YELLOW stands for sunlight and happiness. Yellow surpasses all other hues as a light reflecting color and never appears monotonous, that is why this color is used mostly on large expanses in a given scheme. It makes any wall interesting.

ORANGE as a combination of both of these colors also inherits their qualities with just a little more refinement . . . a little more finesse, less violence . . . still radiating the same warmth.

Cool and refreshing effects are obtained by the use of BLUES, which always express Refinement and Formality, and are the favored color of the masses.

To create a scheme both exciting (yellow) and retiring (blue) we use GREEN hues, refreshing and natural.

WHITE accents add cleanliness and innocence, and most of all perspective to all color combinations.

GRAY tones always lend a note of refinement to a scheme and serve as a happy neutralizing factor when played against too much abundance of brilliancy, and can change the character of any color ensemble. Certain architectural periods have a historical color background that requires a special study for its absolutely correct interpretation.

History Disregarded

However, who knows that delft blue belongs to the early 19th Century, or who cares that peacock blue originated during the Renaissance? Today we choose colors at random considering only their practicability and fitness for the given scheme, to enhance an interior or to spell splendor or simplicity.

Modern architectural schemes, void of all the essential trimmings of the past periods, like heavy plaster ornamentations, pilasters, arches, balustrades, etc., have to depend on color only, to recreate the dream of pomp and feudal splendor that we like to surround ourselves with when entering public places. Scientists prove that we need this mental stimulant of brilliant color even in hospitals, where gray and drab colors have been changed to gay brilliant schemes, to help add new vitality.

The real problem for the decorator and theatre owner of course, and it is mutual, are the more antiquated, large auditoriums, that cannot be modernized as easily as the smaller theatre; where in fact little can be gained by the removal of too much plaster ornamentations and other meaningless decorative treatments. Here it is best to leave well enough alone and use the old reliable paint job to change the complexion of the theatre and modernize its appearance.

Knack of Knowing How

Wonders can be done by the dramatization of certain areas with the use of brilliant tones and the application of retiring colors to minimize the importance of too much gingerbread plaster ornaments. Here is where it counts to apply the theory of advancing and retiring colors. Here is where a decorator can change the complete proportion of an interior by the systematic use of balanced color schemes.

With the re-birth of the baroque period, which is stressed by most of our nationally known designers, it is comparatively easy to transform even houses built along the classical lines and renaissance periods, to conform to this modern conception of heavy ornament against plain surfaces. The richest colors in all their brilliancy can be used in the wine shades, purples, verdent greens, golden yellows and regal reds and rose tones, accented with whites and soft grays. Deep toned ceiling surfaces played against specially lighted warm light hues on the walls.

There are no ugly colors—each individual color has its own unsurpassable beauty—the fault of unsuccessful color scheme is only in their combination.

Advisory Service

Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Teichert has agreed to serve our readers in an advisory capacity. He will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to The Modern Theatre, *332 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.*

*Theatre Decorating Specialist, Chicago, Ill.

Theatre Owners are saying . . .

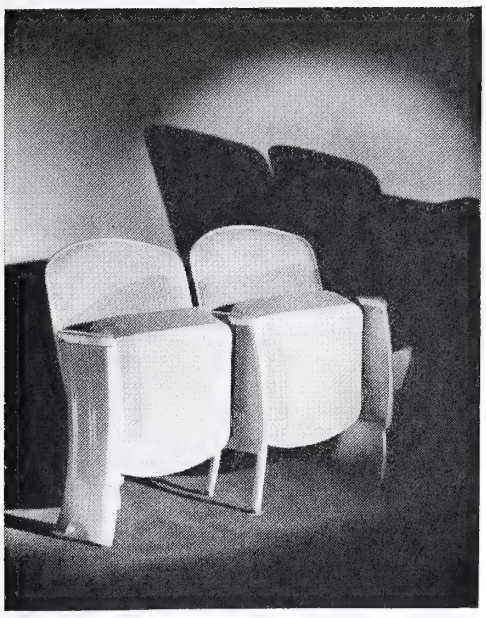
"Be sure to see AMERICAN Bodiform RESTFUL CHAIRS and AMERICAN Avion THEATRE CHAIRS before you buy any theatre seating"

No other theatre seating offers you such beauty, comfort, safety and housecleaning economy. *Investigate NOW!*

American Seating Company

GRAND RAPIDS, MICHIGAN

GRACEFUL



The comeliness of their graceful design promptly catches the eye, but comfort and fine construction are the less observable charms of the twin theatre chairs here shown in spotlight. They are representatives of a new model—The Cameo by Heywood-Wakefield—which recently made its debut. Special features proclaimed for the Cameo line include such points as full-depth panel backs, streamlined bottom boards, plastic arm rests and a special waxed enamel finish to withstand wear and tear. Designed by Leo Jiranek, New York furniture stylist, the Cameo is a smart example of the prevalent streamlined technique in theatre seating.

Carpet Gives Relief To Rigid Atmosphere

Hard floors make modern *buildings,* but fine carpets and rugs make modern *theatres.* One of the most wonderful of miracles is the transformation of a cold, lifeless building into a warm, living, cheerful theatre. Builders may do their work excellently well; foundations, walls, roofs, floors may be the best that modern skill can produce; but how completely desolate the building is until within its walls a place of refined entertainment is created.

As the settling of the theatre is made, the floor coverings are first chosen as the first step in making a liveable interior. Bare floors need cheerful, comfortable, beautiful clothing, wisely chosen to go with the furniture, draperies and upholstery, wall coverings. And modern carpeting presents wide variety, design, color, textures with which to clothe hard, bare floors —thus to bring the theatre building to life.

Many theatre owners have found a simple secret of success in more frequent changes of the scenery. Change things around occasionally. It helps a lot.

"In use from four to seven years ...and none the worse for wear"

READ what the Jayem Management Corporation, owners and operators of five theatres in New Jersey and Brooklyn, say about Alexander Smith Crestwood Carpet.

JAYEM MANAGEMENT CORPORATION
584 Bergenline Avenue
West New York, New Jersey

June 20th, 1940

Alexander Smith & Sons Carpet Company
295 Fifth Avenue, New York, N. Y.

Dear Sirs:

During the past couple of weeks we have been going through our theatres for their annual summer sprucing up.

I just couldn't help but notice the marvelous condition of the carpet in the theatres in which we had installed "Crestwood." It has been in the three theatres that are using it for anywhere from four to seven years, and, honestly, looks none the worse for all the wear it has received.

My enthusiasm over this discovery, in comparison to other carpeting used previously, urged me to pass this information along to you as I know it should certainly prove interesting.

Thank you very much for your good advice at the time of the purchase.

Sincerely,
JAYEM MANAGEMENT CORPORATION
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ALEXANDER SMITH

Crestwood Carpet

AMERICA'S BIGGEST-SELLING THEATRE CARPET

Theatre Sound Standardization Activities of A. M. P. A. S.

Reprint of a paper presented by JOHN K. HILLIARD* to the Pacific Coast Conference of Independent Theatre Owners at Los Angeles on May 9, 1940.

THE Research Council of the Academy of Motion Picture Arts and Sciences, handling cooperative technical problems for the industry, is, by its very nature, interested in many of the problems confronting theatre owners.

The Research Council was organized in 1934 by the major Hollywood studios for the fundamental purpose of getting pictures of better quality upon the screen at a lower net cost through higher net efficiency.

After its organization, the Research Council devoted most of its time to problems concerned primarily with motion picture production,—especially the coordination of sound recording within the various studios.

Preliminary Work

When investigating that subject, we found that the sound reproduction in different theatres varied to such an extent that it was impossible to obtain uniform quality under existing conditions. It was very evident that a coordinating program was vitally necessary. As a result the Research Council Theatre Standardization Committee was appointed late in 1936.

As a first step in this program, the Committee conducted hundreds of listening tests in many different theatres, in order that each member of the Committee would have a wide experience with field conditions and so that all members of the Committee would have a common understanding upon which to base this program.

Each member of the Committee is a technical expert in the field of sound and all of the past experience of the Committee, coupled with this group experience, has given us a wide knowledge and understanding of the subject which has proven to be of tremendous benefit to us in our Committee work.

Early in this program we assembled a test reel containing a short length of a regular release print from each of the studios. This assembled reel, with both picture and sound, was used as a means of coordinating listening tests held in the theatres.

This particular test reel proved to be so valuable to us here in Hollywood, that prints were made available at cost, upon request, to service companies, equipment manufacturers, and theatres. Since its original release we have revised and short-

* Chairman, Theatre Sound Standardization Committee of the Research Council, Academy of Motion Picture Arts and Sciences.

Preface

The following statement by Mr. Darryl F. Zanuck, Chairman of the Research Council, A.M.P.A.S., appears as a preface to the Bulletin referred to in the paper here presented. We quote him:

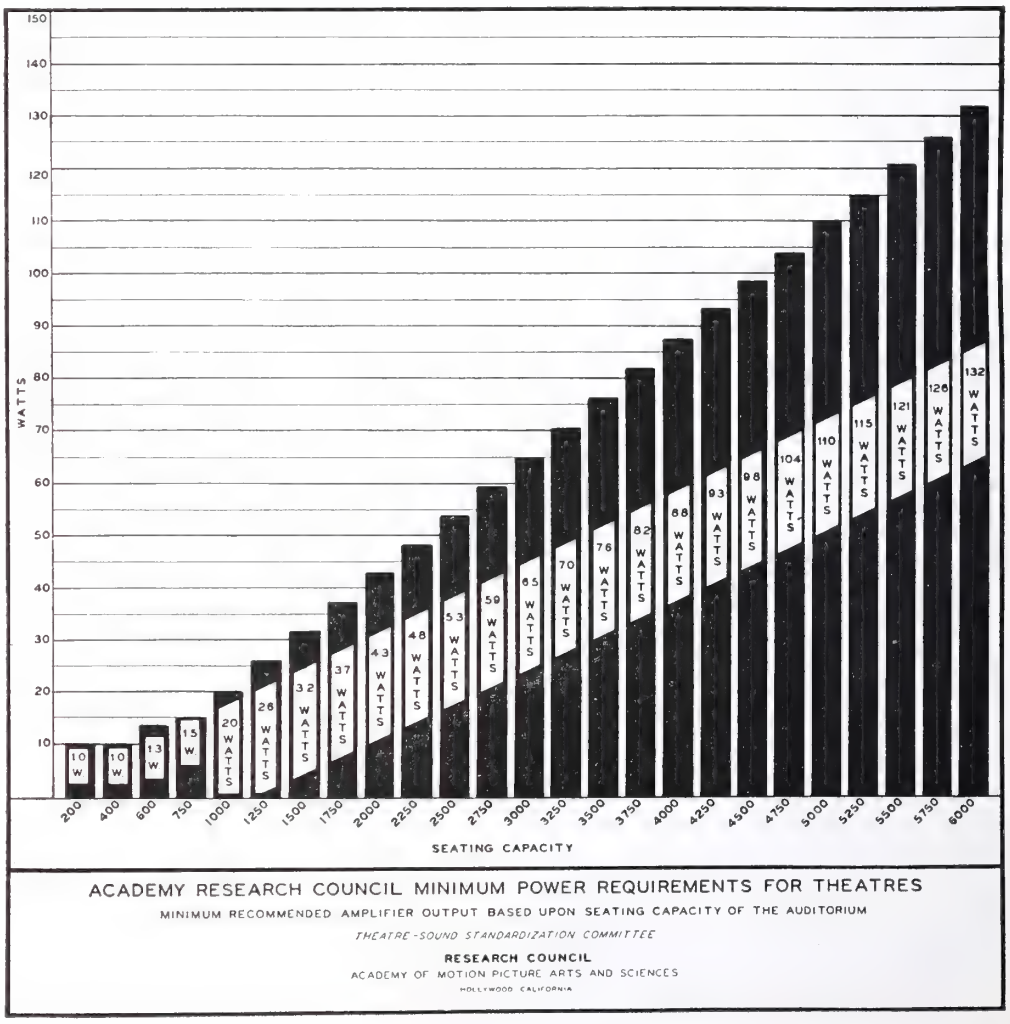
"We were particularly gratified by the great interest shown by the exhibitors at the Conference as indicated by the lengthy discussion following the formal presentation of the Paper, the expressions of appreciation at the conclusion of the meeting and correspondence received subsequently from many of those attending the Conference.

"Because of the great value of the information contained therein to the entire exhibitor group, we are publishing this Bulletin and distributing it through the exhibitor organizations, film exchanges and theatre service organizations to all interested exhibitors.

"The Research Council of the Academy of Motion Picture Arts and Sciences is set up to further industry technical progress, and one of our primary functions is the encouragement of coordination between the studios and the theatres.

"The Council is thus in the service of the exhibitors, individually and collectively, and we always welcome suggestions of ways in which we can be of further service to the theatre field."

May we add our own impression that here is real opportunity for all exhibitors and projectionists of motion pictures to secure through the services of the Research Council a higher standard of sound reproduction in their theatres.— The Editor.



ened the reel and the several hundred prints now in use throughout the world have been of great help in adjusting theatre equipment.

All of the major theatre service and manufacturing companies are now using the Research Council Theatre Sound Test Reel to adjust theatre equipment on a uniform quality basis.

As you will realize, our ultimate aim is to make sound from all studios reproduce equally well in each theatre—at least to bring all theatres up to a commercially acceptable quality-level.

The Research Council naturally recognizes the value of engineering, testing and checking of theatre equipment, but we have based our entire Theatre Standardization program upon the fundamental fact that the FINAL determination should be a *listening* test. And I mean a listening test of the *equipment* as *installed* and *adjusted* in the theatre. For this reason all our standards have been based so far upon listening tests correlated with engineering data.

From an engineering standpoint, the ultimate aim in this work is the specification of acoustical standards which will place these listening tests upon a scientific basis. At the present time there is not sufficient acoustical information available upon which to base any standard acoustical specifications. The Research Council has a Committee working on this problem, which we hope will eventually assemble enough data to permit setting up standard methods of acoustical measurements that will be of use in adjusting theatre equipment.

Methods for Adjustment

As a result of the Committee's experience and listening tests with our Theatre Reel, a standard method of theatre adjustments for all of the better known sound systems has been set up and wherever possible, equipment manufacturers and service organizations are following these specifications when installing and maintaining equipment.

Experience has shown that the use of these standard adjustments lead to the best overall quality obtainable with current sound recordings as reproduced on theatre equipment with two-way horn systems. In most cases a slightly different adjustment is necessary for each make and type of loud speaker system. However, hundreds of recent installations have borne out the fact that if theatres are so adjusted, the product of any one producer is not penalized, and the overall quality of all product is more uniform.

The quality obtained is modified, of course, by acoustical conditions in the theatre itself, but it has also been found that even where bad acoustical conditions exist the effect of these conditions on the product is minimized if these standard adjustments are used.

The usual manner in which this type of standardization takes place is through the manufacturing and service organizations, as they are in closer touch with the studios and with technical advancements which may take place at the source of the product. Accordingly, the exhibitor is not always conscious of the fact that this sort of progress is taking place. Consequently we are striving to make our activities of actual, tangible benefit to the exhibitor.

Performance Standards

One thing which we have done along this line is to prepare recommendations on performance standards for theatre sound reproducing equipment. Previous to the issuance of these recommendations, you as exhibitors were forced to rely primarily upon statements of salesmen for information as to equipment which you might be considering for purchase.

After conferences extending over a year's time, participated in by representatives of the studio sound departments, equipment manufacturers, and the theatre service groups, the Research Council published these recommendations, and you as exhibitors now have an unbiased, impartial source of information on the Standards to which any sound equipment should measure up to.

While we of course do not advise on specific equipments by name, we have set up minimum requirements for equipment performance which are sufficient to guide you in these matters. One thing you may be sure of—if you follow our recommendations, you will avoid buying equipment which is not representative of the best available. On the other hand, such equip-

(Continued on following page)

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NOW, with the Bausch & Lomb Super Cinephor f:2, light previously lost by lens surface reflections (4 to 6% at each air to glass surface) is converted into additional screen illumination. A new process of treating lens surfaces which reduces surface reflections to a minimum is responsible for the performance of this f:2 lens which now has the efficiency which heretofore would have been possible with an f:1.79 lens.

Greater contrast and crispness and more clearly defined shadow detail are evident. Color films are projected with greater purity and brilliance. For complete details, write to Bausch & Lomb Optical Company, 720 St. Paul Street, Rochester, N. Y.

BAUSCH & LOMB OPTICAL COMPANY

FOR YOUR EYES, INSIST ON BAUSCH & LOMB EYEWEAR, MADE FROM BAUSCH & LOMB GLASS TO BAUSCH & LOMB HIGH STANDARDS OF PRECISION

TransVerteR GOES TO BAT AGAIN



in bringing big-time projection to the smaller theatre.

The New LV Transverter with the new Simplex arc described in detail in our new folder. Ask or write for a free copy.

Consult: National Theatre Supply Co.;
in Canada, General Theatre Supply Co., Ltd.;
or write us.

THE HERTNER ELECTRIC CO. 12695 ELMWOOD AVENUE, CLEVELAND, OHIO, U.S.A.

Exclusive Manufacturers of the Transverter

Theatre Sound Standardization Activities of A. M. P. A. S.

(Continued from preceding page)

ment will have no unnecessary features which would add to the cost of installation and maintenance.

Our standardization activities have been considered so important by the sound equipment manufacturers that during the past few years all of the major equipment manufacturers have sent representatives to Hollywood to consult with us every few months. In addition, permanent Hollywood representatives are maintained here by a number of companies who cooperate with the Committee and with whom we are in constant consultation.

Thus, you can be assured that the Hollywood studios and the sound equipment manufacturers are going along step by step, and this cooperation between these two groups of the industry will insure your getting the maximum benefit from every dollar spent by you on equipment replacement or maintenance.

The Committee has spent many hours in conference with representatives of these manufacturers, discussing the design of individual equipments so that new equipments brought out from time to time will give the best possible quality with current studio recordings.

As a result of this phase of our program it is now possible for the exhibitor to purchase better sound equipment at a lower price than would have been possible without the Committee's coordinating efforts. While the Committee cannot of course claim credit entirely, we believe, for example, that we have contributed to making it possible for you to now purchase 50 watts of power in your equipment for the approximate price of 2½ watts ten years ago.

Power Requirements

Let me briefly discuss the matter of power. Many people believe that the volume of sound—that is, the loudness—that can be obtained in a theatre, depends entirely upon the amount of power installed. This is only partially true. Power is required for increased loudness for the proper presentation of special effects such as the earthquake in *"San Francisco,"* the breaking up of the icebergs in *"Spawn of the North"* or the breaking of the dam and the resulting flood in *"The Rains Came."* But also, from a quality standpoint adequate power is necessary to reproduce dialogue and music at normal levels without harshness.

As a result of a great deal of study of amplifier power requirements, the Academy Research Council is issuing recommendations on the minimum power requirements for theatre sound systems. These recommendations indicate the minimum power which should be installed in any theatre in order to give proper reproduction of current sound recording.

We have prepared the chart (shown on preceding page) which indicates these minimum power requirements.

You will note that the following power for specific seating capacities is required:

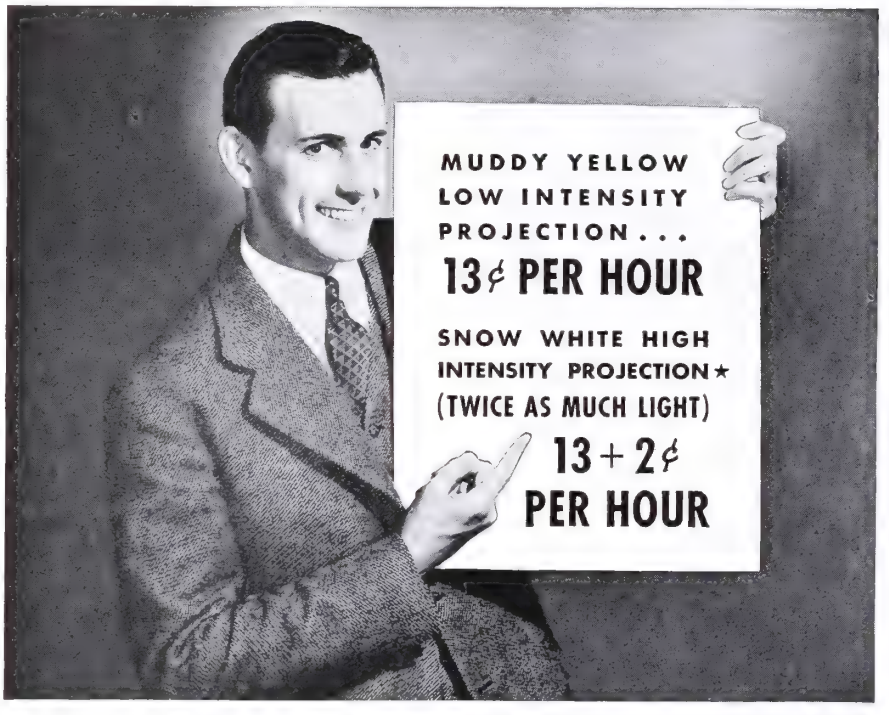
Number of Seats	Minimum Power Requirements
Up to 400	10 watts
From 400- 600	13
601- 750	15
751-1000	20
1001-1250	26
1251-1500	32
1501-1750	37
1751-2000	43
2001-2250	48
2251-2500	53
2501-2750	59
2751-3000	65
3001-3250	70
3251-3500	76
3501-3750	82
3751-4000	88
4001-4250	93
4251-4500	98
4501-4750	104
4751-5000	110
5001-5250	115
5251-5500	121
5501-5750	126
5751-6000	132

It can be easily recognized that the minimum power of 10 watts is entirely within reason. The average modern radio in your home has 5 watts, and the better sets have 10 to 15 watts of power. You may rest assured that this amount of power would not be available unless it was necessary from a quality standpoint—especially in this day of inexpensive radios where price competition is so important.

We hope that you exhibitors will take advantage of our work and will consult our recommendations when you purchase any equipment so that you will receive at least the power recommended for whatever size theatre you are equipping.

All of Hollywood's sound is being recorded with these power requirements as

BUY YOUR LIGHT AT *Half Price*



*with—The New 19000 Series

Simplex HIGH

Direct Current

Projection Arc Lamp

A low cost lamp, for theatres of up to 900 seats, using screens as large as 18 feet in width.

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a basis and if these recommendations are followed, you will be assured of obtaining the best possible quality from all types of recording.

Adequate power as recommended by the Research Council is of definite commercial value to you, as it gives you sound quality comparable to the best available and increases customer enjoyment.

Theatre Acoustics

I might point out one fact which has become very apparent to us since the start of our work—that many theatres encounter difficulties with their sound because of acoustical deficiencies. Our experience indicates that many exhibitors do not realize the necessity of attempting to remedy these acoustic deficiencies rather than to try to get around them by means of electrical adjustment of the sound equipment.

Oftentimes, only a few dollars worth of material properly placed in the auditorium or backstage will improve results tremendously—by giving greater sound uniformity throughout the theatre so that the maximum number of seats, regardless of their position in the auditorium, can be utilized with no discomfort to the audience.

Theatre owners often spend considerable money and give lots of thought to the subject of comfort. You work diligently to achieve eye comfort by putting a good picture on the screen. You spend money for good seats and carpets. You maintain clean and well equipped rest rooms, and attractive lobbies. But one type of comfort which in our experience we have found to be neglected is ear comfort. If your patrons must strain to hear the sound, or if they are subject to raucous and overloud sound, they will become tired just as rapidly from ear fatigue as from eye fatigue or bodily discomfort.

To achieve ear comfort, it may not be necessary to spend lots of money. Poor sound conditions can be corrected very often at small cost, the main effort being proper technical information and the manner of applying it.

Difficulty encountered in setting volume level in many theatres also results from acoustical deficiencies in particular because of non-uniform distribution of sound throughout the house. This problem is decreased or entirely eliminated with proper distribution throughout the auditorium as given by recommended two-way speaker systems, which are universally considered to give the best results of any speakers now available.

We have received complaints from time to time from the field stating that some release prints will not run throughout the show on one fader setting. We realize that all of you are concerned with this problem. In the majority of cases this trouble can be traced either to poor acoustical conditions or to improper sound equipment adjustments. Where an auditorium is highly reverberant in particular frequency bands—for instance where deep male voices are accentuated, the sound level in such sequences in the reel will appear too loud for other portions of the picture. This will necessitate a fader change in such a house, while in a theatre with proper acoustics the same feature will play throughout on one fader step.

Thus it may be seen that proper acoustics contribute tremendously to the ease and time, such as projectionists' and service men's time, required to obtain the best sound quality and the proper volume, and tend to maintain the proper sound level at a single fader setting throughout the feature.

Here again the commercial aspect should be given consideration as poor acoustics lead to complaints at the boxoffice because of poor quality and improper sound level.

Voltage Regulation

A common difficulty leading to fader changes within a single feature is poor regulation of the power supply to the theatre, i. e., the incoming AC line voltage from the power company's supply line varies from time to time. In many instances the change in line voltage is sufficient to vary the acoustic power in the auditorium as much as 400 per cent. It is advisable in all installations where perfect line voltage regulation is not available to install a voltage regulator as part of the sound equipment. This voltage regulator will maintain a constant voltage to the equipment and thus a constant power level in the theatre regardless of wide line voltage variations.

Uniformity of Product

In the early days of sound, each producer made his product to conform to his own individual standards, thus necessitating constant adjustment by the service man as the theatre ran the product of different studios. At the present time you

(Continued on following page)



Here's a new IRWIN chair specifically designed for the buyer who realizes what class and luxuriously comfortable seating will do for his theatre—who insists on quality construction, yet must operate on a restricted budget. Look it over at one of the nearby display rooms. You'll find that it offers an excellent opportunity to make your investment dollars do heroic duty.

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NATIONAL THEATRE SUPPLY CO.

SEATING COMPANY IRWIN GRAND RAPIDS MICH.

BRANCHES
IN ALL PRINCIPAL
CITIES

Theatre Sound Standardization Activities of A. M. P. A. S.

(Continued from preceding page)

will find a much greater degree of uniformity between product than four or five years ago, and we are all continually striving to remove any differences still existing and to eliminate the necessity for any adjustment of theatre equipment to fit individual product.

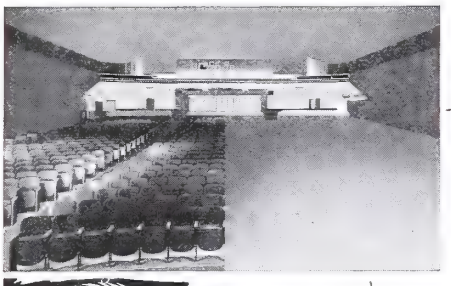
The Academy Research Council is performing a real service to exhibitors at the present time by furnishing information to you, by setting standards for performance for theatre equipment, and in helping to coordinate recording in the studios with reproduction in the theatres. Everyone connected with the organization is extremely proud of what has been accomplished since the start of this work.

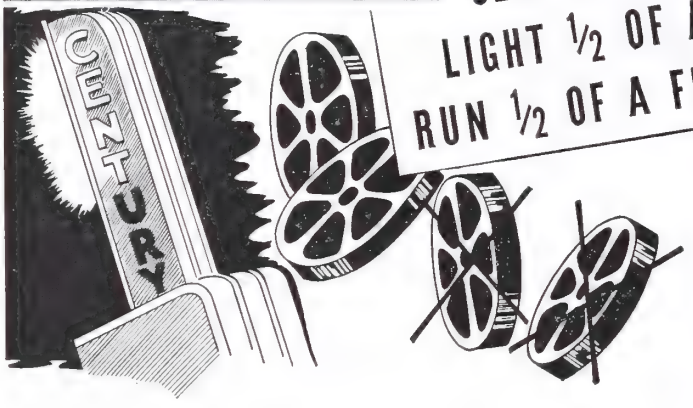
Services to Exhibitors

We will be able to be of even greater service to you in the future by placing the facilities of the Research Council at your individual service to advise you on your equipment problems. Any exhibitor considering the purchase of new equipment will be interested in knowing that all of our Bulletins on theatre standardization, including the one containing our recommendations on performance standards for theatre equipment, are available to you and we will be glad to furnish copies upon request.

If you are interested in receiving copies of these Bulletins, write to the Research Council office and we will be glad to send this material to you and place your name on our mailing list so that copies of future material of interest to exhibitors will come to you as issued. Requests for this information should be addressed to the Academy Research Council, 1217 Taft Building, Hollywood, California.

We want you to know that the Research Council and its Theatre Standardization Committee is interested in your problems, and that we welcome your inquiries and your requests for information, and we stand ready at all times to cooperate in any way possible to assist you to get better quality in your theatre.





Would You—

SEAT ½ A THEATRE?
LIGHT ½ OF A SIGN?
RUN ½ OF A FEATURE?

Then Why---

HALF LIGHT YOUR SCREEN?

To secure the desired screen brilliancy with the present dense black and white and the colored films, twice as much light is required as is possible to project by any low intensity lamp.

Moderate sized theatres using a screen up to 18 feet in width, can now enjoy this doubling in light at an increased combined current and carbon cost of less than 2 cents per hour, by installing

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Write today for descriptive literature or see an Independent Theatre Supply Dealer about a demonstration in your theatre. No obligation.

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Export Office: Room 2002, 220 W. 42nd St., New York City

Picture Screens Are Never Imperishable

A sound screen cannot last forever. Like all things in life, the screen begins to depreciate the moment it is put in use. Dust forms a film on the surface of the screen, each day this film gets thicker and thicker until it is a dark grey in color. As the dust gets thicker, the projection light gets dimmer and the picture becomes dull and hazy, making it increasingly more difficult to get the picture into sharp focus. Dust also filters into the tiny sound holes, gradually closing up or at least reducing their size.

Scientific tests have proved that the average depreciation of a screen is about 50 per cent a year. This means that light and sound quality has been cut in half by the time the screen is a year old. If the screen is a year or more old, hold a piece of new screen up against the old one to test the aging and deterioration that has taken place.

A sound screen is not expensive; in fact it's about the cheapest important piece of projection equipment in the theatre—and it's the place where the patrons' attention is constantly focused. Fifty cents a day is about the average cost of screen maintenance, if the screen is replaced once a year. A saving of more than this amount can be effected in current, carbons, sound tubes and batteries. And the increased boxoffice returns should not be overlooked either.

Protection From Moths A Maintenance Problem

With normal exposure, good housekeeping is sufficient moth protection. Usually where infestation of the carpet, draperies or other furnishings exists, the moths will also be found in other areas and furnishings as well, such as the seating, overstuffed lounge furniture and other dark undisturbed places. Where moths are found to be actually present, they may be completely removed by thorough professional cleaning, but care should be taken that at the same time the entire theatre property is freed of the source by proper treatment of other moth harboring materials present.

ANOTHER AUTHORITY DECRIES OVER-COOLING

IN THE interest of public health, theatre owners should not ballyhoo their air conditioning equipment adversely by keeping their theatres "seventy degrees cool" when the outside temperature is 90 to 100 degrees.

This advice was given by Dr. George W. Riley of New York City, past president of the American Osteopathic Association, speaking on June 27 at the association's 44th annual convention which was held during the last week in June in St. Louis. He reported on the results of a comprehensive survey of the effects of air conditioning on motion picture patrons, theatre and concert goers, concert singers and other groups most frequently exposed.

The survey reveals clearly, according to Dr. Riley, that many air conditioning systems create dangerous drafts and provide too great a variation between indoor and outdoor temperatures. The principal reasons for this, he added, are improperly engineered installations, careless operation, or both.

"Many theatres and concert halls are inclined to boast that it is 'seventy degrees cool' in their establishments," Dr. Riley declared. "As a matter of fact, when the outside temperature is around 90 to 100 degrees, this is like inviting people to 'come in and catch a good cold.' The difference between indoor and outdoor temperatures should never be more than ten degrees."

Exposure to the drafts and excessively low temperatures created by faulty or badly operated systems, he said, frequently causes respiratory afflictions, such as the common cold, sore throat, laryngitis, bronchitis or even pneumonia, muscular troubles, such as stiff neck, and rheumatic or neuritic ailments.

"People, as a rule, are hesitant about lodging complaints of their discomfort," Dr. Riley pointed out. "They go to motion picture theatres for example and maybe they have to wait for seats. When they are seated they find a draft of cold air pouring down upon them. They look about and see no vacant seats to which they can move and so they endure the exposure and discomfort until the performance is over.

"Then crowds are pouring in and out or they have other engagements, so they go their way without registering a complaint with the management. The same is true of those in restaurants, stores and other places. The managements may receive some complaints, but they rarely if ever hear of the end results of their customers' exposures, the colds, sore throats and other ailments."

Dr. Riley cited the example of an internationally known business man, also prominently connected with the motion picture industry, whose experience has been such that he now always carries his overcoat when going to a movie or theatre, or when traveling on an air conditioned train.

Dozens of letters from singers, voice coaches and concert managers revealed that faulty air conditioning also is a constant menace to the health of singers and musicians, Dr. Riley said.

"Air conditioning, installed and operated correctly," he said, "is too splendid an improvement, and the industry is too publicly valuable, to be handicapped by these drawbacks and criticisms. Those concerned with the installation of air conditioning systems should see that they are built, installed and operated in such a way that the public health is not endangered."

Dr. Riley further pointed out that because of the "economy urge," plants costing tens of thousands of dollars are frequently entrusted to $85-a-month operators with instructions to save every penny on power costs. Such an economy, he said, often results in over-cooling a theatre instead of maintaining a governed temperature kept within ten degrees of the outside air.

Members of the osteopathic profession and their district and local societies were urged by Dr. Riley to send resolutions to managers of all motion picture houses, theatres, concert halls, restaurants and stores in their communities, asking them to see to it that their installations function as nearly as possible one hundred per cent perfect.



"Eye Monotony vs. Eye Interest"

In the above marquee set up with single-size letters there is a monotone of form and color. Only a fraction of the advertising value is being realized.

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In the same marquee, shown to the right, the WAGNER Multi-Size-Letter display gives a variation in form and "weight of color," creates "eye-interest" and greatly increases the advertising value of the marquee.

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123 W. 64th St.....NEW YORK 6 Britain St.....TORONTO
Pacific Coast Representative: B. F. Shearer Company

To a National Advertiser

YOUR MARQUEE

Would Be Worth

THOUSANDS of DOLLARS

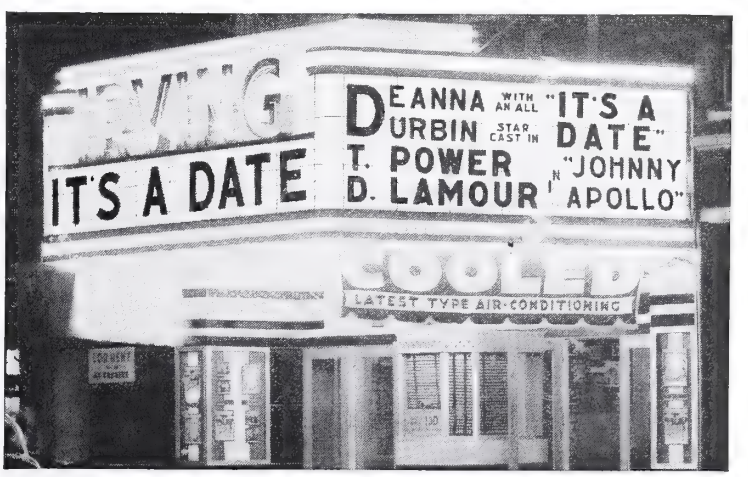
Every Year

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WHAT YOU MAY NEED AND WHERE TO FIND IT

Carrier
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Successful Theatres from Coast to Coast Use
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Rich, fade-proof colors for greater beauty . . . insulation to make air conditioning apparatus more efficient . . . plus sound control. Remarkably low in cost. Write for facts.
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PROJECTION ARC LAMPS AND RECTIFIERS
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THE BALLANTYNE COMPANY
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IT'S GOOD BOX-OFFICE
to seat patronage on securely anchored seats!
SUPREME EXPANSION BOLTS
should be specified for new seating and repairs.
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EVERY STORE A LOCAL INSTITUTION WITH A NATIONAL REPUTATION FOR RELIABLE SERVICE
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in All Sizes and Constructions.
Protected by National Patent Corp.
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LOBBY DISPLAYS
Now, make swell business getting lobby displays. Less time. Less work. Simply trace enlargements of photos, ads, etc., in natural color with Postoscope Projector. Anyone can do it.
FREE Get full details, liberal TRIAL OFFER, low prices now. Write
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Something For Nothing
- A Super Suction Theatre Cleaner, free for 5 days. Cleans your screen, draperies, upholstered furniture, decorations, all high places and things from floor. No ladders. Does floors, carpets—all things and places. Ask your wholesaler or write

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"The Worlds Finest"
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INDEX

OF ADVERTISING IN THE MODERN THEATRE SECTION

	Page
A	
Adler Sign Letter Co.	60
Advance Manufacturing Co.	51
American Seating Co.	52
Automatic Devices Co.	40
B	
Ballantyne Company	60
Bausch & Lomb Optical Co.	55
Best Devices Co.	44
Brenkert Light Projection Co.	40
C	
Carrier Corporation	60
Chicago Expansion Bolt Co.	60
D	
Davidson, Ltd.	60
G	
General Seating Co.	60
H	
Hertner Electric Co.	55
Heywood-Wakefield Co.	35
I	
Ideal Seating Co.	38
International Projector Corp.	Fourth Cover
International Seat Corp.	46
Irwin Seating Co.	57
K	
Kees, F. D., Mfg. Co.	60
Kroehler Manufacturing Co.	37
M	
Modern Theatre Supply Co.	60
N	
National Carbon Co., Inc.	Third Cover
National Super Service Co.	60
National Theatre Supply Co.	56 & 60
P	
Peabody Seating Co.	44
R	
RCA Manufacturing Co., Inc.	Second Cover
Reynolds Manufacturing Co.	50
S	
Smith, Alexander, & Sons Carpet Co.	53
Stoner Corporation	39
Strong Electric Corp.	58
U	
Union Carbide & Carbon Corp.	Third Cover
United States Rubber Co.	47
U. S. Air Conditioning Corp.	51
V	
Vallen, Inc.	45
W	
Wagner Sign Service, Inc.	59
Wood Conversion Co.	60
Z	
Zouri Store Fronts	41

THESE NEW "*One Kilowatt*" HIGH INTENSITY ARCS ARE THE REAL "McCOY," JACK



They don't miss a bet in getting over every bit of action there is in the film. And those color features! I never saw anything more natural in all my life.

You said it, Mr. Robinson! That fifty per cent extra light — real snow white light at that — does make a big difference. The fellows who designed this equipment did a swell job. It's real stuff from A to Z. What surprises me is how they are able to get so much light out of a one kilowatt arc. It's going to be a real pleasure to show pictures here from now on. I defy anyone to put any better pictures on the screen than we can in our little theatre.

That's the spirit, Jack! We can go to town with this new equipment. Our patrons have already noticed the improvement in our pictures. This investment is going to pay big dividends.

THE "ONE KILOWATT" ARCS USE "NATIONAL," "SUPREX" AND "OROTIP" CARBONS

CARBON ARC PROJECTION LAMPS ARE OPERATED AT A SAFE VOLTAGE AND ARE NOT COMPLICATED BY WATER COOLING

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Unit of Union Carbide and Carbon Corporation

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Carbon Sales Division, Cleveland, Ohio

GENERAL OFFICES

30 East 42nd Street, New York, N. Y.

BRANCH SALES OFFICES

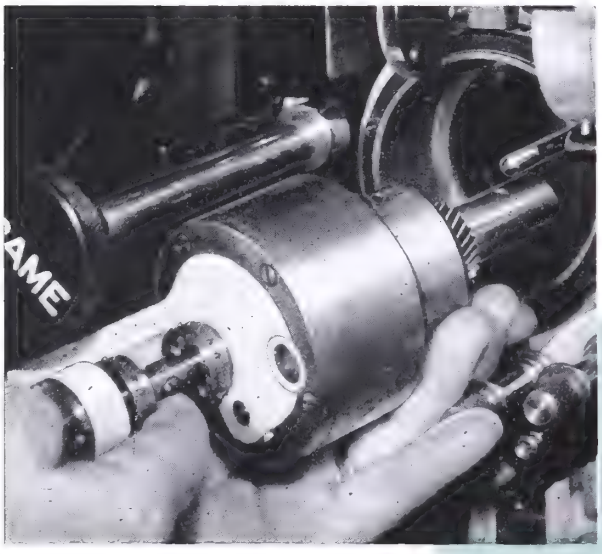
New York, Pittsburgh, Chicago, St. Louis, San Francisco

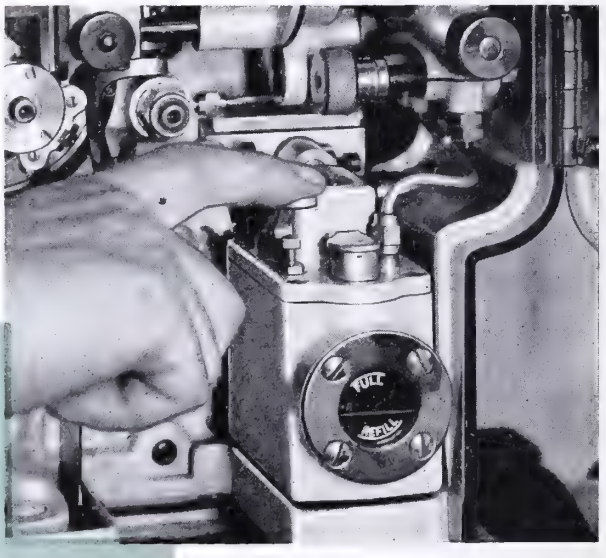
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Simplex
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The pioneer "operator" materially assisted us in solving the basic mechanical problems of motion picture projection, and every important change in Simplex Projectors has first been submitted by our engineering staff to practical progressive projectionists. In this way we have always had a thorough understanding of their requirements.





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E-7
MECHANISM

★

Readily removable — Unnecessary to take down or disturb any part of soundhead. Intermittent oil cushion permits closer tolerance between cam ring and star wheel, and increases shock absorption. GIVES LONGER WEAR, REDUCES VIBRATION, INCREASES STEADINESS AND PROVIDES A PERMANENTLY BETTER PICTURE.

★ ONE-SHOT OILING SYSTEM

An occasional slight pressure on the oil pump lever automatically supplies the correct amount of filtered oil.

Eliminates faulty lubrication, and damage by dirty, unfiltered oil.

CLEANER PICTURE, BETTER SHOW, LONGER LIFE, LESS MAINTENANCE.

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Simplex SERVICE SUPPLEMENTS Simplex QUALITY

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NATIONAL THEATRE SUPPLY COMPANY
BRANCHES IN PRINCIPAL CITIES

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Drive for War Refugee Relief Brings Momentary Harmony

Sidetracking all internal differences in behalf of the greater cause of humanity, proverbially big-hearted Hollywood in all its productional phases has united with distribution and exhibition forces in the community in what looms as the most intensive relief drive since the days of the first World War.

With executive and Thespic talent giving generously of their time and energy, studio, theatre and exchange employes more than 32,000 strong have heeded the call of Red Cross committee leaders to help fill the Los Angeles Red Cross chapter's $680,000 quota for war refugee relief in a drive which officially got under way July 15. In simultaneous meetings at all studios, and a mass gathering of exchange and theatre personnel, boundless enthusiasm was the only reaction as unanimous support was pledged to the fund-raising campaign.

Keynoting initial efforts was a broadcast relayed along the Pacific Coast from Station KFWB on which Samuel Goldwyn, committee chairman for the motion picture industry, introduced Robert Montgomery—who described his experiences as an ambulance driver in France—Jeanette MacDonald, who sang the national anthem; Irene Dunne and Dr. A. H. Giannini.

At the studios executive heads personally conducted the distribution of pledge cards and appeals for money. Louis B. Mayer, Eddie Mannix and Harry Rapf headed the M-G-M group. Y. Frank Freeman conducted the Paramount meeting. Addressing 5,000 20th Century-Fox employes, Darryl F. Zanuck requested donations of one day's pay from those receiving less than $100 weekly, two days' pay from those receiving more. Lump sum contributions are being asked of those in the higher income brackets. The RKO Radio appeal was conducted by Joseph Nolan; Cliff Work directed the Universal meeting; E. H. Goldstein addressed Republic employes; while Goldwyn, Walter Wanger, Hal Roach, Edward Small and Walt Disney covered the field of independents in smaller meetings.

Theatre and exchange employes, exhibitors and circuit executives, met at the Boulevard Theatre under the chairmanship of Charles P. Skouras, Fox West Coast president and leader of the exchange, supply house and theatre committee. W. H. "Bud" Lollier and Cullen Espy conducted the flag ceremony, following which Charles Buckley spoke on behalf of FWC; Robert H. Poole represented the independent operators; Sam Nathanson of Coast Pictures the distributors, and William Ring, the exchange unions. The gathering heard the KFWB broadcast, witnessed a two-minute short featuring Kate Smith singing "God Bless America" and unanimously pledged the donation of five per cent of its salaries for the next four weeks to the Red Cross. The Filmrow quota is $35,000.

Plan Three Roadshows

After the Hollywood drive is completed the industry committee under Goldwyn's leadership may organize three roadshow companies to play western, central and Atlantic sections in cooperation with local Red Cross campaigns. All charities seeking industry assistance are being directed through Goldwyn's committee to avoid duplication and confusion.

No concrete plans will be laid for the formation of the proposed roadshow units, comprising Hollywood players, to tour the country in behalf of Red Cross drives in each locality until results of the local campaign have been tabulated, according to spokesmen for the executive committee headed by Goldwyn.

Alternate plans are being debated. Under one, the units would barnstorm through motion picture theatres in the east, west and south. Under another, one gigantic unit would be formed and would present its show in municipal auditoriums in each key city. The Screen Actors Guild has granted releases on every top player and the Screen Writers Guild has pledged the services of its members in preparing sketches.

Warner Bringing Children

As each city has scheduled a different date for its Red Cross drive, however, committee officials here are confronted with a difficult problem in routing the units so as to hold them down to the minimum of traveling time. To date, no players have been definitely set for the tours, although volunteers numbering more than 100 already have their names on file.

In an individually conducted effort, the International Warner Club, of which Harry M. Warner is honorary president, has begun the task of bringing several hundred English children, the offspring of Warner employes in the United Kingdom, to the United States for the duration of the war. Harry M., Jack L. and Major Albert Warner have underwritten the transportation expense and, if necessary, a ship will be chartered to expedite the mass movement.

Other relief activities planned include:

A benefit revival of "Cavalcade," donated by 20th Century-Fox and surrounded by a program of shorts donated by Metro, to be screened at Ciro's, July 29. The following day "Cavalcade" begins a benefit showing at the Hawaii Theatre, the rental having been covered by a $1,100 check from Baroness Kuffner de Dioszegh, Polish painter. On July 21, under the direction of Mrs. Ernst Lubitsch, Lotte Lehman, Metropolitan Opera star, will appear in a Red Cross benefit concert.

Negro players conducted their own appeal on a one-hour show broadcast over KFWB, July 13, with such performers as Clarence Muse, Bill Robinson, Louise Beavers, Willie Best and others making microphone appearances.

West coast offices for the British-American Ambulance Corps have been set up to conduct a drive for more trucks. Patrons here include Richard Arlen, Charles Boyer, Louis Bromfield, Leslie Howard, John Lee Mahin and other film notables.

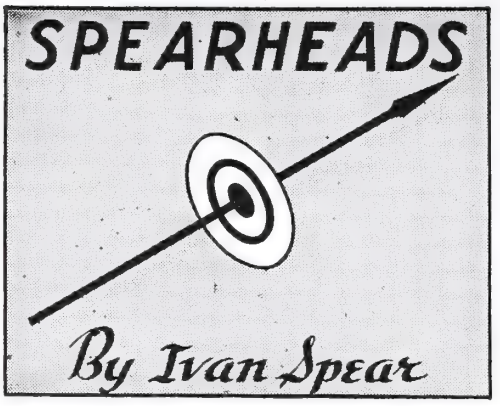
Team Lupino and Brent

Ida Lupino and George Brent will co-star in "He's Mine on Sundays" for Warner. William Keighley will direct the story by the late Laird Doyle.

A Million to Tell America of Four

On the grounds that in "these uncertain times" the domestic market for motion pictures must be strengthened, Darryl Zanuck has announced a $1,000,000 budget has been set aside to exploit four forthcoming 20th Century-Fox films via newspaper advertisements.

The expenditure was decided upon following conferences between Zanuck and Herman Wobber, general sales manager, shortly before the latter's return to New York. Pictures to be subjected to the exploitation treatment include "Maryland," "Brigham Young," "The Return of Frank James" and "The Great Profile."



THERE is an impressive lesson right in their own back yard for Hollywood's befuddled producers who keep themselves in a constant dither trying to blame waning grosses on exhibitors' alleged lack of showmanship.

Al Galston and Jay Sutton, credited with being smart independent showmen, recently built a new theatre on Hollywood Blvd.—the Hawaii—for an avowed $500,000, and are apparently making money with the house by running past hits. "Lost Horizon" just completed its fourth week there and is being followed by the reissue run of "The Awful Truth."

Which proves beyond argument that the public will still pay to see good pictures—even old ones.

➞

Darryl Zanuck announces that he will produce "Indiana" as a sequel to "Maryland," which was a sequel to "Kentucky." Cheer up, Iowa, the geniuses are working your way.

➞

If Culver City develops a bull market in hair dyes, wrinkle removers and other restoratives, it will be attributable to Metro executives' apparent determination to infuse the spirit of youth into the studio's future operations. Following the addition of nine junior writers to his scrivening staff, Leo announces that Billy Grady, head of the talent search department, has begun interviewing young men between the ages of 21 and 27, from among whom he hopes to find ten potential male leads for screen training.

➞

Metro's praisery is making much interesting noise about the fact that Charles Lacey, professional golfer hailing from the Hillcrest Country Club, was signed by Pete Smith to drive a golf ball through a telephone book for a sequence in Smith's latest specialty short, "Quicker'n a Wink."

No mention is made, however, as to whether it was a Los Angeles telephone book or the directory from Cucamonga. Now, if the hard-hitting Mr. Lacey can perfect a swing that will drive a telephone book through a golf ball, he'll really have something.

➞

From gossip column:

"Director Norman McLeod is eating again after a severe session of food poisoning . . ."

Which may be more than can be said about the exhibitors who booked his last picture.

➞

Road maps and atlases probably will join copies of the "Racing Form" as standard equipment on Warner productional desks, what with "East of the River" and "South of Suez" going into work on the same day.

➞

And to such growing library, Director William Keighley has probably added a volume on baby talk inasmuch as a Warner publicity release declares he "interviewed 200 infants in effort to choose six for roles in 'Four Mothers'."

➞

BALLYHOODLUMS—A congratulatory nod toward Freelancer Ermin Pessis, the only press agent in town who can be reached by telephone without the preliminary and time-wasting "who's calling, please?" . . . The flag over Paramount's publicity department was at half mast following the fire which swept Goebel's Wild Animal Farm, in which perished two elephants, three camels and eight tigers; and, more seriously, a valuable source of the fauna-inspired blurb in which the Marathon streeters specialize. The passing of Sally and Queenie, two of the pachyderms, was given appropriate obituary recognition in Bob Speers' "spot news" . . . Russell Birdwell seems to be stronger on fiction than on history. In announcing Alexander Korda's first complete production to be made in Hollywood he waxes eloquent about " 'Cyrano,' colorful story of the days of Louis VIII and Richelieu." Cyrano lived during the reigns of Louis XIII and Louis XIV, which makes Russell only five kings out of line. He'd better come closer than that if he plays poker with his producer-clients . . . And the Behemoth of Blurb is slipping in another regard. Among a day's batch of five publicity releases, only one was devoted to Russell Birdwell and Associates—a below-par percentage . . . John Peere Miles, who slings adjectives—but good ones—for Frank Lloyd Pictures, went off the deep end with a loud splash in the tearful account of the emotions that "The Howards of Virginia," Lloyd's latest production, stirred in the hardened breasts of those who witnessed the showing of a rough cut of the film. Its co-stars, some distinguished visitors, Lloyd, Associate Producer Jack Skirball and even Miles himself, so the story goes, just about cried their eyes out at the screening. And with characteristic evasiveness, John Peere fails to report whether the precedental deluge of tears was inspired because the film was so bad or so sad.

Groceries, Greek, Grandiose, Gusty

Fancy groceries and grog vied with costly celluloid to command the attention of Hollywood's reviewing regiment during the preview week. While there seemed to be little doubt that the gratuitous vitamins were in the "A" production class, consensus raised a definite question concerning the boxoffice fate of three of the four features whose budgetary and productional ramifications placed them in comparable exalted category.

In the sandwich-snatching department the high spot, albeit it had to do with a film just going into production, was a reception given for a bovine beauty, one "Elsie," yclept by versatile and publicity-loving Gene Towne and Graham Baker "The Oomph Girl of the Pastures." The swank soiree, complete with engraved invitations (who says necessary industry economies are being initiated?) was staged at Ciro's, where one can purchase a glass of milk for the price of a good shirt, providing one has a nodding acquaintance with the management. But milk wasn't served—"Elsie" to the contrary—and, since RKO studio paid the check, what the ——.

In the quartette of top-ranking films, only one, Universal's "The Boys From Syracuse," initial picture-making effort of veteran distributor Jules Levey, was generally touted as a sure profit offering. The remaining three, Metro's "Pride and Prejudice," Fox's "The Man I Married," and Edward Small-United Artists' "South of Pago Pago" all had their predicted future clouded by various "ifs" and "buts."

The Levey-Universal entry seems a certain winner, striking the note of rowdy, solid comedy to which present audience tastes are attuned. No matter that the script by Leonard Spigelgass, Charles Grayson and Paul Gerard Smith, paralleling the stage play by George Abbott, doesn't make much sense. Levey has injected huge quantities of rich and boisterous humor, peopled his production with a cast that knows its business, and has lavishly mounted the offering in every respect. A. Edward Sutherland's flair for lowbrow comedy is perfectly demonstrated in his piloting. Tabbed as an entertainment asset, also, is the musical score by Richard Rodgers and Lorenz Hart, shipped in from the stage version and amplified by two additional numbers.

It cannot be gainsaid that M-G-M and Producer Hunt Stromberg literally shot the works in their filming of the celebrated novel of mid-Victorian manners and customs by Jane Austen. To every last detail "Pride and Prejudice" recreates a charming period in English country life—faithfully and expensively. Superlatives are to be directed toward the cast, the writers and the technical assistants. Nevertheless, its market will probably be limited to the uppermost brackets comprising those audiences seeking cultured, intelligent, completely adult screen diversion. For them it will be a sheer delight; but it is to be feared, however regretful the circumstance, that the great mass of ticket buyers will expend their amusement money elsewhere. Director Robert Z.

Leonard faithfully adhered to the nostalgic, removed-from-this-hectic-world air of the piece in his piloting, and Scenarists Aldous Huxley and Jane Murfin created an extremely literate and polished scenario. It is an interesting and worthwhile document.

As concerns Fox's "The Man I Married," it is an entirely reasonable assumption that this latest celluloid indictment of Germany under Hitler's rule will parallel the records already marked up by "Four Sons," "The Mortal Storm" and other anti-Nazi undertakings. Where its predecessors have scored solidly, the Fox entry should enjoy comparable revenue and give equal satisfaction, for it is a well-made picture that packs plenty of punch. Wisely, Scripter Oliver H. P. Garrett avoided the air of sombreness which has characterized previous films in this vein, resorting instead to ridicule of Der Fuehrer and his methods. Although this involved some sacrifice of dramatic impact, the film was convincingly produced by Raymond Griffith and competently directed by Irving Pichel. The original story was by Oscar Schisgall.

Edward Small's cinematic venture into the uncharted seas "South of Pago Pago" follows the general pattern of countless preceding South Seas melodramas. To its credit—or discredit, according to viewpoint—it utilizes virtually every situation ever found in such predecessors, with the exception of the almost inevitable typhoon or hurricane. The feature is substantially and unstintingly produced. That, along with photography and beautiful backgrounds, are its biggest assets. On the liability side are a hokum-laden screenplay, draggy in spots and decidedly below the high standards established in previous scripting jobs by George Bruce, who wrote it in collaboration with Kenneth Gamet; and the woeful miscasting of Frances Farmer, ludicrously saronged, in one of the toplines. The remainder of the cast and Director Alfred E. Green do yeoman's service. The offering should do well among those who like plenty of action and are not too critical of finer points.

* * *

Suspended between the foregoing and the plain programmers was Metro's "We Who Are Young," which emerges as still another version of the hackneyed and over-worked "Saturday's Children" theme. Its greatest redeeming feature is the solid manner in which the film was mounted by Producer Seymour Nebenzahl, directed by Harold S. Bucquet, and enacted by a grade-A cast. Dalton Trumbo authored the original screenplay.

* * *

Monogram has a mildly diverting murder mystery in "Haunted House"—the title of which, by the way, seemingly has very little to do with the story content. Producer William Lackey turned in what, considering cast, cost and staff, is a very creditable entry in the low-priced range. With juveniles predominating in the acting division, the feature will probably gain its best reaction with the kid trade at Saturday matinees. Bob McGowan piloted from a story by Jack Leonard and Monty Collins, scripted by Dorothy Reid.

Geared to the same audience levels is Columbia's "Out West With the Peppers," a bit thin as to story but put together well enough to pass muster with adolescents and the family trade. Charles Barton directed from a script by Harry Rebaus. Film was turned out by the Irving Briskin unit.

Scripts Metro Musical

Jack MacGowan is scripting "Feeling Like a Million," a musical, for Metro. Arthur Freed will produce.



Vie for Role and Title—

With a role in the David Loew-Albert Lewin production, "Flotsam," as the reward for the winner, more than 50 contestants vied for the title of "the most beautiful refugee in Hollywood" as an exploitation stunt for the picture. A portion of the entrants are seen here with the judges—William Cameron Menzies, production designer; Robert M. Haas, art director, and Ralph Delano Neal, cartoonist. Herta Margot, Austrian exile, copped first honors.

Law and Collins Have Very Little to Do

Possibility that they may be called back to New York to sit in on consent-decree negotiations as aides to the government forces is the only bright spot currently visible for Albert J. Law and Harold Collins, department of justice deputies stationed in this territory, who for the past several weeks have had very little with which to occupy themselves.

The two G-men have just checked back into their headquarters after a two-week vacation and are momentarily expecting to receive instructions ordering them back east. They have, during the last two years, compiled exhaustive data concerning production, exhibition and distribution in this territory, which was turned over to the government for use in its anti-trust suit against the majors.

Make Two Versions, One Foreign, of "Arise"

As a means of protecting its investment against possible repercussions in the international field, Paramount is filming its "Arise My Love" in two versions—one for the American, one for foreign audiences. Initial treatment of the story, which is laid in Europe during the current conflict, is said to pull no punches in its attitude toward the dictator-ruled countries and will be released in this form in the United States, Latin-American countries and the United Kingdom. Elsewhere the totalitarian indictment will be toned down considerably, a Paramount spokesman said.

"Sea Hawk" Is "Sweeping Spectacle"

Hollywood—For two hours and five minutes, at least, those who see Warner's "The Sea Hawk" will be enabled to forget the cares of a wartorn world while they thrill to the sweeping spectacle and sustained suspense which are the major factors in the unfolding of an enthralling and adventuresome saga which finds its inspiration in another turbulent period of history. Probably the most impressive adventure melodrama since "Robin Hood," the feature is produced on the same lavish scale, and with that vast number of theatre patrons who enjoy action, pageantry and romance of medieval vintage it is sure to be an outstanding hit. Errol Flynn in the title role finds a swashbuckling assignment entirely to his liking and one which he takes in stride, literally and figuratively. The remainder of the cast is comparably effective. Only in that it reports to the same general historic background does the story resemble the silent version which starred Milton Sills. Henry Blanke produced. Michael Curtiz directed.—SPEAR.

Shorts Production Matching Features in Meeting Quotas

By IVAN SPEAR

Closely paralleling the situation as pertains to feature production for the 1940-41 season—in which, a BOXOFFICE survey last week revealed, a backlog of completed product amounting to about 15 per cent of the total to be made has already been compiled—Hollywood's film-makers are also off to a flying start in the production of short subjects that are to emanate from the film capital during the new season.

Although the 1940-41 selling period is still more than a month away, a checkup discloses that of the approximately 327 one- and two-reel subjects which Hollywood has pledged it will turn out, 64 are already in the cans—amounting to 20 per cent of the total. Biggest backlogs are those built up by M-G-M, RKO Radio and Warner, which, together, account for 54 completed subjects.

All in all, and exclusive of the various newsreels, the majors will deliver in the neighborhood of 650 shorts for 1940-41. Some 325 of these, however, will be filmed outside of Hollywood—in New York, Miami and other spots, with the production center turning out the rest. The fact that such a substantial start has been made on Hollywood's quota adds fuel to the fire already kindled by the many rumors and reports that a letdown in the now rapid picture-making pace is staring the film colony in the face—and drawing closer every day.

A breakdown of short product completed, studio by studio, for 1940-41, follows:

Columbia—Has completed two "All Star" comedies, one "Screen Snapshots" and three "Community Sings" out of a total of 70 to be made here.

Metro—Has finished two "Crime Does Not Pay" shorts; three Pete Smith "Specialties;" two John Nesbitt "Passing Parades;" six cartoons and three "Our Gang" comedies for a total of 16 out of an announced 78.

RKO Radio—Has completed three two-reelers starring Edgar Kennedy; two two-reelers starring Leon Errol; two musical westerns starring Ray Whitley, and, from Walt Disney, ten animated cartoons for a total of 17 out of 47 to be made here.

Warner—Has finished three with Elsa Maxwell; one starring Cliff Edwards; four "Melody Masters;" four "Color Parades;" six "Vitaphone Varieties;" "Service With the Colors," and, from Leon Schlesinger, one "Merrie Melodie" and one "Looney Tune" cartoon, for a total of 21 out of an announced 87.

Paramount—Has completed the first in a group of six "Popular Science" reels in Cinecolor. Also to be made here are six "Unusual Occupations" and six "Puppetoons," to be produced by George Pal.

Universal—Has completed three two-reel musicals out of a total number of shorts announced as 27.

31 Already Set for August Production

From preliminary indications August looms as one of the brightest summer months, from a productional standpoint, in several years—tending to again delay the oft-predicted, but so far unmaterializing, picture-making slump which many observers feel Hollywood cannot avoid during the 1940-41 season. Already 31 features have been pencilled in for camera work during the coming month, rivalling July, which will depart in a blaze of glory insofar as production activity is concerned.

The current period will wind up with eight features going before the cameras—two from Monogram, a pair from M-G-M, one at Paramount, one at Warner, and one each at Republic and 20th Century-Fox. Then, for August, the lineup is something like this:

At Columbia, "This Thing Called Love" rolls August 1. On the same day, Republic launches "Frontier Vengeance" and RKO Radio's Orson Welles is to signal a start on "Citizen Kane." The latter studio will gun eight other features during the month, including an August 13 start on Herbert Wilcox's "No, No, Nanette."

August 5 will see production beginning on Paramount's "The Round Up," a Harry Sherman production; Warner's "Fiesta in Manhattan;" and Republic's "Hit Parade of 1941." The Republic vehicle has been shoved back from the 1939-40 to the 1940-41 schedule. The North Hollywood plant has nine other scripts in readiness, plus an additional 18 in various stages of preparation, insuring a steady flow of camera work for several months to come. It rolls "Down Mexico Way," August 10.

Paramount's "Shepherd of the Hills" gets the gun August 19, followed August 26 by "I Wanted Wings." At 20th Century-Fox, Henry King begins piloting "Chad Hanna," August 15, with "Hudson's Bay Company" going into work on the Westwood lot around the end of the month.

Biggest push of all will be undertaken by Universal, which hopes to complete six westerns, six Andy Devine-Richard Arlen actioners and a serial by September 1. Going as far ahead as November, Paramount has scheduled a mid-month start on the Gregory Ratoff picture, "Ballerina." Because it fears the public's taste for war subjects is on the wane, however, the Marathon Street plant has cancelled out its plans for filming "The Birth of a Hero," story of the siege and fall of Warsaw. Mitchell Leisen, who was to have directed, will be given another assignment.

Having completed his two 1940-41 entries for United Artists—"The Long Voyage Home" and "Foreign Correspondent"—Walter Wanger will take it easy until December, when he will begin filming "So Gallantly Gleaming." This will be followed by "Dynasty of Death" on Wanger's schedule, and marks him as the first producer with definite plans for the 1941-42 season.

"Streamlined" Film Series Under Way

First in a proposed series of "streamlined" reissues developed by Herbert Moulton of Paramount made its bow at the Paramount when "Love Me Tonight," a 1932 release, hit the screen in support of the regular feature, "Those Were the Days." Moulton has chopped the running time on "Love Me Tonight" to 45 minutes and has re-recorded the dialogue and music. The feature stars Maurice Chevalier, Jeanette MacDonald and Myrna Loy.

Other old-timers under consideration for similar "streamlining" are "Design for Living," "Lives of a Bengal Lancer," "Night After Night" and "One Hour With You."

Production at Even Keel; 45 in Work With 13 New

Production remains on an even keel, with 45 pictures in work, including 13 new vehicles sent before the cameras.

Columbia is shooting three, having launched "Nobody's Children" and completed "Blazing the Oklahoma Trail." Six are in production at Metro, including two new starts, "Go West" and "Dr. Kildare Goes Home." Monogram began filming two, "Range Busters" and "Queen of the Yukon."

"Love Thy Neighbor" went into work at Paramount, giving that studio a six-picture total. RKO Radio is filming four, "Wildcat Bus" having been sent to the cutting room. Republic's two-picture total includes "Colorado" and "The Girl From Havana." "Ride, Tenderfoot, Ride," was completed at the North Hollywood studio.

"Charter Pilot" and "Charlie Chan in New York" received the go signal at 20th Century-Fox, which is shooting five. For United Artists Hal Roach launched "Road Show," giving UA a total of two in production. "Fireman Save My Child" started at Universal, raising its total to seven. Warner's pace jumped to eight pictures with the launching of "Four Mothers" and "East of the River."

Having secured production facilities at Talisman, Jed Buell has signalled a start on "Lady Luck," comedy feature with an all-Negro cast, for release by Dixie National Pictures, of which Buell is vice-president and executive producer. Leading roles have been assigned to Mantan Moreland and F. E. Miller.

August 19 has been pegged by Richard A. Rowland as the starting date for "Three Cheers for Miss Bishop," which he will turn out for release by United Artists. He has borrowed Martha Scott from Sol Lesser for the title role.

Paramount Borrows Trumbo

Paramount has borrowed Dalton Trumbo from RKO to script "The General Came to Stay," his own original. Arthur Hornblow jr. produces.

AFOE-Producer Talks Strive Toward Amity

With negotiations aimed at an amicable agreement now under way between producer representatives and the American Federation of Office Employes, pointing toward a complete settlement of the recent Central Casting Corp. walkout, Hollywood's labor troubles have again simmered down considerably. Producers are contending they should be given the right to hire and fire Central employes despite recognition of the AFOE and the granting of a closed shop to that union. Also being mulled are the question of wages and hours for casting directors, the AFOE maintaining these individuals are not exempt from wage-hour regulations. Seniority rights, vacations and other items are also being discussed. E. J. Mannix and Pat Casey head the producer negotiators, with J. W. Buzzell and Elma Goodwin sitting in for the AFOE.

Meantime Howard Philbrick, Central's general manager, has suspended the ruling under which no one who had relatives among extras would be hired by his organization. The "no relative" ban has been tabled pending release of a complete report on the extra-player situation by the producer-Screen Actors Guild standing committee.

The AFOE's rival, the Screen Office Employes Guild, has requested early action on its National Labor Relations Board petition seeking certification as bargaining agent for the industry's 2,500 white-collar workers, among whom it claims to represent a majority. It received a setback, however, when Paramount signed a new contract with its Studio Office Employes Association, affecting 400 workers, giving that unit exclusive bargaining privileges, a two-week vacation annually, and other concessions. President Carey Hall of the Paramount union announced all office workers must become members by September 15.

SWG Meeting July 22

The Screen Writers Guild has announced it will hold an open board meeting July 22 to discuss its proposed pact with the producers, and at which it will set a date for a general membership meeting to vote on acceptance of the agreement. The Screen Actors Guild directorate met in its regularly weekly session, which proved routine in all aspects.

The National Labor Relations Board has ordered a hearing to begin July 22 on the petition filed by the Moving Picture Painters seeking permission to act as bargaining representative for studio advertising artists. The painters' claim is disputed by the Scenic Artists Ass'n, Inc., which was once given an NLRB certification, later revoked. Painters have been handling the advertising artists' negotiations for wage tilts and improved working conditions at Universal.

Seeking to affiliate with the painters are the studio title writers, who have secured permission to withdraw from membership in the Society of Motion Picture Interior Decorators.

Concurrent with the appointment of Attorney George Bodle as its representative at hearings on wage-hour legislation to begin in Washington July 25, the Hollywood Guild Council adopted a resolution opposing any amendments to the present wage-hour setup or to the Wagner collective bargaining act.

Society of Motion Picture Art Directors held another meeting with producers to negotiate a new contract, calling for a 100 per cent closed shop and certain improvements in working conditions.

Film editors held an executive board meeting at which Leonard Janofsky's services as counsel were held for another year. The group also staged a session with executives of the Walt Disney studio concerning its request for recognition at that plant. Claiming a virtual blanket membership among Disney's cutters, the film editors have filed an NLRB petition.

Cinémarks

For the Warner studio club's annual Catalina Island outing July 20-21 reservations were made by 520 employes of the Burbank studio . . . Bette Davis pulls out July 21 for a three-month vacation on her New Hampshire farm, having completed her latest Warner assignment.

*

A baby girl was born to Mrs. Russell Hayden, wife of the screen cowboy, at the Cedars of Lebanon Hospital, July 15 . . . Lou Smith, Columbia's studio publicity head, has checked in from a three-week tour of 20 key cities ballyhooing his company's forthcoming fare.

*

Sam Wood, his wife and daughter have returned from a Hawaiian holiday.

*

Claude Rains has returned from his farm in Pennsylvania to begin a Warner acting assignment.

*

Raymond Massey has checked in from New York to begin preparations for a film acting assignment at Warner.

*

Director S. Sylvan Simon checks out July 24 for a month's trip to Tahiti and the South Seas. Scenarist Al Mannheimer will accompany him and together they will develop an original story idea for M-G-M.

*

Casey Robinson has returned to his Warner writing desk after an eight-week holiday in the Orient . . . Mr. and Mrs. Edward G. Robinson are in Chicago taking in the Democratic national convention.

*

Dick Powell, Joan Blondell and their children, Norman and Ellen, have checked out for Lido Isle, Balboa, where they have taken a cottage for a three-month rest. Powell will trek into Hollywood every week for his airshow stint.

*

Jack Benny has returned from his Honolulu vacation and is back before the cameras at Paramount. He was accompanied on the trip by his wife, Mary Livingstone; their daughter Joan; and Mrs. Bill Morrow, wife of one of his writers . . . En route home to his post in Calcutta, India, after a vacation in New York, Frank Kennebeck, Paramount general manager for India, Burma and Ceylon, stopped in at the studio for conferences with Marathon Street officials. He embarks from San Francisco July 22.

"The Bat" Off Bronston Production Schedule

After signing a total of three scripters to whip it into screenplay form, Samuel Bronston Productions has dropped "The Bat" from its United Artists production schedule. The Mary Roberts Rinehart story was orginally acquired by James Roosevelt for his Globe Productions and was turned over to Bronston when Globe merged with the new company. "The Bat" thus goes back into the hands of Mary Pickford, who owns the film rights.

Renews Director-Writer

Hal Roach has renewed Gordon Douglas as a director-writer.

Will Hays Defers Coast Visit Until July 22

Cancelling his previous plans to arrive here July 15, Will Hays has notified local producers association officials he will not check in for his annual summer visit till July 22 because of unexpected business to which the MPPDA president must attend before deserting his New York headquarters. It will be Hays' first visit in six months. He is planning a stay of about six weeks.

It is indicated here that one of his first objectives will be to appoint a successor to Tom Pettey, public relations counsel for the local office, who resigned several weeks ago and for whom a permanent replacement has not yet been named. Otherwise, Hays office spokesmen opine, the MPPDA leader will probably confine his activities to routine conferences with studio executives.

To present his concept of the changes necessary in wage-hour legislation pertaining to the film industry, Fred Pelton, chief studio labor contact for the producers, has checked out for Washington, D. C., where the wage-hour commission has scheduled hearings to open July 25.

20th-Fox Adds "Indiana" To Production Lineup

"Indiana," a saga of trotting horse-racing in the Hoosier State, has been added to the 20th Century-Fox lineup as a follow-up to "Kentucky" and "Maryland." It will be filmed in Technicolor with Henry King piloting.

Hollywood—
—Personnelities

Barnstormers

—Paramount

PATRICIA MORISON makes two-day personal appearance at the Great States Theatre, Buffalo.

BOB HOPE and his p. a. troupe, including DOLORES READ, JERRY COLONNA and BRENDA and COBINA, check in from an extensive tour through the east and midwest.

ALLAN JONES to open one-week p. a. engagement at the Paramount Theatre in New York City, July 28, in conjunction with showings of "The Boys From Syracuse," in which Jones appears.

—Republic

GENE AUTRY to be guest of honor at the Minneapolis Aquatennial, July 20-28.

—Warner

JEFFREY LYNN returns from New York, where he made a p. a. at the Strand Theatre in conjunction with the opening of "My Love Came Back."

Cleffers

—Columbia

LUCIEN MORAWECK scoring "The Lady in Question."

WERNER HEYMANN doing score for "He Stayed for Breakfast."

GEORGE ANTHEIL scoring "Before I Die."

—Alexander Korda

EDWARD WARD doing orchestrations for "The Thief of Bagdad."

MICKLOS ROSZA completes score for "The Thief of Bagdad," including one song.

—Metro

DAVID SNELL scoring "Gold Rush Maisie."

—Paramount

SIGMUND KRUMGOLD scoring "Texas Rangers Ride Again," with IRVIN TALBOT conducting orchestra and RICHARD OLSON mixing sound.

FREDERICK HOLLANDER composing score for "Rangers of Fortune."

—RKO Radio

ALFRED NEWMAN scoring "Lucky Partners."

ROY WEBB scoring "One Crowded Night."

—20th Century-Fox

DAVID BOTTOLPH scoring "The Return of Frank James."

EMIL NEWMAN scoring "For Beauty's Sake."

—Warner

MOE JEROME and JACK SCHOLL writing two campfire songs for use in "Santa Fe Trail."

MAX STEINER doing original score for "Tugboat Annie Sails Again."

Meggers

—Columbia

SAM NELSON to "Blazing the Oklahoma Trail," a Charles Starrett western.

—Loew-Lewin

JOHN CROMWELL checks in to begin preparations for piloting "Flotsam," rolling August 15 for United Artists release.

—Monogram

JOE LEWIS to "That Gang of Mine," which Sam Katzman will produce from a script by William Lively. Picture will feature the "East Side Kids."

—Paramount

HENRY HATHAWAY reports to prepare for megging "Shepherd of the Hills." It hits the cameras August 19.

—Warner

KURT BERNHARDT to "The Lady With Red Hair," starring Miriam Hopkins. Edmund Grainger is slated to produce.

MICHAEL CURTIZ to "John Paul Jones" following his current assignment to "Santa Fe Trail."

JEAN NEGULESCO to an untitled "Melody Master" short featuring Skinnay Ennis and his orchestra.

WILLIAM KEIGHLEY to "He's Mine on Sundays," by the late Laird Doyle, which will co-star Ida Lupino and George Brent.

NOEL SMITH to "Good Men Don't Marry," from a script by Robert E. Kent. William Jacobs produces, with camera work to start July 22.

Options

—Metro

JOE YULE, comedian, given new long-term contract.

LESSER SAMUELS, writer, held for another year.

SALKA VIERTEL joins writing staff to develop a story for Greta Garbo.

LARRY NUNN, child actor, given term ticket.

—Paramount

HOWARD J. GREEN signs one-picture writing deal.

DON HARTMAN given new one-year writing contract. He is now doing "The Road to Zanbizar" in collaboration with ROBERT PIROSH.

DANA DALE signs term acting ticket.

—RKO Radio

WILLIAM GARGAN signs term acting deal.

RANDOLPH SCOTT signs one-picture acting commitment.

—Hal Roach

GORDON DOUGLAS given new contract as director-writer.

—20th Century-Fox

ANNE BAXTER and ROGER CONWAY, featured players, given new pacts.

NORMAN FOSTER given contract extension as writer-director.

WILLIAM CONSELMAN JR. and IRVING CUMMINGS JR. held for additional terms as a screen-writing duo.

—Warner

LEE BENNETT wins term acting ticket.

IDA LUPINO signs to appear in three pictures yearly, her first role to be opposite John Garfield in "East of the River."

ERROL FLYNN given new acting contract.

Scripters

—Columbia

ROBERT WHITE to an untitled original for Producer Irving Starr.

MORRIE RYSKIND forms association with Producer-Director George Stevens to write the screenplay for "Penny Serenade," Stevens' initialer for the studio. The Stevens-Ryskind tieup will function along the lines of the Frank Capra-Robert Riskin arrangement.

ELEANORE GRIFFIN completes "Senate Page Boys" for Producer Charles R. Rogers.

—Howard Hughes

JULES FURTHMAN to "The Outlaw," from a story by Ben Hecht, which Howard Hawks will produce and direct.

—Ernst Lubitsch

JACQUES DEVAL to "Kiss Me Again." United Artists will release.

—Loew-Lewin

CLIFFORD ODETS to "Night Music," from his play, which will follow "Flotsam" on the Loew-Lewin schedule for United Artists.

—Metro

JACK MACGOWAN to "Feeling Like a Million" for production as a musical by Arthur Freed.

HARRY RUSKIN teamed with WILLIS GOLDBECK on the sixth untitled chapter in the "Dr. Kildare" series.

CYRIL HUME and LAWRENCE KIMBLE to "Combat Car," forthcoming Wallace Beery starrer, from a story by Virginia Van Upp and Patterson McNutt. J. Walter Ruben produces.

CARL DUDLEY to an untitled original dealing with the life of Leonardo da Vinci to be produced by John Nesbitt as a "Passing Parade" one-reeler.

—Monogram

KURT SIODMAK to "The Ape," from a play by Adam Hull Shirk, in which Boris Karloff will star.

—Sigmund Neufeld Prod.

WILLIAM LIVELY to "Arizona Phantoms;" OLIVER DRAKE to "Riders of Black Mountain;" JOSEPH O'DONNELL to "Billy the Kid at Bay."

—Paramount

DALTON TRUMBO borrowed from RKO Radio to screenplay "The General Came to Stay," his own original. Arthur Hornblow jr. produces.

—Republic

DORIS SCHROEDER to "Texas Terrors," a Don Barry Western, which George Sherman will produce and direct.

BARRY SHIPMAN to an untitled "Three Mesquiteers" western.

BRADFORD ROPES teamed with MAURICE LEO on "Hit Parade of 1940."

LOUIS STEVENS to "Border Legion."

MALCOLM STUART BOYLAN polishing "The Girl From Havana."

HAL FIMBERG to "Belle of Atlanta."

—RKO Radio

ALFRED BATSON to "Shanghai Kate."

ROSE KREBS to "For One Day Only," which Frederic Ullman jr. will produce.

CLYDE BRUCKMAN teamed with BERT GRANET and FRANK RYAN on "Three Girls and a Gob," for Producer Harold Lloyd.

—Hal Roach

JONATHAN LATIMER to "Topper Returns."

—Harry Sherman

J. BENTON CHENEY to "Cattle Train," a

"Hopalong Cassidy" western for Paramount.

—Stephens-Lang

LEE LOEB to an untitled "Dr. Christian" vehicle, starring Jean Hersholt, from his own original. RKO Radio will release.

—20th-Century-Fox

TOM REED to "School for Soldiers," a Lou Edelman production.

—Universal

RALPH BLOCK and FREDERICK KOHNER to "Nice Girl," from a story by Phyllis Duganne. Deanna Durbin will star.

—Warner

ROBERT BLEES polishing "The Dealer's Name Was George."

WARREN DUFF to "The House on the Hill" from W. Somerset Maugham's story.

NAT HIKEN to "Yankee Gaucho," two-reel Technicolor musical, which will star Dennis Morgan.

W. R. BURNETT completes "High Sierra," from his novel, as a Paul Muni starrer.

AENEAS MACKENZIE and WALLY KLEIN to "They Died With Their Boots On," a western to star James Cagney.

NORMAN REILLY RAINE to "John Paul Jones," to star James Cagney under direction of Michael Curtiz.

Story Buys

—Century Pictures

"Trading Post," a novel by Milton Krems. The company's initialer, "Silver Queen," is to be produced by Frank Melford for Paramount release.

—Columbia

"Edge of Running Water," mystery story, by William Sloane. Boris Karloff will star.

—Universal

"Don't Give Up the Ship," a musical, by Maxwell Shane, who has been signed to do the screenplay for production by Jack Gross.

Technically

—Capra-Riskin

BARNEY MANDELL signed as film editor on "Meet John Doe, which Warner will release.

—Alexander Korda

VINCENT KORDA arrives from London, accompanied by his wife and baby. He begins work immediately, designing sets for "Cyrano.

—Metro

ALEX HYDE completes two new compositions for violin solos. They will be used in forthcoming picture scores.

RED GOLDEN named assistant director, GEORGE FOLSEY cameraman and PAUL GROESSE unit art director on "Third Finger, Left Hand," forthcoming Myrna Loy starrer. Robert Z. Leonard will direct.

LESTER WHITE photographing "Quiz No. 3," a Pete Smith short, with ROY ROWLAND directing.

SANDY ROTH named assistant director on "Go West."

CHARLES O'MALLEY teamed with AL SHENBERG as assistant directors on special scenes for "Escape."

AL GILKES photographing montage sequences for "Strike Up the Band."

WALTER LUNDIN photographing a Pete Smith short based on the "stroboscope," a new speed-photography invention.

—National Pictures

THEODORE SPARKUHL to photograph "Second Chorus." Paramount will release.

HELEN TAYLOR signed to create clothes for Paulette Goddard to wear in "Second Chorus." Paramount will release the Boris Morros production.

—Paramount

HARRY MILLS named sound mixer on "Shepherd of the Hills." Henry Hathaway directs.

HARRY SHERMAN planes to Denver to scout locations around Colorado for "The Round-Up," which he sends before the cameras around August 1. The producer is accompanied by LESLEY SELANDER, director; RUSSELL HARLAN, cameraman, and LOUIS RACHMIL, art director.

THOMAS NEFF replaces FLOYD KNUDTSON as film editor on "The New Yorker," the latter obtaining leave to go to the Mayo clinic in Rochester, Minn., for medical treatment.

RALPH NELSON named business manager on "Shepherd of the Hills."

BERT GLENNON to photograph "Virginia," to be filmed in Technicolor.

LEROY STONE to edit "Love Thy Neighbor," the Jack Benny-Fred Allen co-starrer.

—RKO Radio

EDWARD KILLY, director, heads unit pulling out for Cedar City, Utah, to film a Tim Holt western, "Wagon Train." Accompanying Killy are CLEM BEAUCHAMP, unit manager, and ALFRED CHAPPLE, construction foreman.

KENNY HOLMES named assistant director on "Mexican Spitfire Out West."

NICK MUSURACA to photograph "Little Men," the Towne-Baker film.

SAM RUMAN named assistant director on "Little Men."

GEORGE HIVELY to edit "Little Men."

EDDIE DUNN named assistant director on the Orson Welles production, "Citizen Kane."

WILLIAM DORFMAN set as assistant director on "Wagon Train."

PERRY FERGUSON set as art director on "Citizen Kane," the Orson Welles production.

—20th Century-Fox

IRVING PICHEL, director, heads for Boise, Idaho, to scout locations for "Hudson's Bay Company." He is accompanied by BOOTH MCCRACKEN, assistant director; JAMES HAVENS, art director, and PEVERELL MARLEY, cameraman.

HENRY WEINBERGER named assistant director on "The Californian."

SAM SCHNEIDER set as assistant director on "Charlie Chan in New York."

—Warner

HAROLD WINSTON set as dialogue director on Frank Capra's "Meet John Doe."

Bow of "Brigham Young" In Salt Lake Readied

Next link in the chain of lavish premieres being forged throughout the country by company exploiteers is the scheduled Salt Lake City debut around August 10 of 20th Century-Fox's "Brigham Young." Set to trek into the heart of the Mormon country for the affair are the film's stars, Tyrone Power, Linda Darnell and Dean Jagger, who will be accompanied by other players and studio officials. The same studio will make another bid early in September when "The Return of Frank James" makes its bow in Kansas City, Mo., Darryl F. Zanuck having accepted Gov. Lloyd Stark's personal invitation to attend. Also making the trip will be Henry Fonda and Jackie Cooper.

Universal premiered "The Boys From Syracuse" in three Syracuse, N. Y., houses —the Paramount, Keith and Eckel. Dispatched from the studio for the affair were Joe Penner, Constance Moore, Eric Blore and Peggy Moran, all of whom had roles in the Jules Levey production; Levey himself, and, from the east, Milton Berle, Richard Rodgers and Lorenz Hart, Abbott and Costello and other celebrities. The picture opens at the Paramount in New York, July 28.

Columbia jumps into the limelight in September when "Arizona" is world-premiered in Tucson and "The Howards of Virginia" makes its bow in Richmond, Va.

International's First Film Gets Monogram Outlet

Shortly after the incorporation of International Pictures with Alexis Thurn-Taxis as president, a deal was negotiated whereby Monogram will release its initialer, "Gypsy Cavalier," on the 1940-41 schedule. The picture goes into work July 29. It will be filmed in Cinecolor with Gilbert Roland starring. Thurn-Taxis will direct from a script by Edith Watkins. Edward V. Rawlings will serve as associate producer in addition to his duties as vice-president of the company.

Other Independent Activity

Henry Henigson, associate producer for James Roosevelt's Globe Productions, has gone to New York with a film editor to trim up "Pastor Hall," an anti-Nazi film made in England and which will be released in this country by Globe through United Artists. Foreword for the picture will be narrated by Mrs. Eleanor Roosevelt. Subject of the documentary film is the Rev. Martin Niemoller, imprisoned anti-Nazi minister.

Sigmund Neufeld has signaled a start on "Marked Men," his third feature for distribution by Producers Releasing Corp. In addition, writers are currently preparing four other subjects for filming during August. Neufeld has received word from Harry Rathner, PRC president, in New York that all features hereafter are to be recorded on Western Electric equipment.

"Cyrano" Is First for Korda in Hollywood

First production to be made completely in Hollywood by Alexander Korda will be "Cyrano, from a script by Ben Hecht, dealing with the French poet-dramatist and soldier who lived during the reigns of Louis XIII and Louis XIV. Vivien Leigh and Laurence Olivier will co-star and United Artists will release.

Layoffs by Disney Do Not Indicate Retrenchment

Although an estimated 200 employes—principally stenographers and clerical aides—have been lopped from the payroll at the Walt Disney studio in one of the largest single curtailments in the history of the plant, the move was more of a consolidation than an effort at war-inspired retrenchment, officials of the cartoon-making unit have pointed out. For some time, according to their explanation, certain work has been unavoidably duplicated because of the fact Disney has been operating in three separate plants. Recently, however, the new Disney studio in Burbank was completed and the necessary personnel moved in, with the result that a number of workers, no longer needed, have been dropped.

On the other hand, the 200 full-time employes on the Leon Schlesinger cartoon studio have returned to work after a two-week vacation, during which the entire plant was shut down.

Pat O'Brien Stays

After it had been previously announced Pat O'Brien was leaving the Warner contract list after seven years with the studio, the actor and studio executives worked out a new agreement under which O'Brien will appear in three pictures yearly for the company. He has been granted the right to accept outside commitments. However, Director William K. Howard has checked off the lot upon completion of a six-month contract, during which he directed "Money and the Woman."

Iris Meredith leaves Columbia, July 25, after four years with the studio as a featured player. She appeared principally in the Charles Starrett westerns. RKO Radio has dropped Phyllis Brooks and Elaine Shepard, stock actresses, from its contract list.

Boris Morros' National Pictures has signed Jack Murton as casting director, a position he occupied with Frank Lloyd while the latter was making "The Howards of Virginia."

Gregory Ratoff has checked in at Paramount to begin preparations for his producer-director assignment on "Ballerina," in which Loretta Young will star. Camera work begins about November 12.

Joan Fontaine to Star in Remake of "Back Street"

Borrowing Joan Fontaine from Selznick International, Universal has also secured the loan of Director Robert Stevenson from Selznick and RKO Radio, by which studios his contract is jointly held, for "Back Street," a remake of the 1932 Irene Dunne starrer.

Six for "McGinty"

Six teaser trailers for "The Great McGinty" have been completed at Paramount by Lou Harris of the studio advertising department. Trailers are in the form of cartoon titles carrying tributes to "McGinty"—portrayed by Brian Donlevy—from such Hollywoodians as Jerry Colonna, Bing Crosby, Dorothy Lamour, Bob Hope, and others. Final teaser is a series of titles on the "Who's McGinty?" theme.

REVIEW FLASHES

LADIES MUST LIVE (WB)—A minor scale serio-comic item that is made acceptable by an interesting development. It's the golddigger theme in reverse English, with the suddenly wealthy country lad squandering his money on a night club singer, but it proves to have been no mistake. Wayne Morris, Rosemary Lane, Roscoe Karns. Noel Smith directed.

ONE NIGHT IN PARIS (Principal)—At best, a series of poorly photographed production numbers of musical comedy as it is done in England. Action drags in this supposed mystery-drama located backstage of a Parisian revue theatre, and the little known performers labor through their parts.

COMPLETE REVIEWS on the above pictures will appear in an early issue of BOXOFFICE.

Product for Automats Making Appearance

At long last the first trickles of what has frequently been promised will be a steady stream of product for the various and widely-ballyhooed 16mm automatic projection machines have begun to put in an appearance, indicating the extensive plans announced by several companies for scattering thousands of the dime-in-slot projectors in non-theatrical spots around the country may soon begin to take concrete shape.

Producing for the open market, the Techniprocess and Special Effects Corp. has completed five musical brevities, with a running time of three minutes each. Following a preview of them at the company's plant, President Mario Castegnaro pulled out for New York to confer with executives of Wurlitzer and the Mills Novelty Co. on a possible deal to supply product for their respective machines. Techniprocess spokesmen claim the films can be easily adapted for smooth operation in any of the several projectors now under construction. Upon his return Castegnaro will launch production of 100 more, for which the music has already been recorded.

The initial five Techniprocess subjects include "Playmates," "The Man That Came Around," "Say Si Si," "Harem Life" and "Love Song of Renaldo." They were photographed on 35mm film and reduced to 16mm in processing in order to sharpen the image. Ralph Hammeras and John Seitz are the associate producers; Ed Hammeras handles photography; Thomas Peluso is musical director, and Philip Horton does special lyrics and music.

James Roosevelt's Globe Productions has again suspended activity, having recently completed a group of eight subjects for delivery to the Mills Novelty Co. Henry Henigson, Globe associate producer who turned out the reels, has gone east in connection with other duties while the first eight narrow-gauge films are being shaped up to be turned over to Globe. Spokesmen here declare there has been no word as to when production will be resumed.

Dietz Completes Plans For Wider Ballyhoo

Having mapped out plans whereby special funds will be allocated for ballyhooing M-G-M product in smaller cities in order to extract the utmost in revenue from each individual picture, Howard Dietz, the company's advertising-publicity director, has returned to New York after six weeks of huddles at the Culver City plant. Dietz declared before his departure that the concentration will be particularly upon those localities heretofore served only by the general campaign fund, and from which it is hoped returns may be yielded which will at least partially offset the loss from foreign markets. The advertising program has been coordinated with the activities of M-G-M's representatives in all key cities, Dietz said. Howard Strickling and Frank Whitbeck are working with Dietz from the studio.

Other Visitors

Also New York bound, after ten days at the studio, was Gradwell Sears, Warner general sales manager, accompanied by his daughter Patricia. While here Sears viewed six forthcoming features and scenes from two others, and conferred with Jack Warner, Hal Wallis and Charlie Einfeld on the establishment of release dates and merchandising campaigns on the films.

Planning a short vacation, during which he will also attend trade showings of his two newest United Artists releases, "The Long Voyage Home" and "Foreign Correspondent," Walter Wanger has pulled out for Gotham. En route he was scheduled to stop off in St. Louis and Dallas to appear as guest of honor at luncheons to be given him by the Variety Clubs of those cities.

Another departure for New York was that of Nicholas M. Schenck, president of Loew's, Inc., who huddled here briefly with M-G-M executives. William F. Rodgers, general sales manager, who accompanied Schenck here, remains over for a few more days of conferences.

M. J. Siegel, production chief at Republic, arrived from the east after a series of conferences with Herbert J. Yates, chairman of the board, during which definite starting dates on a number of forthcoming features were pegged.

"Mesquiteer" Spots Go to Bob Baker and Rufe Davis

A change in the "Three Mesquiteers" Thespic lineup at Republic places Bob Baker and Rufe Davis in support of Bob Livingston, remaining as the principal in the sagebrush series. Baker supplants Duncan Renaldo and Davis takes over for Raymond Hatton. The new lineup makes its debut in "Arizona Skies," which Harry Grey will produce.

S' FRANCISCO

THE Alcazar, which is filled with memories for most theatrical folk in San Francisco, will be converted into a garage . . . Kathleen Shaughnessy is a new addition to the office staff at Monogram . . . Local exhibitors are unanimous in their praise of the fine cooperation they receive from A. J. Kennedy, who is handling the San Francisco *Chronicle's* trailers which appear in every house in the city . . . Dick Crosby, Embassy house manager, is off to Oregon on a well-earned vacation . . . Alliance has closed its offices here and Morry Cohen has returned to Los Angeles . . . George Blumenthal and Dave Nathanson of Coast Pictures are on a selling trip through the valley . . . Eleanore Byrnes is now with Metro in the steno division . . . Imelda Tracey, Metro head inspectress, and Kay McCarthy, poster department, are vacationing in the south.

Two of the great silent films were shown this week at the Exposition, and the two-a-day showings were to capacity crowds. They were "Safety Last," the Harold Lloyd epic, and "Robin Hood," with the late Douglas Fairbanks . . . Don Patten, formerly manager of the Hart in Ferndale, will settle here . . . Willie Bell is vacationing from his duties in the ad sales department at 20th Century-Fox . . . Republic has sold "Scatterbrain" to the Warfield for a Market Street first run . . . Eleanore Pedranzini, Warner steno, is on a combined vacation and honeymoon. Eleanore married John Barter on the first day of her vacation . . . Dick Pollock and wife are having a great time in Canada, according to word received by friends on the Row. Pollock recently sold his Page in Calistoga.

Dan Nunan has taken the scaffolding from his New Turlock, and the renovation job has shifted to the interior. Dan, who is spending an approximate $25,000 on the remodeling, will reopen in five weeks . . . Hal Gruber, RKO booker, is vacationing . . . Jack Redman has taken over management of the Half Moon Bay at Half Moon Bay . . . Les Savage, Columbia auditor, was confined to his home with a cold most of the week . . . "I Take This Oath" is scheduled for a first run at the Rialto soon . . . Ernie Hampton, Warner shipper, is vacationing . . . Local B-17 had a rousing reception following their meeting July 10. Dancing and refreshment followed the order of business.

A new bar is opening in the midst of Filmrow, and as it's been boarded up since work started, the boys are waiting anxiously to see what sort of a place is being erected for them . . . Candidate for the busiest man on the Row is Charlie Owens, booker at Coast Pictures. In addition to his duties during the day, he is secretary for two bowling leagues, secretary of the Film Exchange Union, and in his spare time checks theatres . . . Columbia is doing a rush business on the reissues of "The Awful Truth" and "Lost Horizon" . . . Ruth Jack and Blanche Derry of Metro are enjoying ten days at Catalina.

Leo Reese finally got around to visiting his new house, the Rio at Merced, this week. It was opened two months ago. Leo evidently keeps pretty busy with his theatre in Lakeport . . . William Gustine has reopened the Star in Sanger, giving this town three houses . . . Dorothy Scott is the new office manager at Pacific Premium . . . Evelyn McGovern, Universal inspectress, is taking her two weeks . . . Harry Hayaschino has closed a contract for the entire output of Coast Pictures for the Star in Sacramento.

Pacific Premium is canvassing the entire country with direct mail pieces in their concentrated drive to sell "Movi-News" . . . George Ingam had his tonsils removed this week. He got an involuntary vacation when the theatre he manages—the Esquire in Oakland—was destroyed by fire . . . Mary Bottarini, Republic steno, is vacationing in the south . . . Booking visitors were Tom Belliss, Roxy, Stockton, and Harry Castler, American, Winnemucca.

Educationettes Forms As 16mm Distributor

HOLLYWOOD—Formation of Educationettes Distributing Co. of Hollywood as a nationwide organization for the distribution of 16mm subjects for use in schools has been announced by Williams Evans, Willett J. Larson, Fred Weller and Merle Connell, its founders. Offices have been opened at 6018 Fountain Ave.

The new company's first release is "Walpi," story of Indian life, the initialer in a series of 12 to be made by Indian Pictures, headed by Larson and Weller. Educationettes itself will produce another 12 under the general title of "The Wanderer," while Adventure Pictures, headed by George Allen, will contribute six more, two of which have been completed. Additionally, two musical shorts, "In a Monastery Garden" and "Danny Boy" will be distributed by Educationettes.

Evans declared the firm will extend technical aid to 16mm producers and will release any 16mm subject of merit. Branches in various key cities will be opened shortly.

Seattle Filmrow Workers Re-Elect Phil Haberal

SEATTLE—Filmrow workers union Local B-21 held its annual election, retaining as president Phil Haberal. Carl Obery was elected vice-president, with Pat Madigan being placed on the executive board. Robert Stansberry was renamed business agent, with Carol Brown put in as secretary-treasurer. Ted Blonck was selected as delegate to the Central Labor Council, while Tony Silvaggio was given the job of sergeant-at-arms.

Plans are being formulated by the group to hold a picnic. The date will be set some time in August.

RKO Termer to Gargan

HOLLYWOOD—William Gargan has been signed to a term acting deal by RKO.

No Reply Received Yet From Arnold

LOS ANGELES—No direct reply to the wire sent Thurman Arnold by R. H. Poole, executive secretary, requesting that the Pacific Coast Conference of Independent Theatre Owners be permitted to participate in current consent decree conferences, has been received here as yet, Poole admitted. However, the PCCITO official said, his desk has been flooded with congratulatory messages from independent exhibitor groups throughout the country, many of the missives informing him they plan to follow his lead.

Shortly after wiring Arnold, Poole declared, he dispatched a letter to Atty.-Gen. Robert H. Jackson, reiterating the fact that the PCCITO represents approximately 1,000 theatres in seven Pacific Coast states, all operated independently, and therefore has a "vital interest" in the consent decree proceedings.

Poole had no comment to make on reports from Washington that the department of justice has indicated it needs no "outside" help at this time in settling the government suit, and likewise was silent concerning rumors from the nation's capital that the government forces believe the PCCITO "jumped the gun" by not waiting to be called upon for its advice.

Frank Ruble Opens Coast Factory for Air-Loc

BURBANK, CAL.—Having obtained a distribution franchise for the western territory for Air-Loc theatre seats, Frank Ruble has opened a factory here to assemble the chairs, heretofore obtainable only through the factory in Minneapolis.

Ruble, formerly vice-president of the Pioneer Theatre Corp. of Des Moines, Ia., says that he and his associates will be fully qualified to work out seating problems with exhibitors in the territory. His firm will operate as Western States Air-Loc Seat Co.

Jimmy Edwards Acquires Sanborn El Monte House

EL MONTE, CAL.—The Jimmy Edwards circuit has purchased the Valley here from A. L. Sanborn and will completely renovate it, including installation of a new marquee, furnishings and sound and projection equipment. House will be managed for Edwards by Bert Bishop on a 20-cent admission scale.

N. P. Jacobs to Manage RKO's Frisco Branch

SAN FRANCISCO—N. P. Jacobs, formerly head of RKO's Los Angeles exchange, has been appointed manager of the local branch, effective immediately. G. William Wolf, former manager here, gets a new assignment to be announced at an early date.

LOS ANGELES

BOB SPROUL, in from Glendora, surprised his friends by informing them he's a married man now. Promises to bring the new Mrs. Sproul in some time . . . Off to see the San Francisco Fair, the redwoods and Yosemite went Mr. and Mrs. H. H. Barsky, Bill Kohler and Mrs. Lorraine Valuskis.

Louis Sonney of Roadshow Attractions, Inc., San Francisco, here for a few days . . . Sam Nathanson, general sales manager of Coast Pictures, off to San Diego and Arizona on business . . . In from his Catalina Island vacation was Bob Quinn, district credit manager for Altec Service . . . Booking visitors included Sid Kurstin, Boulevard, Belvedere; Al Galston of the Marcal and Hawaii, and Fred Siegel, operator of the Palomar and Margo in Oceanside.

Herb MacIntyre, new western district sales chief for RKO Radio, has pulled out for San Francisco to acquaint himself with the exchange personnel there. Harry Cohen, whom MacIntyre succeeded, has taken over his new duties as local branch manager . . . Mike Newman, Columbia exploiteer, checked in from San Francisco where he handled the opening of "I Married Adventure" at the Orpheum.

Funeral services were held July 17 at Forest Lawn for Betty Posner, 47, wife of Morris Posner of the Fox West Coast home office. Two brothers, four sisters and a daughter, in addition to the husband, are the survivors . . . Warner has transferred Martin Weiser, assistant exploiteer here for the past year, to Kansas City . . . Sam Shirley, former M-G-M exchange manager in Chicago, checked in from a three-month trip to Hawaii on a special theatre survey. He'll visit his son Robert, sound engineer at Metro studio, then continue to New York.

Funeral services were held July 15 for Samuel Myers, 66, whose 25-year association with exhibition and the show business in general was ended suddenly by a heart attack. At the time of his death Myers was head of the local Federal Theatre Project. He managed the Egyptian in Hollywood for Sid Grauman when that showcase was first constructed.

Mike Levinson's "White Zombie" has been booked by the Rosenberg circuit of California and Arizona . . . Alma Lang, booker-secretary at the M-G-M, exchange, is back at the old grind after a week's vacation. She spent it at home . . . On the other hand, Rae Winnick, who holds a similar post at the same office, is planning a weekend outing at Catalina Island.

Sally Miller, who has been a booker-secretary at the RKO Radio office in Chicago, has been transferred to the local exchange. She replaces Marcella Daly, who retired to housewifely duties in Alhambra after becoming the bride of Richard Cantwell . . . In for bookings: Bill Dratcher, Del Rey, Riverside; Glen Cooper, Whittier and Wardman in Whittier; Earl Strebe, Arrowhead, Lake Arrowhead; Art LaShelle, Avalon and Riviera theatres, Catalina Island.

Visiting the M-G-M lot were Raymond Willie of Interstate Theatres in Dallas, and his family. They are vacationing here . . . Local 20th Century-Fox exchange is getting in trim for the Sidney R. Kent sales drive which gets under way August 11 . . . John P. Filbert is now a grandpappy. A baby boy was born to his daughter, Mrs. Margaret Thaete, July 10.

The Broadway in El Centro and the Circle in Corona have booked "Broadway Handicap," a racehorse giveaway game played on the screen by members of the audience. Bess Emanuel is handling distribution . . . Accompanying Jack Zamsky on a recent visit to the Row was his son Albert, who was on a week's vacation from military school.

Harry Stern of Film Alliance pulled out for San Francisco on business, while Mike Levinson, distributor of "White Zombie," has returned from the Bay City . . . More in for bookings: Harvey Levinson of the Cozy; Jenne Dodge, Mission and Mayfair theatres, Ventura.

Producers Releasing Corp. screened "Billy the Kid, Outlaw," a western starring Bob Steele, at the Paramount exchange . . . On the vacation beat: Eddie Meck, Columbia poster clerk, spending two weeks in San Fernando, while Reba Carter, cashier at the same exchange, is off to Salt Lake City for the same length of time . . . R. L. MacDonald, business manager of Local 150, IATSE, was in Yosemite with his family.

Al O'Keefe, Universal western district manager, and W. J. Heineman, western sales chief, hopped from San Francisco to Seattle to visit the exchange there . . . Cresson Smith, western sales head for RKO Radio, checked out for New York for conferences with George Schaefer, company president.

Vacationing here are John Rugar, of the Egyptian and American theatres in Park City, Utah; and Jack Johnson, who manages the Roxy in Oakland for the Joe Blumenfeld circuit . . . Booking visitors along the Row included Jack Goldberg of the Ben Bronstein circuit; Judge Roy Pawley, who operates the Desert in Indio; and Ronald Vincent, South Coast Theatre, Laguna Beach.

John P. Filbert of the Filbert Photo Supply Co. and George Bourke, Nuart and Tivoli theatres, Sawtelle, have packed into the High Sierras for an eight-day fishing trip . . . John Ash, Metro auditor, pulled out for San Francisco . . . The family of Ed Shriver, district manager for Altec Service, has arrived from Norfolk, Va, and is settling in Benedict Canyon.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

SALT LAKE

RKO RADIO is suing the Roxy here for "refusing" to show pictures under contract. It is alleged that between Jan. 1, 1939, and Mar. 1, 1940, the theatre was granted a license to exhibit certain films, but failed to do so. As a result, it is claimed, the distributors were damaged to the extent of $896.50.

"New Moon" is being held over for a third week in Salt Lake. It is now showing at the Studio . . . With formal opening of Utah Covered Wagon Days only a few days away, Salt Lake, being attractively decorated with flags, has a festive air.

E. H. Bingham, projectionist at the Centre, who was married last week, is contemplating a month's vacation . . . The Broadway is being remodeled. Daniel S. Kostopulos is manager . . . The Roxy, operated by Andy Floor, which has been closed due to fire, is to have a gala reopening shortly.

The Empire, owned by W. E. Shipley, has reopened following a renovation program . . . Bob Peck, operator at the Utah, just returned from a vacation spent at Bryce Canyon accompanied by his family . . . Lou Hoffman, projectionist at the Capitol, is back from his vacation spent in Reno.

Twentieth Century-Fox's "Four Sons" is receiving some heavy exploitation in lobby displays at the Utah currently. They were arranged by Manager Norman Sprowl and his assistants, and include a "Concentration Camp" in the center of the large foyer surrounded by "high voltage" wire with cuts of the stars effectively spotted.

"Buck" Wade, Universal chief, is back from an extensive sales trip through Montana . . . Word comes from Reno that Allan Jones, singing screen star, has just asked modification of a decree of July, 1936, which granted sole custody of his child to his wife.

Miss Naomi Merrill died in a Salt Lake hospital a few days ago from a heart ailment. She was well known in Hollywood as a designer of gowns . . . Laraine Day left here recently after spending a vacation with her sister. She was accompanied by her twin brother, Lamarr, and Miss L. McAfee.

County attorneys and sheriffs throughout Utah have been notified by the local attorney general, Joseph Chez, that District Judge M. J. Bronson has ruled that theatre "Ten-O-Win" games are lotteries . . . Dick Jurgens and his orchestra is appearing at Saltair.

SEATTLE

A GIGANTIC meeting of Seattle show business will be held in the next few days on behalf of the Red Cross. Gathering will take place in the New Washington Hotel and will be attended by all Filmrow managers, theatre executives, theatrical federation labor leaders, and heads of other branches of the business. Frank Newman sr., representing Charles Skouras, will handle the affair. It is expected plans will be formulated to figure the best means of raising funds for the Red Cross. L. O. Lukan of the Independent Theatre Owners announces his organization will hold a regular business session following the Red Cross meet.

Seattle made the acquaintance "in person" of a new screen star this week—an actor not new to the screen but who, after the picture he has just finished is released, will be a star. It was two-fisted Brian Donlevy, who came to town a stranger but left with a trail of friends in his wake. He brought with him a new picture, "The Great McGinty," which he screened for the trade at the Green Lake, preceding it with a brief talk. Donlevy is on a mission of promotion of a new kind. He will visit some 20 cities with "The Great McGinty" before returning to Hollywood . . . Word from Portland that a large delegation is expected to come to Seattle to participate in the forthcoming Film Club golf tournament, July 24. The same letter also asks the Seattle gang to help swell the Portland tournament which has been set for August 13 and 14.

J. Van Name, representing Alexander Film, has received word he will be transferred to the middle west within the next couple of weeks. Who will take his place here has not yet been determined . . . John Danz and J. T. Sheffield attended the meeting of the Independent Theatre Owners of Oregon in Portland. Upon return to Seattle, Sheff left by plane for Butte to visit his office in that town . . . Catherine Higgins, recovering from an operation in Providence Hospital, is now able to see her friends . . . Evelyn Taylor of the Universal office flew to Calgary, Canada, on her vacation trip . . . Harry Blatt of M-G-M started his vacation with a cruise off Vancouver Island.

Leslie Allen of Hilcker-Allen Attractions of Vancouver, B. C., in Seattle for a few days on his way home from a trip to Los Angeles . . . Art Slater and his family off for a fishing trip to British Columbia . . . Invitations are out for the wedding of Betty Jean Saffle and Don Condon which takes place at the Church of the Epiphany, July 26. Betty is the daughter of Maury, branch manager of Metro. Don is the son of Dean Condon of the University of Washington . . . Ethel Walton has arrived home after a month's visit in California . . . Al Rosenberg, elated over his horse winning the big race on July 4, has purchased another bangtail, which, by the way, also is a pretty good runner . . . Ben Paris, local sportsman and head of the sport shops bearing his name, got a lot of publicity when he was quoted in a large ad for the Liberty. Ben claims to have seen "Turnabout" a good many times and still could see it over again.

The Dwight Sprachers, Walter McIntoshes, Hazel and Denny Segel, Harry Blatt and Mildred DeFoi were guests of Chet Neilson at Woodmont . . . Seattle friends learn that Scott Held was killed in a car accident recently near San Jose. Scott played a six-month engagement with his band at the Trianon about three years ago and recently had gone in for aviation . . . Virginia Merwin, former 5th Avenue and Orpheum usher, is up from California for the summer visiting her father, Whitie Merwin, the exhibitor in Burlington . . . Morrie Segel back from Spokane after flying there with the group of Paramount stars who are in the northwest for personal appearances, with "Untamed."

Jim Hone, secretary of the Independent Theatre Owners, is taking a month's vacation but he dropped in town to attend a meeting of the executive board. Jim had a slight nervous breakdown and his doctor ordered a couple of weeks' rest, but the ITO heads voted he take a month . . . Walter Graham, exhibitor at Shelton, and his son Jack are recovering from injuries sustained in an auto accident while driving through south Tacoma . . . Jimmy Ewing, manager of the Orpheum in Spokane, in town on his way to Aberdeen to look after the Evergreen houses there while O. T. Taylor takes his vacation . . . Neal East jr., traveling alone, arrived here from San Francisco to see his mother who is recovering from an operation in Providence Hospital. He will stay with friends while here.

Jules Levy of Premier Pictures has taken the plane back to Los Angeles. Premier has been handling fight pictures, but Jules received word that a national deal has been made with RKO for distribution. Jules says that his Seattle office will remain open for business, handling various products of independent companies. Art Bishell will stay in as office manager . . . Johnny Smyth has turned the Proctor Street in Tacoma back to Fred Gertanner. Johnny had to quit the business owing to a stomach ailment and is still under the doctor's care . . . Bud Shearer has joined the Green Lake staff for the summer.

National Screen and Advertising Accessories are negotiating to take over the Oregon Poster Co. in Portland . . . Bud Benson is reopening his Empire in Anacortes . . . Ben Sterling in the hospital with an infected leg . . . Mendy Segel, who recently went to training camp at Fort Lewis, is back in town to get his leg examined. If it is serious, Mendy will be broken hearted, for he is plumb happy with his army life . . . Visitors this week included: Carol Barney from Arlington; M. C. Bennet and son of the Roxy, Priest River, Ida.; Bruno Hollenbach from Sumas with his young son; Bill Ripley from Longview to attend the ITO meeting; others attending this meet were Gene Groesbeck, Enumclaw; Sid Dean, Tacoma; Irvin Fey, Renton; Rex Thompson, Port Orchard; Ned Edris, Tacoma; Mike Barovic, Tacoma; Chuck Charles, Everett; Martin Brown in from Yakima.

Word from Hollywood of the death of the mother of Gabe Yorke. She was 82 years old . . . Mac Rubenfeld celebrating a birthday . . . L. J McGinley back from his trip to Bellingham and way points . . Heaton Randall back from his trip to Juneau . . . Jack Allender and his wife to Yakima . . . Sammy Seigel to Vancouver, B. C., for a few days . . . Bill Parker sporting a new car . . . Dorothy Mercy over from the ranch in Yakima. After a couple of days here, she and hubby hurried back to till the soil.

San Francisco Alcazar To Become a Garage

SAN FRANCISCO—One of San Francisco's oldest theatrical landmarks, the Alcazar, is doomed with the announcement that the theatre has been sold for conversion into a garage.

The present Alcazar was built in 1911 to replace an outdated theatre bearing the same name. In the 30 years of its existence, the Alcazar housed most of the great plays and performers of the stage. The house has been dark most of the past three years.

Bernard J. Leavitt Buys Santa Monica El Miro

SANTA MONICA—Bernard J. Leavitt has purchased the El Miro here, which he has been operating on lease for the past six years, from Fred Miller. Herman J. Sims, realtor, handled the deal, which involved $75,000.

Readying "Combat Car"

HOLLYWOOD—Cyril Hume and Lawrence Kimble are collaborating on the script of "Combat Car," forthcoming Wallace Beery starrer for Metro. J. Walter Ruben will produce.

Musical to Universal

HOLLYWOOD—Universal has purchased "Don't Give Up the Ship," a musical by Maxwell Shane, who has been signed to do the screenplay for Producer Jack Gross.

The World's Finest
BURCH
Super Showman Popcorn
MACHINES
ALL OVER THE WORLD
POPCORN SMITH
BOX 284 — SEATTLE

PORTLAND

ALBERT G. FINKE, district manager for Hamrick-Evergreen, has been appointed area chairman of the motion picture industry in the Red Cross campaign by Charles P. Skouras, president of Fox West Coast and general chairman of the industry for the Red Cross drive. Several meetings have been held with representatives of the crafts, independent and circuit theatre and exchange representatives.

Walt Fenney, manager of the Mayfair, took the vows with Eve Allen, Portland girl. They are now honeymooning somewhere along the Pacific . . . Earl Hunt, Hamrick-Evergreen artist, and his family are vacatoining at Oysterville. Herbert Wilcox, RKO director, and Anna Neagle stopped briefly in Portland en route to Hollywood after appearing in a number of British relief shows in Canada . . . Nell Larson, cashier at the Broadway, is on vacation.

William F. Rodgers, general sales manager for Metro, and George Hickey, western division manager, were Portland visitors during the week . . . W. J. Heineman, Universal sales executive, and A. J. O'Keefe, western division manager, also were visitors . . . Ben Fish, western division manager for United Artists, was entertained by Ted Gamble, general manager of the J. J. Parker Theatres.

The Liberty has reverted to a second-run policy—first subsequent run in Portland with choice of all products. Prices, including the defense tax, have been reduced to 30 cents until 5 p. m., and 35 thereafter. It is believed among the trade that the change is a temporary one and was caused by a shortage of good first run product; also that the Liberty will go back to first run after the release of the new fall pictures.

Al Sather, booker for RKO, is on vacation . . . Mark Corey, Film Service carrier, a Reserve Officer lieutenant, is in training at Vancouver Barracks . . . Dave Wilson, associated with Advertising Accessories, Inc., has been transferred from Portland to Salt Lake City . . . Herb Cass, National Screen Service, is recuperating from a broken leg suffered when he stepped off a train and slipped and fell on loose gravel. The injury occurred while he was en route to Gerber, Cal., where his mother died recently.

M-G-M's new building on the new Filmrow is coming along nicely . . . Jack William of Ilwaco and Long Beach, Wash., was a visitor on Filmrow . . . Mrs. Lillian Lockwood of the Irvington, Portland, is ill in Good Samaritan Hospital . . . Mrs. E. A. Hartman of Estacada is in Portland General recovering from injuries received in an automobile accident.

The recent opening of the Eltrym in Baker was an outstanding success, according to Herb Cass, who attended . . . Al Williams, operator in various theatres in Portland, is now associated with Advertising Accessories in the local office . . . Various film exchange managers and union craft heads met with Al Finkel and the local Red Cross to help put over the final drive to help Portland reach its quota . . . Arthur Aronson, Los Angeles, popular district manager of Advertising Accessories, was a visitor during the week . . . Jimmy Beal, manager of Columbia, is sporting a new pair of glasses.

Colton's Competition Keen With $25 Prizes Nightly

COLTON, CAL. — This may be a small town, but it boasts big-city competition as far as exhibition is concerned.

One theatre, known as the "new" Colton, and another, called the "old" Colton, both give away $25 cash awards every night in the week.

Signed for Three Yearly

HOLLYWOOD—Warner has signed Ida Lupino to appear in three pictures yearly. Her first will be a role opposite John Garfield in "East of the River."

Completes "High Sierras"

HOLLYWOOD—W. R. Burnett has completed the script of "High Sierras," from his own novel, for Warner as a starring picture for Paul Muni.

Rialto Adds New Sound

ALBANY, ORE.—New sound equipment is the latest addition to P. R. Henderson's Rialto here.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... THEATRE ..... LOCATION .....

Marcus, Sarnoff Plan Poster Office Chain

CHICAGO—Plans for a national independent poster exchange organization, expected to have exchanges in all principal exchange cities within a year, have been announced by Ben Marcus and I. E. Sarnoff, operators of a circuit of theatres in Wisconsin.

Associated with the independent exhibitors is Frank Fisher of Milwaukee, whose Independent Theatre Poster Service in Chicago and Wisconsin Poster Service in Milwaukee, have been acquired by Marcus and Sarnoff as the nucleus of their poster organization.

Temporary headquarters have been established here in Chicago. The next exchange will be opened in Minneapolis about August 1 to 10. Following that, at intervals of about one month, exchanges are expected to be opened successively in Cincinnati, Cleveland, Detroit, St. Louis and Kansas City.

Marcus, who is president of the new group, United States Independent Poster Service Co., said that the company will be able to supply accessories for all pictures. He added that a plant to produce screen process posters will be opened in Chicago and that these items will be ready in September for the new 1940-41 product. They will be composite silk screen and photographic work. Sarnoff is vice-president and treasurer of the new company, while Fisher, who will be in charge of the Chicago office, is secretary.

Marcus and Sarnoff operate houses in Ripan, Oshkosh, Tomah and Reedsburg, Wis.

Henkle Refutes Theatre Acquisition Reports

CHICAGO—Reports from Indianapolis that C. A. Henkle of Chicago had acquired theatres in Indiana, were erroneous, he points out.

Henkle heads Henkle, Inc., architects and builders here, and has remodeled several houses in Indiana, and acted as agent for buyers.

The report said that Henkle had taken over the Tivoli from Gail Lancaster in Huntington and the Arc from S. D. Patterson in Logansport. Henkle says both of the owners are retaining the theatres. Henkle is remodeling the 1,100-seat Huntington for Lancaster, after having also remodeled the Tivoli. This will be finished August 1. He also is planning to renovate the Arc for Patterson in Logansport. The Palms at Culver, Ind., which Henkle was reported operating, was acquired through him for a concern headed by William Folk. This house has been named the El Rancho Grande.

Circuits Buy RKO

CHICAGO—The Rodgers circuit, operating eight situations in Illinois, Arkansas and Missouri, and the Tanner circuit of five Illinois situations, have signed new season product deals with RKO.

Several in Springfield Guide New Group

SPRINGFIELD, ILL.—A number of Springfield Theatre executives have been named for active interest in the newly organized association, the United Theatre Owners of Illinois.

The UTOI in announcing the officers of the group, lists Dominic Frisina and George Kerasotes, both well known Springfield theatre operators, on the board of directors. John B. Giachetto of the Frisina circuit has been named on the legislative committee, an important post, as the prime interest of the association is to further the interests of Illinois theatre owners in legislative matters. Legislation of an adverse nature to motion pictures will be strongly opposed by the UTOI.

Heading the organization as president is Edward G. Zorn, of Pontiac. William F. Crouch of Chicago, former Hollywood writer and trade paper editor, will act as executive secretary. Crouch stated that offices for the association will be established in Springfield within the next six weeks. The central location and the need of having close contact with the state capitol made this move essential.

Aside from many independent theatre owners the association also has a number of major circuits on its roster, including: Publix-Great States, the Alger circuit, LaSalle Illinois Theatres, Macomb, Kerasotes theatres and Frisina Theatres, Springfield, and the Bailey Enterprises of Princeton.

Patrons Voice No Plaints Over New Defense Tax

CHICAGO—After two weeks of the new federal admission taxes, exhibitors here report very few complaints from patrons. In most instances exhibitors, through trailers or posters, have made it clear that the tax is a defense and patriotic measure.

Essaness has dropped prices in two houses, the Liberty and the Town in Cicero, from 25 to 20 cents at night, but since both of these theatres were playing second and third-week run prior to the drop, it did not change availability. The Adelphi, operated by Ludwig Sussman, has also been dropped from 25 to 20 cents without changing run. B&K had previously dropped from 30 to 25 cents at the Covent.

Elisburg Confines Top Price to Studio Loges

CHICAGO—Herb Elisburg dropped top prices at his Studio this week from 75 cents to 55 cents, but remains a first-run house, through continuing the 75-cent price in the loge section of the house.

The theatre held its initial "First-Nighters' Movie Circle" showing Monday night, with numerous exhibitors attending.

"GWTW" in Seventh Month

CHICAGO—"Gone With the Wind" is grinding away into its seventh month at the Woods.

A 16mm Distributor Lets Drop a Tip

CHICAGO—Ways and means of combating the 16mm free show circuits now flourishing were suggested here recently by none other than a large distributor of the narrow gauge product.

Said he: "I believe that the 16mm distributing concerns would be much better off if they confined their business to churches, vocational schools, army posts and other such non-theatrical accounts." His recommendation was that the producers, both major and independents, take over distribution of narrow gauge film themselves.

He ventured further to suggest that the companies could regulate all of the 16mm business by continuing to produce the product, book it out of the present exchanges, under one booker, to exhibitors who felt they could not operate all year in a regular theatre. These smaller exhibitors could run shows during the week in cooperation with merchants, in the same manner as the itinerant operators do now.

B&K Theatres Outlets For Telecasting Trys

CHICAGO—Practical usage for television in theatres is shown by plans announced for B&K in connection with its recent license granted by the FCC. John Balaban said this week that plans are for the station to be ready for operation sometime early in 1941.

Since present licenses are for experimental purposes only, and since the station itself must provide at least 100 receiving sets as part of the experimental setup, many of these will be installed in B&K theatres in Chicago and suburbs, and in its subsidiary Great States' houses in Illinois and Indiana.

The experimental work will include telecasting of both 16mm and 35mm film, as well as presentation of various radio, screen, stage and operatic personalities that may be appearing at various B&K loop houses. On this experimental basis, it will be possible then for "in-person" artists appearing in loop houses to be shown from the central telecasting point into the company's various theatres over a wide area.

Technically, it is said telecasting limits at present cover a radius of 50 to 100 miles, equal to north to Milwaukee, west to Rockford, south to Watseka, Ill., and southeast to South Bend, Ind.

Claude Lee to Address SETOA in Jacksonville

CHICAGO—Claude F. Lee of Paramount's home office was planning to leave Chicago after the Democratic convention to go to Jacksonville, Fla., where he will be one of the principal speakers at the Southeastern Theatre Owners Ass'n convention, July 21, 22, 23. Lee will speak on "Institution and the Common Ground."

Vicedomini Celebrates Double Anniversary

By B. O. TELLER

CHICAGO—It is seven years to the day (July 20) that they said Joe Vicedomini wouldn't make a go of it at the World-Playhouse, but he's still going strong as he opens his eighth year at what is now the outstanding art film theatre in the Windy City.

And on this same day, Vicedomini is celebrating his 30th anniversary of entrance into show business, a span of years during which he has operated everything from nickelodeons, to de luxe houses, such as his present theatre on Michigan Avenue here.

During the seven years at the Playhouse, Vicedomini has presented many of the most outstanding foreign films. He introduced three famous continental actresses to Chicago, who went on to make Hollywood names. These are Vivien Leigh in "Dark Journey," Anna Neagle in "Bittersweet," and Annabella in "Wings of the Morning."

The record at the house was established by "Ecstasy," which ran for 13 weeks, with second honors going to the 11-week run of "Moonlight Sonata." He opened with "The Rebel," starring Vilma Banky, followed by "Man of Aran." Both ran for six weeks and established the Playhouse as the home of unusual and artistic foreign product.

Currently at the house is "Song of the Road," starring Sir Harry Lauder.

Entertainment Managers Play Day Draws 100

CHICAGO—Over 100 vaudeville bookers and exhibitors attended the annual play-day of the Entertainment Managers' Association of Chicago at Bon-Air Country Club.

Among the prize winners were Al Borde, John Greig, James H. Roberts, Ray O'Hara, Sam Herman, L. N. Freckles, Tommy Jones, Ralph O'Hara, Ralph Capper, Bill Gunns, Billy Gray, Sam Roberts, Warner Jones, Mort Infield, Eddie Slight, Sam Bramson, Frank Smith, Abe Platt, Ed Morse, Johnny King, Frank Minneci, Ralph Foote, Misses Alpha Demaree, H. Jordis Hansson, Marilyn Keller, Jay Lonette and Doris Hurtig, Mrs. Al Greenfield and Mrs. David P. O'Malley.

Among those who donated prizes were Nate Platt, Hal Halperin, Warner Bros., William Holden, Jones, Linick & Schaefer, Mort Singer, Asher Levy, Essaness, Allied, Al Borde, Filmack and M. C. A.

Claim for $13,975

ST. LOUIS—A claim for $13,975 has been filed in probate court by Fox-St. Louis Properties, Inc., against the estate of Robert B. Koch, 25-year-old bookkeeper for the firm, who died last December 20 of a gunshot wound which he told police he suffered accidentally while cleaning a pistol.

MILWAUKEE

THE MIDNIGHT show July 13 at Fox's Palace for the benefit of the American Red Cross European civilian relief fund was a sell-out. Show included acts from local night clubs and the Riverside.

Richard Arlen has sent in his entry to play in the Milwaukee Open Golf Tournament to be held August 1, 2, 3 *and* 4 *at the North Hills Country Club . . . Otto Meister, pioneer Milwaukee exhibitor and operator of the White House for the past* 20 *years, was the subject of a feature story in a recent issue of the Milwaukee* Journal.

Fred MacMurray and Mrs. MacMurray drove up from Chicago last week to visit his boyhood home in Beaver Dam, Wis., and his two uncles there. Mr. and Mrs. MacMurray were en route to Virginia to shoot scenes in his latest production. While in Beaver Dam, he made a personal appearance at Fox's Odeon.

Stanley and Kristin, children of Dennis Morgan, Hollywood star, had their tonsils removed at St. Joseph's Hospital in Marshfield last week. Morgan's wife is the former Lillian Vedder, daughter of Dr. and Mrs. H. A. Vedder of Marshfield . . . The Racine Junior Chamber of Commerce is sponsoring free vaudeville shows each Friday at Zoo Park in Racine.

Attempt was made to enter R. W. Woskie's Colby at Colby without success. However, at Sheboygan, burglars were more successful and secured about $100 from the Strand . . . Fred Reeths, who has been manager of the Falls at Sheboygan Falls, is now managing the annual tour of the Robertson Players in Wisconsin.

Bay Theatre at Green Bay is presenting a series of six cold cookery matinees each Tuesday conducted from the theatre's stage by Miss Kathryn Heffernen . . . The Strand at Oshkosh conducted a special children's show at which nearly 1,000 *discarded toys were collected and turned over to the local WPA toy mending program.*

Dolly Dawn and Billy Carr appeared on the Majestic stage in Beloit last week in a show called "School Days" with 75 local youngsters participating . . . The Ogden, east side nabe house operated by Warner-Saxe for the past several months, will revert back to R. J. Patterson, its original operator, September 1, according to reports.

Fox's Miller and Varsity featured a single performance at each house July 12 *of the "Floosie Show," with a* 100 *per cent male cast, in addition to the regular double feature program.*

Dick Schacht, manager of the Badger at Merrill, promoted a double page newspaper spread in connection with a week's personal appearance at the house of Kirma, a mystic . . . Latest theatre game, Foto Pay Day, has made its bow in several Wisconsin houses.

Polishes Republic Yarn

HOLLYWOOD—Malcolm Stuart Boylan is polishing the script of Republic's "The Girl From Havana."

Censor Powers Tempt Milwaukee Aldermen

MILWAUKEE—A group of south side aldermen are reported studying a plan for the establishment of a new motion picture censorship commission which will be submitted to Mayor Carl F. Zeidler shortly.

The new commission would consist of three members and have full power to pass on films shown on local screens. Its members would be paid for their services and it would replace the present board of 12 members which functions in a purely advisory capacity.

Cost of the commission would be covered by a $2 fee assessed exhibitors against each feature. Alderman Matt Mueller, one of the proponents of the new commission, termed the present board "only a gang of pass carriers," and declared that most of them were on the commission solely for the purpose of seeing films free.

Agitation for a censorship commission with power was started by Mayor Zeidler after the motion picture board had approved "The Primrose Path" and had refused to alter its original endorsement of the film after Mayor Zeidler had asked the board to review its first decision. The Milwaukee *Journal* has gone to bat against the proposed commission.

Screening for Critics Is Delayed by Fire

CHICAGO—Mae Tinee, *Tribune* critic, Doris Arden of the *Times*, and Lucia Perrigo of the *Herald-American* were stymied for a while this week on where to see a group of pictures that were to be screened for them at Henry Igel's screening room. The reason: A spark had ignited a short reel in the projection machine a short time before and set off the sprinkler system in the booth.

However, Herman Busch, Paramount exchange operator, volunteered to do the screening and it went on without much more delay.

There was no fire damage in the screening room or downstairs in Universal's offices, though there was a little water damage. However, they had Bill Weinshencker, Ted Meyers, Walter Hyland, Jack Chatkin and Aaron Cohen mopping up the water right away, so even that damage was minimized.

Duals Reopen Palace

CHICAGO—Present plans call for the RKO Palace to reopen with double features on Friday, August 2. The opening features will be the March of Time production, "The Ramparts We Watch," and RKO's "Cross Country Romance."

Dixie, Oolitic, Burns

OOLITIC, IND.—Fire, which for a time threatened the business section of this town, damaged the Dixie to the extent of about $5,000.

INDIANAPOLIS

VISITORS ON FILMROW: Mannie Marcus, Eastern Theatre, Fort Wayne; Merrill Moore, Palace, Kokomo; Mrs. Ethel Luckett, Indiana, Scottsburg; Mr. and Mrs. F. W. Brauer, Strand, Paoli; William Studebaker, Logan, Logansport; E. R. Crouch and son, Fairmount, Fairmount; Harry Van Noy, Paramount, Anderson; Mrs. Hilda P. Long, Hippodrome, Sheridan; Frank Reimer, Quimby Theatres, Fort Wayne; Walter Easley, Tree, Greensburg; Howard Morin, Morin, Brookville; Dallas E. Cannon, Kent, Kentland; Harold Neese, Beverly, Brazil; A. H. Kaufman, Fountain, Terre Haute, Robert Hudson, Tivoli, Richmond; Roy E. Harrold and wife, Princess, Rushville; D. D. Lee, Rex, Montezuma; Nick Paikos, Diana, Tipton; T. N. Luckett, Dream, French Lick, and D. G. Steinkamp, English, English.

Jerry Slutzky, booker at Universal, became the proud father of a son on July 4. Jerry claims that's the tops in patriotism . . . Loren Waltz, operator of the Bremen in Bremen, is taking a vacation out west . . . Earl Cunningham, general manager of Fountain Square Theatres, is another vacationeer out west . . . Martha Cox is the new biller at Universal, replacing Corrine Marlatt . . . Mrs. Dorothy Landstoffer, operator of the Haven, New Haven, Ind., has closed the house indefinitely.

Homer Schenk and Vern Anderson have closed their Lyric at Waterloo . . . The Gregory circuit has closed the Roxy in Logansport temporarily to make extensive repairs. An early fall opening is scheduled . . . Dorothy Wright, cashier at RKO, has returned from her two-week vacation spent in the northern part of the state . . . Dorothy Robinson, newly appointed secretary to Fred Greenberg, manager at Warner Bros., spent her vacation resting at home.

Art Baker, genial manager at the Circle, Indianapolis, is on a vacation for two or three weeks and, as usual, he tried to keep it a secret, but the word is Baker is sojourning in Wisconsin with rod and tackle . . . George Palmer, formerly with radio station WIBC in Indianapolis, has gone to Lake Placid, N. Y., where he will have the second lead in the local stock company there. Palmer has been active in Civic Theatre work here several years . . . Rex Carr, manager of the Alamo, Ambassador and Cozy theatres in downtown Indianapolis, is vacationing with his wife in Wisconsin.

Shorty Phillips, the new Drive-In manager, is proudly displaying a letter of thanks received from the Cincinnati YMCA expressing appreciation for the fine time the group of underprivileged youngsters had on a recent trip to Indianapolis. Shorty treated them to a free show . . . Many theatres in this territory are showing the Technicolor short subject, "The Middletown Family at the World's Fair." Don Hammer, well known to Indiana filmdom, is booking the film . . . Abe Baker, booker at Columbia, and his Mrs. celebrated their first wedding anniversary last Friday night with a dinner party.

Gail Black, salesman at Fox for the

(Continued on page 80)

Ingram Construction Team Retains Softball Lead

CHICAGO—The Ingram Construction team still tops the motion picture softball league through its double win over Henri Elman's gang, 15 to 8 and 10 to 7, on Monday night. Twentieth Century-Fox defeated National Screen 23 to 22 in the other game played. The standings to date:

	Won	Lost
Ingram	8	0
Henri Elman	6	3
20th-Fox	4	4
National Screen	2	4
Spector's	1	7

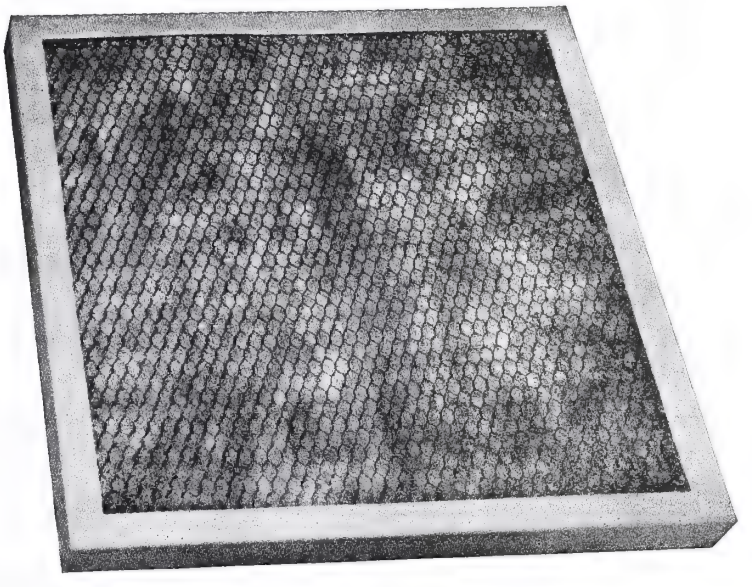
: *Kept Up Steam* :

SPRINGFIELD, ILL.—Harry Hamburg, sales manager of Paramount in Chicago, became so engrossed in his work while explaining his new screen products to George Kerasotes of Kerasotes Theatres, that he parked his new Buick on the street and locked it up securely with the motor running.

When he came back three hours later, smoke was pouring out of the car which was running a temperature of at least 220 degrees. The worst of it was that Harry hadn't yet learned how to unhook the hood. Damage to nerves and car, if any, was not learned.

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ST. LOUIS

ARNOLD BERGER, manager of the Drive-In Theatre on the Manchester road in St. Louis county, has been adopted by a dog, who trails him wherever he goes.

Paul Beisman, manager of the Municipal and American theatres, was godfather at the christening of the seven-month son of Richard Berger, production manager for the Municipal Opera.

August Knetzger, retired musician who died at his home in Alton, Ill., at the age of 73, was well known to older St. Louis theatre-goers. At various times, he played the clarinet in orchestras of the old Columbia at Sixth and St. Charles streets and later at the Orpheum, Ninth and St. Charles streets, when they were St. Louis' leading combination houses.

The Hollywood on St. Charles near Broadway, has been closed . . . Republic Pictures Corp., 1776 Broadway, New York City, has been authorized to operate in Missouri. The firm recently purchased the independent film exchange operated here by Nat Steinberg and Barney Rosenthal and which had been distributing Republic product in this territory. Nat continues as manager, but Barney is taking an extensive vacation.

Michael J. Cullen, district manager for Loew's Theatres, who pinch-hitted for Harold W. (Chick) Evens during the two-week vacation of the manager of Loew's, is moving on to other parts. While in town, Cullen delighted in talking boxing with localities interested in the art of self-defense. He is a former manager of fighters.

After abandoning its first-run policy for one week, the St. Louis, flagship of the St. Louis Amusement Co. fleet, has returned to its former status, offering "You're Not So Tough" and "The Man With Nine Lives."

Weston Demurrer Similar To One Filed for Nick

ST. LOUIS—The demurrer to the indictment against Clyde A. Weston, former business manager of Local No. 143, operators union, filed in the federal court last week, is similar to that filed previously on behalf of John P. Nick, former first international vice-president of the IATSE.

The men are accused of violating the federal anti-racketeering act and the Sherman anti-trust law. The demurrer alleged the anti-racketeering act is unconstitutional and that there is no cause of action against the defendant. A motion to strike several portions of the indictment also was filed.

Two Join Allied

CHICAGO—New state Allied members announced by Jack Kirsch, include the Calo, recently taken over from the Bland Bros. by Arthur Davidson; and the Main, operated by Dave Brotman.



En Route to Chance—

Sir Cedric Hardwicke, arriving in Chicago to participate in a broadcast of RKO's "Tom Brown's School Days," wishes Donna Jean Larson, 15-year-old Chicagoan, good luck as she leaves for the RKO lot on the coast. The youngster's trip was made possible by the president of the Borden-Wieland Milk Company, who, during the visit of "Elsie," the famed cow, overheard Donna Jean's father deplore the fact that his daughter had no chance at the films while "Elsie" was headed for a role in RKO's forthcoming "Little Men."

Closing Notice Is Again Extended

ST. LOUIS—The owners of some 40 neighborhood and suburban theatres have again extended the two-week notice sent recently to the headquarters of Local No. 143, operators union.

Twenty-five of the houses are in the Greater Independent circuit, formed a few weeks ago by a merger of the theatres operated by Fred Wehrenberg with those of the circuit headed by Clarence Kaimann.

The first notice that the houses might be closed was sent to the union two weeks prior to July 7, but a few days before that another week's extension was announced.

Union officials have been advised by the theatre owners that the notice will be extended from week to week on those houses not closed. The Dakota in South St. Louis and the Normandy in St. Louis county, both units in the Wehrenberg-Kaimann circuit, have been closed.

A two-year wage contract with the union will expire at midnight on August 31. The theatre owners have asked for a 10 per cent reduction in wages during the summer months, but the union officials have declined to advise acceptance of that cut unless the owners are willing to enter into a new wage agreement at higher levels than the contract now in effect. On the other hand, the owners say they are not in a position to increase wages and that the projectionists should take a cut not only during the summer but the remainder of the year as well. Negotiations on a new pact are still in progress.

Recently the union, following a brief strike, obtained a new three-year contract from the Fanchon & Marco and St. Louis Amusement Co. houses that provide for wage increases.

SPRINGFIELD

HARRY WAGNER, popular Lincoln Theatre organist during the "community sing" days, is now playing the organ at New Berlin and other towns nearby to Springfield.

Pete Campo, doorman at the Roxy, is spending his vacation in Miami, Fla.

J. J. Rubens and John Balaban, Chicago heads of Balaban & Katz, and Sam Dembow and Leonard Goldenson, in charge of home office theatre operations in New York, visited the Orpheum, one of their group, while making a tour of the circuit July 11.

Ciro Pedrucci, vice-president of the Frisina interests, and his son, Joe, have returned from a vacation spent in New Orleans.

The home office of the Frisina Amusement Co. was practically deserted when the all-star baseball game was played in St. Louis. All the baseball-loving executives were present at the game.

Dominic Frisina, Taylorville, president of Frisina Amusement, has been named president of the Downstate Italian Democratic League by party leaders. Frisina for several years has been a personal friend of Harry B. Hershey, Democratic gubernatorial nominee in Illinois.

When 8,569 Springfield people saw "All This, and Heaven Too" during its first two days at the Roxy, Max Tschauder, manager, decided to give morning matinee showings beginning at 10:30 a. m.

A. R. Zimmer, manager of the Fox-Lincoln, was the subject of a half column writeup by J. Emil Smith, editor of the Illinois State Journal, *in his "Making Conversation" column on the editorial page. In the writeup, Zimmer was advising Editor Smith to be sure to see "Maryland." His career was traced from cabaret singer, to cabaret manager, to world war soldier, to car salesman, to theatre manager. He has been manager of the Fox-Lincoln for nine years.*

View German Film in Chicago

CHICAGO—"Der Feldzug in Polen" (Blitzkrieg Campaign in Poland) showing the conquest of Poland by Germany's Nazi legions, showed all this week here at the Little German Theatre.

A Nomination Brushes By C. C. Pettijohn

CHICAGO

CHICAGO—C. C. Pettijohn of the Hays office almost had a miniature boom started for candidacy for vice-president on the Democratic ticket in his behalf during the convention here this week.

It all started when someone in the Indiana delegation (Pettijohn's home state) jokingly said that he could guarantee Charley two votes. Backing that up was John Ianiri of New York, an assistant secretary of the convention. And to show that his heart was in the right place, Senator Neely of West Virginia (he of Neely Bill fame) hopped on the "bandwagon" with:

"Charley, for once, I'd like to be on your side, and I'll assure you of at least my vote from the West Virginia delegation."

Of course, the whole idea was to keep seriously another proposed vice-president nominee from making inroads into Indiana's favorite son candidate, Paul V. McNutt. But, nevertheless, before a few hours were up, they had actually garnered eleven possible votes for Pettijohn.

With Pettijohn here was his son, Bruce. Pettijohn left for New York after the convention, and is planning to leave for the west coast next week. Incidentally, this was the tenth national Democratic convention he has attended.

Herb Elisburg Adopts Teletype Bulletins

CHICAGO—War news continues of interest to film patrons, according to the local office of Transradio News, which is furnishing several theatres with teletype machines. Latest to add one here is Herb Elisburg's Studio. This makes five in the Chicago area, the others being the Haymarket, operated by George Topper; the Telenews, Garrick and Rialto.

Others throughout the country include Adams, Detroit; Hampden, Baltimore; Lyric, St. Louis; Palace and Newsreel, Los Angeles; and Embassy and 72nd Street, New York City.

All of the houses using Transradio feature the service either in the lobby or near the boxoffice of the theatre, and pin up latest bulletins on regulation bulletin boards.

Chicago Charities Receive Carl Laemmle Bequests

CHICAGO—Carl Laemmle, pioneer producer, who died in September of last year, bequeathed $1,000 each to the Jewish Charities of Chicago, Home for Hebrew Infants in New York City, in his will, filed for probate here. The will disposed of $40,000 in property in Cook county. He also left $10,000 to the Carl Laemmle Foundation, a California charitable corporation. The major portion was left to Carl Laemmle jr., and a daughter, Mrs. Rosabelle L. Bergerman, both of Beverly Hills, Calif.

THE M-G-M CLUB will hold its annual outing next Saturday, July 27 . . . Tom Murray, head of exchange operations for Universal, was here en route back east . . . Also here was Lee Mitchell, gateman at the Universal studios, visiting old friends in the Windy City, where he was formerly connected with "U" during the Carl Laemmle days.

Bette Davis will stop over in Chicago next Tuesday (July 23) en route to Boston for a visit. A press breakfast is planned by Monroe Rubinger, local exploiteer for Warner.

Irving Schlank, UA branch manager, is now a surburbanite. He commutes daily between his office and the new home he recently purchased in Wilmette.

For fear everyone didn't know it, Walter Hyland, Universal booker, vacationed in Canada and northern states. Among his souvenirs was a dented fender on his car, obtained in the Dominion.

Dick Salkin of the Jackson Park is vacationing this week at his cottage, near Paw Paw, Mich. . . . Walter and Elmer Immerman of B&K are catching trout up in northern Michigan this week. Before he left Walter made clear that there is not a telephone within 30 miles of where they are.

Ruth Rosenblatt is the new stenographer in the office of Abe Fisher and Mike Godshaw . . . Our sympathies to Duke Hickey of National Screen Service, whose mother died in Minneapolis. Burial was in Maine.

Roy Alexander, formerly Universal branch manager, and later an exhibitor, has been named a sales representative in Chicago for National Screen and Advertising Accessories.

Giving the big town the once over this week were Howard DeTamble, booker at 20th Century-Fox, and Charley Davidson of the B&K booking staff. They went by way of Detroit. Their "having-a-good-time-wish-you-were-here" cards, promised they will bring back pictures of themselves at the top of the Statue of Liberty.

Rochester, of Jack Benny fame, has acquired a Negro fighter, Anthony Jones, an international amateur champion . . . Universal held a trade screening at the Esquire this week of "The Boys From Syracuse," Jules Levey's first production for U.

Indiana-Illinois Theatres managers met last week at Michigan City . . . Charlie Shapiro, Essaness district manager, is back from a Florida vacation, and Bob Montgomery of the circuit's publicity department, leaves for Yellowstone National Park, with the missus, on his vacation July 29.

It's summer cleaning at Essaness, where the circuit's offices are being repainted.

Sidney Stern's laboratories handled the work for "specials" put out by Movietone News this week on the Democratic convention . . . M-G-M is planning to move into its new quarters in the Warner Bldg. sometime in October.

Bob O'Donnell of Dallas was through the Windy City for a few minutes on Monday . . . The Democratic convention adopted Irving Berlin's "God Bless America" as its theme song.

Among those in between planes and trains this week were Joe E. Brown, the comedian; Lou Smith, Columbia studio publicity director; June Travis, who stopped over long enough to do some of her radio broadcasts; Bryan Foy, here for the convention.

Bob Traylor, chief of service at the Oriental, was on his vacation this week, in Oklahoma City . . . Touring the west are Jim Thomson, manager of the B&K Garrick, his wife, and Bill Briscoe, manager of the B&K Cine. They're due back July 29.

Helen Kontos and Florence Rosen of Universal had a little trouble getting their signals straightened out when they took that seven-day cruise to Mackinac Island. As a result, Helen had to tour around the Navy Pier area in a taxicab trying to find Florence. Yes, they made the boat in time.

New Managers with Indiana-Illinois Theatres are Murray Ross, at the Forsythe, East Chicago, and Walter Borns, Capitol, Whiting.

We want to make clear that Floyd Traynham of Universal News is also a full-fledged cameraman in the Chicago office here, to offset our mistaken identity of Floyd last week.

Claude Lee, of Paramount's home office, was being photographed everywhere about Democratic convention headquarters this week as Wendell Willkie's double . . . Ticket speculators were hawking tickets for the Democratic convention all over the loop.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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Convention Coverage Costly to Newsreels

By GENE RICH

CHICAGO—The Democratic convention was costing each of the five newsreels just about $1,000 a day for coverage in the Windy City. Elaborate arrangements were worked out days in advance to give complete service to all accounts 24 to 48 hours after filming.

Between 25,000 and 30,000 feet of film was used by each of the companies. There were about 20 sound and silent cameras in the three batteries set up in the Stadium. The three spots were in the balcony, on the main floor and on the stage in back of the speakers.

Each crew had special motorcycle runners and automobile messengers. With air express schedules at hand, as each reel of film was shot, a messenger dashed to the airport, placed the film on the plane for arrival in New York a few hours later. There, the film was developed and cut by the various editors, and sent out in special flashes daily. A darkroom for loading of the film was constructed in the Stadium.

Crews were out over the weekend making special feature stories in the various hotels, campaign and convention headquarters and on the main streets.

On Sunday the convention was "opened" as far as the reels were concerned, with Postmaster General James A. Farley, Democratic national chairman, whacking his gavel in advance for the newsreels.

All of the Washington bureau heads of the reels were here, in addition to men from all parts of the country.

As the convention got under way, Pathe had made a tieup with NBC to televise 10-minute clips daily in New York over station W2XBS from Pathe News. About 900 feet will be utilized from the previous day's shots made here in Chicago.

Federal Court May Bring Relief to William Bioff

CHICAGO — There was a possibility this week that William Bioff might get relief from his sentence through Federal Judge William Holly. Judge Holly is expected to give a decision next Tuesday, July 23.

Meanwhile, upon hearing oral arguments this week, Judge Holly said that the only question in his mind is whether federal courts can overrule decisions of local courts in such cases as pandering charges. He asked for briefs on the case by today (July 20) and set next Tuesday for answers to be in on the arguments on the briefs. Judge Holly said that Bioff's attorney, Walker Butler, had many points in his favor in his arguments.

Golf July 30

CHICAGO—The B&K Employes' Club annual golf get-together will be held July 30, at White Pine Golf Club. Hugh McGinnis, assistant manager of the Marbro, is athletic chairman, in charge of the tournament.

INDIANAPOLIS

(Continued from page 77)

past eight years in the northern Indiana territory, has resigned to accept a similar position at Warner Bros. Fred Greenberg, Warner manager, says Black has just changed the resting place of his hat, as his territory will be the same . . . Claude Allison, manager of Olson's Strand, not only brags about his fish catch, but puts the string on display in his lobby aquarium as proof. Last week it was a 5½-lb. bass, and it's really a beauty.

Ernie Miller, operator of the Cinema in Indianapolis, has booked "Light of the Western Stars" for four days, a change from his present playing time . . . Herman Morgan, booker for Affiliated Theatres, is fishing in northern Indiana . . . Tom C. Baker, general manager of Affiliated Theatres, is proudly boasting of the latest increase in his family—a litter of pigs just arrived at his farm in northern Indiana.

C. L. Weber of Jeffersonville, Ind., plans to erect a new 300-seat colored theatre between New Albany and Jeffersonville in the near future . . . G. L. Heinrich, office manager at RKO, is now vacationing at Payne Lake, Middleville, Mich.

Hobart E. Hart, operator of the Court at Auburn, Ind., cooperated with the Auburn Civic Theatre League by donating the use of his theatre for the presentation of a two-act show and vaudeville followed by a big finale in the form of a patriotic tableau. Proceeds were donated to the American Red Cross.

Joseph Vogel, operator of the River Park in South Bend, held his fifth annual picnic party for the children of the Mishawaka Orphans' Home Wednesday, July 17. The program started off with a free show at 10 a. m. and was followed by a picnic lunch at noon. In the afternoon there were games and prizes at Pottawatomie Park. The Riley High School band of 75 pieces played in the afternoon.

In compliance with many requests for single bills, John Peterson, manager of Olson's Uptown, is showing "Lillian Russell" singly and reports a nice business despite the heat . . . Carl Niesse at the Vogue is still getting applause for his rear door boxoffice.

Shorty Phillips, at the helm of the new Drive-In, is still "wowing" them. On the 28th, 29th and 30th of this month, he is bringing back "Star at Midnight," with Ginger Rogers and William Powell, a hit of several seasons ago.

The local Columbia exchange was visited by Carl Shalit, district manager . . . Arthur Truc, salesman at National Theatre Supply, will spend his entire vacation in training at Fort Knox, Ky. Truc is a first lieutenant in the 33rd field artillery.

Marie H. Smith, office clerk at Warner Bros., has resigned to accept a post on staff of the medical records library at St. Vincent's Hospital here.

Industry Leaders Are Present in Chicago

CHICAGO—Many film industry leaders were taking part in the Democratic national convention this week.

In one of the top posts was Carter Barron, Loew's district manager, in Washington, who was swamped with voluntary entertainers in his post as chairman of the convention entertainment committee. Barron had singers, dancers and others parading before him daily at the Stevens Hotel. And helping him were Frank Freeman jr., son of the Paramount production head, and Tom Walker, son of Frank Walker, head of the Comerford circuit in Pennsylvania.

Incidentally, mentioned among those for the post of National chairman to succeed Jim Farley if he resigned, as BOXOFFICE went to press, was Frank Walker.

Claude Lee of Paramount's theatre department in New York, was here, taking part in activities. One of the leaders of the Michigan delegation was Edmund Shields, general counsel for the Butterfield Circuit, Detroit. Shields is national committeeman from Michigan. In attendance also was Bryan Foy, Warner producer and a close friend of Chicago's Mayor Edward J. Kelly.

Pettijohn and Kuykendall In

C. C. Pettijohn of the Hays office and Ed Kuykendall, MPTOA head, were also among those present, milling about the convention floor and meeting friends. Kuykendall later left for the Southeastern Theatre Owners Ass'n convention in Jacksonville.

Here as an alternate delegate was Helen Gahagan, the film-star. She was taking an active part however, filling in for her husband, Melvyn Douglas, who had been named a delegate, but could not leave the coast. Ken Murray was among those who arrived in Governor Olson's party from California. He took advantage of the opportunity while he was here to prepare for a WGN-Mutual network broadcast, convention programs permitting, on Thursday night.

Barron engaged Phil Reagan, who has appeared in many Republic pictures, to open each session by singing "The Star-Spangled Banner." Harry Richman, currently at the Chez Paree, and a male octet, sang "God Bless America," at the Monday night session. Said Barron: "In these times we can't give the public too much patriotism. That's why we scheduled those two songs at every available opportunity. We should do the same thing in our theatres every day. We can't overplay either of them."

On Monday night, in addition to Harry Richman and the male octet, Barron had Princess Mobley Lushayna, full-blooded Oklahoma Indian, sing the "Star Spangled Banner." Also set for entertainment during the week were Frank Parker, Horace Heidt and his orchestra and Martha Raye and Al Jolson.

"The Ape" for Karloff

HOLLYWOOD—Monogram will star Boris Karloff in "The Ape." Kurt Siodmak is scripting from a story by Adam Hull Shirk.

Northwest Allied to Snub Sales Drives

Minneapolis—If Northwest Allied has its way, distributors will discontinue their sales drives.

Exhibitors don't like these drives at all, it was asserted at the organization's convention here. They're a nuisance and extremely bothersome to theatre owners, according to a resolution adopted.

Moreover, the drives cause uneconomic operation of theatres because sales pressure induces unwise commitments, it was asserted.

Exhibitors pledged themselves to ignore drives henceforth. By so doing, they believe, they'll sound a death knell for them.

A Determined Drive To Reduce Rentals

MINNEAPOLIS—A determined fight for 25 to 33⅓ per cent reductions in film rentals has been launched by Northwest Allied. Distributors have been notified of a resolution adopted at the organization's convention calling for such a slash.

The resolution asserted that 1940-41 film "must" be bought at such a lower figure under that of last year "in view of economic conditions prevailing in this territory and the fact that boxoffice grosses are down with no apparent way of stopping their downward trend."

Exhibitors went on record "to adhere to such a policy in order to survive in the theatre business."

The demand for lower film rentals was framed after H. M. Richey, RKO director of exhibitor relations, had told the body that "exhibitors will have to take up some of the slack resulting from producers' loss of foreign markets—it can't all come out of production without affecting quality adversely and thus putting exhibitors out of business."

Told to Learn Best Deals

At the convention Fred Strom, newly chosen executive secretary, instructed exhibitors to learn from salesmen the best possible deals the companies were willing to make and then to pass the information along to him before signing up. His advice to the exhibitor, he said, would be based on a study of the various offers.

"Pass the buck to this organization," said Strom. "Don't go out on a limb and be plucked."

"We're going to buy collectively this year," was Strom's word to the independents.

Those present were asked if they had done any new-season buying yet. Some of the country exhibitors volunteered that they had. They all claimed they had bought at the same price or for less than a year ago. One exhibitor said his contract with one of the major companies called for three percentage pictures, but with no days specified.

Sol Lebedoff, Minneapolis independent exhibitor, asserted that exhibitors here pay 50 per cent more for their pictures than those in other exchange centers. Another prominent independent theatre owner declared "staggering" prices are being asked for 1940-41 film.

"You shouldn't pay more than 10 per cent of your gross for pictures," he averred. "With the prices now being asked, the exhibitor doesn't know what he's going to use for money. I've never seen such darn deals as some exhibitors are falling for. And percentage will catch up with those willing to give it, too. I'm opposed to the terms now being demanded."

W. R. Frank, head of one of the largest and most successful circuits, said his big chain had been able to get along this season without one of the most important major products (M-G-M). However, he admitted that "it hurt." Film salesmen are the "highest pressure and best salesmen" extant, but that "doesn't excuse exhibitors for wanting to have their own throats cut and for buying because they're afraid of the film companies," said Frank.

Bennie Berger, another prominent circuit operator, charged the film companies with using "Capone tactics" against the independents.

"The companies' dealings are all one-sided and we're becoming slaves," asserted Berger. "We even have to kowtow to janitors in the exchanges. They cheat us and steal from us and then make us kneel down to them."

Fred Strom Succeeds Al Steffes; See Drift From National Allied

MINNEAPOLIS—Fred Strom, who has been identified with the film industry in various capacities for the past 15 years, is the new leader of Northwest Allied, succeeding President W. A. Steffes who has retired from all activity because of ill health.

In a surprise move, the organization at its convention here elected Strom, a dark horse, executive secretary, at a salary of $50 a week, as compared to the $15,000 a year salary which Steffes was voted last year.

Under a new setup, the presidency is more of honorary post than anything else and is non-salaried. E. L. Peaslee, Stillwater, Minn., exhibitor, who has been vice-president, was elevated to the presidency.

However, Strom will be aided in running Northwest Allied by a newly created executive committee of three, comprising Sol Lebedoff, Minneapolis, Hiller Hoffman, St. Paul, and President Peaslee. The state has been divided into nine districts, each with a director. The districts will hold their own meetings from time to time under Strom's supervision, as well as participating in the regular annual convention and the nine district or regional directors will comprise the body's board of governors.

District leaders chosen were Clarence Kaake, Duluth; C. H. Danielson, Mabel; Andy Anderson, Detroit Lakes; Bill Glaser, Fairbault; R. G. Risch, Appleton; Don Buckley, Redwood Falls; Peaslee, Stillwater; Hoffman, St. Paul, and Lebedoff, Minneapolis.

Goal of the organization will be to bring in every exhibitor in the state and an aggressive membership drive will be launched immediately.

Selection of Strom over Ben Ashe, who had been acting secretary and had represented the organization at the recent national Allied States convention and who had resigned as general manager of the Bennie Berger circuit to become a candidate for the post, was, in effect, a victory for a faction which included many opponents of Steffes and his administration and foes of Berger. This faction wants an economical administration of the organization's affairs, low dues and less mixing in national affairs. It wants the body to concern itself principally with local problems, including, principally, film rentals and clearance.

National Ties Loosened

The result probably means that the organization's ties with national Allied States gradually will be loosened, if not entirely severed, and that control will be taken away from the Twin City group which, in the past, has lined up with Steffes.

Lebedoff, who has been one of the bitterest foes of Steffes and Berger and who had quit Northwest Allied to form an opposition body, fought Ashe on the grounds that the latter's appointment would mean Berger control of the organization and a continuation of the Steffes policies which he has been assailing. The organization "appeased" Lebedoff to the extent of naming him a member of the committee of three which will assist the executive secretary in running the body, naming him Minneapolis regional director on the board of governors and electing him treasurer. And, in line with his demands, dues were substantially reduced. The other officer chosen, in addition to Peaslee and Lebedoff, was Hiller Hoffman as vice-president.

Looked Like Cinch for Ashe

The day before Strom's selection, the board of governors was empowered to employ the executive secretary. Peaslee, the presiding officer, asked for suggestions and the candidacy of Ashe was put forth. Various members took the floor to extol Ashe and his abilities. A telegram from Abram F. Myers, national Allied States general counsel, also praised Ashe for his assistance to his body and the work done by him during Steffes' absence. It looked like a cinch for Ashe to win.

Then when the committee report was read at the final session naming Strom the fireworks started.

Strom's most recent position has been as a temporary booth operator in St. Paul and David Gillman, Minneapolis exhibitor, contended that a booth operator would be incapable of filling the position.

"If you're not going to give us a worthwhile organization, we might as well bust it up," declared Gillman. "Is this child's play? Instead of giving us somebody at least half as good as we've had, you've gone from the top to the bottom. No

(Continued on next page)

Fred Strom to Helm Northwest Allied

(Continued from preceding page)

booth operator can tell me how to run my business."

This got a rise from Peaslee who charged Gillman with getting "nasty and personal."

"If you thought so much of Steffes, why didn't you belong to the organization when he was president?" demanded Peaslee.

Instead of answering Peaslee, Gillman told the latter that he, Peaslee, didn't know how to preside over or run an organization. Other members protested against the exchange of personalities and Peaslee finally apologized to Gillman for his attack.

Berger Denounces Choice

Berger took the floor to denounce the choice of Strom who, he said, was a "swell fellow" but "doesn't have what it takes to tell Sears, Rodgers and the others where to get off." The body should employ somebody, like Ashe, who can "lay down the law to the exchanges" and get us back in business, he asserted.

One member pointed out that Strom had had experience as an exhibitor and was a one-time loyal Northwest Allied member. Others charged that wires had been pulled behind closed doors to get Strom in—that it was a case of steamrollering. Peaslee admitted that a number of the regional directors had come instructed to vote against Ashe and in favor of Strom. It also was brought out that while the governors were in session deciding on the secretary several were called out frequently by members electioneering for Strom.

Country Member Talks Up

"This is one time when everything isn't cut and dried and the Twin City exhibitors aren't running the show," shouted one country member.

Attention was directed to the fact that the governors had been vested with the power to make the choice. A member asserted that he was tired coming a great distance to the conventions and having to sit through long arguments between Berger and Lebedoff who, he claimed, monopolized the floor.

The board finally agreed to leave it to a vote of the members as to whether their action would be backed up in choosing Strom or whether Ashe was wanted. The secret ballot gave a big majority to Strom.

Out to Stop Withdrawing Of Films in Contracts

MINNEAPOLIS—Northwest Allied is out to stop distributors from withdrawing pictures from their contracts and re-selling them at higher prices at the end of the season.

It also will try to call a halt to a practice of some companies to pull out short subjects from contracts in order to sell them as specials. Efforts also will be made to induce distributors to cease selling 16mm features to non-theatrical accounts for free exhibition or otherwise in opposition to theatres.

Resolutions covering these subjects were adopted by the organization at its convention here. The practices were strongly condemned and members were urged not to "re-buy" any shorts or features.

In one of the resolutions, Universal was specifically singled out for withdrawing a Durbin and a Dunne picture from its 1939-40 contract.

The resolution on the 16mm pictures, now being shown in open lots, vacant buildings and taverns, declared these films to be "highly serious and menacing to exhibitors."

One prominent exhibitor declared that 10-cent nights, now being used in some situations, were as objectionable as double features. But nothing was done about this policy.

Criticism was voiced against feature pictures which run less than an hour.

Failure to Consider Buying Strike Occasions Surprise

MINNEAPOLIS—Much surprise has been occasioned in film circles here by the fact that Northwest Allied, at its convention here, failed to consider a proposed film buying strike and to go on record against percentage and double features.

Other matters that had been talked about in advance of the meeting and which failed to come up, included the formation of a members' film buying group and a proposal to set wheels in motion for an amusement defense tax on bowling.

Several members denounced percentage and urged an agreement among the independents not to buy any pictures except on a flat rental, but the resolutions committee ignored the subject.

The body heard double features assailed as the industry's "worst menace." However, President Peaslee pointed out that a number of members were using this policy and expressed the opinion it would be unwise to adopt any resolution regarding the twin bills.

Peaslee and others blamed the Minnesota Amusement Co. for the limited existence of double features in the territory and declared that if the big circuit abolished the policy independents would follow suit quickly. It finally was decided to appoint a committee to confer with John J. Friedl, Minnesota Amusement Co. general manager, to prevail upon him to eliminate dual bills in all circuit houses or, at least, not expand the policy.

Resolution Regrets Inability of Steffes to Attend Meeting

MINNEAPOLIS—Northwest Allied, at its convention here, adopted a resolution regretting the inability of President W. A. Steffes to attend because of ill health, praising his services and expressing the hope for his speedy recovery. It was the first Northwest Allied convention ever missed by Steffes.



Epsteins Visit Paramount—

Guests of Susanna Foster (right), Paramount singing starlet, on the "There's Magic in Music" set are Mr. and Mrs. Jack Epstein of Omaha, where Epstein is secretary-treasurer of the Epstein circuit.

Hollingsworth Trial Seen Late in Fall

KANSAS CITY—Trial of the suit of Frank E. Hollingsworth, operator of the Pix at Beatrice, Neb., against Fox Midwest Theatres, Inc., Kansas City, and major distributors, is not expected before late fall in federal district court, Lincoln, Neb.

Hollingsworth took depositions here last week and answers have been filed by some defendants. Certain defendants, non-resident in Nebraska, have filed motions to dismiss the damage action which Hollingsworth brought under the Sherman anti-trust act.

Morrie Ryskind Joins Stevens at Columbia

HOLLYWOOD—Morrie Ryskind has formed an association with Producer-Director George Stevens to write the screenplay for Columbia's "Penny Serenade," Stevens' initialer for the studio.

The Stevens-Ryskind tieup will function along the lines of the Frank Capra-Robert Riskin arrangement at Warner.

Outdoor Free Show Competition Stirs an Exhibitor Protest

KANSAS CITY—After two years of watching "free show" competition cut seriously into the revenues of two of his theatres, George Harttmann this week voiced a strong protest against factors in the industry that permit this type of operation at the front door of theatres paying substantial film rentals, taxes and wages.

"Exhibitor groups ought to tackle the problem cooperatively," asserted Harttmann. "It is the toughest competition I've got, and it has been growing for the past two years."

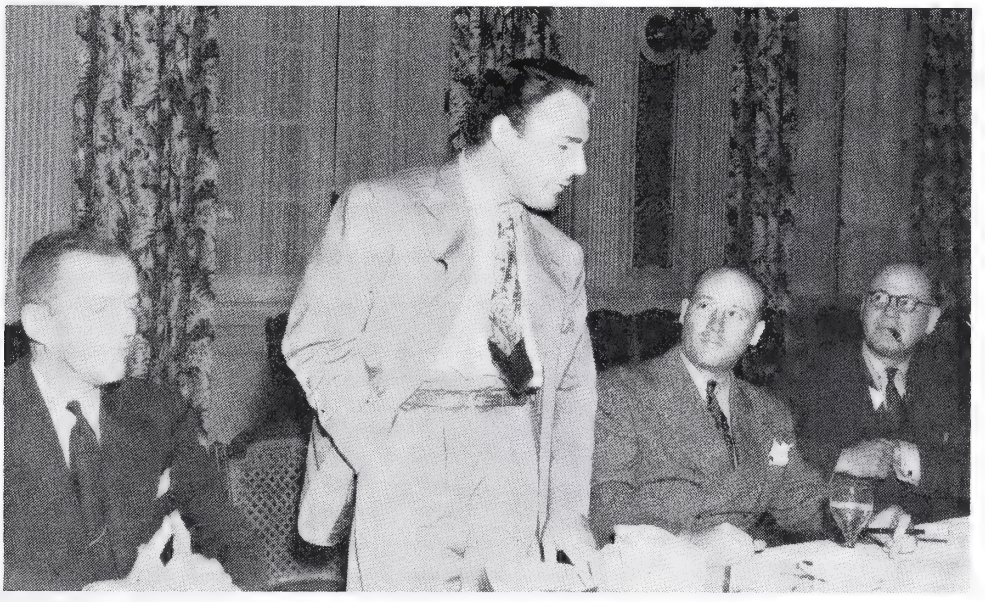
Harttmann operates the Armour, in North Kansas City, the State at Mound City, Mo., and others. But it is these two houses that the free show competition hurts most.

Just north of the race track in North Kansas City, on Highway 71, a filling station, barbecue and beer place holds an open air free show every Sunday evening which can be watched by persons sitting in cars, Harttmann reports. This is the second year for the shows. On Saturday evening, between North Kansas City and Winnwood, in a suburban section called Brookwood, there is the same sort of setup. The first place shows to eleven and twelve hundred each Sunday evening, the second to six and seven hundred. Both use 16mm film. In between them is the Armour Theatre, trying to sell shows.

On each side of Harttmann's State at Mound City are 16mm merchant's free shows, one Wednesday, the other Friday night.

"The shows are fairly old, all the ones I've checked," said Harttmann, "but they're free. They can rent a complete show for about $35 a week. If they only make $10 a night it's a profitable deal. They have no taxes, they don't have to pay union labor."

Harttmann has protested to Ascap on that group's licensing the free show operators to play by the week at a small fee—anywhere. "Ascap won't protect the theatre that pays them ten cents a seat per year," protests Harttmann.



"The Great McGinty" in Person—

KANSAS CITY — The accompanying photograph shows, left to right, Landon Laird, Kansas City *Star;* Brian Donlevy, Paramount star of "The Great McGinty;" E. C. Rhoden, head of Fox Midwest Theatres, Inc., and R. C. LiBeau, Paramount district manager. The luncheon for Donlevy was held at the Hotel Muehlebach, Kansas City, July 12, and it was followed by a screening of the picture.

Donlevy's appearance here and in 16 or 18 other key exchange spots over the country represents a new straw in the wind for Hollywood cooperation with distribution and exhibition, something the movie industry can expect to see more of in the future. Donlevy brought the story of "The Great McGinty," and sought exhibitor and distributor reaction both to the picture and to ways in which Hollywood can cooperate more effectively with distribution and exhibition.

Attending the luncheon were exhibitors and distributors, radio and newspaper men. From Fox Midwest were E. C. Rhoden, Lon Cox, Edd Haas, Senn Lawler, Al Karf, Harold Hume, Ralph Adams, Chet Hylton, and Kathryn Kyle. From Commonwealth Theatres were O. K. Mason, Leland Allen, and Walt Kirkham. Other exhibitors were Jerry Zigmond, Newman, and Jack Truitt of the Electric, Kansas City, Kas. Landon Laird and Bill Vaughn attended from the Kansas City *Star*. From Paramount were Mr. LiBeau, Joe Manfre, Arthur Cole, Jim States and Bill Lansburg.

At a cocktail party later the same afternoon were Bruce Campbell, John Cameron Swayze, and Jean Hackley of the *Journal*, and Neal Keehn and Karl Koerper of KMBC, over which Donlevy was interviewed.

"JED'S" TAVERN

J. Erwin Dodson,
Owner

8450 Troost Ave.

Extends a HEARTY Welcome to EVERYBODY in the Film World, or any other world. "Christ's World"—Jews, Gentiles, Catholics, Protestants, or any Creed or "isms," as long as it is MAN-ism, hoping they will become FRIENDS.

WE LOVE FRIENDS

Why not? AT LEAST give this OLD Lovable ("He Thinks") Fellow a chance to keep off the WONDERFUL FDR Lifesaver WPA.

Thanks a Million. I'll be expecting to see YOU—the Pleasure is all Jed's—and I do mean YOU (credit to Winchell or who coined the phrase).

NO BETTER FOODS ARE SERVED ANYWHERE IN THE WHOLE WORLD, or they cost you nothing. Thanks, Good Wishes, God Bless YOU, and God Speed to

"Jed's"

DES MOINES

BOXOFFICE & CO. stopped in at Bob Hildreth's new location Monday evening to see what went on. We found out why his Silhouette Letters are better and saw the innards of Emil Franke's last week's bill scattered around the floor like a serving of over-sized, slightly soiled alphabet soup. We discovered that Bob sired those two Pinocchios Emil sent out our way, and that theatre posters are lettered Zip! like that! Bob says he'll fix up a little Pinocchio with an apple in his hand for Mitzi who bewailed the missing apple on the others, and that Ozzie (souvenir of "Wizard of Oz" opening at Spirit Lake—remember, Speed?) shall have a new coat of paint, with shellac.

We met Carl Johnson, the Tri-States sign man, who knows the biz from A to Z but doesn't know a single Swede in Snooseville . . . speaking of lettering makes us remember that SJM Stan Mayer wears around his middle. It's a belt buckle, you understand, and terrific. We saw Joe Rogatnik at 2 a. m. July 3, but he didn't tell us he was going to wire NY and resign as booker at Lou Levy's Universal . . . we can't find anybody who knows what's become of Joe, either . . . Going through Catcher Ken Clayton's pockets, we find this note, which shows that the boys at the R&T *take their inter-office kitten ball so seriously that they're playing ball all the time: "To the CATCHER from the PITCHER: Miles Sines will be on vacation for three weeks beginning Monday. He asked if I would review the Paramount for the* Tribune *while he was gone. Is this OK? (signed) Bob Hillard." (This ought to be a gentle hint to Clayton about what he carries around in his pockets, huh?)*

It's Warner's day in the *R&T* on July 21, with Jimmy Cagney monopolizing a page roto break on "The Biggest Sock in Hollywood," and Olivia de Havilland's epidermis highlighting the syndicated magazine gossip page . . . Right while she's on the screen at the Paramount, too . . . RKO's Anne Shirley picks off the magazine cover from kodachrome copy that's been in the files many, many moons . . . Cash customers proved Emil Franke a right guesser when he put a return-to-exchange ticket on Tom Brown and tossed in a mid-week program of "Lost Horizon" and "The Awful Truth" . . . As a result, he's doing himself one better at the Orpheum now and double-featuring two Frank Capra pictures for the first time in any clime, says he . . . He has "Mr. Deeds" going to town as a second feature to "It Happened One Night." A pair of academy award winners, in case you've forgotten.

Franke put that FHA short, "Design for Happiness," on his bill last week and had a story on the Sunday Register *home-building page until the* R&T *dropped the home-building page . . . "The Ghost Breakers" broke quota at the Paramount and was held over at the Roosevelt . . . B. & G. Sandwich shops here are giving Harry Holdsberg of the Des Moines something besides vitamins by handing out paper napkins telling their calorie consuming colonels that "Maryland," suh, is greater than "Kentucky."*

Brian Donlevy's 42 luncheon guests at Hotel Fort Des Moines Saturday included representatives of the Paramount exchange, Tri-States, the newspapers and radio . . . Dorothy Day, Harry Holdsberg, Eddie Dunn and Ray Blank carried the Tri-States banner, while Myron Blank was on hand from Central States . . . Ken MacDonald, Sterling Bemis, Frank Clark and Ted Ashby were among the journalists busy meeting such interesting people . . . Bill Lansburg was in charge of arrangements and introduced Donlevy, who spoke briefly . . . Donlevy stuck around long enough to leave a good impression with Des Moines and a too-tight sports shirt with Lansburg, but not long enough to tete-a-tete with BOXOFFICE & Co. who clung to their plan for anniversarying (six months, you skeptics) in St. Looey.

Monroe Rubinger, Art Anderson and Hall Walsh staged the triple play that Warnered the Missouri junket into a howling start . . . We found Mr. Walsh a very personable, very frank, very handsome and very typical Warner manager who engineered two Cardinal victories over the Giants for BOXOFFICE *and thereby incurred the undying enmity of & Co.*

Saturday evening Bernie Evens showed off his black-haired Bea and her home town by taking us to the municipal opera where, with 9,996 others, we sat spellbound through as fine a performance of "The Chocolate Soldier" as we have seen. Bernie even brought around Opera Press Agent William Zalken, who let us look at the crowd from the stage during intermission and showed us backstage workings that might even include a lesson or two for Hollywood . . . United Artists will never know how nearly it became necessary to add guide service to the swindle sheet before we found our car and got over to Gravelli's for spaghetti, though . . . And only the ticket-taker in the Paramount lobby can understand how cold we were after we returned to watch a 2 a. m. dress rehearsal on the upcoming open air show, "Good News."

Our junket to the M-G-M offices Saturday noon was for naught when Claud Morris couldn't be found . . . We owe Mr. Rubel of Fairall's agency a triple vote of thanks for sending us to Speck's where they have lids on the coffee cups . . . Lou Smith, who arranges pictures of Columbia's pretty girls for the papers, was scheduled in DM Saturday, but when he discovered both Mel Evidon and Ken Clayton were to be touring, he crossed Iowa off his itinerary, much to their sorrow. Monroe Rubinger introduced his Kaycee successor, Martin Weiser, to the key spots before taking off for his new Stevens Hotel home and Chicago office.

Ray Blank won't confess to being a Boy Scout, but he knows the ropes and can give the salute . . . will somebody please fix Bert Thomas up with a key ring so he won't have to use that paper clip? . . . Jean Post does his booking right here on High Street at Republic . . . right over here on the corner is a drug store and in the drug store is a blond, a pretty blond, in fact . . . see? But Bob Newman, now that's different . . . Bob works at Republic way down here in DM . . . way up there in Madrid, Ray Lepowitz has a daughter . . . well, the idea is, Jean Post has it handier . . . Can you imagine Hershey Bar Harry Gottlieb on a motorcycle? S'funny idea, we know, but he used to do it and you oughta get him to tell you how he found out you gotta lean to turn a corner on one of the contraptions. Art Leak, Columbia's salesman who lives in Iowa City, was in last week for one of his semi-annual trips to the city.

Mary Benjamin has been a-palpitatin' ever since she got that telephone call during the Moose convention from a Mr. Hendrix of Atlanta, Ga. . . . "It was his southern accent that got me," says Mary. Tom Beitzel, Universal shipper, dropped a film can on his toe July 15 *and broke some bones in his foot. Ruby Willey is back to fill in for Marj O'Laughlin who*

A. H. Blank Prominent In Defense Service

DES MOINES—A. H. Blank, president of Tri-States Theatres Corp., is due in New York soon for conferences with motion picture leaders in his new capacity of co-ordinator between the film industry in the midwest and the federal government.

After the Manhattan sessions, Blank expects to visit Washington for instructions from defense program officials.

The Des Moines man was named midwest co-ordinator recently at a Chicago meeting of leading exhibitors from 20 states. Blank reported that the film industry has offered the government full use of all its branches to aid the war department's national defense program. He termed the Chicago meeting the first step in the formation of a committee which will represent exhibitors of the entire nation in the move to acquaint American people with the defense aims and needs of the country.

Blank, who headed the film publicity program in Iowa during the first world war, plans to devote the major portion of his time to his new defense task for several months.

He expects Americanization to be featured widely in the campaign, with Hollywood producing films intended to promote good citizenship, patriotism, and national unity. He views personal appearances of stage and screen stars in the larger centers as another possible phase of the program.

The industry cooperation with the government is on a strictly non-commercial basis, says Blank, and leaders will donate their time.

is vacationing. You all remember Abe Kahn, don't you? The one-time manager of Educational and Columbia is around these parts again . . . Abe has some kind of a switch theatre folk are said to be intrigued with.

Night scene on High Street: George Campbell and Jimmy Foley putting Ray Copeland's Paramount to bed . . . Chuck Elder and Gab Malfronte hot-footing it Universal-ward . . . Bob Newman sitting on the curb out front at Republic while Bert Thomas and Jean Post stand on one foot apiece discussing the affairs of state and Gene Autry . . . C. R. Smith sitting contentedly on the fire plug by Warner, his crutch resting on one arm.

Time for this again: Mildred Coburn goes to NY the first week in August . . . Excuse: Vacation . . . Evelyn Rosen returned Thursday from California where she Catalinad and mountain resorted . . . Bill Beckley, Strand manager, is off on a nimbus (not a coal-black one like we know a story about, we hope) . . . Tony Abramovitch of the Garden is fresh back from a play suit outing . . . Bob Leonard gave up fishing for bigger grosses out at the Hiland for a spell and is trying to hook a bass or two in Minnesota . . . Tri-States foundered themselves at the Kirkwood Hotel Monday evening on fish fried by the courtesy of Art Stolte, who mailed 'em down from Canada where he is busily hooking away . . . Louise Haldeman, Tri-States operator, is doing the Chicago spots for relaxation while Loretta Morris, the bank nite girl, says hello for her . . . Eddie Dunn proves he really needs a vacation by taking it at home really resting.

They're calling Georgia Bricker "Smoothie" now because of the way she got over with Brian Donlevy . . . Georgia and Madge Ward drove over to Omaha with Sil and Irma Vogel to see Bob Hope —and missed Don Allen . . . Vic is Marie Frye's boy friend, but to hear the rest of the Tri-States gals carry on since he's gone to California, you'd not be too sure . . . Vic, it seems, was the little man who was always there when the gals needed a taxi from here to there.

That Errand Service joint over in Beaverdale is Carol Baldwin's offspring and kid sister to Inland Express . . . those red-and-white uniformed messengers will deliver anything from anywhere, to anybody any place. Carol is expanding himself as well as his business. Mable is on the job as usual. BOXOFFICE & Co. *met Chuck Plows in at Errand Service and went over to meet the Little Plow who was all done up for a hot evening in a pair of white flannel tri-cornered pants. Little Plow shook two fists at us, gurgled, and tried to pull our pigtails (being his father's son).*

Back After Vacation

OLATHE, KAS.—Charles Hoge, manager of the Dickson, is back at his post fresh from a vacation in Colorado with his family. High point of the trip, according to Hoge, was a visit to the ruins of the cliff dwellers in Mesa Verde National Park.

LINCOLN

NEW FACES: Monroe Rubinger, who will hereafter hang his hat in Warner's Chicago publicity office, brought Marty Weiser around the prairie district for a look at all the critic granite on which he'll have to exercise his publicity chisel. Rubinger went to Yale, and Weiser to school under Sam Clark on the west coast . . . Also, there's the new Lee and Cecelia Mischnick offspring, having made a bow on the same theatre Row where pappy started. The child is with parents who are doing their vacation turn here away from the Goldberg string in Omaha . . . M. E. Lofgren, in York, Neb., has just set up the family there, he having preceded them by half a week to get in harness at the Sun first.

Bill Scholl, driving an Iowa licensed second-hand Chev and looking affluent, came down from Minneapolis. He did a quickie, in and right out . . . Joe Jacobs and Carl Reese each brought a picture to town to screen for Howard Federer, scrapped to see who would show his picture first for the dubious "honor," according to Federer, of having the first film to be walked out on by him . . . Harry Schiller in Grand Island, caught between bawling out the janitor and setting up a glass-blower in the lobby, said business is away off, but no kicks have been heard about the tax.

Saga of death: Killing of Harry and Sam Goldberg landed Jules Rachman in prison here in 1933. Since his last hearing, at which his time was cut, both his father and Rabbi Cohn, who appeared in his behalf, have died . . . Sunday shows in Beatrice made a confinement case of B. M. Montee and his Mrs. They never get away for those Sunday night jitterbug sessions any more . . . Who runs the theatre in Onamia, Minn.? Lincoln's BOXOFFICE man will be meeting him shortly as one of the officers with the fourth army maneuver, since the Nebraska contingent will be tented there.

Man with a mad on: Bob Livingston was hauled out of cool morning slumbers to reach through his hotel door for a wire. Was from Mike Roth, bragging how well he looked in shorts watching the sunrise and yodelling on Pike's Peak . . . Lt. Bill Matchullat, who runs the Colonial projection room when home, is now ordering the CMTC boys around in Leavenworth, Kas. . . . Alvin Hendricks, bragging about having made 16 passes, noticed he was being glowered on by a be-spectacled old lady in the Varsity lobby. Taking cue, he explained it was dice, just as loud, not the femme patronage . . . E. A. Patchen, who left J. H. Cooper's employ in Oklahoma City, is scouting some Texas leads this week.

Ken Maynard claims Tarzan grunts when he climbs aboard, which Ken interprets as aging on the part of the horse. It might be that the Cole Bros. circus life is fattening for Ken . . . Phil Harris, here the 19th, was asked by a local hotel, if driving Benny's Maxwell on the tour, to allow it to be exhibited in the lobby for an admission charge, Harris to get 50-50 from the first dollar . . . Bob Page, who used to have Bell's Hawaiian Follies, a vaude unit, is now around the midwest selling one called "Girls in Cellophane," but the unit won't be in the territory until fall.

Lyman Borin had a double shot of bad luck. His frau filed for divorce and he went to the hospital with a bum foot, all the same week . . . Phil Gersdorf, formerly a 20th Century-Fox publicist, writes he believes film companies will be making closer to 30 films annually than 50 . . . R. W. Huffman says all one has to do to win a Variety Club golf tournament is pass up the previous glasses . . . Ed Vaughan has marked June for matrimony in 1941.

Allen Emerges Omaha Variety's Golf Champ

OMAHA—C. W. Allen, RKO branch manager, is the new Omaha Variety Club golf champion, defeating Don West of Des Moines in the club's annual tournament. Allen's score for the winning round was 38.

Mons Thompson, St. Paul, Neb., was second flight winner, beating Lloyd Honey, Tecumseh, Neb. Sid McArdle, United Artists booker, won the third flight by beating Monte Davis, BOXOFFICE.

Ed Schoenthal, Holdredge, Neb., took the fourth flight by besting Fred Wickman, Tekamah, Neb., and Glen Jordan, operator at the North Star, Omaha, won the fifth flight from Morrie Cohn, Council Bluffs, Ia.

Eph Rosen Is Appointed Monogram Branch Head

MINNEAPOLIS—Eph Rosen, long with RKO here as a salesman, has been appointed Monogram branch manager. He succeeds Charlie Weiner, who recently resigned.

Harold Field Cops Cup at Minny Variety Tourney

MINNEAPOLIS—Harold Field, independent circuit operator, won the Fred Cubberly cup for the lowest net score by an exhibitor at the Twin City Variety Club Golf tournament. Field shot a gross 91, giving him a net 61.

As usual, Ernotte Hiller, young Crookston, Minn., exhibitor, former member of the University of Minnesota golf team, came through with the low gross score as medalist winner. He negotiated the course in 70 strokes—one of the few times that this ever has been accomplished.

Tony Stecher, wrestling promoter, with a score of 76, was second low gross.

After distributing $2,000, the club realized approximately $1,000 for the Milk Fund on its calcutta. Lou Cohn, Philco distributor, who had invested $385, came through with the first winner—on Harold Field—copping $700. He also won $85 on another player. Tony Stecher landed $400 by taking himself.

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

THAR'S popcorn in the tall corn. Just look at any theatre on any Saturday night. And here are three of Iowa's popcorn kings:

1. Gordon McKinnon's house at Perry, Ia. Bob Hildreth'll vouch for the crackly kernels there.

2. Ray Lumsden's Pastime at Iowa City. The cashier considers a box of the popcorn there an after-theatre dinner.

3. Harry Hiersteiner's Family in Des Moines. Stan Mayer of the Fox exchange tipped us off.

If Charlie and Walt Peterson strut a little as they survey their Hampton, Ia., houses, it's because of the remodeling jobs. They have just completed the modernizing of canopy lettering on both the Lido and the Windsor. The front and foyer of the Lido received a face-lifting, too.

Jess Day is so proud of the product he's showing in the Iowa and Rialto at Fort Dodge that he had to get a new set of letters to tell passersby about it.

Jack Tuchek must have that 400-seater at Cresco, Ia., open by now.

Everybody's been telling how Johnny Dostal's car stretches from Washington to Jefferson up in Waterloo, but we had to ask a dozen times to discover that it's a Chrysler Imperial that he parks alongside his Orpheum.

'Sall right with Truby Bell at Atlantic's Grand if you call him Trilby. Other people do.

We couldn't find Jack Neary's name on the Audubon society membership list, but isn't that a stork flapping its wings over his Orpheum in Davenport?

Ten Keokuk, Ia., merchants are handing out free Mobilgas ducats to open air films. The "theatre" lot is across the street from the Mobilgas Gate City station. Tickets are signed and turned in so the users can participate in a drawing, too.

Big, tall Gene McLaughlin and itty-bitty Mrs. McLaughlin have taken over the Traer Theatre at Traer, Ia. That used to be one of Wes Mansfield's enterprises.

They were seeing red on the Row again last week. Barbara Newbold of the Wampus in Keosauqua, was in.

Only BOXOFFICE & Co. would drive right through Keokuk and forget completely about looking for the Grand to see if that "Vitaphone Pictures" sign is still there.

We hear that Mrs. Alice Johnson not only keeps the turnstiles humming at the Oriental in Bonaparte, but she does some writing in her spare moments.

Memo to ourselves: Call Hayden Peterson for State Theatre news.

The film business in 1940 is practical and realistic—but the bookers blink twice when Helen Holben of the Olympic Theatre in Lenox tells about her father-in-law's death. Her husband died in 1938. This year, she relates, exactly two years later to the day, hour and minute, his father died.

They like their films rough and their film exhibitors rugged in Dows and Reinbeck, and Howard Pollard's the fella who fills both bills. Howard can spin yarns about the days when he was a Kaycee minion of the law, and he's built like a brick . . . like a brick . . . well, like a brick . . . a big one.

George Tidrick of Monroe was on the Row this week . . . and we were in Monroe . . . we had a cuppacoffee (very foul), but we didn't see George.

Floyd Thompson of the Rose in Audubon and his son Arlo from the Mills at Lake Mills had their own little father-and-son booking banquet here this week.

One of the nice things we've heard about Mrs. C. A. Card of the Gilmore in Gilmore City is that she lives at Hampton and is a very good friend of the very good Petersons there. She's a jolly good fellow, too, they say.

Mrs. C. S. Hoffman of the Grand and Marion in Knoxville and J. Oliver Doop of Adel hit the Row this week . . . so did Abner Hahn of the Rialto in Bedford, Jack Bauma of the Rialto in Pocahontas (better get that pic, Jack), and Wayne Dutton of the Castle and Plaza in Manchester.

Maybe the Tall Corn State's column is no place for the show-me state's theatre news, but we liked the stunt used by the manager of the house in Rockport, Mo. He gave five silver dollars away from the stage to volunteers in the audience who answered questions such as "How many is a span of horses," etc. The audience got the biggest kick out of the five different tones in which one volunteer had to say "Oh Baby!"

Abrams Will Be Metro Supervisor of Checkers

MINNEAPOLIS—Morrie Abrams, long M-G-M exploiteer here and a veteran with the company, has been transferred to the checking department and will be supervisor of checkers. He is succeeded as exploiteer by Norman Pyle, transferred here from Chicago. Abrams replaces George Deutz who goes to another territory.

Chanute to Premiere Osa Johnson Film

CHANUTE, KAS.—Osa Johnson's home town will honor its favorite daughter with simultaneous premieres of her Columbia picture, "I Married Adventure," at both of the city's theatres beginning July 21. Sponsored by the chamber of commerce, the ceremonies will be participated in by the mayor, city and state officials, educators, and other notables.

The double premiere will be held at Ray Walsh's Main Street Theatre and at the Fox-Skouras People's, managed by C. P. Forbes.

Mrs. Johnson will come to Chanute provided previous personal commitments can be adjusted.

"I Married Adventure," based on Mrs. Johnson's current best seller of the same name, is a true screen record of the 27 adventurous years lived by Osa and her late husband, Martin Johnson, in the jungles of Africa and the South Seas.

"Daltons" to Premiere in Coffeyville on July 25

COFFEYVILLE, KAS.—The Midland and Tackett theatres, Fox Midwest units here, will premiere Universal's "When the Daltons Rode" on July 25. Opening of the picture will be accompanied by a local "western" type celebration and attendance of several Universal picture personalities, including Director George Marshall, Randolph Scott and Andy Devine.

"Peck" Baker Improving In Kansas Hospital

KANSAS CITY—A. F. "Peck" Baker, veteran theatre operator, is in Bethany Hospital, Kansas City, Kas., where he went July 8 following a sick spell. Peck, who has been in the theatre business since 1906, is feeling better, but the doctor this week still requested "No visitors." With George Baker, his son, Peck, through Baker Enterprises, operates theatres at McPherson, Ellis and Oakley, Kas., and West Yellowstone, Mont.

Name John Kane District Booker for Universal

KANSAS CITY—John Kane of St. Louis, not previously connected with the film business, has been appointed district booker by Universal with headquarters here. George Lofink, whom Kane replaces, has been transferred to Des Moines as head booker.

Kuhlengel Manages Sioux

CRAWFORD, NEB.—W. H. Kuhlengel has taken over as manager of the Sioux here. He comes from Lyman, Neb., where he was at the helm of the Plaza.

KANSAS CITY

JIM WEAKLEY, Republic-Midwest booker, has just returned from a vacation in the Ozarks—with money in his pocket!

On Filmrow: Charles Swiercinsky, Major, Washington, Kas.; Nick Kotsis, Holden, Holden, Mo., and Oswego, Oswego, Kas.; Horace Randall, Community, Spring Hill, and DeSoto, DeSoto, Kas.; Hugh Gardner, Orpheum, Neosho, Mo.; Louis Griefe, Windsor, Windsor, Mo.; J. Ward Spielman, Gem, Baldwin, and Rialto, Lyndon, Kas.; Floyd Hill, mayor of Drexel, Mo.; Sam Sosna, Sosna, Manhattan, Kas.; Paul Taylor, Farris, Richmond, Mo.; Cle Bratton, Ritz, Council Grove, Kas.; H. F. Strowig, Plaza, Abilene, Kas.; F. P. Ward, Deluxe, Hardtner, Kas.; Bill Blair, Blair, Osborne, Kas.; M. S. Heath, Plaza, Liberty, Mo.

The Orpheum, which reopened last August 15 after its summer closing, will reopen next month, possibly earlier than the 15th . . . Virginia Gaylord, Universal, left July 20 on a vacation.

The Monogram picnic last week at the waterworks, North Kansas City, left what two employes not feeling so well? Also, who ate all the hot dogs? The one who ate most of the grub wasn't one of those who were a little skittish the next day; maybe the other two suffered from malnutrition.

Woody Walker, Metro booker, is reported scratching his head during his current vacation over the problem of what x minus y equals. Algebra is almost as hard to figure out as an exhibitor.

Donald Parsons, 11-year-old son of G. C. Parsons, manager at Universal, had the cast around his body removed long enough last week to undergo an appendectomy at St. Luke's. Mrs. Parsons and the children suffered severe injuries last month in a car accident in Western Kansas.

Harry Biederman just got out of the hospital where he underwent an operation, and is back at the Fox Linwood, where he is manager . . . F. T. Murray, Universal supervisor of branch operations, was here one day last week.

Barbara Linden, who used to work for Paramount and Universal here, is to be married in August in Washington, D. C., where she has been working for the past two years . . . Roger Ferri, editor of 20th-Fox's Dynamo, *and Morton A. Levi, leader of the eighth S. R. Kent Drive (August 11-December 14), were here Friday, July 19 to meet with salesmen and the exchange personnel in the interests of the Kent drive.*

Josephine Sieve of Universal has just returned from a vacation . . . Harold Hellman, Columbia booker, is back from his two-weeks-with-pay.

J. Erwin Dodson, for 30 years in the film distributing business, has opened Jed's Tavern at 8450 Troost. Erwin comments that he is "finally over 40, and realized that I am all washed up in that business." So "with malice toward no man (woman or child)," he launched a new venture. Erwin's new place is serving chicken and steak, smoked meats, beer (including Sunday), and "hot biscuits always." Erwin has a lot of friends on and off Filmrow.

Reube Finkelstein's Jayhawk, Kansas City, Kas., is participating in the test being conducted by members of the Kansas City, Kas., Theatre Owners Ass'n on single bills of Sunday changes.

Fox Midwest will open the Oakland, its first suburban property in Topeka, Kas., July 28. The house is in North Topeka.

J. A. Becker of Associated Theatres, Independence, Mo., believes they will get open with the Granada, which has been remodeled and re-equipped, about August 10.

The special session of the Missouri legislature, called for July 22 by Gov. Lloyd C. Stark, is not expected to deal with any legislative issues except provision for direct relief, for which the state has money available.

William F. C. Meyn, brother of Fred Meyn, who operates the Park, Kansas City, Kas., died July 14 at the age of 53. He was an accountant. Funeral services were held July 16.

John Faltermeier is the new lad in the shipping department at Warner Bros. Faltermeier "broke in" at Metro, where his sister, Amy Sinclair, is secretary to Exchange Manager Frank Hensler. He replaces George Kopf, who has gone with Old Gold.

Last of Variety Club's get-acquainted luncheons for executives and employes of firms on Filmrow was held July 15 at the clubrooms. Among those represented were Film Delivery, Poppers Supply, National Theatre Supply, Stebbins Theatre Supply, Missouri Theatre Supply, Hollywood Advertising, and the premium companies.

On the Row: Ralph Winship, Majestic, Phillipsburg, Kas.; Jess DeLong, Ute, Mankato, Kas.; W. H. Hardman, Royal, Frankford, Kas., who gets in very seldom; J. D. Rankin, Tarkio, Tarkio, Mo.; Kate Blair and daughter, of the Blair, Belleville, Kas.

E. C. Rhoden, head of Fox Midwest, left early this week for California on a two-week vacation trip. His family accompanied him.

Barkers Summon To Meeting

Kansas City—One of the most important meetings Tent No. 8 of Variety Club has ever held will occur Monday noon, July 22, at Variety Clubrooms. The meeting will follow luncheon. Ben Marcus is chairman of the attendance committee. All members interested in the welfare of Variety should absolutely be there.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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K. M. T. A.
221 W. 18th St. — Harrison 4825
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MINNEAPOLIS

THE wife of Lee Dizon, Warner North Dakota salesman, was taken suddenly ill and rushed to the hospital. Her condition is reported somewhat improved . . . National Screen staff held its picnic at Minnehaha Falls and everybody had a lot of fun . . . Lou Smith, Columbia's publicity department head, was in from Hollywood and visited the Minnesota Amusement Co. offices and the newspapers . . . The 17-year-old son of A. K. Evidon, Warner advertising accessories department head, became Hollywood struck and has headed for the town.

Out-of-town exhibitors visiting Filmrow included Mr. and Mrs. R. K. Rasmussen, Perham, Minn.; Julius Overmoe, Larimore, N. D.; Lewis Handy, Preston, Minn.; J. M. Rostvold, Harmony, Minn.; Leo Backer, Browns Valley, Minn.; S. J. Backer, Hankinson, N. D.; Walt Lower, Moose Lake, Minn.; Paul Perrizo, Blue Earth and Winnebago, Minn.; M. A. Miller, New York Mills, Minn.; Ernotte Hiller, Crookston, Minn.; W. R. Hiller, Marshall, Minn.; E. P. Parsons, Renville, Minn.; Leo Molitor, Norwood, Minn.; Harry Knowlton, Ellsworth, Wis.; Lowell Smoots, Little Falls, Minn.; Henry Longacker jr., Glenwood, Minn.; M. Sembaurer, Montgomery, Minn.; Milt Zimmerman, Lakota, N. D.; R. Blakeslee, Medford, Wis., and Andy Anderson, Detroit Lakes, Minn.

These are happy days for J. McFarland, National Screen branch manager. He's fishing in northern Minnesota waters and he'd rather be doing that than almost anything else. It's his vacation and he'll be gone a fortnight . . . Two RKO dads are in town. Herman Stern, father of Al, office manager, is in from Chicago, and the father of Russel Egner, city salesman, is here from Pennsylvania . . . Rud Lohrenz, Warner district manager, a visitor . . . Phil Dunas, Columbia district manager, in from Chicago.

Martin Kelly, former Minnesota Amusement publicity head, has the sympathy of his many friends in the industry in the loss of his 19-year-old daughter, who died last week . . . Robert Young, Paramount home office auditor, a visitor . . . Alice Elson, wife of Bill, the popular Seventh Street Theatre maestro, won second prize in the women's golf tournament at Oak Ridge . . . H. M. Richey, RKO director of exhibitors' relations, spent four days with W. A. Steffes at the latter's northern Minnesota estate and reports that Al was quite cheerful and seems to be getting along nicely.

Julius Volk, owner of the Robbins Theatre, Robbinsdale, was injured while riding with his brother, Bill, when the latter was compelled to stop the car suddenly. The injuries are not serious . . . Bill Sears, Orpheum manager, under the weather with the flu, but sticking on the job just the same . . . Sid Gillman, brother of Irving and son of David, independent exhibitors, home from Columbus for a visit. He's one of the assistant Ohio State football coaches. Incidentally, Irving is recuperating at the University Hospital after a second serious operation . . . Sammy Kaye's band underlined for the Orpheum. Lou Breese, Gertrude Niesen, et al., there this week.

City staging Aquatennial celebration this week. There are numerous shows and parades so the going may not be so good for the theatres. Gene Autry is here as the star of a rodeo. There's a big air and water show, among other things . . . Twin City Variety Club's baseball game at Nicollet park a big success and a goodly sum was realized for the Milk Fund which the club is underwriting and which provides milk for underprivileged families.

Twin City Variety Club golf tournament notes: The meet was held, for the first time, at the Minnesota Valley club course and the change of scene lent additional interest to the event. A swell crowd turned out and it was a most enjoyable tournament.



Court Cites Six Over Cash Game

OMAHA—Six Omaha exhibitors have been ordered by the Nebraska state supreme court to show cause by July 23 why they should not be cited for contempt for alleged violation of the tribunal's ruling outlawing Bank Night.

Order was made at the suggestion of W. W. Wenstrand, Omaha city solicitor, who contends "Prosperity Club," now being operated by 24 Omaha theatres cooperatively, violates the ruling. Plan has now been in operation about two months, and some exhibitors report it has just started to show a favorable reaction at the boxoffice.

Cited by the court are the Omaha Motion Picture Exhibitors Ass'n, headed by President Bill Miskell; W. A. Singer, Brandeis; Ralph D. Goldberg and Sam Epstein, local circuit owners, and Tri-States Theatres, operators of the Omaha and Orpheum.

The plan received another blow when an Omahan filed suit for $1,000 against the 24 theatres participating. The patron contends his wife signed a card for him, and because of this the theatres refused to pay the award when his name was drawn.

OMAHA

OMAHA Variety Club's annual golf tournament and dinner-dance at Highland Country Club was the big source of news this week . . . Proudest fellow there was Charlie Lieb, Metro salesman, father of a baby boy . . . The tournament and dinner-dance was a huge success, due to the work of Glenn Rogers, Don McLucas, Walt Green, Morrie Cohn and others.

Golf attracted about 50 players, baseball and horseshoes about a dozen participants, cards drew about 25 players and the lunch and dinner attracted everyone! . . . The RKO exchange copped most honors with Manager Allen getting the championship and Norm Nielsen, salesman, shooting the usual high score. Norm is improving his game, his worst count was 12 strokes for one hole.

George Hall, exhibitor at Franklin, Neb., lost a ball in the creek and refused to pay BOXOFFICE a dime for recovering it . . . A nice delegation from Des Moines included Ralph Branton, Don West and Myron Blank . . . From Lincoln came Charlie Shire, Bob Huffman and Glenn Mills . . . Carl Reese, Republic boss, played golf with two clubs and did better than a lot of them.

Mons Thompson, Riviera, St. Paul, Neb., admitted he had been practicing for three months just for the tournament. Mons won the second flight as a reward for his efforts . . . Baseball players included Harry Shumow, Metro boss; Sol Yeager, Monogram; Eddie Shafton, attorney, and Charlie Lieb.

Tom Seydlitz, exhibitor at Nebraska City, Neb., and Faye Honey, Tecumseh, Neb., were champs at the luncheon table . . . Stanley Blackburn, Mainstreet, Fremont, Neb., and Bob Adler, Columbia booker, arrived too late for the tournament but played golf anyway . . . Hymie Novitsky, Iz Weiner and Bill Barker were doing all right at the card table.

Sol Slominski, Loup City, Neb., has a nice coat of tan . . . R. L. McIntyre and Glen Jordan upheld the honor of Local 343, IATSE . . . Ed Schoenthal, manager at Holdredge, Neb., for Central States, is quite an artist in addition to being a good exhibitor. Ed is also a good golfer . . . Fred Wickman, Lyric, Tekamah, Neb., and Lloyd Honey, Tecumseh, Neb., won the best sunburns of the day.

Francis Page, Empress, Malvern, Ia., wore a big fancy hat, but he said it didn't help his golf game much . . . Best-dressed golfers were Joe Jacobs of Columbia and Frank Hannon of Warner . . . Evert Cummings, Tri-States district manager, didn't get out until later in the afternoon . . . Ed Stengel was happy because his boss replaced Joe Scott, perennial champ, as tourney winner.

Wally Johnson, Exeter and Friend, Neb., had a poor game because he was playing with borrowed clubs. Wally said he probably will not get married until next fall at the earliest and probably will not rebuild his theatre at Friend for some months. The house was destroyed by fire.

Tax-Upped Tariffs May Have to Drop

CLEVELAND — Local exhibition, which wholeheartedly boosted admissions on July 1 to cover the new federal tax, now is facing a situation where in some instances it might be necessary to reverse the boosted-price policy and either come down to the exemption level or maintain the previous scale with the exhibitor paying the tax.

One prominent subsequent run house, belonging to a leading independent circuit, found it inexpedient to raise prices from 25 cents to either 28 cents or 30 cents because of a highly competitive situation. So the theatre maintains the 25-cent top adult admission scale on Friday, Saturday and Sunday, but has reduced the Monday, Tuesday, Wednesday, Thursday price to 20 cents.

Other independent subsequents in Cleveland are in accord with the above exhibitor. As one put it: "We were just getting by at our established prices. The loss of patronage by the advance is just the difference between breaking even and operating at a loss.

Business in Cleveland has not bettered itself to the extent that patrons are not shopping for low admission prices where consistent with entertainment values. Checking one specific neighborhood where, prior to July 1, the first run neighborhood house charged 25 cents and the second run charged 15 cents, and where after July 1 the first run house went up to 28 cents while the second run stayed at 15 cents, it was found that the first run house lost 15 per cent of its patronage to the second run house. "This clearly indicates that the public finds too great a price differentiation between 15 and 28 cents per admission, and that some price adjustments will have to be made, if we are to survive, until such time as all price classifications are taxed."

Change at Bridgeport

BRIDGEPORT, W. VA.—Latona, recently closed, has been transferred to H. Deegan of Fairmont. House has reopened and will be operated four days weekly. Harry C. Coffman, former operator, remains as manager.

Gathering Data On Free Shows

Columbus—The increase in the number of free street shows in the territory this summer over previous summers is a serious threat to established exhibitors in the opinion of P. J. Wood, secretary of Independent Theatre Owners of Ohio, and to keep a correct record of the situation, he asks ITO members to send in to him at 55 E. State Street, Columbus, information covering the name of the town where showing is held; name of operator of the show; name of the feature showing, producer and date of the showing.

A Growing Interest in World Events Shapes Film Programs

First Run Duallers Singled by Nabes

COLUMBUS—In "substantiation" of Samuel Goldwyn's article entitled "Hollywood Is Sick" appearing in the July 13 issue of *The Saturday Evening Post*, claiming that double features are the root of all motion picture evils, P. J. Wood, secretary of Independent Theatre Owners of Ohio, sets forth a situation in Columbus whereby subsequent run houses successfully played pictures on a single feature policy and without any giveaways that had previously played on a double feature policy at the first run houses. The specific features that were singled following a dual feature premiere are, according to Wood: "Stanley and Livingstone," "Star Maker," "Drums Along the Mohawk," "Mr. Smith Goes to Washington," "Babes in Arms," "Shop Around the Corner," "Hardy and Son," "Another Thin Man," "Rebecca," "Strange Cargo," "Northwest Passage," "My Son, My Son," "Too Many Husbands," and "Buck Benny Rides Again."

P. J. Wood Reports Tax Stirs no Complaints

COLUMBUS—According to P. J. Wood, secretary of the Independent Theatre Owners of Ohio, Ohio theatre-goers are responding uncomplainingly to the payment of the federal admission tax which went into effect July 1.

"The tax is one on 'the right to buy a ticket' and not on the 'right to sell a ticket,' so that the theatre owner simply acts as a collector of the tax for the government. Ohio movie goers, being patriotic Americans, realize that the tax has been imposed for emergency purposes and are therefore willing to contribute these small amounts to help in the Government's Defense Program," Mr. Wood states.

Wood further points out that due to the foreign situation, the American producers and distributors of motion pictures are suffering tremendous declines in their receipts from abroad, but, notwithstanding this critical situation, they will not lower the high quality and full entertainment value of the pictures which will be released during the forthcoming season.

Recommends Metro as Gauge In Deals for Product

COLUMBUS—P. J. Wood, secretary of Independent Theatre Owners of Ohio, in a recent bulletin to members, urges them to use Metro as the yardstick by which to measure their 1940-41 buying policy and to scale down other producer prices in proportion to their boxoffice value as compared with M-G-M pictures.

"Due to the fact that their line of pictures and the manner in which they do business has been in the number one position for several years, exhibitors should not be influenced to give the same deals to other companies that they give to Metro," states the bulletin. "I mean," it goes on to say, "by this that exhibitors can rightfully use the argument with the other distributors that their merchandise is not worth as much as that of Metro and is therefore not entitled to the same number of high percentage pictures on preferred playing time."

The bulletin is aimed at the alleged producer policy of recouping foreign losses by higher prices at home, a policy, which, if generally adopted "will represent a first mortgage on at least 30 to 40 per cent of their (exhibitor) income for the year beginning August 1, 1940."

To distributors whose product during the current year has either not measured up or has been "hit-and-miss" and who are asking for just as many high percentage and preferred playing time deals as Metro, Wood suggests that exhibitors state clearly that their merchandise, when and if it does not measure up to Metro's in pulling power, is not entitled to terms accorded Metro.

"Theatres in order to operate must have pictures," Wood concludes. "But like any other sensible merchant, the theatre owner, under present conditions, should be overly careful of the lines he buys and the prices he pays for them."

DETROIT—Current popular interest in world events is having a decided influence on program-making by Michigan exhibitors, a fact attested to by the steadily increasing demand for different and better calibre shorts. The time when shorts could just be casually taken as a necessary evil and sold along with the feature product by distributors is past, if recent experience is any criterion.

Newsreels are taking an easy first place in increasing popular attention. Two different exhibitors were in town recently from small towns to book additional news services—Elmer Woods of the Coliseum at Edmore and O. A. D. Baldwin of Bridgeman. Other exhibitors also have been buying heavily on additional newsreels, according to bookers.

Topical shorts, devoted to current events, or travelogues showing facts about countries and places in the news limelight, prove the next most important class of shorts in additional buying today.

Set Convention Date

PITTSBURGH—Richard D. Marks, president of the Independent Theatre Owners of West Virginia, an Allied organization, stated this week that the association's annual convention would be held the second week in September, at Clarksburg or Kingwood. Announcement will be made at an early date.

"Mesquiteer" by Shipman

HOLLYWOOD—Barry Shipman is writing an untitled "Three Mesquiteers" western for Republic.

In a Plea for Films That Spread Cheer

DETROIT—A demand for pictures that will cheer, instead of propaganda pictures no matter how worthy, is voiced here by Max Blumenthal, manager of the Film Projection Room. Every picture shown here must be screened at least once by Blumenthal for the censor. In his resume of the situation, Blumenthal said:

"A wider production of musicals and comedies is needed by the American public in this day and age. People do not want to go to see the morbid and propaganda pictures that they have paid out money for lately.

"The world problems and the war have so worried people that they just want to be amused when they go into a theatre. But instead, they just become downhearted after looking at certain types of war and propaganda films we have seen lately. Such pictures just should not be made today.

"We do not want to do anything to increase hatred or intolerance for any country or any group.

"What the public really wants is more light, happy pictures, pictures like 'New Moon,' 'The Doctor Takes a Wife,' and 'My Favorite Wife'—pictures with plenty of good music and singing in them."

Harris and Gould Form Coast Publicity Firm

CLEVELAND—Milton Harris, formerly publicity director for Loew's theatres in Cleveland, announces that he and Howard Gould, who operated the World's Fair Museum in the old Ohio Theatre last winter, have formed Harris-Gould Publicity Associates with headquarters in Hollywood. The new company plans to specialize in personalized publicity. Announcement from Harris of the partnership includes the statement that the plan is "inspired, encouraged and partially financed by a group of buddies in the movie and radio world," and it is understood that Jack Benny is backing the proposition.

Harris also writes that Mrs. Harris, who had been ill in Cleveland for more than a year, is greatly improved since living in Hollywood where they have leased the home of Clyde Lucas, band leader.

Korda Revival Program Finding Wide Support

CLEVELAND—Sam Reichblum, owner of the Columbia, East Liverpool, is one of the first exhibitors in the territory to sign up with UA for a Korda Revival Week which UA is offering through July and August. Korda pictures selected by Reichblum for the revival festival are: "Henry the VIII," "Drums," "The Scarlet Pimpernel," "Action for Slander," "Elephant Boy" and "The Ghost Goes West."

Manager A. M. Goodman of United Artists reports that exhibitors are cooperating in the Korda drive, with negotiations for deals pending in all important spots.

Giveaway Takes His Profits

Cleveland—It not only can, but it has happened here. An exhibitor in Cleveland reports that one night last week he gave away more money than he took in. He played two features and a game with cash award. Somebody hit the jackpot. And with that strike went not only all of the theatre profits, but his overhead as well.

Cleveland Area Has Seven Drive-Ins

CLEVELAND—The one Drive-In theatre in this territory last summer has increased to seven this summer. Last year Phil Smith opened his East Side Drive-In on Route 8. This year he opened a West Side Drive-In at Rockey River. Other independents have been built at Creston, Strassburg and Uniontown. At Akron's airport, the Starlight will be completed within ten days and ground has just been broken for still another one near Warren.

L. H. Walters, manager of the local National Theatre Supply, announces that he has completed a deal to furnish all of the projection equipment for the Warren Drive-In.

Work Under Way on First Drive-In for Pitt Area

PITTSBURGH—South Park Drive-In Theatres, Inc., has had excavation under way for several weeks for the initial drive-in theatre in the Greater Pittsburgh area. The new enterprise in Bethel Township will be managed by George C. Davis, tri-state circuit exhibitor. Norbert Stern of Pittsburgh is president of the company.

Greentown Drive-In Begins Operation

CANTON, OHIO—The Bluebird drive-in, first of its type in the immediate Canton district, has started operation at Greentown, north of here. E. A. Ballou of Columbus is manager and proprietor.

Rounding Out Remodeling Of Grant in Auto City

DETROIT—Remodeling of the Grant is being completed by Saul Korman and his new partner, Moe Teitel. The house now has new sound, projectors, screen and stage drapes, and will shortly get a new front. Seats were replaced several months ago.

The Grant, formerly a member of Mutual Theatres, has shifted to Cooperative. Korman was a Mutual member, while Teitel, as owner of the Warfield, was a member of Co-op; his partnership in the Grant some three months ago in effect gave the houses a sort of dual membership. Korman recently sold his other house, the Delray, and solved the anomalous booking setup by withdrawing from Mutual.

Canadian Cash Again Flows Into Detroit

DETROIT—Detroit's Canadian show business appears headed toward normal as the highly involved border situation becomes clarified. Highlight of the situation has been the actual barring of American citizens from re-entry to this country pending proof that they are citizens, but Canadians who furnished sound reasons for coming over, and proper identification, are being admitted more freely, reports indicate.

The actual number of Canadians coming to Detroit to shop or to see a show has undoubtedly taken a serious slump, but many daily commuters living in Canada and working in Detroit are still coming, and many are spending their money for shows in Detroit.

The situation was bad two weeks ago when the Canadian trade dropped to zero. One house, doing a business in Canadian money up to several hundred dollars, then reported a lone Canadian bill received. The gradual provision of a simplified routine for border crossing is restoring this lucrative source of "international trade" to downtown Detroit houses.

The total volume, however, will not go to more than 50 per cent of old figures, due to wartime economies in effect in Canada and decreased entertainment budget by Canadian residents.

DeHaven Holds Ten-Year Lease at Whitehouse, O.

WHITEHOUSE, OHIO—A. Milo DeHaven sends word that it was incorrectly reported that he has taken over the management of the Town Theatre (formerly the Empress). Rather he is both lessee and manager, having closed a ten-year lease on the property.

First act of DeHaven was to change the name of the house. His second act was to bring the house up to 1940 requirements. To this end it has been completely renovated, including installation of new lighting system, new sound amplifiers, new reflectors and other equipment designed to give better service.

DeHaven devised a new way of mutual introductions between himself and his patrons. For three days he personally received patrons at the theatre entrance and invited them to stop for introductions.

DeHaven recently resigned his position as general manager for the Sam Brown Theatres in Detroit. He was with the Brown circuit for four years. For four years prior he was affiliated with the Phil Chakeres circuit of Springfield.

Penn Is Reopened

UNIONTOWN, PA.—The Penn has reopened after a four-day shutdown for the construction of a new roof, complete redecoration and the installation of new lighting fixtures, carpets and drapes. A new marquee will be erected at an early date. Scatena Studios did the decorating job.

Holiday Show Sets A Two-Way Record

CLEVELAND—Two new records in the motion picture industry are claimed to have been established at the Public Stadium in Cleveland where a motion picture was shown to the largest audience ever assembled and where the throw was the longest ever attempted.

More than 80,000 people were seated and several more thousands were standing to participate in the Freedom Festival staged by the City of Cleveland as a free holiday show. One feature of the program which included speeches, fireworks and a pageant, was the showing of the Warner picture, "The Bill of Rights."

To show the picture, a screen 50 feet high and 75 feet wide was erected. And the picture was thrown a distance of 475 feet.

The entire setup and equipment was installed and supervised by L. H. Walters, manager of the local office of National Theatre Supply Co., with the assistance of Dr. E. B. Brady and A. L. Bosworth, Altec engineers. Martin L. Sperber was the chief projectionist in charge of the temporary booth, assisted by Jerry Freedland.

In order to project a picture of such size and at such a distance, a wattage output of amplification of 2,000 watts was used. This is equivalent to the wattage for 100 theatres averaging 1,000 seats each.

The job was accomplished by the use of super Simplex projectors with Simplex 4-Star sound equipment, Hall and Connely high intensity lamp houses with 400 ampere Hertner generator. With this, Walters used half size lenses and special super high intensity carbons supplied by National Carbon Co. These high intensity carbons used 200 amperes at the arc.

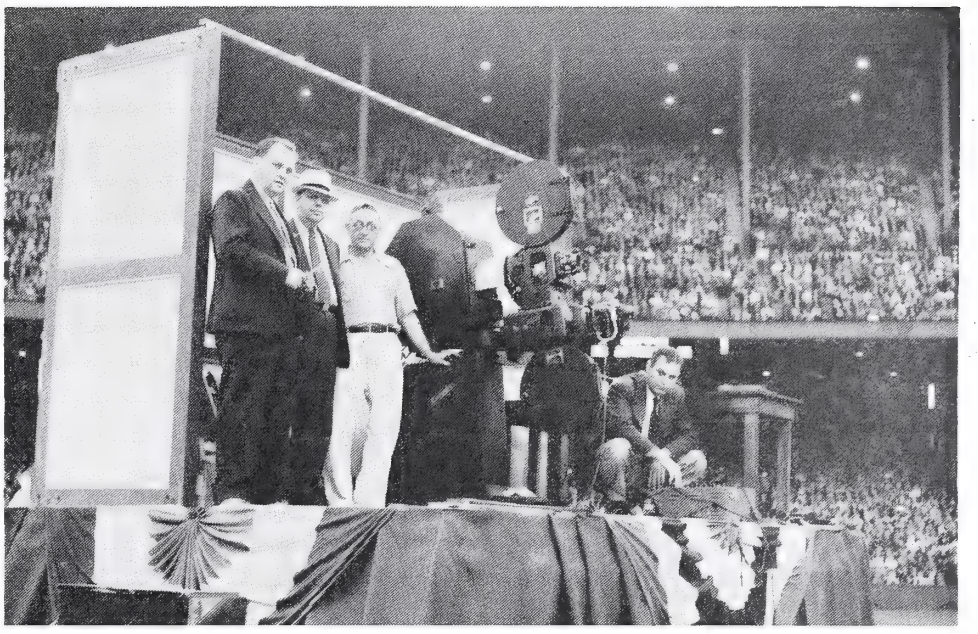
One of the tensest moments of the show, insofar as the engineers were concerned, was the finish, when it was a race to see whether the 22-inch carbon, burning at the rate of an inch a minute, would outlast the film which ran 21 minutes. It did.

Skirball, Smith-Beidler, Charnas Sign for RKO

CLEVELAND—Two-year all-product deals for RKO pictures have been closed with W. N. Skirball for six theatres in the territory; Smith and Beidler for their five Toledo houses and Nat Charnas for four Toledo houses, George Lefko, local RKO branch manager announces. The deals are for the 1939-40 and the 1940-41 product.

George Manos of Toronto, Ohio, has also closed two-year deals with RKO for the five towns in which he operates, namely Lisbon, Toronto, Leetonia and Minerva. Arthur Goldsmith, RKO salesman, consummated the deal.

"Snow White" now re-issued by RKO, will make its second Ohio debut at Skirball's Rivoli Theatre, Toledo, starting July 26.



Cleveland's "Festival of Freedom"—

A platform shot of a two-record film performance at the Public Stadium in Cleveland where Warner's featurette, "The Bill of Rights," was projected 475 feet for an audience of 80,000. See accompanying story.

Palmer Park Using Films as Come-on

DETROIT—A new type of free show has appeared at Palmer Park, four miles north of Pontiac and 25 miles north of Detroit. Current entertainment features are shown, giving a show running a little over two hours and a quarter and starting at 9:15 p. m.

Designed primarily to bring crowds to the park, the feature is drawing about 300 cars every Monday or about 1,200 people, according to the park management. So well has it drawn, that plans are being made to add a second night of free pictures weekly as well as a third night devoted to an amateur show.

The pictures are put on by a roadshow operator, who makes this spot one of seven in his weekly circuit. Pictures are said to be running fairly close in booking to those shown currently in downtown Pontiac theatres.

Shapiro and Fineman Start Sherrod Temple Revamp

PITTSBURGH—M. N. Shapiro and Archie Fineman, local circuit operators, this week awarded the general contract for the converting of the first floor of the Sherrod Temple, Chartiers Avenue, Sheraden, as a theatre, to the Branna Construction Co. First floor's dance floor and bowling alleys are being dismantled and work will progress immediately. Shapiro and Fineman, who recently purchased the property, state that the second and third floors will be retained as lodge rooms. The theatre will be known as the Temple and will have a seating capacity of 700.

The New Sheraden was acquired several months ago by Shapiro and Fineman from Charles Philbrook, who remains manager.

Product Fear Shakes Up Booking Policies

DETROIT—Fear of a film shortage for keys and subsequent runs, aggravated this year by war conditions; uncertainty of new season product, and a general tendency toward delay in selling new product, caused some marked innovations in booking policy here the past week.

Outstanding was the booking of "French Without Tears" to play first run at the Regent and Annex, both UDT houses and ordinarily classed as keys, so that this film simply skips the first and second runs.

A further innovation, also adopted by UDT, was full week bookings at several houses—"Northwest Passage" plus "Adventure in Diamonds" at the Varsity, Vogue and Ramona, and "Road to Singapore" at the Alger, Norwest and Rosedale, all neighborhood houses. Business was reported as above average, and the full week booking idea may replace the splitweek policy, marking a major change in local film bookings.

The same idea was tried successfully at Wisper & Wetsman's Harper about two months ago.

Select Puts "Leopard Men" Into Allen, Cleveland

CLEVELAND—"Leopard Men of Africa" first of 14 Select Attractions distributed in this territory by Herbert Ochs and Nate Gerson of Real Art, opened its first territorial engagement July 13 at the Allen, followed by an engagement at the Strand, Akron. The picture has been booked by RKO and Shea circuits in this territory.

"Lights Out Over Europe" also a Real Art release, was held over a second week at the Penn Square in Cleveland.

DETROIT

J F. STOCKER of the Myrtle cleared up the mystery of why his house is built off the corner like that. Seems he couldn't find a lot to buy at the corner he wanted when he built in 1913, so he bought a dwelling house and built there.

Larry Gentile should be off honeymooning by now . . . James Van Kuren is all burned up by the sun . . . Campbell Ritchie has taken to spearing fish . . . J. C. Ritter's Rialto Theatre Co. is decreasing its capital stock from $200,000 *to* $153,000.

William A. Simonds' *Ford News* has two excellent film stories in the current issue, one on the technical production of Henry Ford's World Fair film, "Symphony in F," which was screened at Dearborn; the other, his own reactions as technical advisor on production of "Edison, the Man."

Max Blumenthal, who runs the Film Projection Room, made a date for a party, forgot to tell his wife. P. S.—He didn't go . . . L. A. Young, Detroit industrialist and the only Detroiter to own a film company (Tiffany-Stahl—remember?), still maintains the Talisman Studios in L. A.

Joe Penner's "Millionaire Playboy," now playing neighborhoods, reminds us he started out as a Detroit choir boy.

Sid Schoen of Cleveland is distributor for Questo-Quiz here . . . Nat Goldstone, manager for Robert Taylor, Alice Faye, Tony Martin and Robert Young, used to deliver film between Detroit theatres on roller skates in his younger days.

Harry Berns, operator at the New Bijou and new adjutant of Theatrical Post, is almost a neighbor of this column . . . Roger M. Kennedy (Rog) is now sixth vice-president of the IATSE. Secretary-treasurer for the district is Arthur W. Lyday.

Bud Cusick rates the title of "The Little Admiral" on account of his arm-chair fishing, we learn . . . Chuck Burns is opening a new booking office in the Hoffman Building soon.

Jerry Gudenau, manager of the Maxine, has a repertoire of stage roles of his own, in case they go back to vaudeville . . . Walter Aller, manager of the Del-The, knows the Monday club of the east side . . . Nat Haase, Metro Premiums manager, should have a family announcement about now.

Jean De Smith of the Del-The wears patriotic colors in her dresses . . . Lester Clark is new business agent of the musicians' union. Buddy Fields has the other b. a. post, of course

Michael Badarak, the famous bowler, is operator at the Nortown . . . Hugo Anders shares the task of projectionist at Jam Handy with Samuel J. Comella.

Chester Brown, late owner of the Latin, is running a parking lot on Beech Street . . . Saul Korman and Moe Teitel are planning a new front for the Grant.

Milton Cohen, RKO salesman, has taken to cigarettes. Bill Flemion, Excellent president, has stopped inhaling his.

George McArthur, theatre supply man, has acquired an interest in the patent for placing the gear shift on the steering column of automobiles . . . William Richmond, manager of the Lincoln Park, knows now where the bus station is.

Don Glennie, Republic booker, concerned over increasing girth . . . Our marine reporter says there's barnacles on the Downtown and Lafayette, ex-first runs, long dark.

Bob Corbin is putting advance plugs in the Michigan lobby on the title of "F. O. B. Detroit." On the screen it'll be "The City That Never Sleeps" . . . E. L. McEvoy, ex-RKO district chief and now general sales manager of Select Attractions, in town; rumors flying.

F. W. Noyes and Carl Ransdell of Jam Handy among the lucky cruisers via Board of Commerce to Milwaukee, etc., etc. Noyes produced the films shown evenings on the boat . . . Manager David M. Idzal reports the candy department of the Fox grossing $10,000 a year.

Most popular picture this week: Exhibitors scanning announcements of ten producers about 504 *features for* 1940-41 . . . *Harold C. Robinson, Film Truck Service, gets speedy mail service at his office.*

Jeff Williams of the Roseville and East Detroit off to visit his brother, an engineer at Des Moines . . . Jack Krass of the Oakman back on Filmrow again . . . Mac Krim and Art Robinson, east side exhibitors, lunching together.

Pop Stolz, new Theatrical Post commander, has a flying start on memberships . . . Jim Wilson hailed as a hedonist (he enjoys a good time) . . . Theatrical adjourns till September 9.

Edgar Douville, the livewire of the Nightingales, is operator over at Bill Schuttenhelm's Globe . . . J. C. Ritter got an o. k. from the city council for a new marquee on the Rialto.

Edgar E. Kirchner worrying over a quarter million old tickets on hand at the Family when the new tax started . . . Bright new brass on the cashier's cage at Schram & Goldberg's Columbia.

Frankie Connors, late of the Fox, opens Mar-Jo's, new elite night club on Jefferson . . . George Schiller, formerly manager of the National, back at the Avenue.

Al Jolson, making his stage return, is playing the Cass here two weeks instead of one before opening in Chicago . . . Max Fried is interested in theatrical air conditioning.

Sadie Wisper, sister of Lew of W&W Theatres, was married at a family ceremony to Don Levinston . . . Max Blumenthal of Film Projection Room and a certain exhibitor assisted Sally Rand at the Bowery by riding those hobby horses.

Jay Zimmerman, M-G-M auditor, in for a routine checkup, was closely guarded by Gilbert Becker on his way out to lunch . . . Dorothy "Cuddles" Brown in feverish conversation in the phone booth in Film Drugs.

Kern's displaying $1,000 gown worn by Joan Crawford in "Susan and God," current at UDT's Michigan . . . George Mitchell, managing Ray Schreiber's Forest, widens the circumference of a dime by providing free parking.

I. J. and Burton London have bought their own parking lot for the Beacon. It used to be leased.

E. V. Smith, RCA Photophonist, and Ernie Forbes, Oliver supplyman, seen hailing a taxi . . . Nat Haase, Metro Premium manager, still excited over arrival of son Barry.

Ted Rogvoy on one of his rare visits to Filmrow . . . Eddie Jacobson, manager of the Harmony, didn't lose his keys; he just got a new fool-proof key ring.

Clayton Wilkinson, Variety's charity show projectionist, had a special show at the Children's Convalescent Hospital at Farmington. It was sponsored by Anne Campbell of the Detroit *News*.

Fred Nugent, former salesman for Grand National and Monarch, is operating the restaurant at Walbridge Park in Toledo—a good stop for southeastern Michigan salesmen . . . Dick Flemion, beau brummel of the seventh floor, is jealous of a certain green-ribboned straw hat.

Don Widlund of Jam Handy, who's moved his office to Chicago, is spending his vacation in Detroit . . . Anne O'Donnell, Excellent sales manager, still very much on the job, still very Irish, but not seen much on Filmrow lately.

Eddie Heiber, Universal manager, back from a week's tour of the state signing new season contracts . . . Sam Barrett and Cully Buermele of Co-op up to Grayling fishing for two days; got two fish and two good rains . . . Bob Buermele, Universal booker, weekended at Bay City.

Jack Goldhar, UA district manager, says, "It's not news when we sign contracts"

Skeet Club Again to Life in Auto City

Detroit—Detroit film men are reviving the famed Cinema Skeet Club which led an active existence up to three years ago. The club offers sport enthusiasts a chance to do a little off-season gunning.

The club will shoot every Wednesday at noon—off-hour chosen to match the time schedule of most men in the industry—at the Grosse Pointe Gun Club on Mack Ave.

Organization is being handled by Ira Waddell, operator at the Cinderella, who can be reached evenings by telephone at Lenox 7522 for information.

All film industry skeet fans are welcome to come out for any of these shoots. The club has no initiation fee and no dues.

. . . Bessie Gottlieb, the Gracie Allen of Filmrow, got an offer from Bob Hope for her "imitation."

Sylvia Schiffman, the redhead of Filmrow, is worried about the wind . . . Oldtimers Harlan Starr and Tom Moule chatting in the former's office.

Jack Saxe, Monogram treasurer, commuting early and daily to Canada.

Walter R. Stebbins, manager of the Film Building, off to Fort Sheridan for a month's training for an officer's commission. Did you see his picture in the paper?

Hal Burriss, premium man, ruefully watching the wind blow the debris from the facelifting next door onto his building front.

James O. Martin, prominent Detroiter and former husband of Jane Macklem, scenarist, died after a several months illness at his home.

Bob Savini of Astor Pictures, on a midwest tour, visited Franchise Holder Bill Flemion of Excellent. Flemion proud of booking the Baer-Galento fight films into the Adams for a first run.

Jackson Shields Hurford jr. announced officially by a "Life Begins" card. Dad is manager of the Fox . . . Lou Smith, former local exploiteer now with Columbia, in town briefly conferring about a coast dramatic production.

Ben Wolf, auditor, a visitor to M-G-M . . . Bob Thompson, ex-poster clerk at M-G-M, has been promoted to fourth booker . . . Dorothy Thomas, M-G-M contract clerk, sporting the new name of Mrs. Banks. Congrats!

UDT HAPPENINGS: *Ed Hyman, new exec, won the trophy at the managers' golf tournament and tied Joe Busic, Fisher manager, for the trophy sponsored by Walter Horstman of Walker and Co. . . . Harold Brown, booker, vacationing in the Upper Peninsula; Edmund Turner, artist, in the Smokies—he comes from North Carolina; Alice Gorham, exploiteer, vacationing in parts unknown . . . Rufus Shepherd, Vogue manager, and Bill Hendricks, exploiteer, back from California raving about Hollywood.*

George L. McBath, lawyer-operator at the Roxy, was a vacation visitor to our office . . . Oscar Doob, Loew's, ex-UDT exploiteer, is head of the new theatre advertising committee on defense.

Ira Waddell of the Cinderella, a student of opera, now calls himself the "largo factotum" . . . E. V. "Smitty" Smith missed a bad tumble from that loose lunch counter stool.

Charlie Collins of the Hollywood Revue isn't playing more W&W time till fall . . . Lloyd Hammond, back from NYC, has Film Fumbles set to start in Detroit theatres August 4, with a probable $5,000 weekly giveaway.

Charlie (The Censor) Snyder has created a new sound effect of breaking a straw hat . . . Jack Saxe and Ollie Brooks teamed up to go fishing. Or couldn't they get back from Canada?

Irving Belinsky of Film Drugs still carries his finger in a bandage . . . Charlie Garner disappointed us as a news hound.

Pete Simon, film producer, had those wires in his studio looking for a leaky water pipe. Pete jr. is the official printer on that new press.

Bernard Hoyt, Book Night man, in Chicago for the Democratic pow-wow. He's a precinct captain from the Windy City . . . Lester Sturm, 20th-Fox manager, should have a brighter outlook. The window-washer was busy.

Irving Katcher, UDT assistant booker, planning a west coast trip . . . Bud Harris, UDT chief projectionist, convalescing, will be back soon . . . Joe E. Lewis, screen comedian, is headlining at the Bowery.

Alexander Kirkland, screen star who used to be at the Bonstelle, Detroit, is offering two stage scholarships to talented Michigan youngsters.

WOLVERINE DOINGS:

Gordon McIntyre, operator at the Goldbergs' Royal Oak, really lives in Royal Oak. Some of these suburban film men don't believe in patronizing home industry.

Eddie Pascoe of the Campau, Hamtramck, off fishing most good days lately . . . Walter Shafer of Wayne and Garden City driving right up to Filmrow.

George McArthur off on a trip through the state . . . Herman Bird of the Our, Standish, reports summer trade up there quiet. "The customers are reading the Satevepost now."

Alexander Toluboff, art director of Walter Wanger Productions since 1935 and formerly for nine years with M-G-M, died at the home of relatives at Bloomfield Hills.

Chief at Mackinac City opened for the summer months only . . . Bruce Freeman has opened his new Roscommon at Roscommon, playing single bills, three changes a week, quarter top.

First Run for "Outsider"

DETROIT—The Alliance production, "The Outsider," was first runned here at the Fox. Excellent is handling the picture in Detroit.

Sign Randy Scott for One

HOLLYWOOD—RKO has signed Randolph Scott to make one picture.

Leo Has a Big Week On Detroit Screens

Detroit—The past week was M-G-M week in a big way, with Leo responsible for five of the seven films playing first run here simultaneously.

The films were "Andy Hardy Meets Debutante" and "The Captain Is a Lady" at the Michigan; "Mortal Storm" and "Susan and God" at the Palms-State, and "New Moon," at the United Artists. The number of first run films, normally ten, was down this week, with the Fox playing a stage show and the Adams using a temporary revival policy.

Trade Representatives Study 16mm Inroads

PITTSBURGH—Initial official discussion of the inroads of 16mm films in the local area this week brought together representatives of the large circuits, independent exhibitors and the operators union.

Meeting at the AMPTO assembly hall Tuesday afternoon, were C. J. Latta, Warner Bros. Theatres; James G. Balmer, Harris Amusement Companies; Lawrence J. Katz, Louis Indo and Luther Thompson, IATSE Local No. 171, and M. A. Rosenberg and Fred J. Herrington, AMPTO of W. Pa.

As a result of the conference, the subject will be given further consideration at an open exhibitor meeting.

Large commercial institutions are now showing 16mm films and such exhibitions are spreading to department stores, in addition to the showing of the narrow gauge films at schools, churches and other auditoriums. "It is of great importance that the entire exhibitor body be familiarized with the situation," said a spokesman for the group.

M. A. Rosenberg, AMPTO president, this week announced that a general meeting and luncheon will be held Tuesday noon, July 30, at the William Penn Hotel. All exhibitors are invited to participate and discuss plans for the formulation of some definite program to combat the rapidly increasing 16mm film exhibitions.

Non-theatrical enterprises are on the increase throughout the state. Among new "accounts" are apartment house roof shows, taprooms, hotels, drive-in theatres and parks. From the office of the censor board comes added proof of the spread of the narrow gauge films. Mrs. Edna R. Carroll, chief of the board, stated: "The number of 16mm films submitted for review by the censor board has been increasing. Those films are becoming a substantial business."

Select Attractions Opens New Office in Detroit

DETROIT—A new office is being opened here by Select Attractions, with Ralph Peckham, who formerly was Grand National manager here and at Buffalo, as manager.

The new independent got off to a flying start by booking their first film, "Leopard Men in Africa," for a two-week run at the Adams.

Seek Screen Vandals

COLUMBUS—Police here are searching for vandals who slashed five large holes in the screen at the Hollywood here. The theatre is owned by Fred W. Rowlands, who also operates other neighborhood theatres here.

Fire at Hartford, Mich.

HARTFORD, MICH.—A fire in the Heart Theatre, managed by Fred E. Pennell, did about $1,000 worth of damage, but was confined to the screen and basement.

CLEVELAND

HAROLD GRAIVES arrived in town last Monday to take over the booking in this territory for the Schine Ohio circuit. He succeeds Harry Thompson who resigned . . . M. M. Jacobs of Lake Shore Sales will try to recover from his recent illness at Indian Lake, Ohio.

Jack Lefton, Republic salesman, has been busy this week watching the workmen complete the basement of the new home he is building in Shaker Heights, and Frank Belles, also of Republic, is about ready to move into his new Lake Shore Blvd. home.

Howard Wilson, manager of the State, Findlay, is on his way to Hollywood to try to sell Republic the idea of holding the world premiere of their forthcoming Gene Autry feature, "The Old Mill Stream" in Findlay where the old mill stream about which a Findlay resident wrote the song of that name, still flows.

Leroy P. Langford, president of Oliver Theatre Supply Co., and Mrs. Langford spent the past week in Valley City, Ky., where Langford's mother lives with his sister . . . Charles Rich, recently installed Vitagraph manager, has set up housekeeping with his wife and two daughters in Shaker Heights.

Ohio censor board turned thumbs down on "Mademoiselle Ma Mere" the day Domenic Grillo of the Penn Square planned to open with it, so he substituted "Club de Femmes" for a return engagement . . . Harry Rice, publicity man for "Leopard Men of Africa," released locally by Herb Ochs and Nate Gerson of Real Art, has been in town this week working on the picture's current engagement at the Allen. Ochs has also sold the picture for the State, Akron, and the Paramount, Youngstown . . . Dick Deutsch of the Dick Deutsch Printing Co. has started work on the Coliseum at Cedar Ave. and East 107th St., where he intends to offer sports events. The building will occupy 25,000 square feet.

George Jeffrey, assistant sales manager for Select Attractions, spent a few days in town visiting with local franchise owner, Herbert Ochs . . . Nat Wolf, Warner zone manager, entertained District Managers Ray Brown and Frank Harpster with a golf game on Saturday morning as an interlude in their weekend business conference . . . Grattan Johnson, manager of Warner's Madison, Mansfield, left Saturday on a vacation which he said would include a wedding, but he would not reveal the details.

Meet Jack Warner Partlow, since July 9, the son of Robert Partlow, assistant manager at Warner's Lincoln Theatre, Massillon, and Mrs. Partlow. In spite of the weight of his illustrious name, the young man is reported to be gaining rapidly and the father is said to be holding up as well as can be expected.

Holiday time has hit the Warner theatre managers. Frank Savage, manager of the Warner Theatre, Youngstown, took his wife and three children to the nation's capital for a patriotic vacation; Bill Harwell, manager of the Ohio, Canton, has gone to visit the folks down home in Atlanta; Harry Bodie, manager of the Sixth Street, Coshocton, is in Wisconsin, allegedly on a moose hunt . . . Dick Wright, northern district manager, and Mrs. Wright have just returned from their annual honeymoon trip. This time they drove through Virginia, North Carolina and Tennessee.

M. B. Horwitz, general manager of the Washington circuit, is laid up with a broken ankle . . . Jim Scoville of the Scoville, Essick and Reif circuit, entertained his nine-month-old grandson from Chicago last week . . . Louis Isreal of the Center Mayfield theatre is celebrating the safe arrival of his second grandson . . . Howard Reif of the Scoville, Essick and Reif circuit donated his services and his new Packard to taxi the orphans of the city to their annual picnic . . . Gertrude Druckenbrod, Republic cashier, drove to Maine for her vacation and Chief Inspectress Selma Knapp is also enjoying a respite from active duty.

Alice Dunham, United Artists cashier, is convalescing from an operation at Lakewood Hospital . . . And if you're looking for UA's branch manager, Matt Goodman, over the weekends, you will have to go to Canada where he has a summer home . . . First showing in the territory of the second appearance of "Snow White" has been booked by Joe Lissauer of the Skirball circuit for the Rivoli Theatre, Toledo, starting July 26.

Jack O'Connell, Toledo exhibitor, and his wife, were in town over the weekend on a combination pleasure and business trip—while Jack took care of the business end, Mrs. O'Connell was occupied with pleasure, which, you must admit, is a 50-50 plan.

Nat Barach, NSS manager, says he is swamped with demands for his Star Spangled Banner trailer, saying that some theatres use it regularly in its entirety while others cut off that part of it which shows the Flag in Technicolor to run at the close of each show.

George Roberts, 20th-Fox district manager, is on the mend and expects to be in circulation again very shortly . . . George and Mrs. Erdmann are catching up on their Colonial history, according to their post cards from Boston and its environs.

Nat L. Lefton, Variety Club chief barker, is calling a board meeting this week to name the annual golf tournament committee . . . Louis Gross got back from his month's deep sea fishing in Florida just in time to take to the wheel and substitute for his vacationing film carriers.

Irving Ruben, assistant manager at Warner's Colony, Cleveland, is back from Hollywood where he was initiated into the mysteries of film making . . . P. L. Tanner of Film Transit cancelled his reservations for a trip to Alaska on account of the uncertain foreign situation and is now looking for a substitute vacation spot . . . Mr. and Mrs. R. D. Stone of the Idol Theatre, Lodi, were visiting the exchanges the fore part of the week . . . Pat Ochs, Real Art, spent the weekend in Detroit.

All-Steel Front Will Mark Pitt Hilltop Remodeling

PITTSBURGH—Remodeling of the Hilltop, Warrington Avenue, will not only increase the seating capacity from 700 to 900, but will give to "old Allentown" the first all-steel front theatre in the area. In addition to 38 tons of steel beams recently installed in the modernization, the Hilltop will introduce the new-processed steel front. Boxoffice and lobby will be of stainless steel and there will be three all-glass doors trimmed with steel fixtures. A concrete marquee is being installed which will feature the house name in three-foot silhouette letters. New rest rooms will replace the present entrance. Inner lobby floor has been lowered and new lighting fixtures have been installed. The remodeling has been under way for a number of weeks and is expected to be completed within a month. Mitchell and Richey are the architects. Modernization program costs are upwards of $30,000. The Hilltop is owned by Alex S. Moore and is operated by the Buena Vista Amusement Company, an Alex Moore and Morris Finkel enterprise which also has the Capitol, Beltzhoover Avenue.

Kalman Erdeky to Build New Wilmington House

PITTSBURGH—Kalman J. Erdeky will enter exhibition at New Wilmington, Lawrence county, where a garage building on Market Street will be remodeled. A new roof will be constructed to give the building appropriate height. Seating capacity will be 300.

Remodel in Durand, Mich

DURAND, MICH.—Alterations that included the raising of the floor and the installing of new seats have been completed by Earl Annett, manager of the Durand.

Even Angels Age

CINCINNATI—A golden angel hoisted over the Royal, Vine Street, 32 years ago, descended from its pedestal to make way for a new modernistic marquee, with no cherubic decorations.

Phillip Bock, president of Royal Theatre Co., reminisced that the Royal, when built at 709 Vine, marked an innovation. There were ten motion picture theatres downtown, all located on or near Fifth St., all seats five cents. Two blocks up to Seventh was considered a suicidal distance. It proved a satisfactory venture, however, and business profits increased steadily.

The angel decorating the front was the work of a famous American sculptor, during his student days, Ernest Bruce Haswell, now associated with the Cincinnati Art Museum.

Add this for modernity. Approached, Professor Haswell depreciated his youthful commercial art venture. He flatly stated the removal of the gilt angel was a civic accomplishment.

Besides the new marquee, the Royal will be redecorated and reconditioned. Seats will be 10 cents.

Three-Way Tieup Now For Three Mesquiteers

CLEVELAND—Exhibitors in the Cleveland territory who play The Three Mesquiteers will benefit by a three-way tieup with the manufacturers of Dixie cups, The Telling Belle Vernon Milk Company and theatres. Dixie Cup furnishes free to the theatre a trailer boosting Roy Rogers and Telling Belle Vernon ice cream available in Dixie containers. The Telling Belle Vernon Company offers colored album-size photos of Rogers to fit a loose-leaf photo book in return for a specified number of Dixie container tops taken from their ice cream containers. Theatre benefits by both Dixie and TBV advertising which contains a picture of Rogers and names of cooperating houses. For further details see Al Gregg in charge of Republic publicity and exploitation.

Resort to Old Blue Law A Worry to Exhibitors

DETROIT—A new source of worry for Michigan exhibitors has arisen in the beginning of a drive to enforce an ancient Sunday blue law.

The Michigan Anti-Saloon League, dissatisfied with present regulations restricting sale of any strong liquor on Sunday and allowing only wine and beer to be sold (after 2 p. m.), is starting a drive to enforce an ancient law that, leaders of the League believe, would prohibit the sale of any liquor on Sunday.

Existence of such hoary statutes is a familiar anachronism of the law, and exhibitors who have studied the matter point out that the present statutes, now forgotten, could conceivably be stretched in interpretation to prohibit or restrict Sunday picture shows.

More Intensive Promotion Of Slidefilms Planned

DETROIT—Slidefilms are to be more intensively promoted by Jam Handy Picture Service, and personnel of the organization is being revamped in this department to attain this objective. A new post of slidefilm production co-ordinator has been created for Curt H. Dechert.

In addition, Charles A. Reinbolt jr. of the Flint *Journal* has joined the staff and will prepare visual sales promotion material. This will be used directly by manufacturers to train their retail sales managers and salesmen through the use of slidefilms as well as of motion pictures.

Serrao Contractor for Coudersport Project

COUDERSPORT, PA.—D. Serrao, Kittanning general contractor and exhibitor, has been named general contractor for the new theatre to be erected here for J. A. Angros. Ground already has been broken for this project. Estimated cost is $20,000. Seating upwards of 500, the house will be ready for opening late in September.

Warner Renews Flynn

HOLLYWOOD—Errol Flynn has signed a new Warner contract.

PITTSBURGH

JOHN LUND and his son Werner were hosts to friends in the industry at a party staged at Carmichaels the evening of the opening of the new Lund. Among those present were Art Morrone, Vince Josack, Jim Thorpe, Peter Profili, Jerry and Dario Castelli, John Steely, Bill Jervis, Joe Fecheck, Billy ZeVan and others. The Lund premiere was very successful. New house seems to be about twice the size of the former Ross on this site. The Lunds have other theatres at Daisytown, Bobtown, Marianna and Mather.

Roy H. Haines, eastern and Canadian sales manager for Warner, was here for the opening of "ATAHT" at the Stanley . . . Mrs. Joseph Gins, wife of the Columbia salesman, underwent an emergency appendectomy at the Montefiore Hospital and is recovering satisfactorily . . . Ruth Richman, youngest daughter of the William Richmans of the Century-Family, and William's sister-in-law, Fritzie Blatt, are vacationing in California with Ruth's sister, Mrs. Pearl Greenfield. Mrs. Maurice Tauber, wife of the former local exhibitor, who had been visiting here, returned to the west coast with them . . . The second Louis-Godoy fight picture played at the Art Cinema.

L. K. Porter has moved his National Emergency Light Co. office to 418 Bessemer Bldg. Porter, who distributes the Kohler engine generators and Willard battery plants, formerly headquartered at the Lipman Engineering Co., on Filmrow . . . Mr. and Mrs. John Urse of the Eastland, Fairmount, W. Va., have named their newly born son Richard, in honor of Dick Lange, RKO's city sales representative . . . E. E. Ours has purchased the Parsons, W. Va., theatre which he has operated for a number of years . . . Curtain rang down on the Variety Club's social season after last Friday's family night party which was in charge of the board of directors.

Charlie Kosco, former Columbia sales representative and more recently booker for the Alpine circuit, has returned from Quiri Quire, Venezuela, after an extended vacation with Mrs. Kosco at his sister's home. Charlie reports that work will be started soon on the new theatre to be erected at Brockaway for his brother, Joe . . . Tony Colose of Clearfield was a recent benedict . . . Mrs. Samuel Fineberg is much improved after a serious illness . . . The N. A. Malanos family will spend most of the remaining summer at their home in Atlantic City . . . Sympathy to Jean Viviano of 20th-Fox whose father passed away last week . . . Although there has been an unprecedented demand for pennies as the result of the new federal tax laws, banks report there is no shortage. Seven million one-cent pieces were issued here during the first two weeks in July.

A daughter was born last Friday in Mercy Hospital to the Abe Weiners. The event was announced Saturday morning by the proud father at the UA exchange where he presides as branch manager. Mother and infant are doing well.

Charles Bruno, expressman for Filmrow for many years, and Thelma Schauer of M-G-M were married this week.

Mrs. P. M. Thomas of Parkersburg, W. Va., was a shopper on the film market this week, the visit being the first in a long period. She obtains some of her film service from Cincinnati . . . Harry Rachiele was back in harness after vacationing at Geneva-on-the-Lake . . . Maurice Silverberg of Universal reports that a number of the film folks are attending the Fox Chapel Playhouse regularly and that Robert Gill is doing a very good job as director . . . Robert Taylor of the Harris, DuBois, sponsored a model airplane contest in connection with his campaign on "The Mortal Storm," and for the same picture Ernie Dock of the Casino, Vandergrift, utilized the press book's astrology contest.

A. & S. Steinberg's display and sales offices were given a housecleaning this week and the floors covered with linoleum . . . George W. Collins and family are summering as usual at Cochranton . . . Vacationing from Filmrow duties this week were John Meyer and Bess Fehl, M-G-M; Stella Nevins, Monarch; Mary Roney and Mary Rice, Columbia; James Ley, Universal; Ruth Waag and Grace O'Neil, Vitagraph; Esther Kennedy and Bess Friss, RKO; Elizabeth Cunningham, Republic and Joseph Vandergrift and Betty and Rea Miller, 20th-Fox . . . Absent from the RKO exchange are Helen Dripps, who is ill, and Earl Friedman, who has a dislocated shoulder.

Mr. and Mrs. T. J. Vincent have issued invitations for a reception at which time they will observe their silver wedding anniversary, the event to be staged Monday evening, July 29, at the Fort Pitt Inn, five miles west of Carnegie, routes 22 and 30 west. Vincent is the general manager of the four Carnegie theatres operated by Dr. C. E. Herman.

William R. Grande, the "roadshow" distributor, suffered a nervous breakdown and is a patient at St. Francis Hospital . . . John H. Harris was in Milwaukee this week on Variety Club business . . . The 20th-Fox exchange is newly bannered announcing the eighth annual S. R. Kent drive from August 11 to December 14 . . . Charlie Truran was in from Meadville boosting the industry shindig which will be held at Conneaut Lake, August 20 . . . John Walsh reports the Fulton will reopen August 3. The Shea and Hyde house is being renovated.

Andrew F. Battiston, veteran exhibitor and local manager for Alexander Film Co., was involved in an auto accident July 9 and has been confined to Magee Hospital. Suffering a slight concussion, Andy was ordered to rest and "take it easy" for several weeks. Not forgetting the Variety Club's "turtle derby," he tried to interest his doctors and nurses in buying a turtle. Being uninformed about "turtles," and believing his injuries might be worse than originally diagnosed, they called in a psychiatrist!

Associate Producership For Anna Bell Ward

LEXINGTON, KY.—Anna Bell Ward, head of the Elliott-Ward enterprises here and now general manager, secretary and treasurer of the Somerset, Nelson, Mt. Sterling, Versailles Amusement Companies, is in Hollywood for conferences with George Weeks who has named her an associate producer on the "Range Busters" series he is producing for Monogram.

Miss Ward, in addition to her activities as an exhibitor, has also written several novels and short subjects.

Challenges Noise Law

LOUISVILLE—Sam Maupin, sound truck operator, is contesting in court the city's new anti-noise law, which he alleges would prevent him from making an honest living. He charges the ordinance is "illegal, discriminatory and unjust" and asks an injunction against the city, Mayor Joseph D. Scholtz, Aldermen's President Andrew Broaddus, Safety Director Sam McMeekin, Police Chief E. P. Callahan and Traffic Chief Estel Hack.

Build in Eldred

ELDRED, PA.—Brooks and Gabriel, owners, are building a theatre here. Seating capacity will be 200. This will be Eldred's first theatre.

No Billboards for "Dream Highway"

HARRISBURG — Billboards have been banned along Pennsylvania's $70,000,000 express highway between Pittsburgh and Harrisburg, according to an announcement from Walter A. Jones, chairman of the Turnpike Commission.

Critic's Father Dead

YOUNGSTOWN—Charles A. Mulcahy, 67, father of Charles J. Mulcahy, film reviewer for the Youngstown *Vindicator*, died at his home here.

Build in Traverse City

TRAVERSE CITY, MICH.—Work on a new house here for the Butterfield circuit is under way.

: Tradition Is Kept :

DETROIT—The traditional slogan "The Show Must Go On" enlisted the services of the New York Central's streamlined Mercury the other day when the Krim brothers forgot to order their books for Book Night until 1:00 p. m. and on a Saturday at that.

Discovering their error, a long distance call to Chicago was put through by Bernard Hoyt, local Book Night representative, and seven cases of books were rushed down to the tracks just in time to get tossed aboard the tender of the Mercury as she pulled out of the Windy City.

Making a speedy run over the 300-mile distance, the books got here in time to reach the house at 7:10 p. m. just as the late matinee customers began to get impatient for them.

CINCINNATI

QUEEN CITY VARIETY CLUB's annual golf tournament, always eagerly anticipated by the entire mideast territory, will be later than usual this year, due to so many flights during late July and early August. However, an interesting announcement will be forthcoming soon.

Apropos of the oldest houses in the territory, Al Sugarman, Columbus representative for RKO, makes a bid for the Ritz, Arcanum, Ohio, which was erected May 16, 1907, *and opened as the Dreamland. The house has been operated continuously by the Chancellor Bros., original owners, the same place, the same building. Al would like to hear from any exhibitors who can question the seniority of the Ritz.*

Twentieth-Fox's Gil Shepherd and the Mrs., are taking two weeks in the Smoky Mountains. Irene Sagel is visiting the World's Fair. Warner's Eleanor Inkrot is touring California and the Canadian Northwest and Nelson Lewis, Warner, is visiting the home folks in Maryland.

Reports have it that neighborhood houses and small towns are reducing prices to 19 *cents; and, in many cases, absorbing the new tax increase, in order to offset reduced patronage.*

Margaret Gubser left for Chicago . . . Ezra Skirball has been appointed new sales manager for the Cincinnati office of PDC, according to announcement of Lee Goldberg, president. Goldberg, with Mrs. Goldberg and their son Jay, is leaving for California, August 4, for a franchise meeting of the PDC.

Joe Isaacs has taken over the Benham, Benham, Ky., formerly operated by the Wisconsin Steel Co. Isaacs also operates a house at Cumberland, Ky. . . . Mrs. Earl Eveland, Opera House, McConnellsville, is making quite a few trips to Marietta to visit her mother, confined to her bed by a broken hip.

Harry Wamsley, the Palace, Peebles, Ohio, and also cashier at the local bank, is off on a fishing jaunt to Rinelander, Wis. . . . Lester Rosenfeld, Dunbar, W. Va., is off on a trip to the Canadian Northwest.

UA's Irving Sochin visited with Exhibitor Orville Wood this week and became a short wave fan. Wood is famous in Camden for his high powered set and has a ham license.

George Jeffrey, division sales manager for the new Select Pictures Corp., stopped off on the Row on his way to Cleveland . . . John Hardgrove, Loew's, Columbus, is substituting for manager Gilman of Loew's Dayton, who is vacationing . . . Dave Schrieber, Universal, is fishing in Wisconsin. Their availability clerk, Irene Lowe, is at the Fair . . . Warner's field supervisor, George Daumeyer, is vacationing.

Virgil Holmes took over the Falmouth, Falmouth, Ky., from N. H. Salyer . . . Mr. and Mrs. Sam Lee, Winchester, Ky., visited the Row. It is reported Lee will enlarge his Grand at Frankfort to 1,000 *seats . . . Ed Burkart,* 20*th-Fox's W. Va. representative, is now a student pilot, having just received his license for solo flights. Burkart's young daughter, Peggy, is seriously ill with pneumonia.*

Colonel and Mrs. C. E. Davie, New Lexington, visited. Others were Moe Weaver, Plaza, Miamisburg; R. Lee, Covington; Art Miller, Midwest, Columbus; Gene Burke, Lyric, Beckley, W. Va.; C. Byrd, Dayton.

Albert Botzum Succumbs To Lingering Illness

AKRON—Albert P. Botzum, 66, president and treasurer of the Botzum Theatres Co., died July 3 in St. Thomas Hospital here after a lingering illness. Botzum was one of five brothers who banded together in several local business enterprises.

Many years ago he joined his brothers and bought the building housing the old Dreamland here. Out of this grew the Orpheum, downtown subsequent run, which the Botzums owned at the time of Albert's death. Later the Strand and Valentine, at nearby Canton, were added.

His widow, Ella Botzum; a son, two daughters and a brother, survive. Services were held from the St. Sebastian's Church. Burial was in Holy Cross Cemetery here.

Burtus Bishop to Preside At Conneaut Lake Affair

PITTSBURGH—Burtus Bishop jr., M-G-M manager, will preside at the August 20 industry shindig at the Conneaut Lake Hotel, according to Jack Judd, general chairman. The affair will bring together dozens of exhibitors of the northwest Pennsylvania area in addition to other theatre owners and managers of the territory and executive, sales and booking representatives of the various film distributing companies and supply houses.

There will be golfing and other events with a banquet in the evening, according to Judd. Honored guests will be Bob Lynch and Ed Lebby, veteran film men who have withdrawn from the industry to enter a private business.

Helen M. Schaeffer

SANDUSKY, OHIO—Helen M. Schaeffer, for 13 years until last August a secretary at the Keith Ohio Corp. in Cleveland, died here July 3 at the home of her mother. Miss Schaeffer had been ill since last October when she was released from a Cleveland hospital following an operation. Burial was locally.

"Captures" the Sun

PITTSBURGH—Motion pictures of the sun, showing the flames and eruptions, were exhibited to the Amateur Astronomers of America at Mellon Institute under direction of Dr. Heber D. Curtis.

Paducah Exhibitor Builds

PADUCAH, KY.—Leo Keiler, well known west Kentucky motion picture theatre owner, recently awarded the general contract for the new department store building which he has leased to Watkins, Inc.

Line Up Prizes for Golf Tournament

NEW HAVEN—More than 50 prizes will be awarded at the fifth annual film golf tournament sponsored by Connecticut MPTO and scheduled for August 6 at Race Brook Country Club, Orange.

Among the first gifts to be received are a complete picnic suitcase set and sterling silver candlesticks, Warner Bros.; chest of silver, given by Morris Nunes, Progressive Premium; leather golf bag, Maurice Wolfe, Metro district manager; radio, Alexander Premium Co.; electric clock, BOXOFFICE magazine; a cordial decanter, Tim O'Toole, Columbia manager; bridge table and four chairs, Martin E. Kornbluth of American Seating; golf shirt, Herman Pickus; a $5 merchandise slip, J. Johnson; traveling bag, George Dembow, National Screen Service, and a Stetson hat, an exhibitor.

Many reservations already have been received for the all-day outing from New York, Boston and various parts of Connecticut.

The committee, headed by Herman M. Levy, reports all arrangements ready for the 10 a. m. qualifying round, the 18-hole match, luncheon and dinner at the clubhouse, entertainment and awarding of golfers' and non-golfers' prizes.

Connecticut MPTO Will Hold Meeting July 22

NEW HAVEN—Connecticut MPTO will meet at 12:30 p. m., Monday, July 22, at Ceriani's Cafe Mellone, with Arthur H. Lockwood presiding.

Herman M. Levy will report on the progress of arrangements for the fifth annual film golf tournament to be held on August 6 at Race Brook Country Club, Orange, for which many beautiful prizes have already been donated. Buying problems and other industry matters will be discussed.

Allied of Connecticut met Tuesday at the Hofbrau Haus and scheduled its next regular meeting for July 30 at the same place.

Decision Is Awaited on Permit for Drive-In

NEW HAVEN—Decision of Judge P. B. O'Sullivan of superior court is awaited here on the Maria A. Adorno permit to operate a 900-seat open air in Middletown. Differences of opinion were aired as to what would constitute the proper operation of the proposed ozoner, which State Police Commissioner Edward J. Hickey said must not have a sound range of more than a 250-foot radius.

Correction

MATUNUCK, R. I.—Richard Wilson is operating the Theatre-by-the-Sea here on a lease from Mrs. Alice J. Tyler, owner. A recent edition of BOXOFFICE erroneously reported Mrs. Tyler as the operator.

Another Blame Is Heaped on Trade

Wolfeboro, N. H.—In an editorial entitled "Aw Nuts," the Granite State "News" blames motion pictures, as well as radio and magazines, for the reluctance of many youths to answer the United States Army's recruiting call, and suggests that the only solution is for these sources of influence "to do just as effective a job teaching that sometimes war is necessary as they have done in teaching that war is always a rotten cruel mess."

Sixth Worcester House Started by E. M. Loew

BOSTON—E. M. Loew is going ahead with a sixth theatre location in Worcester with the construction of a new subsequent-run in the Grafton Square section of that city. Loew already operates the Family, Olympia, Royal, Regent and Plymouth in the municipality.

Ralph Snider Acquires Salisbury Beach Drive-In

BOSTON—Ralph Snider, New England independent circuit owner, has acquired the drive-in at Salisbury Beach, N. H. Robert Cobe, formerly New Haven manager for Republic and later Boston manager for Grand National, was one of the owners of the ozoner.

Snider continued to extend his circuit elsewhere, going into a new location in suburban Portland, Me. He has also been negotiating, as previously predicted in this publication, for the Criterion in Roxbury, at present under lease to the M&P Theatres Corp.

Loew Acquires a Share In Methuen Drive-In

BOSTON—E. M. Loew, operator of New England's largest independent theatre circuit, has taken on additional outdoor interests in this territory with the acquisition of a share of the Merrimack Park Drive-In at Methuen.

Joe Cifre, former owner of what has become the local branch of the National Theatre Supply Co., and George Swartz, are also interested. They put up the ozoner two years ago. Hurricane ravages are now being repaired.

E. M. Loew, it is understood, also has a hand in the building of a new open-airer in St Louis. Loew's drive-in interests extend, at present, from Massachusetts and Rhode Island to Florida and Louisiana.

DiMaura and Guarino Sign With Lynn Labor

BOSTON—The drive-in at Saugus, Thomas DiMaura and James Guarino enterprise which has been undergoing labor and licensing difficulties because of a non-union booth, has announced the signing of a contract with the Lynn local. Two previous operators were discharged.

The move follows investigation of the pair's drive-in at Milford, Conn. A third situation operated by the circuit at Shrewsbury, is expected to sign with an IATSE local in Worcester. Weymouth, the subject of difficulties in the past several years, will probably also go union.

Urges Independents Bide Product Study

BOSTON—Arthur K. Howard, business manager of the Independent Exhibitors, Inc., urged exhibitors to withhold their buying of new product until they have access to the national product information service that Allied has undertaken to formulate and provide. The first New England product meeting will be held in Boston on Tuesday, July 30. A report will likely be made here on the results of a July 24 meeting of the national product committee slated for Philadelphia.

Howard, who is one of the members of the national product committee, expressed the opinion to local independents that "the value of this service is inestimable. By proper interpretation of the information in regard to sales policies you may avail yourselves of a substantial savings on the films."

Proper interpretation of product information and the securing of advice that will not be published will necessitate attendance of product survey meetings which will be held in Boston during the buying season, the independent business manager elaborated.

Howard sent out postcards this week to all Allied members in New England, requesting that product information be filled out on them, and pointing out that the cards remained anonymous.

Open With "Ecstasy"

SOUND VIEW, CONN.—The New Colony here opened for the summer season with "Ecstasy." The Strand, operated by John Glackin, has also reopened.

The Matrays Plan Dances

HOLLYWOOD—Ernst and Maria Matray are supervising four dance sequences for "Bittersweet," the Metro film version of Noel Coward's stage play.

Ozoner for Ed Carroll May Rise in So. Boston

BOSTON—A new local drive-in theatre may be put up in South Boston at the Old Colony Boulevard. Ed Carroll, interested in the operation of the Stuart in Boston and the Agawam drive-in in Springfield territory, is reportedly involved in the deal.

Shrewsbury Dance Hall Would Vie With Films

BOSTON—When a drive-in theatre opened in Shrewsbury, there were those who claimed that the spot injured business at Bal'lair, huge adjoining dance hall. Now promoters of the glide and jitterbug establishment are negotiating for motion picture equipment with a view to running free shows for dancers.

Friars Provide Free Shows At Junior Police Camp

BOSTON—The Boston Friars Club which during its brief existence has provided nearly 300 free shows for shut-ins, has taken on the additional charitable junction of giving two free shows weekly at the Junior Police Camp in the Blue Hill section of suburban Boston. Joe Cifre, local film man, is in charge of the Monday and Wednesday screenings at this institution where 300 boys attend weekly.

Legion Post Will Reward Greatest Ticket Seller

BOSTON—The Theatrical Post of American Legion has voted to award a $25 prize to the individual, Friars excepted, selling the most tickets in behalf of the Milk Fund of the Boston Friars Club. The contest will run through to the October 11 Friars Frolic, all proceeds of which go to the Friars charity chest. Cooperating with the philanthropy, this publication will, beginning August 3, run the official weekly standing of contestants.

Star Salesgirl Makes Wolf Buy a Book of Tickets

BOSTON—Maurice N. Wolf, M-G-M district manager and chairman of the board of trustees of the Boston Friars Club, promised to buy a book of subscriptions for the second annual charity frolic of the organization from the first film district feminine worker to sell three books of tickets in behalf of the present Milk Fund campaign. Pauline Winston of Columbia was the first to take him up on it. Wolf complied.

Boston Clubs Aid Friars With Ticket Purchases

BOSTON—Impetus was added last week to the amassing of the Milk Fund by the Boston Friars Club with the respective purchases by the Boston Cinema Club and the Theatrical Post of American Legion of 100 books each. Some 3,500 books had already been distributed at the end of last week to motion picture houses in the territory. More were following.

Yamins, Kuykendall Confer On Trade Patriotic Drive

BOSTON—Nathan Yamins, Fall River exhibitor who formerly headed both the national and local Allied organizations, met with Ed Kuykendall, MPTO prexy, and the MPPDA executive committee in New York last week to discuss a motion picture industry patriotic campaign.

Dish Deal Display

BOSTON—Sam Davidson, distributor for the Salem China Co., announces that 12 of the most expensive dish deals in the theatre trade will be on display at his 16 Piedmont Street offices within the next three weeks.

Hollywood's Business Acumen Is Praised

BOSTON—"The key to the success of the motion picture industry," the Boston *Post* said editorially last week, "would seem to lie in its willingness to try new ideas, its adaptation of talent at hand, and its careful attention to the basic policy of supply and demand. This is the tried formula upon which much of America's business prosperity was based and Hollywood, as an outstanding example of the success today of the application of its principles, proves it still holds true.

"Hollywood, in taking account of its achievements in the motion picture field, finds a close correlation between the demands of the theatregoers and the growing excellence of the productions placed on the market. A typical audience today wants an intelligent, well-handled picture, with performers of character and ability, and appreciates the clever use of idea and talents as demonstrated in the animated cartoon."

Twenty-Four Films Find Ready Censor Approval

BOSTON—Twenty-four motion pictures were approved without a hitch last week by the Massachusetts Bureau of Sunday Censorship. Okayed were Warner's "My Love Came Back," Columbia's "I Married Adventure," and Republic's "Three Faces West."

Seven vaudeville acts were reviewed for exhibition on the Lord's Day and were granted permits. Refused Sunday okays were George Tapps, the Jack Dell Trio, and Jones & Dale. Four other routines were permitted to play on Sunday following elimination of "objectionable and suggestive dialogue, dancing, scant and nude attire, and the word 'Damn'."

Schaefer Sets Up RKO Headquarters in Hub

BOSTON—Gus Schaefer, newly appointed RKO Northwestern district manager, has set up Boston headquarters for his New England, Buffalo, and Albany territory. Schaefer, recently drafted from the foreign sales department, succeeds Herb MacIntyre who now is covering the western district out of Los Angeles.

New district manager quarters will be part of the modern RKO exchange to be constructed here at Winchester and Arlington Sts.

Do Premium Dealers Pay for Ads?

Boston—A new high in something was reached last week when a Rhode Island theatre devoted less than one inch of a nine-inch newspaper ad in exploiting two different double-feature movie attractions. The rest of the space was given over to glassware and dishware.

Plugs Patriotism to Make Admission Tax Palatable

BOSTON—Ed Markey, operator of the Ioka in Amherst, has utilized the American Flag in exploiting new admission taxes. Markey has placed two small flags on his boxoffice, one on each side of the Ioka price signs. Passing along the new levies, Markey is billing them as the U. S. defense taxes.

Further educating his patrons in regard to the newest taxes, Markey now has printed on the back of his programs the following brief explanation: "The money collected by the tax is to be used by the United States government to provide adequate defense against attack by other nations. Now the movies, in addition to providing you with entertainment, are also helping to assure you liberty as a citizen of the United States of America."

Complimenting the Massachusetts exhibitor's handling of the situation, Frank Lydon, president of the Independent Exhibitors, Inc., of which Markey is a member, this week commented, "An appeal to customers' patriotism should be an excellent way of overcoming resistance to the new admission tax."

Theatres Helping Build Ships With "Copper"

SPRINGFIELD, MASS.—"Whoever heard of building a battleship out of copper?" asks an editorial in the Springfield *Evening Union*.

Continuing, the editorial answers the question itself by stating, "But that's about the size of the present defense tax program. Movie houses the nation over have been scurrying around digging up pennies with which to make change. Movie tickets now are taxed whenever the charge is 20 cents or more. Previously, the tax began at 40 cents.

"Billions of pennies are required to keep the tax collections straight. In New York alone, theatres called for 10,000,000 one-cent pieces so as to make change for the tax which must be paid by the theatregoers. Under the law, the movie houses cannot absorb the levy. The government expects to raise at least $60,000,000 through the new 10 per cent defense tax, in addition to the $15,000,000 collected on the over 40-cent tickets. In effect, the 12,000 movie ticket windows in the United States became tax collection windows.

"Hundreds of thousands who have been attending the smaller neighborhood theatres have not, until this time, been required to pay taxes, because of the popular price scale, but now, even the humble theatregoers must do their share to make Uncle Sam's Navy the greatest in the world."

Davidson Has "Mysteries"

BOSTON—Sam Davidson, owner of Cameo Screen Attractions, Inc., has acquired the New England franchise of "Minute Mysteries," newly patented Post and Ripley theatre game involving cash prizes. Davidson will introduce the latest giveaway at the beginning of the fall season.

BOSTON

IRVING GREEN has completed a deal for acquisition of the Humboldt in Roxbury. The suburban house is operated at present by Irving Isaacs . . . Edward X. Callahan, 20th-Fox district manager, was to have been host at a Hotel Bradford luncheon Wednesday in behalf of the Boston Friars Club Milk Fund. Shippers and inspectresses were invited.

Mrs. Edward Ansin, wife of the Interstate Theatres partner, has been critically ill at Beth Israel following the bursting of her appendix.

James Sherran and Carl Goodwin of the Theatrical Post of American Legion arranged last week for sponsorship by the film district fraternity of a carnival in South Boston . . . Maurice Goldstein, M-G-M city salesman, is chairman of the forthcoming Boston Friars Club golf tournament in Beverly.

Myer Gruber, former New England manager for First Division and later partner in a theatre and newspaper premium concern, was released last week from Beth Israel where he was seriously ill. Gruber recently disposed of his premium holdings.

Ruth Gilman, Radcliffe College girl and protegee of S. L. Lowe jr., of the Theatre Candy Co., was signed by 20th-Fox . . . C. E. Sargent, manager of the Paramount in Rutland, Vt., for the M&P Theatres Corp., will spend his summer vacation with the National Guard in which he holds a commission.

Jack Findlay, operator of the United in Westerley, R. I., opened Bank Night in the house last week Saturday . . . Howard Duffy, operator of the Pier, the New, and the Capitol at Old Orchard, has had the booths at the three Maine vacation houses rejuvenated by P. Edward Comi of the Theatre Service and Supply Co.

Brian Donlevy, the star, is expected in town coincidental with the local premiere of Paramount's "The Great McGinty" . . . Patricia Morison may also be in from Hollywood . . . Martin J. Mullin, M&P Theatres Corp. partner, has been on vacation.

Robert Gordon, nephew of circuit-owning Louis Gordon and manager of the latter's Braintree in Braintree, has been on sick leave. Roland Moon, manager of the Cameo in South Weymouth, has been covering . . . Fred Miller, one time projectionist at the Exeter Street in Boston, is dead.

Joseph Buschini, credited with bringing drive-in theatres to New England, is now assistant manager of the automobiler at Salisbury Beach, N. H. . . . Sal DiManno, formerly assistant to Manager Fred Greenway of Loew's State in Boston, quit Loew's, Inc., with his resignation from the post of assistant manager of the Sheridan in New York City.

Meyer Stanzler, operator of the Casino at Narragansett Pier, R. I., has given a ping pong table to the local M-G-M Pep Club.

Ben Domingo, city manager for local RKO theatres, went on vacation Monday . . . Carlo Vannicola, display artist for the local RKO houses, left the city for a Mexico City jaunt . . . Red King, stage manager for the RKO Boston during the vaudeville season and summer assistant publicist for the Boston and Memorial, left Monday for New York and Washington.

Ed Murphy, operator of the Raynham Drive-in, is reportedly to figure in the management of a new pari-mutuel dog track scheduled to open near the ozoner.

Harry Germaine, New England premium representative for Jacob Price, will take over the Church Street quarters of Al Swerdlove on August 1. Swerdlove may move to Germaine's former offices on Winchester St. The proposed transaction was first reported in BOXOFFICE early last spring.

Bruno Cicci, formerly of Nesti's and now with the U. S. Marines, has been home on furlough . . . Meyer Marcus, assistant to Harry Browning at the M&P publicity office, plans to leave for the coast next month . . . Hibbard Henderson, assistant to John Carroll at the Paramount in Boston, takes his vacation as a naval reserve non-com aboard the U.S.S. MacKenzie.

Ernest Links, Interstate Theatres Corp. manager, has been convalescing following a serious illness. Links succeeded H. H. Moloney jr. as manager of the Center, 700-seat house in Hyannis on Cape Cod . . . P. Edward Comi, inventor of the Motiograph rear shutter, is back from the mid-west where he has completed supervising booth installations at six open-air theatres operated by Phil Smith of Boston.

Chick Green, former local M&P publicist, was in town last week . . . Maurice Schwartz of the M&P publicity office returns to work Monday from a two-week vacation . . . Herb Donovan of the local Metro office took a group of exchange members horseback riding in Medford.

Harold Stoneman and Edward Ansin have opened the Hyannis in Hyannis for the summer with Charles Tucker as manager . . . Herbert Bloom, manager of the Ware in Beverly for E. M. Loew, is now covering the Larcom in the same city. Both houses were formerly operated by Glover Ware and later by George Ramsdell interests.

Jack Markel, manager in suburban Brookline for Max and Joseph Levenson, has been confined by illness . . . James O'Loughlin, manager of the Strand in Amesbury for Warner, returned this week from vacation . . . Royce Beckman, manager of the Waldorf in Lynn for Warner, started on his summer sojourn Monday . . . Aleck Davis, manager of the Capitol in Everett for the same circuit, was back from summer leave.

Norm Prager, manager of the Palace in Pittsfield, has been vacationing . . . Robert Portle, manager of the Palace in Worcester, went on vacation Monday . . . George Freeman, manager of the Palace in Springfield for Loew's, also left this week on vacation . . . William Spear of the Capitol Theatre Supply, assistant to Frank Gray, returns Monday from vacation.

Martha W. Ferris was hostess at a Hotel Statler dinner party for feminine workers of local theatre circuits. The function, which is to be followed by a second get-together, was in behalf of the Friars Milk fund.

NEW HAMPSHIRE

MEL MORRISON, manager of the Strand in Dover, is a member of the committee arranging the annual outing of the Dover Retail Merchants' Ass'n, slated for August 14 . . . Walter E. Young, owner of the Strand in Farmington, was a recent two-day visitor in Boston, accompanied by Mrs. Young.

Valmore G. Gagne, manager of the Somersworth in Somersworth, was elected honorary secretary of the convention when the New Hampshire delegation to the Democratic national convention held its organization meeting in Concord.

"The Old Homestead," Denman Thompson's famous play, was repeated for the second year, July 18-20, at the Potash Bowl in Swanzey Centre, near the original setting of the drama which has made $3,000,000 during its 30-year run.

Mrs. Arthur Howard, sister-in-law of Leslie Howard, and her infant son have been guests at the home of Mr. and Mrs. Lincoln O'Brien in West Unity. They are refugees from Germany.

Edward Strain of the Star staff in Concord has received word that his nephew, Arthur Parker, a member of the crew of the H. M. S. *Glorious*, was luckily on leave when the British warship was sunk.

Ernest Drew of Union has landed a projectionist's job in Hampton . . . Fifty-five votes were cast for attendance at resort theatres when summer school students at the University of New Hampshire in Durham registered their favorite recreations in a poll.

The D. W. Auto Theatre, near Nashua, has opened its summer season.

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LYNNFIELD CENTER, MASS.
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HARTFORD

VACATION DOINGS: Eddie Boggs, usher at the E. M. Loew's, has returned from a week of rest and quiet . . . Warren Hills, Palace doorman, left for a New York visit . . . Manager Frank Morin, Regal, took leave for a fortnight . . . Stanley Redmond, assistant to Manager Walter B. Lloyd, Allyn, is back from his vacation . . . To Baltimore will go Tommy Vaughan, Poli house policeman, to visit friends . . . Manager Bernard M. Levy, main stem Proven Pictures, was in Boston on business . . . In New Haven the other day was Michael Daly of Hartford, Plainfield and Lowell . . . Ditto, Manager George E. Landers, E. M. Loew's . . . Rudy Frank, vacationing director of publicity for the State, was in town to start some ballyhooing on the State's first fall show which will be about the middle of August. According to present plans, Orrin Tucker will start off the season for the Brothers Harris . . . "Andy Hardy Meets Debutante" did great at the Poli . . . Mrs. M. Oakley Christoph, film columnist for the Hartford *Courant*, made a New York trip.

Russell G. Grant, Poli student assistant, is back from two weeks of swimming and sun at Old Lyme Beach . . . Wallace J. Cooper, Poli assistant manager, was in New Haven with the missus . . . Back from his vacation is William B. Flanaghan, manager of the Lyric, a Warner unit . . . Julian B. Tuthill, Hartford Times, *visited in New York . . . E. M. Loew's, after a great exploitation campaign, brought in "Reefer Madness" . . . Michael Daly's main stem Daly played midnight shows for "Our Sinful Daughters." Theatre plugged the show with heralds and window displays throughout the city . . . Name bands will alternate with vaudeville at the State next season . . . Bandster Guy Lombardo invited some Hartford friends to his Long Island home for a recent weekend . . . Irene Castle appeared in "Shadow Play" at the Clinton Playhouse, Clinton.*

Morris Keppner of Glastonbury spent a weekend in the Catskills . . . The Bobby Ivy-Petey Scalzo featherweight championship fight last Wednesday night drew over 5,000 cash customers, with quite a number more in on paper . . . Any too tennis-playing theatremen are invited to call Hartford 5-6789 to arrange games with Manager George E. Landers and his assistant, Hilmer D. Robinson, of the local E. M. Loew's. The two Loew boys have been practicing and, it seems, they believe they'll stand at least a fair chance of winning . . . Joseph Gallagher, Allyn usher, is back after vacationing along the Connecticut shoreline . . . The new Warner, Bristol, may be finished by September 1.

In New Haven were Martin Kelleher (Princess), Charlie Repass (Crown) and Maurice Schulman (Webster, Rivoli and Plaza-Windsor) . . . Gloria Stuart, who appeared in "Accent on Youth" at the Chapel Playhouse in Guilford, is another screen actress to play Nutmeg state's summer theatres this season . . . More than several neighborhood houses in the Greater Hartford area have lowered admission prices due to the defense tax . . . Part of the marquee at the North End Lenox has been repainted . . . Oscar Cappuccio, maintenance man at E. M. Loew's, will leave soon on his vacation, which is slated to include Myrtle Beach, down Bridgeport way, and also sight-seeing in the Biggest City at the World's Fair and Coney Island . . . Fire escapes at both the Allyn and E. M. Loew's have been given fresh coats of paint . . . Mr and Mrs Jimmy Hughes have returned after glimpsing the New York Fair.

New Colony, Sound View, showed "Ecstasy" . . . Palace here held over "Andy Hardy Meets Debutante" for a fortnight . . . Ditto, "The Man Who Talked Too Much," at WB's Regal . . . The Canton Show Shop invited proprietors of all other strawhats in the Nutmeg circuit to the opening of "The Drunkard," July 17 . . . John D. Seymour, who married Frances Simpson of Hartford, appeared in "Autumn Crocus" at the Berkshire Playhouse, Stockbridge . . . The Co-operative Players opened at the Palmer Auditorium, New London, in "The Rivals" . . . Main stem Proven Pictures brought back "Blue Beard's Eighth Wife" . . . E. M. Loew's will participate in the hoofing contest to be staged by *Pic* at the New York Fair . . . Jack A. Simons, Poli manager, leaves August 5 on his vacation . . . Away from it all was Joseph Samartano, manager of Loew's Poli, Meriden.

Samuel McGill is a new full-time usher at the Poli, succeeding Robert Pasternak, resigned . . . Dottie Gherlone filled in for Margaret Sullivan, cashier at the Poli, while the latter was ill . . . Around Filmrow were Harry F. Shaw, division manager for Loew's Poli, and Lou Brown, Loew's Poli publicity chief, from New Haven . . . Wallace J. Cooper, assistant to Manager Jack A. Simons, Loew's Poli, is contemplating a trip to Delaware . . . Dish giveaway at the Moodus, Moodus, has been discontinued for the summer . . . Harold Rosenberg, projectionist at E. M. Loew's, is vacationing . . . Milford Park-In brought back "Hell's Angels" . . . E. M. Loew's Court Square, Springfield, gave away free photos of Ann Sheridan to patrons last Thursday and Friday . . . Band Box Players presented "Three Cornered Moon."

Lewis J. Blanco, Palace student assistant, has been married eight months now, and is pul-lenty happy . . . Hollis Sweeney, chief of service at the Palace, spent his vacation in the vicinity of Boston . . . Robert O'Connor, chief usher at the Allyn, will take the rest cure in New York and Boston . . . Allyn brought back "Souls at Sea" and "True Confessions" . . . Al Gould's newly remodeled Majestic, West Springfield, looks good . . . Bijou, Pittsfield, has new arc lamps and generators, ordered from National Theatre Supply . . . Eddie Powers, assistant at the Art in Springfield, and Patricia Baker of that town, looked over New York state on their honeymoon.

Anna Canelli, Columbia (New Haven) cashier, is due back after a week's rest . . . Jack Waddock has joined the Allyn service staff . . . New ushers at the Paramount, New Haven, are William Warfield, Charlie Buckholz and Elmer Neil . . . According to reports, Johnson & Poulton will play only exploitation films at the New Colony, Sound View . . . Harry F. Shaw and Lou Brown of Loew's Poli held a special managers' get-together on "New Moon" and "Andy Hardy Meets Debutante" . . . Helen Clementi, cashier at the Paramount, New Haven, left July 11 for a sight-seeing and visiting trip in Massachusetts . . . Our congratulations to Harry F. Shaw of Loew's Poli, who celebrated his 42nd birthday the other day . . . Barney Pitkin, also of New Haven, had his 15th wedding anniversary last fortnight.

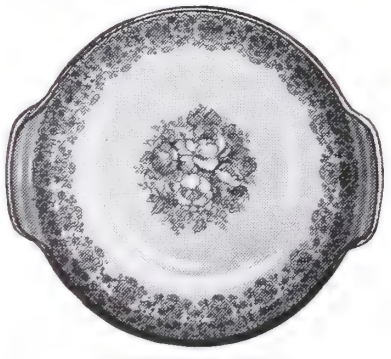
Bathing beauty contests are becoming popular in theatres nowadays, judging from the number of houses trying them out . . . Harry Rose of the Globe, Bridgeport, was in Atlantic City, N. J. . . . Rialto, South Norwalk, has started a stemware giveaway . . . Capitol, East Haven, is now offering patrons the Modern Book of Knowledge series . . . Sanford W. Hollis, Newport, R. I., resident, and an R. I. State College graduate, is now assistant manager at the Capitol, Pittsfield . . . Charlie Obert, former assistant manager at the Capitol, Bridgeport, has married Alice Moore . . . Loring Lorenzi is manager of the New Colony, Sound View, the summer house which, last season, was operated by Conrose's (Conn & Rosenthal) of Hartford . . . Nathan Lampert, Nutmeg state circuit operator, has been in Florida.

Defense Measures May Convoke Legislature

BOSTON—Talk has been renewed that the Massachusetts legislature, not sitting this year because of the newly inaugurated biennial session rule, may be called into special session. The present angle revolves around proposed national defense measures. A number of bills affecting the motion picture industry are due to come up at the next sitting.

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SPR'GFIELD

NOTES OF A RAMBLING REPORTER: George E. Freeman, Loew's Poli manager, leaves July 29 for Hampton Beach, N. H. Lou Cohen, manager of the Palace, Hartford, will fill in . . . Ray Title, manager of Harry Arthur's Art, was in Boston the other day . . . Ushers and doormen at the Court Square are sporting new summer uniforms . . . On vacation were Carl Jamroga, manager at the Rifkin's Forest Park Phillips, and Charlie Lane, engineer for Western Electric. The pair went on a cruise in Charlie's boat . . . Evonne Cliffe filled in for Eve Sarafeni, cashier at the Capitol, while the latter vacationed up in New Hampshire.

Tallulah Bankhead appeared at Riverside Amusement Park in connection with a benefit for the local Red Cross . . . Manager George E. Freeman, Loew's Poli, planted a guest column by Mickey Rooney on the motion picture page of the Republican *. . . Paramount first runned Republic's "Women in War" . . . To Boston went Manager Don Barhytd of the Court Square . . . Mr. and Mrs. Eddie Powers have returned from their honeymoon. He is assistant to Manager Ray Title at the Art . . . Buddy Williams is a new usher at the Loew's Poli . . . Bathing beauty contests were slated to begin Tuesday, July 16, at the Loew's Poli in cooperation with the Whalen jewelry stores.*

In Boston were Mr. and Mrs. Al Anders of the Bijou . . . Richard Driscoll is a new usher at the Broadway, succeeding Danny Manning, resigned . . . New aisle lighting has been installed at the Court Square . . . Manager George C. Coleman of the Arcade hopes to spend his vacation in the vicinity of Boston . . . This day (July 20) is the big day in the lives of Jimmy Matthews and Margaret McAdams. They're getting married. Jimmy is staff artist at the Art . . . Charlie Bliss has joined the service staff of the Broadway, succeeding Robert Nathan, resigned.

Mrs. Olive Simms, cashier at the Court Square, left for St. Catharine's, Ont., on a vacation trip to visit her husband, who resides in that Canadian city . . . Springfield visitors were Robert Murray and Mark Jefferies of Select Films, a new Boston outfit . . . A new cold drink machine has been installed in the lobbies of the Capitol and Art . . . Mabel Moccis, cashier at the Art, takes boxoffice leave, August 1, for a visit to Binghampton, N. Y. . . . West Springfield civic officials and chamber of commerce men attended a showing of "All This, And Heaven Too" at the Capitol . . . A son, their second child, is a new member of the Gerry Germaines' household in Northampton. The proud papa is manager of the Northampton Calvin.

Manager Andy Sette, Capitol, leaves July 27 for a vacation in Far Rockaway, L. I. . . . An all-Hawaiian show is due at the Court Square, July 24 . . . William Powell, district manager for the Herman Rifkin circuit, filled in for Carl Jamroga at the Phillips while the latter vacationed . . . The city officials of Taunton are reportedly considering the licensing of Beano for the benefit of veterans' organizations . . . Andy Sette, Capitol manager, scored a 98 the other day on the course at the Franconia . . . Norman Prager of the Palace, Pittsfield, had a dummy ghost made up and used it to put over some exploitation for "The Ghost Breakers."

Johnnie Miller, formerly of the Calvin, Northampton, is now assistant manager at the Paramount, North Adams, succeeding Alfred Page, resigned . . . Manager Al Anders of the Bijou, Springfield, had the cooperation of the Springfield Motion Picture Council during the run of "The Fight for Life" . . . Sanford W. Hollis is now assistant manager of the Capitol in Pittsfield . . . Eddie Carberry, former doorman at the Capitol, is now employed in the U. S. war department, Springfield . . . I. J. Hoffman and Cy O'Toole, Warner representatives, were in town the other day.

Sharon's Population in Drop; Litchfield Gain

WATERBURY, CONN.—Population figures for Sharon and Litchfield are announced by W. Harry Byrnes, area supervisor for the fifth congressional district.

Sharon's 1940 figure, 1,595, is a decrease from the official figure for 1930 of 1,703. Litchfield, on the other hand, showed a gain, the results for 1940 being 4,006, compared with 3,574 in 1930.

Saybrook Shows Drop

WILLIMANTIC, CONN.—Census counts for Saybrook (Deep River) released at the district supervisor's offices here show the population of the town is slightly less than in 1930. The 1940 talley numbers 2,330, as compared with 2,381 ten years ago.

Slight Gain by Durham

DURHAM, CONN.—Durham's population count is 1,087 for 1940, compared with 1,044 in 1930.

Hartford's Relief Load Is Heaviest in State

HARTFORD—Hartford had 11,601 people on general relief during June at a cost of $89,720, topping the state's five largest cities in this respect, according to state welfare department figures. This cost is 3.2 per cent less than for the preceding month and 9 per cent less than for June, 1939.

The following gives the other four cities, the number of persons on general relief last month and the percentage of decline as compared to June, 1939:

New Haven, 9,109 persons, $66,135, and 19.2 per cent drop; Bridgeport, 6,319 persons, $45,818, and 35.9 per cent decrease; Waterbury, 3,382 persons, $21,709, and 24.8 per cent drop; New Britain, 1,410 persons, $10,210, and 39.6 per cent less than June, 1939.

Relief Cases Are Down

HARTFORD—A reduction of 260 in the number of Hartford relief cases is disclosed by officials of the Federal Surplus Commodities Corp.

BRIDGEPORT

DAVID O. SELZNICK is at his new Westport farm where he is putting his script writers to work as soon as they arrive there on vacation . . . Harry F. Shaw hinted from the stage of the Globe that the house may go into vaudeville three days a week. Stage shows are now being used on Mondays and Saturdays. New plan would bring in flesh Saturday through Monday.

Guy Masella, brother to Assistant Manager Tony of the Globe, has his orchestra in Ye Old Castle at Saybrook for the summer. The boys have a cable from sister Michelina, trapped in Italy by the war, saying that all is well.

Harry Rose admitted twins free to "Wagons Westward" when it played his Globe . . . Matt Saunders of the Loew-Poli tied up with radio and night club bands on "New Moon" and received plenty of plugs when the boys played numbers from the picture.

Joel O'Brien, former publicity director for the New England Playhouse in Ridgefield, is now managing the Bandbox in Suffield.

Individual listening devices are being used by the Drive-In at Milford in an effort to sidestep noise complaints . . . The *Post Telegram* and *Sunday Post* are carrying no Drive-In advertising this summer.

Manager Edgar Lynch of the Warner, Worcester, stopped off in town on his way back to work after a three-week vacation in Virginia. He formerly managed the Warner here . . . Manager Matt L. Saunders of the Loew-Poli took his family to the New York World's Fair.

Grace, 15-year-old daughter of Manager Daniel Ricitelli of the Colonial, has been released from the hospital following an emergency operation for acute appendicitis. Ricitelli was recently in West Haven for the marriage of his sister, Margaret, an employe of a New Haven bank, to Frank Galligan.

Frank Morris, Hippodrome manager, is vacationing. Nathan Greenberg of the Park City is looking after the affairs of the circuit.

Leslie Blakesley, Park City projectionist, is back on the job, while his chief, George Pitt, is touring Virginia . . . George Antonick, chief projectionist at the Capitol, is vacationing, as is Joseph Cossitte, operator at the Strand.

The Boy Scout troop of the Holy Rosary Church was hosted by Manager Michael Carroll of the American . . . Sam Haddleman, Capitol manager, looks like a million dollars in that new automobile, and Jack Sydney, assistant manager at the Loew-Poli, is also sporting a new car.

Helen Shaw of the Loew-Poli boxoffice is back on the job after a vacation . . . Charles Kinsman and Frank Roman have replaced John Ricco and Charles Oleynick as Hippodrome ushers.

Wide Differences in Film Pay Deplored by Paper

MANCHESTER, N. H.—The Manchester *Union* believes there is too much difference between the salaries paid to topnotch film stars and pay received by the lesser lights of Hollywood.

In an editorial, "Wealth—and Poverty," the newspaper said income tax figures substantiated the high salaries, and added:

"But let no one be misled. There is another side of the story, one which extras and bit players can tell in all its drabness, disappointment and sorrow. They have roles in manufactured drama at intervals, but they daily live a drama more poignant than any scenarist has dared to write. The problem of their struggle for existence has yet to be adequately solved by the industry. It allows riches on one hand and poverty on the other. Something is wrong, certainly, when so much spread is allowed."

"All This, and Heaven Too" Opens Strong in Boston

BOSTON—Jack Goodwin, resident manager of the Metropolitan in Boston, opened "All This, and Heaven Too" at the big local house last week to strong business. The feature has been definitely booked in for a 13-day run, the split week being adhered to so as to get the Met back on its regular Thursday opening, temporarily abandoned because of booking requirements of Bob Hope's recently completed personal there.

Vaude Returns to Hub

BOSTON—Vaudeville will return to first-run Boston on August 15 with the RKO Boston engagement of Bonnie Baker and Orrin Tucker. Glenn Miller is scheduled for a week's stay at the RKO house later. Kay Kyser may follow. At the Metropolitan, where summer spot bookings are a possibility, nothing had been set at press time.

Against Giveaways

BOSTON—Edmund R. Dewing, district attorney of Plymouth and Norfolk counties in Massachusetts and a candidate on the Republican ticket for the office of attorney-general, has come out vehemently against Bank Night and other theatre cash giveaways in his campaign.

Honor for Sanborn

UNION, N. H.—Ansel N. Sanborn, Carroll county circuit operator and prominent state legislator, had an unusual fraternal honor recently, when, as worshipful master, he conferred the M. M. degree upon his son, Richard Sanborn, at a stated communication of Unity Lodge of Masons.

Rites for O'Neil

BOSTON—Alfred Michael O'Neil, better known as Al, was buried here last week following solemn requiem high mass at St. James. He was with the Film Exchange Transfer Co. for years.

Ritter Making Extensive Tour of New England

BOSTON—Tex Ritter, Monogram's singing cowboy who recently completed a role in "Rainbow Over the Range," is now on an extensive p. a. tour of New York and New England which will keep him on the go until well into August.

Dates still on his schedule include: July 20, Palace, Manchester, N. H.; July 21-22, State, Nashua, N. H.; July 23, Concord, Concord, N. H.; July 24, Opera House, Bridgton, N. H.; July 25, Strand, Rumford, Me.; July 26, Albert, Berlin, N. H.; July 27, Capitol, Augusta, Me.; July 28, Opera House, Millbridge, Me.; July 29, Belfast, Belfast, Me.; July 30, Premier, Littleton, N. H., and July 31, Lyric, White River Junction, N. H.

August 1, Star, St. Johnsbury, Vt.; August 2, Plymouth, Plymouth, N. H.; August 3, Scenic, Rochester, N. H.; August 4-5, Holyoke, Holyoke, Mass.; August 6, Empire, Springfield, Mass.; August 7, Barre Opera House, Barre, Vt.; August 8, Bijou, Morrisville, Vt.; August 9-10, Bellevue, St. Albans, Vt.

Sanford Hollis Is Named Palace Assistant Head

PITTSFIELD, MASS.—A shift by western Massachusetts Theatres circuit brought Sanford Hollis of Newport, R. I., to the local Palace as assistant manager, succeeding Robert Walters, who has been switched to a like post at the Calvin, Northampton.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

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NEW HAVEN

RAINY Fourth and big openings helped business. Fourth was best Thursday at Loew-Poli, New Haven, in 15 years . . . Heat wave following emptied the seats, however . . . Excepting "Andy Hardy," who piled up a welcome line of customers on Church Street the opening afternoon . . . Nat Rubin invited 53 county orphanage children and band to parade to the theatre and be its guests . . . Warm weather telephone greeting at the Roger Sherman: "Good afternoon, Roger Sherman air-conditioned theatre."

Final arrangements on the B-41 exchange employes' union outing change it from a clambake to a hot dog roast, at Indian Grove, West Haven, Wednesday, July 24 (25th if it rains). Baseball, supper and dancing are on the program. Sam Zipkin, president, is in charge, assisted by Jack Mullen, Sidney Lax, Gertrude Sullivan and James Mahan. The group will not undertake the annual film district outing this year, and it looks as though the time-honored Meadow Street event will pass by the boards . . . Warner Club annual outing, usually held late in July, has not yet been decided on, according to Francis Flood, chairman of entertainment . . . Among the first prizes to be received for the fifth annual film golf tournament sponsored by Connecticut MPTO and scheduled for August 6 at Race Brook Country Club, is a handsome leather golf bag, donated by Maurice Wolfe, Metro district manager at Boston. Reservations pouring in and the boys are all practicing those shots.

Terrific interest in vacations, now that the "dog days" are here. John Hesse, Roger Sherman manager, will drive to the Adirondacks, July 27 . . . Lou Schaefer, Paramount manager, will be off to Canada one of these days . . . Phil Dugan of Warner contact office is at the National Guard camp at Fisher's Island . . . Mrs. Rose Feen, secretary to James Bracken, is next Warner Theatre-ite to vacation . . Elizabeth Boscardine Knickerbocker of the Colonial, Canaan, has launched her new motor boat on Twin Lakes . . . Jim Casey of the same house is off for Boston and a spot of golf and fishing . . . Jane Duhane of the Fox office is back from Lake George and Canton . . . Edith Williams, inspectress, saving her special plans for July 21 . . . Morris Weinstein of 20th-Fox leaves the day before, as does Sal Popolizio, assistant booker.

Tony Casella, operator at the Loew-Bijou, is summering at Walnut Beach . . . Congratulations to Isidor Stein, also a Bijou operator, on being a new grandfather . . . Morris Nunes of Progressive Premium will be on a fishing trip near Boston this week . . . Jack Post and Al Bookspan of the Fishman circuit have chosen a summer long weekend privilege instead of the usual two weeks . . . Edward Fitzpatrick, manager of the Loew-Poli, Waterbury, using part of his vacation time to have his tonsils removed at Johns Hopkins . . . Al Davis of Metro and his bride of a few months spent a week in New Hampshire . . . Joseph Quittner is summering at Moodus, Conn. . . . Congratulations to Kenneth Heisler, operator at the Paramount, on the marriage of his son, Theodore . . . John Hesse predicts those Lake George and Canadian moonlights will make Assistant Jack O'Connell even more romantic about that girl . . . Is Marie Clementi, cashier at the Paramount, going to Kentucky to play the horses, or look at the blue grass? . . . Dick Schaefer, son of Lou, Paramount manager, is in charge of athletics at Scranton School . . . Bob Schaefer making his mark with the Quinnipiac rifle team.

Six Warner managers leave all that July 20 for two weeks: J. Harvey, Palace, Danbury; J. R. Pickett, Capitol, Willimantic; J. H. Melinkoff, Warner, Lawrence; C. McHale, Broadway, Lawrence; T. Grace, Circle, Manchester, and R. Maller, Strand, New Britain . . . Eddie Sokolowsky, four years manager at the Capitol, Lowell, is back at Michael Daly's Plainfield, which has increased its schedule to seven from six days a week . . . There are still a few of them. Phil Schwartz reports a woman in his theatre this week who hadn't been to the movies since introduction of sound.

Henrietta Crosman, who acted in "The Royal Family," play and film, appeared in the stock presentation at Ivoryton . . . Names whispered as summer stock discoveries: Thelma Schnee of the Clinton cast and Marjorie Simmons of Ivoryton . . . Ocean Beach, New London, admissions over 20 cents will probably require tax collection . . . Decision due on appeal of Sal Adorno's permit to run 900-seat open-air in Milford . . . Rialto, Stamford, announces special summer admission prices of 15 cents matinees and 20 cents evenings . . . Comic books used as a special inducement for children Saturdays at Plainfield . . . Rialto, New Britain, tries another exploitation picture, "Wages of Sin" . . . E. M. Loew's, Hartford, has "Reefer Madness" . . . Daly, Hartford, advertises "Our Sinful Daughters" which it runs late shows only, with snappy match packs.

Frank Alford, RKO home office auditor, is visiting on the Street . . . N. C. Wrisley has sold the Strand, Thompsonville, his Empress etched gold glassware series . . . Stratford still considering air conditioning and new additional seats . . . Stamford is being air conditioned without closing . . . Leo Bonoff has complete air conditioning installation in 599-seat Madison . . . L. Hershfield, National Lighting Fixture Co., an Elm City visitor . . . After Connecticut premiere of "ATAHT" at Hartford at roadshow prices, Warner, Worcester, and Roger Sherman, New Haven, are playing the picture at regular scale . . . Baer-Galento fight film first run at the Rivoli, West Haven, with Jake, the sandwich sign man, telling the town about it . . . Sam Davidson in town with a new one-minute mysteries theatre game idea. Patrons answer yes or no questions for prizes. Davidson will have the New England distribution in the fall . . . Bantam running full week instead of weekends.

Mayor Spellacy of Hartford proclaimed "Laugh Week" in the local press 'in connection with 'Turnabout' at the Strand." This is "in line with nationwide movement on the part of the American cinema not only to assist the government in collecting defense taxes, but to give the public something to take its mind off troubles abroad" . . . George Freeman of the Poli, Springfield, third of the Poli managers to start bathing beauty contest series. Bijou, New Haven, follows . . . Poli, Bridgeport, tried Saturday 9 a. m. Summer Vacation Cartoon Festival with kiddies' vaude show . . . Bob Portle of the Plaza, Worcester, displayed five life-sized mechanical animals on the Green in advance of "Leopard Men of Africa." Also used the animals for window displays and street ballyhoo . . . Charlie Gaudino, assistant at the Bijou, had a little boy street ballyhoo reading "Babies for Sale. Call 7-4043 (theatre number)" . . . Lou Brown, Loew-Poli publicity chief, did an outstanding job in recording governors' and mayors' greetings on third Hardy anniversary and editing various recordings into one 15-minute broadcast used on local stations in Poli towns.

Nat Rubin of the Poli, New Haven, took a 40x60 postcard, addressed to Mickey, Judy and the Hardy Family in Hollywood, to the postoffice where he posed with the postmaster; then mailed the card . . . Due to length of the show, the Palace, South Norwalk, had only one complete evening showing of "The Mortal Storm" Saturday, Monday and Tuesday evening . . . Lou Cohen, pinch-hitting for Ed Fitzpatrick at the Poli, Waterbury, lined up a "New Moon" music store stunt with pianist playing in the window and loud speaker conducting music to street . . . Nat Rubin promoted gratis spot announcements on WBRY for Bijou bathing beauties . . . Bill Reisinger used a skeleton ballyhoo for "Return of Chandu" . . . WMCA sent postcards, at its own expense, urging members to see American Youth edition of March of Time, at the Poli, Hartford, at Jack's Simon's instigation.

Samuel Weiss of Stamford and Avon theatres and his sensational chestnut gelding, Shamrock, had a sizeable New Yorker *writeup. Sam bought Shamrock for $250 and the horse has run away with all sorts of racing honors this spring and summer . . . Lawrence Caplan, executive secretary of Allied Theatre Owners of Connecticut, is vacationing with Mrs. Caplan at Indian Head, Profile Lake, N. H. . . . Leo Schapiro reports Lily Damita, in a Guilford stock presentation, is still a glamour girl. Harold Bone of* Theatre News *says she's swell to talk to . . . Whitney brought Harry Tomlin, magician, as extra attraction Friday and Saturday . . . Franklin Ferguson, manager, arranged a professor street ballyhoo for "Goodbye, Mr. Chips" . . . Mike Piccirillo, student assistant at the Bijou, promoted 200 roses to distribute to couples "married and in love" Sunday afternoon for the picture by the same name.*

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Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

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MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
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MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
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MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
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MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

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MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
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MT248 Film Handling Devices
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MT252 Fire Shutters, Projection
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MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
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Tri-State Circuit Managers Meeting

ATLANTA, TEX.—Theatre managers from four states attended a business meeting here last week at headquarters of the Tri-State Theatres circuit. In charge was B. R. McLendon general manager. It was the first of a series of monthly meetings and luncheons to be held throughout the year.

Stressed in the discussions were ways and means of better serving the communities in which the circuit operates.

Managers attending from Texas were Joe W. Williams, Ritz, Dekalb; Eugene Waters, State and Crystal, Pittsburg; Leon Peebles, State and Kiroy, Winnsboro; Joe T. Jones, State, Honey Grove, and Leonard Junell, State and Texan, Atlanta. Others were: E. M. Anderson jr., Crystal, Lewisville, Ark.; Boyd Adkinson, Lyric and State, Idabel, Okla.; Raymond Dickson, State, Springhill, La.; Clifton Gillock, State and Fox, Vivian, La.

From Atlanta headquarters were B. R. McLendon, general manager; Jeff D. McLendon, director and attorney; Margaret L. Junell, assistant general manager, and Lloyd Epperson, advertising manager. Bob Euler, booker for the circuit, attended from Dallas.

Following the business session, luncheon was served.

Dorbandt Urges Support For Friendly Candidates

DALLAS—If Texas exhibitors get behind candidates for the state legislature who like motion pictures and are friendly to the industry, the ground work toward warding off additional taxes and preventing adverse legislation would be accomplished, said Will Dorbandt of Athens here Wednesday.

Dorbandt said a new man is running for the legislature from his town and Henderson county this year and that the candidate not only attends the theatre regularly, but he also likes the picture industry and many people in it. He adds his candidate is almost sure to be elected. Another candidate, Dorbandt said, has shown little interest in pictures and doesn't see them.

Dorbandt pointed to the candidacy for the legislature of his uncle, Dr. J. R. Dorbandt, in Dallas, who has practiced his profession here for 30 years and who is for the industry 100 per cent. Dr. Dorbandt served on the old censor board when Ned Depinet was active in Dallas and he knows all of the oldtimers in the business including W. J. Underwood, J. E. Luckett and others.

Roy Howell, an exhibitor at Coleman, has his candidate well on the road to being elected, Dorbandt pointed out. Now is the time, he said, for all exhibitors to get busy and see to it that the friendly candidates go to Austin. "We have enough taxes now," he said.

300,000 Tickets Made Worthless by Tax

Memphis—The only local theatre to suffer from the imposition of the defense tax was one that had just received an order of 300,000 tickets that must be discarded because of the tax. Lack of compartments in change-making machines for pennies caused several others to buy new equipment. All had to make changes in accounting systems.

Trips to New York Point to Buying

DALLAS—That the new buying season has hit its stride is indicated by the fact that nearly all circuit heads are now either in New York or en route.

Sol Sachs, branch manager for RKO, was leaving the end of the week with Harold Robb, Ed Rowley and C. V. Jones of the Robb & Rowley-United circuit, while Julius Gordon, chairman of the board of Jefferson Amusement Co., and S. L. Oakley, manager of that circuit's Dallas booking office, were due there before the end of the week.

R. E. Griffith, head of R. E. Griffith Theatres, Westex Theatres and Partnership Theatres, is already in New York, as is R. J. O'Donnell, vice-president and general manager of the Interstate circuit and Texas Consolidated Theatres.

Incidentally, O'Donnell never misses a major prize fight and was surely in a box seat for the Jenkins-Armstrong go.

Adams Exchange Releases Westerns in a Series

DALLAS—Adams Film Exchange is now releasing westerns in series involving one character. The first series being sold includes six Billy the Kid stories all starring Bob Steele. The first is titled "Billy the Kid—Outlaw" and in the supporting cast are Al St. John, the comedian, Louise Curry and Carlton Young. Release date of the first is July 30, according to L. F. (Chick) Turner, office manager of the exchange. This series is from the new Producers Releasing Corp.

The new Bob Steele westerns are only part of the new product secured recently by Jack K. Adams and Jack Adams jr. for distribution in this territory. A special release of several weeks ago, "Hitler—Beast of Berlin," is getting heavy playing time throughout the southwest.

Ritz "A" House

ROTAN, TEX.—Lance Davis, owner of the Majestic and Ritz here in association with Robb & Rowley, has made the Ritz the town's "A" house and closed the Majestic. Previously, Davis operated the Majestic and darkened the Ritz.

SETOA's Convention Program Announced

JACKSONVILLE—Following is the convention program for the Southeastern Theatre Owners Ass'n convention opening Sunday at the George Washington Hotel here:

Sunday, July 21

Registration. Sightseeing trips and swim in the ocean. Limber-up rounds for golfers at San Jose. Deep-sea fishing trips all day. Dutch plate supper at the Roosevelt Hotel at 8:30. Entertainment and floor show.

Monday, July 22

Business session from 9 a. m. until noon. Luncheon from noon to 1:00 p. m. Golf tournament at San Jose, starting at 1:30 p. m. Beach party at Jacksonville Beach all afternoon. Shore dinner at the Copper Kettle, Jacksonville Beach, at 8:30 p. m. Dancing at the Beach Pier after the shore dinner. Games and amusement on the boardwalk for those who desire to participate.

Tuesday, July 23

Resume business session from 9:00 a. m. until noon. Luncheon from noon to 1:00 p. m. Resume golf tournament at San Jose at 1:30 p. m. Boat ride on St. Johns River from 1:30 to 6:30 p. m. Ocean swimming and beach party in the afternoon. Sightseeing trip to marine gardens and St. Augustine. Banquet, dance and floor show from 8:30 to adjournment.

Memphis Republic Branch Is Servicing Arkansas

MEMPHIS—Service facilities for Arkansas exhibitors have been transferred from Little Rock to the local Republic exchange upon acquisition by A. C. Bromberg of the Arkansas franchise. The Little Rock branch has been closed.

Bromberg, who is president of Republic Pictures of the Southeast, now controls the Republic franchise in Georgia, Florida, Alabama, North Carolina, South Carolina, Tennessee, Arkansas and Mississippi. His exchanges are located in Atlanta, Memphis, Charlotte and New Orleans. He also maintains an office in Tampa, but is said to be considering its transfer from a releasing office to a shipping depot.

Harrington Will Cover West Texas for NSS

DALLAS—L. E. Harrington, film man in the Texas territory for many years, has joined National Screen Service as west Texas representative. He succeeds Joe Bryant, who bought the new Midway at Lubbock and returned there to operate the house.

Harrington has a long record of service in the industry. Many years ago he was branch manager for Fox, then FBO and RKO. In later years, he was east Texas representative for Warner Bros.

MEMPHIS

JACK GOLDHAR, United Artists district manager, and Ben Robbins, branch manager in St. Louis, spent a couple of days in Memphis . . . W. T. Ellis of the Ellis and Regent, Cleveland, Miss., has taken over the Wesco in Cleveland from Strand Enterprises, and will operate it on Friday and Saturday as a colored house . . . P. E. Morris of the Honey and Regent, Indianola, Miss., was on the Row advancing bookings . . . H. I. Mansfield and Ben Jordan, Universal peddlers, are driving new DeSotos.

Exhibitors seen along the Row: R. R. McCormick, Gloria, Senatobia, Miss.; Norman Fair, Fair, Somerville, Tenn.; Charles Collier, Globe, Shaw; Orris Collins, Capitol, Paragould, Ark.; W. F. Sonneman, Fayetteville, Springdale and Bentonville, Ark.; R. H. Collins and Mrs. Collins of the Country Show, Maben, Miss.; Mr. and Mrs. H. Bruster, Roxy, Dickson, Tenn.; John Staples, Franklin, Pigott, Ark.; A. D. Fielder of Steele and Lilbourne, Mo., with his booker, Gladys McCallum; Lyle Richmond, Missouri, Senath, Mo.; John Mohrstadt, Missouri, Hayti, Mo.; O. G. Wren, Crescent, Little Rock; K. K. King, Rialto, Searcy, Ark.; B. Haberfeld, Varsity, Amory, Miss.; Guy Amis, Princess, Lexington, Tenn., and Odis Taylor, Uptown, Dresden, Tenn.

Harry Thomas, Monogram's sales manager, spent the weekend in Memphis with Bill Osborne, local manager, prior to his departure for New Orleans. Thomas is making a swing of the southern branches . . . J. A. Petty of the Wayne, Waynesboro, Tenn., is back on the job after a short vacation in Birmingham . . . James Winn, Warner's district manager out of Kansas City, held a sales meeting in Memphis this week . . . J. R. Adams of the Bruce, Bruce, Miss., has just completed his new home and will move in within the next few days . . . James Fly is the new shipper and advertising clerk at Monogram.

Col. Charles E. Kessnich, Metro's district manager, spent several days in Memphis with his local manager, J. Frank Willingham . . . K. H. Kinney of the Hays, Hughes, Ark., was the champion jitterbugger at the Rotary dance the other night. Incidentally, Kinney is vice-president of the club . . . Elsie Wagner, secretary-treasurer of Film Transit, Inc., advises all difficulties which had prevented the company from getting operations started in Mississippi have been straightened out and that regular routings and schedules would be worked out in the near future. Permits have also been received for the hauling of film and advertising into Missouri.

M. S. McCord, vice-president of Malco Theatres, North Little Rock, paid the local office a visit . . . Among those vacationing: Lucille Allen, Malco office, who is taking it easy in Winston-Salem, N. C.; John Tomlinson, Warner's office manager, in Kansas City; Billy Keiser, (Mrs. Jimmy Nance) of Warner is combining a honeymoon and vacation in North Carolina; Jimmy Scheibler, RKO booker, is on a yachting trip down the Mississippi to New Orleans and the gulf coast; Bill Scruggs, shipper at RKO, is spending his vacation fishing at Horse Shoe Lake; George Simpson, traffic manager for Film Transit, has just returned from a Charlotte vacation.

Harold Jackson, Malco's assistant city manager in Hot Springs, visited the local office . . . Alta Mae Moore, Jimmy Rogers' biller at Columbia, was married to Edward Lee Tutt of Memphis. After a honeymoon in the Smoky Mountains, Mrs. Tutt will return to her post . . . W. H. "Bill" Hendricks, who for a number of years was manager of the local Warner Theatre and who is now managing Warner's Downtown in Los Angeles, spent several days in Memphis seeing old friends . . . Mrs. J. A. West of the Hollywood, Memphis, was called to Christopher, Ill., due to the serious illness of her mother . . . Mrs. E. H. Smothers, wife of the exhibitor at Camden, Tenn., has been in a hospital in Nashville for the past couple of weeks.

Barney Woolner, president of Century Theatres, Inc., is working three shifts a day to rush completion of his new 300-car Drive-In in North Little Rock. He expects to be open by August 1. The theatre will cost $30,000 and will have a 60-foot screen . . . Cliff Wallace, branch manager for Ross Federal, and his wife and three children are back in town after a vacation on the gulf coast . . . Lyle Richmond and John Mohrstadt have bought the Lyric at Campbell, Mo., from Miss Mae Preston. This transfer became effective July 13. The theatre has been closed until late August for remodeling.





At "Grand Ole Opry" Premiere—

In Nashville, as presented by Republic and radio station WSM. At the top is a ballroom shot of prize-winning square dancers who came to the Tennessee capital for the event. Directly above is a scene of the opening festivities, with Roy Acuff, radio personality, highlighted. Premiered in the Paramount, "Grand Ole Opry" is the screen version of the radio network program of the same name, originating in Nashville. At the left is Tennessee's Governor Prentice Cooper, arriving at the premiere in the style of bygone days. Perry Spencer of the Republic Atlanta office handled publicity.

Louisiana Industry Unhurt by Solons

NEW ORLEANS—Six bills affecting the industry have been nested in oblivion with the adjournment of the Louisiana state legislation. One measure that passed both house and senate increases the salaries of film censors, which, though called for by an old statute, have never come into existence. A bill that would have repealed the censorship law, was nonetheless, shunted aside. This little anachronism is viewed as a precaution of the legislators to assure a potential weapon against the trade.

A bill confining chain operators to one house in towns of less than 20,000 was withdrawn by its sponsor, Dudley J. LeBlanc of Abbeville. The state theatre tax bill was withdrawn by Representative McCain after film and labor interests, the latter headed by G. Pipitone of the musicians union, put up a stiff fight.

"Milkman's Matinee" Is Tried Out in Memphis

MEMPHIS—A show beginning at 6:30 a. m., to be called the "Milkman's Matinee" and designed for those who cannot attend the matinee or night shows, is being given a tryout on Saturday mornings by the Malco.

Breakfast is served in the lobby at 6 a. m. by the theatre management, with the cost of both breakfast and show, 30 cents, plus the amusement tax. The first 25 in line at the boxoffice are admitted free.

The feature ends at 7:50 a. m., but short subjects follow for those who can stay as late as 8:30. The series opened with "The Ghost Breakers."

"Westerner" to Towns in Texas After Premiere

FORT WORTH—Following the world premiere of "The Westerner" here in early September, 30 Texas towns will hold second day showings. National release will be set one week later.

By way of building up the "old west" atmosphere for the premiere, Joe Shea, special representative of Producer Samuel Goldwyn, has spent considerable time in recent weeks at the major Texas celebrations which included the Cowboy Reunion at Stamford and the rodeo at Canadian.

Teletype in Lobby

NASHVILLE—A Transradio news teletype has been installed in the lobby of the Paramount. It is said to be the first of its kind in a theatre in the south. A local milk company is paying the expense for the benefit of the advertising. Radio Station WSIX delivers a news broadcast daily at noon from the Paramount lobby. Charles Amos is manager of the Paramount.

Not With Jack White

DALLAS—Charles O. Dabney and E. R. Harrison are no longer connected with Jack White & Associates, according to Jack White.

ATLANTA

VISITORS: Frank Rogers, Warm Springs, Ga.; J. Jarrell, Roxy, Commerce, Ga.; R. D. "Bob" Word, Ritz, Scottsboro, Ala.; John Long, Bocanita, Scottsboro, Ala.; L. J. Duncan, Aubrey Gay, West Point, Ga.; J. S. Tankersley jr., Ellijay, Ellijay, Ga.; Mrs. M. M. Osman, Strand, Covington, Ga.; Mrs. H. T. Wood, Strand, Washington, Ga.; H. A. Price, Price, Thomson, Ga.; J. H. Thompson, Hawkinsville, Ga.; J. L. Lowe, Colonial, Buford, Ga.; L. J. Brown jr., Dixie, Jackson, Ga.; Katherine Johnson, Katherine, Monticello, Fla., and L&J City Manager O. L. Benson, Gainesville, Ga. . . . Jimmie Gillespie is the new bally man at United Artists . . . Miss Margaret Welch of Mobile, Ala., has returned home after visiting her aunt and uncle, Mr. and Mrs. A. C. Bromberg, the past two weeks.

On vacation are: Sam Perloff, booker for Metro; S. Hickman, Dixie Film Exchange; Roy McClure, office manager at 20th Century-Fox; Marvin Doris, booker at 20th Century-Fox; H. L. Bailey, head shipper at 20th Century-Fox; Miss Fannie Groodzinsky, a secretary at Universal; Mrs. Anne Jackson, Mrs. Mary Rice and Miss Dorothy Tidwell, all of United Artists, and Jay Waters of Warner Bros. . . . Dick Ford has returned to his desk at 20th Century-Fox after spending his vacation in Miami . . . Johnny Wangberg, traveling auditor for RKO, has been a visitor the past two weeks.

Monogram Southern is leading the country in the company's playdate drive to date . . . Eddie Golden, Monogram sales manager, was in town several days . . . Mrs. Annie K. Jones of Monogram Southern has returned from her vacation. She visited the World's Fair in New York and also stopped off at Hartford, Conn., to visit relatives . . . Mrs. C. E. Peppiatt and her two children stopped over to say hello to their many friends on the way to New Orleans to join Mr. C. E. who is branch manager there for United Artists.

Filmrow was saddened by the death of G. E. Thomas, manager of the Pastime, Columbus, Ga. . . . Cecil Peacock and Dan Coursey, both of 20th Century-Fox, will vacation at Jacksonville Beach and also attend the SETOA convention . . . Dorothy Bird has been added to the personnel at 20th Century-Fox . . . Harry Hackney, ad sales manager at 20th Century-Fox, is spending a week at Sea Island . . . John Mangham, Monogram Southern Exchange, is on a business trip to New Orleans and Memphis.

Tommy Read, manager of the Fox, is vacationing in the east . . . John Thompson, well known on Filmrow, will manage the three new Mion & Murray houses opening within the next month . . . Ike Katz of Washington, D. C., stopped over several days, greeting his many friends here . . . John Jenkins, Million Dollar Productions, took the wife to Warm Springs in his new Mercury over the weekend . . . Joy Houck and his father of New Orleans flew up and spent several days here.

Mr. and Mrs. A. C. Cowles and their daughter, Helen, are guests of Mr. and Mrs. F. J. Miller of Augusta . . . Jack Hodges, formerly with the Roxy, has joined the staff of the Fox . . . The Empire has installed new sound, purchased from National Theatre Supply . . . Alpha Fowler jr., son of the senator and a student at the University of Georgia, is taking an advanced training course in flying . . . Lamar Hollyfield, assistant manager at the Empire, and his wife have just returned from their vacation at Daytona Beach.

Bob Mochrie, southern and eastern division manager for RKO, was a visitor.

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HOUSTON

MANAGER Freddie Gibbons of the Texan is building big grosses with stage units each Saturday midnight show. Last week his line looked like a "GWTW" opening . . . Skipper Dodge at Will Horwitz' Uptown opened to big business last Sunday with "One Million B. C." The new uniforms on his shapely usherettes are very nice and cause lots of comment.

"Dutch" Mahan at the Ritz is taking his theatre out of the red with a swell tab show featuring a six-girl line and two vocalists of no small ability. Located not too far from the Ritz is Tol Teeter's Joy, offering the same type show. Each of the boys take their share of business for that end of town.

The Stude, operated by Bob Glass, is on a straight double-feature policy and is enjoying good business . . . Weldon Parsons is spending a few days of his three-week vacation in Waco with his family . . Preparations are under way for the opening of the new Almeda under the managership of Tommy Howell, formerly in the publicity office of Interstate in San Antonio.

B. C. Gibbons and Jim McKinney are operating one of the most modern theatres in Houston and their efforts are being repaid with the best of boxoffice results . . . Nick and Pete Katsaris have been doing good business at their new Drive-In.

GATHERED ON A VACATION:

Pelly, Goose Creek and Baytown form one of the busiest groups of towns that can be found anywhere. They boast of four theatres, one of which has been remodeled from front to back; the others have undergone modernization from time to time and are in fine condition. The Alamo operates on a weekend schedule. The Texan in Goose Creek plays first run "A" product and runs a seven-day-a-week schedule, opening at 1:30 every afternoon, which is unusual for a small community. The Palace plays second run from the Texan and has been remodeled into one of the finest small town theatres in the south. The Arcadia in Baytown is the fourth of this group, all of which are a part of the East Texas Theatres Co. The Tri-Cities depend entirely on oil industries and refineries to fill their combined seating capacity of 1,750 seats.

The Pasadena, Pasadena, operated by the Long Theatres, is abreast of the times with a modernized interior and a swell front. The oil industries in Pasadena have a large payroll from which the Pasadena takes its patronage.

The Port, under the direction of R. Honeycutt for East Texas Theatres Co., was called upon to make an explanation of the new defense tax on admissions and complied with a two-column article in the La Port *Press*.

E. N. Collins operates the Lindell at Humble, Tex., opening for night shows during the week and a matinee on Saturday and Sunday. The surrounding oil field supplies many patrons for this operation.

O. O. Hare is proud to show off his new home for the Crosby, Crosby, Tex., and on the night your correspondent visited, the Crosby did SRO. School buses brought the populace from the surrounding farms to enjoy the "Biscuit Eater."

Long Theatres have grown and prospered with Alvin, Tex. The modernized Alvin boasts a refrigeration cooling system installed not long ago. The 27 miles between Houston and Alvin are covered with beautiful farms and nearer to Alvin the oil wells present a panorama of prosperity.

Cole Theatres in Rosenburg and Richmond present a model which other small town theatres would be wise to copy. The "Name Day Award" seems to be a good boxoffice stimulant for these houses.

Tony Emmit operates the Hollywood in Dickinson, Tex., and has managed to keep his house in good grosses.

Greatest Western Sensation Film of the Season

RELEASED JULY 30

BOB STEELE

— IN —

BILLY THE KID OUTLAWED

— with —

AL ST. JOHN

Louise Curry — Carlton Young

BOOK IT NOW!

From

ADAMS FILM EXCHANGES

308½ S. Harwood Street
DALLAS, TEXAS

G. A. Cole Acquires a New Braunfels House

NEW BRAUNFELS, TEX.—G. A. Cole has closed a deal for operation of the old Opera House here which he is now remodeling.

Other theatres in New Braunfels are owned by Jack Pickens in affiliation with R. E. Griffith circuit.

Roy L. Champion Moves His Family to Wilson

WILSON, N. C.—Roy L. Champion, until recently manager of the Carolina at Lumberton, moved his family here last week where he will manage three theatres operated by North Carolina Theatres, Inc.

Champion was succeeded in Lumberton by Edward Petteet, formerly with the same company at Spartanburg, S. C.

Newlyweds Back Home

COLORADO SPRINGS—Earnie Farrer, a field representative for Alexander Film Co., visited the studios here with his new bride, the former Miss Inez Bryant of Jackson, Miss. After a few days here, the couple returned to Earnie's territory in the southeast.

Emcees Kiddie Quiz Show

SAN ANTONIO—Jack O. Mitchell, special events announcer for KTSA, is handling the Kiddie Quiz Show from the stage of the Texas every Saturday morning. The remote program is aired from 9:30 to 10:00 a. m., and is sponsored by the nickel drink, Nu-Grape.

TENNESSEE

BUD HANNIZA, manager of the Court, Huntington, Tenn., announces reduction in adult admission from 25 to 20 cents . . . The Warner, Memphis, is being given a face-lifting with new Neon sign and a modernized marquee. The interior has been remodeled with a new floor, new carpets, screen, and upholstering for the seats. Also, a new cooling system has been installed.

The Malco, Memphis, on July 13 gave a free theatre party to 2,000 orphans and underprivileged. Paramount contributed "The Ghost Breakers" for the party and an unnamed donor gave a round of ice cream. M. A. Lightman jr., manager, handled arrangements.

W. A. Parker, assistant manager at the Princess, Nashville, has been sent to Gadsen, Ala., as manager of the Capitol, another Crescent house.

Employes of theatres in Paris operated by B. F. Diggs were given an outing consisting of swimming, boating and fishing at Reelfoot Lake. Employes of the Princess, prevented from going to Reelfoot, were given a fish supper instead.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

DALLAS

A WELL-KNOWN exhibitor from an adjacent county called on the city police judge the other day about a little matter of speeding. He and the judge had no trouble in agreeing on terms and it was understood that the percentage was highly in favor of the city.

Herbert Shoemaker, who dispenses all the barbecue in this end of town, has been appearing kinda lonesome the past few days, what with his family enjoying a motor vacation to Houston and Galveston, and he all alone.

Homer Mulkey, a leading figure in promoting and staging a July 4 celebration and rodeo at Clarendon, said that it was the most profitable event ever held in Donnelly county. Homer runs the Pastime and Cozy, but takes time to enter all civic moves. All male residents grew and boasted of their beards, including Mulkey, and it was the calaboose for anyone who wasn't man enough or didn't.

T. W. "Ted" Lewis, who sold the Princess at Texarkana several weeks ago and then vacationed with his family in California, passed by Filmrow on his return the other day. Friends say he will probably buy a home in Dallas.

Mrs. W. A. Mauldin of Lubbock who up until recently held substantial theatre interests in the plains country, was a recent Dallas visitor and made an appearance on Filmrow. It could not be learned, however, whether or not her visit was the forerunner of any new theatre operation.

P. G. Cameron, owner of the Peak and the new Airway now under construction in Dallas, left Wednesday on another pilgrimage to Los Angeles where he will be with his grandson, granddaughter and, of course, his daughter. Cameron said the Airway will open August 9. His son, Guy, will look after the theatres during his absence.

Reports of the shift by RKO of Herb MacIntyre to the west coast as district manager were received on Filmrow. He was district manager with headquarters in Dallas several years ago, and later was transferred in that capacity to New England.

W. S. Hurst, owner of the Plaza at Denton and former salesman for Columbia, was here Wednesday for a quick booking mission full of pep as usual.

P. K. Johnston, head of the Interstate booking department, is hitting the high spots on his vacation in Colorado and doing a bit of angling in the fast moving streams there. With him is his family.

A. E. McLain, manager of the Palace and Ritz in Colorado City for the R&R circuit, was a recent visitor on the Row and at the home office conferring on bookings.

The Fred Jacks scored with their very novel invitation to a recent Variety Friday night Bingo party. "All This, and Bingo Too," it said. Below was a pair of Jacks underlined "Blake and Fred." Then, "Inspired by 'All This, and Heaven Too,' starring Bette Davis and Charles Boyer, opening at the Palace, July 19."

Walter Stoeppleman, who owns and distributes Boxoffice Insurance, a theatre stimulant, was leaving this week for Cleveland, Ohio, where he has sold deals to theatres and where he will be active in pushing the plan on several opening nights.

J. W. Courtney of Mineral Wells drove over Wednesday on equipment business . . . Max Sexton, head booker at the Republic exchange, has been vacationing. Manager Lloyd Rust, who has flipped the sheets of many an exchange booking chart, pinch-hitted.

Bob Adams, who has been traveling for years all over the territory for Adams Film Exchanges, took time off for his vacation and went to Kansas with his family.

Jack Adams III, whose grandfather and father are well identified with the Adams exchange, was at Medical Arts Hospital, Wednesday for an appendicitis operation. He is six years old.

H. S. Usry, Majestic and Ritz at Decatur, drove down Wednesday and with him was his attractive daughter, Margaret, who passed the afternoon seeing two first run movies on Elm St.

Dallas Girl in Film

DALLAS—Adding another youthful musical prodigy to the five already in Paramount's "There's Magic in Music," Producer-Director Andrew Stone has signed Mary Ruth Kizziar, seven-year-old pianist of this city, for a featured musical role in the production.

Buy Story for Karloff

HOLLYWOOD—Columbia has purchased "Edge of Running Water," mystery story by William Sloane, as a vehicle for Boris Karloff.

SANTONE

CITY MANAGER EDWARD COLLINS of Interstate reports his theatres raised $3,000 through collections for the Red Cross . . . The swell steam engine, nine feet long and with ten feet of track, which is the capital prize in the "Kiddie Quiz Show" now running at the Texas every Saturday morning, has been moved from the Majestic foyer into the Texas lobby.

Lawrence Arnold, assistant skipper at the State, back on deck from that Houston vacation . . . Dorsey Lee Baker, of the same force, got stuck in the mud during the recent heavy rains and had to be towed out . . . On the local censored list: "Primrose Path."

Lynn Krueger, Uptown manager, has just returned from a two-week trip to New York and is still talking of the many wonders of the World's Fair . . . Emile Robin, head of Southwestern Decorating Co. here, is doing part of the work for the Casa Manana show scheduled to reopen on August 2 at Fort Worth. Robin created the floats and stage settings for the Fiesta here, the Buccaneer Days in Galveston and the Mardi Gras in New Orleans.

Henry Schneider of Henry's, popular eating place on Main Avenue for film people, spent his vacation down in Corpus fishing and boating . . . Mrs. J. K. Beretta, president of the local Motion Picture Council, has returned from a plane trip to Washington where she appeared in connection with the Neely bill.

To Open in Wells

WELLS, TEX.—O. L. and Mrs. Smith, owners of the Alto at Alto, will soon open a new theatre here in a building now under construction.



ADVANCE POPCORN MACHINE

A New Machine Will HELP Your Popcorn Sales.

$96.00 and up

Trade in Your Old Machine

HERBER BROTHERS

210 S. HARWOOD DALLAS, TEXAS

NEW ORLEANS

EIGHTEEN years ago Rene Brunet sr. opened the Imperial in the lower section of the city. Rene jr. at the time was a little shaver. Today he is assisting his father in the management of the theatre. This week the theatre's 18th birthday was celebrated with ice cream and cake for all who attended.

Three little Negro girls have left New Orleans for Hollywood where they are under contract to RKO and Paramount to make 12 shorts. They will also appear at the Golden Gate Theatre, San Franciso, and at the Million Dollar and Strand theatres, Los Angeles. They were recently featured with Clarence Muse, Negro actor, in "Broken Strings."

E. D. Lawrence of the Ritz, Laurel, Miss., while in the city this week, told BOXOFFICE he is remodeling his theatre, putting in new carpets, 200 additional seats and installing a new balcony . . . W. A. Prewitt of American Desk Mfg. Co. has installed new chairs in the Fern, Lockport, La.

C. M. Butterfield of Lafayette is making arrangements to open a new house in New Iberia. It will be named the Music Theatre . . . R. O. Sigler, owner of the Royal, Hattiesburg, Miss., spent a few hours on the Row renewing acquaintances and calling on exchanges . . . E. D. Lawrence, Ritz, Laurel, Miss., and Sidney Haup of Donaldsonville and Thibodaux, were among the few visitors who braved the rains of the past week to come to the city.

Out at Pontchartrain Beach, they are preparing for a gala event. Heretofore, all beauty contests have been for the benefit of the Tired Business Man. Now there is a new one—for the benefit of the Tired Business Woman. A "Mr. New Orleans" contest is being arranged and newsreel men have been invited.

Mrs. Emma Lafaye, mother of Julian Lafaye, (known to film fans as John Carroll), is preparing to move to Hollywood with her son.

An ordinance levying the usual amusement tax of one cent on each admission of 20 cents and over, has been adopted by the commission council. Heretofore, the tax went to the state welfare commission. Now it remains in New Orleans to be used for direct relief.

Nine million dollars have been appropriated by the U. S. government for paving New Orleans streets, work to begin in August and to continue for a year or more. Neighborhood theatres will profit most, as unskilled labor will predominate.

Warren Salles of the Garden in the upper section of the city told BOXOFFICE he is preparing a surprise for the kiddies of his section on Thanksgiving (he didn't say which one) and Christmas. The children in his neighborhood think he is a bigger man than Santa Claus or President Roosevelt.

Atlantic Films (Freddie Goodrow and Phil Sliman) is now at home in their new quarters, the old Grand National offices . . . Club women are making arrangements to call on all neighborhood theatres in an effort to persuade them to set aside one night a week as "Family Night."

Algiers, a section of New Orleans, has an estimated population of 30,000 with only one theatre, the Folly (United Chain). It is said to be the best money maker of the chain.

ARKANSAS

THE front and entrance of the Imperial, Brinkley, has been painted and redecorated . . . The Ritz, McGehee, recently installed new carpet and seats.

Mid-South Theatres, Inc., is spending approximately $35,000 for the construction of a drive-in in North Little Rock. The house is expected to open about August 1. Bernard Woolner is president of the company building Arkansas's first drive-in theatre.

Acquires Properties

MCMINNVILLE, TENN.—Cumberland Amusement Co., by the purchase of the Mecca and Palace theatres in Crossville from William Garrison, and the Dayton, in Dayton, from E. M. Williamson, has completed ownership of theatres and buildings occupied by them in Sparta, Crossville, Dayton, South Pittsburgh, Winchester, Tullahoma, Fayetteville, Pulaski, McMinnville and Franklin.

Fire Destroys Interior

FORT STOCKTON, TEX.—Fire of unknown origin destroyed the interior of the Grand. Estimated damage was set at $20,000 by Walker Buenger, theatre manager. Loss was partially covered by insurance.

Turtle Derby Site

DALLAS—Vickery Park will be the site of the National Turtle Derby to be staged August 3 by the Dallas Variety Club, following a deal concluded this week.

Interstate Employe Drowns

SAN ANTONIO—Alfred Hagelgans, 27, a bill poster for Interstate locally, was drowned last Saturday night in Salado Creek while on a fishing and swimming party. Survivors include his widow and family. Funeral services were conducted in Seguin, Monday.

Santone Visitors

SAN ANTONIO—Recent visitors to the Alamo City were: Chalman, Interstate publicity office, Dallas; David Young jr., Brownsville; H. C. "Windy" Daniels, Palace, Seguin; George L. Wood, Rio, Mercedes; Pat Daily, Houston, and Frank Torres, Azteca, Houston, Tex.

NEWS BRIEFS

ALABAMA

MONTGOMERY—Charles J. Rook, formerly of Oklahoma, has started construction of a new 1,000-seater here. It is expected to be ready by October 1.

FLORIDA

TALLAHASSEE—Recently chartered was the Harlem Theatre, Inc., listing 100 shares, no par value. S. Freeland, N. Hodgson, Harold Tanner, are the directors.

MISSISSIPPI

PASCAGOULA—J. O. Cole and E. F. Grant, operators of the Ritz here, have opened the Nelson, which they acquired from Mrs. Leona Nelson Brown.

SOUTH CAROLINA

COLUMBIA—Warren Irvin, district manager of the Palmetto Theatre Co., revealed that plans for a new theatre here are being considered by his company.

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Campaign Brings Out Latent Showmanship

By MILTON GALBRAITH

TORONTO—One obvious result, from the industry's viewpoint of the "Win the War" campaign to aid the Dominion government in its war effort by the sale of War Savings Stamps which developed into a gigantic drive from the Atlantic to the Pacific, was the revival of showmanship by the theatre managers as a whole.

Frankly, showmanship in its old-time sense had become somewhat dormant because of mass methods but, in this campaign, the individual managers found an incentive for action, recognized the possibility of goodwill in the effort and were given a free rein in the carrying out of ideas. The outcome, apart from the success in war stamp sales, was an encouraging demonstration of exploitation and cooperation in all parts of the country without exception.

Individual managers, and theatre proprietors, tried stunts they had never attempted before. They gained contacts that were previously foreign, made new friends in many directions and obtained tieups that proved valuable to all concerned and that can undoubtedly be "invited" again when normal opportunity provides the appropriate occasion. Through the "Win the War" campaign, it is probably true that many of the younger exhibitors and managers have actually learned how to be showmen and, in helping a national cause, they have helped themselves to become better theatre men. The campaign proved a proud moment for the motion picture business in Canada—it has provided a shining example to other groups—and, in bringing about the achievement, the industry has not only done a good job in itself and secured community goodwill of tremendous value but, through its enthusiasm for the national cause, has acquired the knowledge and experience that will lead to better business of its own.

To a degree, the managers are on the proverbial spot—because they have gone out and accomplished work that they may have overlooked or ignored in recent years. It may be expected that they can continue to do such things for the benefit of their own business. But, with this experience gained, they can probably do so—and like it, just as they did in the spirit and enthusiasm of the patriotic campaign. The satisfaction engendered by accomplishment will persist as an important factor.

Still another result of the united campaign is that the big chains and the unaffiliated exhibitors have learned to pull together—have got to know each other better—and that is always for the common good! Well done, Canada!

Directs "Gang of Mine"

HOLLYWOOD—Joe Lewis will direct Monogram's "That Gang of Mine" for Producer Sam Katzman from a script by William Lively. The picture will feature the "East Side Kids."

Dominion-Wide Theatre Party Hits Million-Dollar Quota

TORONTO—The million dollar mark in war savings stamp sales has been reached by the 975 theatres across Canada. Four million stamps were reported sold, with a concomitant attendance of 650,000 patrons the night of July 15. Thousands of would-be patrons were turned away at the last moment.

Ontario theatres headed the list with close to $400,000 realized for the government treasury, and 107 Toronto houses alone cleaned up in excess of $100,000, with returns still incomplete at press time.

Audiences at the special shows were the most demonstrative in the history of Canadian theatres, with wild cheers, prolonged applause and outbursts of singing delaying the single program in many theatres long past midnight. For once, staid Canadians cut loose, and their pent-up enthusiasm was given full vent, particularly when pictures of the King and Queen, Prime Minister Churchill, Canadian troops, the Royal Navy and English refugees arriving in Canada, flashed on the screens. Agreement was general that the national theatre party was the best tonic the Dominion has ever had for all classes of people.

Laurence Olivier, Vivien Leigh and Ned Sparks appeared on many Toronto stages and a tremendous outburst interrupted Olivier's opening remark, "When we have won this war."

A sensation occurred in Ottawa when the Hon. J. L. Ilsley, minister of finance, upon learning that the theatres across Canada were jammed in the patriotic demonstration, left his seat in the house of commons during debate, to rush to the Capitol Theatre where, in a speech from the stage, he personally thanked N. L. Nathanson and others for the magnificent achievement.

Industry Soars in Waging "Win the War" Drive

TORONTO—All large cities and towns made a 100 per cent showing and the list of pledges went down to the many one-theatre villages with meagre clientele—but all were imbued with the spirit of the war drive. Toronto held the lead with 107 out of 107 theatres in aggressive support of the campaign while the returns from Winnipeg showed 40 out of 40 theatres, Vancouver with all 36 theatres in the lineup and all down through the list they were 100 per cent—Hamilton, 19 theatres; Ottawa, 14; Calgary, 11; London, 7; Windsor, 8; Victoria, 6; Saskatoon, 5; Regina, 5; Edmonton, 9; Halifax, 9; St. John, 5; Kitchener, 3; Brantford, 4, and many others.

Throughout the Dominion managers vied in the presentation of topnotch patriotic performances while there were bands galore, street parades, street stunts, special stage shows, radio plugs without number, startling stamp sales, hundreds of stunts, hundreds of tieups with commercial firms, hundreds of donations of heralds, banners, flags, printed material, tokens and much direct cooperation such as the sending out of campaign letters by fraternal, service, religious and patriotic organizations to their members. Without qualification, the drive proved to be the finest and most comprehensive cooperative effort on the part of the motion picture business; it secured the greatest amount of free publicity on record; had the most spectacular appeal of any film stunt in Canada and enjoyed the greatest number of tieups ever to be registered by the theatres. In other words, the campaign was truly immense.

Large theatres, such as the Imperial, Shea's, Loew's, Uptown, Tivoli and Eglinton, in Toronto, were "sold out" long before the night of the patriotic shows, the supply of complimentary tickets issued to each purchaser of war stamps at a theatre being rapidly exhausted. Exhibitors turned to other stunts to augment their stamp sales—the use of the marquees for the Sunday and Monday being sold to commercial firms for $1,000 worth of war stamps at such theatres as the Century, Kitchener; Uptown, Imperial and Eglinton, in Toronto, and for large amounts in other cities. Smaller illuminated signs, display stands, screen slides and "honorable mentions" were sold by the hundreds, the purchasers buying stamps for the privilege. All war stamps and certificates were the permanent property of the buyers until redemption by the federal government.

Stage Shows Return

According to available reports, the top salesman of the drive was the old-time showman, Manager Charlie Stephenson of the Century, Kitchener, who reported war stamps of over $6,000 and several hours to go. There were many others well up in the $1,000's but the final results have not been compiled.

To add to the general excitement—in which the theatre boosters almost forgot that a war was in progress in their intense campaign interest—flesh came back in the form of stage shows in all cities with performers and musicians readily donating their services. Projectionists, stagehands, ushers and other employes either donated their work or accepted pay in the form of savings stamps to swell the campaign total. From Hollywood came a number of screen stars to help the cause.

Several executives are entitled to credit for the spectacular undertaking—N. L. Nathanson, national campaign chairman; Clair Hague, president of the Canadian Picture Pioneers; O. R. Hanson, president of Empire-Universal Films, and J. J. Fitzgibbons, vice-president of Famous Players Canadian Corp. There were a thousand campaign workers—maybe 10,000 all told.

Megs Hopkins Starrer

HOLLYWOOD—Kurt Bernhardt will direct "The Lady With Red Hair," Mariam Hopkins starrer, for Warner. Edmund Grainger is slated to produce.

TORONTO

ONE of the best shots of the "Win the War" campaign of the Canadian film industry was the picture of Clair Hague, president of the Canadian Picture Pioneers, and Jim Cameron of Famous Players, selling a block of war savings stamps to A. M. Gibson who, as the postmaster of Toronto, is the Canadian government distributor for the stamps locally—there were $4,000,000 worth of the stamps in the postmaster's office at the time, but he did not have a ticket for the free show. Another good stunt took place at the City Hall when Clair Hague, Vice-President Oscar Hanson and Ray Lewis sold war stamps to Mayor Ralph Day, although the latter was up to his eyes in a war fund campaign of his own.

One of the unsung heroes of the industry's campaign to boost the sale of war stamps was Solly Ginsler, son of Harry, proprietor of the Iola out in the Danforth district. Young Solly was the first to volunteer his services to the cause and was immediately pressed into service at campaign headquarters. For more than three weeks he worked from early morning until early evening when he had to rush to help in his father's theatre.

Walter Kennedy performed noble work for the campaign, in addition to his duties with Empire-Universal, when he secured the active cooperation of prelates of the Roman Catholic Church right across Canada, high officials of the Knights of Columbus and even the secretary of the Legion of Decency, Rev. M. J. McGrath.

The Shriners of Canada were also to the forefront in the theatres' campaign, lending substantial assistance in stamp sales and the sending out of letters. Headed by Morley McKenzie of Toronto, Imperial Assistant Ruban, Council of the Shrine of North America, Potentates and Recorders of Temples everywhere gave invaluable support.

Jack Arthur, district manager of Famous Players, accomplished great campaign work by securing announcements in a dozen different network programs of the CBC, induced as many more newscasters and commentators to mention the National Theatre Party and a complete half-hour program over the national system last Sunday night with all talent donated.

Bert Brown, acting manager of the Capitol, Welland, Ont., made the war stamp show an international party when he had ten vaudeville acts from Buffalo, N. Y., which were supplied by the American Legion Post there as a gesture of goodwill. There was a real party afterwards when the U. S. visitors were entertained by the Canadian Legion of Welland . . . Dave Rubin, manager of the Westdale, Hamilton, and secretary of the local committee, reported the donation of a whole streetcar for campaign use and this rolled around the city plastered with National Theatre Party banners.

Leon Bishop, manager of the Toronto Tivoli and acknowledged as the fashion plate of the film business in Canada, turned pitchman and barker in a busy downtown street when he set up a war stamp booth right on the sidewalk for his national show . . . W. P. Covert of the Motion Picture Projectionists Local 173 and international vice-president of the IATSE bought $200 worth of war stamps from Manager Al Sedgwick of the Toronto Belsize and turned the block of admission tickets over to the airmen of the RCAF training school in North Toronto. A. Milligan, executive of the Toronto Local and the other projectionists at the Toronto Imperial, bought $400 worth of stamps from Manager Tom Daley for the entire loge section and sent the admission tickets to the veterans of the last war who are permanent patients at Christie St. Hospital.

When this scribe dropped into the Eglinton, Toronto, Manager Bob Eves waved a cheque for $1,000 which had been subscribed for the war stamp fund by M. Simlewitz, local furrier, for the use of the theatre marquee last Sunday and Monday before the patriotic show at which Eves premiered "Abe Lincoln in Illinois." The Uptown, Imperial, Tivoli, Loew's and other Toronto theatres also sold the marquee privilege for heavy purchases of stamps.

The cities of St. Thomas and Chatham, Ont., severed relations in a friendly war when the respective mayors challenged each other over the total war stamp sales for their theatres. The latest available communiques showed a neck-and-neck race between Pat Drohan and Harry Neun of the Capitol and Granada theatres in Chatham and Managers Les Preston and W. C. Tyers of the Capitol and Granada theatres in St. Thomas.

Charlie Mavety and James I. Foy, the latter of Sovereign Film Distributors, promoted a private film show for the theatres' war stamp fund at Mavety's Circle M. Ranch and soaked the film executives plenty for admission. It became a real party and 'tis whispered that the only ones who actually saw the picture were the projectionists.

In the midst of the "Win the War" campaign rush, somebody inserted a classified advertisement in a Toronto daily to the effect that Archie Laurie, who was up to his eyes with work as chairman of the Toronto committee, was selling birds at his film exchange office and phone calls from bird fanciers were numerous. Blame fell on Manager Tom Daley of the Imperial when he sent a box of bird seed.

Col. the Rev. Sydney Lambert, O.B.E., prominent military padre, created a sensation as a theatre campaign speaker at the Toronto Belsize when he flashed worthless German marks which had an original value in the millions and shouted, "Buy War Savings Stamps for the National Theatre Party now to help win this war or your Canadian money will become as worthless as these German marks."

Manager Jack Purves of the Village, Forest Hill Village, worked two important stunts for the theatre campaign through the municipal council. One was the sending out 4,337 notices for his patriotic show to all electricity users with the Public Utilities Commission paying the $147 cost for printing and mailing and the other was the passing of a by-law naming a local beauty contestant as "Miss Forest Hill Village" for her personal appearance at the show.

Dave Gordon, manager of the Toronto Oriole, missed most of the campaign fun and excitement by his absence on holidays . . . N. L. Nathanson, president of Famous Players and national chairman of the theatres' "Win the War" campaign, spent several days in New York on important business but hurried back to Toronto for the National Theatre Party.

Laurence Olivier and Ned Sparks, in Toronto for the war stamp drive along with Vivien Leigh, were two of the guest stars on the theatres' half-hour program over the CBC national network Sunday night . . . J. I. Foy, general manager of Sovereign Film Distributors, has announced the appointment of Peter George as Montreal branch manager in succession to E. Rheaume.

VANCOUVER

THE zero hour of the Canadian industry's "War Saving Stamp" campaign has struck and there are two men on Filmrow who will breathe a sigh of relief with their jobs well done and just "the mopping up" to complete their tasks. They are Ben Plottel, E-U, and Bill Jones, RKO, upon whose shoulders was placed the responsibility for first rounding up the cooperating exhibitors, and next of distributing the films donated by the exchanges for the special courtesy shows.

The call issued by Sid Taube to a Canadian Pictures Pioneer's luncheon at the Vancouver Hotel was responded to by the majority of the eligibles. Some of those who were there: Howard Boothe, Dunbar; Jake Dawson, Plaza; Willis Dewees, Theatre Enterprises; Frank Gow, Famous Players; Bill Hanscher, Paramount; Bill Jones, RKO; Frank Kerr, Edison, New Westminster; Jack Muir, Famous Players; Cecil Neville, Famous Players; Charles Ramage, Regal Films; Bob Scott, Lyric, and Ed Teel, Fox.

Fred Guest of Hamilton, Ont., is due here about August 1 on his usual summer visit when he relieves Miss Amy Scriven at the Stanley, allowing her to take a much-needed vacation . . . Mel Gow, manager of the Capitol, Nanaimo, B. C., is the proud father of an eight-pound boy.

The Park, White Rock, B. C., was officially opened last Wednesday with Guy Graham receiving words and messages of congratulation from all sides . . . Jim Patterson, 20th-Fox, was called away to a regional meeting in Seattle.

Welfare Council Lists Its Approved Films

OTTAWA — The official list of pictures approved during the past month by the Canadian Welfare Council for the guidance of educational and women's organizations is as follows:

"If I Had My Way"—An appealing story for the younger folk, starring Bing Crosby and Gloria Jean, the 11-year-old girl with a lovely voice and charming personality. The family.

"Buck Benny Rides Again"—Jack Benny's fans should enjoy this, for it follows the style he employs on his programs and most of his radio cast are with him. "Rochester" Anderson, who is very versatile, is about the outstanding player. The family.

"The Biscuit Eater"—This is one of the finest dog pictures ever produced. The plot revolves around two children and their love for a dog. The story has warmth, human appeal and comedy. The family, particularly juveniles.

"Irene"—Excellent entertainment, combining comedy, romance and music. The family.

"My Favorite Wife"—Very good, with very clever dialogue and excellent action, following the style of "The Awful Truth." Adolescents and adults.

"Dark Command"—An interesting, well-produced melodrama, centering around guerilla warfare in Kansas and the other border states during the Civil War. The picture presents the personal conflict between two men who loved the same woman and is supposed to be semi-historical. The family.

"One Million B. C."—A melodrama about prehistoric monsters which might almost be termed a silent picture, for there is very little dialogue. There is a very realistic volcano eruption and, by clever trick photography, ordinary lizards and armadillos appear as enormous dinosaurs. There is some comedy. The family.

"Flight Angels"—A fair aviation program picture, with some exciting air scenes. The romance is routine. The family.

"Edison, the Man"—This is the sequel to "Young Tom Edison" but is more interesting and the work Edison accomplishes naturally more exciting. There is a charming romance and good comedy. The family.

"Forty Little Mothers"—Good mass entertainment, starring Eddie Cantor who does some real acting. There is human appeal and comedy but not romance and little music. The central character, "Baby Quintanilla," will win the hearts of all. The family.

"For Freedom"—Spectacular naval war drama, leading up to a reconstruction of the Battle of the River Plata. The family.

"Contraband"—Secret Service drama featuring the British Contraband Control. The comparison between the British and German methods of dealing with neutrals is very convincingly shown. The family.

"Lucky Cisco Kid"—Based on a typical Western plot, this latest Cisco Kid picture is full of action. The family.

"La Conga Nights"—This picture is a pleasant change from the usual run of gangster and other types of melodrama. Hugh Herbert handles the comedy and plays six parts. The family.

The following shorts are recommended:

"Climbing the Spirits' Home"—A Father Hubbard Alaskan adventure. Full of splendid snowscapes. The family.

"Isles of the East"—This short presents a splendid tour of the Dutch possessions, with some splendid shots of native life. The family.

"March of Time No. 10"—An excellent picture covering the Japanese-Philippine situation. The Philippines are not so sure they want the independence they so bitterly struggled for.

"Just a Little Bull"—When the rustlers stampede the herd into their corral, the little bull faces up to them and rescues his mates.

Next Starrett for Nelson

HOLLYWOOD — "Blazing the Oklahoma Trail," next Charles Starrett western for Columbia, will be directed by Sam Nelson.

WINNIPEG

WITH advance sales of war savings stamps well underway, the special Monday shows at all city houses seem to be assured of success. Excellent publicity on the part of the newspapers has helped considerably to keep the project constantly in the forefront.

Some of the sequences of the British film, "49th Parallel," which is being made in Canada, will be shot in Winnipeg. Elisabeth Bergner and Anton Walbrook will arrive here next week in connection with this undertaking. Miss Carla Lehmann, Winnipeg-born actress who has appeared in a number of British films recently, has arrived here to take part in the new film. Traveling with her were Eric Portman, John Chandos, Peter Moore and Nial McGinnis, English actors who were en route to Banff to play in that part of the film centering around the Indian Day celebrations.

Further rural points in Manitoba and Saskatchewan will be given an opportunity to see the Royal Visit films as a result of bookings which have been arranged . . . The little man with the "Pinocchio" mask was seen again on the city's streets as Bill Novak ballyhooed his showing of the film by that name at the Gaiety.

With Harold Bishop away on vacation, plaudits are going to Assistant Manager Nestor Novak for the Capitol's current short attraction, "Cavalcade of Academy Winners" . . . Eddie Newman's playing of the Baer-Galento fight picture proved an added boxoffice draw at the Lyceum.

Don Gauld has been working very hard on the war effort committee, doubling his tasks with his newly assumed responsibilities as district supervisor for FP houses in the city . . . Henry Katz, once associated with the Regent here, has taken over the Playhouse at Roland, Man. He is renaming the house the Rex.

Opening of Seneca Postponed by War

TORONTO—The opening of the new Seneca at Niagara Falls, Ont., tentatively scheduled for July, has been postponed to September by Famous Players Canadian Corp. It is understood war conditions have caused a delay in building operations while considerable attention has been diverted to other activities of the company.

Other Activity

Famous Players is going ahead with the modernizing of the Regent at Oshawa, Ont., which will include new seats.

The Roxy at Waterford, Ont., with a seating capacity of 450, has been opened by Mrs. Richard d'Hondt who operates the Imperial at Delhi, also a town in western Ontario.

M. E. Nixon, formerly the owner of a creamery at Acton, Ont., has purchased the Princess at Milton, Ont., from G. R. Marshall.

W. Hobberlin of Toronto has started operation of the Holland at Bradford, Ont., which he bought from J. B. Smith.

With the opening of the Park at Windsor, Ont., with 800 seats, by Paramount Windsor Theatres, Ltd., the Regent at Windsor has been closed by the same company.

Toronto's oldest playhouse, the Royal Lyceum, has disappeared with the tearing down of the ancient structure in the warehouse district off King Street East. The theatre had not been used as such for some years.

Famous Players Cancels Annual Sales Meeting

TORONTO—Those who had been looking forward to the annual get-together of managers and film officials for the sales convention of Famous Players Canadian Corp. are doomed to disappointment because word has gone forth that the gathering for 1940, scheduled for the last week in July, has been canceled for reasons beyond the control of the big company.

Tentative arrangements had been made for two conferences this year, one in Toronto and the other, for western managers, at Vancouver, B. C., but it has been considered advisable to call off the meetings—indirectly because of the war. The big chain came of age last year with the observance of the 21st anniversary of the founding of the circuit by President N. L. Nathanson and a colorful all-Canada managers' convention was held for three days at Niagara Falls, the program of which will long be remembered by those who were privileged to attend. Canada was at war only a few weeks after that assembly.

District managers from coast to coast have already attended a special meeting at headoffice in Toronto and they, in turn, are holding district meetings for the discussion of plans for the new season.

Scripts One for Lubitsch

HOLLYWOOD—Jacques Deval is scripting "Kiss Me Again" for Ernst Lubitsch. United Artists will release.

MONTREAL

FILMROW has lent its aid willingly and enthusiastically to the organization of the campaign to raise a million dollars or more for war purposes by special Monday night showings to which the admission is two 25-cent War Savings stamps, purchasable at all theatres.

Resignation is announced of J. D. Hathaway as director and vice-president of the Northern Electric Co., of which Dominion Sound Equipment, Ltd., is a subsidiary. William Carswell, C.A., comptroller, has been elected a director and vice-president in charge of accounts and finance, and D. M. Farish is promoted from assistant comptroller to comptroller.

Construction of cinemas "and other non-essential structures" has been prohibited for the duration of the war in Great Britain and no private building will be allowed except under license, emergency defense work taking absolute priority over all other building. So far, no such restriction has been imposed in Canada, but few motion picture theatres have been constructed this year.

Shooting has started of the new British film, "Forty-ninth Parallel," scene of which is laid in several Canadian cities and scenic neighborhoods. Michael Powell is directing the undertaking, having concluded arrangements with the Canadian government. Raymond Massey, Leslie Howard and Elisabeth Bergner will star.

Mayor Edward Wilson of Verdun bought the first two War Savings stamps for admission to the Monday night special war effort performance in that city. Aldermen and civic officials followed suit . . . Montreal's child wonder, Andre Mathieu, world-famed pianist and composer, was guest performer at the fourth concert of Les Concerts Symphonique at the Mount Royal Chalet.

Following the example of Britain, Canadian theatres are imposing no ban on German or Italian music . . . "The Warning," a British documentary film, is being shown to military, police and firemen to show them how Britain organized her air raid precautions and Red Cross work.

Carla Lehman, Winnipeg actress, who is seen in "So This Is London," now showing at the Snowdon, will take part in "Forty-ninth Parallel," along with Tamasa Desni, French star, and a number of noted male actors, who, with technicians of Ortus Films, have already arrived.

S. Morgan-Powell, editor-in-chief and dramatic critic of the Montreal Star, *states plans are afoot to make several full-length features in Canada this summer under both British and American direction. He points out a number of successful Hollywood pictures have been made with Canadian backgrounds and expresses the belief that a definite Canadian output would be profitable and would attract Canadian capital.*

The British board of trade is preparing a plan for the preservation of British film production "in any circumstances that may arise." The board told John Corfield, producer of the patriotic film pageant, "This England," that British film making must go on without interruption, "so that there shall always be British films available for British cinemas."

Sidney L. Bernstein, 41-year-old chairman of the Granada Theatres, outstanding British chain, has been appointed honorary technical adviser to the films department of the British ministry of information. Bernstein's father owned three small cinemas in the east end of London, and there the film magnate had his early training.

Roy Tash, veteran Associated Screen News cameraman, who has made some of Canada's outstanding newsreels, has transferred his headquarters to Toronto and will be attached to the Toronto staff of the company.

Royal Canadian Air Force has a new recruit in the person of Joe Atkinson, whose art work has illustrated countless Associated Screen News pictures. Atkinson has obtained leave of absence from the company . . . Frank O'Byrne, manager of ASN's Toronto office, accompanied by Paul Nathanson, spent a week inspecting auxiliary war service activities in Ontario and Quebec. O'Byrne is a member of the Canadian Legion War Services Committee.

J. M. de Roussy, sales manager of France Film Co., Montreal, is a member of the Quebec regional committee for the theatre industry's "Win the War" campaign. De Roussy's name was inadvertently omitted from the official list issued in Toronto. Attention of BOXOFFICE was called to the omission by Eugene Beaulac, secretary of the Quebec Allied Theatrical Industries, Inc.

Greater use of the cinema in telling Canada's war story is forecast in an announcement that Hon. J. G. Gardiner, minister of war services, will reorganize and co-ordinate the various information bureaus of the Dominion government with a view to the more complete enlightenment of the public.

Staffs of many large companies in Montreal united to give their support to the theatre war industry's campaign by purchasing War Savings stamps and attending the special Monday night showings which crowded all Montreal theatres. Toronto projectionists took the lead in their occupation's war effort when those on duty for the special showing took their salaries for the night in war savings stamps.

Miles Mander, English-born film director, has arrived in Canada to visit his mother's birthplace, Port Hawkesbury, Nova Scotia. Brother of Geoffrey Mander, British M. P., Miles Mander is a veteran of the first Great War and has directed films in England, Australia and Hollywood. He will go to Ottawa and offer his services for war work.

Shacker Opens New Edmonton Theatre

EDMONTON, ALTA.—Edmonton welcomed its newest theatre recently when I. F. Shacker, owner of houses in Hanna, at Kindersley, Sask., and two here, opened the Varscona Theatre.

The house, which seats 500, cost $55,000 and is being managed by Ralph Shacker, brother of the owner. Architects were Rule, Wynn & Rule of Edmonton.

SASK'WAN

GRACIE FIELDS, English stage and screen comedienne, will appear in Saskatoon August 15 and in Regina August 16 under Navy League of Canada auspices . . . Charlie Krupp, Fox, Winnipeg, was a recent business visitor in Regina . . . Otis Bowes, manager of the Grand, Regina, is up and around again after a short stay in the hospital.

Attending the showing of "For Freedom" at a Saskatoon theatre recently, Alfred Turner, Saskatoon, was thrilled to see his son, Superintendent Alfred Turner of the Metropolitan Police, standing behind former Prime Minister Neville Chamberlain at the time of the latter's return from Munich.

Larry Graburn, manager of the Capitol, Regina, got a bit of personal publicity in the papers when someone in Mexico tried the old Spanish prisoner trick on him—and sent the letter airmail! Larry didn't bite.

Harvey Williams, doorman at the Rex, Regina, has joined the Royal Canadian Air Force. His brother, Hubert, who was also employed by the Rex, joined the RCAF some time ago.

Citizens of Prince Albert, Sask., approved daylight saving by a vote of 484 to 213 . . . Though the weather was bad, a film of the Royal Visit Tour, shown in the Elks Hall at Viscount, Sask., and sponsored by the Red Cross, attracted 201 children and 33 adults. Forty per cent of the proceeds went to the Red Cross.

With Regina retail stores forced to close at 6 p. m. Saturdays from now until August 31, under a recent bylaw, theatremen are looking forward to capacity houses for the next few Saturday nights.

With 25,000 people on hand for the Home Front celebration at Swift Current, Sask., over Dominion Day weekend, the Eagle and Lyric theatres played to capacity business. On Dominion Day the Eagle closed at midnight and the Lyric was forced to remain open longer.

Announcement has been made of the marriage of Charles Horning, Met usher, Regina, to Miss Janet Hepburn, Regina . . . Otis Bowes, manager of the Grand, Regina, is back on the job after a short stay in the hospital.

Warner Bros. (460) **93 Minutes** **Rel. Aug. 3, '40**

At first blush one might conclude that the lives, loves, tribulations and adventures of truck drivers are hardly the ingredients from which a truly engrossing melodrama might be manufactured. This nugget of pure-gold entertainment is, however, absolute refutation of such assumption. The cinematic alchemy is accomplished through the expert use of the following tried and true precipitating agents: The down-to-earth, familiar-with-the-seamy-side production values which characterize all of Mark Hellinger's pictures; a speedy screenplay, replete with dramatic situations and bright dialogue; the steady direction of Raoul Walsh; and, above all, a sterling cast in which George Raft delivers what is probably the best performance of his career and Ida Lupino ascends another rung toward the top as one of filmdom's finest actresses.

George Raft, Ann Sheridan, Ida Lupino, Humphrey Bogart, Gale Page, Alan Hale, Roscoe Karns.

They Drive by Night

F — Melodrama

United Artists (——) **96 Minutes** **Rel. July 18, '40**

Sparing no expense, Edward Small has gone in for a lavish production of the South Sea Isles, relating the familiar story of American pearl hunters who visit the serene village of Manoa and bring havoc to the simple natives. Getting the love story moving is slow, but the action picks up toward the end where a fight between the natives and the visiting pearl seekers makes up for the slack moments. The undersea shots, as well as the exteriors with the sea and palm trees as background, are intriguing. Of particular interest is the scene where a native's foot is caught in the jaw of a giant clam at the bottom of the sea. The romance between Jon Hall and Olympe Bradna, interrupted by Frances Farmer, ends with all hands satisfied. Alfred E. Green handled the direction nicely.

Jon Hall, Frances Farmer, Olympe Bradna, Victor McLaglen, Douglas Dumbrille, Gene Lockhart, Francis Ford.

South of Pago Pago

F — Melodrama

20th Century-Fox (——) **78 Minutes** **Rel. ————**

Audiences will receive this light and amusing comedy-with-music with mixed emotions. While they are being amply entertained, they probably will experience feelings of regret at the thought that it is avowedly Shirley Temple's last picture. There have been better Temple pictures—lots of them—largely because in most of her previous starring vehicles the wonder child has been given better stories, production, direction and supporting cast. Albeit, the swan song of the grand little trouper, who for so many years brought happiness to millions, is a very worthwhile photoplay. It should prove a profitable production and exhibition venture; and, certainly, it establishes beyond doubt that budding adolescence has done little to dim Shirley's talent, grace and charm. Directed by Allan Dwan.

Shirley Temple, Jack Oakie, Charlotte Greenwood, Arleen Whelan, George Montgomery, Kathleen Howard.

Young People

F — Comedy With Music

Universal (——) **72 Minutes** **Rel. Aug. 9, '40**

A typical, uninvited, community sneak preview audience took "The Boys From Syracuse" with the sort of boisterous enthusiasm that presages a deep-felt want to laugh at something that isn't supposed to make sense—and doesn't. The central idea is Shakespeare's "A Comedy of Errors." But the comic invention, dialogue and music have been so streamlined as to aggregate a comedy of solid, hit proportions. The costuming and locale is Greece, in itself a large contribution to the many hilarious situations that spoof modern day modes. There's excellent production on all sides, a cast that knows its business and a brand of lowbrow comedy that should meet all comers. Joe Penner and Martha Raye excel in the latter respect; Allan Jones has some likeable songs to offer, and Charles Butterworth's droll humor fits like a glove. Edward Sutherland directed.

Allan Jones, Martha Raye, Joe Penner, Charles Butterworth, Alan Mowbray, Eric Blore.

The Boys From Syracuse

F — Farce

Columbia (1110) **75 Minutes** **Rel. July 24, '40**

"I Married Adventure" is highly exploitable merchandise. As an adventure film of unusual character, it rates attention for the "personal" angle that attaches to the editing as it follows the book of the same name by the same producer. This procedure gives the onlooker an insight into the motives that led the Martin Johnsons through 12 years of big game exploring with cameras. Action, thrills and scenic beauty abound through footage which highlights some of their early exploits as well as apparently hitherto unseen shots. With the exception of dubbed sound that accompanies tribal dances, the film is silent. A commentator effectively describes all the action. This begins with the Johnsons' first safari, poorly equipped and reflected in the camera work. It winds through subsequent expeditions, culminating with their familiar aerial safari through Borneo.

I Married Adventure

F — Adventure

20th Century-Fox (——) **65 Minutes** **Rel. ————**

It seems reasonable to assume that this additional count in the celluloid indictment which productional Hollywood is currently returning against Hitlerized Germany will describe a curve on the revenue records parallel to those established by recent predecessors in similar vein. In those situations where "Four Sons" and "The Mortal Storm" scored solidly, comparable patronage and audience satisfaction should be enjoyed. The story wisely avoids considerable of the depressing sombreness which characterized the foregoing pair and resorts, as a substitute, to ridicule of Der Fuehrer and his methods. Despite the fact such transition is made through the sacrifice of some dramatic impact, the photoplay still packs plenty of punch, is convincingly produced, adequately enacted and ably directed by Irving Pichel.

Joan Bennett, Francis Lederer, Lloyd Nolan, Anna Sten, Otto Kruger, Maria Ouspenskaya, Ludwig Stossel.

The Man I Married

F — Drama

M-G-M (46) **118 Minutes** **Rel. July 26, '40**

Despite its lavender and old lace trappings, the story content of "Pride and Prejudice" is as up-to-the-minute as today. Briefly, it deals with a mother who has five marriageable daughters on her hands and her determination, apparently drawn short only of blackmail or worse, to get them wedded. She succeeds when one is disposed of, two are pledged and two on the brink. The series of adventures, minor crises and comical situations which dot the course of this matrimonial argosy constitute the leisurely action against backgrounds of early 19th century provincial England. The film is nostalgic and nosegay stuff, perhaps too much of a page out of a yellowed book in view of these fast-moving and dramatic times. Yet as escapist entertainment, well done and splendidly acted, it ought to appeal. Robert Z. Leonard directed with skill.

Greer Garson, Laurence Olivier, Mary Boland, Edna May Oliver, Edmund Gwenn, Maureen O'Sullivan.

Pride and Prejudice

F — Costume Comedy

M-G-M (45) **79 Minutes** **Rel. July 19, '40**

Still another version of the trite "Saturday's Children" theme, the greatest redeeming feature of which is the substantial way in which the picture is produced, directed and acted. Its total lack of originality in story and situations, coupled with the fact that its appeal must necessarily be limited to adults, relegates the offering to supporting-fare classification, in which field it will find a market among the femmes who relish entertainment of slightly sweet and sticky content. Lana Turner and John Shelton, employed by the same firm, marry secretly so she may continue to work. She is discharged when the nuptials are discovered, and there are plenty of harrowing incidents as they struggle to get along, particularly when she learns she is to have a baby. Harold S. Bucquet directed.

Lana Turner, John Shelton, Gene Lockhart, Grant Mitchell, Henry Armetta, Jonathan Hale, Clarence Wilson.

We Who Are Young

A — Drama

Republic (944) **65 Minutes** **Rel. July 15, '40**

Apparently someone thought he had a bright idea for Gene Autry pictures. Pick the title of a popular song, new or old, write a story around it and make sure Gene sings the title song at least once. The fact that there are limitations on the realm of plausibility appears to be overlooked. For example, the story here has Gene transplanted to a southern plantation where he saves the Stanhopes and their other impoverished neighbors from losing their homes. Integrated into the yarn is a rodeo, a fox hunt and a lumber tussle between cowboys and lumberjacks, all in the Carolinas. A word of praise must go to Autry, who, through all the improbable situations, acts naturally. Consequently, there is one genuine spark of entertainment resulting from his vocals. Mary Lee, youthful songstress, registers favorably. Frank McDonald directed.

Gene Autry, Smiley Burnette, June Storey, Mary Lee, Eddy Waller, Hardie Albright.

Carolina Moon

F — Musical

SELLING ANGLES: **"Young People"**

Shirley Temple is the potent name for the marquee and advertising. Some publicity might be gained through the staging of a poll in which audiences vote as to whether they want to see further pictures starring the moppet. If a strong vote is cast in favor of more Temple films notify the studio. Conduct a contest to determine which of your patrons has seen and can remember the most Temple starrers. Tie in with the title and hold a special showing for the town's "young people." Obtain civic cooperation in staging a "Young People" week.

CATCHLINES:

It's a Gay, Gorgeous, Almost-Grown-Up Shirley Temple . . . Dancing Her Way Into Your Heart Again.

Life Was Tough Down on the Farm for a Little Girl Who Was Used to Doing Five a Day at the Palace.

SELLING ANGLES: **"The Man I Married"**

Joan Bennett and Francis Lederer should be sufficient for the marquee, with Lloyd Nolan listed in support. Offer prizes for letters dealing with the question of whether "mixed" marriages—between persons of different nationalities—are advisable. Localities of foreign extraction—especially from those countries which have been invaded by Nazi Germany—should be contacted in special advertising efforts. Use back copies of "Liberty" magazine in which the story first appeared.

CATCHLINES:

An American Wife . . . A German Husband . . . In a Powerful Story Torn From Today's Headlines.

Nazi Germany Trapped This American Wife . . . And Taught Her the Bitter Tragedy of the German Philosophy.

SELLING ANGLES: **"Carolina Moon"**

Tieups with music stores and radio stations should provide the best approach. Gene sings the following songs: "Me and My Echo," "Say Si Si," "Dreams That Won't Come True," "Carolina Moon" and "At the Rodeo." If possible, have some of these recordings included on one of the broadcasts. An amateur contest can be held to find the best Autry-style yodeler. Through arrangements with merchants, the prize might consist of a complete wardrobe.

CATCHLINES:

Songs! Action! Thrills! A Western That Is Different.

Even Under a Carolina Moon, Shooting Irons Come in Handy.

SELLING ANGLES: **"South of Pago Pago"**

Pictures of this type lend themselves very readily to exploitation. Since there has not been a release of this kind in some time, straw dresses for young girls parading down main street, dressing the lobby as a hut, using South Sea implements for display in the lobby, a ballyhoo truck with men dressed as natives are all good for attracting attention. Men dressed in scanty clothing with signs reading they are headed for "South of Pago Pago" at your theatre address should get additional customers. Throwaways in the shape of daggers or other South Sea implements should be used if you can get them made up inexpensively.

CATCHLINES:

Pearl Hunters Bring Havoc to Manoa.
Love and Intrigue in the South Seas.
A Native's Love Softens a Hard-Boiled Woman.
She Found Love for the First Time "South of Pago Pago."

SELLING ANGLES: **"I Married Adventure"**

Some patrons should be quick to respond to the fact the film is based on the book by Mrs. Johnson, which is a Book-of-the-Month Club selection. Others should be drawn by the thrills that go with wide distribution of action scene stills. There is a ready audience in scientists, sportsmen and educators. The theatre front should resemble a jungle scene. Blow up a large map for the lobby which shows the routes of the Johnsons' various safaris. Kids should go for any well-organized pet contest, with tickets for prizes. A record of weird jungle and animal sounds should be used over the P. A. system.

CATCHLINES:

From Park Avenue to Timbuctoo . . . The Fabulous Story of a Fabulous Life.

Try and Match Her Exploits in Fiction . . . Try and Find Her Equal in History.

SELLING ANGLES: **"We Who Are Young"**

Lana Turner is the marquee name here. Offer prizes and passes for letters on the question of whether early marriages are advisable. Set up a special two-for-one admission rate for young married couples and secure the reactions of a few of them for use in advertising copy. Shelton's difficulties with a loan shark might be used in a tieup with a bank on "easy payment" loans. Sell the "youth" angle in your promotional material, designing advertising copy to appeal to the younger set.

CATCHLINES:

They Might Be You . . . This Young Couple Who Lost Happiness and Found It Again.

They Met . . . They Married on a Pocketful of Dreams . . . And Made It Work.

SELLING ANGLES: **"They Drive by Night"**

The names of George Raft, Ann Sheridan and Ida Lupino should be enough for the marquee. The trucking background suggests a number of exploitation tieups. Hold a "beauty" contest to select the handsomest truck driver in town. Work out a deal with a local freight line to banner their trucks with picture and theatre billing. Use the title in tieups with automobile equipment dealers on new headlights, fog lamps and other night-driving necessities. Invite truck drivers to attend a special showing as your guests.

CATCHLINES:

Men Against the Road . . . Fighting the Fates With Every Turn of the Wheel . . . Living and Loving Dangerously.

It Packs More Wallop Than a Ten-Ton Truck . . . This Story of the Men Who Haul the Nation's Commodities.

SELLING ANGLES: **"The Boys From Syracuse"**

In larger cities where management judgment so dictates, the exploitation could center around the successful run of the play on Broadway where it was produced by George Abbott—and from which the film was taken. Generally, however, the comedy cast should provide all that is necessary to create attention. The Penner-Raye combination is something to ballyhoo in itself. There are excellent opportunities for stunts in the style of the Greeks; such as delivering heralds in chariots, a contest calling for the translation (containing a plug) of a Greek message, etc. Menus printed in Greek in local restaurants should stir some fun.

CATCHLINES:

The Greeks Had a Word for It . . . But Not for The Boys From Syracuse.

Get Into Your Toga and Cummon Over for a Laugh With The Boys From Syracuse.

SELLING ANGLES: **"Pride and Prejudice"**

Based on a dramatization of the Jane Austen novel, "Pride and Prejudice" should be submitted to the usual and well-known stunts, tieups and hookups that have been found workable in exploiting filmed versions of well-known literary efforts. The 19th century costuming at once lends itself to adaptation for street ballyhoos and theatre staffs. One girl labeled "Pride" and the other "Prejudice" as a walking teaser directing attention to theatre and date would constitute a simple, yet effective, idea. Give sufficient attention to cast values, with a concentration on Greer Garson and Laurence Olivier.

CATCHLINES:

Pride and Prejudice Almost Blocked Romance, But Love, as Usual, Found a Way.

Woman Seeks Man . . . And Gets Him . . . But You Ought to See How.

SHORTS REVIEWS

Spills for Thrills

Vitaphone (Broadway Brevity) 19 *Mins.*

This one has all the earmarks of a genuine audience satisfier. From start to finish it is one grand smashing presentation revealing the thought and preparation that precedes most hair-raising stunts pulled off in feature films by the people who do them—Harvey Parry, Mary Wiggins and Allan Pomeroy. Cars fly all over the screen, airplanes are crashed into flimsy buildings, stagecoaches are wrecked. In its brevity it embraces all sorts of stunts from all sorts of pictures—from Keystone Cops to current thrillers. And with humor, too.

Tony Galento-Max Baer Fight Pictures

Fistic Attractions 21 *Mins.*

When two fighters like Tony Galento and Max Baer get together, anything is liable to happen. In this case it did and the result is one of the most exciting and hilarious fistic encounters ever screened. These pictures really are better than a ringside seat. It is not the type of stuff to feed the kiddies. In the third and fourth round, Baer lets go choice invective at the beer-barreled Galento. Surprisingly enough, the microphone picks up most of it. Which proves the guys were not fooling.

Dangerous Dollars

Paramount (Paragraphic) 11 *Mins.*

The natural resentment individuals experience when they are stuck with counterfeit money makes this short an admirable item to play insofar as it will help spectators to easily identify "hot money" before it can be passed into their hands. The film offers various simple comparisons with the real lettuce and the other. For the conclusion, a police drama is worked up wherein the District of Columbia police, the Secret Service and a neighborhood grocery proprietor corral a pair of would-be "unloaders."

NEWSREELS

TUESDAY, JULY 9

Movietone News, No. 87

French refugees in Spain; British colonial troops in England; Churchill visits naval base; English child refugees arrive here; Governor Lehman speaks at Plattsburg; Willkie meets McNary; Chicago stages model airplane meet; A. A. U. swimming meet on coast; fold boat contest in Maine; Lew Lehr.

News of the Day, No. 285

Churchill on invasion; King George bestows decorations; British children arrive here; Willkie and McNary meet; forest fire in northwest states; "immortal" baby has birthday; Maine fold boat contest; rubber fins aid swimmers; A. A. U. swim meet.

Paramount News, No. 90

Forest fires in Oregon; Sonja Henie marries; model airplane meet in Chicago; bombing at World's Fair in New York; Farley learns Roosevelt's plans; Willkie in Washington; Canada in war preparations.

RKO Pathe News, No. 102

England digs in for air raids; English children arrive here; Willkie meets McNary; business men get army training; ship sinks in New York harbor; Borden's cow, Elsie, gets screen test; swimming meet in California.

Universal Newsreel, No. 891

England prepares for invasion; Italians launch war ship; Willkie with campaigners; Roosevelt donates Hyde Park library; ship burns in New York; Red Cross workers put in overtime; Deanna Durbin appeals for funds; aliens take citizenship oath; model airplane meet; swimmers use fins; English children arrive here; swim meet on coast.

THURSDAY, JULY 11

Movietone News, No. 88

Army in stratosphere air maneuvers; work starts on Mount Shasta dam; Willkie on vacation; Chicago police in motorcycle show; mother of five in parachute jump; stratoliner on first trip; sheep trek to high ground in Colorado; all-star baseball game at St. Louis; girls' track meet at Ocean City, New Jersey; modern Venus beauty contest at Coney Island.

News of the Day, No. 286

Women on war duty in Canada; Duke of Windsor named Bahamas governor; Mexican elections; Democrats converge on Chicago; Willkie on vacation; Brooklyn girl selected as Modern Venus in Coney Island beauty contest; all-star baseball game in St. Louis; feminine track meet in New Jersey.

Paramount News, No. 91

All-star baseball game; elections in Mexico; Democrats in pre-convention scenes; documentary story on fall of France.

RKO Pathe News, No. 103

Riots mark Mexican elections; Martin to head Willkie campaign; sailboat races at Chicago; Mount Shasta dam started; 15,000 Indians hold pow-wow in Arizona; "Modern Venus" contest at Coney Island; All-Star baseball game in St. Louis.

Universal Newsreel, No. 892

Dedicate west coast air base: Mexican elections; Willkie picks Martin to run campaign; Democrats set for convention; Canada speeds war effort; C. M. T. C. enrollees start training; select "Modern Venus" at Coney Island; Canadian tourist attractions; Chicago motorcycle police in stunt riding; girl track stars in New Jersey; all-star baseball at St. Louis.



Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

"Leopard Men" Gets Intensive Ballying

ROCHESTER—A highly successful exploitation campaign, using the radio, newspapers and special displays, was carried out here by Lou Mayer, manager of the RKO Temple Theatre, for "Leopard Men of Africa."

Starting three days in advance of opening, a specially constructed float on a truck, carried an animated giraffe, hippo, leopard and lion through the downtown section, amusement parks, beaches, playgrounds, recreation centers and to schools. Banners around the truck advertised the picture.

For the first time here, a connection originating in the projection booth, ahead of the monitor, was strung to a loud speaker under the marquee whereby the dialogue and music of the entire picture was heard in front of the theatre.

This effect attracted large crowds to whom it was a novelty, resulting in lines in front of boxoffice.

Make Special Recording

A special recording, made by Frank Silva, WSAY commentator, was run on a turntable in the lobby, along with African music. The recording, of three announcements, was connected to a loud speaker under the marquee, independent of the loud speaker connected with the projection room.

Also for the first time here, animated animals were displayed in front of the theatre during the entire week of the engagement, with proper atmosphere consisting of palms and grass matting.

Dr. Paul Hoefler shipped from the coast a case consisting of leopard claws, leopard pad, war shield, African musical instrument, drinking gourd and war spears which were displayed in the lobby along with explanatory cards beside each item.

Specially constructed frames were displayed on the front consisting of Leopard Men blowups, cutout letters of the title, colored photos. Two 12-foot frames, located on top of marquee, were devoted to picture.

Newspaper copy, stressing "Merciless Jungle Racketeers" and "They dive from trees to kill," proved effective a week in advance of the engagement, resulting in numerous phone calls to theatre from adults and children.

Newspaper news stories featured that the picture was made by Dr. Hoefler, producer of "Africa Speaks," and that Eastman film was used. Newspapers also carried art.

Plugs were carried over WHEC and WSAY.

A special trailer was run at the theatre three weeks in advance of opening, followed by regular trailer one week in advance.

Special window display by a furniture company plugged the picture, as did a display in a leading department store, tying in with summer atmospheric display. A hundred automobile bumper cards were used by a local taxicab company, stressing title and catchline "They dive from trees to kill."





It's Something From the Zoo—

The float and the front that sold "Leopard Men of Africa" for the RKO Temple Theatre in Rochester, N. Y.

NUGGETS

MANAGER CHARLIE MOYER of the State at Hanover, Pa., grabs his customers right out of the cradle. He scans the birth columns, and sends ducats to the proud papa and mamma and baby. He doesn't expect the baby to use the pass, but it's a good gag, anyway. Charlie also cooperates with the local bank to persuade the parents to open an account for the baby.

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M-G-M has made available in mat form to first run exhibitors "The Lion's Roar," the one-column institutional advertisement which appears monthly in 15 national magazines. It has been suggested this column would be valuable for uses in addition to its magazine appearances, for inclusion in programs as throwaways or as lobby blowups.

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Warner is inaugurating a national advertising campaign for "The Sea Hawk" with a full-page ad in *Look* and the September issues of 15 fan magazines.

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For "Dr. Cyclops," Manager Irving Lipnick of the Symphony, Chicago, placed an enlarged model of a telephone in the lobby with the following copy: "If you were one of the five victims of Dr. Cyclops, this is how an ordinary telephone would look to you."

Hardy Family Anniversary Observed in Cleveland

CLEVELAND—With the help of Everett Steinbuck, Loew's State manager, Joe Longo, director of publicity for Loew theatres, and C. C. Deardourff, M-G-M exploiteer, all Cleveland shared in the third birthday anniversary of the Hardy Family pictures.

A birthday cake, donated by a leading bakery, was conspicuously displayed in the State lobby. The motion picture critics of each of the three daily newspapers received miniature birthday cakes. The *News* and Loew's State offered cash prizes in a contest in which the public was asked to submit in 100 words, a theme for the next Andy Hardy picture. Classified ad sections of newspapers were used for plugs.

A parade of Studebaker automobiles traveled through the city, each car with a banner carrying the title of a Hardy picture. Special process window cards were placed in downtown stores. And autographed photos of Mickey Rooney were sent to all of the society debs who were presented during the month of June. Also there was a special soap box car model on display in the State lobby to be presented to the winner of the annual local soap box derby, an event of universal interest.

Three-Year-Old Idea Still Pays Dividends



CHICAGO—An idea started three years ago is still paying publicity and exploitation dividends for the Warner Rhodes here. Above is shown Jeffrey Lynn, Warner star (left), as he presented a cement block with his hand and foot imprints and signature to Everett (Bud) Erickson, manager of the Rhodes, to be placed in the theatre lobby. This was done during Lynn's recent trip here.

The original group of cement blocks of star imprints was placed in the Rhodes when it opened in 1937, after Larry Stein, Warner theatre publicity head here, went to the coast on his vacation and during his stay there arranged to obtain the imprints from the stars. Ever since then, the theatre has periodically added more blocks, each addition being good for more institutional publicity about the Rhodes.

Newlyweds, Infants Remembered in Pa.

CONNELLSVILLE, PA.—A sure-fire goodwill builder are the letters, bearing passes, that Jimmie Broumas, manager of Orpheum here, sends to newlyweds and to new-born babes in his county.

The letter to the newlyweds follows:

"Dear Folks—May we extend to you our heartiest congratulations and best wishes for all those things which you would wish yourself.

"We know you'll be happy, and that's really one of the main things in life.

"We would also like to add just a small bit to that, just another gift to all those you have already received. Enclosed are two tickets to our theatre which you may use at your convenience. Let those couple of hours of fine entertainment be our contribution toward a pleasant evening for you, just as the Orpheum has always added so much to the happy times here in Connellsville.

"Once again, may we extend our best wishes for a happy and successful future."

The letter on the occasion of a birth, addressed to the principal, goes:

"Hello Sonny! You're certainly a swell youngster for having been here such a short time. We know you certainly must like it here. This world is really a darn nice place to live in, in a lot of ways. Especially since you can have so much fun here.

"And say, speaking of fun, there's nothing like enjoying a good show at the Orpheum. And just to show you how much fun it can be, we're enclosing a pair of tickets especially for you to come in and get acquainted with us. We like nice little children like you, because we know that it is children like you who make ours the fine and great country that it is.

"Of course, you might be pretty busy for the next few years, and even though these tickets are good until 1999, you might have so much else to keep you occupied, that maybe you could let your parents use them for you. We know they'd enjoy themselves, and we'd like to have you congratulate them for us. It must be so much fun having a swell little fellow like you around.

"Goodbye, Sonny, see you soon."

Fairbury, Neb., Showman Has Publicity Boost

FAIRBURY, NEB.—Exploitation that has been accorded recent features at the Bonham, by Jimmie Redmond, who, in his capacity of assistant manager also is in charge of publicity, has been both effective and at the same time inexpensive.

On a recent mid-month run of "Edison, the Man," Redmond provided the city's light and water company with gummed labels to be attached to the utility bills that went out the first of the month. The sticker, in red ink, declared: "He gave the world light," then followed the picture title, theatre name and playdates.

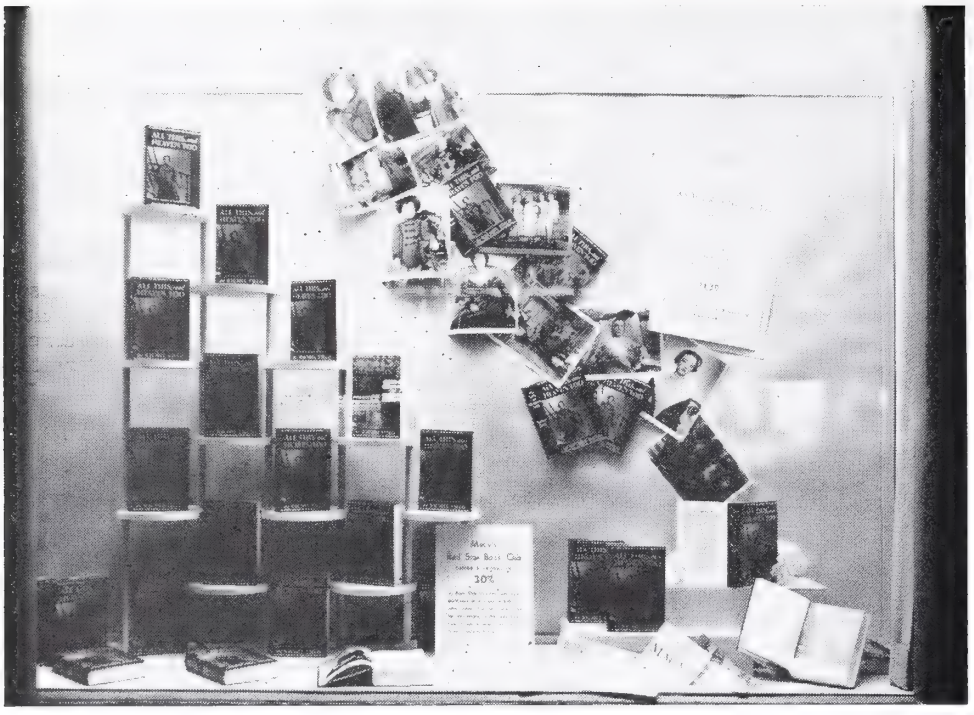
Another stunt, that cost no more than eight pair of passes, was to award players on the local baseball team who hit two, three and four baggers on the three days ahead of the Bonham's showing of "If I Had My Way," two tickets. Announcements of the awards and their winners were made over the stadium's P. A. system, and of course frequent plugs for the film were not neglected. Some 2,000 people in the three days preceding the run, heard all about it.

For "Star Dust" Redmond filled 1,000 drug envelopes with glittering metallics and passed them out a day before the opening. The envelopes, imprinted, "enclosed you will find a sample of Star Dust" and mentioning theatre and dates, created a gratifying amount of comment.



In the Tropical Manner—

How an unusual lobby display was employed by the Vogue at Salinas, Calif., in behalf of Warner's "Torrid Zone."



Good for Any Best-Seller Picture—

Compelling and informative is this book-display window on the Rachel Field novel at the Macy Department Store in a tieup with "All This, and Heaven Too" at the Radio City Music Hall. Most bookstores probably will welcome the display suggestions contained in this photograph.

Promotes a Ring Gift for 'Adventure in Diamonds'

SHARON, PA.—For his run of "Adventure in Diamonds" John R. Schultz, manager of the Liberty, effected a tieup with a local jeweler in which the latter awarded a diamond ring and the theatre awarded four passes to the six persons who came closest to guessing the number of gems grouped in the jeweler's window.

Besides the window display the merchant also called attention to the contest and the film in a large newspaper ad. The guesses had to be entered in the store, and the announcement of the winner was made there. The award was made from the Liberty stage.

Drink for "Grapes"

TEAGUE, TEX.—A drink concocted by the local druggist and named "Grapes of Wrath Special" was the result of a tieup effected by Floyd Faubion, manager of the Star and Plaza here, for the picture. The druggist paid for the cost of printing 4,000 5x2½ inch bogus card throwaways heralding the picture and its playdates, and the new drink. Decorations at the drugstore fountain further plugged drink and picture.

Songs Plug "Irene"

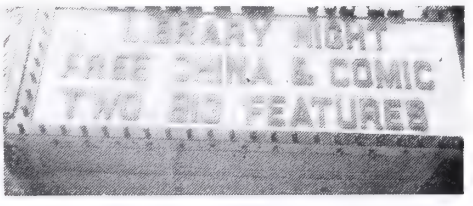
LANCASTER, PA.—Special displays of old time songs blossomed in the windows in every music store in town when Bert Leighton, Grand, went around and told them he was showing "Irene." Dress shops also displayed "Alice blue gowns."

Merchants and Theatres Sponsor Treasure Hunt

JACKSONVILLE, FLA.—A treasure hunt that cost the theatre nothing was conducted here for three Sparks theatres by Richard G. Moffett.

The plan calls for the participating merchants—in this case 21—to provide gifts to the holder of a key which will open a treasure chest in the respective merchant's place of business. The participating merchants and the gifts they offer plus an explanation of the contest are listed in a full page ad in the local paper. This is paid for out of the $100 that each participating merchant is required to contribute toward the plan.

The theatres give each patron a key attached to a card whereon is printed one of the merchants' names. The patron is instructed to try his key at the place named on the card. If it works he's entitled to the prize there awarded. The contest runs for two weeks. There is the proper key for each chest in each one of the three participating theatres.



Without an Auction—

This bit of showmanship helped a New England neighborhood house gross $48.

—But No Cheating

THE majority of exhibitors agree that the new federal admission tax should be passed along to the public. Properly presented to him, the average theatregoer considers it his patriotic duty to pay the extra cost imposed in the national defense act.

But there is some cheating, and of a type the responsible exhibitor will condemn. Witness the following copy from a herald distributed rather widely:

NOTICE!

"Due to additional taxes caused by the need of the government in the preparedness appropriation for the security of the nation IT IS NOW NECESSARY FOR US TO CHANGE OUR ADMISSION PRICES.

"All increase in expenses and the cost of commodities pertaining thereto, and in connection with, theatre operation will be absorbed by the theatre industry, with the exception of the tax added to the admission, as required by law. The new price schedule will be:

All Matinees..... 5-15c
All Nite Shows..... 5-20c

"Even though the increase in admission is very small, collectively when you attend the theatre you are helping our government in the cause of NATIONAL DEFENSE, to the extent of approximately ten per cent of the price of admission."

Even the public knows that the federal tax does not apply to admissions of 20 cents or less. What a headache that exhibitor will have!

Said a well known exhibition figure: "This is lousy. It is typical of some of the practices in this business of which we are ashamed."

He said it for us and, we feel sure, for you.—WGF.

Chicago Milk Foundation In Tieup With Warner

CHICAGO—Larry Stein, Warner theatre publicity head here, has made a tieup with the Milk Foundation of Chicago, whereby the organization will present a series of meal planning and cooking schools at several Warner houses on the south side.

The opening show, which will feature milk and its uses in planning meals, will be given July 26 at the Avalon. Shows will start at 9:30 o'clock in the morning. Admission will be ten cents and the shows, besides demonstrations, will consist of presentation of home economics short subjects.

Other Warner houses to be used will be the Capitol, Stratford, Jeffery, Ogden, Grove and Symphony.

Handling the tieup for the Milk Foundation was Carl F. Deysenroth.

"Blondie on a Budget" Wins a Co-op Ad

WILMINGTON, DEL.—One of the town's biggest distributors of Westinghouse refrigerators went for a big co-op ad for "Blondie on a Budget," when it played at the Grand. The copy read, " 'Blondie on a Budget,' now at the Grand, will show you how to budget your purchase of a refrigerator," etc. Manager Fred Leopold gets the credit.

'Gaucho Serenade' Sold By a Singing Cowboy

PHILADELPHIA—Herman Comer, Capitol, had a real singing cowboy riding around town to boost "Gaucho Serenade." He wasn't as good as Gene Autry, but he attracted big crowds throughout the business section when he yodeled and handed out heralds to all who stopped to listen.

Song in 'Andy Hardy' Film Played Preceding Run

CLEVELAND—"I'm Nobody's Baby Now," a hit song of two decades ago and the renewal of whose popularity is climaxed by its inclusion in "Andy Hardy Meets Debutante," was used by Joe Longo, Loew's publicity man, as part of his advance campaign. Longo installed a victrola in the lobby and plugged the song a week in advance. He also displayed a large birthday cake in celebration of the Hardy family's third birthday and sent miniature birthday cakes to all critics.

Placard Car to Announce

SOUND VIEW, CONN.—Management of the local Strand, which operates only during the hot months, placed a huge cardboard display on the back of a car announcing opening day.

In The Making

COLUMBIA

The Wizard of Death—Boris Karloff, Evelyn Keyes, Bruce Bennett, Don Beddoe. Director: Nick Grinde. Producer: Wallace MacDonald. **(Completed)**

METRO

Third Finger, Left Hand—Myrna Loy, Bonita Granville, Ann Morriss, Sarah Edwards. Director: Robert Z. Leonard. Producer: John Considine jr. **(Starting)**

Go West—The Marx Brothers, Robert Barrat, Walter Woolf King. Director: Eddie Buzzell. Producer: Jack Cummings. **(Starting)**

Dr. Kildare Goes Home—Lew Ayres, Laraine Day, Nat Pendleton, Lionel Barrymore, John Shelton, Samuel S. Hinds. Director: Harold S. Bucquet. Original Screenplay: Harry Ruskin, Willis Goldbeck. **(Starting)**

Bad Man of Wyoming—Wallace Beery, Marjorie Main, Paul Kelly, Lee Bowman, Ann Rutherford, Francis MacDonald, Leo Carrillo. Director: Richard Thorpe. Producer: Milton Bren. **(Completed)**

MONOGRAM

Range Busters—Ray Corrigan, John King, Luana Walters, Max Terhune. Director: Roy Luby. Producer: George W. Weeks. Screenplay: Jack Natteford. **(Completed)**

All Around the Town—Frankie Darro, Joy Hodges, George Houston, Mantan Moreland. Director: Howard Bretherton. Producer: Lindsley Parsons. Screenplay: John Krafft. **(Completed)**

PARAMOUNT

Second Chorus—Fred Astaire, Paulette Goddard, Artie Shaw. Director: Henry C. Potter. Producer: Boris Morros (National Pictures). Original: Frank Cavett. Screenplay: Elaine Ryan, Frank Cavett. **(Starting)**

Cherokee Strip—Richard Dix, Florence Rice, William Henry, George E. Stone. Director: Lesley Selander. Producer: Harry Sherman. **(Completed)**

RKO RADIO

Wagon Train and **Sir Piegan Passes**—Tim Holt, Martha O'Driscoll. Director: David Howard. Producer: Bert Gilroy. **(Starting—Simultaneously)**

Wildcat Bus—Fay Wray, Roland Drew, Paul Guilfoyle, Charles Lang. Director: Frank Woodruff. Producer: Cliff Reid. Original: Owen Francis. Screenplay: Lou Lusty. **(Completed)**

Lucky Partners—Ronald Colman, Ginger Rogers, Billy Gilbert, Jack Carson, Harry Davenport, Tom Dugan, Spring Byington. Director: Lewis Milestone. Producer: George Haight. Original: Sacha Guitry. Screenplay: Allan Scott. **(Completed)**

20TH CENTURY-FOX

The Californian—Tyrone Power, Linda Darnell, Gale Sondergaard, Basil Rathbone. Director: Rouben Mamoulian. Producer: Kenneth Macgowan. **(Starting)**

Charter Pilot—Lloyd Nolan, Arleen Whelan, George Montgomery, Lynn Bari. Director: Eugene Forde. Producer: Sol Wurtzel. **(Starting)**

UNITED ARTISTS

Road Show—Carole Landis, Adolphe Menjou, John Hubbard, Patsy Kelly, Charles Butterworth. Producer-Director: Hal Roach. Original: Eric Hatch. Screenplay: Hal Roach jr., Gordon Douglas, Harry Langdon, Micky Novak. **(Starting)**

UNIVERSAL

The Leatherpushers—Richard Arlen, Andy Devine, Astrid Allwyn, Douglas Fowley. Director: John Rawlins. Producer: Ben Pivar. **(Starting)**

Ragtime Cowboy Joe—Johnny Mack Brown, Fuzzy Knight, Nell O'Day, Dick Custer, Harold Goodwin. Director: Ray Taylor. Producer: Joseph Sanford. Screenplay: Vic McLeod. **(Completed)**

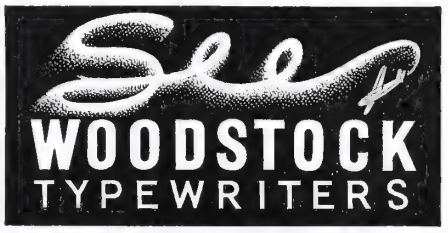
WARNER-FN

East of the River—John Garfield, Ida Lupino, William Lundigan. Director: Vincent Sherman. Producer: Harlan Thompson. Original: John Fante, Ross Wills. Screenplay: Robert Rossen. **(Starting)**

South of Suez—George Brent, Geraldine Fitzgerald, George Tobias. Director: Raoul Walsh. Producer: William Jacobs. Screenplay: Barry Trivers, Abem Finkel. **(Starting)**

Four Mothers—Priscilla, Rosemary and Lola Lane, Gale Page, Claude Rains, Jeffrey Lynn, Frank McHugh, Eddie Albert. Director: William Keighley. Screenplay: Stephen Morehouse Avery. **(Starting)**

Tugboat Annie Sails Again—Marjorie Rambeau, Alan Hale, Ronald Reagan, Jane Wyman, Clarence Kolb. Director: Lewis Seiler. Producer: Bryan Foy. Original: Norman Reilly Raine. **(Completed)**



IT'S EASY TO "SEE" ANYBODY

WHEN YOU USE POSTAL TELEGRAMS!

WHEN PEOPLE ARE "TOO BUSY," remember this: A Postal Telegram is not kept waiting in an outer office. Postal messengers are trained to get a *signed receipt!*

WHEN A DEAL'S ALMOST CLOSED, speed last-minute, important facts via Postal Telegraph. You can be sure they will be transmitted *accurately!*

WHEN THE UNEXPECTED HAPPENS, notify all concerned by Postal Telegraph. It costs surprisingly little, thanks to new low Postal Telegraph rates!

WHENEVER SPEED IS ESSENTIAL, count on the nation-wide Postal Telegraph system—for helpful, personal service. Just phone Postal Telegraph. Charges for telegrams phoned in appear on your telephone bill.

PHONE—

Postal Telegraph

"1st when Seconds count!"

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ❍ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⊙ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 9	[7] Drama **1026** **Fugitive at Large** (66) R—Aug. 5 [7] Western **1211** **Taming of the West** (54) R—Oct. 21	[8] Comedy **2** **Henry Goes Arizona** (67) Frank Morgan Virginia Weidler R—Dec. 16	[10] Western **Reissue** **West of the Divide** (55); John Wayne [10] Western **Reissue** **Lucky Texan** (56) John Wayne	[8] Western **3913** **Llano Kid** (69) Tito Guizar Gale Sondergaard R—Nov. 11		[8] Melodrama **013** **Two Thoroughbreds** (62) Jimmy Lydon Joan Brodel R—Dec. 2	[8] Melodrama **026** **Barricade** (71) Alice Faye Warner Baxter R—Dec. 2		[8] Act. Drama **4054** **Man From Montreal** (60) Richard Arlen Andy Devine R—Nov. 11	[9] C. M'dr. **FN471** **Private Detective** (55) Jane Wyman Dick Foran R—Nov. 25	
DEC. 16		[15] Drama **15** **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	[15] O'door Mus **3952** **Westbound Stage** (62) Tex Ritter R—Jan. 13	[15] Drama **3914** **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	[15] Western **941** **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		[15] Com. Drama **024** **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		[15] Melodrama **4028** **Missing Evidence** (64) P. Foster R—Oct. 7	[16] Drama **FN481** **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	[15] Comedy **Al'ance** **Just Like a Woman** (74) Gertrude Michael John Lodge
DEC. 23		[22] Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		[22] Tech. Cart. **3915** ⊙❍**Gulliver's Travels** (74) R—Dec. 23	[20] Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	[22] Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	[22] Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	[22] Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	[22] Comedy **4011** **Charley McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	[28] Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	[29] Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	[25] Drama **3912** **Gentleman From Arizonia** (73) C. Reynolds-J. King R—Feb. 3	[29] Drama **3916** ❍**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	[27] Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	[29] Drama **015** **Hunchback of Notre Dame** (114) .. Chas. Laughton Maureen O'Hara R—Dec. 23	[29] O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	[29] Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	[29] Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	[25] Drama **FN453** **Four Wives** (110) R—Dec. 2 [30] M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	[4] Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	[5] Com. M'dr. **18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		[5] Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	[28] Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	[5] Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	[5] Mus. Drama **017** ⊙**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		[5] Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	[6] M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	[10] Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	[12] Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	[10] Act. Drama **3939** **Danger Ahead** (56) [15] Melodrama **3924** **Secret Four** (79) (Form. "Four Just Men") R—Dec. 16	[12] O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	[10] Western **963** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	[12] Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	[12] Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	[12] Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	[12] Mys. M'dr. **4000** **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	[13] Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	[18] Melodrama **1003** **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	[19] Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	[15] M'drama **3909** **Fatal Hour** (65) R—Jan. 13 [20] Melodrama **3922** **Hidden Enemy** (63) R—Mar. 30	[19] Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		[19] Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	[19] Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	[19] Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	[19] Western **4061** **West of Carson City** (55) J. Mack Brown Bob Baker R—May 18	[20] M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	[15] Drama **Al'ance** **Hidden Menace** (59) Gertrude Michael Otto Kruger
JAN. 27	[26] Mys. Drama **1019** **Lone Wolf Strikes** (65) Warren William R—Jan. 27	[26] Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	[25] Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	[26] Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	[26] Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	[26] Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan 20	[26] Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		[26] Drama **4041** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	[27] Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	[26] Drama **Maymon** **Tevya** (93) Yiddish with English titles. Maurice Schwartz R—Jan. 27
FEB. 3	[31] Drama **1034** **Convicted Woman** (66) R—Mar. 2 [1] Western **1212** **Pioneers of Frontier** (58) R—Apr. 6	[2] Drama **26** (98) **I Take This Woman** Spencer Tracy Hedy Lamarr R—Feb. 3	[30] Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	[2] Drama **3926** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	[30] Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	[2] Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	[2] Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		[2] Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	[3] M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	[8] Comedy **1026** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	[9] Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	[10] Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	[9] Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		[9] Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	[9] Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		[9] Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	[10] Com. Dr. **WB421** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		[16] Drama **24** **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		[16] Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		[16] Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	[16] Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	[16] Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	[16] Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	[17] Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	[16] Drama **Al'ance** **One Night in Paris** (65) John Lodge Hugh Williams

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
24		Spencer Tracy Robert Young R—Feb. 17	J. Newill R-Apr. 27 20 Western 3962 Cheyenne Kid (48) R—Mar. 23; Randall	Range (68) Russell Hayden Jean Parker R—Feb. 24		©Pinocchio (80) R—Feb. 3	They Came by Night (73) Will Fyffe R—Mar. 16		Framed (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy 1014 Blondie on a Budget (73) Penny Singleton R—Mar. 2	1 Melodrama 23 Strange Cargo (105) Clark Gable Joan Crawford R—Mar. 9	2 Western 3953 Rhythm on the Rio Grande (53) Tex Ritter R—Apr. 20	1 Comedy 3924 Seventeen (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy 020 Little Orvie (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama 035 Charlie Chan in Panama (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama House Across the Bay (74) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama 4034 Double Alibi (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama FN457 Story of Dr. Ehrlich's Magic Bullet (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western 1204 Bullets for Rustlers (58); R—Feb. 17 7 M'drama 1027 Outside the Three Mile Limit (64) R—Feb. 17	8 Com. Drama 27 Ghost Comes Home (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama 3916 Human Monster (73) Bela Lugosi R—Mar. 16	8 Western 3957 Showdown (64) William Boyd Russell Hayden R—Mar. 2	12 Western 964 Pioneers of the West (56) Three Mesquiteers R—Mar. 16	8 Drama 017 Isle of Destiny (83) William Gargan June Lang R—Mar. 9	15 Drama 040 Grapes of Wrath (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama 4025 Zanzibar (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama 1035 Men Without Souls (62) Rochelle Hudson John Litel R—June 1	15 Drama 28 ©Young Tom Edison (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama 3925 Women Without Names (62) Ellen Drew R—Feb. 24	15 Drama 920 Forgotten Girls (67) Louise Platt R—Mar. 23	15 Comedy 022 Millionaire Playboy (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical 4022 Ma, He's Making Eyes at Me (61) Tom Brown R—Mar. 30	16 Comedy FN465 Three Cheers for the Irish (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy Al'ance Little Miss Molly (67) Maureen O'Hara
MAR. 23	21 Com. Drama 1004 Too Many Husbands (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama 3921 Midnight Limited (61) Marjorie Reynolds R—Mar. 23	22 Musical 3926 Road to Singapore (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western 942 Rancho Grande (66) Gene Autry Smiley Burnette R—May 11	22 Drama 023 Primrose Path (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy 025 ©The Blue Bird (83) Shirley Temple R—Jan. 27	22 Drama My Son, My Son (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. 4001 It's a Date (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama WB404 Virginia City (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. Astor Crooked Circle (..) ZaSu Pitts
MAR. 30		29 Drama 29 Florian (91) Robert Young R—Apr. 6	30 Comedy 3902 Son of the Navy (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy 3927 Farmer's Daughter (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western 991 Ghost Valley Raiders (57) Donald Barry Lona Andre R—April 6.		29 Melodrama 037 Free, Blonde and 21 (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy ©Over the Moon (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western 1205 Blazing Six Shooters (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama 32 And One Was Beautiful (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama 3928 Adventure in Diamonds (80) George Brent R—Jan. 20	10 West. Drama 129 Hi-Yo, Silver (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama 030 Courageous Dr. Christian (67) R—Mar. 30	5 Drama 036 Star Dust (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy One Million B. C. (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. 4040 Half a Sinner (61) R—Mar. 30 5 Western 4062 Riders Pasco Basin (57) R—June 1	6 Com. Dr. WB407 It All Came True (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama Astor Vengeance of the Deep (..) Lloyd Hughes
APR. 13		12 Drama 30 Dr. Kildare's Strange Case (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western 3963 Covered Wagon Trails (53) J. Randall R-May 11	12 M'drama 3929 ©Dr. Cyclops (77) Janice Logan Albert Dekker R—Mar. 9	12 Western 954 Young Buffalo Bill (59) Roy Rogers R—Apr. 27	12 Western 083 Bullet Code (59) R—Apr. 13	12 O'dr Drama 039 Viva Cisco Kid (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama ©Rebecca (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama 4013 House of Seven Gables (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. WB422 King of the Lumberjacks (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama 1017 Man With Nine Lives (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama 33 Two Girls on Broadway (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. 3928 Sky Bandits (56) R—May 25 20 Com. Drama 11 Tomboy (70) M. Jones-J. Moran R—Apr. 27	19 Western 3931 Light of Western Stars (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama 901 Dark Command (94) R—Apr. 13 19 Comedy 922 Grandpa Goes to Town (65) R—Apr. 20	19 Drama 009 Abe Lincoln in Illinois (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama 042 Johnny Apollo (93) Tyrone Power Dorothy Lamour		12 M'drama 4018 Black Friday (70) Lugosi-Karloff R—Mar. 9	20 Drama FN456 'Til We Meet Again (98) Merle Oberon George Brent Pat O'Brien R—Apr. 13	15 M'drama Al'ance The Terror (..) Wilfrid Lawson
APR. 27	25 Drama 1005 Doctor Takes a Wife (88) Loretta Young Ray Milland R—May 4	26 Com. Drama 34 40 Little Mothers (90) Eddie Cantor Rita Johnson R—Apr. 20	30 M'drama 3926 Mysterious Mr. Reeder (77) R-May 11 20 Western 3954 Pals of the Silver Sage (52); Ritter R—May 11	26 Farce Com. 3930 French Without Tears (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical 921 In Old Missouri (67) Weavers & Elviry 22 Western 965 Covered Wagon Days (56) R—June 8 Three Mesquiteers	26 Drama 027 Curtain Call (60) Barbara Read R—Apr. 13	26 Comedy 041 Shooting High (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 M'drama 4033 Enemy Agent (61) Richard Cromwell R—Mar. 30	27 Com. Dr. FN468 An Angel From Texas (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western 1213 Man From Tumbleweeds (59) R—June 1	3 Action Drama 35 20 Mule Team (85) Wallace Beery R—May 4	2 Western 3964 Land of Six Guns (54) R—June 1	3 Comedy 3932 Buck Benny Rides Again (80) R—Apr. 20	10 Drama 923 Crooked Road, The (66) R—May 18 Edmund Lowe	3 Mus. Com. 024 Irene (101) Anna Neagle R—Apr. 27	3 Comedy 043 So This Is London (84) R—Apr. 27	3 Comedy Saps at Sea (57) Laurel & Hardy R—May 4	3 Musical 4005 If I Had My Way (94) R—May 4	4 M'drama WB423 Tear Gas Squad (55) R—Apr. 27	M'drama Astor Hell's Angels (..) Jean Harlow
MAY 11	16 Drama 1029 Babies for Sale (64) Rochelle Hudson Glenn Ford R—May 25	10 Drama 36 ©Edison, the Man (106) R—May 25 Spencer Tracy Rita Johnson	9 Western 3955 Cowboy From Sundown (58) Tex Ritter R—May 11	10 Comedy 3933 Opened by Mistake (66) R—May 11 Charlie Ruggles Janice Logan	10 Western 943 Gaucho Serenade (66) Gene Autry R—May 18	10 Drama 031 Beyond Tomorrow (83); R—Mar. 30 Charles Winninger Helen Vinson	10 M'drama 038 I Was an Adventuress (81) Vera Zorina R—May 11		10 Action Dr. 4031 Ski Patrol (64) Luli Deste R—May 11	11 Drama WB410 Saturday's Children (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama 1023 Island of Doomed Men (67) P. Lorre R-May 25 16 Drama 1111 21 Days Together (72) Olivier; R-May 4	17 Drama 37 Waterloo Bridge (109) R—May 18 Robert Taylor Vivien Leigh		17 Drama 3934 ©Typhoon (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama 924 Gangs of Chicago (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama 025 My Favorite Wife (88) R—May 4 Irene Dunne Cary Grant	10 Comedy 044 On Their Own (65) Jones Family R—Apr. 13	17 Drama Turnabout (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy 4015 Alias the Deacon (73); R—May 4 Bob Burns Mischa Auer	18 M'drama FN466 Flight Angels (74) Virginia Bruce Wayne Morris R—May 11	15 Drama Alliance Black Eyes (..) Otto Kruger Mary Maguire
MAY 25	23 Western 9206 Texas Stagecoach (59); R—Mar. 30 Charles Starrett Iris Meredith	31 Mys. Drama 40 Phantom Raiders (70) Walter Pidgeon R—June 1	23 Western 3965 Kid From Santa Fe (50) Jack Randall	24 Drama 3931 Biscuit Eater, The (80) Billy Lee R—Apr. 13	24 Western 966 Rocky Mountain Rangers (58) Three Mesquiteers R—June 8	24 Com. Drama 032 You Can't Fool Your Wife (65) Lucille Ball R—May 25	24 Drama 045 Lillian Russell (127) Alice Faye Henry Fonda R—June 1	24 Drama Our Town (90) William Holden Martha Scott R—May 18	24 Western 4056 Hot Steel (61) Richard Arlen Andy Devine	25 Drama FN455 Torrid Zone (87) James Cagney Ann Sheridan R—May 18	20 Drama P-R-C Take This Oath (67) Joyce Compton R—June 1

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JUNE 1	30 M'drama **1016** **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8		30 Western **3966** **Riders From Nowhere** (45) Jack Randall	31 Comedy **3936** **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 Drama **025** **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama **051** **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical **4029** **La Conga Nights** (61) R—May 18 31 Western **4063** **Bad Man From Red Butte** (58) R-June 15	1 M'drama **FN472** **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama **Astor** **Girls of the Underworld** (..) 1 Western **P-R-C** **Frontier Crusader** (68)
JUNE 8	3 Drama **1112** **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	7 Drama **39** **Susan and God** (115) Joan Crawford R—June 8	11 Com. Drama **3915** **On the Spot** (62) Frankie Darro R—June 8	7 Western **3958** **Hidden Gold** (61) William Boyd R—May 25	6 Drama **902** **Women in War** (70) Elsie Janis R—June 1	7 Melodrama **033** **Saint Takes Over** (68) R—Apr. 27	7 Drama **034** **Earthbound** (67) Warner Baxter R—May 18		7 Drama **4036** **Love, Honor and Oh Baby** (59) R—June 8	8 Com. Dr. **WB405** **Brother Orchid** (91) Edw. G. Robinson R—June 1	15 Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin
JUNE 15	6 M'drama **1028** **Passport to Alcatraz** (60); Jack Holt R—June 22 R—June 29	14 Drama **41** **Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	18 Western **3960** **Wild Horse Range** (51) Jack Randall R—June 22	14 Drama **3937** **Safari** (83) Doug. Fairbanks jr. Madeleine Carroll R—June 1	19 Action Drama **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	7 Western **084** **Prairie Law** (60) George O'Brien R—June 8	14 Drama **047** **Four Sons** (88) Don Ameche Mary Beth Hughes R—June 8		14 Com. Drama **4008** **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama **FN473** **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	1 Western **P-R-C** **Frontier Crusader** (60) Tim McCoy R—June 15
JUNE 22	20 Drama **1037** **Girls of the Road** (61) Ann Dvorak Lola Lane R—June 29	21 Com. Drama **42** **Captain Is a Lady** (65) R—June 29 Virginia Grey Billie Burke Charles Coburn	25 M'drama **3927** **Last Alarm** (61) Polly Ann Young Warren Hull R—July 13	21 Mys. Com. **3938** **Ghost Breakers** (82) Bob Hope Paulette Goddard R—June 15	25 Musical Com. **908** **Grand Ole Opry** (67) R—July 6 27 Western **Carson City Kid** (57) R—July 6	21 Com. Drama **034** **Pop Always Pays** (67) Leon Errol R—June 22	21 Mystery **048** **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy **4037** **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama **WB424** **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	
JUNE 29	27 Western **1214** **Return of Wild Bill** (57) R—July 13 30 Comedy **1021** **Out West With the Peppers** (61)	28 Musical **31** **New Moon** (105) Jeanette MacDonald Nelson Eddy R—June 22		28 Drama **3939** **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	29 Western **992** **One Man's Law** (57) Don "Red" Barry Janet Waldo R—July 13	28 Drama **035** **Anne of Windy Poplars** (86) Anne Shirley R—June 22	28 Outd'r Dr. **049** **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama **The Fugitive** (77) Ralph Richardson Diana Wynyard R—July 6		28 Drama **Neufeld** **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		5 Comedy **43** **Andy Hardy Meets Debutante** (87) Mickey Rooney R—July 6	3 Western **3956** **The Golden Trail** (..) Fex Ritter R—July 13	5 Drama **3940** **Way of All Flesh** (82) R—June 1 Akim Tamiroff Gladys George	12 Drama **Three Faces West** (81) R—June 22 John Wayne Sigrid Gurie	5 Drama **036** **Dr. Christian Meets the Women** (65) Jean Hersholt R—June 29	5 Com. Drama **052** **Sailor's Lady** (66) Nancy Kelly Jon Hall R—July 6		5 Com. Drama **Private Affairs** (74) Nancy Kelly Roland Young R—June 15	13 Drama **FN467** **Man Who Talked Too Much** (75) George Brent R—July 6	1 Melodrama **Crimson Dynasty** (..) Elissa Landi John Lodge
JULY 13		12 Drama **44** **Sporting Blood** (80) Robert Young Maureen O'Sullivan R—July 13		12 Western **3959** **Stagecoach War** (61) R—July 6 Bill Boyd Russell Hayden		12 Com. Drama **039** **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	12 Drama **046** **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama **FN454** **All This, and Heaven Too** (143) Bette Davis Charles Boyer R—June 22	
JULY 20	18 Drama **Military Academy** T. Kelly R-July 13 24 Adventure **1110** **I Married Adventure** (75) Osa Johnson	19 Com. Drama **45** **We Who Are Young** (79) Lana Turner John Shelton	17 Com. Drama **Haunted House** (..) 15 Melodrama **Boys of the City** East Side Kids		20 Comedy **Scatterbrain** (72) Judy Canova R—July 13 15 Western **944** **Carolina Moon** (65) Gene Autry	19 Drama **029** **Tom Brown's School Days** (..) James Lydon Fred. Bartholomew Cedric Hardwicke R—June 29	19 Drama **050** **Maryland** (91) Walter Brennan Fay Bainter Brenda Joyce R—July 13	18 Melodrama **South of Pago Pago** (96) Victor McLaglen Jon Hall Francis Farmer	26 Western **4064** **Son of Roaring Dan** (..) Johnny Mack Brown 19 Western **4057** **Black Diamond** (..) Richard Arlen	20 Com. with Mu. **WB407** **My Love Came Back** Olivia de Havilland Jeffrey Lynn (85) R—July 6	20 Western **P-R-C** **Billy the Kid Outlawed** (..) Bob Steele
JULY 27	25 Comedy **Blondie Has Servant Trouble** (..) 31 Com. Drama **The Lady in Question** (..) Brian Aherne	26 Costume Com. **46** **Pride and Prejudice** (118) Greer Garson Laurence Olivier R—July 20	29 Melodrama **Orphans of the North** (..) 29 Western **Rainbow of the Range** (..) Tex Ritter	26 Drama **3941** **Untamed** (83) Ray Milland Patricia Morison R—June 29	30 Drama **Girl From God's Country** (..) 30 Western **Ranger and the Lady** (..) Roy Rogers	26 Western **085** **Stage to Chino** (69) George O'Brien 26 Com. Drama **037** **Millionaires in Prison** (63) L. Tracy R-June 29			26 Com. Dr. **4023** **You're Not So Tough** (72) Dead End Kids Nan Grey R—June 1	27 Comedy **FN474** **Ladies Must Live** (..) Rosemary Lane	28 Western **P-R-C** **Gun Code** (..) Tim McCoy
AUG. 3		2 Comedy Drama **Gold Rush Maisie** (..) Ann Sothern Lee Bowman	5 Melodrama **Law of the Tong** (..) Boris Karloff	2 Melodrama **3942** **Golden Gloves** (..) Richard Denning Jean Cagney		2 Drama **061** **Queen of Destiny** (..) Anna Neagle Anton Walbrook	2 Drama **The Great Profile** (..) John Barrymore		2 Drama **Diamond Frontier** (..) Victor McLaglen Anne Nagel	3 Drama **FN460** **They Drive by Night** (93) R—July 20 George Raft Ann Sheridan	
AUG. 10	8 Melodrama **The Secret Seven** Bruce Bennett Florence Rice (..)	9 Drama **Boom Town** (..) Clark Gable Spencer Tracy Claudette Colbert	5 Melodrama **Chamber of Horrors** (..) 12 Western **Range Busters** (..)	9 Melodrama **3943** **Mystery Sea Raiders** (..) Henry Wilcoxon Carole Landis	10 Musical **Sing, Dance, Plenty Hot** (..) Johnny Downs Ruth Terry	9 Melodrama **One Crowded Night** (..) Billie Seward William Haade	9 Drama **Street of Memories** (71) R—July 6 Lynn Roberts John McGuire	9 Melodrama **Captain Caution** (..) Victor Mature Louise Platt	9 Comedy **Boys From Syracuse** (72) R—July 20 Allan Jones Martha Raye	10 Ac. Dram **WB414** **River's End** (..) Dennis Morgan Elizabeth Earl	
AUG. 17	15 Western **Durango Kid** (..) 22 Com. Drama **He Stayed for Breakfast** (..) Loretta Young	16 Drama **Golden Fleecing** (..) Lew Ayres Rita Johnson	12 Com. Drama **All Around the Town** (..) 19 Western **Pride of the Prairie** (..)	16 Comery **3944** **Comin' Round the Mountain** (..) Bob Burns Una Merkel		16 Drama **041** **Stranger on the Third Floor** (..) Peter Lorre	16 Drama **Brigham Young** (..) Tyrone Power Linda Darnell			17 Drama **WB417** **Money and the Woman** (..) Jeffrey Lynn Brenda Marshall	16 M'drama **P-R-C** **Desire to Live** (..)
AUG. 24		23 Comedy Drama **I Love You Again** (..) William Powell Myrna Loy	19 Melodrama **Missing People** (..) Will Fyffe 19 Western **Arizona Frontier** Tex Ritter	23 Comedy Drama **The Great McGinty** (..) Brian Donlevy Muriel Angelus		23 Drama **038** **Lucky Partners** (..) Ronald Colman Ginger Rogers	23 Com. Drama **The Girl From Avenue A** (..) Jane Withers Kent Taylor		23 Com. Drama **Hired Wife** (..) Rosalind Russell Brian Aherne Virginia Bruce	24 Drama **Sea Hawk, The** ( ) Errol Flynn Brenda Marshall	23 Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy
AUG. 31	29 Drama **The Howards of Virginia** (..) Cary Grant Martha Scott	30 Com-Drama **Busman's Honeymoon** (..) Robert Montgomery Constance Cummings				30 Comedy **Dance, Girl, Dance** (..) Maureen O'Hara Louis Hayward Lucille Ball	30 Drama **The Man I Married** (..) Joan Bennett Francis Lederer Lloyd Nolan			31 Action Drama **Flowing Gold** (..) Pat O'Brien John Garfield Frances Farmer	

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where opinion is neither expressed nor possible of deduction the sign o is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A										
Abe Lincoln in Illinois	(RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Adventure in Diamonds	(Para)	−	±	−	±	±	∓	±	±	6+ 8−
Alias the Deacon	(Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too	(FN)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante	(M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Anne of Windy Poplars	(RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas	(FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful	(M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
B										
Babies for Sale	(Col)	±		±	−	±			+	4+ 4−
Bad Man From Red Butte	(Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow	(RKO)	±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement	(RKO)	±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The	(Para)	+	+	+	+	ǂ	+	ǂ	+	10+
Black Eyes	(Alliance)									
Black Friday	(Univ)	+	±	±	+	+	+	+	+	8+ 2−
Blazing Six Shooters	(Col)	±		±	+					3+ 2−
Blondie on a Budget	(Col)	+	+	+	+		+	−	+	6+ 1−
Blue Bird, The	(20th-Fox)	+	∓	±	ǂ		ǂ	ǂ	+	10+ 2−
Boys From Syracuse	(Univ)	+			ǂ		+	+	ǂ	7+
Brother Orchid	(WB)	+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again	(Para)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Bullet Code	(RKO)	+	+	+	+	+		+	+	7+
Bullets for Rustlers	(Col)	∓		±		±				3+ 3−
C										
Captain Is a Lady	(M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon	(Rep)	∓								1+ 1−
Carson City Kid	(Rep)	±			+	+				3+ 1−
Castle on the Hudson	(FN)	∓	±	±	+	±	+	+	+	8+ 4−
Charlie Chan in Panama	(20th-Fox)	+	+	+	+	+	+	+		7+
Charlie Chan's Murder Cruise	(20th-Fox)	+		+	+	+	+		+	6+
Cheyenne Kid	(Mono)	±		∓						2+ 2−
Chump at Oxford, A	(UA)	∓	+	±	±	+	+			6+ 3−
Courageous Dr. Christian	(RKO)	±	±	∓	±	±	±	+	+	8+ 6−
Covered Wagon Days	(Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails	(Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown	(Mono)	∓			−					1+ 2−
Crooked Circle	(SR)									
Crooked Road, The	(Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance	(RKO)	+	±	+	+		±	+	+	7+ 2−
Curtain Call	(RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D										
Danger Ahead	(Mono)	−			−	−	+			1+ 3−
Dark Command	(Rep)	ǂ	+	+	+		+	ǂ	+	9+
Dr. Christian Meets the Women	(RKO)	±	±	∓	+		+	+	+	7+ 3−
Dr. Cyclops	(Para)	−	±	∓	+	±	+	+	∓	7+ 5−
Dr. Kildare's Strange Case	(M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife	(Col)	ǂ	+	+	ǂ	ǂ	+	ǂ	+	12+
Double Alibi	(Univ)	+	+	±	+		+		±	7+ 2−
E										
Earthbound	(20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man	(M-G-M)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Enemy Agent	(Univ)	+	±	±	±		±	±	±	7+ 6−
F										
Farmer's Daughter	(Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The	(Col)	+			+					2+
Flight Angels	(FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Flight at Midnight	(Rep)									
Florian	(M-G-M)	+	+	±	+		+	ǂ	±	8+ 2−
Forgotten Girls	(Rep)	±	∓	−	±	+	o			4+ 4−
Four Sons	(20th-Fox)	ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers	(M-G-M)	+	+	±	+	+	+	±		7+ 2−
Framed	(Univ)	+		∓	−	∓		−	+	4+ 4−
Free, Blonde and 21	(20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears	(Para)	+	∓			+	+	±	∓	6+ 3−
Frontier Crusader	(PRC)	±		−		±				2+ 3−
Fugitive, The	(Univ)	−			+		±	+	±	4+ 3−
Fugitive From Justice	(WB)	±	∓	+	−	+	+		−	5+ 4−
G										
Gambling on High Seas	(WB)		±		+			∓	±	4+ 3−
Gangs of Chicago	(Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade	(Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers	(Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Ghost Comes Home	(M-G-M)	+	±	±	±		∓	−	∓	6+ 6−
Ghost Valley Raiders	(Rep)	∓		−	±	±	±			4+ 5−
Girl in 313	(20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road	(Col)	±								1+ 1−
Girls of the Underworld	(SR)									
Golden Trail, The	(Mono)	=				ǂ				1+ 3−
Grand Ole Opry	(Rep)	∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town	(Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Grapes of Wrath	(20th-Fox)	ǂ	+	ǂ	+		ǂ	ǂ	ǂ	12+
H										
Half a Sinner	(Univ)	+	+	±	+				±	5+ 2−
Hi-Yo Silver	(Rep)	+		+	+	+	+			5+
Hidden Gold	(Para)	±		±	+	+	+	+	+	7+ 2−
Hold That Woman	(PRC)					±		+	−	2+ 2−
Honeymoon Deferred	(Univ)	+	±	−	∓	+		+	±	6+ 4−
Hot Steel	(Univ)		±	±	∓	±		+	±	6+ 5−
House Across the Bay	(UA)	±	=	∓	±	±	∓	∓	−	6+ 9−
House of Seven Gables	(Univ)	+	+	+	+	+	+	+	∓	8+ 1−
Human Monster	(Mono)	±	±	±	±		±	∓	∓	7+ 7−
I										
I Can't Give You Anything But Love	(Univ)	∓	+		+	−	±	+	+	6+ 3−
I Married Adventure	(Col)	+								1+
I Take This Oath	(PRC)	±		∓		+				3+ 2−
I Was an Adventuress	(20-Fox)	±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way	(Univ)	+	±	−	+	+	o	±	+	6+ 3−
In Old Missouri	(Rep)		∓	∓	±	∓	∓	∓	±	7+ 7−
Irene	(RKO)	+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men	(Col)	∓		∓	±	+		−	∓	5+ 5−
Isle of Destiny	(RKO)	+	−	∓	±	±	±	±	±	7+ 7−
It All Came True	(WB)	+	±	∓	+	+	+	+	+	8+ 2−
It's a Date	(Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
J										
Johnny Apollo	(20th-Fox)	+	+	+	+	+	+	+	ǂ	9+
K										
Kid From Santa Fe	(Mono)									
Kid Reporters	(Mono)									
King of Lumberjacks	(WB)	∓	∓	−	±	±		±	−	5+ 7−
Knights of the Range	(Para)	+		+	+		+	+	+	6+
L										
LaConga Nights	(Univ)	∓	±	∓	±	∓	±	±	±	8+ 8−
Lambeth Walk	(M-G-M)	±			∓			+	∓	4+ 3−
Land of Six Guns	(Mono)	∓		∓	±	±				4+ 4−
Last Alarm	(Mono)	±	∓		+	+	±	±	+	7+ 4−

‡ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ‡ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Lightning Strikes West (SR)		∓		∓						2+ 2−
Light of Western Stars (Para)		+		±	+		∓	+	±	6+ 3−
Lillian Russell (20th-Fox)		‡	±	±	‡	‡	‡	‡	‡	14+ 2−
Little Miss Molly (Alliance)										
Little Orvie (RKO)		+	±	+	+		+	+	+	7+ 1−
Lone Wolf Meets a Lady (Col)		+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby (Univ)		=			±		o	±	−	2+ 5−
Lucky Cisco Kid (20th-Fox)		−		±	±		∓	∓	±	5+ 6−
M										
Ma, He's Making Eyes at Me (Univ)		−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe (Col)		+	±	∓	+	+				5+ 2−
Man From Dakota (M-G-M)		±	∓	∓	∓	+	±	±	−	7+ 7−
Man From Tumbleweeds (Col)		±		±		+				3+ 2−
Man I Married (20th-Fox)		+								1+
Man Who Talked Too Much, The (WB)		+	±	∓	+	±	+	±	+	8+ 4−
Man With Nine Lives (Col)		±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbreak (20th-Fox)		−	±	∓	+		o	+	+	5+ 3−
Maryland (20th-Fox)		+	±	±	+	‡	o	+	+	8+ 2−
Men Without Souls (Col)		−	∓	∓	∓	∓	+	+	∓	5+ 6−
Midnight Limited (Mono)		±	∓		±	+				4+ 3−
Military Academy (Col)		±								1+ 1−
Millionaire Playboy (RKO)		−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison (RKO)		+	±		+	+	o	±	+	6+ 2−
Mortal Storm, The (M-G-M)		+	‡	‡	‡	‡	+	‡	+	13+
Murder in the Air (FN)		+	±	∓	+	±	o	∓		6+ 4−
Murder in the Night (SR)		−								1−
Murder on the Yukon (Mono)		±				+				2+ 1−
My Favorite Wife (RKO)		‡	+	+	‡	‡	‡	‡	‡	14+
My Love Came Back (FN)		+	+	‡	+			+	+	7+
My Son, My Son (UA)		‡	+	‡	‡	‡	‡	‡	‡	15+
Mysterious Mr. Reeder (Mono)		±	±	∓	±					4+ 4−
Mystery of Room 13 (SR)										
N										
New Moon (M-G-M)		+	‡	+	‡	‡	+	+	‡	12+
Northwest Passage (M-G-M)		‡	‡	‡	‡	‡	‡	‡	‡	16+
O										
On the Spot (Mono)		+		−	∓	+	o	+	±	5+ 3−
On Their Own (20th-Fox)		±	±	±	±	±	±	+	±	8+ 7−
One Came Home (M-G-M)										
One Man's Law (Rep)		±		∓	+	+	±			5+ 3−
One Million B. C. (UA)		±	±	−	±	+	o	±	∓	6+ 6−
Opened by Mistake (Para)		±	±	∓	±	+	o		∓	6+ 5−
One Night in Paris (Alliance)										
Our Town (UA)		‡	‡	‡	‡	‡	‡	‡	‡	16+
Out West With the Peppers (Col)		−		−				=	−	5−
Outside the Three Mile Limit (Col)		±	±	±	+	+	+	+	±	8+ 4−
Over the Moon (UA)		±	±							2+ 2−
P										
Pals of the Silver Sage (Mono)		∓		±	+	+				4+ 2−
Passport to Alcatraz (Col)		+	−	±	+	+		∓	−	5+ 4−
Phantom Raiders (M-G-M)		+	+	+	+	‡		+	±	8+ 1−
Phantom Wagon, The (Col)		+								1+
Pinocchio (RKO)		‡	‡	‡	‡	‡	‡	‡	‡	16+
Pioneers of the West (Rep)		±		+	+					3+ 1−
Pop Always Pays (RKO)		+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law (RKO)		+	±	+	+	+	o		+	6+ 1−
Pride and Prejudice (M-G-M)		+		+	‡	‡	+			7+
Primrose Path (RKO)		+	∓	±	±	+	+	‡	+	9+ 3−
Private Affairs (Univ)		±	+	±	±	+	+	+	+	8+ 3−
Q										
Queen of the Mob (Para)		±	∓	+	+	+	±	±	−	7+ 5−
R										
Rancho Grande (Rep)		∓		∓	+	+	∓	+	=	6+ 5−
Rebecca (UA)		‡	+	+	‡		‡	+	+	10+
Refugee, The (Rep)		±	+	±	+	+	+	+	‡	9+ 2−
Return of Wild Bill (Col)		+		−	+	+				3+ 1−
Rhythm on the Rio Grande (Mono)		∓		±	±	±	+	+	+	7+ 4−
Riders From Nowhere (Mono)										
Riders of Pasco Basin (Univ)		∓		∓	±	±				4+ 4−
Ridin' the Trail (Mono)										
Road to Singapore (Para)		‡	‡	‡	‡	‡	+	‡	‡	15+
Rocky Mountain Rangers (Rep)		+		+	+	+				4−
S										
Safari (Para)		±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady (20th-Fox)		∓	±	±	∓	+	+	=	∓	7+ 7−
Saint Takes Over (RKO)		+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)		+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea (UA)		±	+	+	±	+	+			6+ 2−
Saturday's Children (WB)		+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain (Rep)		+		±	+	+	+	+	+	7+ 1−
Seventeen (Para)		+	±	+	+	+	+	+	+	8+ 1−
Shooting High (20th-Fox)		+	∓	∓	±	+	+	±	+	8+ 4−
Showdown (Para)		+		+	+	+	o	+	+	6+
Sidewalks of London (Para)		+	+	+	+			+	+	6+
Ski Patrol (Univ)		∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits (Mono)		±								1+ 1−
So This Is London (20th-Fox)		±				±			=	2+ 4−
Son of the Navy (Mono)		+	+	±	+	±	+	+	+	8+ 2−
South of Pago Pago (UA)		+								1+
Spies in the Air (SR)						±				1+ 1−
Sporting Blood (M-G-M)		±		±	+		±	+	±	6+ 4−
Stagecoach War (Para)		+		∓	+	+	+		+	6+ 1−
Star Dust (20th-Fox)		+	+	+	+	+	+	+	+	8+
Story of Dr. Ehrlich's Magic Bullet (FN)		‡	‡	‡	‡	‡	‡	‡	‡	16+
Strange Cargo (M-G-M)		±	−	∓	+		o	±	±	5+ 5−
Street of Memories (20th-Fox)		±		−	∓	+	o		∓	4+ 4−
Susan and God (M-G-M)		±		+	+	‡	+	‡	+	9+ 1−
Swiss Family Robinson (RKO)		‡	+	+	+	‡	‡	+	‡	12+
T										
Tear Gas Squad (WB)		±	−	−	±	±		=		3+ 7−
Tevya (SR)		±								1+ 1−
Texas Stagecoach (Col)		±	±		+	+				4+ 2−
Terror, The (Alliance)										
They Came by Night (20th-Fox)		+	±	−	∓		+			4+ 3−
They Drive by Night (WB)		‡		+	‡	‡		‡	‡	11+
Those Were the Days (Para)		+	+	∓	+	+	+	+	+	8+ 1−
Three Cheers for the Irish (FN)		±	+	+	+	+	+	+	+	8+ 1−
'Til We Meet Again (FN)		+	+	+	+	‡	+	‡	+	10+
Tomboy (Mono)		±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days (RKO)		‡	‡	+	+	‡	‡	‡	‡	14+
Too Many Husbands (Col)		‡	+	‡	‡	+	+	‡	‡	13+
Torpedo Raider (Mono)		∓			+					2+ 1−
Torrid Zone (FN)		‡	+	+	‡	+	+	+		9+
Turnabout (UA)		+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team (M-G-M)		+	±	+	±	+	±	+	+	8+ 3−
21 Days Together (Col)		∓	∓	∓	∓		+	∓		6+ 5−
Two Girls on B'way (M-G-M)		±	±	+	+	+	±	+	+	8+ 3−
Typhoon (Para)		±	±	±	±	+	+		+	7+ 4−
U										
Untamed (Para)		−	±	±	+	+	o	±	∓	6+ 5−
V										
Vengeance of the Deep (SR)		=		=	∓	±				2+ 6−
Virginia City (WB)		+	±	±	‡	‡	‡	+	+	11+ 2−
Viva Cisco Kid (20th-Fox)		−	∓	=	∓	±	+	±	=	5+ 9−
W										
Wagons Westward (Rep)		+	+	+	+	+	+	−	∓	7+ 2−
Waterloo Bridge (M-G-M)		+	+	‡	‡	‡	‡	‡	‡	14+
Way of All Flesh (Para)		±	∓	−	∓	−	∓	−	∓	5+ 8−
We Who Are Young (M-G-M)		±						+	∓	3+ 2−
West of Abilene (Col)		+								1+
Westerner, The (UA)		±								1+ 1−
Wild Horse Range (Mono)		∓			±	±				3+ 3−
Women in War (Rep)		+	+	±	+	+	+	+	+	8+ 1−
Women Without Names (Para)		±	±	±	±	+	+	+	±	8+ 5−
Y										
You Can't Fool Your Wife (RKO)		+	∓	±	∓	±	o	+	∓	7+ 5−
Young as You Feel (20th-Fox)		−	−	+	+	+	±	+	±	6+ 4−
Young People (20th-Fox)		+			‡			+	+	5+
Young Tom Edison (M-G-M)		+	‡	‡	‡	‡	‡	‡	‡	15+
Young Buffalo Bill (Rep)		+		+	+	±				4+ 1−
You're Not So Tough (Univ)		±	±		+	±	o	+	+	6+ 3−
Yukon Flight (Mono)					∓	+				2+ 1−
Z										
Zanzibar (Univ)		±	±	±	∓	+	±	+	±	8+ 6−

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Too Many Husbands

The business was not so hot on this one, but I still say that this picture has its share of laughs and the acting was fine. Some team of M. Douglas and F. MacMurray. Give us more like this. Fri., Sat. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

First National

Pride of the Blue Grass

A good program picture of horse racing, with Gantry the blind horse, that will please 100 per cent. Played with "Two Bright Boys," Universal, another satisfactory program picture. The audience seemed to like the first picture the better of the two. Business a little below average. Wed., Thurs. Weather: Hot. Admission: 25-10. Small town patronage. Population: 1,002. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Three Cheers for the Irish

A low rental 90-minute feature that will entertain and garner in your customers. It has plenty of comedy, action and human interest. Why don't Warner Bros. and the other companies make more shows like this one in the low cost bracket? It might help to solve some of the industry's headaches. Attendance above midweek average. Wed., Thurs. Weather: Hot. Admission: 25-10. Small town patronage. Population: 876. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Metro-Goldwyn-Mayer

Another Thin Man

This was a very good picture and everyone enjoyed it extremely. William Powell was very good in his return to the screen. Sat., Sun. Weather: Good. Admission: 33-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

At the Circus

This was played on Bank Night. The Marx Bros. including all the brothers' acts are getting stale. People in this locality do not care for them. Wed., Thurs. Weather: Good. Admission: 33-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

Captain Is a Lady, The

People didn't seem to care much for this one as they expressed themselves on leaving. I thought it was a good little picture but that doesn't count because I pay no admission at the boxoffice. What especially appealed to me was the homely acting. Boxoffice: Very poor.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Judge Hardy and Son

Mickey Rooney is tops in any town. This was not the best of his pictures by a long shot. But it is pleasing entertainment of the usual Hardy Family style. Sun., Mon., Tues. Weather: Good. Admission: 33-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

Mortal Storm, The

Get the American Legion Veterans and other patriotic organizations to help you put this one over. It carries a good picture of European conditions in the past and must thrive or fail at your boxoffice on its portrayal of these facts. It is powerful and very well done. If you are willing to work on this, it will pay you dividends. Audience: Went out expressing satisfaction over having learned something. Boxoffice: Not so good. Probably because we were not forewarned and didn't work.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Monogram

Human Monster

Played with same company's "Torpedo Raider" and did not get the rental back. I paid for one. Neither of them is any good. Tues., Wed. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300. —Logan Hedrick, Homer, Homer, Ill.

Paramount

Law of the Pampas

Very good western. It seems to me that Mr. Harry Sherman is making them a little better this year. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

Republic

Pioneers of the West

"The Mesquiteers" always bring out my patrons. This is one of the best of the series. Duncan Renaldo happened by during my play date. He was a visitor the first night and it helped my patronage 100 per cent. Fri., Sat. Weather: Good. Admission: 33-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

RKO Radio

Pinocchio

No draw. Too much of a kid picture, and they ask too much for it. Not as good as "Snow White." People are getting tired of so much cartoon stuff. Sat., Sun., Mon. Weather: Rain. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

Primrose Path

I thought this was a masterpiece for adult audiences. It has a good moral, the story is real, and acting and directing are perfect. I couldn't see anything that a board of censors could possibly object to. As far as children go, they wouldn't understand it, so advertise it as an adult pix. Audience: Mostly favorable comments and all agreed it was Ginger Rogers' best dramatic job so far. Boxoffice: Pretty good. —E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

20th Century-Fox

20,000 Men a Year

Played this the 4th of July and played up the angle of the U. S. national defense. It did alright for me. It is a good little action picture with a good cast of players. Thursday. Weather: Good. Admission: 33-10. Spanish and American patronage. Population: 1,200. Capacity: 305.—T. J. Wade, Mesa, Roy, N. M.

United Artists

Chump at Oxford, A

Just a fair Laurel and Hardy. There are a few good laughs and some slapstick situations that got good rises out of the audience and I believe most of them went home satisfied they got what they expected and paid for. Boxoffice: Below Saturday average.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Housekeeper's Daughter

A fair comedy with a good cast that would have been better with a better script. Audience seemed to enjoy it, especially the sky-rocket scenes, but there was not much praise on the way out. Boxoffice: About average Saturday.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Rebecca

Female patrons will go nuts over it, and the male patrons will go home thinking they were gypped. But they will come and see it. Sun., Mon. Weather: Good. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300. — Logan Hedrick, Homer, Homer, Ill.

Warner Bros.

Dr. Ehrlich's Magic Bullet

This picture can not and will not click, due to the fact of the story. This type picture, when based on this special theme, must be put out in sexy form in order to get the customers in. Ask me, I know. Tues., Wed., Thurs. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Virginia City

Played on the Fourth of July and was it a fire-cracker! Our audience ate it up. Boxoffice: Above average.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

"ANDY HARDY MEETS DEBUTANTE" TO FORE

AVERAGE IS 100%

BOSTON

Fenway—**The Man Who Talked Too Much** (WB); **Manhattan Heartbeat** (20th-Fox)... 65
Keith Memorial—**Tom Brown's School Days** (RKO); **Private Affairs** (Univ) 70
Loew's Orpheum—**Edison, the Man** (M-G-M); **Florian** (M-G-M) 110
Loew's State—Same as Orpheum.....105
Metropolitan—**Untamed** (Para't); **Gambling on the High Seas** (WB) 55
Paramount—Same as Fenway 60

CHARLOTTE

Broadway—**Those Were the Days** (Para't)..... 90
Carolina—**New Moon** (M-G-M) 100
Imperial—**Abe Lincoln in Illinois** (RKO), 1st half 90
Imperial—**Castle on the Hudson** (FN), 2nd half.100
State—**Torpedo Raider** (Mono) 100

CHICAGO

Apollo—**Susan and God** (M-G-M), 3rd loop wk. 85
Chicago—**Brother Orchid** (WB), plus stage show 95
Garrick—**The Ghost Breakers** (Para't), 2nd loop wk. 90
Oriental—**Sandy Is a Lady** (Univ), plus stage show 90
Roosevelt—**The Mortal Storm** (M-G-M)..... 90
State-Lake—**Dark Command** (Rep), plus stage show 90
Studio—**Mad Men of Europe** (Col)..... 85
United Artists—**New Moon** (M-G-M) 105
Woods—**Gone With the Wind** (M-G-M), held 26th wk. 250

CINCINNATI

Albee—**Safari** (Para't), ... 75
Capitol—**The Ghost Breakers** (Para't), 2nd wk..110
Keith's—**New Moon** (M-G-M), 2nd wk.....100
Lyric—**The Outsider** (PDC) 100
Palace—**Andy Hardy Meets Debutante** (M-G-M) 150

CLEVELAND

Allen—**Flight Angels** (FN) 100
Hippodrome—**Tom Brown's School Days** (RKO). 80
Palace—**Private Affairs** (Univ), plus stage show 100
State—**New Moon** (M-G-M), 2nd wk..... 75
Stillman—**The Ghost Breakers** (Para't), 2nd wk. 100
Penn Square—**Lights Out in Europe** (SR)..... 80

DENVER

Aladdin—**Lost Horizon** (Col); **The Awful Truth** (Col), reissues 105
Broadway—**New Moon** (M-G-M); **Florian** (M-G-M), after wk. at Orpheum.....110
Denham—**Safari** (Para't), 2nd wk.....110
Denver—**Brother Orchid** (WB); **Biscuit Eater** (Para't) 100
Orpheum—**20 Mule Team** (M-G-M); **Anne of Windy Poplars** (RKO) 140
Paramount—**Sailor's Lady** (20th-Fox); **Murder in the Air** (FN) 100
Rialto—**Doctor Takes a Wife** (Col), after wk. at each the Denver and Aladdin; **Men Without Souls** (Col) 110

DETROIT

Fox—**Sailor's Lady** (20th-Fox), plus stage show 120
Michigan—**Andy Hardy Meets Debutante** (M-G-M); **Captain Is a Lady** (20th-Fox)... 95
Palms-State—**Mortal Storm** (M-G-M), after wk. at United Artists; **Susan and God** (M-G-M)..100
United Artists—**New Moon** (M-G-M); **A Bill of Divorcement** (RKO) 115

INDIANAPOLIS

Alamo—**Stagecoach War** (Para't); **On the Spot** (Mono) 65

Top Hits of the Week

GONE WITH THE WIND—
Chicago 250

ANDY HARDY MEETS DEBUTANTE—
Los Angeles 190
Indianapolis (dual) 180
Kansas City (dual) 150

GHOST BREAKERS—
New York City 155

NEW MOON—
New Orleans 150

ALL THIS, AND HEAVEN TOO—
Minneapolis 150
New York City 140

EXTENDED RUNS

Gone With the Wind, 30th wk., New York City; 26th wk., Chicago.

Mortal Storm, 3rd wk., New York City, Seattle.

Our Town, 3rd wk., Los Angeles.

My Favorite Wife, 3rd wk., Pittsburgh.

Circle—**Untamed** (Para't); **Those Were the Days** (Para't) 80
Loew's—**Andy Hardy Meets Debutante** (M-G-M); **The Captain Is a Lady** (M-G-M)..180
Lyric—**Hot Steel** (Univ), plus Ben Bernie and Orchestra on stage 100

KANSAS CITY

Esquire—**Gangs of Chicago** (Rep)..... 75
Midland—**Andy Hardy Meets Debutante** (M-G-M); **The Saint Takes Over** (RKO)....150
Newman—**Safari** (Para't) 75
Tower—**Saps at Sea** (UA), plus stage show.... 95
Uptown—**Anne of Windy Poplars** (RKO)..... 70

LOS ANGELES

Chinese—**Andy Hardy Meets Debutante** (M-G-M); **Lucky Cisco Kid** (20th-Fox).....150
Downtown—**Man Who Talked Too Much** (WB); **Pop Always Pays** (RKO).....100
Four Star—**Our Town** (UA), 3rd wk.....100
Hillstreet—**My Favorite Wife** (RKO), 2nd wk.; **Beyond Tomorrow** (RKO) 100
Hollywood—Same as Downtown 100
Pantages—Same as Hillstreet 110
Paramount—**The Ghost Breakers** (Para't), 2nd wk., plus stage show 125
State—Same as Chinese 190

MILWAUKEE

Palace—**Andy Hardy Meets Debutante** (M-G-M); **Four Sons** (20th-Fox), 2nd wk..... 90
Riverside—**I Can't Give You Anything But Love** (Univ); plus **Sally Rand** on stage.....180
Strand—**New Moon** (M-G-M); **Florian** (M-G-M). 80
Warner—**My Love Came Back** (FN); **Anne of Windy Poplars** (RKO) 125
Wisconsin—**Earthbound** (20th-Fox); plus **George White's Scandals** 200

MINNEAPOLIS

Aster—**40 Little Mothers** (M-G-M); **Murder in the Air** (FN) 90
Century—**New Moon** (M-G-M), 2nd wk..... 90
Esquire—**The Human Monster** (Mono) 100
Gopher—**I Was an Adventuress** (20th-Fox)... 70
Orpheum—**Four Sons** (20th-Fox) 70
State—**All This, and Heaven Too** (FN).....150
World—**A Bill of Divorcement** (RKO) 80

NEW HAVEN

College—**Susan and God** (M-G-M); **Florian** (M-G-M); 2nd wk. 65
Loew-Poli—**New Moon** (M-G-M); **The Saint's Double Trouble** (RKO) 100
Paramount—**Safari** (Para't); **LaConga Nights** (Univ) 100
Roger Sherman—**Turnabout** (UA); **Gambling on the High Seas** (WB) 60

NEW ORLEANS

Center—**House Across the Bay** (UA)..... 95
Globe—**Buck Benny Rides Again** (Para't).....100
Orpheum—**Private Affairs** (Univ) 130
Saenger—**The Ghost Breakers** (Para't).....125
State—**New Moon** (M-G-M) 150
Tudor—**Earthbound** (20th-Fox) 125

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 30th roadshow wk. 100
Capitol—**The Mortal Storm** (M-G-M), 3rd wk...100
Criterion—**Wagons Westward** (Rep) 115
Paramount—**Ghost Breakers** (Para't), plus stage show 155
Radio City Music Hall—**All This, and Heaven Too** (FN), plus stage show 140
Roxy—**Private Affairs** (Univ), plus stage show 90
Strand—**Man Who Talked Too Much** (WB), 2nd wk., plus stage show 85

OMAHA

Brandeis—**Tom Brown's School Days** (RKO); **Cross Country Romance** (RKO).....125
Omaha—**Mortal Storm** (M-G-M); **Manhattan Heartbeat** (20th-Fox) 110
Orpheum—**House Across the Bay** (UA); **Earthbound** (20th-Fox), 6 days. **House Across the Bay** (UA), and Bob Hope stage show, one day 100

PITTSBURGH

Alvin—**Thanks a Million** (20th-Fox), reissue; **Lucky Cisco Kid** (20th-Fox) 50
Barry—**Passport to Alcatraz** (Col); **Murder in the Air** (FN) 80
Penn—**The Ghost Breakers** (Para't) 115
Ritz—**Susan and God** (M-G-M) 70
Stanley—**The Mortal Storm** (M-G-M)..... 80
Warner—**My Favorite Wife** (RKO), 3rd d. t. wk. 125

SALT LAKE CITY

Capitol—**Road to Singapore** (Para't); **Charlie Chan's Murder Cruise** (20th-Fox).....100
Centre—**Maryland** (20th-Fox) 100
Studio—**New Moon** (M-G-M), 3rd wk.....110
Utah—**House Across the Bay** (UA); **Earthbound** (20th-Fox) 110

SEATTLE

Blue Mouse—**Untamed** (Para't); **Sandy Is a Lady** (Univ), 2nd wk. 85
Fifth Avenue—**New Moon** (M-G-M), 2nd wk.... 90
Liberty—**Turnabout** (Col), 3rd wk. 90
Music Box—**The Mortal Storm** (M-G-M); **Pop Always Pays** (RKO), 3rd wk..... 85
Orpheum—**You're Not So Tough** (Univ); **Anne of Windy Poplars** (RKO) 85
Palomar—**Tear Gas Squad** (WB), plus stage show 85
Paramount—**Andy Hardy Meets Debutante** (M-G-M); **Phantom Raiders** (M-G-M)..... 90

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.
◎Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)....Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Awful Goof, The (17).....Dec. 22
Boobs in the Woods (17).....May 31
Fireman Save My Choo Choo (..).....Aug. 9
Glove Slingers (18).....Nov. 24
Heckler, The (17).....Feb. 16
His Bridal Fright (16).....July 12
Money Squawks (17).....Apr. 5
Mooching Through Georgia (19).....Aug. 11
Mr. Clyde Goes to Broadway (17).....Feb. 2
Nothing But Pleasure (17½)..Jan. 5
Pardon My Berth Marks (18)..Mar. 22
Rockin' Thru the Rockies (17)..Mar. 8
Skinny the Moocher (16½)....Sept. 8
South of the Boudoir (18)....May 17
Static in the Attic (19).....Sept. 22
Taming of the Snood (16)....June 28
Teacher's Pest (16½).....Nov. 3
Trouble Finds Andy Clyde (18).....July 28
You're Next (17).....Apr. 5

CINESCOPES

Berth of a Queen (11).....Mar. 15
Fashion Takes a Holiday (11)..Mar. 8
Odd Vacations (8½).....June 16
Threads of a Nation (11).....Feb. 9
World of 1960 (Futurama) (9)..Dec. 22
No. 6 (..).....July 26

COLOR RHAPSODIES
(In Technicolor)

A Boy, a Gun and Birds (7)..Jan. 12
Blackboard Revue (7).....Mar. 15
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Egg Hunt, The (7½).....May 31
Greyhound and the Rabbit, The (7½).....Apr. 19
Happy Tot's Expedition, The (6½).....Feb. 9
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
Timid Pup, The (8).....Aug. 1
Ye Olde Swap Shoppe (7½)..June 28

COLUMBIA TOURS

Beautiful Switzerland (Andre de la Varre Productions) (10)..Nov. 17
Historic Cities of India (10)..Oct. 27
Holland and the Zuyder Zee (9½).....Sept. 15
(Andre de la Varre Production).
In the Land of Pagodas (..)..June 14
Life in Paris (11).....Dec. 22
New Hampshire (11).....Feb. 9
Pleasurebound in Canada (9)..May 17
Unveiling Algeria (9½).....Mar. 1

COMMUNITY SING

No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster) (11)..Nov. 17
No. 5 (Gypsy Songs) (10).....Dec. 29
No. 6 (Medley of Hits) (..)..June 28

FABLES CARTOONS

Barnyard Babies (7½).....June 14
Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22
Pooch Parade (..).....July 19
Practice Makes Perfect (6).....Apr. 5

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOONS

Charm Bracelet, The (6½)...Sept. 1
Fish Follies (6).....May 10
Man of Tin (6½).....Feb. 23
Millionaire Hobo (7).....Nov. 24
Mouse Exterminator, The (6½).....Jan. 26
News Oddities (6).....July 19

SCREEN SNAPSHOTS
(Series 19)

No. 1 (9½).....Sept. 22
Art of Makeup.
No. 2 (10).....Nov. 10
Training animal stars.
No. 3 (10).....Dec. 1
Novelty Parties.
No. 4 (10).....Jan. 5
Trip Thru Studios.
No. 5 (11).....Feb. 23
Art in Hollywood.
No. 6 (10).....Mar. 29
Hollywood Recreations.
No. 7 (10).....May 3
Wardrobe Designers.
No. 8 (..).....June 7
Cowboy Jubilee.
No. 9 (..).....July 10
No. 10 (..).....Aug. 1

SPORT REELS

Canvas Capers (..).....July 19
Skiing Technique (9½).....Jan. 19
Roughhouse Fiesta (10).....Mar. 8
Tomorrow's Stars (10).....Apr. 19
Sport of Kings (10).....May 24
Saving Strokes With Sam Snead (..).....June 28
Bows and Arrows (9½).....Oct. 6
Flying Targets (10).....Feb. 16
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

A Plumbing We Will Go (18)..Apr. 19
How High Is Up (..).....July 26
Nutty But Nice (..).....June 14
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (17)..Mar. 8
Three Sappy People (18½)....Dec. 1
You Natzy Spy (18).....Jan. 19

WASHINGTON PARADE

No. 1 (Smithsonian Institution) (11).....Nov. 10
No. 2 (U. S. Treasury) (11)...Dec. 29
No. 3 (Inside the F. B. I.) (11)..Feb. 9
No. 4 (Social Security) (10)...May 10
No. 5 (The Archives) (..).....July 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9
Women in Hiding (22).....June 22

FITZPATRICK TRAVELTALKS
(In Technicolor)

Calling on Colombia (8).....Mar. 16
Day on Treasure Island, A (11).....Sept. 27
Land of Alaska Nellie (9)....Dec. 23
Modern New Orleans (8).....May 11
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Sitka & Juneau (9).....Apr. 13
Suva, Pride of Fija (9).....June 8
Valiant Venezuela (9).....Nov. 25

MINIATURES

Ash Can Fleet, The (11).....Sept. 9
Door Will Open, A (11).....Mar. 9
Failure at Fifty, A (10) Sepia..Oct. 7
◎Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Old South, The (11).....Jan. 20
Rhumba Rhythm (10) (sepia)..Sept. 2
Servants of Mankind (9).....May 11
Where Turf Meets Surf (sepia) (11).....Jan. 6

M-G-M CARTOONS
(New Series)

A Rainy Day (7).....Apr. 20
Blue Danube, The (7).....Dec. 16
Fishing Bear, The (9).....Jan. 20
Home on the Range (9).....Mar. 23
Mad Maestro, The (8).....Dec. 30
Milky Way, The (..).....June 22
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
Swing Social (8).....May 18
Tom Turkey (7).....June 8

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
All About Hash (11).....Mar. 30
Big Premiere, The (10).....Mar. 9
Bubbling Troubles (11).....May 25
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
New Pupil, The (11).....Apr. 27
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Midden Master, The (11) (sepia).....Apr. 20
Way in the Wilderness, A (..) (sepia).....June 22
XXX Medico (sepia) (..)...Mar. 23

PETE SMITH SPECIALISTS

Cat College (..) Sepia.....June 29
Domineering Male, The (10)..Mar. 30
Football Thrills of 1938 (10).Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia) Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Spots Before Your Eyes (10)..May 4
Stuffie (11).....Mar. 2
What's Your I. Q.? (sepia) (8).....Feb. 10
What's Your I. Q.? No. 2 (9)...June 8

ROBERT BENCHLEY

Day of Rest, The (9).....Sept. 16
Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9

SPECIAL

Flag Speaks, The (19).....June 14

Paramount

COLOR CLASSICS

◎Ants in the Plants (7)....Mar. 15
◎Little Lambkin (7).....Feb. 2

COLOR CRUISES
(New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Fresh Vegetable Mystery (8).....Sept. 22
Isle of Columbus (10).....Feb. 9
Kick in Time, A (7).....May 17
Pacific Paradise (10).....June 21
Peru (9).....Oct. 6

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Blue Barron and His Orchestra (10).....May 31
Champagne Music of Lawrence Welk (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Busy Little Bears (10).....Oct. 20
Dangerous Dollars (11).....June 28
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby No. One (11)..Sept. 22
Sugar Wind (10).....Jan. 19
Television Preview (10).....May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Nurse Mates (7).....June 21
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22
Onion Pacific (7).....May 24

POPULAR SCIENCE
(In Cinecolor)

No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16
No. J9-5 (10).....May 3
No. J9-6 (11).....June 28

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
Blue Streak, The (10).....Apr. 19
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Desert Adventure, A (10)....Sept. 29
Dog Is Born, A (10).....Nov. 3
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Sink or Swim (10).....July 12
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Foul Ball Player, The (7)....May 24
Granite Hotel (7).....Apr. 26
Ugly Dino, The (7).....June 14
Way Back When a Night Club Was a Stick (7).....May 10
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.
Blue Danube Waltz, The (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS
(In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29
No. L9-5 (10).....May 31

RKO Radio

DISNEY CARTOONS
(In Technicolor)

Autograph Hound, The (8)....Sept. 1
Billposters (8).....May 17
Bone Trouble (9).....June 28
Donald's Dog Laundry (8)....Apr. 5
Mr. Duck Steps Out (8).....June 7
Officer Duck (8).....Sept. 22
Riveter, The (7).....Mar. 15
Tugboat Mickey (7).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9
'Taint Legal (16).....May 24

LEON ERROL COMEDIES

Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 1 (19).....Sept. 1
Soldiers with Wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.

No. 4 (19) ..... Nov. 24
Newsfronts of War—1940.
No. 5 (17) ..... Dec. 22
Crisis in the Pacific.
No. 6 (18) ..... Jan. 19
The Republic of Finland.
No. 7 (18) ..... Feb. 16
The Vatican of Pius XII.
No. 8 (18) ..... Mar. 15
Canada at War.
No. 9 (19) ..... Apr. 12
America's Youth—1940
No. 10 (19) ..... May 10
The Phillipines
No. 11 (18) ..... June 7
The U. S. Navy.

PATHE INFORMATION PLEASE

No. 1 (11) ..... Sept. 8
No. 2 (11) ..... Oct. 6
No. 3 (10) ..... Nov. 3
No. 4 (11) ..... Dec. 1
No. 5 (10) ..... Dec. 29
No. 6 (11) ..... Jan. 26
No. 7 (11) ..... Feb. 23
No. 8 (10) ..... Mar. 22
No. 9 (11) ..... Apr. 19
No. 10 (11) ..... May 17
No. 11 (10) ..... June 14

PATHE NEWS
Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16) .... Oct. 20
Chicken Feed (18) ..... Dec. 29
Coat Tales (18) ..... Nov. 17
Marriage-Go-Round (18) ..... July 28
Twincuplets (20) ..... Jan. 26

PATHE SPORTSCOPE

Aquapoise (9) ..... Jan. 19
Court Favorites (8) ..... Apr. 12
Gun Play (9) ..... Sept. 1
Hunting Hounds (9) ..... Sept. 29
Hurdle Hoppers (9) ..... June 7
Ice Cutters (9) ..... Oct. 27
Pennant Chasers (9) ..... Feb. 16
Silent Wings (9) ..... May 10
Sky Game (9) ..... Dec. 22
Winter Playground (9) ..... Nov. 24
Flycasting (9) ..... May 15

RAY WHITLEY WESTERNS
(New Series)

Bandits and Ballads (17) ..... Dec. 15
Cupid Rides the Range (18) .. Sept. 8
Molly Cures a Cowboy (19) .. Mar. 22

REELISMS (New Series)

Acres of Plenty (9) ..... Oct. 13
Air Army (9) ..... Apr. 26
American Royal (9) ..... Nov. 10
Men of Muscle (9) ..... Jan. 12
Nevada Unlimited (8) ..... Sept. 15
Navajo Land (10) ..... Mar. 1
Siege (10) ..... Mar. 29
Stray Lamb (8) ..... May 24
Vacation Diary (10) ..... Feb. 2
West Wall (10) ..... Dec. 8

SPORTSCOPES

Hurdle Hoppers (9) ..... June 7

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11) ..... Oct. 27
Sanctuary of the Seals (..) .. June 7
Sky Fighters (11) ..... Dec. 8

ED THORGERSEN—SPORTS

Action on Ice (..) ..... July 19
Big Game Fishing (10) ..... Sept. 1
Clocking the Jockeys (11) .... Nov. 24
Following the Hounds (10) ... Mar. 1
Over the Seven Seas (10) .... Apr. 26
Top-Notch Tennis (10) ..... Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

Aghileen Pinnacles, The (11) . Nov. 10
Climbing the Spirit's Home (10) ..... May 10
The Valley of 10,000 Smokes (10) ..... Feb. 16
Valley of 10,000 Smokes, The (10) ..... Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10) . Sept. 15
Fashion Forecasts No. 6 (10) .. Dec. 22
Fashion Forecast No. 7 (9) .. Mar. 29
Fashion Forecast No. 8 (..) .. June 21

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Cheerio, My Dears (..) ..... July 5
Labor Savers (9) ..... Apr. 12
Monkeys Is the Cwaziest People (10) ..... Sept. 29
Silly Season, The (10) ..... Jan. 5

LOWELL THOMAS MAGIC CARPET

Evergreen Empire, The (11) .. Oct. 13
Flying Stewardess (10) ..... Mar. 15
Isles of the East (9) ..... May 24
Kangaroo Country, The (10) .. Feb. 2

TERRY-TOONS

All's Well That Ends Well (7) ..... Mar. 8
Catnip Capers (..) ..... May 31
Dog in a Mansion, A (7) ..... Jan. 12
Edgar Runs Again (7) ..... Jan. 26
©First Robin, The (7) ..... Dec. 29
Hare and Hounds (7) ..... Feb. 23
©Harvest Time (7) ..... Feb. 9
Hitchhiker, The (7) ..... Dec. 1
Hook, Line and Sinker (7) .... Sept. 8
Ice Pond, The (7) ..... Dec. 15
It Must Be Love (7) ..... Apr. 5
Just a Little Bull (7) ..... Apr. 19
Love in a Cottage (..) ..... July 28
Much Ado About Nothing (7) ..... Mar. 22
One Mouse in a Million (7) ... Nov. 3
©Orphan Duck, The (7) ..... Oct. 6
Professor Offkeyski (7) ..... June 14
Rover's Rescue (..) ..... June 28
Rupert the Runt (..) ..... July 12
Sheep in the Meadow (7) .... Sept. 22
Swiss Ski Yodelers (7) ..... May 17
Watchdog, The (7) ..... Oct. 20
©Wicky-Wacky Romance (7) . Nov. 17

Universal

LANTZ CARTUNES

A 'Haunting We Will Go (7) .. Sept. 4
Adventures of Tom Thumb jr. (9) ..... Mar. 4
Andy Panda Goes Fishing (8) . Jan. 22
Jolly Little Elves (9) ..... June 3
Kittens Mittens (8) ..... Feb. 12
©Life Begins for Andy Panda (8) ..... Oct. 9
100 Pigmies and Andy Panda (7) ..... Apr. 22
©Scrambled Eggs (9) ..... Nov. 20
©Sleeping Princess (9) ..... Dec. 4
Stubborn Mule (7) ..... July 31
Three Lazy Mice (..) ..... June 24

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9) ..... Sept. 25
No. 67 (9) ..... Oct. 16
No. 68 (9) ..... Nov. 13
No. 69 (8) ..... Dec. 11
No. 70 (8) ..... Dec. 25
No. 71 (..) ..... Jan. 15
No. 72 (9) ..... Feb. 5
No. 73 (8) ..... Feb. 26
No. 74 (9) ..... Mar. 18
No. 75 (9) ..... Apr. 29
No. 76 (9) ..... May 13
No. 77 (9) ..... May 27
No. 79 (9) ..... July 18
No. 80 (9½) ..... Aug. 12

STRANGER THAN FICTION

No. 66 (8½) ..... Sept. 18
No. 67 (9) ..... Oct. 9
No. 68 (9) ..... Nov. 6
No. 69 (9) ..... Dec. 4
No. 70 (9) ..... Dec. 25
No. 71 (9) ..... Jan. 8
No. 72 (8½) ..... Jan. 29
No. 73 (9) ..... Feb. 19
No. 74 (8½) ..... Mar. 11
No. 75 (9) ..... Apr. 15
No. 76 (9) ..... May 6
No. 77 (9) ..... May 20
No. 78 (..) ..... June 10
No. 79 (..) ..... July 8
No. 80 (9) ..... Aug. 5

TWO REEL MUSICALS

Boy Meets Joy (17) ..... Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½) ... Feb. 14
Folies Parisienne (18) ..... Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
Fountain Frolics (..) ..... Aug. 7
Six Hits and a Miss, Martha Tilton, Peggy Ryan, Buddy Pepper, Jimmy Dodd, Ted Arkin and Dorothy Roberts.
Hawaiian Rhythm (17) .....
Harry Owens and His Royal Hawaiians, Rita Rio, Don and Sally Jennings, Kenny Allen, Stears and Dean, Hawaiian Sweethearts and Royal Samoans.
International Revels (17) .... Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Naughty Nineties (18) ..... June 17
Rhumba Land (18½) ..... Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Rhythm Jamboree (1º) ..... Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18) ..... Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18) ..... Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs
Swingin' in the Barn (..) .... May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.

TWO REEL SPECIAL

International Revels (17) .....
March of Freedom (21) ..... Sept. 6
Rhythm Jamboree (18) .....

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Alex in Wonderland (20) ..... Mar. 9
Double or Nothing (20) ..... Apr. 20
Ice Frolics (20) ..... Oct. 28
One for the Book (20) ..... Feb. 3
Public Jitterbug No. 1 (..) .... May 4
Ride, Cowboy, Ride (20) ..... Sept. 9
Royal Rodeo (15) ..... Nov. 25
Seeing Spots (20) ..... Apr. 29
Slapsie Maxie (17) ..... Sept. 10
Spills for Thrills (19) ..... June 15
World's Fair jr. (20) ..... Dec. 9
Young America Flies (20) ..... Aug. 3

THE COLOR PARADE
(New Series)

American Saddle Horses (10) . Nov. 11
Gun Dog's Life (..) ..... May 11
Mechanix Illustrated No. 1 (10) ..... Sept. 30
Mechanix Illustrated No. 2 (10) ..... Dec. 2
Mechanix Illustrated No. 3 (10) ..... Feb. 17
Mechanix Illustrated No. 4 .. June 29
Men Wanted (10) ..... Mar. 23
Movie Dog Stars (..) ..... Aug. 17
New Horizons (10) ..... Jan. 6
Valley, The (..) ..... July 20

LOONEY TUNES CARTOONS

Africa Squeaks (7) ..... Jan. 27
Ali Baba Bound (7) ..... Feb. 10
Chewin' Bruin, The (7) ..... June 8
Film Fan, The (7) ..... Dec. 16
Jeepers Creepers (7) ..... Sept. 23
Naughty Neighbors (7) ..... Oct. 7
Patient Porky (7) ..... Aug. 24
Pied Piper Porky (7) ..... Nov. 4
Pilgrim Porky (7) ..... Mar. 16
Porky's Hotel (7) ..... Sept. 2
Porky's Baseball Broadcast (7) ..... July 6
Porky, the Giant Killer (8) .. Nov. 18
Slop Happy Pappy (7) ..... Mar. 13
You Ought to Be in Pictures (7) ..... May 18
Porky's Last Stand (7) ..... Jan. 6
Porky's Poor Fish (..) ..... May 18

MELODY MASTERS

Artie Shaw & Orchestra (10) .. Dec. 30
Carl Hoff and Orch. (10) ... Mar. 23
Coquettes, The (10) ..... Feb. 17
Dave Apollon & Orch. (10) .. Mar. 2
Larry Clinton and His Orchestra (..) ..... May 25
Ozzie Nelson and Orch. (10) .. June 29
Rubinoff and His Orchestra (10) ..... Nov. 11
Swing Style (10) ..... Sept. 2
Vincent Lopez and Orch. (10) . Sept. 30
Woody Herman and Orch. (10) ..... July 27

MERRIE MELODIES (In Color)

A Wild Hare (7) ..... July 27
Bear's Tale, The (7) ..... Apr. 13
Busy Bakers (7) ..... Feb. 10
Ceiling Hero (7) ..... July 6
Circus Today (7) ..... June 22
Confederate Honey (7) ..... Mar. 30
Cross Country Detours (7) ... Mar. 16
Curious Puppy (8) ..... Dec. 30
Early Worm Gets the Bird (7) ..... Jan. 13
Egg Collector (7) ..... July 20
Elmer's Candid Camera (7) .. Mar. 2
Fagin's Freshmen (7) ..... Nov. 18
Fresh Fish (7) ..... Nov. 4
Gander at Mother Goose (7) . May 25
Ghost Wanted (7) ..... Aug. 10
Good Egg, The (7) ..... Oct. 21
Hardship of Miles Standish (7) ..... Apr. 27
Land of the Midnight Sun (7) ..... Sept. 23
Little Blabbermouse (..) ..... July 6
Little Lion Hunter (7) ..... Oct. 7
Merry Mexico (7) ..... Aug. 24
Mighty Hunters (7) ..... Jan. 27
Screwball Football (8) ..... Dec. 16
Sioux Me (7) ..... Sept. 9
Sniffles and Bookworm (8) ... Dec. 2
Sniffles Takes a Trip (..) ... May 11
Tom Thumb in Trouble (7) .... June 8

TECHNICOLOR

Cinderella's Feller (20) ..... June 1
Flag of Humanity (20) ..... Aug. 31
©Monroe Doctrine, The (16) . Oct. 14
Old Hickory (17) ..... Dec. 23
Pony Express Days (20) ..... July 13
Royal Rodeo, The (20) ..... Nov. 25
Singin' Dude, The (20) ..... Apr. 6
Teddy the Rough Rider (19) .. Feb. 24

SPECIALS (Tech.)

Master's Touch, The (10) ..... Feb. 18

VITAPHONE VARIETIES

All Girl Revue (10) ..... June 22
An Organ Novelty (10) ..... Jan. 13
No Parking (10) ..... Mar. 30
Radio and Relatives (..) ..... May 25
Sword Fishing (10) ..... Oct. 21
Vote Trouble (10) ..... Sept. 9

State Rights

ALLIANCE FILMS

Birth of the Movies (22) ..... Sept. 1
Documentary.

SERIALS

COLUMBIA

Deadwood Dick ..... July 19
15 Chapters. Don Douglas-Lorna Gray.
Shadow, The ..... Jan. 5
15 chapters.
Terry and the Pirates ..... Apr. 12
15 Chapters. William Tracy-Granville Owens.

REPUBLIC

Adventures of Red Ryder ... June 15
Don "Red" Barry.
Dick Tracy's G-Men ..... Sept. 2
15 chapters. Ralph Byrd, Irving Pickel, Ted Pearson, Phyllis Isley, Walter Miller.
Drums of Fu Manchu ..... Mar. 15
15 Chapters. Henry Brandon-Luana Walters.
Zorro's Fighting Legion ..... Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers ..... Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe ..... Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet ..... Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
Phantom Creeps, The ..... Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.
Winners of the West ..... July 2
13 Chapters. Dick Foran-Anne Nagel.

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dared the jungle's snarling terror,
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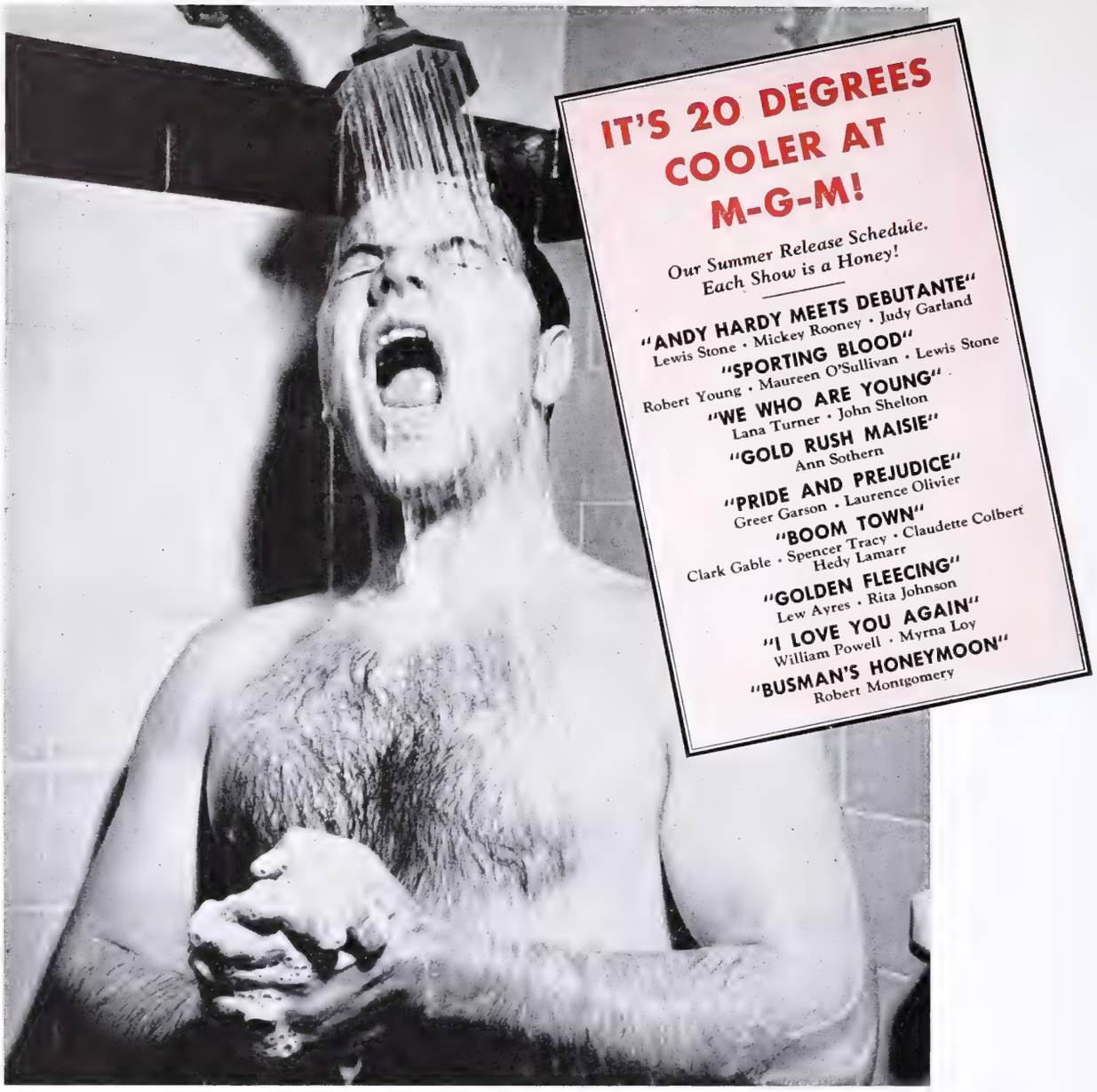
The Pulse of the Motion Picture Industry

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THE CONSENT DECREE TAKES SHAPE

See Page 4

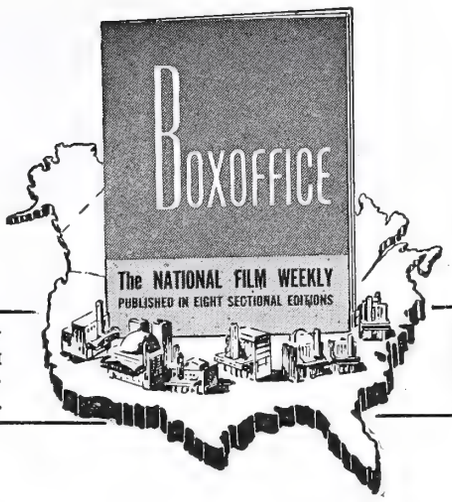


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SURE he's an M-G-M exhibitor!
HE'S got hair on his chest!
MAYBE he doesn't sing so pretty,
BUT he sings
LOUD!
"**NEW** Moon" is one reason—
"**ANDY** Hardy Meets Deb"
IS another reason!
THE customers are delighted to see
JEANETTE MacDonald and
NELSON Eddy together again,
AND the combination of
MICKEY Rooney and Judy Garland
IS sure-fire!
HOLD-OVER business!
SO watch your bookings please!
KEEP on singing Mr. Showman—
YOU'RE doing your share to bring
COMFORT and relaxation
TO the public!

(continued from first column)

IT helps keep America
SANE and sensible.
M-G-M is singing too!
"**PRIDE** and Prejudice" is another
SWEETHEART
GREER Garson, Laurence Olivier
ARE great in it.
"**BOOM** Town" exceeds
THE rosiest hopes. Terrific!
GABLE, Tracy, Colbert, Lamarr—
WHAT a cast!
ALL summer long we've got
GREAT entertainments for
YOUR eager public.
AND what a Fall line-up!
ISN'T it just plain common sense
TO get set with M-G-M
FOR 1940-41 and enjoy
THAT happy feeling!

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WATCH THOSE CURVES

PLOTS and manouevres designed to discover ways and means of recouping declines in income because of the war are directing much attention toward admission prices and the possibility, as well as the advisability, of increasing them. The defense tax merely added to the heat because the fractions created by it stepped up the temptation to have scales, plus the levy of course, come out in round numbers. The public wouldn't have to bother about pennies; the theatre wouldn't be annoyed with pennies. Generally convenient, etc.—there are the arguments.

Circuits identified with those five majors who also produce and distribute are keen for a hike on several counts, if they can get it. One is the pressure exerted by their distributor affiliate. The other is represented by the normal business ambition to increase the return. That return, by the way, can be very considerable.

By adding a penny to each admission, one circuit can jump its business a million dollars a year, provided, of course, the same number of tickets is sold. Thirty per cent of this, in average, would go to the distributor. The remainder would stay with the chain and constitute income without additional overhead.

Circuits and independent operators not hooked up with production and distribution figure it as do the affiliated chains. That's the second equation.

Third is the recurring emphasis placed by distributors on the exhibitor in the drive for greater return in the home market. The entertainment is ahead of the price the operator gets; the quality flow must not be endangered; the producer needs help if he is to stay alive.

As he now functions and unless quality product is made at a cost dictated by the safe potentialities of the domestic market, the producer is in trouble indeed and so are the men who run the theatres, regardless of ownership. But whether a solution stems more directly to an uppage precipitated by higher admissions or an internal readjustment in which the public need not necessarily be a part is a question.

A wholesale leap at a price hike, even in individually minute terms as one cent per ticket, might be loaded with danger and kickbacks. To argue the public ought to pay more for what it gets becomes nebulous and a waste of time if that public is unable to do so.

Taking it by and large, but making it very clear this is an opinion applied in terms of a generalized yardstick, we believe the public cannot. Unemployment continues at a high level. The salary trend is down. The cost of living is up. The future is uncertain.

The public, long since converted into keen shoppers, is compelled to go further in these days of pressure. There is proof of this, scattered as it may be argued it is. In one large city, a checkup regularly reveals families in an economically pinched area walk away from the producer-exhibitor theatre for the cheaper price around the corner. In another house, the balcony is filled to capacity and the orchestra is not. There is a ten cent differential in the scale between both floors and now the management is about to cut the difference down by a half.

The point about all this is that enough evidence can be assembled to persuade the industry to watch itself, to ponder seriously and long any policy which may strain its relations with that public without which nothing is left. More especially does distribution and exhibition management headquartering in New York needs to resist the loosely aired campaign out of Hollywood for extended runs and higher admissions as the theatre's contribution to the salvation of the business.

The studios are thoroughly accustomed to having fantastic things accomplished by magic wavings of the wand. This time, the mere mandate out of the hills will not necessarily find millions of the public digging eager hands into slimmer pockets because Hollywood, seeking an out, wills it so. Extended runs will be justified by the excellence of the attraction and higher admissions by many economic factors having nothing to do with the picture business and well outside its control.

It would be rather a good idea, too, to remember on occasion that the audience has a few rights in the situation. The public, for a reason never made clear, is expected to patronize pictures all the days, the weeks and the months of the year. Good attraction or bad one, presumably it makes no never mind. Because, then, a couple of films exceeding expectations happen along is no reason why it ought to cost more to see them. In all reasonableness, there should be occasional reward, at least, for sitting through the stinkers.

These are several of the broad considerations which we believe to be inherent in any open discussion of the price structure. There will be situations, no doubt, where these arguments will not apply. But in all situations the reasons to think out the angles are many and important. This is nothing to rush into.

Kann

CRITICS SEE PRICE WAR ON TALENT, FLOOD OF BOOKING COMBINES UNDER DECREE TERMS

View Emphasis on "Lead" Pictures for Blocks As Spur to Raids

NEW YORK—Criticism of the proposed consent decree, in its present rough and tentative form, runs the gamut from fears of a price war over talent to the formation of a flood of booking combinations. The viewpoint largely reflects the attitude of Paramount theatre partners, who tore the proposals apart in a three-day session at Atlantic City followed by another session here, and home office executives representing production and distribution.

Hollywood enters the scene under the proposed blocks of five plan. On the following score, representative opinion among Paramount officials appears to be very definite.

That bidding for top talent will reach levels hitherto undreamed of because of the realization the leadoff picture in each block must genuinely have it on the ball in order to drag the remaining four along. "This," one executive notes, "obviously will mean there can be no limit on salaries since all other companies which may sign the decree automatically will find themselves in identically the same position. The consequence will be that producers will go the absolute limit on that leadoff attraction, understanding in advance they probably won't make any money on it but determined to do it in order to make the whole block of five attractive."

Likewise it is felt the small block sales plan will place a false value on "palookas" and probably insure for them as much, or almost as much, playing time as the "A's" since the theatre, insofar as decree signatories are concerned, will be operating on a hand to mouth condition with product availabilities. Decree critics maintain the rank and file of exhibitors throughout the nation have not awakened to the "dangers" which face them. They assert the proposals, in their opinion, are worse than the Neely bill in that all selectivity, except as it pertains to moral grounds, would be out entirely. A responsible executive observes in this connection:

"It may not be blind selling. That is, it won't be blind if the exhibitor is prepared

(Continued on page 10)

Decree Would Meet Govt's Chief Aims

New York—The two issues in which the government is most interested in incorporating in the consent decree, according to a major company chief counsel, are the dilution of circuit buying power and elimination of blind selling.

Both would be accomplished by selling in blocks of five and advance screenings.

Tentative Proposals Set Up For Decree Ending U. S. Suit

NEW YORK—*Text of the tentative proposals for incorporation in a consent decree to settle the government suit against the producer-distributor-exhibitor defendants follows. The draft bears a July 17 dateline:*

The proposals do not necessarily represent a finalization. Language, certainly, is susceptible of many changes; intent probably so but it is anticipated in a lesser degree. Noticeably absent from this tentative draft are details of an arbitration system and an escape clause.

1. *Elimination of Blind Selling*—No distributor shall offer for lease (1) a feature (2) Motion picture film for a public exhibition at which an admission fee is charged until the film has been trade (3) shown within the exchange district (4) as presently constituted, in which the public exhibition is to be held. Every trade showing shall be preceded by a notice published in a trade publication (5) having a general circulation among exhibitors in such exchange district, which shall state the title of the film and the date and the time when and place or places where the film will be trade shown.

(1) The term "lease" includes the making of a license, agreement, contract or any type of agreement whereby a feature motion picture film is to be supplied by a distributor directly or indirectly to an exhibitor to be exhibited in a theatre for public performance.

(2) A feature motion picture film shall be defined as a motion picture which is approximately 5,000 feet, or more, in length, hereinafter sometimes referred to as "motion pictures" or "feature pictures" or pictures.

(3) A trade showing is defined as an exhibition of a motion picture film at a theatre or projection room for the benefit of exhibitors generally prior to the lease or offer to lease of a film for public exhibition.

(4) Each company shall file a map showing the territory covered by each exchange district as presently constituted.

(5) Trade publication means a daily or weekly newspaper or magazine which is devoted primarily to news concerning the motion picture industry.

2. *Leasing of a Feature Motion Picture in Exchange Districts.*—No lease for pictures in any exchange district* shall include theatres located in another exchange district, as from time to time constituted, nor shall the leasing of pictures in one exchange district be conditioned upon the leasing of a picture or group of pictures in another exchange district.

3. *Limitation on the Lease of Pictures Which Have Been Trade Shown.*—(a)—No distributor shall offer for lease more than five feature pictures in a single group.

(b) The lease of one group of pictures shall not be conditioned upon the lease of another picture or group of pictures.

(c) *Short Subjects and Newsreels, etc.*—No exhibitor shall be required to license short subjects, newsreels, trailers serials, re-issues, "westerns" or foreigns**, (hereinafter collectively referred to in this article as "shorts"), as a condition of licensing other features.

An exhibitor shall have no right to assert any claim that the licensing of such features was so conditioned unless he shall have mailed to the distributor at its home office notice in writing of such a claim and the grounds therefor not later than two days after notification to exhibitor of distributor's approval of exhibitor's signed application for such features and "shorts." Any dispute as to whether the licensing of such features was so conditioned shall be subject to arbitration. The powers of arbitrators in any such dispute shall be limited to:

(i) a finding as to whether or not the licensing of such features was so conditioned; and, if the finding be in the affirmative, then,

(ii) an award cancelling the license agreement or agreements for (or to the extent that they relate to) such "shorts."

(d) *Cancellation for Cause.*—An exhibitor may cancel out of any group of pictures leased by him, any picture which is offensive on moral, religious or racial grounds, in the locality served, provided written notice of his election to cancel together with a statement of his reasons therefor shall be mailed to the home office of the distributor not later than seven days after the contract has been executed. However, any distributor may arbitrate the question of whether any picture is in fact locally offensive on moral, religious or racial grounds.

4. *Pictures Available on Some Run.*—Distributors shall not refuse to license their pictures on some run to be designated by the distributor for exhibition in any situation provided that the exhibitor can satisfy reasonable minimum standards of theatre operation and the exhibitor is reputable and responsible, unless the granting of a run on any terms to the complaining exhibitor will prejudice the distributor's business interests in the area where the complainant's theatre is located. Disputes arising under this section shall be subject to arbitration. If the arbitrator finds that a distributor has refused to license its pictures contrary to the provisions of this section he shall issue an award directing the distributor to

* Changes in the territory embraced within a particular exchange district shall be made only after two weeks' notice to the department of justice.

** "Westerns" and foreigns as defined in Article ...., Section .....

(Continued on next page)

ARBITRATION COST, ALTERED CLEARANCES FOR CIRCUITS BOB UP AMONG CONSENT OPPONENTS

Text Admittedly Not Final; Subject to Radical Change

(Continued from preceding page)

offer its pictures for license to the complaining exhibitor for a run to be designated by the distributor upon terms fixed by the distributor which are not calculated to defeat the purpose of this section. The burden of justifying a refusal to grant any run shall be upon the distributor.

5. *Disputes as to clearance shall be subject to arbitration under the following provisions:*

(a) *Clearance*—The term "clearance," as used in this section, shall be deemed to mean the period of time elapsing between the successive runs of a motion picture in a given area, granted pursuant to the express provisions of a license agreement.

It is recognized that clearance, reasonable as to time and area, is essential in the distribution and exhibition of motion pictures.

Nothing contained in this article shall be deemed to mean the period of time elapsing between the successive runs of a motion picture in a given area, granted pursuant to the express provisions of a license agreement.

It is recognized that clearance, reasonable as to time and area, is essential in the distribution and exhibition of motion pictures.

Nothing contained in this article shall be deemed to restrict the exhibitors right to license for any theatre any run for which he is able to negotiate with any distributor, nor the distributors right to license to any theatre any run which it desires to grant.

In determining whether any clearance complained of is unreasonable, the arbitrators shall take into consideration the following factors and accord to them the importance and weight to which each is entitled, regardless of the order in which they are listed:

(1) The historical development of clearance in the particular area wherein the theatres involved are located.

(2) The admission prices of the theatres involved.

(3) The character and location of the theatres involved, including size, type of entertainment appointments, transit facilities, etc.

(4) The policy of operation of the theatres involved, such as the showing of double features, gift nights, giveaways, premiums, cut rate tickets, lotteries, etc.

(5) The rental terms and license fees paid by the theatres involved and the revenues derived by the distributor from such theatres.

(6) The extent to which the theatres involved compete with each other for patronage.

(7) All other business considerations, provided that the fact that a theatre involved is affiliated with a distributor or a chain of theatres, shall be disregarded.

The Power of Arbitrators in Determining Dispute as to Clearance.

The power of arbitrators in any dispute relating to clearance shall be limited to:

(1) A finding as to whether or not the clearance complained of is unreasonable, and if the finding be in the affirmative, then,

(2) An award fixing the maximum amount of clearance which may be granted in all license agreements thereafter entered into.

In any case where there has been a reduction in clearance by an award of the arbitrators any distributor affected by such an award may thereafter petition the arbitrators for a review of the maximum clearance, if upon a showing that the conditions in that competitive area affected by such clearance have changed.

(a) *Unreasonably Withholding Prints.*—In booking prints for exhibition by exhibitors competing on the same run in the same exchange territory, the distributor shall not withhold delivery of prints available in the exchange from one exhibitor in order to give a competing exhibitor a prior playing date not provided for in its exhibition contract. It is recognized that distributors must be permitted discretion in the ordinary course of booking and distributing films in an exchange when too few prints are available in the exchange for the playing date desired by two or more theatres. In such cases this section shall have no application.

Violations of this section shall be subject to arbitration and, if the arbitrator finds that the distributor has pursued a policy of withholding available prints in violation of this section, he shall enter an award directing the distributor to discontinue such policy.

6. *Remedy for Discrimination Against Independently Operated Theatres.*—Controversies arising upon a complaint by an exhibitor who is wholly independent of any circuit of more than five theatres and not affiliated either by stock ownership, common buying or otherwise with a circuit of more than five theatres that a defendant distributor has arbitrarily refused, subsequent to commencement of the method of selling set forth in paragraphs 1 and 3 hereof, to license its features for exhibition on the run desired by said exhibitor in one of said exhibitor's theatres which was in existence, or which replaced [1] a theatre in existence, at the date of this decree, shall be subject to arbitration.

Procedure

Any distributor which is made a respondent in an arbitration under this section may join any other distributor defendant as a correspondent by serving said distributor with notice of the proceeding, to-

(1) A replacement is a theatre which was erected in the same neighborhood as one which was destroyed or permanently abandoned as a theatre, for the purpose of succeeding to the patronage of the destroyed or abandoned theatre. If the replacing theatre has a seating capacity of more than 25 per cent greater than that of the theatre replaced, it shall not be entitled to the benefits of this section.

(Continued on page 79)

Certain Pact Proposals Termed "Suicidal" by Two Major Circuits

NEW YORK—The realization that it may cost signatories to a consent decree as a means of settling the all-industry suit from $500,000 to $750,000 annually merely for arbitration and that Paramount theatre partners and 20th Century-Fox's National Theatres affiliate feel they would be "committing suicide" in permitting certain terms of the decree to stand mark the reaction to study of the first tentative draft.

After three brief meetings in the past few days distributor attorneys requested justice department representatives to formulate a "more definitive" draft. The cold reception said to have been accorded the first tentative document is held by spokesmen to have determined there must be "a better method to make all companies compete on the same basis." It is with this attitude in mind that government representatives are understood to have agreed to revise the intent and language of certain provisions of the proposed decree.

The provisions said to be particularly inequitable insofar as Paramount partners and National are concerned are those dealing with arbitration of clearance. These two circuits claim they would be subjected to considerably greater harassment than Warner, Loew's and RKO in this respect because they operate many more units in towns of 10,000 population or less. The three other chains are more dominant in key cities where disputes over clearance are largely non-existent, according to an informed source.

The "Big Five" are also said to be dissatisfied with the suggestions proposed by the government in respect to an "escape clause," details of which have not been set down "because no one seems to be able to write one," as one source puts it. The fundamental reason behind the disagreement over an "escape clause" is said to be that the "Big Five" are "not willing to leave it to the petition of the court to grant if and when it is desired; we want an 'out' that is absolutely automatic for

(Continued on page 7)

Sees Circuit Guilt Only Under Decree

New York—One major circuit operator, commenting on the proposals in the tentative draft for a consent decree, states, "Under them we are guilty all the way and there is no redress for us."

The objections go all the way down the line to the seven clauses outlined in the draft, in his opinion.

The Pulse of the Motion Picture Industry

BOXOFFICE

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IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Leader-Post. Bruce Peacock.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

OUT of the mailbag, a letter from Dallas and Colonel H. A. Cole, president of Allied:

"I read with very much interest your 'Notes' of July 13, in which you figured out with a ready mathematical pencil that exhibitor leaders do not mean much to their constituents and that their advice was seldom if ever followed.

"I have become hardened to conclusions and arguments regarding myself and Allied, but really, I must spring to the defense of my good friend, Ed Kuykendall. You state that 40 per cent of the theatre body is identified with MPTOA and 12 per cent with Allied. And, acting on that hypothesis, you infer that 40 per cent of the suits and 40 per cent of the complaints to Washington must have arisen from Ed's organization.

"How could you? Don't you know that Ed Kuykendall has been practically 100 per cent successful in keeping his members (the affiliated and large independent chains) from complaining about conditions in the industry? Much as they have suffered, I believe he has been almost 100 per cent successful in preventing them from calling the cop. It shows that his influence is much greater than you give him credit for. I do not care about myself, but you should not do Ed Kuykendall this injustice."

Cole, as is his right, may be thoroughly hardened to arguments concerning Allied, but he steps off the deep end a trifle when he applies that same measure of appraisal in terms of what he calls conclusions. For this column concluded nothing on the points at issue. In fact, it was extremely careful to pose the question of exhibitor leaders and their influence, or lack of it, in terms of the probable. Any discriminating reader of the original inevitably must arrive at this same conclusion.

And This

Largely in this same classification is the current observation by Pete Harrison who praises and brickbats this columnist in about equal ratio. Some weeks ago in this space appeared a comment regarding Thurman Arnold and the then remote possibility, pre-trial days, of working out a consent decree. We had observed, by way of indicating that a decision, or a course of action at least, might be dictated to Arnold, the so-called "trust buster," by his superiors. Naming no names on the theory, generally accepted, that it can be presumptuous to suggest what the President might do, we had suggested to the reader that he indulge in his own speculation as to who Arnold's superiors might be by name. To that as a closing line was added, "Don't be a piker."

Now clearly the reference was designed to propel those who read in the direction of high places in their guess of who the unnamed superior, or superiors, might be. Nothing less, nothing more. But an exhibitor writing to Harrison takes exception "because the picture industry has earned for itself the reputation of buying itself out."

Moreover, Pete lines up with his exhibitor correspondent when he concludes we had stated "certain damaging facts without mentioning names" and because, further, this "may throw suspicion on innocent persons . . . Fortunately, he (Arnold) has so gained the confidence and respect of everyone connected with the motion picture industry that he should not worry about articles that may mean a lot and, on the other hand, may mean nothing."

Mountain-out-of-molehill stuff, if ever there was. Except for this:

The theatreman who criticized revealed more about his mental processes than no doubt he realized.

Inter-Office

Art Schmidt, M-G-M publicity purveyor, to Si Seadler, M-G-M adjective slinger:

"Has there been any official ruling regarding handling the title, 'Bittersweet' as one or two words?"

Seadler to Schmidt:

"It's one word in all coast material except wires where the telegraph companies figure two words are better than one."

Self-Analysis

George Reisner operates the York and Manhattan theatres in New York. He raises chickens on the side. Also figures he is in competition with himself since both lay eggs with equal regularity.

GOV'T DECREE AUTHORITIES YET TO DECIDE IF CONSENT FOR 'BIG FIVE' ONLY IS POSSIBLE

Can't Understand Why Para't Can't Understand

Washington—Informed of Paramount's objections to clause six in the proposed draft of a consent decree, department of justice spokesmen were somewhat taken aback.

Paramount partners are understood to take issue with the clause because it is believed it will deprive the established customer of product where new and finer theatres are constructed in opposition.

The government source contends this is not the intent of the clause and that the objectors "do not understand it if they find fault on these grounds."

On or Off, Trial Delays to Oct. 7

NEW YORK—Regardless of how consent decree negotiations finally work out, resumption of the trial of the all-industry suit is off until October 7. Between now and then, Judge Henry W. Goddard will vacation, as per schedule, at his Connecticut farm and negotiators, representing the government and distributors, will work out details of a final decree.

In seeking the postponement, J. Stephen Doyle, special assistant to the attorney general, said:

"The petitioner, with the consent of the defendants, moves the adjournment of the trial of this action to the first Monday in October. Representatives of both sides conferred all during last week and a substantial agreement has been reached on the major portions of the substantial provisions to be incorporated in a decree. There are still one or two matters of importance which are presenting great difficulties. The negotiations are continuing in an effort to conclude an agreement, if possible, in the near future. However, it will be impossible to present a proposed decree prior to the time it is understood Your Honor will leave on your vacation. If the parties are able to reach an agreement during your vacation, the petitioner hopes you will be available for the consideration and entry of a possible decree so that it may become operative at an early date."

In reply, the judge said, "We have had informal talks on the subject and I will be available during the summer. I hope between now and October we can work out a decree to the satisfaction of everybody."

The "one or two matters of importance" referred to by Doyle are understood to be the nature of an escape clause and sales in blocks of five. In the first instance, the proponents of a decree are understood to

(Continued on page 10)

Question Being Explored In Washington; Escape Clause Undetermined

WASHINGTON — No decision has been reached by the government consent decree authorities whether or not a decree can be entered with five major companies but without the signatures of UA, Columbia and Universal.

The question is still being explored, according to a spokesman.

Government sources stress the fact there is nothing final in the discussions and negotiations under way in New York between defendants in the all-industry suit and assistants to the attorney general.

Uncertain on Final Plan

No one would hazard a guess when a final plan would be ready, but it is pointed out that Attorney General Robert Jackson and Thurman Arnold will have the final say for the government.

All indications point to the belief arbitrators recommended by the American Arbitration Ass'n will be delegated to settle disputes in local exchange centers. Also, the AAA will appoint the three-man appeal board.

James V. Hayes, Robert Scher and A. H. Feller, who have been working with Paul Williams at the New York conferences, left here Tuesday night to meet Wednesday with distributor attorneys.

The question of incorporating an escape clause has not finally been determined, it is stated.

Gov't Asks "Little 3" For 3 Years' Rentals

New York—Although UA, Universal and Columbia have withdrawn from negotiations on a consent decree and have announced their willingness to go to trial on the issues involved in the all-industry suit, Paul Williams and his assistants have asked each of the companies to furnish annual rental figures for the past three years.

The impression is the data will be used for an escape clause the government is figuring on to satisfy the "Big Five."

The "Little Three" have indicated they will cooperate.

It is understood that, if the plan to offer groups of five is adopted and the "Big Five" can prove superior advantages are gained by UA, Universal and Columbia, which will be permitted to sell their entire product in one lump because they are not parties to the decree, the government may vitiate that part of the decree after a trial period.

Lightman Suggested Dropping One in Five

Atlantic City — During the three-day conclave of Paramount partners here on the effects of the proposed consent decree to end the all-industry suit, M. A. Lightman, head of the Malco circuit, is understood to have proposed a substitute plan for selling in blocks of five.

With the 20 per cent cancellation privilege current in most contracts as a base, Lightman suggested offering five pictures with the right to cancel one in each group. Also, if the elimination is not taken by the exhibitor in one group it be carried over to the second group.

Cost and Clearances Haunt Decree Foes

(Continued from page 5)

all concerned," according to a reliable quarter.

The proposed selling in blocks of five, as contained in the first tentative draft, has come in for criticism among the "Big Five" on the ground the plan would work a "terrific hardship on hundreds of our customers." The unit sales idea, however, is being insisted upon by the government. It is known the larger producer-defendants would prefer selling in blocks as at present but would offer concessions in greatly extended cancellation clauses. "Even this would be a costly procedure and could easily wreck us financially," one source contends, "but the history of the industry shows that as we are geared up we can only sell pictures profitably as we do now."

While there has been no formal acceptance of any arbitration plan it has been tentatively agreed that the American Arbitration Ass'n will supervise the machinery. As far as discussions have gone, although this may be altered, subjects admissible to arbitration have been limited to (a) clearance, (b) breaches of contract, (c) refusal to sell some run, and (d) discrimination against independent theatres. The plan presently calls for an appeals board of three members, to sit either in New York or Chicago. Local panels would be drawn from the AAA personnel, although the number and method of apportioning votes has not been decided.

Columbia Dividend

NEW YORK—Columbia has declared a quarterly dividend of 68 and ¾ cents per share on the $2.75 convertible preferred, payable August 15 to stockholders of record August 1.

READY! NOW! FOR

The big-money show package of the year!... Playing to 202% to 268% of normal business in all test situations to date! The greatest pictures Disney ever made . . . *COMBINED!* . . . in one big feast of glorious entertainment! . . .

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SUMMER BOOKINGS!

HIT NO. 1

Snow White

and the Seven Dwarfs

HIT NO. 3

THREE LITTLE PIGS in "The Practical Pig"



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HIT NO. 4



THE UGLY DUCKLING

HIT NO. 5



DONALD'S LUCKY DAY

Distributed by RKO Radio Pictures

Price War, Booking Combine Fear Rises

(Continued from page 4)

to sit through two or three screenings a day in order to see what he is supposed to buy. There has been a great deal of yelling about cancellations. Distributors have been charged with avoiding granting them, or with not granting them in sufficient number. Apparently, there is no realization generally circulating that the decree eliminates all eliminations as against the 10, 15 and 20 per cent available under certain conditions today. Under the decree proposals as now constituted, the exhibitor will buy and play or pay for his blocks of five. Nothing cancels out."

Several Paramount men are curious about the proposal to screen finished attractions under the proviso which would eliminate blind selling. They are asking about the exhibitor who may be several hundred miles from an exchange center and how he proposes to operate under the contemplated setup. They declare they foresee the time when, through inability or indifference, small theatre operators to the tune of hundreds will veer toward booking combinations, either now operating or created to handle their buys. The ultimate effect on the distributor's income should be obvious, it is maintained.

Speculate on "Little Three"

From a straight distribution point of view, there is considerable speculation among the dubious over the effect of the "Little Three" on the "Big Five." Such speculation revolves around the appreciation of the fact that restrictions, such as the small block plan, would not be binding on Universal, Columbia and UA as nonparties to a decree whereas M-G-M, Paramount, RKO, 20th Century-Fox and Warner could market only under the decree mandate. This, it is asserted, would incline to give the three smaller companies an entirely free rein in making their old-time, full-line deals at their current sales cost as against a stepped-up effort imposed upon the others by virtue of repeated selling for each completed five pictures. While higher rentals probably would result through the matching of one exhibitor against another for each succeeding block, there seems to be doubt whether the potential gains will stand up when compared with the added cost of distribution.

Although the arbitration system has not been finalized, the proposal whereby arguments are to be settled by men in no wise connected with, or familiar with, the industry strikes decree opponents as particularly unwise and completely impractical. The view on this is that the complexities of the business and its ramified background make it impossible for an outsider to grasp the fundamentals in short order, thereby mitigating against the likelihood of workable decisions.

Because they want to maintain their current positions and to keep them consolidated, Paramount theatre partners are especially aroused over Clause 6 (*see text of decree proposals starting on page* 4).

They maintain this clause consciously opens the doors to a flood of newcomers in exhibition; that it will also encourage fly-by-nighters to deliberately crash in to make a quick "killing;" that it will remove from the chains what they feel is their right as the established customer; that, in short, it would make it possible for anyone who builds a house equal in values to the circuit house to get product which has been playing in the chain house for years at terms usually satisfactory to the distributor.

On or Off, Trial Delays to Oct. 7

(Continued from page 7)

be set on the principle that, if the trial period under which the decree will operate proves futile, the trial itself will proceed as if no decree had been entered. The government assumes the opposite view and feels that any decree should be final whether it is successful or not. As reported earlier, there is no unanimity of opinion among the "Big 5" on the small block sales plan. It is understood Paramount, for one, has cooled on the idea but might go for it provided an escape clause so framed would afford an out. That company, it is further understood, recalls its experience of some years ago when it adopted an "open road" policy and sold singly with disastrous results.

New Television Grants

WASHINGTON—The FCC has given approval to the application of the Allen B. DuMont Laboratories to establish television stations in New York and Washington, and along with the Columbia Broadcasting System authorized the televising of broadcasts under the new promotional rules.

Rodgers Considering Entering Production

Chicago—William F. Rodgers, general sales manager of M-G-M, is seriously considering entering production, he admitted to BOXOFFICE as he passed through here en route from the coast to New York.

He added he had received several attractive offers to produce two or three pictures a year, but that thus far he had reserved decision.

Avers Polls Reveal Public Wants Duals

CHICAGO—While he and many other executives of M-G-M may favor single-features in the industry, every poll "we have taken at M-G-M over several years has shown a preponderance of public opinion for double features," says William F. Rodgers, general sales manager.

"We have taken polls in numerous spots in the country," said the M-G-M sales head, "including Detroit, St. Louis and New York. In all of these polls the public reaction has been from three to 10-to-1 in favor of continuation of double feature programs."

Rodgers said that notwithstanding statements of several industry figures in favor of singles, every picture still stands on its own merit and he believes the individual theatre owner knows his patrons' desires best. He added that the industry is in the business of furnishing entertainment to patrons in the fashion they want it. He said that if patrons want singles bad enough they will voice their opinions strongly enough to theatre managers. "All of this agitation in the industry is the bunk," he said, adding that "it still appears the public demands its amusement at a reasonable price of admission."

12 "Boom Town" Runs For Price Hike Test

CHICAGO—M-G-M will pre-release "Boom Town" in 12 spots in the country in order to get public reaction to an advanced price scale for the picture, William F. Rodgers, general sales manager, said while here en route back to New York after a three-week stay on the west coast.

"Boom Town" is, in his opinion, the best M-G-M picture since "San Francisco." "We feel," he added, "that both the exhibitors and our company are entitled to more money for this picture. By showing it in 12 different types of situations on a country-wide basis at a 25 per cent increase in the afternoon admissions and 33 per cent at night, we hope to prove our case. For that reason we are postponing the national release on 'Boom Town' until August 30." He said that every exhibitor he had spoken to already had signified willingness to increase admission prices on the film. M-G-M will not increase its established rental. The film is in the top allocation bracket.

Substituted for August 9 release, previously set for "Boom Town," is "I Love You Again," starring Myrna Loy and William Powell.

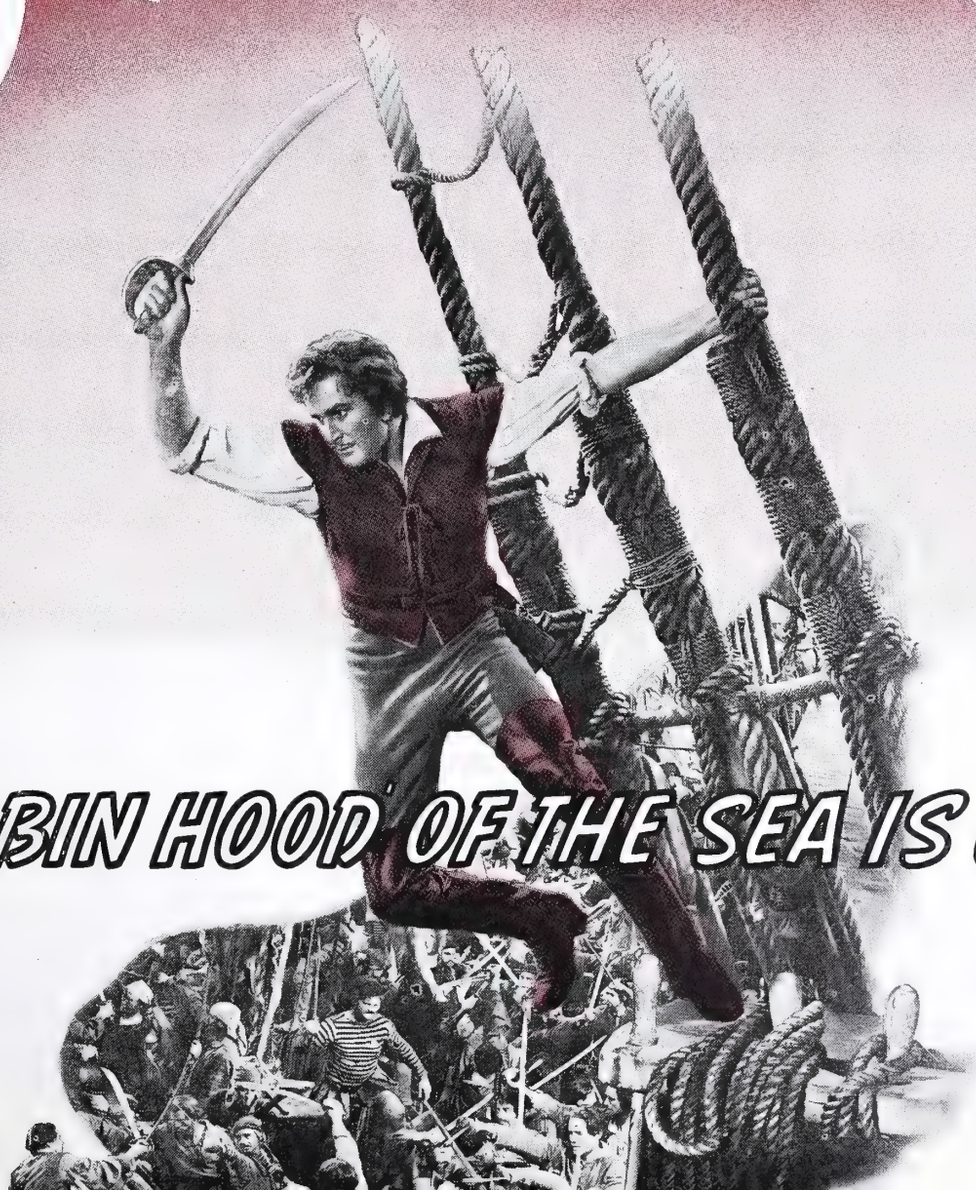
It Would Be Expensive

New York—One estimate of the cost of arbitration, if and when evolved under a consent decree, computes it at $10,000 per year per exchange center. This would include secretarial salary, rent, light and other incidentals.

While no determination has been reached, arbitrators might be paid $50 a day. The aggregate salary of the appeals board would run to another $10,000 a year.

WARNERS'

SEA HAWK



THE 'ROBIN HOOD' OF THE SEA IS COMING!

REMAKE DRIFT FORCES DISTRIBUTORS TO SHY AWAY FROM USUAL FLOOD OF SUMMER REISSUES

Says W. B. Seeks Garbo and Tracy

NEW YORK—Warner is after Greta Garbo and Spencer Tracy, both prominent in the M-G-M roster, reports Tom Pettey in *PM*. Writing from Hollywood, the former press representative of the producers' association, says:

Warner Bros. recently acquired two best-selling novels and set out to publicize that fact. Last week studio's men of vision hit upon a sure-fire formula. Straight faced, slyly they announced they would raid M-G-M, hire Greta Garbo to play in 'Mr. Skeffington' and put Spencer Tracy in the title role of 'Captain Horatio Hornblower.'

"A business associate of Miss Garbo, it was explained, had reported her desire to act for the Burbank studio, had disclosed her disappointment at continued inactivity on the Metro lot and had found a loophole in her contract. The Spencer Tracy deal had reached the stage, it was announced, where he had asked for a copy of the 'Hornblower' script and had received it by registered mail at his vacation hideaway.

"Metro took the announcement calmly, sniffed at such publicity tactics, said they had plenty of stories for Miss Garbo and Mr. Tracy to keep them both busy and volunteered to send Warner Bros. a list of their contract players if they cared to make further casting announcements.

"Sniping between Warner Bros. and Metro is an old story in Hollywood. They have had it out in trade ads, bickered over titles, rowed at producers' meetings. Their publicity departments have only one thing in common—they both fight in cliches."

"Chad Hanna" Makes Fifth Technicolor for 20th-Fox

HOLLYWOOD—Decision to shoot "Chad Hanna" in Technicolor will make five tinted productions for Darryl F. Zanuck on the 20th Century-Fox lineup. The others are "The Return of Frank James," "Down Argentine Way," "Belle Starr" and "Western Union."

Pushes Combinations, Hints at Shortage

New York—Observing "it appears" there may be a product shortage over the summer, Columbia's sales chiefs are advising branches to pick up extra business through two combinations of reissues: "Lost Horizon" coupled with "The Awful Truth" and "It Happened One Night" teamed with "Mr. Deeds Goes to Town."

Local Demand Guiding Revival Bookings In Each Area

NEW YORK—Customary practice of distributors in designating a number of pictures successful in the past as "reissues" for national release during the summer months appears on the wane, according to a check made by BOXOFFICE.

Remakes of former film hits is one of the factors discouraging distributors from naming a batch of pictures for reissue, an M-G-M executive states.

The companies are confining revivals to individual localities and allowing branch managers to handle each situation as they see fit. Repeat dates can be secured for almost any old picture at M-G-M except Mickey Rooneys or films which may conflict with present releases such as "Three Comrades" and "Mortal Storm."

When the war broke out, distributors started to dust off former productions with a war theme, but the apathy of audiences to this type of entertainment cancelled any such contemplated programs.

Difficult in First Runs

Booking reissues in first and second runs, another executive explains, is becoming increasingly difficult because a film during its regular release runs the gamut of admission prices from 50 to 10 cents and patrons are less eager to shell out top prices again.

Some of the companies are having reissues for special release. Columbia already has "Lost Horizon" and "The Awful Truth," and also may revive other Frank Capra productions. Universal is reissuing "My Man Godfrey" and "The Old Dark House" of 1935-36 vintage with Charles Laughton, Melvyn Douglas and Gloria Stuart. "Army Girl" and "Invisible Enemy" are Republic's offerings.

UA Honors Korda

UA has honored Alexander Korda with a national sales week and the following are being pushed by salesmen and bookers: "The Private Life of Henry VIII," "Catherine the Great," "The Scarlet Pimpernel," "Sanders of the River," "The Ghost Goes West," "Elephant Boy," "Storm in a Teacup," "Drums" and "The Divorce of Lady X." Another UA possibility is "The Hurricane," it is said.

Twentieth Century-Fox is not designating any reissues but is enabling local managers to handle any former releases they desire, provided they can guarantee a certain amount of sales. For example, the New York exchange is offering three pictures featuring Spencer Tracy, "Now I'll Tell," "Bottom's Up" and "Marie Galante," and another with "Show Them No Mercy," with Rochelle Hudson and Bruce Cabot.

An Unusual Sort of Booking Anyway

New York—Having played the picture previously on a two-a-day policy, Harry Brandt brought "Lost Horizon" back to the Globe on a popular-priced admission with a one-sheet in the lobby announcing "Four reasons why thousands are eager to see" the picture.

1—Frank Capra's greatest picture.
2—Ronald Colman's best role.
3—James Hilton's greatest book.
4—A powerful story more than ever before because of the present world scene.

Hints Pay Purge For the Studios

HOLLYWOOD—A pay envelope purge is about to descend on the studios, according to Harold Heffernan, correspondent here for the North American Newspaper Alliance.

High-salaried players and directors, and even producers, are bracing themselves for the shock, he writes and sees in the split between Warner and Paul Muni the "first chalk marks."

The split actually was a cancellation of the performer's $175,000-per-picture deal, Heffernan maintains in describing it as "the opening shot in the long-predicted onslaught against the town's top-heavy salary arrangements.

"Since world markets were shorn to practically nothing, Hollywood has been looking for a sizeable target into which to plunge its paring knife. Most vulnerable spot was the pay envelope of leading name figures in the business.

"More sensational dissolutions are expected within the next few weeks. Already in secret, a number of leading stars are reported to have agreed to settlements whereby they will receive 50 and even 75 per cent less than original contracts called for.

"Recent treasury department figures, covering salaries paid to screen personalities for 1938, proved an eye-opener to industry leaders. When these were closely perused, it was discovered few players in the high wage brackets were delivering boxoffice value commensurate with the vast sums poured on them by Hollywood's lavish hand.

" 'The day of the $150,000-a-picture star is over,' said a leading producer Friday. 'We have been paying such sums to a few select stars, but under present conditions it would be suicide to continue such expenditures for a single member of a picture's cast'."

A VIRILE ROMANCE OF TODAY'S PIONEERS



"By far the best offering from Republic, a timely story that should bring a goodly share of gold dust to the box office . . . a film any one of the majors would be proud to list."

THE EXHIBITOR

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"One of the best productions brought out by this company . . . a heartening, wholesome piece of entertainment . . . the best directed picture thus far for Republic."

DAILY VARIETY

•

"Preview at Warner's Hollywood Theatre, where an audience of press and public registered high approval."

MOTION PICTURE HERALD

•

"One of the finest productions released by Republic . . . absorbing story, capable direction, and excellent performances. It should register at the box office."

SHOWMEN'S TRADE REVIEW

•

"A solidly built story . . . John Wayne does his best acting . . . direction highly commendable . . . a moving, compelling, and stirring drama."

MOTION PICTURE DAILY

•

"Will fit nicely on any bill . . . timely . . . interesting dramatic story ably put over by a good cast."

THE FILM DAILY

•

"Good entertainment . . . deep human interest and appealing romance . . . suitable for all types of audience. Sutability: Class A."

HARRISON'S REPORTS

"THREE FACES WEST"

JOHN WAYNE • SIGRID GURIE • CHARLES COBURN

BERNARD VORHAUS • *DIRECTOR*

A REPUBLIC PICTURE

It Reminded of Willie Collier

New York—Representatives of the so-called "Big 5" met at the Bar Association Building most of Tuesday and got nowhere on the consent decree.

Various interests are so diversified that the outcome at press time remained very much in doubt. One of the curious circumstances in the current situation is emphasized by the fact the Warner theatre circuit, officially represented by Joseph Bernhard, has turned sour on certain elements in the decree, while distribution, as represented by Gradwell L. Sears, president of Vitagraph and general sales manager of Warner, is strongly for settlement.

Production and distribution, in terms of the Warner organization, and the same component elements at Loew's, as represented by the viewpoint of Nicholas M. Schenck, are definitely for a decree. RKO, as the third member of the "Big 5," is reputedly lining up with these two. The production and distribution element at 20th Century-Fox, likewise, are understood to be conforming, but latterly Spyros Skouras, representing National Theatres, appears to be in the uncertain division.

Paramount, in terms of production and distribution, as well as exhibition, emerges as the one member of the larger group which stands on the line of indecision. This point of view is induced almost entirely by the fact that the Paramount organization subscribes to the conviction that its major interests rest in the theatre field. As a reflection of this overlying principle, the company's partners not only are concerned over the workings of the decree in its present form, but openly are antagonistic.

One pivotal figure said it reminded him of that old and honorable remark attributed to Willie Collier who once said, "Here we are, but where are we?"

'Sea Hawk' Screenings Warner 'Guinea Pig'

NEW YORK — Warner wants to know where it gets off with high-budget pictures on the basis of "a profitable return on its investment from the domestic market" and to that end proposes asking exhibitors what their intentions are. "The Sea Hawk" and a series of simultaneous trade showings in 37 exchange centers August 5 will be the expensive guinea pig.

Gradwell L. Sears, general sales manager, proposes addressing exhibitors who will attend through a transcontinental hookup. After the film is shown, branch managers will hold open forums and discuss methods looking toward maximum returns for both distributors and theatremen. States Sears:

"The company feels that it is only through the complete support of both the exhibitor and public that it can continue to turn out this type of expensive and worthwhile screen merchandise and expect to stay in business."

20th-Fox Gets Zanuck Reissues From UA

NEW YORK—Eight productions made by Darryl F. Zanuck for UA release between 1933 and 1935 have been acquired by 20th-Century-Fox for reissue purposes. Distribution rights held by UA recently expired.

The pictures include: "The House of Rothschild" with George Arliss and Loretta Young; "Cardinal Richelieu" with George Arliss and Maureen O'Sullivan; "Les Miserables" with Fredric March and Charles Laughton; "Looking for Trouble" with Spencer Tracy and Jack Oakie; "The Call of the Wild" with Clark Gable and Loretta Young; "The Mighty Barnum" with Wallace Beery and Adolphe Menjou; "Blood Money" with George Bancroft and Judith Anderson; and "Advice to the Lovelorn" with Lee Tracy and Sally Blane.

Warner, Nat'l Screen Dicker Under Way

NEW YORK—Probably it will be denied on all fronts. Nevertheless, Warner and National Screen currently are negotiating a new deal under which Warner would return to the NSS fold from which it pulled away a few years ago in favor of its own trailer service.

Involved in the dicker are several points regarded as important by both groups. One concerns the long-standing and dormant $1,000,000 suit between Warner and National Screen which presumably would have to be wiped off the docket before any resumption of relations is determined. Somewhat less clear is the suggestion there exist certain slants involving angles bearing on the anti-trust laws. Attorneys representing both interests will have to determine this issue.

Seven-Million Loew Net Over 40-Week Period

NEW YORK—Net income of $7,996,394, equal to $4.39 an average per common share, is reported by Loew's for the 40-week period ended June 6. This compares with net of $8,173,060, or $4.62 a common share, for the same period in 1939. The company's share of operating profit after subsidiaries' preferred dividends amounted to $15,594,078, as compared with $14,271,675 for the same 1939 period. Reserve for contingencies was $3,100,000, as compared with $1,620,000 for the same period last year.

No Bagnall Successor Likely at Paramount

HOLLYWOOD—The expectancy is that no successor will be named to replace George L. Bagnall, Paramount vice-president and studio manager who has resigned after five years with the company. His duties, it is understood, were largely absorbed by Henry Ginsberg when the latter joined the company.

Decree Is Resting on Clauses 1, 3 and 6

NEW YORK—As consent decree negotiations recessed for the weekend strong indications prevailed that success of a satisfactory document rested on compromising clauses one, three and six of the tentative draft. Specifically, these clauses are (1) elimination of blind selling; (3) limitation on the lease of pictures which have been trade shown, carrying with it the group of five sales plan, and (6) remedy for alleged discrimination against independently operated theatres.

Sources close to the negotiating group point out that where groups of five are offered no limitation is imposed upon an exhibitor buying more than one group at any one time provided the pictures have been trade shown. Further, it is stated the sale of one group of five cannot be used as a "wedge" to sell another group.

In connection with major circuit dealings with the "Little Three," conviction in some quarters is that the affiliated chains, their partners or their buyers are free to negotiate for and purchase full programs, provided, of course, they are so offered. Trade screenings, in such instances, do not have to prevail, it is held, inasmuch as Universal, UA and Columbia are not bound by the decree and are not forced to trade screen product in advance. The fact that the "Big Five" could not buy in groups of five without trade screenings from the would-be signers of a decree does not mean that they are bound to insist on the terms of the decree being maintained in their dealings with the "Little Three," Republic and Monogram, goes an interpretation.

REVIEW FLASHES

GOLD RUSH MAISIE (M-G-M)—That wise-cracking, soft-hearted showgirl delivers yet a third assault upon the blues in what audiences generally will probably agree is her best film appearance to date and one that should reflect creditably on boxoffice takes everywhere. It's another solid success for Ann Sothern, who this time takes a migrant family under her wing in the desert country and sets them on the road to prosperity. J. Walter Ruben produced; Edwin L. Marin directed.

VILLAIN STILL PURSUED HER, THE (RKO)—For a few reels most audiences will find this heavily-burlesqued melodrama of another day amusing and will have fun applauding the hero and hissing the villain, which antiquated practice the producers encourage through an introductory sequence. Hugh Herbert, Anita Louise, Alan Mowbray. Edward F. Cline directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

Will Decide Soon On Red Cross Tour

By IVAN SPEAR

HOLLYWOOD — Barnstorming tours of studio talent on behalf of the Red Cross may embrace theatres or they may not. Final decision is expected to be reached shortly when the motion picture executive relief committee under Samuel Goldwyn meets. If a case of the talent playing theatres, probably there will be three units to tour the west, east and south. An alternative plan calls for one large unit to tour the nation with appearances in civic auditoriums in each important locality. The Screen Writers', Screen Actors' and Screen Directors' Guilds have pledged cooperation to the fullest.

Leaving no stone unturned in its avowed determination to go the limit insofar as it is able to alleviate the suffering and misery of untold millions of war victims, Hollywood—32,000 strong and including high and low salaried workers from every phase of the industry—has united in the common cause of humanity, all other less urgent matters forgotten.

Donations Mount High

And, backing up its words with action, early tabulations indicated that donations and pledges from studio, exchange and theatre workers in this area during the Motion Picture Red Cross drive which began July 15 and ended July 22 will pass the $175,000 mark and perhaps will total as high as $200,000, according to an unofficial preliminary estimate by a spokesman for the committee headed by Goldwyn. This is nearly one-third of the $648,000 quota established for Southern California by the Citizens Emergency Relief Committee under the chairmanship of Dr. A. H. Giannini.

This campaign was launched simultaneously on every lot when studio workers met to hear a broadcast over Station KFWB with Goldwyn introducing Robert Montgomery, who told of his experiences as an ambulance driver in France; Jeanette MacDonald singing the national anthem; and short talks by Irene Dunne, L. B. Mayer and Dr. Giannini.

"Only the Beginning"

But this one-week drive is only the beginning for Hollywood. As yet it has not begun to tap the rich resources it possesses in the form of acting talent, among which more than 100 volunteers have already been registered for tours throughout the country, cooperating with Red Cross drives in each locality.

Goldwyn's committee is empowered to pass upon all charity activities launched with the hope of enlisting Hollywood's support. This centralization was ordered so that all unnecessary duplication of effort might be eliminated and red tape held to the minimum. Personnel of the Goldwyn group includes A. J. Gock, Jock Lawrence, Bert Allenberg, Fred Beetson, Frank Capra, Harry Cohn, Carl G. Cooper, Walt Disney, Reeves Espy, Y. Frank Freeman, Sheridan Gibney, J. W. Gillette, I. B. Kornblum, Sol Lesser, E. J. Mannix, Lesley Mason, L. B. Mayer, J. R. McDonough, Ralph Morgan, Steve Newman, Hal Roach, Joseph M. Schenck, M. J. Siegel, Charles P. Skouras, Kenneth Thompson, J. K. Wallace, Walter Wanger, H. M. Warner, J. L. Warner, Cliff Work, Alfred Wright and Darryl F. Zanuck.

Under it is the Women's Red Cross Co-Ordinating Committee, with Mary Pickford as chairman. Its membership includes Constance Bennett, Mrs. Richard Barthelmess, Pat Paterson, Mrs. Milton Bren, Mrs. William Goetz, Mrs. Anne Lehr, Mrs. Mervyn LeRoy, Mrs. Ernst Lubitsch, Mrs. L. B. Mayer, Mrs. Cecil B. DeMille, Merle Oberon, Mrs. David O. Selznick, Mrs. Harry M. Warner, Mrs. J. L. Warner, Mrs. Darryl Zanuck, Mrs. Ronald Colman, Mrs. Howard Dietz, Mrs. Douglas Fairbanks sr., Mrs. Douglas Fairbanks jr., Kay Francis, Norma Shearer, Mrs. Ralph Morgan, Joan Crawford, Mrs. Basil Rathbone, Jeanette MacDonald and others.

Another Group

Still another co-ordinating group is the Fund Collection Committee responsible for the gathering and tabulation of studio donations. It comprises E. J. Mannix, Bert Allenberg, Carl G. Cooper and Edward Selzer.

Charles P. Skouras heads the drive for exchanges, supply houses and theatre employes. Dovetailing with the mass meetings called in each studio July 15 to launch the local campaign, he called a meeting of distribution and exhibition personnel on that date and secured their pledges to donate 5 per cent of their salaries for the next four weeks. Quota for Skouras' group is $35,000. Robert H. Poole represents independent showmen under Skouras' general supervision; W. E. Calloway is sub-chairman in charge of exchanges; and William Ring represents Filmrow unions.

Another committee, allied with but not under the direct control of Goldwyn's group is the International Committee for Refugees in France, chairmanned by Constance Bennett and peopled by such notables as Claudette Colbert, Mrs. J. L. Warner, Mrs. Edwin Earle, Helen Ferguson, Barbara Stanwyck, Jeanette MacDonald, Gene Raymond, Dolores Del Rio, Jackie Cooper, Simone Simon, Otto Kruger, Guy Kibbee, Anita Louise, Ida Lupino, Louis Hayward, Tom Rutherford, the Rob Wangers, the Jay Paleys and others. It seeks concrete objects—sewing machines, shoes, refrigerators, clothing, dried milk and other foods, gasoline and surgical dressings, hospital supplies and the like—for shipment abroad.

Still another committee, headed by Dame May Whitty and Boris Karloff, is seeking funds to evacuate some 60 children from the British Actors' Orphanage in England. As a parallel gesture, the Warner International Club, of which H. M. Warner is honorary president, has begun to lay plans for evacuating several hundred children of Warner employes in the United Kingdom and bringing them to safety in America. H. M. and Jack Warner have underwritten the effort, for which, it is said, a ship will be chartered if that becomes necessary.

Plan Special Film

For the benefit of the British Relief Fund, and with Giannini as administrator, plans are going forward for the production of a film the entire profits of which will go to the BRF. Technical and artistic talent of British origin has been donated and RKO Radio has agreed to distribute the film at actual cost. Robert Stevenson will direct; volunteers for the cast include Madeleine Carroll, Brian Aherne, Ronald Colman, Errol Flynn, Charles Laughton, Sir Cedric Hardwicke, Vivien Leigh, Herbert Marshall, Ray Milland and Laurence Olivier. Technical assistance will be provided by Alfred Hitchcock, Frank Lloyd, Victor Saville and Herbert Wilcox.

Benefit by Rathbones

Among coming benefit activities is the affair to be given July 29 by Mrs. Basil Rathbone, at which Errol Flynn will be on hand to relate his experiences and his political analysis of present-day South America, as culled during a recent trip. Gracie Fields, English star, leaves August 2 for a Canadian personal appearance tour, proceeds to go to the Navy League and the British Red Cross.

Generous donation of Hollywood's time and talent has already been evidenced through the appearance of such players as Anita Louise, Dick Powell, Alan Mowbray, Leo Carrillo, Edward Arnold, George Murphy and Mischa Auer at a show staged June 27 by the American Field Service; a charity party at which Mrs. Edward G. Robinson was hostess; a benefit luncheon and fashion show emceed by Ken Murray and with Annabella, Norma Shearer, Barbara Stanwyck, Irene Dunne, Binnie Barnes, Claudette Colbert, Alice Faye, Gracie Allen, Billie Burke and other players as patronesses; and, of course, the gigantic charity show staged June 22 and broadcast coast-to-coast, on which millions of dollars worth of talent appeared gratis for benefit of the Red Cross.

But He Still Loves It in Hollywood

New York—Sidney Skolsky tells this one in his Hollywood column, published locally in the "New York Post":

"Orson Welles, who kept RKO waiting a year, was finally ready to start his new picture, 'Citizen Kane.' But now RKO wasn't ready, for they had so many pictures in production that they didn't have a vacant sound stage where Orson Welles could start shooting. Welles is now waiting for RKO. But don't get me wrong, I love Hollywood."

Albany Area Houses Pass Admission Tax to Public

ALBANY—Theatres in the Albany territory are generally passing on to the public the tax which the federal government has levied on admissions of 21 cents and over. A few houses are under the scale. Little is heard of exhibitors absorbing the tax or raising the admission price a couple of cents in addition to the tax.

On the one-day engagement of Tony Martin and Bob Zurke's orchestra at Fabian's Palace, newspaper advertisements quoted the price for adults at 50 and 40 cents, "Plus U. S. National Defense Tax." Children's admission was 25 cents "including tax."

Hollywood Drive Goes Full Blast

Finds Business in Far East Is Brisk

NEW YORK—Although the European war has made itself felt in the Far East, business generally keeps increasing briskly, is the observation made by Alf Daff, Universal's general manager for that territory.

For one thing, Daff states, shipments have been disrupted because the only regular boats plying the trade routes are Japanese and American. Previously, the English handled most of the trade.

Daff sees little chance of the distributors obtaining any revenue from Japan where, ironically, business is at the peak. There are some signs of new permits for import of films, he says. He reveals the Japanese government has taken over the newsreels formerly under the direction of newspaper interests.

India has a new import quota, according to Daff, which will allow distributors to import only 75 per cent of the total of the previous year. There are no exchange restrictions in India, Daff states. War newsreels, however, may be imported free of duty.

Evacuation of civilians from Hong Kong has caused theatres there to suffer a 25 per cent loss in business. Shanghai is a prosperous area, but the value of the Shanghai dollar has decreased about five times its former value.

Continuing, Daff declares remittances in the Dutch East Indies have been stopped until the exchange control can be straightened out. Theatre business in that territory has suffered, especially during the invasion of Holland and Belgium. Dutch East Indies officials, Daff adds, also banned the showing of "The Mikado" because they feared offending Japanese authorities.

In the Philippines, he explains, business is off slightly because of the surplus of sugar. Due to the war, the Philippines were able to fulfill their quota, which was originally set for one year, in three months.

After home office conferences Daff will leave for the coast shortly where he will visit the studio.

Only Dutch or German Films for Holland

NEW YORK—Official word that only Dutch films, or those made in Germany, may be shown in Holland, now Nazi held, occasioned no surprise among foreign sales managers here. That market was discounted when Germany occupied the land.

MELBOURNE, AUSTRALIA—Without explanation, the censor board has banned "Susan and God" and "Strange Cargo," both M-G-M releases.

Lawrence on Coast

HOLLYWOOD—Laudy Lawrence, continental foreign head for M-G-M with headquarters in Paris, arrived here Friday by plane for a brief visit. He plans to return to France shortly, it is understood.

Hopes Buoyed for Cuban Anti-Block Booking Ease

NEW YORK — Re-election of Fulgencio Batista as president of Cuba has buoyed hopes of distributors for the annulment of the anti-block booking decree. The distributors regard the enactment of the decree as especially serious because other Latin American countries may follow suit.

The decree, which resembles the Neely bill, went into effect June 10 and does not affect contracts signed earlier. Cuban exhibitors, on the whole, are generally in favor since they will be able to select as many pictures as they choose.

Distributor representatives in Cuba find themselves handicapped by the provisions of the decree. Trips into the interior are difficult and tedious because of the lack of transportation, and a representative will be forced to make numerous trips in order to sell his product. The task, it is claimed, will be almost impossible under present methods of operation.

Auten to 20th-Fox in Hoyts-GUT Pact O. K.

NEW YORK—With the approval of the merger between Hoyts and Greater Union Theatres of Australia, Capt. Harold Auten, American representative of the latter circuit and former continental manager of RKO Pathe, is slated to move over to the 20th Century-Fox home office where he will represent General Theatres Corp., operating company for the new setup.

The deal has been long in the making with 20th-Fox an interested party through its holdings in Hoyts. Over 300 theatres are pooled under the 20-year agreement. Hoyts has by far the greater number, with the strength of Greater Union lying in its urban locations.

Three key Australian figures are Maurice Sloman who will be general manager of General Theatres, Charles Munro who remains as the head of Hoyts, and Norman Bede Rydge, who likewise stays with Greater Union.

Australia Channels Frozen Funds to Print Developing

NEW YORK—Distributors in Australia, under a recent ruling, can use their frozen assets for the development of prints which can be shipped only to the sterling-standard countries of the British Empire, which are India, South Africa, Singapore and New Zealand. The ruling, which specifies the duping must be done in Australia, is a welcome one for the distributors. Considerable money, which is now tied up, can be used for that purpose.

Karp Assumes Bagnall Duties at Paramount

HOLLYWOOD—Jacob Karp has been made executive assistant to Y. Frank Freeman and Henry Ginsberg at Paramount, in addition to his regular duties as head of the studio's legal staff.

Karp functions as a replacement for George Bagnall, executive studio manager, who resigned. Bagnall will vacation in Canada before announcing future plans.

British Films for This Market Rare

NEW YORK—Scarcity of available British product has stymied distributors in their efforts to acquire English pictures for American distribution with money frozen under the "embassy agreement."

Until recently, there was some confusion whether the unremittable funds could be used for purchase of the rights to British films. The board of trade clarified the situation when it stipulated the frozen assets of the American companies could be used for that purpose.

The present "embassy agreement" expires October 31 and, although officials are working on a new deal, there is no telling at this date how the majors will fare. With three months to go, distributors are naturally anxious to acquire British product. They figure it will be possible to realize, regardless of the amount, some kind of a profit in this country.

Because of the war, British product has suffered in quality. Most of the pictures which the distributors have acquired have been for British empire release only.

Of the more recent buys, Universal is releasing "The Fugitive," and "Mad Men of Europe," which Columbia is distributing here, is being handled abroad by UA under the titles of "An Englishman's Home" and "Invasion." Warner is reported to have bought "Candlelight" which stars Conrad Veidt, but this could not be confirmed.

One of the incentives spurring distributors in acquiring the rights to British pictures is that the board of trade may award the majors reciprocal credit toward fulfilling their quota obligations, it is said.

Slot Machine Films Are Answerable to Censors

PHILADELPHIA—The state board of censors has instructed its agents to be on the lookout for the first appearance of the nickel-in-the-slot movies, to see there is no evasion of censorship, BOXOFFICE has been informed.

Mrs. Edna R. Carroll, chairman of the board, has written a letter to the Mode-Art Pictures, Inc., 1020 Forbes St., Pittsburgh, informing the corporation that the miniature films it proposes to use come under the censorship laws.

Schless Will Headquarter In Lisbon for Warner

NEW YORK—Robert Schless, Warner's general manager of England and continental Europe, returns to Lisbon on the Clipper August 10. He will make his headquarters there until conditions are favorable for further traveling.

GTE Earns $195,637

NEW YORK—General Theatre Equipment Corp. reports for the quarter ending June 30 a net profit of $195,637. This compares with $182,686 for the corresponding period in 1939.

Rubin Reduces His Holdings in Loew's

WASHINGTON—More large transactions by officers and directors of film companies in the securities of their corporations in May are disclosed in the second summary of the securities and exchange commission for that month.

The largest transaction reported was in the disposition by J. Robert Rubin, New York, Loew's, Inc., officer, of 2,300 shares of the company's common stock, reducing his holdings to 27,615 shares.

Other transactions reported were as follows:

Consolidated Film Industries: Acquisition by E. H. Seifert, Fort Lee, N. J., director, of 400 shares of preferred stock, increasing his holdings to 560 shares.

Paramount Pictures: Acquisition by Stanton Griffis, New York, director, of 1,000 shares of common, bringing his holdings to 4,000 shares, and acquisition in April by Adolph Zukor, New York, director, of 200 shares of common and 200 shares of second preferred, his entire holdings.

Universal Pictures: Acquisition by Paul G. Brown, Philadelphia, director, of 1,000 shares of common, his entire holdings.





—Photos by Cosmo-Sileo

It Was a Big Day in Syracuse, as the Camera Demonstrates—

The heat seemed to make no difference as the hullabaloo created for the premiere of "The Boys From Syracuse" got under way in the city of that name. Wandering at random, the camera caught these scenes. Identification from top to bottom: Fred Meyers of the RKO theatre circuit in conversation with J. Cheever Cowdin, chairman of Universal's board, and Charles D. Prutzman, general counsel. Pointing to the arriving special plane from New York is Joe Penner, flanked by Peggy Moran, Eric Blore and Constance Moran. Strictly a publicity shot is the chariot scene at the airport, the principal actors being Mayor Roland Marvin of Syracuse and Penner. Immediately above is an idea of the street crowds near and around the Keith's. To the left, the mayor listens while Producer Jules Levey emphasizes something or other.

No Papers Served on Schine Circuit Yet

BUFFALO—Although the government served a bill of particulars on major distributors in connection with the Schine anti-trust suit, no papers have been given to the main circuit defendant.

The reason for this is Federal Judge John Knight some time ago ordered the department of justice to supply the particulars by a certain date, insofar as a request by the majors was concerned. However, counsel for Schine, at the time, stated it made no difference when the bill was served. Hence, the government has delayed on Schine.

It has been reported that if the settlement proceedings in New York work out to the satisfaction of the government, the Schine case will be dropped, but without prejudice, so that if the department seeks to file again in years to come it will not be handicapped by a complete withdrawal.

Screen Publicists Guild Will Debut With Dance

NEW YORK—Coming out party of the Screen Publicists Guild will be a dance at the Hotel Pierre Friday, August 9. Larry Clinton and his band will provide the music.

The SPG has instituted an initiation fee of one dollar per month retroactive to Nov. 1, 1939. This fee will affect only a small group as the majority of home office advertising and publicity men are already members of the guild. Any applicants for membership prior to August 1 will not be affected by the initiation fee.

The South Won't Cheer Over the Prospect

Chapel Hill, N. C.—It may be, like Scarlett O'Hara's conscience, that the southern drawl eventually will become practically null and void. Radio and films are merging accents, it seems, and Prof. William A. Olsen of the University of North Carolina's English department, hastens to explain all.

Radio, he says, will have more influence on the southern accent than pictures because "stage diction is a separate standard" from northern, southern and western speech. "By radio," he points out, "I'm referring mainly to the boys who run the continuity and plug for patent medicines and whimsy bitsies. I don't mean the few strange birds of the air, particularly some of the news analysts, who talk like the man on the flying trapeze chewing pop-gum."

No Confirmation of "Merry Wives" Appeal

ALBANY—Newspaper stories that an appeal had been taken from the decision of Irwin Esmond, head of the state censor board, on "Merry Wives," could not be confirmed at the department. Attaches said notice of appeal had not yet been received here. Ordinarily, appeals are filed within a month of rejection of a license request. "Merry Wives" was disapproved in the spring.

"The Boys" in Chicago

CHICAGO—RKO Palace, which has been closed for about 10 weeks, opens Thursday with "The Boys From Syracuse" as the main feature. The house will operate under a double feature policy.



—Photo by Cosmo-Sileo

He Can Be Seen at the Strand—

George Raft, as he arrived from the coast, for two weeks of personal appearances at the Strand where his current one, "They Drive by Night," is playing.

Industrial Gains Are Cheering in N. Y.

ALBANY—Reports of gains in the number of stock corporations formed in New York state, in construction employment, in orders received, and in contracts awarded for national defense work, give the industrial situation a rosier hue.

Secretary of State Michael F. Walsh reported that during the first six months of the year, a total of 8,934 stock companies received charters. This was an increase of 303 over the corresponding 1939 period. Greater New York had 1,020 June incorporations out of the 1,162 formed. A total capitalization of $11,042,200 for 424 Greater New York companies was reported.

Employment in the construction industry continued the upward swing in May, with a gain of 10.6 per cent reported over April, according to Industrial Commissioner Frieda S. Miller. Average weekly earnings of 51,921 workers employed in May amounted to $39.05, as compared to $38.64 for 46,959 in April. The 9,949 permits issued during May by 103 cities and villages of the state represent an estimated $24,735,428 worth of construction. While this is $11,000,000 below the preceding month, it is only $1,000,000 less than the dollar volume of permits in May, 1939.

General Electric Company orders increased 26 per cent during the first six months of the year. This was announced in Schenectady. The months of April, May and June were marked by a 40 per cent hike over the same period in 1939. For the three months ending June 30, orders totaled $115,163,267, as compared with $82,188,693 for the same time last year. Total orders for the first half of the year amounted to $212,653,314, against $169,071,646 for January-June period in 1939.

General Electric continues to receive many contracts from the federal government. Knitting mills in this area also have been awarded contracts to supply garments, etc., for service men. Increased activities in heavy industries also are reported.

Capital Dignitaries Out For 'Ramparts' Premiere

WASHINGTON—Official Washington turned out en masse for the world premiere of "The Ramparts We Watch," March of Time's first feature, at Keith's. Titular heads of some of the government's most active war defense departments were among those present, as well as such dignitaries as Secretary of War Frank Knox, Rear Admiral A. W. Johnson, General John J. Pershing and Mrs. Woodrow Wilson. Radio commentators and columnists present included General Hugh Johnson, Boake Carter, Walter Lippman and Mark Sullivan. Ned E. Depinet and A. W. Smith represented RKO from New York, while Louis De Rochement, Roy Larsen, William Geer and Al Sindlinger represented March of Time.

NEW YORK—"The Ramparts We Watch" was screened for the trade at the Waldorf Wednesday evening.

ARBITRATION REVISION SIDETRACKED UNTIL FIRST SEVEN PROVISIONS ARE AGREED UPON

Gov't Learns Lowdown On the Trade Anyway

New York—"These negotiations, if they result in nothing else, are educating the government attorneys with the problems of the industry," one major company lawyer observes.

"Before the negotiations for settlement got under way, the government had certain ideas about the industry, but after listening to the other side it is gradually being convinced that all is not so rosy as it appears on the surface."

A certain subject came up the other day and the government asked the distributor group for its opinion. No two attorneys agreed on the same interpretation, whereupon a government spokesman is understood to have said, "You men have great difficulty agreeing among yourselves."

Changes Are Made Daily; "Escape Clause" Seen; Clarifying "Blocks"

By BILL ORNSTEIN

NEW YORK—Discussion of the revisions in the arbitration proposals in the trade draft, which are to be incorporated in a consent decree has been postponed until the negotiators work out the final language of the first seven provisions.

The major part of the week was taken up by individual meetings between distributor counsel and various Paramount theatre partners, as well as conferences attended by major lawyers and government representatives. Sitting in for the government were Paul Williams, A. H. Feller, Robert Sher, Robert L. Wright and James V. Hayes.

According to one source, changes in the language of the first seven proposals are being made daily. Thursday afternoon was absorbed in the escape clause. There is every indication such a clause will be inserted, although it has not yet been reduced to writing. Distributor spokesmen state the clause will protect the "Big Five" in the event the "Little Three" show superior advantages in selling while the "Big Five" are limited to groups of five with advance trade screenings.

Acceptance Not Mandatory

It is held that exhibitors would not necessarily have to take the allocated pictures in each group of five when offered, that each group would be subject to barter and trade and distributors may move certain pictures around at the request of exhibitors in order to make deals. It also is believed there would be no compulsion on the part of exhibitors to see the pictures when they are trade shown and that, in most cases, the smaller theatre operator would rely more and more on trade paper reviews.

However, local trade screenings would have to be advertised in advance in recognized trade journals. But distributors would not be permitted to sell one or more blocks of pictures unless each and every picture to be included is screened in key cities. How many exhibitors elect to attend would be up to them.

Want 20% Cancellation

At one of their meetings with distributor lawyers, Paramount partners asked that one elimination be provided for in each block of five. This request, it is stated, will not be granted. Robert Wilby of the Wilby-Kincey circuit acted as press contact for the Paramount partners while they were in town. Other objections by these theatre operators embrace Clauses 1, 3 and 6, as outlined on page 14.

Although the arbitration formula and operation have been set aside for the time being, there has been no change in the plan for one outsider to comprise the local board. Some lawyers are of the opinion that advisers, one distributor and one exhibitor representative, will sit on each board without voting power to "educate" the impartial arbiter.

"We will probably have to take a year

(Continued on page 19)

See Para't's Dissent Ultimately Clearing

New York—Attorneys representing distributors other than Paramount are convinced the issues raised by Paramount theatre partners to the trade draft proposals will be straightened out in due course.

In this connection, a spokesman states there are various differences of opinion among defense counsel because one group of lawyers represents distributors and another the circuits. And each group is out to make as good a showing as possible.

In the end, each group is expected to compromise on something. Just what the concessions will be has not been defined as yet. But, it is pointed out, whenever a major circuit sits down on a film deal with its affiliated distributor the same circumstance applies.

SETOA Opposed to Decree Block Plan

JACKSONVILLE—The Southeastern Theatre Owners Ass'n here registered "unanimous and unalterable" opposition to the five-in-a-block sales plan on the ground that:

1. It will take away from the exhibitors the right and privilege of cancellation, which is urgently needed to eliminate undesirable pictures, because unquestionably producers will put at least one or two highly desirable pictures in the group of five, thereby forcing exhibitors to take three or four non-profitable or undesirable pictures.

2. It materially decreases the privilege of community selection which a 20 per cent elimination clause on the entire year's purchase permits at present.

3. It increases the danger of running a salacious or offensive film in certain communities because even if the exhibitor were granted the privilege of eliminating one picture from a group of five, the danger still remains that there might be two pictures of that type in a small group of five, whereas a straight 20 per cent elimination has been proven from previous experience to eliminate any danger of this occurring, due to the fact that there would not be this many undesirable pictures in a large group which could not be properly eliminated.

4. The cost of selling pictures in groups of fives will eventually materially increase the cost of film entertainment to the public and cause a great inconvenience and burden to the majority of exhibitors.

N. J. Allied Is Sour On Block Sale Idea

WEST END, N. J.—A discussion among Allied of New Jersey, at a combination business meeting and golf tourney at the Hollywood Hotel here, is said by a spokesman to have developed the sentiment that selling product in blocks of five, as a consideration for a consent decree in the New York equity suit, is not a remedy for block booking and blind selling. "It's still selling in blocks," is said to have been a consensus of opinion. "We would rather buy the way we do now and have the advantage of a fair cancellation privilege."

Although no alternative was offered, one of the alleged trade abuses members claim they "don't want" is "offering a minimum of 44 and a maximum of 50 pictures, sight unseen, with no knowledge of whether the distributor is yanking out the big ones and not delivering them as promised."

Stress was laid on the value of the newly formed Allied Information Department because, as one source put it, "salesmen will no longer be able to tell an exhibitor everyone else but him has bought product in his territory as an argument to close a deal; our records will show exactly who has and has not made deals." Opinion held that deals are being closed much slower than last year.

Nearly Two Millions In Bank Night Fees

WASHINGTON—Film theatres are estimated to have paid nearly $2,000,00 for the use of Bank Night during the slightly more than four years in which that system was in operation.

Figures disclosed by the board of tax appeals in passing on an appeal of Affiliated Enterprises, Inc., promoters of Bank Night, show that C. U. Yaeger, who devised the system, and Rick Ricketson, who joined him in its development, started out with a capital of $800 loaned by the latter and by 1936 were doing a $750,000 a year business.

Even in the first year of its operation, Bank Night did a business of $116,982, giving the company a net income of $25,383, the board decision revealed. The following year, 1935, saw a business of $364,465 and a net income of $159,174, and in 1936, the "take" rose to $770,558 and the net income to $399,792.

Because the controversy over taxes involved only the returns from 1934 to 1936, the board did not disclose the company's operations for 1937, the last full year before the postoffice department issued a fraud order in April, 1938, on the ground that Bank Night was a lottery.

The decision showed that theatres secured license agreements for the use of Bank Night, paying from $5 to $10 per week, regardless of whether the system was used, but that the Fox Theatres were permitted to use the system without charge, because the two originators were working for that company when they developed the scheme.

Linton Evans in Utica

ALBANY—Linton Evans, sound equipment and supply man, has new quarters in Utica.

Handler Asks $2,000 Fee in Wage Dispute

New York—Milton J. Handler's services as arbiter in the dispute centering about the recent demand by Local 306 for a 25 per cent wage increase from the major circuits were worth $2,000, according to the Columbia University professor.

The circuits this week received a bill for that amount from Handler. He sat in on 10 meetings, which finally culminated with both sides settling among themselves. The union will pay half and the circuits, as a group, will contribute the other 50 per cent.

Says No Wage Revision Requests Before Union

NEW YORK — Although Local 306 expressed a willingness to cooperate with any independent exhibitor suffering from a poor summer and revise the operator's wage scale if conditions warranted it, a spokesman for the union declares no such requests have yet been made.

The union put itself on record in an answer to a plea by the ITOA to sit down and discuss a reduction in the salaries of projectionists during the summer months as a means of affording relief to exhibitors who needed it, when it declared it would be willing to go over any situation with the individual owner.

Drop Fashion Forecasts For Color Featurettes

NEW YORK—Movietone News is dropping the four Vyvyan Donner Fashion Forecasts in Technicolor from its lineup of 26 one-reelers. In its place, Movietone News will produce four featurettes in Technicolor on various subjects not incorporated in the other reels.

Monogram Policies Aired at Atlanta

ATLANTA—Edward A. Golden, general sales manager of Monogram, met here over the weekend with John Mangham, southern franchise holder, and representatives from the Charlotte, Memphis and New Orleans exchanges.

The meeting was largely devoted to a discussion of sales policy and forthcoming product. Golden informed the group the company will make three pictures in Cinecolor, "Gypsy Cavalier" starring Gilbert Roland, "Black Stallion" and "College Sweetheart."

The trend toward bigger names was pointed out by Golden who said the lineup will include such personalities as Roland, Charles Bickford, Irene Rich and Boris Karloff.

Attending the meeting in addition to Mangham, who is head of the Atlanta exchange, were P. H. Savin, assistant to Mangham; J. O. Lamont, Charlotte; W. E. Osborne, Memphis, and J. Harry Spamm, New Orleans.

Golden, who arrived here after addressin the SETOA meeting in Jacksonville, Fla., left for New York after the sessions. Following a week's stay there, he expects to spend August on a visit to all the company's offices.

Equitable May Refinance Richards and Randforce

NEW YORK—Equitable Life Assurance, which participated in the refinancing of a recent $15,000,000 Loew bond issue, is understood working on plans to refinance the E. V. Richards circuit in the south, Randforce in Brooklyn and one or two other independent circuits.

In all cases, long-term bond issues are retired and new bonds issued at reduced interest rates.



Monogram Men Hold Their Eastern Sales Regional in New York—

—Metropolitan Photos

Home office executives and sales representatives from seven exchanges as they met at the Barbizon-Plaza. The lineup, from left to right, Louis S. Lifton, advertising and publicity director; Sol Kravitz, New York; Nat Furst, Boston; Ben Welansky, president, Boston and Pittsburgh exchanges; William Moses, New York; Norton V. Ritchey, manager of the foreign department; Lester Tobias and Richard Perry, New York; Mark Goldman, Pittsburgh manager; Samuel Palan, Philadelphia; Sam Rosen, Philadelphia manager; Bill Porter and Moe Sherman, Philadelphia; Harry L. Berkson, president, Albany and Buffalo exchanges; Harry Brown, Washington manager; Nathan R. Sodikman, Albany manager; Edward G. Schieber, assistant treasurer; Julie Chapman, New York; Arthur Hanson and Harry Crull, Washington. Those seated include John Harrington, accessories manager; Edward A. Golden, general sales manager; Harry Thomas, general manager of Monogram's own branches in New York, Philadelphia and Washington, and Steve Broidy, Boston manager.

BROADWAY

MUCH excitement prevailing in the Neil Agnew maison. Arlene Francis (Mrs. A.) has been cast as the lead in "Journey to Jerusalem," forthcoming stage play written by Maxwell Anderson. Don't let anyone tell you Mr. A. is anything but pleased, too . . . George Dembow returns Monday from a week's tour of the south . . . Charles Kurtzman, Loew district manager, arrives next week on one of his periodic home office conferences . . . A cheery note is the quick recovery of Mrs. Herman Robbins from a recent illness . . . Jack Cohen, eastern National Screen division manager, visited Albany and Philadelphia during the week . . . Frank Orsatti, Hollywood agent, is in town . . . Allied of New Jersey has decided on the President Hotel in Atlantic City for the annual convention, September 25-27 . . . Joe Seidelman relies more and more on those sun glasses these days . . . Tyree Dillard returns Monday from a fishing vacation at Rangeley, Me.

Clayton Bond of Warner has been on the sick list . . . Henry Danziger of the Film Board offices is back from a vacation at Brighton Beach . . . James Roosevelt has returned to Hollywood, set, at last, for production of his first feature, "Pot O' Gold" . . . Frank Donovan, Pathe News vice-president, is back from the coast, where he has been supervising work on the "Picture People" series of shorts . . . Bill Sussman neck deep in product deals with Fred Meyers of RKO these days . . . Charles Stern, UA eastern district manager, is on a business trip through New England . . . Joseph L. Stein is on a business trip to the west . . . Bob Goldstein is back from Hollywood . . . Ed McNamee postcards regards from the Acadia country . . . Kenneth Clark of the Hays office postcards he's "headin' home" from a motor tour of Mexico. Due Monday . . . Gil Marbe, Ziegfeld manager, and Bernie Zelenko, Valencia manager, take the wheel August 5 for a dude ranch high up in the Adirondacks . . . Harry Goetz is back from the coast . . . Irving Moross, Columbia attorney, takes to Pittsburgh to dig up data for defense of the Erie, Pa., anti-trust action . . . Arthur Herschman of Loew's publicity is vacationing in Vermont.

J. Cheever Cowdin is due for a trip to the coast within a week or two . . . When he returns, Chief Counsel Charles D. Prutzman follows . . . Charles J. Freeman, former general booking manager of RKO and Consolidated Radio Artists, was given a farewell testimonial upon his appointment to district manager for Interstate in Dallas. Present at the luncheon at the Hotel Astor were Robert O'Donnell, Joseph R. Vogel, John J. O'Connor, Bob Weitman of the Paramount and Jay C. Flippen, among, of course, many others. Three of RKO's field forces are at the home office working on circuit deals for their respective territories—Walter Branson, midwest; Ray Nolan, St. Louis, and Sol Sachs of Dallas . . . Neil F. Agnew, Sam Dembow, Arthur Kelly and Lowell Calvert having a drink on "21" on account of Mac Kriendler is the father of a second child, and a boy. Parenthood over on 52nd Street, by the way, also includes Charlie Berns who, as all and sundry know, is the Charlie of Jack and Charlie's.

Fingerprinted, But Not for Usual Reason

New York—Arthur Loew, head of the M-G-M foreign department, visited the 47th St. Police Station the other day and was finger printed.

The reason: Under the Federal Communication Commission's requirements, all operators of radio transmitters on boats—Loew has the "Funny Face"—must be finger printed for the record.

Arthur Field, home office M-G-M representative on the continent with headquarters in Paris, is the father of a boy . . . Laudy Lawrence, M-G-M general manager on the continent, planned to fly to the coast over the weekend for a quick trip. Since he arrived, he has been anxious to return to Paris, but Arthur M. Loew has vetoed the idea, at least for the time being . . . Peggy Moran and Constance Moore, who came on from the coast for personals in connection with "Boys from Syracuse," flew to Coffeyville, Kas., for the premiere of "When the Daltons Rode" . . . Eddie Cantor has gone back to the coast after an extensive vacation in the east.

ALONG FILM PEDDLER'S LANE: Manny Meyers and Ben Levine, who operate Treo Films Exchange, have acquired the Washington, Manhattan. The house will be reopened in the fall after extensive renovations . . . Al Suchman is vacationing with his family in the Poconos . . . BELIEVE IT OR NOT DEPARTMENT: Harry Furst, Universal salesman, started last Sunday at 11 from Brooklyn for Far Rockaway and did not get there until four in the afternoon . . . Rose Youngfield of the Big U contract department is vacationing in Miami . . . Rudy Stravitz, who operates the Colonial, Monroe, N. Y., made the rounds of the exchanges with his wife Wednesday . . . Jack Rahm, M-G-M checking supervisor, is at Lake Placid for his vacation . . . Seymour Bagatelle is now managing Doneger's Embassy, Bayonne, N. J. . . . Harry Karesh, who operates the Park West, broke a small bone in the heel of his foot, but it does not prevent him from commuting to Monticello every Thursday . . . Exhibitor Bill Caster's son is feeling better after an illness. Caster operates the Arden, Manhattan.

Ed Raftery is vacationing in New Jersey . . . Mort Shea has dropped 30 pounds recently, due to illness. He is spending the summer at his New Hampshire country home . . . Si Fabian is still away from his office recuperating from a bad stomach . . . Stephen Pallos, general manager of Alexander Korda's activities, says he will spend the next three months here . . . Nat Holt, Cleveland RKO district manager, was in town during the week on bookings . . . George Raft is appearing in person at the Strand . . . E. C. Grainger has returned from a two-week tour of Feiber & Shea houses in Ohio and Pennsylvania. He missed New England this trip . . . Milt Kusell tells about the exhibitor who came in for a reduction the other day wearing a Sulka tie . . . Roy Disney has left for his coast headquarters . . . Sam Rinzler, in true form, says he doesn't know what the solution to the double feature problem will be. He can't figure out whether it will be two features and one giveaway or two giveaways and one feature. At any rate, he says, it's been a tough summer.

Aubrey Schenck of National Theatres is the father of an eight-pound baby girl, Linda, born at the Jewish Hospital. Mrs. Schenck is doing nicely . . . W. C. Gehring, central division manager of 20th-Fox, is in Chicago working on a deal with B&K. Lot of activity in Western Division Manager Bill Kupper's office with Ray Higdon, buyer for the Griffith circuit, in a huddle with District Manager Ward E. Scott and Herman Beirsdorf, Dallas branch manager . . . Sydney Sampson, 20th-Fox Buffalo manager, was a home office visitor during the week . . . Eric Lapiniere, continental European publicity manager for M-G-M, has arrived from abroad for an indefinite stay . . . The vacation of Harry Mandel, director of advertising and publicity for RKO theatres, was unpleasantly interrupted when his 13-year-old daughter, Alice, had to undergo an emergency appendectomy while at camp. The operation was a success and

(Continued on page 19)

INTER-OFFICE BOXOFFICE COMMUNICATION

The Pulse of the Motion Picture Industry

To: Red
From: Len W.

Written At: New York
Date: Friday

Along the lines I suggested for the establishment of something like a Smithsonian Institute for the film industry, here's an example of some of the subject matter that might be appropriate for future generations.

"ALL THIS, AND HEAVEN TOO"—Third film in the almost eight-year history of the Radio City Music Hall to reach that coveted four-week-run status. Only other pictures to attain similar playing time were "Snow White and the Seven Dwarfs," which reached five weeks, and "Rebecca," the all-time high with six weeks.

Addenda—"ATAHT" and "Rebecca" both hit the long-run stretch in 1940, their respective engagements being separated by only about three months.

Then, if the institute keepers thought it appropriate they could hang a picture of Grad Sears along with the citation.

Allied Buying Report Will Start in Sept.

PHILADELPHIA—The first composite reports of the national product information service undertaken by Allied, will be ready in September according to the product committee convening here. The initial questionnaire that will seek the anonymous data concerning product buying will go forth to exhibitors in August. Several responses already have come from Allied members.

The committee, headed by Sidney E. Samuelson and including Arthur Howard of Massachusetts, Don Rossiter of Indiana, and P. J. Wood of Ohio, with Abram F. Myers as counsellor, expressed the hope that further buying will be held to a minimum until exhibitors have the benefit of the accumulated data in their hands. The committee makes it clear that no unified action by exhibitors in that channel is intended, but that the purpose is to place sellers and buyers on an equal footing by affording the latter the same information regarding market conditions now enjoyed by the former.

The committee, which further is developing a plan for providing Allied members with a basis for comparing net profits on each company's pictures, cautions exhibitors not to accept as irrevocably established the terms of several distributors as reported in the trade press. A general signing up at such terms, it is warned, would be "ruinous."

The next meeting of the product service committee is set for September, during the convention of Allied of New Jersey.

Ten "Top" Attractions On Five-Month Slate

HOLLYWOOD—Universal's immediate production schedule, under guidance of Nate Blumberg, is being geared for an output of two "top" attractions a month until next January. As currently set there are 10 films in this category either completed, well along or merely waiting cast assignments before going to the cameras, aside from the usual program fare.

They stack up for release as follows, although subject to change: August—"When the Dalton Rode" and "The Boys From Syracuse." September—"Hired Wife," "Spring Parade" and "Argentine Nights." October—"A Little Bit of Heaven" and "Seven Sinners." November—"Back Street" and "The Bank Dick." December—"Invisible Man," "Riviera" and "Trail of the Vigilantes."

"U" Recapitalization Plan Temporarily Sidetracked

NEW YORK—Universal's heavy production schedule for the new season coupled with the uncertainties of the foreign situation and the war itself have taken the management's attention away from its declared intention to seek a plan of recapitalization for the present, at least.

Spokesmen here say the matter has not been discussed for weeks and probably will not be taken up again until the fall. By that time J. Cheever Cowdin, board chairman, and Charles D. Prutzman, chief counsel, will have had conferences on the coast with Nate Blumberg, president, on a few tentative plans that have been drawn up.

Kuykendall Welcomes New York Allied

NEW YORK—Allied of New York is extended a "warm and sincere welcome" by Ed Kuykendall, MPTOA president, on the affiliation of the former Allied regional unit with MPTOA. Max A. Cohen, Allied of New York president, plans a meeting of the unit shortly, the first under the new setup. It is expected the organization will limit its jurisdiction to the territory between New York and Syracuse, with the western portion of the state continuing under Charles Hayman, president of MPTO, Western Zone.

Commenting on the growth of MPTOA, Kuykendall declares this "has been brought about by the entirely voluntary affiliation of such regional and state exhibitor associations who are willing to cooperate with each other through a co-ordinated national organization and who endorse the MPTOA principles and proposals, but who want to retain democratic freedom to run their own affairs without dictation or interference from so-called national leaders who insist on adherence to a party line."

The MPTOA president asserts the new unit will substantially strengthen the defenses of exhibitors against adverse legislation and "unfair attacks," which "require alert organized defense."

Federal Ticket Revenue $21,887,916 Last Year

WASHINGTON—Admission tax collections by the federal treasury reached a new post-depression high of $21,887,916 in the fiscal year which ended June 30, last, it is shown by figures of the bureau of internal revenue.

The distribution of "big" pictures, led by "Gone With the Wind," during the last half of the fiscal year was responsible for the increase of $2,417,114 over the $19,470,801.85 collected in the fiscal year 1939. More than $2,000,000 of the increase, bureau figures disclosed, was accumulated during the past six months.

Collections during the fiscal year 1940 ranged between $1,486,534 in December to $2,390,932 in March, compared with a range between $1,384,722 in April and $2,020,377 in December in the fiscal year 1939.

The bureau reported that June collections, the last month in which the 40-cent exemption applied, were $1,645,603.31 compared with $1,791,095.76 in May and $1,491,260.37 in June, 1939.

Coney Island Kent Leased By Kolno Theatre Corp.

NEW YORK—Kolno Theatre Corp., headed by Leon Storch, has leased the Kent, Coney Island, Brooklyn, a 600-seat house from Kog Realty Corp. It will be opened about August 1. Berk & Krumgold handled the deal for the new operators.

20th-Fox, Century In Row on Rentals

NEW YORK—Court news of the week was highlighted by the disclosure of a supreme court action by 20th Century-Fox against Century Circuit in which 20th-Fox seeks approximately $30,000, based on a contract in which Century is accused of having failed to play and pay for film service. The action involves playdates in some 25 theatres. A counter-claim by Century has been made, but 20th-Fox's attorneys indicated the trial date of September 23 may never be reached as a settlement may go through. One almost was completed, with Century agreeing to make certain payments, but, when the defendant company wanted the payments applied to next year's product, 20th balked.

Paramount has filed a general denial in the federal court to George W. Trendle's suit against it and John H. King, formerly John H. Kunsky. The film company alleges Trendle has no legal right to enter the business within a 150-mile radius of Detroit. On June 22, 1929, Trendle sold out his theatre holdings to Paramount and agreed that for 50 years he would not reenter the business. Now he claims restraint of trade and violation of his constitutional rights.

Beatrice Tunick and Stella Weinrib, minority stockholders of Consolidated, whose $2,000,000 action against the company, Setay Co., Republic, and 20 officers and directors of Consolidated was dismissed last month by Supreme Court Justice Carrol G. Walter, have filed an appeal to the appellate division of the supreme court asking for a reversal.

Credo Pictures, producing and distributing company which on March 6 had filed a voluntary petition for reorganization in the federal court, had its petition dismissed for the best interests of creditors, by Referee John E. Joyce, in the federal court and for failing to file an application for confirmation. The company had listed assets of $27,508 and liabilities of $26,939 and had promised to pay unsecured creditors 100 per cent on all claims.

No Singles Extension In L. A. Paramount

NEW YORK—Paramount has no idea of extending beyond the single "experiment" at the Paramount in Los Angeles next week the condensation of reissues, according to Neil F. Agnew, sales manager. The film is "Love Me Tonight," starring Maurice Chevalier and Myrna Loy, and has been cut to four reels. The only thought behind the experiment, Agnew declares, is to determine if by trimming old pictures for pace they might be made more desirable for current bookings.

Extends Terry Toons Pact

NEW YORK—Twentieth Century-Fox has extended its distribution deal with Terry Toons three additional years although the current contract had one year yet to go.

Warner Report Shows Net Over 2 Millions

NEW YORK—Warner and subsidiary companies report net profit of $2,450,713 for 39 weeks ending May 25, after deducting all charges including amortization and depreciation and federal income taxes. The figure compares with net profit of $2,912,-186 for the corresponding period in 1939.

Net profit for the 1940 period before charges for amortization, depreciation and federal taxes was $7,213,880. Gross income, after eliminating inter-company transactions for the 39 weeks ending May 25 was $76,375,905, which compares with gross income for the same period in 1939 of $78,387,001.

The 1940 earnings are equivalent, on preferred stock, to $24.60 per share on 99,617 shares while dividends in arrears as of June 1, 1940, amounted to $31.76 per share on the common, after allowance for current dividend requirements on the preferred, to 58 cents on 3,701,090 shares outstanding.

The report declares: "As collateral security for bank loans amounting to $4,000,000, included under-funded and long-term debt, the company pledged its stock holding in Stanley Co. of America, a subsidiary. The loans mature in amounts of not less than $500,000 semi-annually, beginning April 1, 1942 and ending April 1, 1945. The net assets included in the attached balance sheet, which are applicable to the stock holding pledged as collateral security, amount to approximately $44,500,000. The agreement under which these loans were obtained provides, among other things, that, so long as any of the notes are outstanding or unpaid, neither the company nor any of its subsidiaries shall pledge, as security for loans, any motion picture negatives produced by the company in the United States."

The financial statement gives an aggregate of $73,371,184 for film rental income, theatre admissions, sales and miscellaneous income, while operating and general expenses are set down at $45,130,514.

Kenneth Young Is Pathe Lab Board Chairman

BOUND BROOK, N. J.—Kenneth M. Young, who formerly was vice-president and treasurer of Pathe Laboratories, was elected to chairmanship of the board at the annual stockholders' meeting. O. H. Briggs was re-elected president of the company. George J. Bonwick is the new treasurer. Arthur W. Miller is designated as vice-president and Mary M. Malone as secretary and assistant treasurer. The board was re-elected.

Probably for Capitol

NEW YORK—Because "Gone With the Wind" continues to hold up at the Astor, "Boom Town," discussed for that house, probably will go to the Capitol.

BROADWAY

(Continued from page 17)

Alice hopes to return to camp soon . . . Betty Goldsmith, secretary to James A. Mulvey, and Lola Woursell, Lynn Farnol's secretary, spent the week vacationing at the Nautilus Beach Club.

Harry C. Arthur, squire of Shrub Oak, has extended his vacation another week and reports to his office at the Roxy Monday . . . Jake Lubin is spending the summer at Atlantic City . . . I. Welt of Rosenblatt-Welt circuit has not been feeling any too well because of the hot weather. He spends his weekends at his daughter's farm in New Jersey and wishes there were more weekends to a week . . . Eddie Schnitzer has returned from a New England tour of Warner exchanges under his supervision . . . Manny Reiner, the Monogram publicist, is back from Havana and passed out bona fide Havana cigars to his friends . . . Bob Suits, manager of Loew's Victory, Indianapolis, has been vacationing here . . . E. M. Saunders is back from a three-week tour of M-G-M exchanges in Chicago, Milwaukee, Minneapolis, Des Moines, Omaha, Indianapolis, Detroit, Denver, Kansas City and St Louis.

Al Zimbalist of the Philadelphia Warner circuit exploitation force was in town for a brief spell . . . Joseph Bernhard and Mort Blumenstock flew to the coast Friday for a week's conferences . . . Jeb Stuart, movie quiz conductor on WEVD, is Jess Goodman of the Paramount home office . . . J. Robert Rubin sees to it he walks four miles every day to keep in trim . . . Ed Peskay expects a print of "Captain Caution" from the coast Tuesday or Wednesday . . . RKO lounge visitors of the week included Joe Bernes of the Sol Bernes Booking Exchange, Detroit; Lillian Spear of the Dubinsky Bros. circuit, St. Joseph, Mo., and Alex Schreiber, president of Associated Theatres of Detroit.

Arthur Fields, first assistant to Laudy Lawrence at M-G-M, is a daddy for the first time. Mrs. Fields arrived from England but a month ago. The stork arrived at a coast hospital . . . Lou Goldstein, Columbia's Argentine manager, sails for his post August 9 on the Argentina *. . . Dan Mannering, formerly with Warner publicity on the coast, has joined the company's home office staff under Mitchell Rawson . . . Mort Spring and Pete Rosthal of the M-G-M foreign department have sworn off smoking . . . Arthur Loew is playing host to Jean Murat, French film star, at the former's Great Neck home . . . If Spyros Skouras and Rick Ricketson have their way "Bad Man From Wyoming" will have one of them rootin'-tootin' premieres in Cheyenne . . . Harry Gitelson, editor of RKO's house organ,* Flash, *is vacationing. Jack Level is pinch hitting.*

Domestic Long-Run Hope For Costly Metro Films

NEW YORK—M-G-M's production chieftains justify their costly current and forthcoming schedules, despite the loss of foreign markets, on the belief films of merit will get longer runs in the domestic market, acording to William F. Rodgers, sales manager, upon his return from a four-weeks' visit to the studios and coast customers.

Another reason budgets on quality films are not being trimmed is that "during a depression it might be advisable to put on more steam to keep the public amused," he added. Rodgers said exhibitors with whom he conferred in San Francisco, Seattle, Portland and Chicago reported business to be "better the past month."

Gets Late Partner's Share In Amusement Supply Co.

NEW YORK—Joseph Pear will acquire the half interest in Amusement Supply Co. formerly held by the late Irving Moskowitz. A provision in the original deal between the partners provided that, in the event of death, the surviving partner will take over the other's interest.

Lays Fluorescent Carpet

ALBANY—National Theatre Company has placed fluorescent carpet in Frank Wieting's Park Theatre, Cobleskill. The carpet, which reflects a "fiery gold" shade, is manufactured by the Alexander Smith Co., and the installation is said to be the first in New York state.

Emphasizing Seven Decree Provisions

(Continued from page 15)

to educate these arbitrators," one attorney stated. The reason for the advisers would be to acquaint the outside "judges" who will hand down decisions on all the phases of the industry and in that way cut down the number of appeals. If the adviser system does not go through, a flood of appeals would reach the board of three appealers in New York, it is held.

On clearance complaints, only instances where changes are ordered by an arbitrator could the verdict be appealed.

Edward C. Raftery of O'Brien, Driscoll & Raftery has not been replaced on the arbitration sub-committee. He represented UA and Universal which withdrew from the negotiations. All lawyers are pitching in with committees a thing of the past.

Government men are extremely cooperative and anxious to get the trade practice proposals out of the way as soon as possible, it is recognized by several of the distributor lawyers.

Donald Mullen to Geneva

ALBANY—Donald Mullen is giving up operation of Town Hall, Bainbridge, near Binghamton, to take over Park in Geneva. Frank Felice had been operator of the Park until several months ago, when it closed.

PHILADELPHIA

THE terrific heat wave "blitzed" business with Philadelphians making a mass exodus that did not include the dashing into air conditioned theatres . . . More outdoor competition for theatres arrived July 25 with opening of Philly's outdoor artificial ice rink at Philadelphia Gardens, old Phillie's Ball Park, heretofore used for midget auto racing. Dailies plentiful with free space evidently liking the "Ice Skating with temperature at 98 degrees" angle . . . Exhibitors here report product shortage forcing them to fill in with reissues and revivals.

B. C. Storms, business agent of Building Service Employes Union 209-A, called meeting to organize local independent theatre employes including ushers, ticket takers, cashiers, janitors, doormen, others . . . The bird with the big bill has left a bundle of He joy for the Lester Kreigers. He's Stanley-Warner film buyer and booking chief . . . Traffic engineers office asks exhibitors to group together and buy "No Parking—Theatre Zone" signs. City council authorized the signs but forgot to appropriate funds to provide them . . . Warner officials including Zone Manager Ted Schlanger and Frank Phelps, labor advisor for Warner Theatres, met with striking musicians to try and iron out year-old differences which has seen Philly Warner houses without pitmen for that length of time. Meeting was arranged by New York office of AFM upon request of local union. Nothing happened.

New Jersey Allied's annual convention has been set for September 25-27 at President Hotel, Atlantic City . . . Morris Fishman, vet salesman, now with Herb Givens' Fine Arts Exchange . . . Sheldon Mandell new manager at William Goldman's 56th Street Theatre . . . It is reported that the York Road Theatre, owned by Theo Kirmse, is changing hands . . . Davey Dietz and Murray Beier, who formerly handled all fight films in this territory, burned up over RKO's entry into the field with their Armstrong-Jenkins fight films, which went into the Stanton . . . Reminder to exhibitors: Your auto inspection stickers expire July 31 . . . Horlacher's employes hold hot dog roast on Langhorne estate of John Monroe of Forepaugh's Theatre, with Oscar Neufeld emceeing the festivities.

Edna Carroll, censor board head, says all slot machine films shown in Pennsylvania will have to bear censor seals. Local 307 says their men will have to service all machines . . . Max Miller, press agent for William Goldman News Theatre, created considerable attention with his newsstand snipes reading: "Hot News From the War Front—News Theatre." Al Garfield, manager of the same theatre, is a fishing enthusiast . . . So are the Tracht boys, peerless projectionists of William Friedman's screening room . . . Studio, Philly's only remaining artie, breaks long run of double feature revivals with first local showing of "Leopard Men of Africa" with considerable bally including posting of circusy paper and upped ad space in the dailies . . . Jim Flynn, Columbia booker, going to Canada on vacation.



"Happy Birthday to You"—

Washington Variety Club celebrated "Doc" William P. Herbst's 72nd birthday at the Hotel Willard Monday afternoon. The dean of capital show business launched the Circle Theatre 30 years ago. Seated beside him is John J. Payette, zone manager of Warner Theatres. Standing, left to right, are Carter Barron, Loew division manager; Rudolph Berger, Metro branch manager; Eddie Fontaine, Paramount Pictures head here; and A. E. Lichtman, head of the chain bearing his name. Over 100 showmen attended and presented Herbst a signed scroll and a radio.

Everett Callow, Warner ad head, vacationing, with Milt Young, just back from his, taking over chores . . . Leo Weiz, WB art department, also vacationing and expected to bring back pastoral canvasses . . . Sid Mesibov, Warner out-of-town publicity wizz, will spend his vacation with National Guard. Says he hopes to help ferry planes over the border to Canada . . . Joe Seidman, very much tanned, back from shore vacation . . . Barney Feldman, Warner booking department, and his attractive wife, Claire, of the contract department, both vacationing . . . Lewis Michellotti, local sculptor, made plaster casts of Bette Davis and Charles Boyer, which Ev Callow has placed in Snellenburg's department store window as plug for "All This, and Heaven Too" . . . James P. Clark, Everett Harding, Oscar Neufeld, Whitey Mollich and other Horlacher (trucking company) officials guests of William Mansell at screening of Warner's "They Drive by Night." They heartily endorsed the film and are arranging for a special showing for their drivers.

Elmer Hollander, manager of the Stanton, is visiting in California . . . Andy Schectman, assistant at the Stanley, enjoyed his shore vacation . . . Fred Gladdeck is now managing Leo Posel's Tyson . . . Oscar Forman, district manager for William I. Greenfield theatres, recovering from nose operation . . . Joe Hebrew, Boulevard Theatre, Brookline, who has been ailing, seen on the Street again . . . Earle Sweigert, Paramount branch manager, invites local exhibitors to meet Brian Donlevy, who will appear in person at screening of "The Great McGinty" at the Uptown, July 29, at 10:30 a. m. . . . Variety announces this year's golf tourney will be held on September 13 at Philmont Country Club. The annual banquet will be held this year on either December 5 or 12. William McAvoy, house committee chairman, has been named club treasurer, with Ben Amsterdam resigning due to pressure of other work.

Metro Publicity Office Adds Two to Staff

NEW YORK—A further realignment of the M-G-M home office publicity department has Ray Bell, publicity head for Loew's Theatres in Washington, slated for a post here as well as Gertrude Gelbin, former editor of Loew's *Weekly*, who goes into the department upon return from a vacation, August 5. Strengthening of the staff, which began with the recent switch from the circuit to publicity manager of Arthur Schmidt, is occasioned by the desire of Howard Dietz to spend more time on the coast. Paradoxically, two of the present staff may be relieved.

Third Dimension Effect Patent Is Granted

BOSTON—A patent has been granted Edwin H. Land and George W. Wheelwright III for a new film process by which two separate images may be printed, one over the other, on a single film. The resultant image may be shown with stereopticon effect with an ordinary projector, it is claimed. Other Land-Wheelwright inventions include the Pola-screen and Polaroid.

Ross Managers Meet

NEW YORK—Harry A. Ross, president of Ross Federal Service, held a meeting with district managers at the home office during the week. Attending were D. A. Ross, general manager; C. B. Ross, vice-president; R. E. Ross, director of branch operations; F. X. Miske, controller; W. J. Shine, director of research; Walter Brown, midwestern district head; Walter Anderson, southern; J. A. Kraker, Atlantic district; Ruel Williams, western.

K-A-O Dividend

NEW YORK—A dividend of $1.75 for the quarter ended March 31, 1938, has been declared by K-A-O, payable October 1 to stockholders of September 16.

WASHINGTON

"THE RAMPARTS WE WATCH," first full length feature produced by March of Time, was unreeled before the official family last Tuesday evening at RKO Keith's. The surprise guest at this world premiere was to have been President Roosevelt, however, a change of plans forced him to entrain to Hyde Park where a special screening was held.

The Row was deeply grieved over the death of Tom Folliard, brother to RKO's Bob and Al Folliard, who, on July 21, passed away at Mt. Alto Hospital after a prolonged illness. Although a member of the maritime commission and shipping board for many years he enjoyed the friendship of a host of filmfolk. Burial was at Arlington National Cemetery.

Jim Goebel of Bristol, Va. chose Virginia Beach for a shore retreat . . . Bernie Depkin also is vacationing . . . Newt Carskardon came in from Keyser, W. Va. for a booking session, and advised that he is planning to put his stable of horses on the block . . . Herman Hable of the Palace, Winchester, has a group of homes under construction in that community . . . Henry Hiser of the Hiser, Bethesda, is nursing a shoulder ailment . . . Henry Green has opened his new house in Crisfield. Called it the "Lee." Reports business is on the upbeat . . . The little town of Chincoteague is all a-dither what with the annual pony roundup at the barrier and Jack Dempsey due in for a bit of refereeing.

Tom Halligan visited from Williamsburg and reported that Skipper Tom McCaskey became the daddy of Glen Edward McCaskey at Newport News on July 9. We'd say the heir's initials are apropos . . . Republic's Morris Oletsky has been crowned the tennis champ in his ward and is having a deuce of a time defending it . . . Columbia's Lillian Levy is enjoying a taffy pull at Atlantic City . . . Sam Soltz was in from Baltimore . . . Eleanor Harper of UA kept her vacation hideout a secret . . . Elmer McKinley, UA office manager, is on a two-week motor junket to Cincinnati . . . Clark Film's Jack Norman is vacationing and Paul McDaniel, formerly of the Dalke circuit is lending a helping hand . . . Caroline Bello has left RKO's inspection staff and has returned to Warner's, her first love, so to speak, she having started there . . . Ada Cook fills in the breach at RKO.

Metro items: Marge Dermody added another candle to that cake the 25th . . . Rudy Berger, branch manager, made a periodical visit to the Richmond situations . . . Phil Bobys is sporting a new car . . . The exchange is still holding first place in the billing drive . . . Buddy Hall was a member of the national committee of arrangements for the Ki Sigma sorority convention at the Mayflower.

Larry Lasky, division manager of the E. M. Loew open-air circuit, planed out to Iowa to visit with a heart interest who caught his fancy while in attendance at a Boston fashionable academy. "Just Friends" will be an old tune from now on . . . NSS's Marie Nolan is taking it easy for a fortnight . . . RKO's Helen Paulson is seeing America first on her vacation itinerary . . . Monogram's "Pat" Smith is enjoying the cool breezes of Herald harbor . . . Doris Price tried her luck with a can of bait, turned out to be the wrong specie . . . George Gill has learned that the yellow traffic light is to be respected and that mudguards make nice accordions.



Honeymoon Visit—

Mr. and Mrs. H. Becker of Baltimore visited the RKO lounge in New York. Becker is connected with Associated Theatres in Baltimore. Mrs. Becker is the daughter of the late Morris Klein, president of Associated Theatres. The couple are here for their honeymoon.

Movietone News: Sara Young has returned to the fold following a "Cook's Tour" which carried her from the salty spray of Cape Cod to the blue grass of ole Kentucky . . . Edgar Moss, district manager, visited for the first drive meeting in the current eighth S. R. Kent Drive, accompanied by Roger Ferri, editor of *Dynamo*, and Drive Leader Moe Levy.

BALTIMORE

JOE FIELDS, Rivoli, has been appointed a deputy sheriff of Baltimore county . . . Report that Joe Walderman, Monroe, and associates are going to build a 700-seat theatre on Belvedere Ave. just off Park Heights in Pimlico . . . Ben Seligman, Strand, Wilmington, was a visitor . . . Harry Goldberg, Berlo, is vacationing in Atlantic City . . . Wilbur Brizendine, Rialto, is not limping any more . . . Mac Weinberg, Little, went on a fishing party but didn't catch any . . . Morris Shapiro, Radio, won the tennis crown of local Variety and may compete for the Eddie Cantor trophy.

Walter Cohen, Leader, and wife attended Leopold Stokowski's youth concert at the Coliseum. Walter plans to start his vacation August 5. He is going to the mountains in New York state . . . Stokowski concert prompted Morton Baker, Times, to revive "100 Men and a Girl" . . . Producer Ted Routson has the town talking about his "Stardust Revue" at the Hippodrome. Ted produced it and did a swell job . . . Frank Hahn, Horlacher, has recovered from his illness . . . Pop Silverberg, Park, was confined to his home last week for a few days, but is now much improved.

A single reeler is being made by Ernie Woods for the Capitol, titled "Highlights of West Baltimore." Sponsored by the merchants of that vicinity, it will be shown at the Capitol as soon as it is completed. Ed Wyatt is handling direction . . . Roy Miller, Grand, is doing extra duty while his assistant is vacationing . . . Dave Klein returned from a Hollywood trip by plane . . . Report that Bernie Klein will be manager of the Heights when it opens.

A special pass to the senate chamber in Washington, signed by Senator Tydings, was given to R. Marhenke of the Broadway.



Exhibitors Meet "The Great McGinty"—

Brian Donlevy, starred in the Paramount feature, meets the trade on his visit to Washington. Seated are Abe Lichtman, head of the Lichtman theatres, and Paramount Branch Chief Eddie Fontaine. Standing are Vince Dougherty, salesman; Fred Schanberger, New, Baltimore; Buck Stover, Alexandria, Va., exhibitor; Ed Haley, Lichtman general manager; Lawrence Schanberger and Lawrence jr.

ALBANY

VISITORS: Frank Williams, Benton booker; Mrs. Frieda Klein, Hunter, Hunter, and her son, Maurice; Mrs. Inez Ferguson, Copake, Copake; Donald Mullen; Leonard Rosenthal, State, Troy; Sid Dwore, Lincoln and Cameo, Schenectady; George Thornton, Orpheum, Saugerties, and Orpheum, Tannersville; Allen Sirrine, Empire, Port Henry (also operates theatres in Mineville and Westport); Neil Hellman, Hellman circuit; Al Feltman who ran the Lincoln, Schenectady, until last summer and who is said to be looking for a new spot; Harry Lamont back from a cruise to Florida with Mrs. Lamont and recently entertaining a party of film men at Bolton Landing; Dayton C. La Pointe, Chatham; John and Charles Rossi, Strand, Schroon Lake; Henry Frieder and Henry Grossman, with houses in Hudson; Dave Rosenbaum, of Elizabethtown, Keesville and Ausable Forks.

Dave Miller, Universal district manager here for a sales conference with Manager Jere Spandau and his boys. Spandau went to Syracuse for premiere of "The Boys from Syracuse," which will have first local run at Warner's Strand, August 1-7 . . . Head Booker Al Marchetti and Mrs. Marchetti returned from a vacation in which fishing was one of attractions. Jimmy Coyne handled Universal date setting during his absence. Ethel Anameir Manager Spandau's secretary, pleasant as ever. Rita Fiordilino, of Universal office staff, is on a trip to other parts.

Moe Grassgreen, 20th-Fox manager, swinging around to circuit headquarters and situations . . . Wayne Carignan, Fox shipper, joins ranks of benedicts August 31, when he will take Helen Bobar, sister of Ruth, Metro inspectress as his bride . . . Helen Wisper, Grassgreen's secretary, motored to Oakdale, L. I., for weekend.

Empire Theatre Supply Co., operated by Mr. and Mrs. Frank Crowningshield, with assistance of their son, Holmes, has one of longest records of continuous business in this line. Incidentally, Empire is said to have done a fine job on booth equipment and new screen for Gifford & Newland's Windham, Windham . . . Engagement announcements out for George Vernon Lynch, chief Schine buyer, and Marion Dean Kearney, daughter of District Attorney Bernard W. Kearney and Mrs. Kearney of Gloversville.

Paramount vacationists: Irving Mendelson, assistant booker, who headed with Mrs. Mendelson for home town, New Bedford, Mass.; Cornelia Sullivan, secretary to the bookers; Ruth Larkin, telephone operator, who has returned, and Viola McKosky, another front office girl who is back . . . Mrs. Ruth Milberg, secretary to Charley Smakwitz, Warner district manager, left with her husband by motor for New Jersey . . . Leo Rosen, manager of Troy, Troy, will swim and loll on beach at Atlantic City, where Bill Haynes, manager of Stanley, Utica, rested . . . Sidney Sommers, manager of Lincoln, Troy, enjoyed a fortnight in Adirondacks . . . Joe Weinstein, short subject booker, also away.

Filmrow congratulates Joe Miller, Columbia manager, and Mrs. Miller on their 21st wedding anniversary . . . Edward J. Purcell, Ross Federal Service man, was ready to return to work, after a long absence due to illness, but had the misfortune to fall and so delayed his return . . . Fred Keenholz, who buys and books pictures from local exchanges for screening at Altamont Hall under Masonic auspices, was given a Masonic ring for his work. He has returned from a vacation in St. Lawrence River Valley.

Harry Aranove, Warner-Vitagraph poster clerk, away, with Shipper Howard Secor doing double duty.

Directors Sue NYU and Sloan Foundation

NEW YORK—Suit has been filed in behalf of Joris Ivens and John Ferno, directors, against New York University and the Alfred P. Sloan Foundation. Plaintiffs charge they were under contract to the Educational Film Institute of the university to direct documentary films and were ordered to discontinue production due to cutting off of funds by the Sloan Foundation.

Asbury Park Pooling Edict Appeal Is Due

ASBURY PARK—An appeal will be taken in the decision of Vice-Chancellor Buchanan of Newark ordering reinstatement of the pooling and booking agreement between Walter Reade and the Morris Jacks-Leo Justin interests in Morristown, according to a spokesman for Durand, Ivins and Carton, Reade's attorney.

The court ordered an injunction to halt Reade from withholding funds due Jacks and Justin on the pooling arrangement between their Jersey and Park and Reade's Community, which had been held up on the ground the pooling contract had been breached by Reade. The pool was to be in effect 20 years, three of which have expired.

Albany Exchange Workers Turn Out for Clambake

ALBANY—A total of 185 film handlers and their guests attended a clambake at Cedar Hill given by Local B-43, IATSE (comprising backroom employes in Albany exchanges) and the Truck Drivers' Union, AFL. Film handlers from points as distant as Syracuse were present for the bake and the series of sports events run off. The arrangements committee consisted of: Mrs. Rita Wifter, Firkil Film Service, Albany; Howard Secor, Warner-Vitagraph shipper and president of B-43; Chick Mlinarik, Columbia shipper; Claire Avery, Metro poster clerk; Tom Carroll, Republic shipper; George Harrington and Bill Carroll, of Smith & Howell Service, Syracuse.

Among the prize winners were: Cornelius McCabe on New York run of Smith & Howell, and George Rosenzweig, Advertising Accessories.

RICHMOND

ALLEN SPARROW, just returned from a Florida vacation, says it gets better and better down there each year and his only objection is vacations end too soon. Allen's assistant at Loew's, Charley Yerby, is going home to Norfolk next week to relieve Roscoe Drissell at the State for two weeks . . . Pete Stainback, Loew's chief of service, says he is cured of fishing in the daytime after the blisters he got last week . . . Jerry Murphy, Fox salesman, is recuperating from peritonitis and should be able to have visitors by now up at the Retreat-for-the-Sick . . . Jim Owens, RCA salesman, sold new High Fidelity to Ben Pitts for the latter's Smithfield and Orange houses . . . Charlie Somma has moved his family to "Sommaview" on the Rappahannock for the duration of the hot weather.

Glenn Thompson, service staff at the Lee, is vacationing . . . Tom Pitts, manager of the East End, will vacation in New York . . . Russell Brooks, Westhampton usher, did the biggest city . . . Fred Overman, Bellevue usher, went to Virginia Beach . . . Helen Boswell, Colonial cashier, returned from the beach all tanned . . . John Hagan is now a member of the Venus service staff, replacing Warren Schmidt . . . Brock Whitlock has returned to Loew's Capitol, Washington, after substituting for Allen Sparrow. Brock renewed acquaintances with lots of his friends while here.

Dick Hyland, Warner exploiteer, was here ballying, "All This, and Heaven Too" . . . Pete Southward, Bellevue doorman, vacationed at Ocean View . . . We hear Howard Rubin, son of Petersburg's Herman Rubin, is a member of the staff of Loew's Capitol, Washington . . . The front of the Lincoln looks very attractive since Joe Arcaro and Frank Storino had it decorated . . . Charlie Thorp and Bill Stubs, doorman and usher at the Carillon, have returned from their vacations. Charlie Park did relief work while they were away.

Harry Nordin of Neighborhood Theatres' home office staff, leaves next week for three weeks of training at Plattsburg, N. Y. . . . Wencel Strouf, projectionist at the Carillon, and his wife celebrated their fifth anniversary by going to Virginia Beach . . . Arthur Deekins, Neighborhood Theatres, is still at camp with the National Guard at Fort Storey . . . Floyd Stawls, manager of the Carillon, visited his mother in Norfolk . . . Earl Stitzer, Byrd doorman, has returned from a vacation along the seashore and in the mountains . . . Harry Bell, who resigned as doorman at the Lee, is succeeded by Dewey Hall, formerly of the National.

Rundell Rites

BINGHAMPTON, N. Y.—Funeral services for Fred Dean Rundell, former partner of the late M. E. Comerford, were held in Oswego Thursday. He was 49. Rundell retired a year ago because of ill health.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

IA Requiems Dispute In Closing Quarters

Coming as the final chapter in what was once a bitter battle between the international and one of its Hollywood locals, the IATSE has closed down its coast headquarters and released Lew Blix as western representative for the union. The move followed orders issued by a special executive committee sent here by President George Browne to make a survey of the conditions under which various IA locals have been operating with virtually complete autonomy. It was more than a year ago that IA Local 37 and the international body tangled over ultimate control of the local and at which time, after a lengthy court fight, the IA dissolved Local 37 and set up five new unions in its place.

Both the "A" and "B" groups within the Screen Writers Guild are laying plans for their forthcoming elections. The "A" class will choose officers and 11 new members of the board of directors, with a nominating committee to be selected August 15 and a ballot by mail to close September 15, at which time winners will be announced at a general meeting. The "B" members will choose 15 replacements for its junior council, balloting also to be conducted by mail and winners announced August 10. The SAG board has amended the rules governing agent-actor relationships pertaining to contracts of indefinite duration, setting up a 120-day limit to such agreements. It has also adopted a new regulation limiting SAG membership to persons 18 years of age and over, and creating a new "juvenile" classification for those between 14 and 18.

Negotiators Meet

Negotiating committees for the producers and the Screen Writers Guild met July 24, following an open board meeting called by the SWG, to discuss and review details of the proposed Guild contract for writers. Neither individual producers nor the SWG's general membership has yet ratified the agreement.

Conferences were also held July 24 between E. J. Mannix and Pat Casey, representing the producers, and J. W. Buzzell, negotiator for the American Federation of Office Employes, which it was believed would result in approval of a short-term closed shop contract for the AFOE at Central Casting Corp.

Other labor activities:

The Screen Publicists Guild has appointed a committee to coordinate the activities between the SPG and the New York Publicists Guild as the first step toward merging the two bodies into a national organization. The eastern and western Guilds will hold a conclave here late in August at which the draft of a proposed constitution will be worked out.

A closed shop contract is being worked out with the Walt Disney studio by the Society of Film Editors, which claims nearly 100 per cent of Disney's cutters belong to that organization. Also being negotiated is a new contract between advertising artists and Universal. A National Labor Relations Board hearing was scheduled July 24 on the status of studio scenic artists, over whom both the Moving Picture Painters and the Scenic Artists Ass'n claim jurisdiction.

Studios, Exchanges, Theatres Put Over Red Cross Drive

Over the top, and by a wide margin.

That, from early and incomplete tabulations, will be the outcome of Hollywood's participation—32,000 strong—in the Los Angeles Red Cross chapter's drive for funds, launched within the industry July 15 and brought to a close, after an extension of one week, on July 27.

With no figures yet available on donations at two studios, a preliminary count at six others and at circuit and independent theatre headquarters and exchanges, placed first returns at a total of some $237,000—with every indication this amount will have substantially increased when the final figures are in. The seven-day extension of the drive was ordered in order that a thorough canvass of those working studio night shifts might be made, this group not having been represented at the gigantic July 15 mass meeting at which filmdom's Red Cross fund-raising campaign was begun.

A breakdown of available returns by studios follows:

Metro, $60,000; Paramount, $26,000; Republic, $7,000 (twice its quota); 20th Century-Fox, $57,000, with Darryl Zanuck reporting 99.7 of the studio personnel subscribed; Warner, $40,000, and, from various distribution and exhibition sources in the territory, $35,000.

Final count will be made and released July 29, following which the industry's Red Cross committee, headed by Samuel Goldwyn, will meet to discuss plans for cooperating in national campaigns throughout the country. Al Kaufman, heading a sub-committee working out plans for barnstorming tours employing Hollywood talent, is meeting daily with representatives of the actors, writers and directors guilds, lining up routes and attending to other details. Committee executives are still debating alternate plans—one to organize three units for roadshow engagements in the east, west and south; another to form one gigantic unit presenting its show in municipal auditoriums in each key city, dovetailing its appearance with the start of local Red Cross drives in each vicinity.

On July 29 an Allied Relief party is to be staged at a local restaurant by Mrs. Basil Rathbone, with Errol Flynn scheduled to appear as the featured speaker. He is expected to discuss his experiences while vacationing recently in South America, dwelling upon Nazi infiltration there.

Megs "House of Dreams"

Jack Hively will direct "Anne's House of Dreams" for RKO. Anne Shirley will star in the Cliff Reid production.

Purported Goldwyn-WB Talent Swap Deal Buckles

Some difference of opinion seems to exist on the part of spokesmen for Samuel Goldwyn and the Warner studio in connection with a purported talent "swap" involving the loan of Bette Davis to Goldwyn in exchange for Gary Cooper's services at the Burbank plant.

Warner attaches insist they have a "verbal agreement" with Goldwyn whereby Miss Davis is to appear in "The Little Foxes" for that producer some time next March, with Cooper moving to Warner to portray the title role in Jesse Lasky's "The Amazing Sergeant York."

On the other hand a Goldwyn official vehemently denied the existence of any such agreement, pointing out that, because of Goldwyn's current production inactivity no talent or story deals of any description have been or are being made at this time.

Cameras Grind Away At Slated Product

Hollywood in August will take another substantial bite out of its 1940-41 production schedules, on which a sizeable start has already been made, with 33 features slated to be served up for camera consumption during that period. This averages to more than one new start a day. Furthermore, the current month is set to wind up in a blaze of glory with five vehicles lined up to go into production July 29.

Columbia, RKO Radio, Republic and Universal will break the ice August 1, respectively launching "This Thing Called Love," "Citizen Kane," "Frontier Vengeance" and "The Devil's Pipeline." Paramount steps in August 5 with "The Round-Up," to be followed August 19 by "Shepherd of the Hills" and August 26 by "I Wanted Wings." For release by the Marathon Street plant, other August starters include Century's "Silver Queen" and National Pictures' "Second Chorus." Paramount hopes to have half of its 1940-41 quota completed when the new selling season begins September 1.

"No, No, Nanette" rolls at RKO Radio August 13, to be followed by seven others during the month, including "You'll Find Out," "Kitty Foyle" and "Three Girls and a Gob." Republic, which has 27 scripts in some phase of preparation, guns "The Hit Parade of 1941" August 5 and "Down Mexico Way" August 10. Warner, with 23 scripts in work, launches "Fiesta in Manhattan" August 5 as the initialer in an expected barrage.

The 20th Century-Fox schedule lines up "Chad Hanna" to go into production August 15; "Tin Pan Alley" August 26, and "Hudson's Bay Company" August 29. Universal hopes to gun five Richard Arlen-Andy Devine action melodramas and five Johnny Mack Brown westerns by September 1. With its English production at a standstill, M-G-M has announced "Dr. Jekyll and Mr. Hyde" will go into production at the Culver City plant, instead of in London as originally planned, some time this fall.

Also for the autumn schedules are Columbia's "Penny Serenade," rolling in October, and Paramount's "Ballerina," which Gregory Ratoff will gun in November.

Production Steps Up With 47 in Work

Production this week stepped up a couple of notches, with 47 features now in work, including eight new starts.

"I'm for Rent" went into production at Columbia, where "Before I Die" hit the finish line to balance the total at four. M-G-M gunned "Third Finger, Left Hand" and "Little Nellie Kelly" and completed "Escape" to emerge with seven in work. Monogram idles along with two in production.

Paramount is filming six, with no starts listed. RKO Radio rolled "Wagon Trains" to up its total to six. "Arizona Skies" went into work at Republic, with "Colorado" going into the cutting rooms. Two are on the sound stages at the North Hollywood film factory.

Twentieth Century-Fox boosted its pace to six by launching "The Californian." United Artists is filming two, neither a new start. Universal held to a six-picture pace by launching "The Man From Cheyenne" and completing "Argentine Nights." "Calling All Husbands" went before the Warner cameras, with "The Letter" hitting the finish line. Six are being filmed on that lot.

Warner Report Shows Net Over Two Million

NEW YORK—Warner and subsidiary companies report net profit of $2,450,713 for 39 weeks ending May 25, after deducting all charges including amortization and depreciation and federal income taxes. The figure compares with net profit of $2,912,186 for the corresponding period in 1939.

Net profit for the 1940 period before charges for amortization, depreciation and federal taxes was $7,213,880. Gross income, after eliminating inter-company transactions for the 39 weeks ending May 25 was $76,375,905, which compares with gross income for the same period in 1939 of $78,387,001.

The 1940 earnings are equivalent, on preferred stock, to $24.60 per share on 99,617 shares while dividends in arrears as of June 1, 1940, amounted to $31.76 per share on the common, after allowance for current dividend requirements on the preferred, to 58 cents on 3,701,090 shares outstanding.

The report declares: "As collateral security for bank loans amounting to $4,000,000, included under funded and long-term debt, the company pledged its stock holding in Stanley Co. of America, a subsidiary. The loans mature in amounts of not less than $500,000 semi-annually, beginning April 1, 1942 and ending April 1, 1945. The net assets included in the attached balance sheet, which are applicable to the stockholding pledged as collateral security, amount to approximately $44,500,000. The agreement under which these loans were obtained provides, among other things, that, so long as any of the notes are outstanding or unpaid, neither the company nor any of its subsidiaries shall pledge, as security for loans, any motion picture negatives produced by the company in the United States."

The financial statement gives an aggregate of $73,371,184 for film rental income, theatre admissions, sales and miscellaneous income, while operating and general expenses are set down at $45,130,514.

Cinémarks

Producer-Director Andrew L. Stone was guest of honor at a surprise birthday party on a Paramount studio set. More than 400 adolescents appearing in his current picture presented him with a huge cake.

*

Alfred Hitchcock has planed out for New York, final touches on his directorial assignment for Walter Wanger having been completed . . . Edgar Bergen is enjoying a brief vacation from picture and radio chores at Yellowstone National Park . . . Funeral services at the Church of the Good Shepherd, Beverly Hills, followed by interment at Calvary cemetery, were held July 22 for Col. Eugene L. Markey, 74, father of Producer Gene Markey. He died July 20 after a short illness.

*

The Masquers staged the first testimonial dinner it has ever given for a woman July 25 when Gracie Fields, English comedienne, was the guest of honor. Edward Earle presided and Alan Mowbray functioned as the toastmaster.

Bob Williams, of Warner's New York publicity staff, checked in at the Burbank plant for a two-week business visit . . . House guests of Mitchell Leisen, who conceives and executes their acts, are Billy Daniels and Mary (Punkins) Parker, dance team, who are in Hollywood for a month's vacation. They have been Leisen's proteges for more than two years.

*

Urging that motion pictures not be subjugated for use as organized propaganda, but asserting they should be used to further the purposes of democracy, Sol Lesser was the principal speaker at the opening of a three-day University Religious Conference meeting at the University of California at Los Angeles. Other speakers included Ralph Block of the Screen Writers Guild and Mrs. Thomas Winter of the Hays office . . . Paramount will hold its fifth annual Studio Club dance at the Wilshire Bowl July 30 with Gus Arnheim and his orchestra supplying the music.

*

Donald Crisp has pulled out for a trip to Alaska. He does not plan returning to the Warner studio for four months . . . Bryan Foy has checked in from Chicago where he attended the Democratic convention.

*

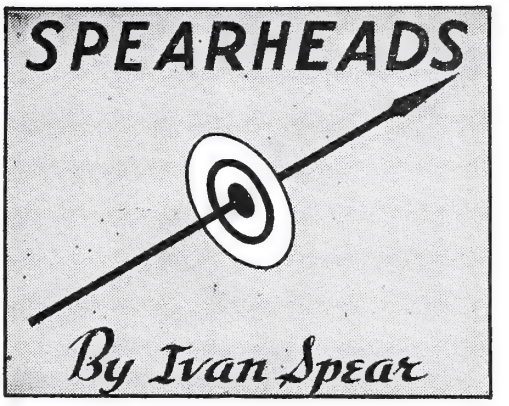
Harry M. Warner is to be made an honorary lieutenant-colonel on the staff of Gov. E. D. Rivers of Georgia because of the film executive's anti-fifth column campaign.

*

Spencer Tracy and Director Victor Fleming of M-G-M spent several days at Del Monte, whence they continued to Seattle to board Frank Morgan's yacht for a three-week cruise to Alaska, returning here August 20.

*

Harry Goetz has checked in at RKO Radio after a trip to New York, during which he huddled with Max Gordon, his producing partner, and George Schaefer of RKO Radio on the next Gordon-Goetz film.



A DECIDED aura of sour grapes surrounds the open letter which Ex-Warnerite William Dieterle caused to be published (at regular space rates) in the local trade press. The director, who recently and through mutual agreement severed his connection with the Burbank studio after a ten-year stretch, calls attention to the printed explanation that the company was apparently willing to release him "because my pictures represented too much art and too little boxoffice."

He adds, "The charge that my pictures contained too much art, I gladly accept. I do not believe that, in art, there is such a thing as too much art. And pictures to me are, have been, and always will be an art."

To which the exhibitors of the country, who, after all, must continue in business on a profitable basis if princely directorial salaries are to continue, would probably answer:

"That's fine, Mr. Dieterle. You continue to be just as artistic as Muse dictates, but, if you don't mind, we still prefer pictures from Hollywood that bring dollars into our cash drawers even though 'art' must suffer during their making."

➞

There's the ancient-vintaged yarn about the farmer approached by an affable stranger who inquired concerning the value of the rustic's prize bull. Assuming the visitor to be from the county tax assessor's office, the farmer named $5.00, *which amount he was promptly paid by the man, who proved to be the claim agent for a railroad, one of whose locomotives had just killed the critter.*

With reverse English, that saw is applicable to the squawk being registered by Selznick International and M-G-M against the Los Angeles county board of equalizations, which body it has petitioned for a reduction in the assessed valuation of $433,705 *on negatives and prints of "Gone With the Wind." Selznick officials seek a cut to* $130,415 *on* 52 *negatives, while Metro asks for a reduction on* 20 *reels and* 14 *prints from* $66,570 *to* $4,200. *The petitioners charge that assessors departed from the customary practice when it came time for them to put the bite on "GWTW" and placed the assessed valuation at an exorbitant figure.*

All of which seems a bit ironical in the face of extravagant claims made for "GWTW" as the greatest picture ever made and the broadcasting of information that it has grossed more money than any film in the industry's history.

➞

Warner publicity release:

"A general warning was broadcast throughout the west today to be on the alert for a red balloon . . . last seen traveling southeast and rising rapidly . . ."

Pertaining, of course, to one of the signal gas bags used to warn fliers away from companies shooting out-of-doors. But it would have been a perfect description of a Hollywood producer following the preview of his latest epic.

➞

Hal Roach jr., it is blurbed, has come up with a screwy contraption that Rube Goldberg would envy. It is the Bloomin' Daisy, a camera with several unique features, chief of which is that it takes no pictures.

Young Roach might be able to sell this device to Paramount—for use in filming its "B" product now that the Marathon Street lot is turning out nothing but "A" pictures.

➞

BALLYHOODLUMS: When one calls Freelancer George Bilson these mornings, one learns "he's having his shower." Possibly the influence of "The Villain Still Pursued Her," on which he is doing the publicity . . . The ballyhoo stunt staged by Cliff Lewis and his Marathon Street blurbers in connection with the preview of "The Great McGinty" at the Village Theatre recently, seems to have backfired a little bit. Among other items, theatregoers were urged to vote for: The handsomest actor, and chose Gable; the most beautiful actress, and named Madeleine Carroll; the best actor, and selected Spencer Tracy; the best actress, and nominated Bette Davis; the husband they would prefer—Gable again, and wife preferred, with Miss Carroll the winner. Among them all, only Madeleine Carroll was a Paramount personality, indicating that the Lewis stunt culled more publicity for M-G-M and Warner stars than for his own players.

Preparedness, Piracy, Politics, Pot-Boilers

Undoubtedly the most significant feature shown during a crowded preview week was "The Ramparts We Watch," produced by the editors of *Time* and *Life* for RKO Radio release. The film, first feature-length offering from the producers of "The March of Time," is obviously designed as a plea for preparedness and armament and as a warning to Americans of impending danger. Broadly, it should probably be tagged a document of propaganda, and may possibly be indicted as such by the pacifists and isolationists. Yet it resorts to none of the bludgeoning or prejudical methods which are too apt to characterize fictional approaches to the same subject. It delivers its message—effectively, convincingly and, above all, entertainingly—through the simple expedient of factual presentation. The picture tells the story of the years 1914-1919, of what average Americans thought, said, did and felt during those years. It shows how the nation united to face the threat of being drawn into World War I and how its people met that threat when it became a reality. Accomplished through the assembling of countless newsreel clips of the five-year period and their interspersion among staged sequences, in characteristic "March of Time" style, the picture is an undeniable masterpiece of editing, to which stirring narration contributes a clinching background.

It is hard to imagine anything but commercial success for the film. Certainly, every exhibitor should welcome the opportunity to book it and profitable patronage should be guaranteed by the already-established interest in "March of Time" and the favorable word-of-mouth "Ramparts" must generate. Credited as producer-director is Louis de Rochemont with Thomas Orchard as production associate and James L. Shute, Shepard Traube, George R. Black and Beverly Jones as associate directors. Robert L. Richards and Cedric R. Worth wrote the script and Westbrook Van Voorhis contributed the commentary.

* * *

Among the more orthodox Hollywood entries—ten in number—Warner's "The Sea Hawk" was rather generally heralded as the best. It is a sweeping spectacle, directed with sustained suspense by Michael Curtiz and, guided by Producer Henry Blanke, is probably the most impressive adventure melodrama since the Burbank film factory turned out "Robin Hood." Scenarists Howard Koch and Seton I. Miller loaded their script with the action, pageantry and romance that is in such demand by vast numbers of theatre-goers. A completely effective cast does its part in creating an enthralling piece of entertainment on the grand scale.

Others to qualify for places in the first division were "Gold Rush Maisie," a Metro contribution, and Paramount's "The Great McGinty." The first-named is probably the best of the "Maisie" series so far, for which a large share of the credit must go to Betty Reinhardt and Mary C. McCall jr., who scripted Wilson Collison's original story. It is a well-nigh perfect blend of humor, suspense and pathos, neatly directed by Edwin L. Marin under J. Walter Ruben's production guidance, and should account for itself at the boxoffice accordingly.

Particularly timely at present because of its background of political manipulations, "The Great McGinty" can almost certainly be pegged a surprise hit. Working from his own tightly-knit screenplay, Preston Sturges rates raves for his initial directorial assignment, into which he manages to instill adventure, romance and comedy in welcome doses. With Paul Jones

(Continued on page 27)

Hollywood—
—Personnelities

Barnstormers

—Monogram

TEX RITTER completes first six of 24 p. a. bookings through the New England territory, making one-night stands at Lowell, Mass., Millinocket and Waterville, Maine, and Claremont, Keene and Manchester, New Hampshire. The cowboy returns here about August 25.

—Paramount

DOROTHY LAMOUR set for a one-week p. a. engagement at the Golden Gate Theatre, San Francisco, opening August 21.

—RKO Radio

LUCILLE BALL and MAUREEN O'HARA scheduled to check out August 15 for a month of p. a.'s in connection with showings of "Dance, Girl, Dance."

—20th Century-Fox

SIDNEY TOLER scheduled for a month's p. a. tour in the east when he completes work in "Charlie Chan in New York."

—Warner

GEORGE RAFT appeared at Strand Theatre in New York July 25 in conjunction with the opening of his latest starring vehicle, "They Drive by Night."

Cleffers

—Metro

GEORGIE STOLL set as musical director on "Little Nellie Kelly," Judy Garland starrer.

SCOTT BRADLEY scoring two cartoons, "Romeo in Rhythm" and "The Bear and the Canary."

—National Pictures

ARTIE SHAW and 14-piece orchestra begin pre-recording for "Second Chorus." Paramount will release the Fred Astaire starrer.

—Paramount

SIGMUND KRUMGOLD to score Cecil B. DeMille's "North West Mounted Police." VICTOR YOUNG is composing the music.

WERNER HEYMANN composing part of background music for "The New Yorkers."

VICTOR YOUNG recording background music for "Rhythm on the River."

—RKO Radio

GEORGE BASSMAN set as musical director on "Too Many Girls."

DMITRI TIOMKIN doing score for "Lucky Partners."

—Hal Roach

PHIL OHMAN scoring "Captain Caution."

—Warner

JACK SCHOLL and MOE JEROME write two songs for inclusion in "Santa Fe Trail." Titles are "By the Campfire" and "Holiday Marching Song."

MAX STEINER composes a symphony, titled "Song of the City," to be used in the James Cagney starrer, "City for Conquest."

Meggers

—Columbia

CHARLES VIDOR to "And Now Goodbye," from James Hilton's novel, to star Brian Aherne. Hilton is now doing the screenplay for Producer Lester Cowan.

D. ROSS LEDERMAN to "I'm for Rent," story of girl escort services.

—Metro

JACK CONWAY to "Osborne of Sing Sing," slated as Clark Gable's next starring vehicle. Bradbury Foote is doing the screenplay for Producer John W. Considine jr.

GEORGE SEITZ to an untitled "Nick Carter" adventure, with Frederick Stephani producing and Walter Pidgeon heading the cast.

KING VIDOR to "Osborne of Sing Sing," next Clark Gable starrer, which John W. Considine jr. will produce.

—Monogram

WILLIAM NIGH to "The Ape," rolling July 29 as a Boris Karloff starrer.

—RKO Radio

FRANK WOODRUFF to "Debutantes, Inc."

JACK HIVELY to "Anne's House of Dreams," starring Anne Shirley. Cliff Reid will produce.

GEORGE SHERMAN replaces JOE KANE on "Colorado," the Roy Rogers western, Kane bowing out because of an influenza attack.

GEORGE SHERMAN to "Arizona Skies," a Three Mesquiteers western.

GUS MEINS to "Melody and Moonlight," a Robert North production.

—20th Century-Fox

WALTER LANG to "Tin Pan Alley." It rolls August 26 with Kenneth Macgowan producing.

LYNN SHORES handling second unit on "Down Argentine Way."

SHEPHERD TRAUBE to "Dance Hall." Lucien Hubbard produces.

—Warner

RAOUL WALSH to "The Fabulous Thirties," to be produced by Mark Hellinger as a sequel to "The Roaring Twenties." Milton Krims is doing the script.

ALFRED E. GREEN to "East of the River," next John Garfield starrer.

RAOUL WALSH to "High Sierra," from the W. R. Burnett novel. Humphrey Bogart will star.

Options

—Frank Lloyd Productions

DICKIE JONES, child actor, signed to seven-year term pact.

—Metro

EDWIN L. MARIN given one-year directorial contract.

LIONEL HOUSER given term writing contract.

—Monogram

TEX RITTER signs to appear in seven westerns for 1940-41, beginning his third year for the company.

—Paramount

BOB HOPE given new one-year acting ticket calling for a substantial salary increase. His next film will be "The Road to Zanzibar," co-starring with Bing Crosby and Dorothy Lamour.

PRESTON FOSTER signs two-pictures-yearly contract, with a spot in Harry Sherman's "The Round-Up" as his first assignment. He will co-star with Richard Dix in the western.

RICHARD DIX signs four-picture contract calling for his appearance in two films to be made by Harry Sherman and two to be produced directly by the studio.

—RKO Radio

ANN GILLIS, child actress, given contract extension. She is currently appearing in "Little Men."

DESI ARNAZ, Latin-American player, held for another year.

EMMETT LYNN given six-picture acting contract, debuting in the Tim Holt western, "Wagon Train."

—20th Century-Fox

DEAN JAGGER given term-acting contract. He has just completed the title role in "Brigham Young," and goes next into "Western Union."

JANE WITHERS held for another year.

—Universal

WILLIAM SEITER, currently piloting "Hired Wife," held to direct "Nice Girl," the next Deanna Durbin starrer, for Producer Joe Pasternak.

BRODERICK CRAWFORD, actor, held for another term.

NELL O'DAY given term contract to appear opposite Johnny Mack Brown in a series of westerns for 1940-41.

Scripters

—Metro

HERMAN BOXER to an untitled story based on the career of James Hargreaves, inventor of the spinning jenny. John Nesbitt will produce as a "Passing Parade" short.

—National Pictures

HOWARD J. GREEN polishing "Second Chorus," the Fred Astaire starrer for Paramount release.

—Paramount

GROVER JONES to "Shepherd of the Hills." Henry Hathaway will direct.

THELMA STRABEL to "Reap the Wild Wind," from her own novel, which Cecil B. DeMille will produce and direct.

—RKO Radio

LOU LUSTY completes an untitled screenplay and two originals and checks off the lot.

—Republic

EWART ADAMSON and TAYLOR CAVEN complete "Meet the Missus," forthcoming "Higgins Family" feature.

JACK TOWNLEY to "Puddin' Head," a Judy Canova starrer.

SID KULLER and RAY GOLDEN doing comedy sequences for "Hit Parade of 1940."

PAUL JARRICO to "Milkman's Matinee," story of an all-night radio program, which Bernard Vorhaus will direct.

—John Stone

H. W. HANEMANN completes "The Wedding Guest Sat on a Stone," from a mystery novel by Richard Shattuck. Stone will announce a production setup shortly. He has three scripts in completed form.

—20th Century-Fox

MARVIN WALD teamed with TOM REED on "School for Soldiers," a Lou Edelman production.

TOM REED to "Gentleman From West Point."

LESTER ZIFFREN to "Small Town Editors"

for the Sol Wurtzel production unit.

DARRELL WARE and KARL TUNBERG to "The Undercrust," gangster-musical, from an original by Robert Hopkins.

WILLIAM BRENT to "Sun Valley," forthcoming Sonja Henie starrer.

—Universal

VIC MCLEOD to "Pony Post," a Johnny Mack Brown western.

MAXWELL SHANE to "Dinah." Jack Gross will produce.

PETER MILNE to "Trail of the Vigilantes," high-budgeted western.

JANE STORM and SY BARTLETT complete "Fireman, Save My Child," a Baby Sandy starrer which Burt Kelly will produce.

LARRY RHINE and BEN CHAPMAN to "The Devil's Pipeline," which Jack Gross will produce as a Richard Arlen-Andy Devine co-starrer.

ALEX GOTTLIEB to "East of Miami," from his own original. He has just completed "Meet the Wildcat."

DANIEL TARADASH completes "A Little Bit of Heaven," now before the cameras as a Joe Pasternak production. His next assignment will be an untitled Deanna Durbin starrer.

—Warner

CASEY ROBINSON to "King's Row," from the novel by Henry Bellamann.

WALTER DE LEON to "Her Temporary Husband."

JULIUS and PHILIP EPSTEIN to "One Sunday Afternoon."

KETTI FRINGS to "The Dealer's Name Was George," a George Raft starrer, from her own original.

KEN GAMET completes "The Poor Nut," a forthcoming Eddie Albert starrer.

Story Buys

—Metro

"Married Bachelor," by Manny Seff. It will star Myrna Loy. John Considine jr. will produce and Norman Taurog is slated to direct.

—Paramount

"Captain From Connecticut," by C. S. Forrester. Novel is based on sea-raiding days during the war of 1812.

—Republic

"Barnyard Follies," a musical by Robert T. Shannon, to be produced by Armand Schaefer.

—Sol Lesser

"Strange Victory," by Rose Franken and William Brown Meloney. Martha Scott will be starred.

—Universal

"Stitches and Bars," by Sam Robins. The author has been signed to prepare the screenplay.

Technically

—Columbia

JOSEPH ALEMAN set as dialogue director on "Blondie Goes to the Country."

EDWARD BERNDS mixing sound on "Blondie Goes to the Country."

—Metro

SID WAGNER photographing "The Baron and the Rose," a John Nesbitt Passing Parade relating the story of Henry Stiegel, inventor of Stiegel glass. Basil Wrangell is directing.

ARTHUR SMITH, unit production manager, and RANDALL DUELL, art director, check out for Sonora to line up locations for "The Bad Man of Wyoming."

DAVE FRIEDMAN named unit production manager on "Third Finger, Left Hand." RED GOLDEN is the assistant director.

CURLEY EAGLES handling horses and riding scenes for "Go West."

DR. J. W. MONTGOMERY serving as medical technical advisor on "Dr. Kildare Goes Home."

ALAN DAVEY signed as Technicolor cameraman on "Bittersweet."

—National Pictures

JACK DENNIS to edit "Second Chorus," the Fred Astaire starrer for Paramount.

—Paramount

LIEUT. JOHN FITE, head of U. S. army air corps photographic division, checks in for conferences with Arthur Hornblow jr., producer of "I Wanted Wings," and Director Jay Theodore Reed. Lieutenant Fite will cooperate in the filming of background scenes at Randolph Field.

HAL WALKER named assistant director on "Love Thy Neighbor."

TED TETZLAFF photographing "Love Thy Neighbor," in which Mark Sandrich is directing Fred Allen and Jack Benny.

ROBERT USHER designing sets for "I Wanted Wings."

—RKO Radio

HARRY WILD photographing "Wagon Train," a Tim Holt western.

RAY MCCAREY directing second unit on "Too Many Girls."

—20th Century-Fox

CARLOS ALBERT supervising dance routines in "Down Argentine Way."

SPEARHEADS

(Continued from page 25)

as producer, the film is ace-high in quality all the way through.

* * *

A miscellaneous sextet of varied degrees of acceptability included:

"Queen of Destiny," a Herbert Wilcox-Imperator production made in England for RKO Radio release. This film was manufactured two years ago as "Sixty Glorious Years," starring Anna Neagle, and was reviewed under that title in BOXOFFICE in November, 1938. Producer Wilcox also handled the megaphone.

"Stage to Chino," also an RKO Radio feature. It is highly acceptable entertainment in the sagebrush category, starring George O'Brien and with Bert Gilroy and Edward Killy as producer and director respectively. Morton Grant and Arthur V. Jones wrote the screenplay from an original story by Norton S. Parker.

Twentieth Century-Fox's "The Bride Wore Crutches," a newspaper-gangster melodrama, is qualified to deliver with average satisfaction as supporting fare. Ed Verdier developed the script along familiar lines from an original by himself and Alan Drady. Shepard Traube directed under Lucien Hubbard's production guidance.

Republic has an exciting, speedily-motivated and altogether well-made entry in "Girl From God's Country," which—boasting sweeping backgrounds of Alaskan snow fields, should be a welcome number on hot-weather programs. Script by Elizabeth Meehan and Robert Lee Johnson, with additional dialogue by Malcolm Stuart Boylan, furnishes action in sizeable doses, while Sidney Salkow piloted a well-chosen cast with a steady hand. Armand Schaefer turned in a capable job as associate producer.

Columbia's "Blondie Has Servant Trouble" measures up in every respect to the excellent standard established by previous chapters in series, sure to clock a steady stream of laughter and deliver their money's worth to any and all audiences. Scenarist Richard Flournoy turned in a humorously harrowing script from Albert Duffy's original story. Frank R. Strayer directed for Producer Robert Sparks.

"Black Diamonds," from Universal, is action-melodrama of fair quality, giving a good account of itself as a low-budget endeavor. Clarence Upson Young and Sam Robins created a formula screenplay from Robins' original; Christy Cabanne overlooked no bets in his direction; and Ben Pivar marshaled his production elements well.

* * *

Because of its precedental nature, RKO Radio's "The Villain Still Pursued Her" is hardly comparable to the others. A heavily-burlesqued melodrama based on "The Fallen Saved,"—a stage hit in 1844—it will probably be found quite amusing for the first few reels; but, when the novelty wears off, audiences are very apt to be thoroughly bored. An introductory sequence urges the customers to applaud the hero and hiss the villain in approved style. Producer Harold B. Franklin, Director Edward F. Cline and the cast purposely keyed their respective efforts in highly dramatic and whimsical fashion. Elbert Franklin wrote the script. The feature calls for intensive exploitation to derive any degree of boxoffice success.

Serial Sequel Starts

With Ford Beebe directing for Producer Henry MacRae, Universal's "The Green Hornet Strikes Again," serial sequel to "The Green Hornet," is scheduled to roll next week. Repeating in roles they established in the initialer will be Anne Nagel, Keye Luke and Wade Boteler.

Lawrence Fox Will Launch Production in Hollywood

Completely revising its plans because of the European War, Lawrence Fox's General Films will launch production in Hollywood on "The Man Who Lost Himself" around September 15, according to Ben Hersh, vice-president, who has just checked in from New York. Picture, based on a novel by H. DeVere Stackpoole, was originally to have been made in London. Hersh said that commitments for an RKO Radio release and an option on Leslie Howard to star have been washed up and reported President Fox is currently negotiating another major distribution deal on the picture. Fox is expected here in about ten days.

Assignment Differences Caused Muni to Quit

Because of differences with studio executives concerning their forthcoming respective assignments, Paul Muni and Director William Dieterle have been granted releases from their contracts at Warner. Muni's pact called for him to appear in seven more pictures, while Dieterle's agreement was not due to expire for another year. Muni had turned down the proffered starring spot in "High Sierra," which is now being re-shaped as a vehicle for Humphrey Bogart. Dieterle's last piloting job for the company was "The Man From Fleet Street," starring Edward G. Robinson, which is now being edited. Neither has announced plans for the future.

In addition to Muni and Dieterle, Warner has also released Frank McHugh and Henry O'Neill from its contract list. Both are veteran Burbank players, McHugh with nine years of service and O'Neill having been with the company for more than seven years.

B. G. DeSylva, film and stage producer, has signed at Paramount on a long-term deal. He is due to report in November for an as yet unannounced assignment, when he has launched a Cole Porter-Herbert Fields musical on Broadway. His last film chore was as associate producer on RKO Radio's "Bachelor Mother."

Also joining the Paramount staff is George Pal, booked to turn out six Technicolor "Puppettoons" for 1940-41 release. First of the new short subjects series goes into production in two weeks, with an American western locale and scripted by Victor McLeod. Pal is seeking production space locally.

Robert Forbes, who has been with the Marathon Street plant since 1935, has been appointed acting head of the budget bureau by T. Keith Glennan, studio manager. Forbes takes over for George Nofka, who has taken a leave of absence because of illness.

With the departure of the pivoting character, Charles Starrett, from the payroll after a five-year association, Columbia has dismantled the production unit which had been turning out the Starrett westerns. Checking off the lot, in addition to Starrett, are his leading lady, Iris Meredith, and the Sons of the Pioneers, musical aggregation which had been spotted in the series.

Karp Assumes Bagnall Duties at Paramount

Jacob Karp has been made executive assistant to Y. Frank Freeman and Henry Ginsberg at Paramount, in addition to his regular duties as head of the studio's legal staff.

Karp functions as a replacement for George Bagnall, executive studio manager, who resigned. Bagnall will vacation in Canada before announcing future plans.

Warner Stars Three

Three more Warner featured players have been boosted to star rating. New stellar luminaries are Humphrey Bogart, whose next assignment is "High Sierra;" Ida Lupino and Jeffrey Lynn.

Ten "Top" Attractions On Five-Month Slate

Universal's immediate production schedule, under guidance of Nate Blumberg, is being geared for an output of two "top" attractions a month until next January. As currently set there are 10 films in this category either completed, well along or merely waiting cast assignments before going to the cameras, aside from the usual program fare.

They stack up for release as follows, although subject to change: August—"When the Daltons Rode" and "The Boys From Syracuse." September—"Hired Wife," "Spring Parade" and "Argentine Nights." October—"A Little Bit of Heaven" and "Seven Sinners." November — "Back Street" and "The Bank Dick." December—"Invisible Man," "Riviera" and "Trail of the Vigilantes."

"U" Recapitalization Plan Temporarily Sidetracked

NEW YORK—Universal's heavy production schedule for the new season coupled with the uncertainties of the foreign situation and the war itself have taken the management's attention away from its declared intention to seek a plan of recapitalization for the present, at least.

Spokesmen here say the matter has not been discussed for weeks and probably will not be taken up again until the fall. By that time J. Cheever Cowdin, board chairman, and Charles D. Prutzman, chief counsel, will have had conferences on the coast with Nate Blumberg, president, on a few tentative plans that have been drawn up.

Exhibitors to Help Map "Brigham Young" Bally

For the first time in company history, leading exhibitors throughout the nation will cooperate with 20th Century-Fox executives in mapping a sales, exploitation and exhibition campaign on a forthcoming release, according to an announcement by Darryl Zanuck after long-distance telephone conferences with Herman Wobber, general sales manager, in New York.

The plan as it is now being outlined calls for some 40 to 50 leading exhibitors from the eastern and midwestern territories, and an equal number from the west and south, to convene in Kansas City, Mo., for a sneak preview of "Brigham Young," probably in about three weeks, following which they will huddle with studio and homeoffice executives to determine how the picture can best be sold. Conferences will touch upon advertising, possible roadshowing, exploitation campaigns and the like.

Heading the western group of showmen on the Kansas City junket will be Darryl Zanuck, Joseph M. Schenck, William Goetz, Director Henry Hathaway and Producer Kenneth Macgowan. Wobber and President Sidney R. Kent will lead the eastern exhibitor contingent.

Wanger Back After Trade Showing of Two in N. Y.

Walter Wanger has returned from New York, where he vacationed briefly and attended trade showings of his two newest United Artists releases, "Foreign Correspondent" and the Argosy production, "The Long Voyage Home." He was accompanied by Otho Lovering, his supervising editor. En route east, Wanger was guest of honor at luncheons given by the Variety Clubs of Dallas and St. Louis. He does not plan swinging into production again until December, when "So Gallantly Gleaming" will go before the cameras.

Studio Visitors

In for a ten-day stay to look over current completed product, as well as pictures now before the cameras, is S. Barret McCormick, publicity-advertising director for RKO Radio. He is engaged in mapping exploitation plans on a number of forthcoming films and is huddling on details with Perry Lieber, studio publicity chief; Harry Edington, J. J. Nolan and other local executives. Accompanying McCormick were Jack Pegler and Stanley Shuford, advertising agency executives.

Back in Hollywood is James Roosevelt, who planed east a short time ago for conferences with eastern representatives on distribution plans for the English-made anti-Nazi film, "Pastor Hall," which Roosevelt will release in this country through United Artists. He was preceded to the coast by his associate producer, Henry Henigson, who had been in the east for some time conferring with Mills Novelty Co. executives on the 16mm dime-in-slot projectors for which Roosevelt's Globe Productions is turning out the film supply. "Pastor Hall" was given its local press preview July 26 with both Roosevelt and Henigson attending.

President Nate Blumberg of Universal played host to Dan Shaeffer, member of the company's board of directors and vice-president of the Pennsylvania Railroad, who came in at the head of a party of 15 to tour the studio as Blumberg's guests.

Earle W. Hammons, former president of Educational and Grand National, came in from New York to discuss an independent production venture with financial interests here.

McGuire Completes 20th Slot Machine Musical

Another producer engaged in the manufacture of 16mm subjects for automatic slot machine projection—Neil McGuire—has announced completion of his 20th musical brevity. McGuire, former studio art director and producer of commercial films since 1927, is supplying product for Phonofilm dime-in-slot projectors now operating in cafes and cocktail lounges along the Pacific Coast.

McGuire's initial six subjects include "Sailboat of Dreams," "The Magic Bottle," with Betty Rowland, burlesque star; "Three Little Rooms," "Little Grass Shack," "Man on the Flying Trapeze" and "The Same the World Over."

Only a Two-Week Respite For Ballyhoo Artists

Although Hollywood's publicists and the industry's field representatives in general are to be given a two-week respite insofar as concerns the staging of super-lavish premieres in key cities throughout the country, the swing will be on again effective early in August, at which time 20th Century-Fox is to end the recess by debuting "Brigham Young" in Salt Lake City.

Occupying the center of the stage for the past few days has been Universal, whose exploiteers saw to it that "When the Daltons Rode," the company's big-budgeted western, was fittingly introduced in an elaborate premiere at Coffeyville, Kas., wherein the renowned Daltons first gained notoriety. This affair was staged July 25 at the Midland and Tackett theatres, followed July 26 by another premiere in Kansas City. On hand to join in the parade, rodeo and dinner-dance which highlighted the Coffeyville celebration were Director George Marshall; David Lipton of the studio publicity staff, who arranged the affair; and such celebrities as Andy Devine, Frank Albertson, Constance Moore and Peggy Moran.

The latter two starlets came directly from Syracuse, where they were among the guests of honor at Universal's "The Boys From Syracuse" premiere July 18.

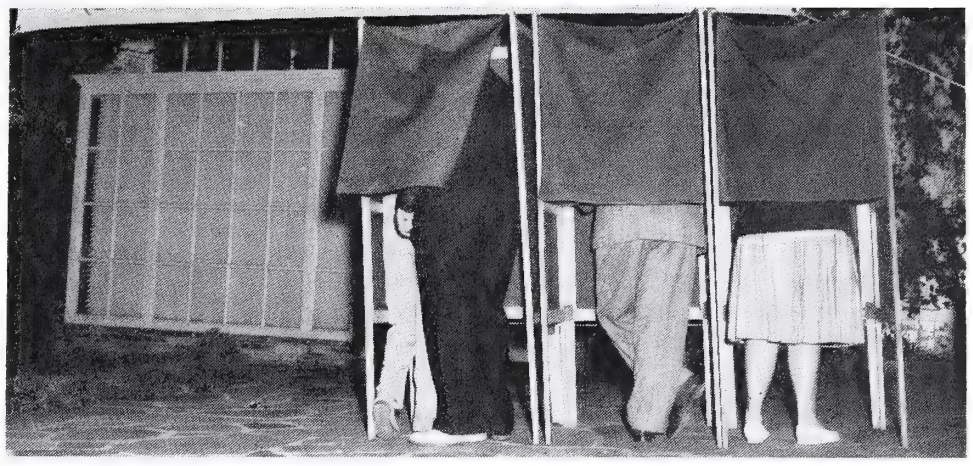
The premiere of "Brigham Young" will be attended by Tyrone Power, Dean Jagger, Linda Darnell and other members of the cast. Twentieth Century-Fox will stage another similar affair in September when "The Return of Frank James" makes its bow in Kansas City, Mo., with Darryl F. Zanuck on hand as Gov. Lloyd Stark's personal guest. Henry Fonda and Jackie Cooper, who appear in the film, will also attend.

Academy Council Issues Sound Standards Report

For use by technicians and executives in all studios participating in its cooperative technical program, the Academy Research Council has placed in distribution a bulletin containing specifications for standard release print sound track, which has been adopted by all studio-members of the council. Report was prepared by the committee on sound track standards with Wesley C. Miller of M-G-M as chairman. Columbia, Hal Roach, M-G-M, Paramount, Republic, RKO Radio, Samuel Goldwyn, 20th Century-Fox, Universal and Warner have approved the new specifications.

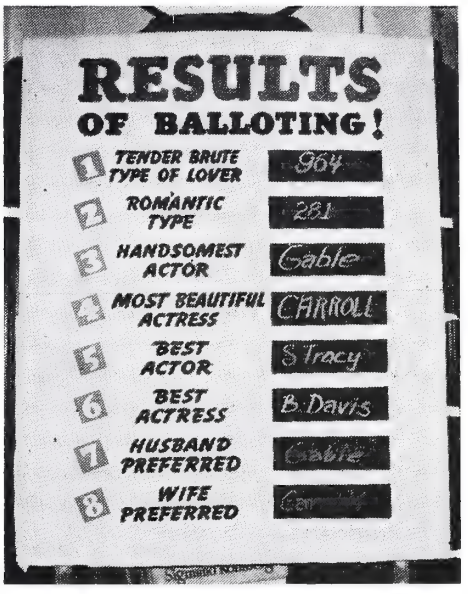
Steele, Not Baker, Into Duncan Renaldo's Spot

Through an error, an item in the July 20 issue of BOXOFFICE reported that Bob Baker had been signed at Republic as a new member of the "Three Mesquiteers" western personnel, supplanting Duncan Renaldo. Replacing Renaldo, however, is Bob Steele, with Rufe Davis taking over from Raymond Hatton and Bob Livingston remaining as the principal in the sagebrush series.









At "Great McGinty" Westwood Preview—

So enthusiastic was the reception accorded the above exploitation stunt at the preview of Paramount's "The Great McGinty" at the Village in Westwood recently that its creator, Cliff Lewis, studio advertising-publicity head, will incorporate it into the national exploitation campaign for the picture. Tying in with the political background of the film, Paramount publicists re-created an old-time voting scene with polling booths, torches, banners and other paraphernalia, with the results as shown:

At the top: A few of the fans in the process of voting. Center, left to right: Preston Foster, Marie Wilson, William Demarest, Henry Rosenthal and Steffi Duna, visiting filmites. Lower left: Y. Frank Freeman (left), Paramount studio head, and Producer-Director Ernst Lubitsch. Lower right: The results of the balloting.

James Edwards Opens New 700-Seat Temple Theatre

TEMPLE CITY, CAL.—James Edwards has opened his new Temple, a 700-seater, operating on a 20-cent admission scale. It was constructed at a cost of $80,000 and is the second theatre to be added to the Edwards chain in the past month, Edwards having recently opened the El Monte in El Monte.

"Horror" Specialists Set For Kay Kyser Starrer

Three "horror" specialists—Peter Lorre, Boris Karloff and Bela Lugosi—have been booked by Producer-Director David Butler for featured roles in "You'll Find Out," the Kay Kyser starrer for RKO Radio.

Picture goes into work early in August. Jimmy McHugh and Johnny Mercer are now writing special music.



"McGinty" in Denver—

Chet Bell (left), manager of the Paramount exchange, greeting Brian Donlevy as he steps from a plane onto Denver soil. Donlevy made the stop as part of a nationwide tour in the interests of "The Great McGinty," in which he is starred. He delivered a print of the film to Bell, and later was Bell's guest at a luncheon and preview of the film. Gov. Ralph Carr and Mayor Ben Stapleton were guests at the luncheon.

A Place for PCCITO In Drafting Decree

LOS ANGELES—Assurances that the Pacific Coast Conference of Independent Theatre Owners will be invited to participate in conferences pointing toward the drafting of a consent decree when proposals for that decree "have been placed in concrete form" have been received by R. H. Poole, PCCITO executive secretary, from Paul Williams, who is heading the department of justice staff engaged in the all-industry suit in New York.

When the draft has reached that stage, Williams' message said, "we shall communicate with you and obtain your views thereon. If you have any concrete suggestions which your organization believes should be embraced in a consent decree, will you kindly forward them without delay."

The missive from Williams came in response to a request directed by Poole to Thurman Arnold some time ago, declaring the PCCITO, representing some 1,000 theatres, has a "vital interest" in the decree proceedings and requesting permission to participate therein.

Poole also announced a meeting of the PCCITO trustees will be held in Seattle, Wash., August 8-9, and said he will check out for that city July 29 to make arrangements for the session.

DENVER

GEORGE R. GOMPERTS, assistant exploitation chief for United Artists, is in town whipping things together for the proposed double world premiere of the UA film, "Kit Carson," in both Denver and Trinidad, Colo., August 21 . . . The date of the annual picnic of the Rocky Mountain Screen Club will be set in a few days. A golf tournament will be only one of many features.

The 22 employes of the Paramount in North Platte, Neb., spent a day in Denver looking over other theatres of the Fox group. They arrived early and found out what made things move at the Denver division headquarters before starting on their theatre inspection tour. The house is in the district supervised by Ray Davis, and Les Newkirk is manager . . . Rick Ricketson, division manager of Fox Intermountain Theatres, left by air for New York where he will spend two weeks.



Helps RKO Sell—

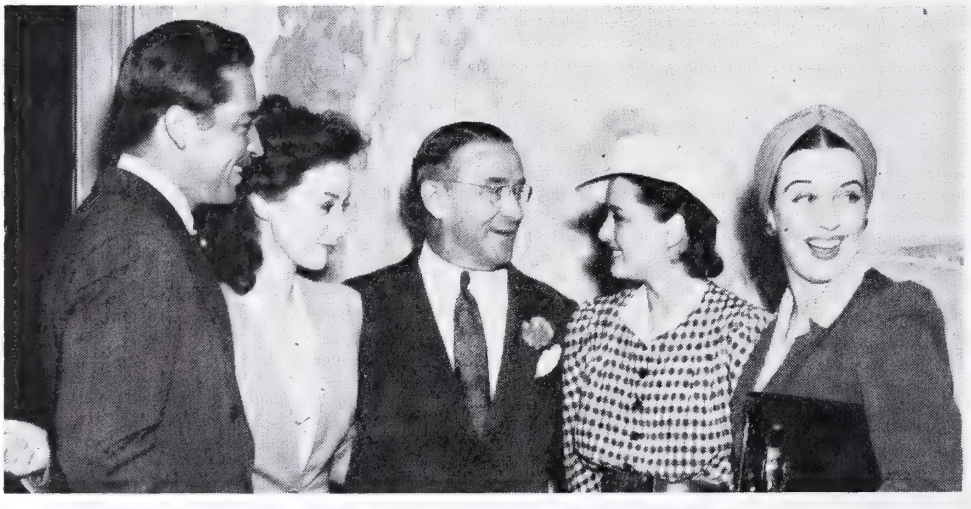
Now guiding RKO Radio's sales activities for the western district is J. H. (Herb) MacIntyre, who succeeds Harry Cohen in that position. Cohen has moved in as Los Angeles branch manager, replacing N. P. (Red) Jacobs, for whom no place has been found as yet.

National Screen Service has leased a spot two doors from their present location and expect to be moved in two weeks. Derek Sydney, manager, is very busy supervising the remodeling of the new spot, and the office force and others can hardly wait for moving day. The new location will give them at least four times the space they now have. Arthur Aronson, district sales manager, and his assistant, Bernie Woolf, are here helping get things in shape for the moving. New address will be Broadway and Champa.

Jerry McGee, who resigned as booker at Republic, is succeeded by Jimmie Ecker, former shipping clerk. Paul Gundy moves in to take the shipping job . . . The Mexico, Denver, is installing a cooling system and a new marquee and upright sign . . . Improvements made at the New Victory include the removal of the posts in the auditorium, made possible by placing a steel girder to hold the balcony.

Mrs. Casey Edinger has reopened the Zaza. The house was closed for a week or so following the death of her husband . . . Gibralter Enterprises announce the reopening of the Otoe in Scottsbluff, Neb. . . . Gene Gerbase, manager of the Republic exchange, was looking forward to his sales trip to western and southern Colorado.

Exhibitors from out of town seen on the Row included: Rocco De Paolo, Gem, Walsenburg, Colo.; Julius Di Gregorio, East, Trinidad, Colo.; Robert Spahn, Nile, Mitchell, Neb.; Carl Jung, Wyoma, Glenrock, Wyo.; Chic Kelloff, La Plaza, Antonito, Colo.; J. C. Parker, Dalhart, Tex.



At "Untamed" Premiere—

John Howard, Susan Hayward, Frank Newman, veteran theatre operator, Ellen Drew and Patricia Morison chat intimately at a press cocktail party given for the world premiere of Paramount's "Untamed," at the Paramount in Seattle. Newman is division manager of Hamrick-Evergreen theatres in the northwest.

SEATTLE

HIGH spot of the week was the meeting held in the New Washington Hotel and attended by the heads of theatre circuits, independent owners, exchange managers and heads of equipment houses and advertising accessory branches. Purpose of the meeting was to raise funds for the Red Cross. L. O. Lukan of the Independent Theatre Owners opened the meeting following luncheon. Frank Newman sr., president of the Fox Evergreen chain, read a wire from Charles Skouras giving details of the campaign being carried on in California. It was suggested that all employes of theatres and exchanges and other branches of the industry donate 20 per cent of one week's salary to the fund. On the committee to work out details are John Hamrick, who will represent the chain houses; Leroy V. Johnson, the independent owners; L. J. McGinley, the exchanges; B. F. Shearer, the equipment houses, and Jack Flannery, the advertising accessory branches. Basil Gray, representing the Theatrical Federation, comprised of all theatre unions, was placed in charge of that end.

Anna Neagle, British film star and her producer-director husband, Herbert Wilcox, were detained temporarily by immigration officials when they landed by plane here, returning to Hollywood from aiding in a "win-the-war" campaign in Vancouver, B. C. Just as a hearing was being started to investigate improper entry charges, instructions arrived from Washington, D. C., to overlook technicalities because the pair had gone to Vancouver on a "patriotic and humane" mission. They continued by plane to Hollywood.

Rose Bloom, who was still on crutches as a result of a broken hip sustained in a fall a year ago, slipped on the porch of her home and broke the other hip. She is in Swedish Hospital. Rose is the wife of Al Bloom of the United Artists sales staff . . . Jo Mondre Furse back on the Row for a week, pinch-hitting for Edith Jewell of Monogram who is taking a vacation . . . Mr. and Mrs. Paul McElhinney over from Spokane to attend the funeral of Mrs. McElhinney's father. Paul has charge of Republic Pictures sales in the Spokane area.

Al Daff, supervisor in the Orient for Universal Pictures, arrived here by boat and after spending a day here with L. J. McGinley, local branch manager, planed out for New York . . . Dutch and Marguerite Trammel, and son Terry, have arrived home from Joplin, Mo., where Marguerite and Terry have spent the past two months with relatives. They motored back . . . W. F. Rodgers, general sales manager for Metro, and George Hickey, western district sales manager, in town for a few days and conferring with the local boys . . . Truly East is out of the hospital and recuperating at Woodmont, before returning home to San Francisco . . . Henry Herbel, western district manager for the Warner exchanges, here from Los Angeles talking over situations with Bill Shartin.

Remodeling and enlarging of quarters has started at National Screen and Advertising Accessories under the supervision of Jack Flannery . . . Ruth Holden of the B. F. Shearer office is taking her vacation in Prince Rupert, B. C. . . . Josephine Farley is here from Boise to be maid of honor at the wedding of Betty Saffle and Don Condon. Margaret Robinson, of Salt Lake, who is to be another of Miss Saffle's attendants, arrives in a few days . . . Bill Conner, assistant city manager for Ned Edris in Tacoma, has gone to California accompanied by his wife. They will vacation a couple of weeks there.

Mr. and Mrs. Hugh McGill of the Majestic, Corvallis, Ore., spending a few days here . . . Mose Mesher, head of the publicity department of the Fox-Oregon theatres, in town from Portland . . . W. B. McDonald of the Avalon in Olympia is entered in the International Cruiser Race from Tacoma to Nanaimo, B. C. The boats are handicapped as to size and speed. The one reaching Nanaimo first is judged the winner.

Eddie Rivers is taking his two-week vacation in Walla Walla . . . Carl Walker, district manager for Warner Theatres, and L. J. Halper, division manager, are in the Northwest visiting theatres in Aberdeen . . . Marian Walton and Addie Young off for a visit with Dorothy Mercy on the ranch near Yakima . . . Art Trimble and I. H. Crabtree of the Roxy, Topenish, have left for home after spending a few days here . . . M. W. Bennett and son, M. C. Bennett, exhibitors of Priest River, Ida., have also returned to their bailiwick . . . Bill Heineman, western division sales manager for Universal, along with Al O'Keefe, western division manager, in for a couple of days. They drove in from Yakima with Junior Mercy of the Mercy circuit.

Catherine Higgins home from the hospital . . . A. G. Basil of Raymond and South Bend is vacationing at Soap Lake . . . J. T. Sheffield flying to Butte and back in time to attend the Film Club golf tournament . . . Milt Overmire back from three weeks in Portland and now vacation bound . . . George L. Carrington, president of Altec, vacationing in Seattle.

Maxine Geisel of Altec claiming the Row fishing championship for women. She exhibited three big king salmon ranging from 37 pounds to 27 pounds after a weekend at Sekiu . . . Mr. and Mrs. Jay Clark in from Florida. Jay is booked for personal appearances in the top houses in the Northwest . . . Cliff Chellew was introduced into the salmon fishing association and what a greeny he was on his first out. Cliff not only didn't know what to wear but had no idea what to fish with.

Mr. and Mrs. Joe Danz and Miss Rose Meyer are vacationing in eastern Washington . . . Dwight Spracher, Allen Morgan and Glen Haviland are doing their oral golfing now and will be three-fourths of a teeing-off party at the golf tourney . . . The board of county commissioners have approved a fund to furnish moving pictures for rural King county schools.

Guy Navarre Will Operate New Seattle 600-Seater

SEATTLE—Construction of a $55,000 theatre to seat 600 and to be known as the Varsity is under way in the University district.

The building is being erected by Roy E. Meister, owner of the property. The house will be operated by Guy F. Navarre, who until his recent resignation, for many years was manager of the Seattle branch of United Artists.

Bjarne Moe, designer of many theatres in the Northwest, is architect for the building. The decorations, furnishings and equipment will be done by B. F. Shearer Co.

Siler Remodels at Balboa

BALBOA, CAL.—New RCA sound is being installed at the Ritz here as part of a remodeling program undertaken by Mason E. Siler of Newport, the new owner of the house.

"Sea Hawk" Trade Shows In 40 Cities Aug. 5

LOS ANGELES—Aiming to extract the maximum in revenue for the feature, which goes into general release August 24, Warner will hold trade showings of "The Sea Hawk," starring Errol Flynn, in 40 key cities of the United States and Canada simultaneously August 5.

Assembled exhibitors, expected to number between 5,000 and 6,000, will be addressed by means of a telephone hookup by Harry M. Warner.

Blumenfeld Circuit Buys Marion Davies Theatre

SAN FRANCISCO—Joe Blumenfeld, representing the Blumenfeld circuit, purchased the Marion Davies Theatre this week. The Davies, Market Street second run house, was formerly owned by M. L. Markowitz.

The World's Finest
BURCH
Super Showman Popcorn
MACHINES
ALL OVER THE WORLD
POPCORN SMITH
BOX 284 — SEATTLE

LOS ANGELES

WITH W. H. LOLLIER as chairman of the entertainment committee, the Fox Westcoasters held their fifth annual picnic and dinner-dance at the Riviera Country Club, Pacific Palisades, July 26. The afternoon was devoted to outdoor games and the evening to dinner and dancing . . . Evelyn Shontz, cashier at Universal, is vacationing down Arizona way.

Sam Nathanson, general sales manager for Coast Pictures, back from his business trip to San Diego . . . A visitor at the John P. Filbert office was Ben Adler, of the Adler Sign Letter Co., Chicago . . . Piloting his own plane, Edgar B. Mercy of the Mercy circuit in Yakima, Wash., flew in the other day, attended to some business here, and then winged back.

Film Alliance has booked "The Mayor's Dilemma," French-made comedy, into the Esquire for an indefinite run beginning August 2 . . . Sam Blowitz is back in town after a month's stay in San Francisco . . . Booking visitors included Joe Sloat of the Maynard; George Porter, operator of the Arlin; and Louis Berkhoff, Cinema and La Tosca theatres.

President Charles P. Skouras of Fox West Coast has returned from a short business jaunt to San Francisco. He was accompanied by George Topper, Charles Buckley, W. H. (Bud) Lollier, R. H. McCullough and Bill Lyris . . . Ben Miggins, European sales manager for 20th Century-Fox, and Del Goodman, Far Eastern representative, are both in town for studio conferences.

In for bookings: Dave Rector, Ebell, Long Beach; Art Brick, Palace, Las Vegas; Tommy Huntington, Seville, Chula Vista; Phil Greenbaum of the Castle and Mecca . . . Beverly Beckly, switchboard operator at Universal, has returned from Detroit, where she spent her annual two-week holiday. Also back at Universal from her vacation is Jeanne Bowers, contract clerk.

Planning a ten-day stay, Frank Soule, auditor for Republic, dropped in at the local exchange from Denver . . . Ed Peskay, eastern sales representative for Hal Roach, and his family have checked in from New York for a month's stay . . . Alma Lang, booker-secretary at Metro, took the day off—not feeling well.

Fully recovered from his recent appendectomy, Monty Ash, son of John Ash, Metro auditor, was heartily welcomed by the boys and girls at M-G-M when he paid his first visit after leaving the hospital.

Mike Levinson, independent distributor, is motoring to New York, stopping off at key cities en route for business deals . . . Back from a restful vacation, which he spent at home, is Eddie Meck, poster clerk at Columbia.

Visiting old friends along the Row was Gus Acosta, former assistant manager at the Azteca exchange. He's now operating the Rex in Fresno . . . Frances C. Ramirez of Azteca checked in from a four-day holiday of which a visit to the San Francisco Fair was the highlight.

Murray Fisher, Coast Pictures office manager, planed to San Francisco on business . . . Booking visitors included Coby Wartman of the De Luxe Theatre; Frank Ullman, operator of the Broadway in El Centro and the Azteca in Calexico; Ben Aranda, Eureka, Brawley, and Jack Berman of the Eastland circuit.

No one would know Ida Schreiber, secretary to Bob Poole of the ITO, is on her vacation. She's been checking in at the office nearly every day to see that everything is under control . . . Louis Berkhoff's Cinema Theatre has booked "Broadway Handicap," a new giveaway being handled in this territory by Bess Emanuel.

Jerome Safron, Columbia's western division sales manager, is back in town after a trip north . . . Lillian Wallace, secretary at the Columbia exchange, pulled out for San Francisco on a two-week holiday.

Visiting the Republic exchange was Johnny Day, who had a featured part in that company's Judy Canova starrer, "Scatterbrain" . . . Ray Olmstead, former partner of Howard Stubbins in the Monogram exchange, dropped in to greet his old friends along the Row. Olmstead is out of action at present.

From Arizona way came Chick Sturdivant, head of the Silver Crest circuit, for bookings; and Harry Nace and Harry Nace jr. of the Nace-Publix string, who are vacationing for a week or so in Long Beach . . . Dr. R. B. Warriner of Glendale, who has seen "The Great Waltz" 109 separate and distinct times, dropped in at the M-G-M exchange with his scrapbook, in which he has pasted all his admission tickets to squelch anybody who dares doubt his record.

When A. J. O'Keefe, Universal's western district manager, came in from a trip to Denver, he found a new secretary waiting for him. Marion Stack, former employe at the office, is replacing Bernice Sheehy for a few months, the latter having been granted leave of absence.

John Filbert's new grandson, born to Mrs. Dick Thaete (his daughter) recently, has been named William John Thaete. Filbert says the new member of the family is definitely an "A" production.

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LOS ANGELES

To NTSCo Staff

SAN FRANCISCO—Harry G. Schick, who recently sold his interest in the Star to George Shey, his partner, has joined the Los Angeles office of National Theatre Supply.

"GWTW" Carthay Circle's First Return Attraction

LOS ANGELES—For the first time in the history of the theatre, a return date has been scheduled for the Carthay Circle. Set to follow "All This, and Heaven Too," which completed a roadshow engagement July 24, Selznick International's "Gone With the Wind" has been booked for a redate as a two-a-day attraction opening some time next week. "ATAHT," given a 60-day clearance in the city proper, goes into general release throughout the rest of the territory immediately.

PORTLAND

W. W. HODKINSON of Ensenada, Cal., a pioneer in the motion picture business and one-time Paramount associate, dropped into town for the first time in 20 years and was met by W. S. Wessling, branch manager of Monogram who showed him around Filmrow. From here he went to Bend to see his son, Kenneth, who is operating the new Tower.

H. P. McNary, office manager for Warner, who has been fishing at Suttle Lake, got his limit of 15 a day, and most of them beautiful bluebacks . . . Gladys Swarthout was brought back for so many encores, she ran out of numbers at the open-air symphony concert in Multnomah stadium. She was accompanied on her Portland visit by her husband, Baritone Frank Chapman.

Ralph W. Abbott, representative of Jam Handy, Detroit, dropped into Monogram to tell them that the "Futurama" in Technicolor is a photographer's dream. In fishing country, he complained that he had no time to head for cool, shaded streams.

Howard Mapes of the Star Film exchange is driving a new green sedan . . . Howard Bell, formerly of the Oregon Poster Co., is now associated with Advertising Accessories in Portland . . . Bob White has returned from a very successful fishing trip . . . Herb Cass of Advertising Accessories went to Boise, Ida., to pick up his car to start out on the road.

H. J. Wenderoth, new owner of the Liberty in Salem, was in town . . . Oscar Phelps and his son of Hillsboro were along Filmrow . . . Madeline Stone of Paramount distributors is on vacation at Seaview . . . They are still talking about the picnic Frank Talbert, office manager of Republic distributors, threw for the office force and friends at his summer home on Mt. Hood.

Seen on Filmrow: Wes Johnson, Eugene; Ray Peacock, Onalaska; Carl Porter, Salem; Cleo Morlock, Cottage Grove; D. M. Hull, North Bend; Harry and Rose Moyer and Art Hile, Gresham; Ed Randall, formerly of the Liberty, Salem; Art Adamson of Corvallis, Albany and Vancouver; W. G. Ripley, Longview; W. W. Hickman, Salem, and M. E. Ritter, Florence . . . William Forman of Seattle, manager of the John Danz circuit, dropped in for a visit.

Hays in for Six-Week Stay on the Coast

HOLLYWOOD—After twice delaying his arrival, Will Hays, president of MPPDA, has arrived in Hollywood for a stay of from six to eight weeks, during which he is expected to survey the current production scene and confer with local producers association officials.

One of his first objectives will be the appointment of a successor to Tom Pettey, who resigned some time ago as public relations counsel for the local office.

Fred Pelton, producer-labor contact, and Attorney Homer Mitchell checked out for Washington, D. C., to represent producers at the wage-hour hearings which opened July 25. Also on hand was George Bodle, attorney for the Hollywood Guild Council, which group opposes any amendments to the wage-hour legislation.

Jimmy Finkler to Manage Wolfson-Stewart House

LOS ANGELES—Jimmy Finkler has been named manager of a new theatre being constructed in Westwood Village by Sam Wolfson and R. J. Stewart. The house, an 1,100-seater, has no name as yet. It is expected to be ready for operation in September.

Finkler has resigned from Exhibitors' Service to accept the new post, being replaced in that organization by Jack Anderson.

Carlin and Sinker Plan To Build Sports Center

LOS ANGELES—Plans for the construction of a sports and athletic center, with bowling alleys, badminton courts and other facilities, have been announced by Irving Carlin and Max Sinker, operators of the Oriental and Alvarado theatres. They already operate a bowling alley adjoining their Alvarado house.

Quits RKO Rather Than Take Post in East

SAN FRANCISCO—G. William Wolf, formerly RKO branch manager, has resigned in preference to taking a salesman's post in the east. Newton P. Jacobs, recently Los Angeles manager, has replaced him.

Line for Theatres

LOS ANGELES—To distribute a line of plastic products especially designed for theatre operation, Neoplastics, Ltd., has opened offices on Filmrow here, as well as in Hollywood. Jeff Craig is the technical designer and Matt Eggett is production and sales manager. First product to be marketed is a directional arrow adaptable to ushers flashlights.

A Story for Lesser

HOLLYWOOD—"Strange Victory," a story by Rose Franken and William Brown Meloney, has been purchased by Sol Lesser, UA producer. Martha Scott, who starred in Lesser's "Our Town," also draws the topline in this feature.

SAN FRANCISCO

ELLIS LEVY bowed to public opinion when he changed the color that represented these United States on a world map. The map rests in the outer lobby of the Telenews Theatre and follows the changing world with up-to-the-minute shifts as they occur. It annoyed the customers that of all the shades, tints and colors used on the map, this country was done up in yellow . . . Allen King reopened his Moulin Rouge in Oakland this week after the house had been dark for three months . . . Harry Rice, publicity pusher for Ten-O-Win and the Embassy Theatre, is vacationing in Los Angeles and Catalina . . . Gordon Allen is touring the San Joaquin valley for Monogram.

Lloyd Ownbee, National Theatre Supply, has had his home under quarantine because of scarlet fever. First it was Lloyd jr., and when he was just about over it, Lloyd's other youngster, Lois, took over to keep the sign on the door . . . J. Norman Cane, Republic booker, is at Tahoe relaxing for a couple of weeks . . . J. A. Hanley, Warner office manager, is also at the popular lake resort . . . John Ash, M-G-M auditor, is in town on one of his periodic visits . . . Dan McLean, handsome owner-operator of the Embassy, turned down an offer to appear in pictures. Dan objected to being cast as a theatre manager!

The Aquacade, biggest draw at the Golden Gate Exposition, is now presenting four shows a day instead of the usual three . . . The Golden Gate celebrated its 15th anniversary this week . . . The De Marcos opened their engagement at the Palace Hotel one week late due to injuries suffered by Renee De Marco when a plane in which she was traveling made a forced landing near Del Monte . . . "Hollywood Stage 9" has closed at the Fair and while there are rumors that it will reopen, Neil Hamilton and his troupe have packed up their equipment and Exposition officials are dickering with other possible renters of the space . . . "Turnabout" is in its third week at the United Artists and playing to near capacity audiences.

Thirty midgets who joined the unemployed when the Singer Midgets show closed at the Fair were more cheerful this week when the state labor commissioner announced that he had arranged to collect the $2,000 back wages due the troupe . . . Carole Lombard, who has been on location at Napa for the past three weeks, came to town to spend a weekend with hubby, Clark Gable . . . Jay Brower, for many years m. c. at the Golden Gate, has opened an engagement with a new band at the Club Lido . . . Jack Bettencourt, Paramount sales manager, is vacationing . . . The Embassy is getting quite a play on their Scrip Book sales. The theatre pays the new government tax if the patrons buy their admissions in either the $1.50 or $3 scrip books.

SALT LAKE

CCLARE WOODS, manager of the Studio Theatre, is the father of a baby son born last week . . . The Utah Covered Wagon Days rodeo has attracted thousands of visitors to the city.

Republic recently previewed "Scatterbrain" for the trade. Frank Soule, auditor from the Republic home office, has left for Denver after a week here . . . Shipping Clerk A. D. Seal of the exchange is vacationing . . . A visit by J. T. Sheffield is awaited here.

Lee Scott, office manager of National Theatre Supply here, and his wife are vacationing in Yellowstone . . . An effective lobby display consisting of a shanty cabin with camp-fire, tin cans and black pot was designed by Manager Alderson and Assistant Manager O. Smith of the Capitol for "Girls of the Road."

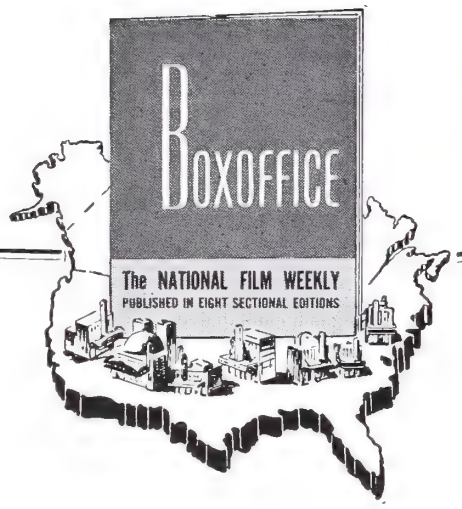
Hollywood is fast becoming an "angel" for the Navajos of Monument Valley. Several location crews here recently have, through hiring the Navajos as extras, provided them with the means for supplies this coming winter.

Lon T. Fidler, Monogram district manager, was a visitor at the local exchange . . . Another visitor was Ralph Abbott, Jam Handy representative.

The Blumenfeld circuit has taken over the Davies. The house was formerly owned by M. L. Markowitz . . . Hollywood personalities in town this week included Mr. and Mrs. Frank Borzage, Big Boy Williams, Jack La Rue, Vince Barnett, Jackie Cooper, Linda Ware and Mr. and Mrs. Groucho Marx and daughter . . . Hollywood also contributes several names to the Gate's stage show this week with Lya Lys, Ginger Manners and Rita Rio prominent in the revue . . . Booking on the Row: Larry Kilingsworth, Plaza, Healdsburg; Charlie Muehlman, Roxy, Sacramento; R. E. Degener, Winters, Winters; Mr. and Mrs. Stefani, Isleton, Isleton, and G. Moore and J. Law from the Suisan and Fairfield in Suisan and Fairfield, respectively.

Ray Robb of the Butler in Tonotah, Nev., took time out from his vacation to visit friends on the Row . . . Lila Goodin, M-G-M secretary, is vacationing . . . Murray Fisher, Producers Distributing head in Los Angeles, spent the week at the local office . . . Pacific Premium now has the exclusive rights to "Book Night" for the west coast and is putting on a big direct mail campaign to place books in all theatres from Mexico to Canada . . . Dan Calores, 20th-Fox shipper, is off to Seattle for two weeks . . . Charlie McBride returned to his duties at Universal for one day following his vacation and then joined the sick list.

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—BOXOFFICE Staff Photo

At the Warner Club Outing—

CHICAGO—The Warner Club's annual outing on the S. S. *Roosevelt* to Benton Harbor and St. Joseph, Mich., via Lake Michigan, attracted over 200 voyagers this year. These pictures attest to the good time that was had by all.

In the top row, left to right, are John Vallin, home office auditor; Lou Reinheimer, who went along with the group; Art Giannoti, Webster Theatre; Evelyn Lange, secretary to Tom Gilliam, branch manager for Warner; and Bud Erickson, manager of the Warner Rhodes.

The second group shows Phyllis Smetana of ABC printers, with Ed Sager, attorney for ABC, and Mrs. Sager; then a group of Warner exchange girls, left to right: Terry Porter, Grace Blaney, Florence Cohen, Ruth Hoffman, Pearle Fireman Levy, Jean O'Daniel, Ruth Shurley, Dorothy Blaney and Mary Conlan; next a group from the Warner theatre department before the boat left Chicago; Alex Halperin, head film buyer and booker; Harry Turrell, district manager, and John Fette.

In the next lineup, Si Lax of the exchange contract department, and Harry Mandel, booker, practice taking down the fire extinguisher, "just in case," but it wasn't needed; then Charlie Ryan, Warner assistant zone manager and president of the Warner Club, checks through his list to see that all are present and accounted for; and finally, the boss who stayed to work while the employes frolicked, Tom Gilliam.

Steve Fitzgerald of the Warner Stratford and his wife and daughter, relaxing on the return voyage; a couple of the tennis players, Bill Martin, Warner exchange sales control, and Gene Rich of BOXOFFICE; then Fred Perkins, advertising accessories manager; and Frank Williams, booker, and Bill Pohlman, assistant to Larry Stein, theatre publicity head.

Raoul Walsh Assigned

HOLLYWOOD—Raoul Walsh will direct "The Fabulous Thirties," to be produced for Warner by Mark Hellinger as a sequel to "The Roaring Twenties." Milton Krims is doing the script.

Seek Convention Passes From Film Visitors

Chicago—Filmites and those allied with the industry from Chicago descended en masse upon the few industry leaders here for the Democratic convention last week for ducats to the big show.

Carter Barron, Loew's district manager in Washington; C. C. Pettijohn and Bert New of the Hays office; Sol Rosenblatt; Ed Kuykendall, MPTOA president; Claude Lee, Paramount; Y. Frank Freeman jr., Paramount, and many others were besieged all hours of the day and night for the valuable (so they seemed) pasteboards.

John Balaban of B&K, a member of the mayor's citizens' committee, was another plagued for tickets.

Harry Arthur May Supply Answers

ST. LOUIS—Harry C. Arthur jr., ranking executive for the Fanchon & Marco interests in this sector, may have some real news for St. Louis filmdom when he returns from his vacation next week.

First there is the matter of future policy as to stage shows at the Fox, Missouri and St. Louis theatres.

Secondly, some purportedly in the know say something may become official in regard to a new booking pool that would again find the Ansell Bros. and Bessie Schulter lined up with Fanchon & Marco and the St. Louis Amusement Co. This time, word has it, the Shuchart second-run houses, such as the Esquire in Richmond Heights and the Norside, St. Louis, will be found in this booking agreement.

Such a combination would present the strongest kind of opposition to the houses of Fred Wehrenberg and Clarence Kaimann which were recently brought together in a merger, planned primarily to facilitate booking of pictures. At the time this merger was announced, it was stated by the principals that an effort would be made to line up some 35 other houses. It was believed that the Ansells, Bessie Schulter and Sam Shuchart would be asked to join forces with Wehrenberg and Kaimann in the new booking season.

Product Backed Up

If Wehrenberg and Kaimann had succeeded in that move, it would have placed them in a very strong competitive position in booking new film in opposition to the Fanchon & Marco's second run lineup, the St. Louis Amusement Co.

With control of the Ambassador, Fox, Missouri and St. Louis in the first run field, Arthur is in a fine position to make some real concessions to the Shuchart and Ansell second run houses to induce them to join forces with him rather than Wehrenberg and Kaimann.

In the season just closing, the Shuchart and Ansell second runs at one stage found themselves very much up against it for product as a result of the extended run of "Gone With the Wind" at Loew's State. This caused a backing up of first run films at Loew's and made it impossible for Metro to take all of the immediate needs of the second runs. So perhaps, looking forward to a similar situation in the future, they may have concluded they would be better off in a booking combination with the St. Louis Amusement Co. than in opposition to that chain.

There is a third matter that Arthur may dispose of—the persistent rumor that the Balaban & Katz interests of Chicago are anxious to purchase a 52 per cent interest in the St. Louis Amusement Co. Apparently when news gets short in some quarters this old standby about the Balaban boys bankroll being brought into this sector is trotted out.—D. B.

Indiana Admits Superior

INDIANAPOLIS—Superior Pictures Inc., of Illinois has been admitted to Indiana to engage in the distribution of motion pictures.

ST. LOUIS

O F. LESSING, formerly manager here for Ben Judell, has entered the independent picture field on his own. His exchange will be called Variety Pictures and temporary quarters are at 3215 Olive St. He is away to a nice start, since the St. Louis will play his "Sky Devils" and "Scarface" first run the week of August 1.

Those houses in southern Illinois and eastern Missouri that cut prices to avoid the new defense tax are experiencing a decidedly unfavorable reaction from the public. The cut hasn't helped attendance and some of the regular customers have quit coming because of the unpatriotic move.

Barney Rosenthal, formerly with Republic, is visiting relatives in Waterloo, Ia. He has not yet announced his future plans. Recently he and Nat Steinberg, his partner, sold their interests in the local exchange to Republic. Nat is continuing as manager. Steinberg recently was commissioned by Gov. Lloyd C. Stark to judge boxing and wrestling bouts conducted under the auspices of the Missouri Athletic Commission. Michael J. Griffin, shipping clerk for Republic, has been made an honorary inspector for the commission.

Exhibitors Supply Co. has just about put the finishing touches to its new quarters at 3234 Olive St. Ray Colvin, head of the company, is being congratulated on the job. The enlarged store has a 47-foot front and a depth of some 60 feet. A feature is a fine drapery display, with stage settings and also facilities for projecting film.

O. L. Turner jr. of Chester, Ill., and Paul Reynolds of Harrisburg, Ill., were seen along the Row . . . Bob Taylor, Monogram manager, accompanied by Mrs. Taylor is enjoying a two-week vacation at Nisswa, Minn. Fishing is fine in that sector, according to reports. So Bob and the missus are probably enjoying themselves.

Lester Levy is traveling for Monogram out of the St. Louis office while the booking work is being taken over by Ralph J. Heft, who recently resigned as an RKO booker.

Melva Reese of the Monogram office staff goes on her two-week vacation this weekend. "Points west" is her destination. Perhaps the picture cards will tell exactly where.

George Karsch, head of the Lead Belt Amusement Co. of southern Missouri, was another recent visitor to the Row. Also Harry Tanner of Vandalia, Ill., and J. Garrett of the Garrett, West Plains, Mo.

The Rex, Gondola, Ill., opened for business, July 17.

National Theatre Supply is to install fluorescent carpeting in the Seville, Owensboro, Ky., operated by Leo Moffitt. This is the first installation of this new carpet to be ordered in this territory. The house has 900 seats.

Sammy Kaye and his "Swing and Sway" orchestra opened an engagement at Fanchon & Marco's Missouri, July 26. They came here from an extended engagement at the Hotel Commodore, New York.

Mrs. Helen Dolores Edmunds, daughter of State Senator Louis J. Menges who formerly operated several theatres in East St. Louis, Ill., was granted a divorce from John Edmunds, former St. Louis and East St. Louis radio announcer, by City Judge William F. Borders in the East St. Louis city court. Mrs. Edmunds charged desertion. Mrs. Edmunds was also awarded custody of their two-year-old son, Louis John.

James Barton, star of stage and screen, heads an all-star cast of singers, comedians and dancers in the first St. Louis presentation of "Knickerbocker Holiday" at the Municipal Theatre in Forest Park. The week's engagement opened July 22.

A number of Fanchon & Marco executives are on vacation. Harry C. Arthur jr., ranking executive, is winding up a rest period at his Camelot Farm in Shrub Oak, N. Y.; Les Kaufman, exploiteer extraordinary, has gone fishing with lots of new reels, rod and line. Harry Crawford, Ambassador manager, is visiting home folk at Fond du Lac, Wis., and Marion Plessner of the advertising staff is on his quarter-acre ranch near Glendale, Mo.



Golfers From Wabash Street—

A Chicago Filmrow foursome on a recent round. Left to right, with their scores: Ray Goldstein, Olympic and Lake Short theatres, 92; Harold Loeb, 20th-Fox salesman, 96; Marvin Lowenthal, White Palace and Homan, 82; Sam Halper, Metro and Irving, 92.

Horse Racing in Chicago To Get Showman's Touch

CHICAGO—Frank Cambria, one of the first of B&K's art and production directors back in the early 1920's, is here planning to put showmanship into horse racing.

Cambria has been retained by the operators of Washington Park racetrack to stage an open house presentation of the first Derby horse race ever run in Chicago. This will be held on the Sunday previous to the revival of the American Derby at Washington Park.

Since leaving Chicago to go with Publix Theatres when Sam Katz went with Publix, Cambria has been in the east.

Futurama Film Suggestion Nets Pearlman Bonus

CHICAGO—Irving Pearlman, assistant to Jim Booth at Essaness, went to the World's Fair in New York last summer and was so impressed with the General Motors Futurama that he suggested to Jam Handy Pictures that they make a picture about it.

This week Pearlman was $25 richer for that suggestion.

Don Widlund of Jam Handy gave him a check for the suggestion, which was made into a two-reel Technicolor subject on the Futurama. The subject will be ready about August 1 for exhibitors.

"Manager's Previews" an Elisburg Innovation

CHICAGO—Herb Elisburg, manager of the Studio, has a new name for sneak previews. He calls them "special manager's previews."

Catering to a special "first nighters' movie circle" group, which he has inaugurated for every Monday night at the Studio, Elisburg plans to present sneak-previews occasionally. The first of these was held when he ran Republic's "Scatterbrain," following the regular showing of RKO's "Beyond Tomorrow."

Federal Judge Studies Briefs on Bioff Case

CHICAGO—Supplementary briefs in the William Bioff case have been filed before Federal Judge William Holly, and the jurist has taken the case under advisement.

Defense attorneys contend that a federal court can overrule the local court's decision confining Bioff for six months on a pandering charge, while the state's attorney's office says that the federal court has no jurisdiction.

Bioff, meanwhile, is serving the sentence.

Fox Kent Drive Brings Levy, Gehring, Ferri

CHICAGO—Moe Levy, Kent drive leader for 20th-Fox, Bill Gehring midwest district manager, and Roger Ferri, editor of *The Dynamo*, the Fox house organ, were here for the opening meeting in the new Kent drive. All of the local exchange employes gathered to hear them speak.

CHICAGO

SI GRIEVER is now booking the Holden, operated by Sylvester Skorda . . . Ted Morris of the Essaness circuit is taking a Caribbean cruise . . . Al Jolson has been carrying on like a real trouper in his new show, "Hold on to Your Hats," at the Grand Opera House, despite a broken bone in his ankle.

Among vacationers this week at the Warner exchange were Art Patzlaff, office manager; and George Benson, booker, who is touring the west and the Rockies with Mrs. Benson . . . Archie Herzoff of the B&K publicity staff is vacationing at Lake Geneva.

Bill Potts, M-G-M checking supervisor, was surprised with a birthday party at the Potts-O'Toole "mansion" the other night. Among those attending were Charlie School, Sally Gold, Evelyn Stevenson, Jean Lynch and Ruth Hines.

Elmer Hollander, manager of the Warner Stanton in Philadelphia, stopped off to visit with his brother, Bill, head of B&K's publicity department, en route to the west coast on his vacation . . . Elmer Upton, B&K comptroller, was in New York this week.

That Great Dane at the Blackstone this week was "Hamlet," 10-month-old dog of John Ringling North and Mrs. North (Germaine Aussey), here with the Ringling Brothers, Barnum & Bailey circus.

Tom Gilliam, Warner branch manager, is now conducting a circulating library. The books are those in the "Million-dollar book shelf" sent to all branch offices and containing the properties from which Warner will produce its 1940-41 product. Now all employes of the company have an opportunity to read the best-sellers at little cost.

Bill Heineman, western district manager for Universal, spent some time in the local exchange Tuesday en route back to New York.

Josephine Levin of Hollywood Amusement is vacationing . . . Mrs. Bob Hartman of International Enterprises flew to Los Angeles this week, the first time she has ever been in a plane. She will spend several weeks on the coast supervising activities of the Los Angeles office of International Enterprises.

Automatic Movies By December 1

Chicago—The Globe-Mills slot machine movies are expected to be ready for the market by December 1 according to James Roosevelt. Ten two-and-a-half minute subjects, all featuring orchestras, already are completed and the IATSE will service the machines. Young Roosevelt was here to effect a deal with B&K on "Pastor Hall" which will be ready for key showings in three weeks. His "Pot O' Gold" feature is slated to start September 10.





—Kohler Photo

Head Poster Chain—

Ben Marcus (left), Ripon, Wis., president of the newly formed U. S. Independent Poster Service Co., and I. E. Sarnoff, Neillsville, Wis., vice-president and treasurer. The company is planning to open advertising accessory exchanges in all exchange centers. Branches already are in operation in Chicago and Milwaukee. A third is to be opened in Minneapolis between August 1 and 10, officials advise.

Last Rites in St. Louis For Judge Thos. Rowe

ST. LOUIS—Last rites for the late Circuit Judge Thomas J. Rowe jr., who jumped into national prominence when he cited the *Post-Dispatch* and three members of that paper's editorial staff on charges of contempt of court, were held here July 20 at the St. Louis Cathedral. Burial was in Calvary Cemetery.

The appeal of the newspaper publishers, the Pulitzer Publishing Co.; Ralph Coghlan, editor of the editorial page, and Daniel R. Fitzpatrick, cartoonist, from the punishment inflicted upon them by Judge Rowe, will be up for argument before the Missouri supreme court in Jefferson City on October 8.

The contempt proceedings grew out of two editorials and a cartoon commenting on the outcome of extortion charges against John P. Nick, former first international vice-president of the IATSE and State Representative Edward M. (Putty Nose) Brady.

Northeast District of UTOI Meets July 30

CHICAGO—A meeting of northeast Illinois district members of the United Theatre Owners of Illinois will be held next Tuesday, July 30, at the Faust Hotel in Rockford, Eddie Zorn, president, announces.

In addition to the meeting, a new major company feature will be screened and luncheon served at the hotel for members attending.

Chicago Allied Triples In Retaliation Rumored

CHICAGO—It was rumored late this week that many Allied member theatres are planning to go to triple features this weekend in retaliation for the continuance of triples at the B&K Belmont. Jack Kirsch, Allied unit president, was out of town and not available for a statement.

MILWAUKEE

THE VIOLET, west side neighborhood house, has reopened after being dark several weeks for renovations . . . National Chief Barker John Harris of Pittsburgh and his assistant, Robert O'Donnell, Dallas, Tex., were guests of the local Variety Tent.

The Greendale is dark Tuesdays and Wednesdays during the summer months . . . William Exton, who observed his first anniversary last week as operator of the Roosevelt in Kenosha, reported 147,743 admissions entered the theatre during the year.

The Shawano at Shawano has been treated to a new coat of paint on the exterior . . . Harvey C. Buchanan, manager of the Palace at Superior, has been reappointed to the Wisconsin athletic commission by Gov. Julius P. Heil.

Fox's Miller, Plaza, Grace, Layton Park, World, State, Ritz and Oakland theatres staged midnight "Boo" shows last Saturday with patrons remaining through the entire performance receiving free guest tickets good any time up to Aug. 1, 1940.

Latest headache for local exhibitors is night polo being staged each Wednesday at a riding academy just north of the city. Tariff is 40 cents . . . Joe Rosenfield, president of the Mitchell Street Amusement Ass'n and manager of the Mojeska, is back in town after a two-week vacation.

Frank Baldwin, son of Ross, operator of the Tosa, is back in town after a Florida vacation. The youth suffered a scalp wound while diving in shallow water.

Allan Jones, scheduled to sing August 20 at Washington Park here, has canceled the engagement because of motion picture work. Lanny Ross will substitute.

Louis F. Werba, director of the Association of Theatre Managers and Agents in New York City, visited his sister-in-law, Mrs. Johanna Werba, here last week.

TRADE DIRECTORY

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INDIANAPOLIS

VISITORS ALONG FILMROW: William Studebaker, Logan, Logansport; D. D. Lee, Rex, Montezuma; Harry Vonderschmitt, Indiana, Bloomington; Sam J. Switow, Louisville; H. Lisle Kreighbaum, Rochester; Joe Schilling, Auditorium, Connersville; Trueman Rembusch, Artcraft, Franklin; I. R. Holycross, Paramount, Anderson; E. R. Crouch, Fairmount, Fairmount; Merrill Moore, Palace, Kokomo; Harmon Allison, Ritz, Mooresville; Harry Van Noy, Paramount, Anderson; Mrs. Ethel Luckett, Indiana, Scottsburg; Douglass Haney, Albion, Albion; Anthony Bokas, Lido, Argos; Harold Neese, Beverly, Brazil; Harry Douglass, Cozy, Dugger; J. B. Sconce, Playhouse, Edinburg; D. G. Steinkamp, English, English; John Doerr, booker, Alliance Theatres, Chicago; Frank Reimer, Quimby circuit, Fort Wayne; George Heliotes, Rialto, Fort Wayne; Jack and Ben Van Borssum, Savoy, Terre Haute; Mannie Marcus and Jesse Stucky, Palace, Montpelier; Dick Vlastos, Fowler, Fowler; Lowell Moore and wife, Orpheum, Mitchell; Mrs. M. A. Wood, Best, Terre Haute; Max Page, State, Greenfield; Wally Furnas, Brownie, Brownsburg; Mr. Belton, Community, Greenwood.

A carnival was ordered to leave LaPorte after the conviction of two employes for theft of tires and tools from automobiles . . . Henry E. McCarrell, 60, *manager of the Indiana and Lawrence theatres in Bedford, operated by Theatrical Managers, Inc., was found dead in the bathroom at his home by his wife. He had been in ill health. Surviving are his widow, his father, Charles McCarrell; a son, two daughters and two brothers.*

Herbert Kenney, critic of the Indianapolis *News,* is the proud father of a son, born Sunday, July 21. The baby has been named Herbert Kenney III . . . Harry Markun, operator of the Belmont and Talbott theatres, has installed new carpet in both houses . . . Because of the street widening, the Talbott is installing a new marquee. It is a spread-out U-type in ivory and sky blue with circular blue, gold and red Neon lights, an innovation in neighborhood theatre styling.

Joe Cantor, head of the Cantor circuit, operating the Rivoli, Emerson, Esquire, Parker and Sheridan theatres here, has instructed theatre employes to take temperature readings every 15 *minutes to insure patrons comfort at all times . . . The theatres around town are in the midst of their picnic season. The Olson's Oriental gang of* 17 *held their outing last Thursday at Longacre with swimming, eating, etc., on the program.*

Olson's Strand personnel of 11 visited Indian Lake on their outing . . . The Cantor circuit held its outing at Northern Beach last Wednesday when the Rivoli ball team swamped Emerson-Esquire, 31 to 9. Jack Lewis, assistant to Leo Cantor, manager of the Esquire, won the men's swim meet, and Rovina Smith, relief cashier at the Rivoli, captured the women's title. Morris Cantor and Ruth Baker, Esquire cashier, won in the foot races . . . Robert McAndrews, assistant manager at the Rivoli, won a booby prize as he fell down while in the lead in the men's foot race.

Ben Bernie, who recently played at the Lyric in Indianapolis, played a one-night stand at the Colonial Hotel, Lake Manitou . . . Mary Jane Hulse, daughter of Mr. and Mrs. Harold Hulse, an Indianapolis contralto who has been appearing on club and other musical programs for some time in the city, is now in Chicago where she has a long engagement as a club singer. She is a graduate of Ben Davis High School, class of 1939. *Her professional name is Mary Jane Howard.*

The Indianapolis Press Club will sponsor a program featuring Josephine Swinney, soprano, and Dimitri Onofrei, tenor, two of the leading artists with A. F. Thaviu's "Opera Under the Stars," the streamlined English version of "Carmen," at the Butler Bowl, August 10 and 11.

Shorty Phillips is very proud of the fact that his Drive-In Theatre will enable many semi-invalids to see movies that heretofore were unable to do so. Just a few evenings ago a station wagon came to the Drive-In and inside lay a woman on a cot. She told Phillips it was her first show in ten years.

Last March when the Dead End Kids made a personal appearance at the Lyric, Claude Allison, manager of the Strand, arranged for them to be taken through the Marion county jail because they were working on a junior G-Man serial for Universal. The first chapter of this serial will be shown at the Strand the three days starting July 29 and will be given a Hollywood opening with lights, an artillery display, distribution of G-Men badges, etc.

A. C. Zaring and his manager, Eddie Zeyen of the Zaring, Indianapolis, are proud of their new Lockweave carpet. It is the first of its kind in Indianapolis to have an inlaid design. Set into the chocolate brown background are figures in an Egyptian motif—fans, lotus blossoms and the sacred scarab. By some peculiar process, the carpet is not woven. If it is damaged, the marred spot can be cut out and a fresh square inserted.

Handles Advertising for Riverside in Milwaukee

MILWAUKEE—Cecile Lane has joined the Riverside here as director of promotional work and advertising, according to E. J. Weisfeldt, managing director of the theatre.

Fox six years Miss Lane was motion picture editor and critic of the now liquidated Milwaukee *News.* She also held the post of women's editor of the paper and was feature writer for several years, traveling annually to Hollywood to do a story series from the film center. Most recently, she directed the local campaign of the National Committee for Music Appreciation.

Jane Withers Is Renewed

HOLLYWOOD—Twentieth-Fox has renewed James Withers' acting contract for another year.

: SPRINGFIELD :

LOUIS KERASOTES, vice-president of Kerasotes Theatres, was guest of honor at a name day party attended by 100 guests and given by Mrs. Kerasotes. A dinner featured the event . . . Louise Stanley, former Springfield girl, came in for a little home town applause when her latest picture, Monogram's "Sky Bandits," was shown at the Strand.

Max Tschauder, manager of the Roxy, is spending a week's vacation in the northern Iowa lake country, boatin', fishin', swimmin' and just restin'.

J. B. Giachetto and Bill Feldstein, first and second baseman respectively on the Frisina baseball nine, who have been on the casualty list with leg trouble, are now back in the lineup. L. Kane, also of the Frisina team, was hit in the head by a pitched ball in a recent game with Florence. He was taken to a hospital but his condition was not considered serious.

The Springfield public liked Bette Davis so well in "All This, and Heaven Too" that Max Tschauder, manager of the Roxy, was obliged to hold the picture over a second week.

Dominic Frisina, president of the Frisina Amusement Co., attended the Democratic convention in Chicago with Harry Hershey, Democratic nominee for governor of Illinois. Hershey is also attorney for the Frisina chain. Frisina said it was the most spectacular sight he's ever seen.

Pete Campo, doorman at the Roxy, has returned from a vacation in Florida.

William Kilgore is planning some special events on the occasion of his first anniversary as manager of the Kerasotes Modernistic Theatre at Onarga, Ill. He spent the weekend visiting his parents and the home office in Springfield.

Bernard Palmer, manager of the Kerasotes Lory at Highland, Ill., is going to spend his vacation roughing it in the Ozarks.

A. R. Zimmer, manager of the Fox-Lincoln, was glad to hold "Maryland" over a second week to meet the demands of his patrons.

Dave Jones, manager of the Senate, reports a woman complaining about another woman's child in his theatre having the whooping cough. Upon being approached, the second woman explained: "He doesn't have whooping cough. He merely choked on the potato chips I was feeding him."

Flynn to Talk New Metro Contracts With Circuits

CHICAGO—J. T. Flynn, M-G-M district manager, is planning to begin discussions shortly with Essaness and the Warner circuits locally for new 1940-41 contracts. He also will discuss new deals with Fox-Wisconsin in Milwaukee and Cooperative Theatres in Detroit, in this territory.

Confident in Future, Chain Adds Houses

MINNEAPOLIS—So certain is the Minnesota Amusement Co. that much better times are close at hand for the theatre business in the northwest, that it has embarked on an extensive program of theatre acquisitions and improvements. It will expend approximately $150,000 alone in modernizing a number of its houses.

The circuit will take over a $150,000 new St. Paul neighborhood house now in course of construction. Other houses that just have been acquired on an outright or partnership basis include the Minneapolis World and Palace in the loop, the Paramount, St. Cloud, and the Garden, Hibbing, Minn. A deal also is pending for it to acquire the St. Paul World on a partnership arrangement, the same as that which obtains for the Minneapolis World.

President John J. Friedl of the Paramount-affiliated chain has announced, too, that elaborate remodeling and improvements will be made at the Garden, Hibbing, Garrick and Lyric, Duluth; Moorhead, Moorhead; Grand, Mankato, and Broadway, Winona, Minn.

One reason for Friedl's optimism, in the face of current poor business, is the large gains in northwest farm income, he says. In 1939 that income was $1,107,212,000, a gain of $66,658,000 over 1938, while substantial gains are being made this year. Huge government defense program expenditures also are certain to stimulate theatre patronage, he feels.

Friedl does not believe that the proposed inclusion of divorcement in any consent decree should be a barrier to his circuit's expansion. He points out that he has not been advised of any such development and he is in "complete ignorance" of it.

W. A. Steffes, who has been one of the leading advocates of divorcement, is now a partner of the Minnesota Amusement Co. in the operation of the World here. If the St. Paul World deal goes through Berger, also an enemy of producer and distributor ownership or operation of theatres, also will be a Minnesota Amusement partner because that is Berger's house.

Minnesota Amusement Makes Peace With Benz Bros.

MINNEAPOLIS—The Minnesota Amusement Co. has accepted the "peace terms" of the Benz brothers by taking over their 1,900-seat loop Palace on a 10-year lease.

In return, the Benz brothers withdraw entirely from the Twin City theatre field and abandon their threatened suits against the big circuit and major distributors here for alleged conspiracy to deprive them of screen product when they operated the 4,000-seat Minnesota Theatre recently and to halt the servicing of the Palace for dime double features.

At the same time, the owners of the Minnesota are left out in the cold holding the sack. They have an unoccupied theatre and no tenant in prospect. Up to a few weeks ago they had been banking on the Benzes to wage a fight for major screen product and reopen the house. The latest development probably makes it more likely than ever that the big $2,000,000 de luxe house eventually will be torn down for a parking lot to save the high taxes.

The Palace will be reopened this fall in all probability, but no policy has been decided upon yet, according to John J. Friedl, Minnesota Amusement Co. president. It is expected, however, that it will have a 15-cent subsequent-run policy similar to that of the Pantages and the Seventh Street, the latter now closed. Before going dark more than a year ago, it played double features of ancient vintage at 15-cent admission and occasional vaudeville.

50 Attend Variety Noonday Luncheon

KANSAS CITY—Fifty members of Variety attended the noonday luncheon Monday to discuss various problems. So successful was the meeting that members agreed to hold brief business sessions every Monday noon, with a special attendance chairman each week.

Several important affairs now are in the making, and progress on these will be reviewed by officers and committeemen as time goes on. Chairman next Monday is Homer Blackwell, manager of Advertising Accessories, Inc.

First big event will be a "Days of '49" festival the last week in August. Plans will be formulated this week.

The Monday meeting was in the nature of a revival of the "barker spirit," which is inclined to droop a little in the summer months.

Bev Miller of Book Nite conducted a Willkie-Roosevelt poll among members, and the vote was finally tabulated as: Willkie, 29; Roosevelt, 10; George Harttmann, 1; William Jennings Bryan, 1, and Santa Claus, 1. The last three votes were regarded by political observers as reflecting the traditional American attitude of revolt.

Among the guests was Paul Welch of the Missouri Pacific Railroad, who explained arrangements for the trip to Coffeyville, Kas., and the world premiere of "When the Daltons Rode." Attending Monday, and not seen often at the club, were Joe Garrison, district manager, and G. C. Parsons, manager, Universal; Fred J. Wolfson, lawyer, who is running for public administrator on the Democratic (nonmachine) ticket; George Fuller, 20th-Fox; W. G. McKinney, H. J. Griffith Theatres, Inc.; Ollie Williamson, WB, and Bill Porter, Stebbins Theatre Equipment Co.

Predict Steffes-Berger Faction Will Form Own Allied Group

MINNEAPOLIS—Predictions are being freely made in local film circles that it is only a question of a short time before the W. A. Steffes-Bennie Berger faction among the independents will withdraw from Northwest Allied as presently constituted in order to form their own exhibitor organization as a unit of national Allied States. Rumors have been rife that the groundwork for such action already has been laid, but no confirmation is obtainable.

The Steffes-Berger group lost control of Northwest Allied when exhibitors who have opposed the Steffes administration put over their program at the recent convention here and elected their candidate for executive secretary, Fred Strom, defeating Ben Ashe, favored by Berger and Abram F. Myers, national Allied States general counsel. While Berger is not making any comment for publication now, he has let it be known that he has no confidence in the present Northwest Allied setup and does not believe that Strom is qualified, even buttressed by the newly constituted executive committee of three which will assist the latter, to replace Steffes as the body's virtual head.

Lebedoff Success Irks

Moreover, the Steffes-Berger crowd is especially irked because Sol Lebedoff, Minneapolis exhibitor, has been given such a prominent place in this new setup, having been chosen Minneapolis governor on the board, one of the executive committee of three and treasurer. Steffes and Lebedoff have been at odds for the past several years. Lebedoff, in fact, was the bitterest foe of Steffes during his last two regimes as president and quit the body. Until Steffes became ill Lebedoff was threatening to form a rival organization of his own.

It is also pointed out by the Steffes-Bergerites that many of those now in the saddle, in addition to Lebedoff, failed to support Northwest Allied or cooperate with it hitherto. Even then, however, it's claimed, the body got along all right and did a good job in protecting the interests of northwest independents, including even those who didn't pay dues. Now, according to the present complaint, incompetent and inexperienced hands should not be entrusted with the handling of the exceedingly important problems confronting exhibitors.

Lebedoff is sure that he and his followers can show good results within the three-month trial period for which they have asked. His aim is to enroll all independents in the organization, keep expenses and dues down and force a reduction in film rentals and the elimination of percentage.

Take Over Midway

PROTECTION, KAS.—Abe Darrock and Victor Stark have taken over the Midway here which is closed temporarily for remodeling. L. R. Bayless formerly operated the house. Stark also operates the Comanche, Coldwater, Kas.

Trade to Coffeyville For 'Daltons' Debut

KANSAS CITY—Studio players, Universal executives from this section of the country, exhibitors from Missouri and Kansas, Fox Midwest executives, and a sprinkling of people from Filmrow attended the world premiere of "When the Daltons Rode" at the Midland and Tackett theatres, Coffeyville, Kas., July 25. A special train took guests from here at 7:45 a. m., arriving in Coffeyville at 12:40. About 125 members of the trade attended the premiere.

Universal players were Andy Devine, Frank Albertson, Constance Moore and Peggy Moran, plus Director George Marshall and Mrs. Emmett Dalton, widow of the last of the Dalton gang; Joe Garrison, district manager for Universal; G. C. Parsons, branch manager, Kansas City; Lou Levy, Des Moines manager; Harry Hynes, manager at St. Louis; Otto Siegel, manager at Omaha; J. E. Hobbs, manager, Oklahoma City; Kansas City salesmen Ralph Morrow, Roscoe Thompson, Les Durland and Is Beiser; Lon Cox and Senn Lawler of Fox Midwest; Bill Vaughn, Kansas City *Star;* Harry Laferdi, Tulsa *World,* and Joe Mayer, Tulsa *Tribune;* Bruce Palmer, Oklahoma City *Oklahoman;* Mrs. Barney Oldfield, Lincoln, Neb., *Journal;* Ralph Talbott, Tulsa exhibitor; and the following exhibitors: J. R. Hosey, Civic, Pretty Prairie, Kas.; Bill Leonard, Mystic, Cedarvale, Kas.; Nick Kotsis, Oswego, Oswego, Kas.; J. W. Grantham, New Baxter, Baxter Springs, Kas.; Jim Owen, Owen, Branson, Mo.; M. D. Utterback, Lyric, Wellington, Kas.; Glen Klock, Klock, Neodesha, Kas.; A. J. Simmons, Burlington, Kas.; Dr. James Moffitt, Auditorium, Tampa, Kas.; Jess DeLong, Ute, Mankato, Kas.; Fred Wilcox, Cozy, Lockwood, Mo.; Leon Pugh, Doric, Erie, Kas.; Glen Newbold, Temple, Yates Center, Kas.; Helen Ward, Deluxe, Moline, Kas.; C. R. Gregg, Gregg, Caney, Kas.; J. B. Coverston, Cozy, Gravette, Ark.; A. N. Brown, Roxy, New Franklin, Mo.; Ed Tindell, Star, Chanute, Kas.; A. W. Pugh, State, Columbus, Kas.; Lee Sproule, Rex, Newton, Kas.; F. L. Lowe, Sterling, Kas., and his managers from Hayes, Hoisington and Lyons, Kas.; Ray Walsh, Mainstreet, Chanute, Kas.; Laverne Woody, Palace, Golden City, Mo., and Joe Lenski, Cozy, Girard, Kas. Other exhibitors attended, but did not make reservations.

David A. Lipton, Universal studio publicity manager, was in Coffeyville for the premiere.

Preview "Beast"

KANSAS CITY—"Hitler—Beast of Berlin" was previewed for an audience of 150 at the Vogue July 24 by Bert Edwards and William Pincus, who are distributing the film in this territory. The film opened July 28 at the Regent for its first run. Attending the preview were the FBI, police, clerics and members and officers of the American Legion.

Gets "Shepherd of the Hills"

HOLLYWOOD—Grover Jones is adapting "Shepherd of the Hills" for Paramount.

KAYCEE

REGULATIONS for use of sound trucks in Kansas City are the same as last year. They are prohibited in the area bound by Broadway and Holmes, Missouri river and 25th St.; on boulevards, or passing schools or hospitals. Use is confined to 8 a. m. and 7 p. m.; they can't be used on Sundays or holidays.

The Aladdin, Bill Parsons house, has gone to 22 cents on its Sunday change, making the admission 25 cents including tax. It had been 28 cents, including tax.

The Missouri legislature is in special session to provide funds for Missouri relief the remainder of the year. This is the one subject with which legislators can deal, and no additional taxes are needed or expected, according to political observers.

Oldtimers in the business will remember Claude D. Hill who died July 22. He was 60. At various times in the past he managed the Ashland, the Idle Hour, the Elmwood. He was in circus business years ago.

There were a lot of exhibitors on the Row this week; maybe it's the sunshine that brought them: Warren Weber, Stafford, Ellinwood, St. John, Howard, and Burlington, Kas.; George Hayob, Mary Lou, Marshall, Mo.; M. J. Aley, Princess, Eureka, Kas.; Mr. and Mrs. M. A. Otto, Linn, Pleasanton, Kas.; E. Van Hyning, Iola, Kas.; Joe Lenski, Cozy, Girard, Kas.; Nick Kotsis, Holden, Holden, Mo., and Oswego, Oswego, Kas.; John L. Whiting, Lido, Downs, Kas.; Ulric "Yic" Williams, Delphus, Carthage, Mo.

Francis Keilhack, who used to be here with National Theatre Supply, but who is now in Chicago, was saying hello to friends on Filmrow this week on a visit . . . L. J. Kimbriel, manager of the Missouri Theatre Supply, left July 24 for a vacation (his first in three years) which will include Oklahoma City, Dallas and Chicago.

Walt Talbutt, Victory, Rogers, Ark., was on the Row this week with his arm, broken five weeks ago, still in bandage. Asked why he did it he suggested that maybe he'd get more consideration when asking for adjustments . . . Irving Zussman, Metro Premiums sales manager, was on Filmrow this week visiting with Gene Kaufman, local manager.

Mickey Gross, manager of the Orpheum, Denver, Colo., stopped off here en route to an Ozark's vacation to say hello to old friends. Mickey used to manage the Isis here for Universal.

Jean Fiske, Warner Bros., just returned from a trip over most of the east, accompanied by Marguerite Ingalsbe of Commonwealth Theatres . . . Jack Barnett, newsreel entrepreneur at 20th-Fox, just returned from a trip of almost four weeks that took him, among other places, to the Chicago Democratic convention and the Minneapolis aquatennial.

Virginia Gaylord isn't going on her vacation for two or three weeks yet. Her telephone number is the same, in case . . . Marie Campbell McLatchey was back at Columbia for three days where she used to be secretary to Manager Ben Marcus, before she was married. Zack Beiser says it's because business is so good, "so help me."

The Columbia Fun Club, employe organization at the Columbia exchange, is planning a picnic August 3, reports Louise Williams . . . H. J. Griffith, head of H. J. Griffith Theatres, Inc., left July 25 for California where he will meet his family for the return to Kansas City

Betty Wrenn of Universal has gone to the switchboard. Naomi Good is now doing reports, etc.

Many in the industry here were shocked to learn of the death of Mrs. J. D. Wineland of Picher, Okla. Burial was Monday afternoon. J. D. Wineland, exhibitor of Picher, and Mrs. Wineland were both injured in an automobile wreck, July 5. He is still in the hospital.

Bob Hunter of the Roanoke has just returned from a vacation at Bennett Springs, Mo., where he fished for trout . . . Finton Jones was a casualty to the chiggers last week. A bite from one of the insects developed into a foot infection and put Jones in bed. After a course of sulfanilamide (spell it yourself), Jones was around

(Continued on page 47)

View Economy Drive As Late in Coming

KANSAS CITY—The present retrenchment underway in Hollywood dictated by developments abroad will hardly surprise many laymen, but that it "has been postponed so long" will, observes the conservative Kansas City *Star* editorially.

Using the Paul Muni-Warner Bros. split as the basis for its discussion on what impends for the industry, the *Star's* editorial, headlined "Hollywood Faces a New Day," follows:

"Paul Muni is the first major casualty known to have resulted from the American motion picture industry's loss of foreign markets. He is not likely to be the last.

"Mr. Muni had a contract with Warner Brothers, calling for a salary of $175,000—not a year but a picture. The contract has just been canceled. Mr. Muni has proved a brilliant star, a money-maker for his company. But, say the Hollywood observers, the financial prospect no longer justifies the payment of such salary to an actor. It is rumored that other high-priced actors and directors already have either been let out altogether or had to take large salary cuts, for the same reason.

"What will surprise many laymen, however, is not that the producing companies are now having to economize because of political developments abroad, but that the retrenchment has been postponed so long. This country has recently experienced a business depression of vast mag-

nitude. Yet here is an industry that seems to have continued to pay the fabulous salaries associated with the boom era.

"The public hears of the income of certain stars. It is not, perhaps, equally familiar with the situation prevailing among the movie executives. Morris Ernst, writing in the current *Atlantic Monthly*, reports that one company is paying out more than $8,500,000 a year to 167 executives. Two other companies, Mr. Ernst says, have annual executive pay rolls of $8,392,000 and $7,458,000 respectively, while a competitor, with only fourteen executives, recompenses them to the tune of $4,762,000 a year.

"Mr. Ernst then quotes the Screen Directors Guild to the effect that in 1938 approximately 40 per cent of the total cost of making pictures in Hollywood had to be charged to studio overhead, that ten years before the industry made nearly twice as many pictures with one-eighth the number of producers, supervisors, associates, special assistants and other administrators then employed, that millions of dollars had been invested in screen stories that were never to be used and that 'executives by the gross are unqualified, inexperienced, lacking in creative ability, owing their posts to nepotism.'

"This is only one view of the industry, of course. But if anything like these conditions exist, it is obvious that a housecleaning is long overdue."

Blackwell, Poster Veteran, Opening Own Exchange

KANSAS CITY—George Blackwell, who has spent several years in the poster business on Filmrow here in years past, will open an independent poster exchange, Blackwell's Advertising Service, Monday, July 29. Blackwell will carry stock at 2706 McGee, but in two or three weeks expects to open an office on Filmrow.

The new service will have all kinds of used paper with the exception of 40x60's on all pictures released in the past year, and it will be able to furnish paper on pictures older than that. Blackwell, who is manager of the Richardson Trailer Company (house trailers) at the McGee address, was with Independent Poster Exchange, 1928 to 1935, and with Premier, 1935 to 1938.

Commonwealth Sets Meet

KANSAS CITY—Commonwealth Theatres Corp. has set its fall managers' convention for September 4 and 5 at the President Hotel, in Kansas City. The meeting will celebrate the end of the "King of the Sun" contest, annual summer campaign which ends August 17, and will introduce plans for the fall boxoffice campaign of the Commonwealth houses, according to C. A. Schultz.

Remodel in Bowling Green

BOWLING GREEN, MO.—The State here has been remodeled and re-equipped by Mrs. Katherine Zuber and T. J. Bankhead, co-operators.

New Cooling for Lyric

ANDERSON, MO.—The Lyric here has installed a new cooling system.

Many From Kaycee To Caney Opening

CANEY, KAS.—The opening of the new Gregg here, July 18, by C. R. Gregg, was one of the most successful in the territory this season. A number of theatre and film people from Kansas City and environs attended along with an overflow crowd of the public.

R. R. Biechele of Kansas City, Kas., made a brief talk in which he discussed general business conditions, praised Gregg's support of exhibitor organizations, and asked the audience to support a man who had, in the face of bad business, made a large investment in the future of Caney and the film industry.

Larry Larsen, who operates the Civic at Webb City, Mo., when he isn't building theatres, and who designed and constructed the new Gregg, also spoke briefly.

Film and theatre people took bows, including Ernie Block of Warner Bros.; Joe Stark of Paramount, with his wife and son; Roy Young of Paramount; L. J. Kimbriel, Missouri Theatre Supply; Don Davis and A. F. Schneider, RCA; Guy F. Bradford, United Artists; J. C. Heslip, Todd Air Conditioning, Bonner Springs, Kas.; Les Durland, Universal; Victor Cavenor and Marion Peak, Oklahoma Theatre Supply, Oklahoma City; Earl Jameson of Film Delivery; George Harttmann, North Kansas City exhibitor; Art Pugh and Mrs. Pugh, State, Columbus, and Doric, Erie, Kas.; O. H. Gregg and Mrs. Gregg of Sedan (he is a brother of C. R. Gregg) and Earl Freiberger, Dewey, Okla.

Gregg served a buffet luncheon at his home after the show, and later in the evening he took the film and theatre crowd to the Mullendore Ranch, just over the line in Oklahoma, where they were entertained.

The rebuilding of the Gregg, which cost over $30,000, makes it one of the finest theatres in the territory.

Gregg has been in the theatre business since April, 1921, when, with A. B. Crandall, he took over the Benton, Kansas City. Gregg recalls that one of the first things the partners, who were inexperienced in theatre operation, did when they had the Benton, was to be "sold" on a spook show. They worked all day to get up a curtain over the stage, but it fell down about 5 o'clock, and the work had to start all over again. They finally got the curtain up. However, in order to let it down, Gregg had to climb up on a ladder and let it down by hand. About the time he had established himself firmly on the ladder, Crandall turned on the lights, and there was one of the theatre owners out in plain view of the audience. The spook show was pretty bad, but the audience got a lot of fun out of seeing Gregg perched on his ladder, he recalls.

After selling the Benton, Crandall and Gregg purchased the Liberty at Caney, the one just remodeled. A year later Gregg returned to Kansas City and bought the Central, which he operated a year. He then spent four years as a theatre broker, and during that period was in and out of most of the suburban theatres in Kansas City as manager or owner. He bought out his partner at Caney in 1927, and has been there ever since.

Salary Hike for Hope

HOLLYWOOD—Bob Hope has been given a new one-year acting pact by Paramount calling for a substantial salary increase. His next for the company will be "The Road to Zanzibar," co-starring Bing Crosby and Dorothy Lamour.

Paramount Buys a Novel

HOLLYWOOD—"Captain From Connecticut," a novel by C. S. Forrester based on the sea-raiding days during the war of 1812, has been purchased by Paramount.

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DES MOINES

GEORGE HATCH's stiff neck has nothing to do with the proud way he holds his head when the American Legion Junior Drum Corps goes rat-a-tat-tatting by . . . one of those red-coated little drummers is a young Hatch. More about George: He got bitten for his pains recently when he graciously tried to play midwife to a pooch.

Four film delivery trucks double parked for about a half block while waiting to load papers . . . BOXOFFICE *comes along and stops the car just a mere second under the Orpheum marquee and honks timidly for & Co. . . . "Move on there, lady, you're blocking traffic," barks a cop who was chatting cozily with the truckers who were doing a real job of traffic blocking . . .* BOXOFFICE *boiled . . . yeah, and she saw at least two of you drivers laughing up your sleeves.*

Fred Herwehe (clutch work a specialty) is now the Waumpum Kid over at Iowa Film . . . Fred tore an Indian clutch apart and then found out he could learn the medicine man's art of putting it back together again only if he would pay 40 cents for an instruction book . . . on being interviewed, all Fred would say was, "Ugh!"

Bibianne Hazlett Weldon is reported as looking just like a little girl—especially in that dress she wore down along the Row one of the days she was on vacation . . . Kennie, observers say, agrees with Bibianne. We stopped tonight and stared awestruck at that new 20-foot sign at Iowa Film telling people that "Iles-McKinney & Wolf" are peddling General Tires.

Lyle Wright, Iowa Film, trotted over to Earlham to marry Marjorie . . . The boys have been giving Don Cowell (BOXOFFICE'S brother, d'ja know that?) the works by doing everything from wiring up his jacket sleeves to selling him Rat & Cat stock . . . Windy Wittenbaugh, Inland, is back from Oklahoma and the Ozarks . . . Windy had a flat tire 20 miles out of DM and no tire tools (and he claims he didn't say the naughty word).

Cleo Current, formerly of Monogram, is to be the new femme at Universal . . . Loretta Dieling and BOXOFFICE, *while discussing the affairs of state and nation Saturday, decided that the average housewife who complains about her chores just doesn't have any system . . . Joe Smith was so tuckered out Friday that he refused to show off his remarkable command of the English language.*

This week will see Ruby Willey retiring from the Universal picture again in favor of keeping little Jay Warren's hair combed and nose wiped . . . then she's got Ruby Stacy's wedding to take care of . . . it's scheduled for August 18. Wonder if Lou Elman paid the 55 cents required for a ducat to the tennis matches Sunday? Lou's newest salesman (replacing Danny) used to be with Tiffany Pictures.

Bert Thomas says he didn't buy that greenish blue shirt because it made his hair look so black and nice . . . he contends he just goes for its softness and coolness. Mary Benjamin fit quite a fite when a bug got under her desk the other day. Mildred Barquist, that nice steno at DM Theatre Supply, is building herself a new house.

Why is it? Film folk never get fired or canned like ordinary people, they always "resign." Filmrowers don't go to the movies like outsiders, they "look at a picture." There may be some dumb Filmrowers (we said maybe now, didn't we?), but there never was a dull one.

A. E. Thiele says he got that broken finger when he smacked it on a register, which is as good a door-knob story as we ever heard. Thiele and Morris Smith were perspiring over their pitch in at Film Transportation Monday eve . . . Thiele should have been doing the perspiring because he was the one who kept losing out on the Hi-Lo-Jack. Says Thiele, "Last night Morris stayed out so late and lost so much dough playing pitch that his wife pitched him out." Says Morris, "Bah, Monkey!"

Being a show-off, Chick Friedman had to telegraph back to the Row from Pike's Peak just to prove that he really is spending a little time climbing mountains . . . Elmer Tilton is out thar in that general direction spending some three weeks in Yellowstone . . . there's a very loud rumor floating around here that Tilt is gonna hook up with an exchange on DM Row.

Mel Evidon's mother died unexpectedly Thursday in Minneapolis of a heart attack, it is believed. Maurice Crews of the Strand in Waterloo and Marvin Grabel of the Roosevelt in DM are to vacation duo in about a week.

Through the alidade (look it up—we had to): Art Stolte back from a vacation and going into the bank . . . you guess whether to put or take . . . Ray Blank dining solo at the Fort cawfee shoppe . . . Stan Mayer (we think), sans coat, backing that lengthy mechanized carriage into a choice parking spot in front of the Fox exchange the night of the "I Married Adventure" screening . . . but not without a perspiring brow . . . Moran of Republic toting kodachromes over to the *R&T* and sweltering inside with a coat on . . . Bob Sandler springing an upset in the state tennis meet, but failing to get to the finals.

Hoping for a Boy, And With Reason

Des Moines—If Ronald (Dutch) Reagan, the former Iowa radio announcer, and Jane Wyman have a daughter, the Des Moines "Tribune" is going to be disappointed. Editorially, the newspaper observes:

"Jane Wyman, movie actress married to Ronald Reagan, is 'expecting.' If the arrival is a girl, Miss Wyman expects to name it Louella Maurine. For the child's sake, we hope it's a boy."

Aquatennial Penalizing Minneapolis Theatres

MINNEAPOLIS—With the Aquatennial civic celebration on the past week here, several of the theatres tried hard to divert attention and patronage away from the celebration's numerous counter attractions. It was found, however, that, on the whole, the event hurt the showhouses, drawing business away from the latter to its own offerings, including big free street parades, fireworks, a rodeo starring Gene Autry, a musical comedy revue and air and water shows.

Several theatres tied in with the celebration to a greater or less degree. The Esquire played a Gene Autry picture and gave away tickets to Autry's radio broadcast. The Gopher had an aviation drama, "Flight Angels," and utilized several tie-ups with the Aquatennial flying show. The Century had a special midnight premiere of "Carolina" following the Tuesday night parade.

Wink at Law in Granting Ringling Circus Permit

MINNEAPOLIS—Although a state law prohibits circuses from showing in the Twin Cities within 18 days of the opening of the state fair, the city councils of Minneapolis and St. Paul have granted licenses to Ringling Brothers for August 5 and 6 here and August 7 in St. Paul, within 17 days of the fair's opening, August 24.

R. A. Lee, state fair board secretary, says he is not an enforcement officer and doesn't intend to make a complaint. Anybody else wishing to "split hairs" over the matter may do so, he points out.

Reason for the law was a belief that circus performances just before the fair rob the latter of patronage.

Unsolicited Aid

DES MOINES—Harry Hiersteiner, whether he wanted them or not, had the combined mighty publicity forces of General Tires and "The Greatest Show on Earth" laboring for the Family Theatre and "Forbidden Adventure" last Sunday.

In fact, Harry can truly say he had a gargantuan program, but only because there was monkey business in connection with the editorial art publicizing the program at the Family.

It resulted from purist Editor Clayton's censorship of pictures Harry sent over to the *R&T*. Clayton ordered his Boswell, Frank Clark, to dig something a little tamer from the morgue; was rewarded with a photo of the ruins of the lost city of Angkor.

In desperation, Clayton called for a picture of a gorilla—any gorilla. And that's how come a picture of Ringling Brothers' Gargantua, in the act of cursing a sturdy General tire that had withstood his might, wound up on the theatre page.

"A gorilla figures in the story of 'Forbidden Adventure,' film playing at the Family Theatre," said the caption.

OMAHA

MR. AND MRS. IRA ADAMS, Rialto, Nelson, Neb., are on a trip to New York . . . R. L. Andress, Ponca, Ponca, Neb., celebrates his 21st wedding anniversary this month . . . A bunch of birthdays for Ann Franek, RKO inspectress; Cliff Norene, Paramount shipper; Elvera Roslund, RKO cashier . . . H. A. Larson, Majestic, Oakland, Neb., is taking a vacation trip. Larson's nickname is Mickey, but we can't find out why.

Bruce Merrill, Lyric, Edgar, Neb., has a birthday soon. Bruce expects to celebrate by taking apart a projector and putting it back together, since he's quite a mechanic and engineer . . . Vernon Van, Strand, Wakefield, Neb., left on a trip to Washington and the World Fair at New York . . . It's a wedding anniversary for Forrest Leggate, Royal, Dayton, Ia.

Every year about this time, Ralph Falkinburg, Majestic, Lexington, Neb., does three things. First, he celebrates his wedding anniversary (this year it's his 25th w. a.) Second, he gets ready to spend the month of August at his cottage in Minnesota. Third, he promises to send BOXOFFICE in Omaha a nice batch of fish from the lakes. How about it, Ralph?

The Variety Club party was regarded as a huge success by everyone along Filmrow. Don McLucas, one of the boys in charge, said a final checkup will probably show a financial success too . . . It's Doctor McLucas, now, since the United Artists boss received a certificate from the home office showing he's a "Doctor of Showmanship."

Three exhibitors in the Omaha territory celebrate wedding anniversaries on almost the same day this week. They are: J. V. Frank, Harvard, Neb.; L. A. Bramson, State, Elk Point, S. D.; Laurence Burkey, Ritz, Deshler, Neb. . . . What happened to the argument between Burkey and Leon Mendelson, Warner salesman, about who's the best ping pong player?

Don Allen, manager of the Omaha, is vacationing at the lakes . . . Ted Emerson, Tri-States advertising manager, is back on the job after his vacation . . . Every exhibitor visiting Omaha should take a look at the new lobby, marquee and sign at the Orpheum. Manager Bill Miskell is mighty proud of those fancy glass doors . . . Lou Kozal, Tri-States ad artist, may have a news flash soon.

Tex Ritter, Monogram western star, went through Omaha on his way east and stopped here to see Sol Francis, who unfortunately was out of town, probably selling some Monogram pictures starring Tex . . . Joe Jenny, who operates circuits around Malmo, Neb., will gladly supply you with information on growing apples or running a postoffice . . . Faye Honey, Tecumseh, Neb., was in town.

Shep Owens, pride and joy of the IATSE boys, is getting to be quite an authority on poetry, says Bill Grenville of Quality Theatre Supply, who should know . . . Harold Neumann would make a good newspaper reporter.

Willkie Short Fails to Draw in Minneapolis

MINNEAPOLIS—The Orpheum last week had poor business with Wendell Willkie in an "Information Please" short played up in ads, publicity and exploitation along with the feature "Four Sons." However, film fans here haven't been going for war tragedies and the lack of draw is attributed not to any lack of interest in Willkie, but to the feature photoplay.

Manager Bill Sears refuses to believe that boxoffice results reflect in any way on Willkie's popularity or vote-getting ability. A strong supporting program of shorts never is able to hold up a weak (from the boxoffice standpoint) feature film, he and others point out.

To Raze Seventh Street For a Store Building

MINNEAPOLIS—A local syndicate has purchased the Seventh Street Theatre, one of the city's oldest showhouses, and will tear it down for four-story parking ramp and store building. The deal was said to involve $250,000 cash.

Bill Elson has been running the theatre for RKO. During the past several years it has played subsequent-run pictures at a 15-cent admission. The theatre originally was built to house Orpheum circuit big-time vaudeville on a two-a-day policy.

Elson says he has no definite plans for the immediate future, but expects to remain in Minneapolis after a vacation.

Plastic Surface Screen at Marvin Fosse House

LA PORTE CITY, IA.—The first plastic surface screen sold in Iowa will be exhibited at Marvin Fosse's remodeled theatre here when he opens it about August 15. He purchased it from Al Schuyler's National Theatre Supply office in Des Moines.

The remodeled house will be using a super-cinephor treated surface lens and will have the new fluorescent carpeting. It will be completely air-conditioned with cooling and heating coils.

New seats for the theatre were purchased from A. E. Thiele's Des Moines Theatre Supply Co.

John Wolfberg Marries Miss Margaret Tatten

SPRINGFIELD, MASS. — John Wolfberg, manager of Loew's Poli here, was married last Saturday to Miss Margaret Tatten. Wolfberg formerly managed the Giles and Strand theatres in Kansas City, and his bride is a former employe of the Warner exchange office in the same midwest city.

Harris B. Wolfberg, Kansas City district manager for Metro, is the bridegroom's father.

Two for Walnut Grove

WALNUT GROVE, MINN.—O. B. Dahlgren is remodeling a building here to house a theatre, while M. J. Herbers is building anew on the site of the town's only theatre, destroyed last November by fire.

KAYCEE

(Continued from page 44)

again Sunday and drove to Caney, Kas., and back.

Tom Edwards of Eldon, Mo., was in July 22 strictly on business, he said . . . There's a rumor current that C. H. Potter and Jack Shriner are going to Canada next week to fish . . . Charley Gregory, manager of National Screen Service, has just returned from a vacation in Michigan.

"All This, and Heaven Too" will be generally released in this area at popular prices when it goes in at the Orpheum August 22. The picture roadshowed at the Orpheum in late June.

On the Row: Rex Barrett, Uptown, Columbia, Mo.; R. E. Richardson, Strand, Mt. Vernon, Mo.; Art Pugh, Doric, Erie, Kas., and State, Columbus, Kas.; Frank Weary and Paul Taylor, Farris, Richmond, Mo.; Charles L. Fisk, Fisk, Butler, Mo.; E. A. Peterson, Plaza, Greenfield, Mo.; Sam Sosna, Sosna, Manhattan, Kas.; A. J. Simmons, Plaza, Howard, Kas., and Plaza, Burlington, Kas.

Leon Abraham of RKO, that quote . . . unquote traded us out of our best "eversharp" the other day. He is collecting them, so keep out of his way . . . A. P. Bill, RCA salesman in Minneapolis, was here this week visiting. He's on vacation.

A large group of Metro employes held a "doings" July 20 at the Hotel Muehle-

(Continued on page 49)

Popcorn Seasoning

THAT TALKS FOR ITSELF



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....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

RAY BALTZLEY and Mrs. Ray have a different name on their Iris at Bussey, Ia., these days. It's the Rayola, now. The first three letters are from Ray's name, the last three from his wife's first name . . . but that wasn't revealed.

Most of the houses around the state stick pretty closely to the Strand-Rialto-Palace-and-Princess school, but we've noticed a few which have broken away. There's A. F. Ludwig's Riada at Adair, for instance. It's simply the name of the town spelled backward. And there's W. B. Franke's Humota at Humboldt, which includes both Humboldt and Dakota City in the title and keeps all prospective patrons happy.

Now we'd like to know the stories back of Johnny Heubner's Maylew at Roland; Wes Mansfield's Iuka at Tama and Weiting at Toledo; L. Barlett's Tyke at Titonka, and Beulah De Nune's Toy at Tipton. How about the lowdown on those?

Bob Fulton of the Paramount at Waterloo and his Rose made that Canadian trip with the Stoltes. Art'll have to be careful about his fish stories now.

Hal Sheridan of the Cedar Rapids Paramount headed east last week. Hal expected to visit in Toronto, Canada, and pick up a concentrated rest in New York state before his return.

Johnny McCray has left the LeClair at Moline, Ill., we hear, and Francis Gillian is keeping things going smoothly there now.

Joe Kinsky must be gunning for Leo Wolcott's title as the most enthusiastic golfer in the Iowa theatre flight. Joe, Tri-States' Mississippi River district manager, has been keeping his driver hot with practice swings at the country club course while Leo's been burning up the Pine lake course at Eldora.

Paramount Exploiteer Bill Lansburg rolled that big blue sports job into Davenport . . . and discovered that he and Dale McFarlin, Tri-States city manager there, were old Sioux City schoolmates. "'Tis a small world," comments Bill, "in a Buick."

The opening of Bob Bernau's new Iowa Theatre in Lake City, July 31, is scheduled to be such an event in that locale, that they're opening the newly paved Highway 151 there at the same time. We trust that means smoother sailing for Bob.

Roy (One Horse) Hill of State (One Horse Town) Center would have paid plenty for that horse's head that decorates Bob Hildreth's sign factory, but Bob was no horse trader. The horse is still hitched to the wall instead of the hood of a midget automobile, and Roy has one more "Pride of the Blue Grass" publicity stunt consigned to the limbo of it-might-have-been.

Roy Lepovitz is working his Iowa Theatre claim at Madrid, Ia., after a session of prospecting for gold out west.

If things didn't seem quite the same around the Strand in Ackley, Ia., July 20, perhaps it's because R. C. Schrodt was pacing the hospital halls in Iowa Falls, awaiting delivery of the new baby girl he ordered.

Clyde King's Plaza at Monona is reported in receivership.

Despite reports that Jack Tuchek would have that Cresco entertainment emporium open by July 1, it's gonna be nearer the August sheet on the calendar when the turnstiles start swinging.

Sitting's easier in the Grand at Decorah since H. Engbertson had the Des Moines Theatre Supply put new chairs in the 650-seat house.

Some of the Iowa exhibitors who forecast hot weather after the late spring, collected on their foresight when the heat wave hit last week. Among those who installed cooling systems this summer are J. W. Davis of the Monte in Montezuma and Mr. Newcomb of the Burg in Williamsburg.



It's Reunion—

It turned out to be something of a family affair when Toby Stewart (left), of the Mayfair in Shenandoah, Ia., visited the "Moon Over Burma" set at Paramount. His daughter, Kay Stewart, a studio starlet, was on hand to introduce the showman to Robert Preston, star of the film.

Cherokee's ready for a heavy run of late summer and fall film customers, with both D. R. Golde of the American and Norman and Kueck of the Empress remodeling this summer.

Add golfers (expert): Lee Henry, the Gene Sarazen of Stuart.

Most of that $6,000 fire in three buildings at Walnut, Ia., Monday morning was chalked up against the Strand Theatre. The John Tramm garage and a vacant building next to the film house drew some of the flames, too, however.

Iowans who have been glimpsing reports from Hollywood about the way Kay Stewart and Bill Procter are doing the town are gambling that Shenandoah's Toby Stewart is slated to have some soap in the family—but not soft soap.

Siebenthaler Acquires Triplett's Film Lab

KANSAS CITY—Charley Siebenthaler, who has been with Independent Poster Exchange and its successor, Advertising Accessories, Inc., for 11 years, has taken over the Missouri Film Laboratories at 110 West 18th Street from Milan E. Triplett. Triplett has operated the company for the past two years.

Siebenthaler plans to continue Missouri Film Lab at its present address, but will improve service and expand operations. Arthur Siebenthaler, Charley's brother, will assist him in the new venture.

Stebbins Theatre Supply Has New Chair Agency

KANSAS CITY—Stebbins Theatre Equipment Co. is now distributor in Kansas and western Missouri of theatre chairs manufactured by the American Desk Manufacturing Co. at Temple, Tex., according to an announcement made by the manufacturers.

Arrangements for this distribution were completed by C. H. Badger, vice-president and manager, W. A. Porter, assistant manager of Stebbins, and by Forrest Dunlap, sales manager of the manufacturing company.

August 2 Opening Date Is Set for Empress

KEARNEY, NEB.—George O. Monroe's new Empress, being constructed on the ashes of the old house which burned last winter, has been set for opening August 2. It was built over plans by Ed Sessinghaus, and equipped by the Scott-Ballantyne Co. of Omaha.

One of the most costly recent structures in Nebraska, the Empress, which will be managed by George "Hodge" Wright, is in the $35,000 class.

Randall Into DeSoto

DESOTO, KAS.—Horace Randall, who operates the Community at Spring Hill, Kas., has opened the DeSoto here.

LINCOLN

WAR GAMES: Ed Matschullat, projectionist at the Colonial, goes this week to Minnesota as one of the umpires in the August 4-24 4th army maneuvers. He's a captain. His brother, Bill, a first lieutenant, goes to Ft. Leavenworth, Kas. . . . At Ft. Leavenworth now are Joe N. Rothkop, manager of an Omaha amusement enterprise, and Ben C. Hoover, who runs the film house at Gettysburg, S. D. He says the present day "Battle of Gettysburg" is to get the neighbors into the theatre . . . Barney Oldfield, Sunday *Journal and Star* film editor, a captain, goes August 4-24 to Camp Ripley, and will be stationed somewhere near Wahkon, Minn. (explanation—that's the food depot). He's got a dry run at this war correspondent business.

Speaking of war, and that's about all the boys talk about these days, here's what they want to do, when and if: Bob Livingston, revive his widows and orphans protective association of the World War 1 (he would rather protect the widows than the orphans) . . . Don Monroe, he has no "rather," because he's a sergeant in the reserve . . . Ed Vaughan, watch all the places the parachute troops aren't apt to land . . . Alvin Hendricks, be top sergeant in an outfit where Howard Federer, his boss, is a buck private . . . Bob Huffman, caddy for a general in charge of home defenses . . . Harvey Traylor, be a male nurse in the hospital where the femme nurses go when they're sick (he's been seeing too much of this bedside handholding in the movies) . . . Bill Knight. What would he rather do? Stay home, of course.

Joe Scott is said to be worrying on the same plane with Sam Goldwyn. Sam is worrying about producing the stage play, "The Little Foxes," and Joe is worrying about selling some already produced . . . From the smallest postoffice and the highest in the U. S., a Colorado mountaintop mailbox, Mike and Sallie Roth were postcarding BOXOFFICE this week . . . Tip to Dave Lipton, the Universal man in Coffeyville, Kas. Was that a publicity stunt of Universal's, those two Iowa cons who held up the bank in Diller, Neb., and tried the one in Marysville, Kas., the same day Sounds like some of the antics "When the Daltons Rode" . . . New face scouring the newspaper offices in this territory for some plants was Bernard Evans, the St. Louis gladhander for United Artists.

Communique to Marty Weiser: Reason Monroe Rubinger didn't get anywhere with soft soap for Managing Editor Frank Williams of the Journal *in Chicago was (1) he was too busy trying to outfigure the demos and (2) Mayor Kelly beat Rubinger to the punch and handed him a card good for every amusement spot in town. He appreciated the Warner effort, however.*

What the press agents say: Phil Gersdorf, formerly with 20th-Fox: "Looks like there'll be a lot less pictures to see in the next few months, producers having finally laid off the blame of dual features on exhibitors and public, taking some of it themselves." John Peere Miles, Frank Lloyd productions: "Things are very dull, the stars sitting home twiddling thumbs, getting a lot of sleep nights." Clarence Barbiaux, RKO-Radio: "Connie Krebs has gone on vacation, and I have inherited all his work, none of his leisure." Barrett Kiesling, Metro: "That 'Boys Town' sequel is still in the preliminary writing stages, and nothing definite can be said yet about when it'll go into production." Earl Wingart, 20th-Fox, New York: "I'm sorry to report (relative to photo of Brenda Joyce fishing) that the only person who caught anything was the photographer, and it was a picture, not a fish."

Unsnapped photo of the week: Mancel Lofgren, trying to beat the heat, giving himself a shower with a lawn sprinkler in York.

Special Film Showings For Prison Trustees

LINCOLN—The state penitentiary has inaugurated a new system with its film showings. Formerly each film was given one run inside the walls for all the cons. Now, as a special treat, the outside trustees get an extra showing for their own entertainment outside the walls. Jules Rachman, former showman doing a 15-year stretch for murder, is the theatre manager, and has been telling each of the film salesmen about it.

Reins to Noel Smith

HOLLYWOOD—Noel Smith will direct Warner's "Good Men Don't Marry," from a script by Robert E. Kent. William Jacobs will produce.

KAYCEE

(Continued from page 47)

bach for Mr. and Mrs. Walter Lambader. Virginia Lambader has left the exchange after a year or two there. Walt, of course, continues as head booker. Selma Hensler replaces Virginia.

Martha Dozier, formerly at Central Theatre Supply, has gone with Universal as booker's stenographer.

John McManus of Loew's Midland has returned from a two-week vacation in Hollywood, which he spent with his family there . . . Mike Cullen, district manager for Loew's, was in town last week.

Jerry Zigmond thinks he's a stockholder in Menorah Hospital. Two weeks ago his wife was there for a short period; last week their young daughter spent several days.

Bernie Evans of St. Louis in town last week working with Loew's Midland on "South of Pago Pago." Evans is UA exploiteer for this area, including St. Louis, Memphis, Omaha, Des Moines and Kansas City.

The Universal players at Coffeyville, Kas., July 25 for the premiere of "When the Daltons Rode," were here July 26 for appearances at the Esquire and Uptown. Among them were Randolph Scott, Frank Albertson, Andy Devine, Peggy Moran, Constance Moore and Director George Marshall.

TRADE DIRECTORY

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MINNEAPOLIS

TWIN CITY Variety club got a swell plug from Dick Cullen, *Times-Tribune* sports editor, in his column last Sunday. Said Dick: "A large pat on the back goes to the Variety Club for its work in sponsoring Friday night's baseball game in behalf of the Milk Fund. Rain threatened as early as 7:30. It came in light showers at 8:00. It was in earnest by 8:30 and the game had to be postponed. But there were 6,500 in the park and a couple of thousand more outside sitting in cars or standing in stores waiting to see whether there would be a game. It takes a lot of push to bring out that many people when, on an ordinary night, a fan would have taken one look at such a sky and would have said, 'What's the use? They won't play tonight.' As has been said here before, the Milk Fund is in good hands and many a poor kid around the town will get more milk than he has been accustomed to getting—which is important."

Out-of-town exhibitors visiting Filmrow included Lyle Webster, Rice Lake, Wis.; Mr. and Mrs. Don Buckley, Redwood Falls, Minn.; Norman Olson, Heller circuit, Grand Rapids, Minn.; Mr. and Mrs. Gus Wingreene, Bismarck, N. D.; Al Inman, Fairfax, Minn., and Bill Smith, Menominee, Wis. . . . The 15-year-old son of A. K. Evidon, Warner ad sales department manager, turned up in Cheyenne, Wyo. He had run away from home and was en route to Hollywood, as expected . . . Lowell Kaplan, Welworth circuit booker, is spending his vacation casting the rod and reel in northern Minnesota waters.

Bill Scholl, RKO exploiteer, back in town after a swing around the territory . . . Joe Behan, Warner head booker, in northern Minnesota on a fortnight fishing jaunt . . . RKO distributing the Armstrong-Jenkins fight pictures . . . Twin City Variety Club to be host for Gene Autry at a Saturday night party. He's here this week as star of the Aquatennial celebration's rodeo . . . Norman Pyle, new M-G-M exploiteer, taking his first swing around the territory.

Lou Breese, playing at the Orpheum the past week, renewed many old acquaintances. He spent several years here as conductor of the orchestras at the State and Minnesota theatres . . . Frank Burke, who once was manager of the Orpheum here and later personal representative for Olsen & Johnson and Paul Whiteman, has returned to Minneapolis to make his home and has opened a publicity office.

Bill Sears has departed on a motor trip vacation. He probably will spend it resting at northern Minnesota lake resorts from his duties as Orpheum manager . . . The Orpheum has another stage show underlined. It will be headed by Sammy Kaye and his swing band . . . Mel and Billy Evidon have the sympathy of local filmdom in the loss of their mother. Mel is Des Moines branch manager and Bill local office manager for Columbia.

Irving Gillman, Esquire Theatre owner, is recovering nicely from his second operation in less than two months—and a very serious one . . . The Lyceum continues to book road attractions. The latest is "Ladies in Retirement," making ten in all so far for the Leo Murray house . . . Roger Ferri, editor of the 20th-Fox house organ, Dynamo, *accompanied Moe Levy to Minneapolis for the latter's sales meeting. Moe is S. R. Kent drive leader for the second successive year . . . Claude Dickinson, Universal head booker, vacationing in northern Minnesota where the fishin's good.*

Morris Wolfish, RKO booker, off to Canada for a vacation . . . All the boys are hoping that Bill Elson will hook up with something here. He's one of the most popular and hardest working members of the Twin City Variety Club. His Seventh Street Theatre has been sold and will be demolished for a garage and business structure. The bunch doesn't want Minneapolis to lose him.

Five consecutive days of 100 in the shade temperatures (at this writing) taking the starch out of theatre business and about everything else . . . Word just comes that Lowell Kaplan is now the guest of Ben Spewak, theatrical financier, at the latter's summer estate, Triple Sea, near Wedge, Minn. From there they expect to go by amphibian plane to northern Ontario to fish.

Joe Floyd, manager of the Hollywood, Sioux Falls, S. D., in for the Aquatennial . . . Ted Bolnick, manager of the Hollywood and Fifth Avenue theatres, LaCrosse, Wis., laid up with a game leg . . . Welworth office staff members were guests of their boss, Eddie Ruben, at a dinner frolic at Oak Ridge country club.

Reno Wilk spotting his roadshow film, "Vice Racket," into the Crystal Theatre here . . . Dick Wagner, Sioux Falls, S. D., showman and fireworks king, landed contract for huge Flandreau, S. D., Indian School pageant. Feature display will be huge sky portrait of beautiful squaw.



Columbia Assigns Vidor

HOLLYWOOD—Charles Vidor will direct "And Now Goodbye," from James Hilton's novel, for Columbia. Hilton is now doing the screenplay for Producer Lester Cowan. Brian Aherne will be starred.

Most of Elliott Film Co. Taken Over by Weiner

MINNEAPOLIS—Charlie Weiner, formerly manager and part owner of the Monogram exchange here, has taken over all of the Elliott Film Co. departments, except that of equipment. The Elliott company under Weiner's direction will go in for film distribution to a greater extent than ever before.

Northwest Allied to Fight Proposal for Fast Time

MINNEAPOLIS—Northwest Allied is aroused over a strong campaign being waged to have a daylight savings law put over in the next legislature. Softball leagues are behind the proposal. The unit will fight the measure.

First Class Rating for Boys Town Postoffice

BOYS TOWN, NEB.—Mrs. Theresa Mullen, local postmistress, has been notified that the Father Flanagan home's postoffice has been raised from second to first class, because of an increase in postal business. During 1938, only $38,000 was handled, but in 1939, after the release of the Metro picture, the mail traffic increased to $67,000.

Sanders Is New Griffith Head at Junction City

KANSAS CITY—J. L. Sanders, formerly in New Mexico, has succeeded Temple DeVilbiss as manager for H. J. Griffith Theatres, Inc., in Junction City, Kas. DeVilbiss is going to Texas to do some work there for the Griffith theatres.

Dobrin to 20th-Fox

MINNEAPOLIS—Arnold Dobrin has been appointed assistant manager of 20th-Fox advertising accessories sales department. He resigned from National Screen to accept the post. Dobrin was with Paramount as an assistant in the advertising accessories department before joining National Screen.

NEWS BRIEFS

IOWA

ALLISON—J. B. Fairchild has purchased the State here.

LONE TREE—G. B. Kirchner has installed an air conditioning unit in the Lone Tree.

MOUNT VERNON—Julius High has purchased the Cedar from Mr. and Mrs. Klimek.

MISSOURI

CAMPBELL—Lyle Richmond of the Missouri at Senath, and Jesse Moscat have bought the Lyric here from Miss Mae Preston.

HUNTSVILLE—Bruce Adkins of Albany is the new owner of the Roxy, which he acquired from Waller Norton.

MEMPHIS—Eben Hays is remodeling the Majestic.

REPUBLIC—Lynn Martin has named Jay Scott manager of the Republic Theatre.

Peter Wellman Hosts Trade at Girard, O.

GIRARD, OHIO—The second annual Film Folks Frolics, sponsored by Peter Wellman, owner of the New Mock, at his Mahoning Country Club drew a select group of exhibitors and exchangemen from Cleveland and surrounding towns. Entertainment started with golf in the afternoon and concluded with games and dancing after dinner.

Big event of the golf game came when Lou Geiger of United Artists made a birdie—a feat which won him a prize. Door prizes went to Dan Robins, owner, and to Paul Ellis, manager, of the Robins Theatre, Warren.

Among those present were A. M. Goodman, UA branch manager; Lou Geiger, Norman Levin, Dick Miller, all of the UA sales force; I. J. Schmertz, 20th-Fox branch manager; Eddie Bergman, 20th-Fox city salesman; Joe Kauffman, Universal branch manager; Nat Barach and Art Manheimer of National Screen Service; Lou Walters, National Theatre Supply Co.; "Fritch" Frietchle, of Oliver Theatre Supply; Bernard Rubin, PDC branch manager; Herb Ochs, Real Art franchise owner; Fred Meier of the *News;* Louis Gross, Johnson & Gross Film Delivery; F. H. Hathaway, circuit owner; Manny Glick, Columbia; Joe Trunk of Youngstown; Joe Shagrin, Youngstown, and Ed Prinzen, Youngstown.

Lou Geiger held the spotlight at the banquet as well as on the golf course, when, according to reliable sources, he demonstrated his ability at speech making.

Wellman received the unanimous acclaim of those present for the success of the Frolic which those present hope will be repeated next year.

Komer and Goldberg Will Build Detroit Deluxer

DETROIT—A new 1,200-seat house will be erected at Grand River and Grandview Avenues, Irving Goldberg of the Komer and Goldberg circuit disclosed to BOXOFFICE this week. This house, to be called the Manor, will be the first of three being projected for the K and G circuit in Detroit suburbs.

Plans are being drawn by Wright and Rogvoy, theatrical architects, and plans call for tentative opening date around January 1. A number of stores will be included in the building, which will establish a new shopping and trading center for extreme northwestern Detroit. The site is just southeast of the Seven Mile Road intersection known as Five Points, and will be the most remote theatre in a northwestern direction in the city proper.

Films at Strasburg

STRASBURG, OHIO—Township Hall here has been converted into a modern theatre by Charles Argentine of Weirton, W. Va. The house, renamed Tuscora, seats 275 and is operating four nights a week.

Financial Horizon-Watching Slows Detroit Buying

DETROIT—Notable slowing up in the buying season was evident here this week, upon a checkup at major offices. One of the largest of the Detroit buying groups, Cooperative Theatres, with over 100 member theatres, hasn't signed a single film contract to date—although several are usually signed by this time, judging by the experience of recent years.

Demands for increased rentals are one major drawback here. The usual demand of distributors for price hikes to match the loss of foreign revenue, common to all situations, is augmented here by the belief that Detroit is going to have a boom year, due to armament production, and the consequent demand for more raises than normal.

Resistance to this idea is strong, especially in the case of independent houses, such as represented in Co-op. Neither distributors nor exhibitors seem very anxious to sign up at this stage of the game, waiting further developments of the foreign and political situations, and upstate situations generally seem to be holding off as well. Local exchanges have been reluctant to report any contracts signed, with evidence available pointing to a marked scarcity of actually contracted for new season product.

W. Va. Managers Will Convene Aug. 27-28

RONCEVERTE, W. VA.—Sixth annual convention of the West Virginia Managers' Ass'n will be held at the Greenbrier, White Sulphur Springs, Tuesday and Wednesday, August 27 and 28, J. C. Shanklin, convention chairman, announced last week.

Special subjects will be discussed at the business sessions and there will be reports made by the various committees and the secretary and treasurer. Highlight of the convention will be the annual report of the president, S. J. Hyman of Huntington.

A guest speaker will be announced soon, according to "Jim" Shanklin.

The West Virginia Managers' Association is affiliated with the MPTOA.

W. H. Holt of Richwood is secretary and treasurer of the organization, and vice-presidents include Dr. C. P. Church, Mannington; Mrs. P. M. Thomas, Parkersburg; G. W. Talbott, Elkins; N. B. Carskadon, Keyser; L. E. Rogers, Welch, and R. W. Phelan, Clendenin.

Reservations are being taken by J. C. Shanklin, P. O. Box "E," Ronceverte, W. Va. All exhibitors are invited to attend. Invitation also is extended to film distributing managers and salesmen and theatre supply representatives of the area.

UDT Publicizing Film Still in Production

DETROIT—United Detroit's Michigan already is starting publicity for its third world premiere—before the picture is shot. "The City That Never Sleeps," made from the book, "F. O. B. Detroit," is slated to go into production with some 25,000 feet of process film to be shot here in the next few weeks.

The Michigan is putting up lobby displays on the film, chiefly cuttings from local newspaper stories on the subject in blowup form. Date for the premiere has not been set, but will be some months away. Meantime, localities are banking on Barbara Stanwyck and Joel McCrea to make personal appearances here for some of the shots.

Extends Country Store

CLEVELAND—John Himmelein has closed a deal with Jack Whitney to handle Uncle Josh's Country Store Nights in theatres in northern Ohio. The stunt has played the Smith and Beidler houses in Toledo and the Schine houses in the Rochester territory. Himmelein has sold deals to the Lexington, Abby, Marvel, Sun, Royal and Berea theatres of Cleveland, all to start on or about August 5.

Schreiber Shifts Managers Following Stuart's Bow

DETROIT—Shift of managers has been made by the Midwest circuit, operated by Raymond E. Schreiber, following the resignation of Frank E. Stuart as manager of the Majestic and chief booker for the circuit. Stuart, who has been working without intermission for several years, plans to take a vacation and return to the city in September. Rumors that he has definitely made a new connection with one of several circuits or exchanges were denied by Stuart before he left. He will spend his vacation at his summer home at Lake Orion, Mich., with two weeks at Grand Marais.

Larry Nyberg is promoted from manager of the Garden to the Majestic, and George Mitchell, lately manager of the Forest, moves to the Garden. Buddy Graham, who is a brother-in-law of Schreiber's, is new manager of the Garden.

Truck Drivers Strike Hampers Trade Some

DETROIT—Local show business has been adversely affected for the past week by a strike of truck drivers in the city generally. The delivery of some accessories and supplies has been hit—notably premiums. Premium companies have been forced to resort to rail shipments to upstate spots in many instances, as delivery or pickup in the city is largely stopped by the strike.

The strike has not, of course, affected the transport of films by the regular carriers, which is under separate union jurisdiction and not involved in this dispute.

Five and Six-Feature Situation Called to Selznick's Attention

DETROIT—Noting that David O. Selznick had endorsed the attack by Jack Kirsch of Illinois Allied on triple features, Alex Schreiber of Associated Theatres here calls to the producer's attention a local situation he charges is running five, and sometimes six, features for 15 cents adult admission. The house, he asserts, also distributes many passes calling for a five-cent service charge, and some providing free admittance.

The letter:

"We note with proper respect that you endorsed the attack on the 'three feature' exhibitors after Mr. Jack Kirsch, of the Allied of Illinois, directed a blast ten days ago at these triple bills and particularly singled out your 'Rebecca' in such blast.

"What do you think of the following situation that has existed for almost a year and still exists in the City of Detroit at the Times Square Theatre? Not triple features, but five and six features at the advertised price of one admission—adults 15 cents—and yet not even at this low advertised price, but at the price of five cents, as hereinafter more particularly explained, and your 'Rebecca' was in the midst of such showing this past week, both on Saturday, July 6, and Tuesday, July 9.

"For your information, the Times Square Theatre is located in the downtown district of the City of Detroit, within three blocks of the City Hall, was originally a 1,500 seat house, but advertises 1,000 seats on the lower floor (the balcony, no doubt, being closed for the summer).

"A Year's Fight"

"For the past year, we have been attempting to correct this abuse and have directed our attacks for assistance to the Cooperative Theatres of Michigan, of which we are a member, to Mr. Earl Hudson, of the United Detroit Theatres, and to all of the exchanges, most of whom have co-operated, but, to our regret, Paramount and United Artists still continue to service this house with their 1939 and 1940 product in addition to all the old pictures this theatre can use. As mentioned, the Times Square Theatre's advertised price is 15 cents. They have in the past, and are continuing so to do, distributed to grocery stores, beer gardens, candy stores, ball parks, parking lots, and even house to house in the downtown and surrounding sections, thousands of passes, a few of which are herewith enclosed, which, you will note, for a five cent service charge will admit one or more adults to performances from Monday to Friday, inclusive, and likewise, other passes are distributed which are known as free courtesy passes and upon which no charge is made whatsoever.

"Further, anyone desiring to see the Sunday bill of three features may come in as late as about 7:00 p. m. on Saturday and see the Saturday show of two or three features, followed by the Sunday show of three features, which usually begins about 10:00 or 11:00 o'clock and sometimes as early as 9:00 o'clock on Saturday. The program for the balance of the week, Sunday, Monday and Tuesday is regularly three features, and on Wednesday and Thursday two features. Thus, the public by the use of these service passes for five cents can see five features by coming in Tuesday night about 7:15 and remaining until closing, usually 2:00 the following morning. Free parking is also provided in close proximity to the theatre and on Thursday dishes are given away free to the lady patrons in addition to a four or five feature program, and by arriving at the theatre about 7:15 p. m., the Wednesday and Thursday program may be seen which is immediately followed by the Friday and Saturday program of two or three features. If a husband and wife desire to enter the theatre, the husband will be admitted for the five cent service charge, and if the wife desires a dish, she may receive same upon payment of 15 cents, or a total of 20 cents for both husband and wife. If a dish is not desired, they both may enter for a total of 10 cents.

"We are enclosing several weeks' schedule of the features shown at this theatre as appears from their advertisements in two of our leading newspapers, which is self-condemning and self-explanatory.

"You will note that 'Rebecca' was seen by thousands of people, together with five other features, on Saturday night for 15 cents and on Tuesday night, July 9, with four other features for five cents, in addition to the free parking privilege.

"Besides the injury to the industry as a whole, we, of course, have a personal grievance as we are in direct opposition to the Times Square at our Loop Theatre which is across the street from the Times Square. The Loop is a 550-seat house which we have been operating for over 13 years, ever since its construction, and for the past seven years or more, we have had a 24-hour policy. We have been known for years as the "biggest little theatre" in the state, and have during these years developed an all night patronage as we have found it of great convenience to late workers, particularly, hotels, railroads, newspapers, restaurant, street car employes and others employed in the night life of the city.

Quotes Rodgers

"Being open 24 hours, it is naturally necessary for one show to immediately follow the other, which until recently we changed at about 2:00 o'clock in the morning, but never in these seven years did we advertise more than two features on any program. However, because of the tactics of the Times Square management, we were compelled to move up our new show to about midnight in order to retain this night patronage. Incidentally, while we are open 24 hours a day, the Times Square usually closes about 2:00 or 3:00 in the morning, depending upon the length of the features or sometimes depending upon lack of attendance, and does not reopen until 9:00 or 10:00 in the morning, which policy was adopted from a prior opening of 11:00 a. m.

"We believe, and, no doubt, you do too, that if the policy of the Times Square is allowed to continue, it will have a disastrous effect upon the entire industry. All we can do, however, is complain, and if, as Mr. William F. Rodgers, of M-G-M, is quoted, 'Triple bills are indefensible,' what justification can there be for the servicing of a theatre of the Times Square with its present policy?

"Incidentally, the Loop Theatre has always paid a good price for its pictures and is still doing so, in spite of the tactics of the opposition, and is attempting to maintain its price policy of 15 cents matinees and 20 cents evenings from 6:00 p. m. to 8:00 a. m.; likewise, 20 cents on Saturday and Sunday matinees and evenings. The Times Square advertises 15 cents at all times, whereas, in reality, the five cent service charge is in effect on week days, both matinees and evenings, and 15 cents on Saturday and Sunday.

Another Five-Center

"There is a third theatre within a few doors of the Times Square Theatre, having 250 seats, which is a 10 cent theatre, and it is now likewise resorting to the five cent so-called service charge for adults, sample passes of which are herewith enclosed, which policy they, apparently, adopted as a defensive measure against the Times Square Theatre. At no time, however, have we seen them advertise more than two features on any one program.

"We have gone to great length in discussing this matter as we are trying to give you a vivid picture of same. It certainly is a travesty on justice and fair

(Continued on page 56)

How They Ran 'Em, According to Schreiber

Detroit—How Alex Schreiber, in the accompanying open letter to David O. Selznick, breaks down the programs at the Times Square Theatre here:

Saturday-Sunday, June 29

Time	Feature
7:30 p. m.	"The Gay Desperado"
8:35 p. m.	"Intermezzo"
9:45 p. m.	News
9:55 p. m.	"The Gay Desperado"
11:15 p. m.	"Crashin' Thru"
12:10 a. m.	"I Take This Oath"
1:22 a. m.	News
1:30 a. m.	"Farmer's Daughter"

Tuesday-Wednesday, July 2

7:30 p. m.	"Crashin' Thru"
8:40 p. m.	Trailers
8:46 p. m.	News
8:50 p. m.	"I Take This Oath"
10:00 p. m.	Trailers
10:10 p. m.	"The Farmer's Daughter"
11:15 p. m.	"Sidewalks of London"
12:40 a. m.	March of Time
12:55 a. m.	"Man About Town"

Saturday-Sunday, July 6

7:30 p. m.	"Terror Stricken Europe"
8:00 p. m.	"Spy of Napoleon"
9:15 p. m.	News
9:25 p. m.	Trailers
9:34 p. m.	"The Texans"
11:00 p. m.	"Knights of the Range"
11:52 p. m.	"A Face in the Fog"
12:30 a. m.	"Rebecca"

DETROIT

IRA WADDELL, operator at the Cinderella, was the inventor of a standardized punch for changeover mark on films—before the Academy thought one up . . . Dave Palfreyman, now of the Hays Office, was his colleague on the invention.

Pete Simon, film producer, has been busy redecorating his home . . . Ralph Peckham, manager for Select Attractions, back from New York, met Al Mertz, former exchange manager here. Mertz is handling m. p. publicity nationally for the Republicans.

Joseph Miskinis jr., and Phillip Gorelick have formed the Carmen Theatre Co., on Schaefer Highway, near Warren . . . George Mitchell, moving from the Forest to the Garden, says he's working his way downtown again.

Frank Stuart, vacationing at Lake Orion, talks about other people getting "stout" . . . Milton Harold London, circuit operator with his father, Julius D. London, honeymooning at Muskoka Lodge till August 1, returning to complete the Midtown Theatre construction.

Bill Hendricks has been turning out some snappy publicity releases for UDT lately . . . L. H. Gardner still resting at his home out near Devon Gables . . . Frank Lloyd has moved his office into the warehouse building of the Detroit *Times* . . . Bill Carlson busy as entertainment chairman, promoting a joint Washington Legion (Masonic) Post and Moslem Shrine bowling league outing on the Lakes, Sunday, August 4.

Irving Goldberg is taking his vacation—6-8 weeks—in the fall—"when business is good" . . . Cully Buermele, general manager of Co-op Theatres, out of town for a few days . . . Lee J. Robinson is planning to enter the roadshow business in the fall . . . Ira A. Waddell of the Cinderella won't let us forget that the Cinema Skeet Club meets Wednesday noon.

Harold C. Robinson, chief barker of Variety, and Charlie Snyder, film censor, out enjoying the Ringling-Barnum Circus in sports suits . . . We had a nice visit with Fred Bradna, ringmaster of the Big Show, and uncle of star Olympe Bradna . . . Abe Schiller, booker, back from Chicago and off to Akron.

Ben Fink has a novel idea in lobby clocks with that new Timeter of his . . . Fred Sourbeck, manager of the Roxy, vacationing in northern Michigan . . . Dan Pinski, assistant manager of the Rio, vacationing; R. J. Cohen, supervisor of Cohen circuit, is back from a trip through the east—he's 50 this week.

Ben Cohen justly proud of the streamlined appearance of the new Hollywood front . . . Moss Brothers got the green light from the city council for the marquee on their new Parkside . . . Anna Brown has formally registered the Dexter Theatre Company.

Jake Schreiber, veteran circuiteer, back from his stay in Florida and circulating around town again . . . L. A. Fill, former owner of the Mack, may return to active operation in another house shortly.

Marshall Adams, manager of Schram and Goldberg's Echo, has his wife and son up at Cass City for the summer, following an operation for the youngster . . . Marvin P. Kay, operator, is convalescing from a long siege of sickness, complicated by an operation.

Louis Allegretti, manager of Flucksa and Stoica's Cameo, reports the new cooling system a big draw there . . . Twin brother, Joseph Allegretti, who managed the Midway, is breaking up housekeeping with him August 10, getting married to Betty Jane Garber.

Elliott S. Kinney, former assistant manager of Allied Theatres, is busy building houses out Birmingham way . . . Tom McGuire, Co-op's publicity chief, missed his first Democratic convention since '28—the Mrs. is convalescing, by the way.

Roger M. Kennedy, IA vice-president, back from a trip upstate, found himself surprise guest of honor at his own Verdi's Cafe for a preview reopening, engineered by Frank Kinsora, president of the local. Around 200 guests were on hand, including such exhibitor leaders as Ben Cohen, Frank Wetsman, Wade Allen, Sam Barrett, and Tom McGuire.

Nat Haase, Metro Premium manager, working hard to shift his shipment schedules . . . William A. Rennie of Oliver Theatre Supply, has a pretty good typewriter speed . . . Jackson Shields Hurford, Fox manager, reports his son has grown two inches in five weeks.

Krim Boys have a new jiu-jitsu approach—Sol catches the victim's eye, while Mac gets the Indian lock . . . Eddie Jacobson's adventure with the lady who tried to get free hosiery at the Harmony must have started Hosiery Night.

W. R. Young, W. W. Bailey, and H. V. Gilbert, all of Distributors' Inc., are old friends of ours from Pop Corn Robot days . . . Sam Levy of the Barnes-Carruthers Office, Chicago, was in town Friday.

Mary Holoyad of the IA office complains bitterly of the heat . . . Alex Schreiber reports "all quiet on the Associated Front" . . . George S. Burdett, manager of the Temple at East Windsor, Ont., was killed by gunshot on a hunting trip near Parry Sound.

Sam Seplowin of Republic, about the lone manager on Filmrow on a hot Saturday p. m. . . . Lloyd Hammond off "film fumbling" to Kentucky, Tennessee, and Alabama . . . Irving Belinsky is back at last, after all that finger trouble, hale and hearty . . . Lew Arozian is dealing in two foot cigars now.

Walter Mayor of the Adams strolling in a natty brown ensemble and watching his budget . . . Sam Carver, ex-Downtown manager, whom nobody's seen for months, caught racing up Woodward to keep an appointment . . . Wade Allen, circuiteer, closes the Fine Arts these hot Saturday matinees . . . Eddie Jacobson, manager of the Harmony, trying to draw judges for his Hi-Li Contest in from the streets.

George W. Sampson, who built the Esquire, is negotiating to build a new 1,000-seat house in an undisclosed east side location . . . Bud Sampson is busy with Red Cross Week at the Grosse Pointe Woods Golf Course, which is becoming a film rendezvous.

Bill Napier of the Virginia, and Leonard Slepski of Hamtramck, have the same postman . . . Cem Merritt and Lew Wisper cruised up to Ben Cohen's cottage at the St. Clair Flats . . . Wisper and Frank Wetsman out cruising to keep cool over the weekend.

Mrs. Clara Kelly of the Film Building takes her floor signals by the number of fingers since she got back from that Mackinaw vacation . . . Al Perretz, divisional manager of Alexander Previews, expected in town to see Leonard Schechter.

Charlie Collins, producer, is cool in that Palm Beach suit . . . S. P. Farber of Premium Promotion Syndicate-Midwest is wearing green glasses for the summer.

Eddie Murphy, film salesman, busy discussing politics . . . Charlie Garner, roadshow distributor, has had his office air conditioned . . . Nat Haase, Metro Premium manager, isn't as good as our typographer made out—it was just one boy.

M-G-M notes: Tom Farrell is the new student salesman in from Boston . . . Lew Lobar is the other—from M-G-M's offices in Africa . . . Connie Carpou, student booker, is vacationing back home in New Jersey.

Bob Thompson, promoted from poster room to booking desk, seems to be the man with the news . . . Harold Sandelman and Jack Morgan off to lunch together . . . Floyd Chrysler in from yachting . . . The M-G-M Club—Maybell Brock, president—is holding an outing Saturday, August 10, at Silver Lake.

Warren Slee arranged a clever display tieup for the Book Casino by long distance phone . . . Summer championship billing contest has movable ships on a blue sea for the official chart here (it's Warren

(Continued on page 56)

FOR LEASE in small town in western Michigan: Completely air-conditioned theatre; new building, new seats, new equipment, modern in every detail, requires $1,500 cash.

Reply P. O. Box 905, Madison Square Station, Grand Rapids, Mich.

CLEVELAND

AL MICHELE of National Screen Service returned Saturday from a vacation in New York City and points east . . . LeRoy Kendis, also of NSS, is now resting at home after a brief intermission at Mt. Sinai Hospital . . . Republic's Jack Lefton brings the announcement that Ed Modi of the State recently took his first degree in Masonry and that does not mean laying bricks.

Frank Roberts, manager of the Rex, Steubenville, became a member of the Grandfathers' Club last week when his daughter presented him with a granddaughter . . . David Bachner, second in command of the local Warner Theatre publicity department, is touring the New England states on his two-week vacation.

Herb Ochs of Real Art reports that "Leopard Men of Africa," following a first run engagement at the Allen, is booked to play the subsequent runs throughout the city . . . Stanley Kositsky, Vitagraph office manager, with his wife and two children, is visiting the folks back home in Philadelphia.

It's a girl over at the Bill Brooks home, only Bill will have to wait until fall to really become acquainted with his daughter. Mrs. Brooks is remaining in Cleveland over the summer but in September will join Bill in Pittsburgh where he is now Paramount's head booker.

Art Engelbert, Vitagraph cashier, is vacationing, but not out of town, according to latest reports . . . Harry Reinhart, owner of the McKinley, Mozart and State theatres, Canton, is taking his wife to the Mayo Clinic in Rochester, Minn., for a check-up.

Lester Zucker, Columbia branch manager, was host last week to District Manager Sam Galanty nad Cincinnati Branch Manager Allan Moritz . . . Sam Barck, owner of the Market Square Theatre, has received word that his wife and small daughter arrived safely in Los Angeles where they plan to stay for a month.

Bill Twig, former Paramount ad sales manager, and subsequently with Grand National, is now the proud father of a baby girl born last week. Bill is affiliated with a local wholesale grocery firm at present.

Harry Lande has acquired Edwin Carew's "Are We Civilized" for Ohio and Kentucky distribution . . . M. B. Horwitz, all dressed up in an ankle cast, is back at his desk again after an absence of a week.

George Roberts, 20th-Fox district manager, Mrs. Roberts and daughter, Jane, are in Atlantic City on a health quest for Mr. Roberts who has been laid up for the past three weeks . . . Ray Comstock, theatrical producer who once upon a time operated the Colonial on Superior Ave., was in town last week watching the local ponies run . . . The J. S. Josseys are vacationing.

Harry Goldstein, Paramount district manager, does not confine his selling talent to pictures. Last week in Pittsburgh he won a set of Bobby Jones golf sticks, complete with bag, and turned right around and sold it "at a price" to Ed Prinsen, general manager of the Chatkin theatres in Ohio. Sad part of the affair was that Goldstein had just invested in a golf set to replace those that were "lifted" from his automobile.

Carl Duncan of the Family Theatre, Killbuck, was a Filmrow visitor last Monday . . . John J. Huebner of Marion, nothing phased by the heat, was in town the early part of the week . . . Charles Kates, assistant Monogram booker, has been promoted to the sales force by Nate Schultz, Monogram franchise owner. For the time being Sam Schultz will handle the booking department without an assistant.

New Northio District Brings Several Boosts

CINCINNATI—The acquisition of a number of Shea houses in northern Ohio has led Northio Theatres, Inc., a Paramount subsidiary, to form a new operating district for that sector. The resultant changes in personnel, as announced by Tracy Barham, general manager of Northio, are as follows:

George Planck, city manager at Marion, becomes district manager. Eldon Dodds, assistant manager at the Palace, Marion, becomes manager. Wallace James, manager of the Paramount at Fremont for Shea, is now city manager in charge of the Paramount, Strand and Opera House. Glen Reitz, manager of Shea's Ohio in Bellevue, succeeds Joe Scanlon as city manager for the Ohio and State. Scanlon has been transferred to Zanesville where Shea recently took over several houses. Northio retains Phil Cleveland as manager in Clyde.

J. C. Scott Is Injured In Auto Accident

CINCINNATI—J. C. Scott, 60, well known operator of a chain of theatres in Kentucky, was seriously injured when his car crashed a concrete abutment, near Stanton, Ky. Scott was thought to have fallen asleep at the wheel. A passing motorist took him to a hospital at Winchester, where he is under treatment for fractured ribs, internal injuries and lacerations.

Five Sound Installations Reported Under Way

COLUMBUS, OHIO—Recent installations of RCA sound equipment made or contemplated in this area include one for Erving A. Moss' new Parkside rising in Detroit; for C. G. MacDonald of the Boulevard in Columbus; for Mrs. Rose Liebovitz's Penn at Mt. Pleasant, Pa.; Walter Urling's Alpine circuit's new Alpine at S. Charleston, W. Va., and the Union Theatre at Union, W. Va.

Milne Adapts Western

HOLLYWOOD—Peter Milne is adapting "Trail of the Vigilantes," high-budgeted western for Universal.

CINCINNATI

L E. ROGERS, Welsh and Mann theatres, Welsh and Mann, W. Va., is taking several weeks vacation, accompanied by his son Buddy, touring the east. Rogers has completed the new marquee on his Pocahontas and is redecorating the interior and changing his lighting system.

K. L. Grogan combined business with pleasure in a trip to the Row, and Crosley Field. Grogan reports fair business at the Kimball, Kimball, W. Va. . . . Carl Rohs, Cynthiana, whose new house is nearing completion, is taking time off for a two-week rest in Michigan . . . Cecil Tipton, long associated with Hyman interests in Huntington, is also vacationing in Michigan.

Irving Hanower, Columbia auditor, is here for an extended stay . . . Bob and Don Jacques, sons of Stanley Jacques, RKO branch manager, are visiting home. Both pupils of Southern California, most of their vacation has been spent at the studios.

RKO's booker, Manny Trautenberg, is vacationing with his home folks in Atlantic City . . . Practically every member of the Queen City Variety Club with their legion of friends attended the all-day outing given by the organization at the Summit Hills Country Club. Swimming, golf, cards, dancing and a sumptuous menu filled the day.

Word comes that Jim Shanklin is chairman of arrangements for the West Virginia Exhibitors convention, set for August 27, at White Sulphur Springs. From advance reservations it is believed the conclave will be the largest in the organization's history.

A. R. Clemence has secured the architectural drawings for his new house to be erected at Nitro, W. Va. Clemence is associated with the Black Diamond circuit . . . The mother of Lev and Harry Bugie has returned from Christ's Hospital and is well on the way to complete recovery. However, Mrs. Harry Bugie has entered the same hospital for an operation.

Arthur Meyers, of the New York Altec offices, visited the new local branch this week, conferring with W. Conner, local Altec manager. The new offices are the last word in spacious comfort, and will take care of all business from Altoona, Pa., through Kentucky and the Tennessee line.

William Onie of Monogram announces 20 features will be issued between July 15 and November 15 . . . Nat Lefton, franchise holder for the local Republic office, was a visitor for several days . . . Metro's E. W. Aaron and J. J. Maloney were here. Their Bud Weigel, cashier, is vacationing.

Fred Fenske, RKO shipper, is celebrating the silver anniversary of his marriage . . . District Manager Charles Boasberg and manager of exchange operations, A. A. Schubart, visited local RKO offices . . . Columbia's manager, Allan Moritz, spent several days in Cleveland, conferring with Sam Galanty, district manager, and closing a deal with Warner's circuit for Columbia 1940-41 product.

Mark Goldman Promotes Perilman to Salesman

PITTSBURGH—Mark Goldman, Monogram manager, announces the promotion of Saul Perilman from booker to sales representative. Perilman will be assigned to the "main" line, Goldman stated. A successor as booker has not been appointed. Perilman, who has long been a member of the industry and who is well and favorably known, will assume his sales duties within a week.

Goldman made the promotion announcement upon his return from New York where he attended an eastern regional meeting of Monogram. Also present was Ben Welansky, Boston and Pittsburgh franchise holder. The local manager expressed great confidence in the new season's lineup and stated that exhibitors everywhere are especially enthusiastic regarding the new western series to be known as the "Range Busters," which feature Ray Corrigan, Max Terhune and John King.

Hanauer to Build

BEAVER FALLS, PA.—A new theatre will be erected here for Sam Hanauer, owner of the Rialto. Seating capacity will be 600. Architect is Press C. Dowler of Pittsburgh. Hanauer is a veteran showman and is well known in the industry.

Team Epsteins on "Sunday"

HOLLYWOOD—Julius and Philip Epstein are collaborating on the script of Warner's "One Sunday Afternoon."

More 16mm Activity Occasions a Meeting

PITTSBURGH—Theatre owners and managers are invited to attend a special luncheon and meeting Tuesday noon, July 30, in the Forum Room of the William Penn Hotel for the purpose of discussing the increased activity of the itinerant show operators. The meeting was called after a recent session in which AMPTO officers met with representatives of Warner Bros. Theatres, Harris Amusement Co. and the IATSE, Local No. 171.

There has been a noticeable increase in activity in the 16mm field which is now drawing fire throughout the country, and many exhibitors in the local territory are unfamiliar with the situation. An AMPTO director stated this week that the problem is serious and that definite plans to stop the spread of 16mm competition must be made without delay. It is for that reason the July 30 meeting has been called.

To Handle Alliance

PITTSBURGH—The Crown exchange has acquired the product of Film Alliance, Max Shulgold, manager, announced before departing for New York where he expects to negotiate for additional product for the new season. Shulgold has closed a deal with the Jack Judd Theatre Poster Service Co. whereby the latter firm will handle all accessories of product distributed by Crown.

A Dinner Marks Opening Of New Brenkert Agency

PITTSBURGH—Marking the opening of the local distributing agency for sales and service of the Brenkert Light Projection Co. and the RCA sound system, A. & S. Steinberg were hosts at a dinner Saturday which was attended by a dozen RCA representatives and others.

Included were Wayne Brenkert of the Brenkert Light Projection Co., and Gordon Gibson of U. S. Air Conditioning Co., and the following RCA executives: H. B. Snook, manager of Photophone Division; W. L. Jones, national service manager; J. K. West, Cleveland district manager; John Dalton, Camden office; from Pittsburgh, W. C. Jervis, district sales representative; C. R. Underhill, district service representative; H. E. Frisbie, R. S. Sears, Frank Hamre, J. D. Steely, P. C. Humphrey, J. P. Ware; also from the A. & S. Steinberg theatre supply house were Jerome Valdenzer and Ben Stahl.

Fulton Reopens on July 27 With 'When Daltons Rode'

PITTSBURGH — The Fulton, which had been scheduled to reopen August 3, revamped plans over the last weekend and the lights were to be turned on July 27, with Universal's "When the Daltons Rode." This will be one of the first showings of the "lawless riders" picture which features Randolph Scott, Kay Francis, Brian Donlevy, George Bancroft, Andy Devine, Frank Albertson, Broderick Crawford and Mary Gordon.

ROSSMAN CANDY SERVICE

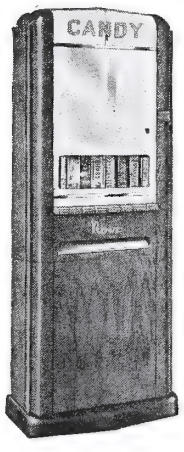
Announces a New Plan for Candy Sales in Theatres

Most Modern Candy Vendor **Standard Candies** **Most Efficient Service**

Rowe Deluxe Candy Machines Are Available Through Our Service Under the Following Plans:

(1) Machines Installed Free and Serviced by Us with Standard Brand Candies and Liberal Commissions Paid to the Theatre.

(2) Machines Sold Outright with the Privilege of Converting Them to a Service Basis Anytime Within a Six-Month Period, and the Refund of Your Purchase Price, Less Reasonable Depreciation for Ordinary Wear and Tear.



We Invite You to Contact the Many Satisfied Theatre Owners In and Around Pittsburgh Whom We Are Serving

ROSSMAN CANDY SERVICE

M. A. ROSENBERG, Mgr.

1600 Fifth Avenue (Rialto Theatre Bldg.)

PITTSBURGH, PA.

DETROIT

(Continued from page 53)

Slee's creation)—and Herb Brown is leading all bookers nationally . . . Faye Davis' Airedale—it's a she—won four ribbons and two special trophies in an American Kennel Club meet at Grand Rapids over the weekend.

Jack Saxe, Monogram and Variety treasurer, reported honeymooning . . . Ben Lefkowitz of the Auto City Candy Co. has a new stand in Bill Schuttenhelm's Dawn . . . Charles Simpson of Central Shipping Bureau due back from Montana . . . Earl (Pete) Simpson, goes "somewhere in Michigan" August 24, while Art Lehr goes north of Port Huron, August 3.

WOLVERINE DOINGS:

J. F. Cassin—Butterfield operator, I. A. business agent, and Mayor of Port Huron—puts in his spare time staging those special shows for children at Camp Bentley—using Detroit Variety's equipment.

Mrs. Walter D. Morgan, whose husband manages the Palmer Park in Highland Park, is back home after an appendectomy . . . William Schulte, circuit operator, expects to vacation during August.

Emil Beck, indie booker, says vacations are getting epidemic among upstate managers . . . Martha Scott, star of "Turnabout," got her stage experience as an ingenue in stock at Ann Arbor.

Donald Fill, formerly with UDT at the Varsity and elsewhere, and son of L. A. Fill of the old Mack Theatre, is manager of the new Keego at Keego Harbor . . . Lewis M. Lash and Wesley Gilpin, have dissolved the Berkeley Theatre Corp., which planned to erect the new house at Berkeley, making it an individual partnership now.

Carley Amusement Company has opened the Center at Holland . . . Patricia Powell of Montgomery is vacationing in L. A. with her cousin, Dick Powell.

James Minter of Flint is shooing off salesmen till he gets his hay in on that farm . . . Bob Peltier of the Bijou, Mount Clemens, had salesman trouble too—seven of them in a row waiting for him.

Jeff Williams of the Roseville and East Detroit theatres who had the test run on "Film Fumbles" a year ago is back for the regular run as soon as the Detroit bookings start next month.

Charles T. Wolfe of the Park Constantine wanted some American flags for the M-G-M short, "The Flag Speaks"—only to find the flag factories way behind on orders.

N. E. Frank of Wayland in town for his first visit in a year . . . Fred Sturgess was over to the dog show at Grand Rapids.

Pat Heavey, Butterfield manager at Kalamazoo, found his name in the headlines through a thoughtful friend.

Multiple-Features Problem Revealed to Selznick

(Continued from page 52)

dealing when Paramount and United Artists and some of the independent distributors continue to service theatres like the Times Square that persist in continuing to operate under their present policy.

"We are sending a copy of this letter to Mr. Pete Harrison, who in his issue of July 6 wrote of the deplorable condition in Chicago regarding triple features; also, to BOXOFFICE, *Motion Picture Herald* and *Film Daily*, as we thought they might be interested in the conditions existing here in Detroit.

"Have just read an article by Samuel Goldwyn in the current *Saturday Evening Post*, entitled 'Hollywood Is Sick,' in which he says the double feature is killing the industry. I'm wondering how he will react to the conditions as outlined in this letter."

Roy Clunk Shoots 80 to Lead Variety Golfers

PITTSBURGH—Low gross score among Variety Club members in Tent No. 1's annual golf tournament was an 80, negotiated by Roy Clunk over the South Hills Country Club. Close behind Clunk were Art Levy with an 81 and Dick Brown with an 83. Archie Fineman copped the low gross award among independent exhibitors with an 87.

Eighty-three players teed off and 107 attended the dinner held in conjunction with the tournament. Art England was general chairman and Joe Gins official starter.

Max Greenwald Acquires Four Perkis Houses

ELYRIA, OHIO—Max Greenwald, Paramount salesman covering Akron territory, is going out on his own as an independent theatre operator here. He has acquired leases and equipment of four houses from John Perkis—the Capitol, Rivoli, Lincoln and the Rialto—in a deal reputed to involve in the neighborhood of $350,000. Charles Powers succeeds him in the Akron field.

Test Hosiery Giveaway

DETROIT—A new giveaway of ladies' hosiery is being tested by the Krim Brothers at their Harmony Theatre. Organizers of the firm handling the giveaway are William Russell Young, W. W. Bailey, H. V. Gilbert and E. L. Deacon, prominent Detroit businessmen.

Maurice Strauss

CINCINNATI—Maurice (Pop) Strauss, retired film executive formerly connected with Universal, died at his home here early Tuesday, July 23. A daughter, Constance, survives him.

On Girl Escort Service

HOLLYWOOD—"I'm For Rent," a story based on girl escort services, is being directed for Columbia by D. Ross Lederman.

PITTSBURGH

CARMICHAEL, Jack Benny's bear, is making a personal appearance at Kennywood Park . . . Harry "Patsy" Levin, veteran local projectionist, is confined in the Veterans' Hospital at Aspinwall for observation . . . Burtus Bishop sr., father of the local M-G-M manager, was a recent visitor from Charlotte, N. C. . . . Five story building at 933 Liberty avenue, listed as a property of the Western Pennsylvania Amusement Co., with $75,000 in taxes and a $150,000 mortgage outstanding, will be auctioned by the city . . . Many friends in the industry will attend the silver wedding anniversary reception of Mr. and Mrs. T. J. Vincent at the Fort Pitt Inn, five miles west of Carnegie, Monday evening, July 29.

Stella Nevins of the Monarch exchange has received her first shipment of new Christmas cards, samples of which she'll gladly exhibit to anyone of the Filmrow crowd. Stella has been filling a number of orders for other types of greeting cards too . . . Lew Lefton, Monarch manager, was laid up last week with an infected throat, but he is back on the job . . . Jim Alexander of Republic has a number of color reels which he exposed while on his New England motor vacation . . . E. W. Aaron, M-G-M home office sales executive, was a recent visitor . . . The Peter Antonoplos family is at Ocean City, with son, Anthony, on duty here . . . Universal office has a new clerk in the person of Carl Spuhler.

Fire-Panic Is Averted By Cleveland Usher

CLEVELAND—Fast thinking and acting by Earl Whitney, usher at the Moreland, averted a possible stampede last Monday night when smoke seeped into the auditorium. Whitney located a fire in a house adjoining the theatre, quickly shut off the house fans, closed the doors, then ran to the burning house next door with a fire extinguisher. The audience remained unaware throughout the episode.

Altec Installs

CINCINNATI—W. Conners, branch manager for Altec sound equipment, announces new installations in Bruce C. Kixmiller's Colonial at Bickwell, W. Va., and in B. E. Bord's Glen Alum, at Glen Alum, W. Va. Altec sound was also installed in Maurice Chase's Roselawn, Cincinnati surburban house recently opened.

Change for Summer

DETROIT—The Majestic, operated by the Midwest circuit, is now opening at 6:30 instead of 3:30 p. m., and closes the boxoffice at 2:00 a. m. instead of 4:00 a. m. Former policy will probably be resumed in the fall.

One for Baby Sandy

HOLLYWOOD—"Fireman, Save My Child," next Baby Sandy starrer for Universal, is being adapted by Jane Storm and Sy Bartlett for Producer Burt Kelly.

Heywood-Wakefield Head Bestows Service Pins

MENOMINEE, MICH.—Richard Greenwood, president of the Heywood-Wakefield Co., presented service pins to 50 employes of the Lloyd Manufacturing Co. here, Heywood-Wakefield subsidiary, who have served the company for 10 years or more, at a dinner July 11 at the Goodfellowship Club.

Lewis J. Larsen, general manager of the local company, acted as toastmaster. Officials present at the dinner included Paul Posser, general sales manager; F. W. Hill, sales manager of the public seating division; Henry Perry, secretary and treasurer; Leo Jiranek, chief designer. The latter is from New York and the rest of the officials are from Gardiner, Mass., home office of the company.

Six of the 50 employes received their first pin designating 10 years of service, while the remainder were graduated from one service group to another. Pins are awarded at five year intervals and the oldest employe at the plant, Frank Berg, received a 40-year service pin.

Cohen Circuit Remodels

DETROIT—Extensive remodeling program is under way by the Cohen circuit at the Hollywood, Detroit's third largest theatre.

The Cohen circuit is also increasing the refrigerating capacity at the Roxy, constructing a new penthouse over the stage to house the additional equipment.



The Louis Schines Visit—

Visiting Hollywood in celebration of their 20th wedding anniversary, Louis Schine, co-owner of a chain of theatres in New York, Ohio, Kentucky and Tennessee, and Mrs. Schine are guests of Director Louis King (right) on the set of Paramount's "Moon Over Burma."

Install Equipment for Deaf

DETROIT—Wisper & Wetsman circuit has introduced equipment enabling deaf persons to hear the stage shows at the Harper Theatre.

Mrs. Edna MacLachlan Is Named to a Film Post

CLEVELAND—Mrs. Edna B. MacLachlan, who has long been active in motion picture work, has been elected chairman of the motion picture department of the Cleveland Federation of Women's Clubs. Mrs. MacLachlan succeeds Mrs. O. W. Crawshaw, who continues with the organization as corresponding secretary.

Mrs. Walter V. Magee is vice-chairman of the motion picture department and also will have charge of the radio division. She will be assisted by Mrs. James R. Inman. Recording secretary for the 1940-41 season is Mrs. A. V. Jarvela.

Skirballs Add One

MANSFIELD, OHIO—Skirball Brothers of Cleveland, who own and operate a chain of theatres in Ohio, have purchased the 900-seat Ritz from Sol Bernstein. Bernstein plans to retire from the theatre field.

Would Enjoin Columbus Drive-In

COLUMBUS, OHIO—Suit to enjoin the operation of a local drive-in theatre has been filed in common pleas court, the plaintiff charging the noise interferes with his sleep. Defendants are owners Harold Beck and Frank Yassenoff who opened the ozoner June 25.

Complete New Marquee

CLARKSBURG, W. VA.—Completion of the new marquee at Marks Orpheum, which with other improvements will cost $12,000, is announced by Joe Feeney, manager.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... **THEATRE**..... **LOCATION**.....

Schreiber-Co-op Suit Set for September

DETROIT — Detroit's biggest theatrical lawsuit in years, the suit of Midwest Theatres (the Raymond Schreiber circuit) against Cooperative Theatres of Michigan, was postponed until the September term of federal district court. The case was supposed to come up this past week, after a number of normal delays in preparation for the court, but it was felt that the probable volume of evidence to be presented would tend to clog the court calendar too much for the summer months, and it was accordingly held over until September. Neither side, according to statements received by BOXOFFICE, from spokesmen for both plaintiff and defendants, sought any further delay at this time.

Initial delay in the case, filed a year or more ago, was sought on the ground that the ownership of the houses involved—in the Midwest Circuit—was subject to the determination of the Wayne county circuit court in another case filed by Jacob Schreiber, former owner of the circuit, against Raymond Schreiber, the present operator, as principal parties.

The present case is expected to follow largely the lines of a case involving the predecessor groups of both Midwest and Co-op some six years ago, which was dismissed essentially without cause for action, after over 30 days of evidence was heard in court.

Midsummer Slump Hits Trade in Cleveland

CLEVELAND—Except for a few outstanding film productions that can outride all storms and any heat, the midsummer slump hit the town last week with full force. While "All This, and Heaven Too" and "Andy Hardy Meets Debutante" filled Warner's Hippodrome and Loew's State respectively, to such an extent that both pictures were held over a second week, other pictures failed to bring the patrons into local theatres.

Exhibitors operating subsequent run houses report that business hit a new low last week, and they are not looking for any steady uptrend until the latter half of August.

Apprehend Two on Stench Bomb Charge in Detroit

DETROIT—Attempts at stench bombing are being seriously viewed by local authorities, who are holding two men on charges of attacking the Center Theatre, operated by Associated circuit, under $10,000 bail apiece. Two other houses, the Mayfair and Fine Arts, were bombed shortly before the Center attack, but no direct evidence was found connecting the present accused with these crimes. No motive whatever has been disclosed for the event, generally ascribed to "pure vandalism." Potential penalties are understood to run as high as 15 years in prison.

Vaudeville Regains Hold On UDT Michigan Stage

DETROIT—Vaudeville staged a comeback at UDT's Michigan on July 26, with Gene Krupa and his band headlining the first show after a month and a half of straight pictures. Series of strong bookings for the summer months was partly responsible for the decision to continue with straight films, but the house is now returning to the prevailing policy of using more stage shows, following the record run set by Bob Hope in his personal appearance here.

Occasion will incidentally be the 15th Anniversary Week at the Michigan, with special promotions planned to make it eventful.

Vaudeville in other houses is showing a tendency downward, although the Fox is expected to continue stage shows for most weeks for the balance of the summer. Wisper and Wetsman's Harper, which was using a full week, is shifting to weekend stage bills only, but will probably go to full weeks, as will probably two or three other W&W houses in the fall.

Directs a Mesquiteer

HOLLYWOOD—George Sherman will direct "Arizona Skies," a Three Mesquiteers western for Republic.

COLUMBUS

FROM ALL advance indications the Variety Club Round-Up August 1 will be the event of the year locally. The committee, headed by Tom Jones, has arranged for the Brookside Country Club. Advance sales of tickets predicts a turnout in excess of a thousand.

P. J. Wood was in Philly last week to attend the production survey meeting, going on to Cape May for a vacation . . . Among those back on the job after mid-summer siestas are Harry Schreiber, Larry Caplane, Bill Cunningham, Harold Eckert and Freddie Oestreicher . . . Johnny Hardgrove is right at home working the relief stint at the Ohio, replacing Russ Bovim.

From F&Y we learn that the "Four Star Dixie" in Ft. Mitchell and the Westmor in Huntington will both open August 15 . . . Roseville has closed . . . George Jeffries, formerly with UA out of here, has been in town on bookings.

The new Pat Russell-Ken Dickinson "television" theatre on the eastside is off . . . However, side walls of the new C. A. MacDonald theatre in Grandview are already up . . . The Innis and East Columbus are operating weekends only . . . Charlie Justus' Exhibit was sold piecemeal at auction.

Annual Kent Drive of Fox starts August 5, Jack Needham being all pepped up for the big push . . . Marquee at the Broad has been dressed up . . . Despite often repeated rumors of a city levy on theatre admissions (made necessary by adverse financial status of Columbus) the inside dope is: Such a tax would be impossible without special action by state legislature, and that body will not be in session until January 1.

Film Combinations Irk Decency Legion

PITTSBURGH—*The Pittsburgh Catholic* this week states that motion picture producers are engaged in a "campaign" to defeat the purposes of the Legion of Decency.

Official organ of the Catholic Diocese in an editorial reports:

"Just at present the experts say that Hollywood is making a test of the strength and sincerity of the Legion of Decency movement. This opinion is confirmed by the large number of 'B' films in circulation, billed either alone or along with an unobjectionable film. Hollywood's belief is that people 'don't bother much' with those tiresome moral ratings; that if the critics rave over a picture or the advertising shouts loudly enough that 'you must see it,' the opposition of the Catholic authorities won't amount to much."

The weekly newspaper for some time has been urging Catholics to shun theatres offering "B" and "C" films, as classified by the Legion of Decency. Double billing of an "A-I" (unobjectionable) film or an "A-II" (unobjectionable for adults, not suitable for children) picture with a "B" film, classified as objectionable in part, or with a "C" film, which is condemned, has been the subject of several recent *Pittsburgh Catholic* editorials, such dual programs having been bitterly opposed.

"All This, and Heaven Too" has been listed as a "B" picture, not because of the claim that it pictures a priest in a most offensive way, but because suicide is used as a plot solution, states the paper.

"The scarcity of programs fit for children will convince the most complacent what a dangerous condition, from the moral standpoint, prevails," according to the July 18 editorial.

Canadian Restrictions Curb Detroit Grosses

DETROIT—The Canadian business enjoyed by Detroit downtown theatres—running into hundreds of dollars daily grosses in some instances—is permanently down to zero, new Canadian regulations indicated this week. Currency regulations are the basic reason, and Canadians leaving the country are permitted to take only enough cash for absolute necessities. Border authorities specifically stated they would not be permitted to take out funds to spend on American amusements. Money for vacations or touring in the U. S. is definitely banned under the new regulations, and all show business here will suffer as a result, "for the duration."

Akron Drive-In Opens

AKRON, OHIO—Another drive-in theatre has joined the growing family of Akron amusement places, with the recent opening of the Star Light Auto Theatre at S. Arlington street and Waterloo Road. Between 400 and 500 cars can be accommodated on the theatre's ramps. Policy will be two shows nightly.

Three Dimension Films Nearer With Patents

BOSTON—Three dimensional motion pictures in color, an actuality for several years through activities of Edwin H. Land and George W. Wheelwright III, have come closer to the commercial stage with the granting of patents to the polaroid pair on new film processes whereby two separate images, one over the other, may be printed on a single film.

This film may be screened by an ordinary projector with a stereoscopic effect.

This double negative is rendered in terms of polarization, with the images polarized on the celluloid rather than being precipitated there by the usual silver deposits. The price of the self-polarizing process, on a commercial basis, is as yet indefinite.

Leave Double Negative

Land and Wheelwright formerly achieved their three-dimensional effect with double negative, that is double-frame film. The negative was shot with two cameras hitched together by a universal joint and directed at such an angle that corresponding right and left eye perspectives were synchronized.

These two negatives were printed on a single strip of 35mm film and were projected by a regular projection apparatus, augmented by a reflector device that gave each frame a full aperture.

Other Land-Wheelright inventions and refinements include Pola-screen, which is used to eradicate reflection. A cameraman, by means of the substance, is enabled to shoot an underwater scene from a boat and do away with on-the-surface reflection that heretofore made such work impossible under ordinary circumstances. The camera axis is at approximately 30 degrees to the reflected surface for such shots.

The basis of the experiments has been the control of light. Sunlight, for instance, is composed of innumerable light waves vibrating in all possible planes at right angles to the direction of travel of the beam itself. Such light is said to be unpolarized. The material turned out by the two Boston men allows only a single plane of light to pass through it.

Require Polaroid Glasses

In an actual demonstration of three-dimensional films, staged for this publication by Wheelwright, the effect was startling. Depth became a fact, vividly so in the colored shots. Rotundity was imparted to the human form. Flesh took on a life-like glow and vibrancy. The nap of cloth could be appraised.

All color processes, according to Wheelwright, may be used in conjunction with this new venture into the stereoscopics.

Polaroid glasses have to be worn by the audience. The principal of the innovation, therefore, is briefly this. Two images are projected onto the screen, one on top of the other. The lens on one side of the spectacles is polarized so as to admit only vertical light beams. The other lens is polarized horizontally. Each eye, therefore, sees each of the two images.

Dead spaces in the theatre will not be increased by the addition of a third dimension to motion pictures, Land said. The ceiling range will remain the same as it is at present. Where side seats give a distorted view at present, this same distortion will be present with the third dimensional output. Projectionists, according to the pair, will have no extra duties. No new fire requirements will be necessary. Speed will remain unchanged. Only a small amount, if any, additional light will be required because of the slightly darkening effect of the grey glass-like lens.

Prices, it is understood, will be mainly a matter of policy. It is conceivable that the actual cost of fully equipping a 2,500-seat theatre for the Land-Wheelwright stereoscopics would cost no more than $50, even without the resulting savings of volume in manufacture. The purpose now, says Land, is the perfection of technique.

Film District Outing Will Be Held Aug. 20

BOSTON—The annual Boston film district outing will be held this year at Silver Beach in Falmouth on August 20. Major Patrick F. Healey, of the department of public safety, has been appointed chairman of the affair. Healey is being assisted by Thad C. Barrows, nationally prominent projectionist union figure.

William Cuddy of the Boston Cinema Club and of RKO is secretary. Steve Broidy, Monogram New England sales manager and president of the Boston Friars Club, is treasurer. Gene Gross of Monogram is Broidy's assistant.

This year's function is being jointly sponsored by the Theatrical Post of American Legion, the Boston Friars Club, local film unions, the Boston Cinema Club, and the Motion Picture Salesmen's Clubs. Prizes for various sports and amusement events are already being donated.

Effect Policy Change at The Lyric in Hartford

HARTFORD—A policy change at the Lyric here calls for only one matinee daily starting at 1:45 except Saturdays, Sundays and holidays, when the usual continuous shows will be given. Evening performances now start at 6:45, with the doors opening 15 minutes earlier for both matinee and night shows. Heretofore, the Lyric policy was continuous run throughout the day.

The change brings the Lyric in line with the schedules followed by all other local Warner units including the Rialto, Colonial, Central and Lenox.

Fine Arts Dark

BOSTON—George Kraska has darkened the Fine Arts Theatre in the Back Bay section of Boston for the remainder of the summer. The intimate house is due to open with its regular foreign and class policy about Labor Day. Leonard Kraska, house manager, and other members of the staff have gone on vacation.

Distributor-Exhibitor Match a Big Draw

NEW HAVEN — A distributors-exhibitors' 18-hole match will be one of the many features of a full day at the fifth annual film golf tournament, sponsored and arranged by Connecticut MPTO, and set for August 6, at Race Brook Country Club, Orange. Herman M. Levy, chairman, reports Edward Ruff, Paramount manager, has been drafted to captain the distributors' team, while Sam Rosen, of Lakeville and Winsted, was appointed by acclamation to head the exhibitors' team.

Some 50 prizes await golfers and non-golfers, while a program from 10 a. m. to all hours is designed to be sufficient reward for all comers. Arthur H. Lockwood, president, Ted Jacocks, and I. Levine will be hosts to non-golfers. Harry Shaw, Loew-Poli division manager, will fill his traditional role of m. c., while Hy Fine, M&P district manager, will tell some new stories and the old favorites. Reservations at $5.00, including luncheon and dinner at the clubhouse, are pouring in from all parts of the east, and early replies of those planning to attend are urged by the committee, consisting of Herman Levy, Louis Schaefer, George H. Wilkinson, B. E. Hoffman, Samuel Rosen, Harry Shaw, Max Tabackman, Edwin Raffile, Morris Joseph, Abe Mattes, Morris Nunes, Barney Pitkin, Edward Ruff, Ben Simon, Lester Tobias, Lou Wechsler and I. Levine.

Pickus Starts Extensive Bridgeport Remodeling

BRIDGEPORT, CONN.—Blue haze lighting, special seats, air conditioning and a bowl-shaped auditorium are planned by Albert Pickus for his Stratford as part of the $20,000 modernizing program soon to start.

O. C. S. Ziroli, Fairfield architect, will design an original interior for the theatre and two months will be required to make the changes. The house, however, will remain in operation during the remodeling.

As a safety feature the projection booth and boiler room will be outside the theatre. The theatre was originally built in 1920 and was renovated in 1926 when purchased by Pickus.

A new screen, projection equipment and sound will be included in the change. The theatre is the only one in Stratford, a town of more than 24,000.

Howard Maps Philly Meet For Allied Survey

BOSTON—Arthur K. Howard, business manager for Independent Exhibitors, Inc., and member of Allied's national product survey committee, planned to meet with fellow committee men in Philadelphia Wednesday to further a schedule for setting up Allied's proposed nationwide product information survey.

Howard has already set the plan in motion throughout New England and has called a special product meeting for August 6, calling off a previous July 30 date.

Heart Attack Is Fatal To Abraham Fishman

By GERTRUDE PEARSON

NEW HAVEN—The New Haven film district was shocked and grieved at the sudden death of Abraham Fishman, president and founder of the Fishman Theatres circuit. Fishman, who was 52, and had been in the film district as usual the week of his death, suffered a heart attack at his home and was ill only two days. Interment was in the B'nai Jacob cemetery Sunday. The well-known film man is survived by his wife, Mrs. Rose Fishman, a daughter, Mrs. Lawrence C. Caplan, wife of the Allied executive secretary, a daughter Marion, three brothers, Dr. J. B. Fishman, Selig Fishman and Aaron Fishman, and one sister, Mrs. Jeanne Saslau.

Abe Fishman was a self-made man in the true sense of the word. He came to this country as a young boy and with his brother, Selig, was immediately charged with the responsibility of helping in the establishment of his family of widowed mother and younger brothers and sisters. After several struggling ventures in other lines of business, Abe and Selig took over the old Dixwell Theatre some 22 years ago, thus becoming one of the early inde partnerships in the territory. Subsequently, the other members of the family were affiliated with the business, and by 1925 the Lawrence, Howard, Lyric, Apollo and Winchester, New Haven, and Community, Fairfield, were added to the Fishman circuit. From active daily management of one or more of the theatres, Abe has in past years transferred his efforts to daily attendance at the Fishman Meadow Street office. He has been active in independent exhibitor organization and a staunch supporter of the inde's rights in this territory.

Filmites Testify

Morris Joseph, "dean" of Meadow Street, and Universal manager, says of him, "I was deeply grieved to learn of the death of Abe Fishman. I had a splendid opportunity to observe how he overcame great obstacles by his determination and hard work. I also knew him as a friend and, like others, will always remember him for the wholesome, charitable, and sincere person that he was."

Other film people who were in the city when the news was learned, were moved to similar expressions of sympathy. J. R. Mahan, manager of Vitagraph, Inc., praised "his progressive outlook on the business and the human quality in his dealings with salesmen and others connected with it, as well as his humanitarian interest in all affairs." Ben Simon, 20th-Fox manager, also one of the old-timers on the Street, expressed sincere sympathy and deepest respect for the human qualities and business ability of the deceased exhibitor.

Henry Germaine, Paramount salesman, said "I have known Abe Fishman since he first came into the business and was deeply shocked at his death. I have been grateful for his fatherly advice many times, and have admired him for his amazing work in building up the circuit." B. E. Hoffman, Warner Theatre executive, "always regarded him very highly for his excellent character and interest in all things of a social service nature." Harry F. Shaw, Loew-Poli division manager, said "New Haven will certainly miss Abe Fishman and I personally will regret the passing of an always pleasant association."

Lou Wechsler, manager of United Artists, also spoke of Fishman's "fine qualities in both personal and business dealings." Barney Pitkin, RKO manager, said "The passing of Abe Fishman is a great loss to our business in New England. I have known him for over 20 years and admired his rise from small beginnings to the role of successful circuit operator." Sam Seletsky, Republic manager, considered the death "a real loss to the film industry in Connecticut."

Lou Phillips, of Modern, one of the veterans in this district, expressed his deep sympathy at the passing of "an old friend, whose success in the business was by means of hard struggle and business skill."

Connecticut MPTO Resolution Eulogizes Abraham Fishman

NEW HAVEN—Connecticut MPTO passed the following resolution at its regular luncheon-meeting at Ceriani's Monday:

"WHEREAS, the late Abraham Fishman was one of the pioneers in the field of moving picture theatre operation in Connecticut; and

"WHEREAS, he was for many years a staunch, loyal, and conscientious member of the Motion Picture Theatre Owners of Connecticut, at all times placing the good of the many above personal gains and ambition; and

"WHEREAS, the Almighty, in His infinite wisdom, has taken him from among the living; Now, Therefore:

"BE IT RESOLVED, that the Motion Picture Theatre Owners of Connecticut and its members individually extend to the family of Abraham Fishman its deepest regrets and sincerest sympathy, and that a copy of this Resolution be sent to the family of Abraham Fishman and to the trade press."

Push Theatre-Building Plans in Dorchester

BOSTON—Plans were forwarded this week for the erection of a motion picture house at Adams and Minot streets in the Cedar Grove section of Dorchester. A petition has been submitted for a surmounting of zoning regulations so as to permit the layout of a parking space behind the proposed suburban house. The property is owned by the Pierce Estate.

M. Adorno Awaits Court Decision on Open-Airer

NEW HAVEN—Judge P. B. O'Sullivan of the superior court has not yet rendered his decision in the appeal case of Maria Adorno of Middletown, who seeks permit to operate a 900-seat open-airer without range restrictions.

Says Public at Large 'Demands' Dual Bills

HARTFORD—"The larger portion of the public is accustomed to seeing two long features at one sitting. Doing so is not only habit, but demand," declares Miss Louise Mace, film critic and columnist for the Springfield *Republican*, in an editorial inspired by the anti-double feature stand taken recently by Harry Brandt, president of the New York ITOA.

While recognizing that if protests against double features become strong enough, Hollywood will have to do something about them, Miss Mace believes most New Englanders enjoy double feature programs.

"Many undoubtedly would feel cheated if the so-called associated feature were missing," she writes. "Many others would not, since they have made a consistent point of shopping for their film fare, going to the theatre with the explicit intention of seeing only one film in which they are immediately interested."

Now that Hollywood is drastically cutting expenses without shame to meet the demands of a constricted foreign market, Miss Mace suggests that this would be a good time "to experiment with the single feature idea."

"Hollywood will never know how acceptable the single bill film will be until the test is actually made. Neither will the public. Indications now are that the industry is continuing calmly on the old two-rail path, reserving the usual space for the B films contemplated for the rest of this season," she concluded.

Admission Tax Extension Discussed at MPTO Meet

NEW HAVEN—At its regular meeting, Connecticut MPTO members discussed the movement to reduce the basic theatre tax exemption admission from the present 20 cents to one cent, and it was voted that Herman M. Levy, executive secretary, conduct a survey of opinion on the proposal in this territory. The results of this poll are to be announced before the next meeting. It was also announced that the 50 trophies and prizes for the fifth annual golf tournament, to be held at Racebrook Country Club August 6, are on display on the main floor of the Film Building.

Exhibit Equipment

BOSTON—The cynosure of film district eyes this week and last has been the new Brenkert B x 80 projector mechanism and RCA model No. 9050 soundhead, on exhibition at the Capitol Theatre Supply Co. Kenneth Douglass, Capitol head, had already closed six deals for the equipment up to the end of last week.

Reopening Last of August

HARTFORD—The State, which has closed for the summer, is slated to reopen the end of August with Orrin Tucker and his band.

BOSTON

MICHAEL J. HURNEY, Specialty Pictures salesman, became the father of a second daughter at 3:17 a. m. last Friday. Hurney who had rushed his wife, Nora, to Quincy Hospital the night before, was asleep at the time. The youngster weighed in at 7½ pounds.

Charles Fish, Capitol Theatre Supply Company technician, is driving a new Pontiac . . . Steve Broidy, Monogram sales manager in New England and head of the Boston Friars Club, was in New York on business . . . Fred Greenway, Loew's State manager, has been vacationing . . . Meyer Marcus, assistant to Harry Browning of the M&P advertising department, left for the west, Sunday . . . May Fox Woolfall, Loew's State cashier for a great many years, left Sunday for a two-week sojourn at Ogunquit, Me.

George Freeman, manager of the Poli in Springfield, has tied in hot weather and stage shows with a bathing beauty contest at the western Massachusetts house . . . George Husson, former owner of the Royal in Lowell and a sick man for a long time, is reportedly much better. His son, Fred, operates houses at Wilmington and Whitman . . . Fred Clements is running the Strand in Brockton, a Frederick E. Lieberman house, on a summer policy of split performances.

Patrick F. Healey, state film head, is chairman in charge of the forthcoming film outing, to be held at Silver Beach in Falmouth on August 20.

George McGunnigle, acting manager of Loew's State in Boston during the vacation of Fred Greenway, exploited "New Moon" in a tieup with Jordan Marsh Company, large local department store, by which the State lobby resounded to "New Moon" recordings via a magnificent record player.

Theodora Lytle, secretary to Arthur K. Howard of Independent Exhibitors, Inc., has a father with a hobby. The latter owns 20 radios, all in operation around the Lytle homestead . . . Maurice Druker, manager of the Poli in Worcester, has been tying in with local radio stations on picture exploitation.

Sid Rosenberg, chief of service at the Fenway in Boston, received his Phi Beta Kappa key via mail last week. Rosenberg, a Harvard graduate and a pre-med, recently underwent ceremonies coincidental with the awarding of the scholastic honor.

Ralph Snider, circuit owner with offices in the Metropolitan Theatre Building in Boston, has reportedly been considering acquisition of a beach resort theatre in Maine . . . Hibbard Henderson, assistant to Manager John Carroll at the Paramount in Boston, has been considering an offer to join the United States secret service.

Harry Wasserman, M&P Theatre Corp. district manager, has been cooperating with local police authorities in the free showing of safety films to children . . . Mrs. Edward Ansin, wife of the Interstate Theatres Corp. partner, was reportedly on the mend last week at Beth Israel where she has been confined following the rupture of her appendix.

Calvin King, operator of the Walden in Williamstown, has curtailed his daily showings for the summer season . . . Jack Goodwin, managing director of the Metropolitan, took "All This, and Heaven Too" into a second stanza at the downtown house this week on what was originally a 13-day booking.

Nat Levin of Monogram has been vacationing in New Hampshire . . . Mary Brady of Monogram was out ill . . . Meyer Gruber, former local exchange manager, was convalescing at home following a stay at Beth Israel. Gruber, who recently disposed of premium holdings, may re-enter that field.

Joe Brennan, executive secretary in Massachusetts of the MPTO, broke into the news as the member of a "Barber Shop Quartet." Fellow singers included Mayor Maurice Tobin of Boston and ex-Mayor John F. Fitzgerald . . . M. A. Shea has gone in for a cooking school promotion at the State in Manchester, N. H.

John O'Connor is having the Plaza, 850-seat Fall River house, rejuvenated . . . Edw. Richardson, assistant to Manager Howard Burkhardt at Loew's Orpheum in Boston, went on vacation a bachelor and returned a benedict.

Steve Broidy, Doc Britton, Gene Gross, Herman Konnis, and Nat Furst were in New York at a Monogram eastern sales meeting at the Barbizon-Plaza Hotel.

William Kelly, manager of the Modern, in Lawrence for Warner, died suddenly last week . . . Tom O'Brien, Monogram booking manager, has the newest giveaway deal. It's a photo service for theatre patrons whereby the latter may have any film made into a framed, hand-tinted miniature.

Curtis Morse, manager of the Orpheum in Gardner for the George A. Giles estate, is having the Massachusetts house renovated . . . John S. Giles has arranged for a bike giveaway at the Laconia Gardens in Laconia, N. H.

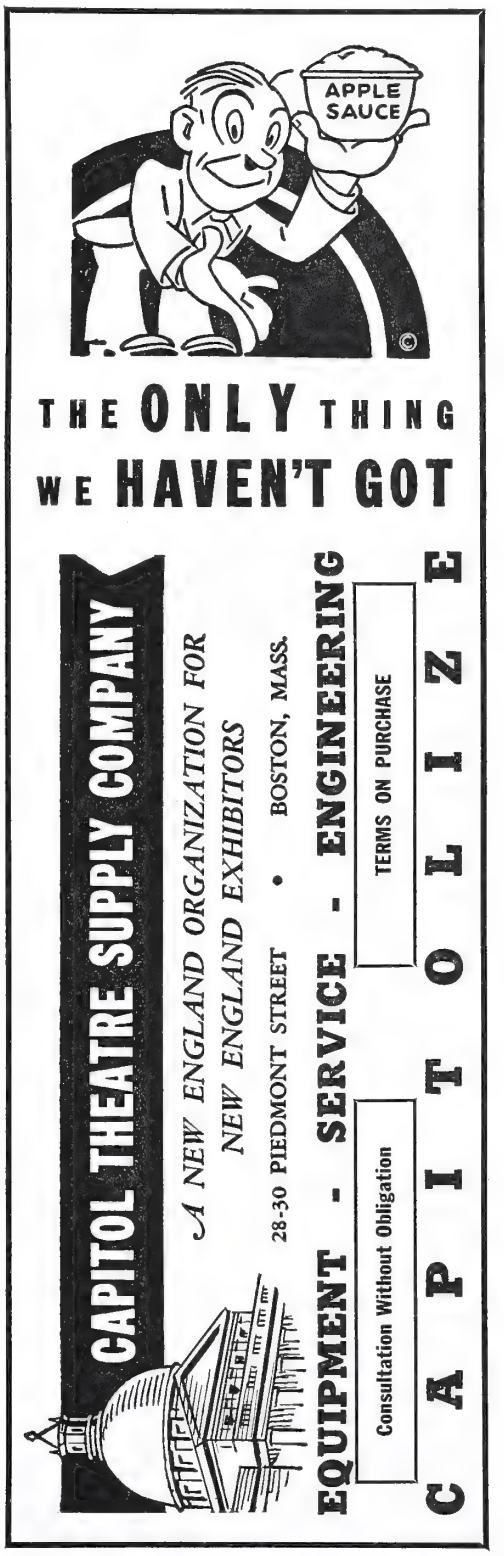
Al Nasif of Capitol Theatre Supply Co. goes on vacation August 19 for two weeks . . . L. L. Foster, Capitol office manager, takes his vacation leave during the same interim.

Francis Cleveland has the Barnstormers Theatre at Tamworth, N. H., for the summer . . . Paul Wenzller, manager of the Strand in Newburyport, is scheduled to return to the Warner house today following his vacation . . . The same is true for Harry Furst, manager for Warner at the Palace in Lawrence.

Ross Cropper, local RKO manager, has reportedly closed a 100 per cent deal with William Sullivan, booking manager for Maine & New Hampshire Theatre Co. . . . Guy Palmerton has taken over the Whalom Playhouse in Fitchburg for the summer season . . . Russ Barrett, manager of the Strand in Woburn for Warner, left last Saturday on vacation . . . Harold Cummings, manager of the Warner in Lynn, also went on a summer sojourn the same day.

Morgan Farley is operating a summer theatre in Nantucket . . . Jack Melincoff, manager of the Warner in Lawrence, is scheduled to go on vacation leave on July 27 . . . Ditto for Christopher McHale, manager of the Broadway in the same city.

Jack Martin of Republic lost his automobile driving license for seven days recently following an encounter with a policeman at the end of a wrong-way excursion down a one-way street.



NEW HAVEN

BIG DOINGS at the fifth annual film golf tournament at Race Brook Country Club Tuesday, August 6, will attract many out-of town guests, including Maurice N. Wolfe, I. Harry Rogovin, Hy Fine. Distributors-exhibitors' 18-hole match will finally give each a chance to beat the other at his own game. More gifts received include a portable radio by RKO and sterling silver by William Scully of Universal. About a 1 to 2 chance of winning a prize, Herman M. Levy reports. Harry Shaw getting in fine emcee form for the event.

Local B-41 had an exclusive this year at Indian Grove. All the Loew-Poli houses in town, and all those in the vicinity who heard about it, got together on a hay ride after theatre hours, and wound up at Harrison Point. Frank Manente, Poli student assistant, assisted by Sid Jaffe and Marshall Blevins, were in charge. Nat Rubin promoted plenty. Harry Shaw displayed another talent and turned chef. Max Resnick was official barkeep. Sam Badamo toured the countryside until 3 a. m., but just never found the party. The Politeers immediately voted another corn roast in August . . . Peter and Sperry Parakos were hosts to the bookers of Meadow Street for a trip on their cabin-cruiser Friday. Unfortunately and irrevocably, Mike Tomasino had planned a party for the bookers on the same date . . . The Warner Club outing will be set some time later in August.

Congratulations to the I. J. Hoffmans on the bethothal of their daughter, Edith, to Gerald Steinberg, Bridgeport attorney . . . Sympathy to Joseph Samartano, Poli, Meriden manager, on the passing of his mother . . . Samartano flew to his home in Cleveland . . . Harry Rose, Globe, Bridgeport, celebrated his 20th wedding anniversary at Atlantic City and at the World's Fair . . . Winchell says Maxwell Hoffman and Sam Rosen are expectant daddies.

H. B. Bailey was issued a final permit for completion of the new Bailey Westville Theatre. Permit recites cost at $40,000. *House should be ready in October . . . Report has it Lou Anger is starting to build a theatre in Bridgeport this week . . . Joe and Ted Markoff have completed installation of a new ventilating system in the Moodus . . . Sam Meadow will renovate the* 280-*seat State, New Haven, installing new seats, new carpets, new screen, and redecorating the lobby.*

Advertising Accessories, Inc., finally moved over to its permanent home in the Paramount exchange building Saturday . . . Harry Egert, division sales manager and home office executive, was in to supervise the final details. Messrs. Feldburg, Wenzel, and Berliner, Katherine Sullivan, and the artists move over without change . . . The Devon Theatre has added three rows of electric letters to its marquee.

Sal Popolizio, 20th-Fox booker, and George Somma of Republic are doing anything but hiding at Ted Hilton's Hideaway, Moodus . . . Anne Curran, secretary to Ben Simon, 20th-Fox manager, is driving to Vermont with her husband . . . Morris Weinstein, Fox accessories manager, is heading for the Fair . . . George Freeman, of Loew-Poli, Springfield, hied himself to the mountains of New Hampshire . . . Monk Maloney, Loew-Poli, Worcester, will take a nostalgic peek at New Haven during his vacation . . . Beatrice Levenstein of the Warner exchange is looking over Spofford Lake . . . Mary O'Daynick of the RKO office has switched her vacation for that special date in September.

Hugh Maguire and the Mrs. spend all their time heading for Branford and that 18-foot sailboat . . . Frank Alford, RKO traveling auditor, is in town . . . Jack Mullen, Warner shipper, left for Atlantic City July 29 . . . Jim Memery, Loew-Poli artist, leaves August 2 for Pepperill, Mass., and Hampton Beach, N. H. . . . Sam Badamo's date is August 5, and the place is always the same, Lake Winnapesaukee.

Vaudeville at the Loew-Bijou, New Haven, prolonged at least another week instead of ending for the summer July 20 *as planned . . . Poli circuit is showing the fight pictures, distributed this time by RKO . . . Alexander Preview has contracted with Colonial, Southington, and Rialto, Windsor Locks, on trailers . . . "Andy Hardy" spending three weeks at Hartford . . . Matt Saunders ran a successful vacation kiddie Saturday morning show of shorts, at* 10-25 *cents with the mayor lending his support . . . Poli, Meriden, had a School's Out Saturday morning program . . . Capitol, East Haven, doing well with Friday-Saturday giveaway of ladies' stockings, charging patrons* 15 *cents.*

Exhibitors are trying to fathom the Ascap statement in Allied convention bulletin that the organization has never collected any money from distributors from score charges and that its only collection is of theatre dues . . . 20th-Fox Eighth Annual S. R. Kent Drive opens in New Haven with a first meeting at the Fox quarters August 1, led by Moe Levy, studio representative; Roger Ferri, home office representative; and Thomas Bailey, Boston district manager . . . RKO manager, booker, and salesman pocketed two weeks' salary as a reward for winning third place in the recently-concluded Ned Depinet Drive . . . Rest of staff received a week's salary . . . Harold Rubin, Metro Premium manager here, spent several days in Philly on business . . . Greatest secrecy shrouds Harry Shaw and Lou Brown's annual Loew-Poli new movie season stunt plans.

Bathing beauty figures: Between Worcester, Springfield and New Haven, the Loew-Poli houses featuring these contests will have given away $1,800 *in jewelry and watches, all promoted . . . First prizes,* $37.50 *Bulova watches; second,* $24.75 *Benrus wrist watches; third,* $9.95 *fitted cases,* 18 *prizes given away at each house each week, plus finals, which vary from* $100 *diamond ring to* $75 *pearl necklaces or diamond lockets . . . Sponsors have cooperated in advertising, as well.*

Nat Rubin had a young lady in a sarong deliver baskets of tropical fruit to key press members in connection with "South of Pago Pago." Also has the Poli, New Haven, lobby transformed into summer retreat, with garden furniture, tall palms, palm-decked columns, and trick lighting. Furniture was promoted from Wayside. In his spare moments Nat arranged a Loew-Poli "Maryland" handicap at the auto races and gave a special cup. The event received daily comment in the sports columns and on the air waves for a week preceding the opening.

Jack Brassil is responsible for a flock of co-ops on "Andy Hardy" . . . Leo Bonoff gets local merchant advertising in his Theatre Guide, *published monthly and carrying programs and reviews of his Madison and Saybrook programs . . . Morris Rosenthal discovered J. Aley, author of story from which "You're Not So Tough" was adapted, in, of all places, Bridgeport, and invited him to the theatre and broke the press . . . Brooklawn Theatre, Fairfield, hurt by torn-up road conditions.*

Ann Donner and Ann Hunn of the 20th-Fox staff are off on vacation, as well as Belle Sheffren . . . Phil Gravitz, Metro booker, on leave . . . Lou Cohen relieves Jack Simon, Loew-Poli, Hartford, manager, when he vacates August 5 . . . August 3rd vacationers on the Warner Theatre list include I. Hillman, Capitol, Danbury; R. Elliano, Palace, Torrington; D. Sugarman, Colonial, Hartford; J. Sanson, State, Manchester; J. Borenstein, Embassy, New Britain, and D. Rich, Cameo, Bristol.

Al Domian subbing for Bill Scanlon, assistant at Poli, Meriden, July 29 *to August* 11 . . . *Wally Cooper, Poli-Hartford assistant, will be looking forward to next year's vacation after July* 28.

: Give Words Meaning :

SPRINGFIELD, MASS.—"Motion pictures can take a word, use it in two or three titles, and make it descriptive," says Alfred L. S. Wood, motion picture editor of the Springfield *Evening Union.*

" 'Dark' as in 'Dark Victory' has a very definite meaning for movie patrons. They believe its use signifies that the picture calls for the services of an emotional actress who can be very miserable but who rises above her misery for the hypothetical victory. Such a patron, if he is a devotee of the Ritzes, the Marxes, Laurel and Hardy avoids 'dark' pictures as carefully as he avoids picturized classics, adaptions of novels which expose social conditions and such worthwhile themes.

"It was surprising to learn from the publicity of a second run house, that one of the dark pictures isn't a 'dark' picture at all. Apparently, it is an historical story dealing with guerrilla warfare which is the kind of drama exactly up the middle of the alley owned by the devotee of the Ritzes and that lot."

HARTFORD

MIKE DALY of Hartford, Plainfield and Lowell was in New Haven on business . . . Jack Waddock is a new member of the service staff at the Allyn . . . William Brown of the Palace, Stamford, was on vacation . . . Ditto, Stanley S. Redmond, assistant manager at the Allyn . . . Elihu Brooks is now full-time doorman at the Poli . . . Manager George E. Landers of E. M. Loew's was in New Haven.

Rialto, South Norwalk, is offering stemware to patrons . . . A September 1 opening is hoped for the new Warner, Bristol . . . Robert O'Connor, chief of service at the Allyn, is back from his vacation, which included trips to New York and Boston . . . Manager Al Anders of the Bijou, Springfield, secured the cooperation of the Springfield Motion Picture Council during the showing of "The Fight for Life."

Vacation Doings: Charlie Repass, main stem Crown, is back from several weeks of rest and ease . . . May Staton, Rialto cashier, is vacationing at present . . . Bernard M. Levy, house manager at Proven Pictures and also division manager for the Lieberman circuit, leaves soon for a New Hampshire rest . . . James F. McCarthy, Strand manager, leaves July 27 for Hollywood vacation. Plans call for a plane ride there and return by train.

Holyoke, Holyoke, which played sex films three weeks straight, stopped showing them due to pressure on the part of chamber of commerce and other groups in the Paper City . . . New Rialto, New Britain, has closed for an indefinite period . . . Patricia Kenney, cashier at the Central, West Hartford, has returned from her vacation . . . Ditto, Keith Southern, assistant manager at Proven Pictures.

Frankie Matthews is a new doorman at the Central, West Hartford . . . Kenneth Faye, Strand assistant manager, filled in for Tommy Maller of the Lenox when the latter was on vacation . . . Lyric has gone on a shortened summer schedule, which calls for only two showings a day . . . Harold H. Campbell, Central manager, had Dave Sugarman of the Colonial filling in for him when he went on vacation.

Front of the main stem Daly was repainted . . . Manager Bernard M. Levy of the Proven Pictures commutes regularly to Holyoke where he manages the Holyoke, another Lieberman house in this territory . . . New Colony, Sound View, brought in "Marijuana" . . . William F. Flanaghan, Lyric manager, is back from his vacation at Point O' Woods.

Victor Morelli, Rialto manager, is now a proud papa. A girl, born to Mrs. M. last fortnight, has been named Lois Ann. Mr. M., incidentally, reports that the recently-instituted glassware giveaway at his theatre is going swell . . . New Colony, Sound View, distributed free matches during the run of "Our Sinful Daughters."

Helen Covell, Palace cashier, leaves August 1 on her vacation . . . Jerry Swinbell, assistant head usher at the Allyn, filled in for Bob O'Connor, chief of service, while the latter was on his vacation . . . Herbert Pivnick, former relief doorman at the Poli, has been upped to full-time doorman, succeeding John J. Kelley, resigned. David Brown has taken over Pivnick's former duties . . . Jerry Waasaw, Palace doorman, will off August 1 on a vacation trip to Philadelphia and the biggest city's World's Fair.

Sad Tale: Flavia Sloat, that cute cashier in the boxoffice at the Allyn, took a trip to Manchester with some friends. Once in the Silk Town, the companions, just to be different, went haying. When Miss S. wasn't looking, she fell into a small brook and bruised herself a bit.

Manager Jack A. Simons of the Poli leaves August 1 on his vacation . . . James D. Tuttle, Edwin K. Boggs, Gabby Lareau, Stephanie Kalanowski and Pauline Talarski, all members of the service staff at E. M. Loew's, tripped to Ocean Beach Park, New London last Sunday. They left at 6 in the morning and were back in town by 1 p. m.

Walter Medwick is a new usher at the Regal, succeeding Jimmy Maddigan, who resigned to work for Pratt & Whitney Aircraft, East Hartford . . . E. M. Loew's baseball team, captained by Oscar Cappuccio, wants to schedule some games. Phone Hartford 5-6789.

"Hell's Angels" Reissue Scissored in Boston

BOSTON—It took a reissue to hit the scissors route of the Massachusetts department of public safety last week, when "Hell's Angels" was the only feature of 25 motion pictures that underwent deletions.

Lengthy eliminations ordered by the Bureau of Sunday Censorship for "Hell's Angels" included:

"Scenes showing Monte and woman on couch and long kisses; dialogue, 'Pretty boy, you please me very much.'; 'It is nothing—', to and including, '—so you see —,' in part 1. All scenes showing contours of Helen's body in scant evening dress, in part 4. Scene showing closeup of Helen as she stops at door before entering bedroom; dialogue, 'He wouldn't approve of me, either, if he knew what I'm really like.'; scene showing long kiss between Helen and Monte on divan, in part 5. All scenes showing Helen and officer in booth at cafe; scenes showing fellows and girls at tables in cafe in unconventional actions and poses; dialogue, '—to hell with this three o'clock business—to hell with it!'; all scenes showing Monte and girl attempting to induce one another during quarrel with Roy at cafe; dialogue, 'Come on, lil' old oo-la-la!—', to and including, '—You're not going anywhere.'; death voice of aviator in airplane; dialogue, 'God damn it, it's Baldy.'; 'Oh, my God, we're on fire!'; actual scene showing firing squad through window; dialogue, 'Oh, to hell with your heroic stuff!'; scene showing shooting of Monte and bullet hole in back; scenes showing Monte dying and struggling in Roy's arms, in part 10."

Fox Movietone News No. 89, passed previously for Sunday showings in the Bay State without eliminations, was last week recalled and snipped of scenes showing recent Jack Dempsey fisticuffs.

BRIDGEPORT

FRANK MORRIS, assistant manager at the Hippodrome, is the proud father of a baby girl . . . Morris Jacobson, general manager of the Strand Amusement, is back from Cincinnati and Detroit.

Work on the new neighborhood theatre in the North End may get under way in ten days, according to Lou Anger . . . Steve Martin, Barnum manager, is back from vacation.

Some of the neighborhood houses are experimenting with nickel matinees for youngsters during the summer . . . Ralph Chatterton of the Loew-Poli worked up a four-column cooperative ad in the *Telegram* and *Post* in connection with "Andy Hardy Meets Debutante."

Manager Manny Kugel of the Warner is back from the White Mountains and Assistant Manager Samuel Cooperstein is vacationing. Back from vacations at the Globe are Ann Varney and Frances Connor, cashiers, and Harold Engle, student assistant manager . . . Friends from Providence are constantly dropping in to see Harry Rose, Globe manager. Latest was a vacationing policeman who used to accompany Harry to the bank nights back in the days when he was an assistant manager.

When Manager Morris Jacobson of the Hippodrome shouts Frank, four employes answer—Frank Masante, doorman; Frank Roman and Frank Knapp, ushers, and Frank Morris, assistant manager . . . Molly Rosenthal was selected to serve on the jury for "The Night of January 16th" at the New England Playhouse, Ridgefield.

Bernie Charters has succeeded Peggy Charlewood as press agent at the Plymouth, Milford. Miss Charlewood has become private secretary to Manager Frank Guant . . . Ann Rock, Majestic cashier, is on vacation . . . Samuel Haddleman expects to reopen his renovated Shelton theatre about August 15.

Factory employment in the city was set at 34,578 for June, an increase of 4,962 over the same month last year . . . Manager Morris Rosenthal of the Majestic has upped James Foley from usher to doorman.

Strand-Palace Manager Michael Jacobson celebrated his wedding anniversary with a trip to the New York night spots . . . Assistant Manager Jack Sidney and his new auto are away on vacation—destination unknown.

Lawrence Pastore, Warner chief projectionist, has moved into his new home on Thorme Street . . . Walter Pidgeon of the movies is resting at his home in Weston, and Annabella has been visiting in Fairfield.

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: SPRINGFIELD :

JOHN WOLFBERG, formerly of New York and Kansas City and now assistant manager at the local Poli, and Margaret Tatten were married here at Trinity Church last Saturday morning. The bridegroom's father is Kansas City district manager for Metro, while the bride is a former employe of the Warner office in the same midwest city.

Mr. and Mrs. Al Anders of the Bijou were in Boston on business . . . Ushers and doormen at the Broadway are wearing new summer uniforms . . . Manager Don Barhytd of the Court Square leaves August 11, according to present plans, for that Maine vacation . . . Encyclopedia Night at the Arcade has ended . . . Charlie Lowe, member of the sound department in Hartford for WB, visited Manager Andy Sette at the main stem Capitol.

Melvin M. Aronson, chief of service at the Paramount, will leave soon for a one-week vacation along the Connecticut shoreline . . . Word is that John D. Sirica, former manager of the Strand, Thompsonville, is now collector for the U. S. internal revenue department.

Stanley Roberts, relief doorman at the Broadway, vacationed in Hamden . . . Visitor at the Court Square last Sunday was Genevieve Contour, former cashier at the house who is now in a similar post at E. M. Loew's, Hartford . . . Lobby frames at the Broadway have been repainted . . . Robert Gordon announces the Court Square baseball team includes William LeBruck, catcher; Robert Gordon, pitcher; Joseph O'Neil, first base; F. LeBruck, second base; Anthony DiCarro, shortstop; Emil Morrisseau, third base; J. Maddigan, right field; J. Shea, center field, and Raymond Lynch, left field. Gordon is slated to manage.

Ernest W. Whitford, assistant manager at the Court Square, is scheduled to leave soon with the missus to view the New York World's Fair . . . Henry Ferris, manager of the Garden, was spotted by your correspondent looking plenty swell in a new white Palm Beach suit . . . All western Massachusetts circuit houses have "God Bless America" patriotic banners in their lobbies . . . The father of Ernest Sharaf, operator of the Rialto, Worcester, is dead.

The C. G. Barretts and the C. P. O'Tooles of New Haven and Max Melincoff, district manager for WB, attended the Springfield funeral of W. T. Kelley, late manager of the Modern, in Lawrence . . . Patricia Morison, who appears in "Untamed," made a personal appearance at the Goldstein Bros. Paramount.

Joseph Raymonds, assistant to Manager Charles R. Smith at the Broadway, was on vacation . . . The Court Square, in cooperation with the U. S. Marines' enlistment drive, is showing the two-reel "Soldiers of the Sea" . . . Hyman H. Kozak, assistant manager at the Arcade, took a trip to Sound View . . . Eve Sarafinni,

(Continued on next page)

Paper Advises Two Types of Theatres

BOSTON — "Two types of theatres, one for those who want quantity and one for those who want quality," was suggested by the Boston *Traveler* last week as a feasible solution for the double-feature bug.

With 60 per cent of the 17,000 movie theatres in the United States now showing double-features and with a total weekly attendance well below the figures of a few years ago, the Boston daily opined editorially, "The film industry is at last beginning to wonder if maybe 'two pictures for the price of one' do not repel as many people from the boxoffice as they supposedly attract.

"Samuel Goldwyn, leader of the 'anti-dual' bloc, says the explanation is distressingly simple. Hollywood has to turn out nearly 600 films a year in order to meet the demands of the double-feature theatres, and it cannot possibly, according to Mr. Goldwyn, make 600 good pictures. If, however, the demand was for only 300 the studios would have time, money, stories, and actors enough to make a large majority of their films really entertaining and satisfying. The result, if we may believe Mr. Goldwyn, would be that millions of people would resume going to the movies and everybody would be happy.

Cites Polls

"Unfortunately, the problem is not quite so simple. Polls and surveys indicate that most people do not like double-feature programs—at least they say they don't. 'I'd rather see one good picture,' the reply usually runs, 'instead of two poor ones.' But that very accurate barometer of popular sentiment, the boxoffice, provides just the opposite conclusion. Other things being equal, the theatre with the double-feature program will invariably outdraw the theatre showing only one picture. That is why, once the trend toward double-features has invaded a city or neighborhood, it is commercially impossible to halt.

"Indeed, as in Chicago, it is likely to continue until some theatres are showing 'triple features.'

"This contradictory situation, in which a majority of people say they don't like double-feature programs but in which a majority show by their patronage that they do, provides a piquant subject for psychological investigation. The chances are that most persons who take their movies seriously—that is, who enjoy studying and comparing the work of various actors, directors, playwrights, etc.—overwhelmingly prefer the single feature. It enables them to pick and choose more conveniently among the pictures being shown in a community.

"But the uncomfortable question arises: Do the majority of movie-goers exercise or care to exercise so much discrimination? Certainly millions of children do not. The longer the show lasts, the happier they are. In addition there are millions of adults who regard the movies as just the movies—a comfortable retreat for a quiet evening, a dark place to spoon, or most prosaically, simply a place to get out of the rain.

"To this second and probably larger group the double-feature is preferable: 'You get more for your money, don't you?' The present situation satisfies them thoroughly. But meanwhile a substantial minority, the people who, for the most part, Mr. Goldwyn emphasizes, can afford to pay the higher admission charges, are staying away altogether. Possibly the only solution is to have two types of theatres —one for those who want quality and one for those who want quantity."

: NEW HAMPSHIRE :

THE Strand in Manchester has been closed for a complete renovating. Improvements will include a new amplifying system, new marquee and realignment of seats.

The Red Cross war relief fund has been aided by a donation of $50 from the State Operating Co., which controls the leading film theatres in Manchester.

Russell Bros. three-ringer, the only circus which will offer competition for Manchester theatremen this season, played the Queen City on July 15.

Cooperating with the Public Service Co. of New Hampshire, the State in Manchester drew large crowds to a cooking school at the theatre. An electric range was donated by The Leavitt Co., Manchester's largest department store, as the grand award. The State's regular matinee admission fee covered both the show and the cooking lessons.

In a letter of appreciation sent to Wolfeboro's weekly newspaper, Clifton E. Albee of the Farm and Trades School Band thanked Ansel Sanborn for inviting the boys to his theatre in that town for two days during a recent visit there.

Cooking school sessions have been in progress at the Capitol in Hillsborough.

Representatives of several leading film equipment houses assisted in staging a demonstration of the latest projectors and films at the University of New Hampshire in Durham, July 17. The occasion was an all-day clinic sponsored by the university's audio-visual education department to show the advantages of teaching through the medium of motion pictures.

Butternut Lodge, Bette Davis' summer home at Sugar Hill, is being remodeled under the direction of Fred Macomber, Hollywood architect, and the film actress is expected to arrive in August.

Back to Footlights

SALISBURY, CONN.—Oldtimers who remember the cinema of the famous Essany days are likely to recall the work of Warda Howard, who frequently played feminine leads with Henry B. Walthall. Miss Howard, who went from the films to Broadway and then retired, has returned to the footlights and is playing her first season in summer stock at the Salisbury summer theatre.

Hartford Forwards Mardi Gras Plans

HARTFORD—Present plans call for the theatrical division of the local Red Cross to hold its Mardi Gras within the near future. Originally scheduled for July 3, it was called off at the last minute due to weather conditions.

The proposed affair will be patterned after the Mardi Gras celebration in New Orleans and the Mummers' event in Philadelphia.

Edmund F. DeConick and Wife Visiting at Fair

SOMERVILLE, MASS.—Edmund F. DeConick, manager of the Orpheum here for Wilbur M. Peterson, is vacationing in New York with his wife where they are taking in the World's Fair.

Charles Bethe, doorman at the house, is back at his post after a week's rest, while Donald King, assistant manager, leaves this week for Canada.

Legion Post Prepares

BOSTON—William H. McLaughlin, Stoneham exhibitor who commands the Theatrical Post of American Legion, has announced that the Post's new meeting rooms on Broadway in the film district will be the center of open house activities during the Legion's national convention here in September. McLaughlin has appointed James Sherran of the Massachusetts department of public safety as chairman of the Theatrical Post's convention committee.

Tex Ritter Popular

BOSTON—Tex Ritter, Monogram cowboy here in New England on an extended personal appearance entourage, has been booked by Tom O'Brien, with Frederick E. Lieberman, Frank LePage, Louis Gordon and Arthur Lockwood, H. O. Hussey, H. B. Magg, Lin Curtis, Allard M. Graves, Mrs. G. Emmons, William Stanton, Jack O'Leary, Fred Sharby, M. A. Shea, Ed Charbonneau, Robert L. Whitten, and Jack Eames.

Swampscott May Get Theatre

BOSTON—A new motion picture theatre may be put up in Swampscott. The M&P Corp., a Broad Street real estate concern in Boston, is reportedly connected with the project.

Friars Club Is Cooled

BOSTON—A new cool spot has been born in the Boston film industry. Steve Broidy has had new air refrigeration equipment installed in the Hotel Statler quarters of the Boston Friars Club.

Joseph R. Grant Drowns

CONWAY, N. H.—Joseph R. Grant, 37, projectionist at the Majestic, drowned in Ledge Pond in the adjacent town of Albany. Funeral services were held at St. Charles Church here.

Springfield Loew-Poli to Choose 1940 Beauty

SPRINGFIELD, MASS.—"Miss Loew's Poli of 1940" will be selected through a series of bathing beauty contests to be held at the theatre on four successive Tuesday evenings. Three winners will be chosen each week, and they will compete for the beauty crown.

George E. Freeman, manager of the Loew's Poli, announces the winner of the finals will receive a diamond ring, while second and third place winners will also be given rings.

All girls in Western Massachusetts and Northern Connecticut are eligible to compete, and applications are being received at the theatre.

Run "Queen of Destiny"

BOSTON—RKO finally got going with "Queen of Destiny" here last week with a pre-release engagement at Keith's Memorial. Official release date is August 2. The film, produced two years ago and originally entitled "Sixty Glorious Years," has been in the vaults except for a Music Hall unveiling in New York.

: SPRINGFIELD :

(Continued from preceding page)

cashier at the Capitol, was in New Hampshire . . . Manager Andy Sette of the Capitol worked hard for "All This, and Heaven Too," tying up with book stores, the West Springfield board of selectmen and chamber of commerce, the Springfield and West Springfield libraries, besides lining up an extended newspaper campaign two weeks in advance.

Paul Kassler, manager of the Suffolk, Holyoke, visited his family in New York while on vacation . . . Harry Rose, manager of the Globe, Bridgeport, was in Atlantic City . . . Harry Zeitz, New Bedford exhibitor, was in Boston . . . Robert Portle of the Poli, Worcester, also took a trip to the Hub City.

Main stem Garden has closed for the summer . . . Harold Morreau, manager of the Strand, went to New York on his vacation . . . Manager Carl Jamroga of the Forest Park Phillips has returned from that two-week vacation cruise along Long Island Sound. The only time Mr. J. thought he was a bit afraid of the open blue was when the boat hit a nice storm. "We set out for New Haven harbor, but, due to the wind, ended up nearly out in open sea," says Carl.

Robert Gordon, doorman, and Jerry Flannaghan, usher at the Court Square, spent a week together in New York while vacationing . . . Hyman H. Kozak, Arcade assistant manager, is interested in the direction of films, having done some on plays while in high school . . . Milton Hale, Hollywood commentator for WMAS, took a trip to Hartford.

Watch and Warders Exhort on Beano

BOSTON—Beano was strenuously attacked by the New England Watch and Ward Society in the annual report of Charles S. Bodwell, secretary of the organization, who commented, "We are glad to report a rising tide of hostility toward this legalized gambling." The organization commended the Quincy *Patriot Ledger* for its recent editorial blast against Beano which, in part, read:

"Sooner or later the people of Massachusetts have got to decide what they are going to do about Beano. At the present time, Beano control is mostly up to communities, and the games can run wide open or put under a certain amount of municipal control.

"It is estimated that 300,000 persons play Beano every week in Massachusetts and that the net take for the game is about $30,000,000 a year. It is our belief that such organized gambling is big time stuff and requires some kind of rigid state laws to govern its operation if we are to continue its operation in Massachusetts. Beano should be strictly accountable to state law and not to the whim of every local official.

"Some cities and towns have outlawed the game. In other cities and towns it runs wide open. The game usually operates on the front of some respectable organization in the community, although we think it would be interesting some time to see just how the spoils of the games are divided."

Comment on Legislature

Continued the organization: "Legalized race track gambling, great as it is in volume, still fails to satisfy even approximately all the unfortunate persons who, like drug addicts, must indulge themselves in the thrill of risking their money on chance. Many wives still have to complain about the illegal establishments that gain access to the husband's pay envelope before the woman of the house can pay the grocer or the landlord. We hope that some legal way to rid the commonwealth of the parasitical craze will be found."

The New England Watch and Ward Society also took note of the fact that it was recently assailed in the Massachusetts legislature when State Senator Thomas J. Lane of Lawrence filed a resolution asking for an inquiry into the activities of this organization by an unpaid commission of ten members. The commission in its findings would report whether or not activities of the Watch and Ward Society should be restrained. Speaking in regard to the members, Representative Lawrence E. Davis of Everett said, "Massachusetts has been made the laughing stock of the nation by this Watch and Ward Society too long."

Added Defendant

NEW HAVEN—The motion of Connecticut Marble & Tile Co., Inc., to be joined as party defendant in the case of Arnold Gordon jr. vs. Forest Theatres Corp. has been granted.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

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MT100 Attraction Board Letters
MT101 Bulletin Boards
MT102 Cut-Out Machines
MT103 Display Frames and Cases
MT104 Flashers, Sign
MT105 Insert Frames
MT106 Lamp Coloring
MT107 Letter Mounting Units
MT108 Marquees
MT109 Poster Projectors
MT110 Signs, Admission
MT111 Signs, Electric
MT112 Signs, Neon, Zeon

AIR CONDITIONING

MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
MT127 Coils, Cooling
MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
MT137 Heating Equipment
MT138 Oil Burners
MT139 Refrigeration
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MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

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MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
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MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
MT276 Tool Kits

SANITATION

MT285 Cleansing Compounds
MT286 Deodorants and Disinfectants
MT287 Flush Valves
MT288 Hand Driers, Electric
MT289 Insecticides and Germicides
MT290 Odor Absorbers
MT291 Ozone Generators
MT292 Paper Towels and Cabinets
MT293 Perfumes
MT294 Plumbing Fixtures
MT295 Sanitary Supplies
MT296 Soaps and Cleansers
MT297 Suction Cleaners
MT298 Washroom Accessories

SOUND

MT305 Amplifiers
MT306 Amplifier Tubes
MT307 Hearing Aids
MT308 Horn Lifts and Towers
MT309 Intercommunicating Systems
MT310 Lamps, Exciter
MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

STAGE EQUIPMENT

MT330 Costumes
MT331 Curtain Controls
MT332 Curtain Tracks
MT333 Stage and Effect Lighting
MT334 Stage Hardware
MT335 Stage Rigging
MT336 Stage Scenery

STRUCTURE

MT340 Architectural Service
MT341 Facing Materials, Exterior
MT342 Flashed Opal Glass
MT343 Flooring Materials
MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
MT347 Pipe Hangers and Brackets
MT348 Plate Glass
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SALES IN BLOCKS OF FIVES "UNALTERABLY" OPPOSED IN RESOLUTION PASSED BY SETOA

Believe Such a System Would Not Serve the Public or Industry

JACKSONVILLE, FLA.—The SETOA is "unanimously and unalterably" opposed to the sale of pictures in blocks of five which is among the proposed terms of the consent decree now being worked out by industry and governmental representatives.

A formal resolution to this effect was passed by the body on the last of its three-day convention held here July 21-23. Four specific reasons given for its position follow:

Complete text of tentative proposals for the consent decree settling the government suit are published in this issue starting on page four.

1. It will take away from the exhibitors the right and privilege of cancellation, which is urgently needed to eliminate undesirable pictures, because unquestionably producers will put at least one or two highly desirable pictures in the group of five, thereby forcing exhibitors to take three or four non-profitable or undesirable pictures.

2. It materially decreases the privilege of community selection which a 20 per cent elimination clause on the entire year's purchase permits at present.

3. It increases the danger of running a salacious or offensive film in certain communities because even if the exhibitor were granted the privilege of eliminating one picture from a group of five, the danger still remains that there might be two pictures of that type in a small group of five, whereas a straight 20 per cent elimination has been proven from previous experience to eliminate any danger of this occurring, due to the fact that there would not be this many undesirable pictures in a large group which could not be properly eliminated.

4. The cost of selling pictures in groups of fives will eventually materially increase the cost of film entertainment to the public and cause a great inconvenience and burden to the majority of exhibitors.

The resolution further maintains that selling pictures in blocks of five "will abolish gains exhibitors have made after many years of negotiation as to selection of proper entertainment for their community; will result in a more expensive selling plan, which will reflect itself in higher admission scales; will reduce the exhibitors' buying power, which is now his most potent weapon in securing proper eliminations, and will decrease instead of increase the community selection of pictures."

"A flat elimination of 20 per cent of a distributor's annual product will," it declares, "enable us to more nearly meet the public demands for clean, popular and reasonably priced entertainment."

In another resolution, the exhibitor group opposed a lowering of the exemption figure on the federal defense tax.

Ed Kuykendall, MPTOA president, commenting on the resolution, stated he was in favor of it, but that the action of the government depended upon whether the theatre operators were trying to evade the tax by dropping admission prices. At the opening session Kuykendall predicted that by January all admissions would be subject to the tax.

An explanation of the various features of the defense tax was made by Louis G. Gravely jr. of the Jacksonville office of the U. S. treasury department. He said the government intended to make the burden of collecting the tax as light as possible on the theatre operator, with red tape eliminated. His office has not received a single complaint against the tax in Florida, he said. All passes to shows charging over 20 cents were subject to the tax, he said, except those for peace officers.

Mitchell Wolfson, Miami exhibitor, spoke on various phases of theatre operation and policy. He said the defense tax was being well received by the public.

Nat Williams of Thomasville, Ga., told the convention the government now looks upon the industry as a public utility and that he was alarmed at the future. He found the defense tax has not hurt business.

Eddie Golden, vice-president of Monogram Pictures, declared the future of all motion picture companies was in the hands of the exhibitors. He urged more support for the smaller companies, pointing out that with more companies the theatre operator was in a better position as a buyer.

Brief talks also were made by George F. Dembow, vice-president of National Screen Service; Mrs. Fred L. Evans, president of the Jacksonville Motion Picture Council, and Mrs. C. F. Johnston, motion picture chairman of the Jacksonville Women's Club.

Reports were made by the various officers including M. C. Moore, president.

Kuykendall Stresses Need for Harmony to Head Off "Chaos"

JACKSONVILLE, FLA.—Speaking at the opening session of the SETOA convention here, Ed Kuykendall, MPTOA president, warned those connected with the industry that if they did not give more thought to co-operative activity among themselves and cease trying to squeeze the life out of the so-called smaller theatre owners, they were heading for "chaos."

The speaker said that although the Neely bill was undoubtedly a dead issue in itself, the industry would receive close attention from Washington in the future. "It is better to put our houses in order now than to wait for the government to do it for us," he warned.

Sees Tax Covering All

Touching on the new defense tax on admissions, Kuykendall stated he originally favored a tax of one cent on each ticket up to 25 cents, two cents on tickets from 26 to 50 cents and then a straight 10 per cent after that. Experts from the treasury department fought this, however, claiming that if an exemption was made on 25- or 30-cent admissions all 35- and 40-cent houses would cut down to whatever the exemption was. The MPTOA president pointed out he was not trying to be critical of those who cut from 25 to 20 cents to evade the tax. However, he felt their respite would be short-lived since he was reasonably sure that in January there will be a complete removal of all exemptions.

"It seems to me that Ascap is in for another drubbing by the government," Kuykendall said. "There are persistent rumors in Washington that the government is taking interest again and that it is going after this monopolistic setup, the mechanics of which you are familiar with."

Kuykendall also touched on the recent article by Sam Goldwyn in the *Saturday Evening Post* titled "Hollywood Is Sick." He said he was opposed to such stories "which drag the industry into public print and ridicule the many fine men and women in it and at the same time weaken the mil-

(Continued on page 73)

Against Lowering Tax Exemption

Jacksonville, Fla.—The SETOA, in convention here, passed a resolution opposing any attempts at lowering the exemption on the federal defense tax below the figure (21 cents) at which it is now set for at least one year, since to do so would "materially diminish theatre attendance in many instances."

Also to prematurely lower the exemption figure would not yield the government any more revenue, it declared, but instead would have the effect of depriving children and lower income groups of their "only entertainment facilities."

Urges Common Effort To Secure Future

JACKSONVILLE, FLA.—The motion picture industry, badly shaken by war developments in Europe and facing certain fundamental changes in its structure via a consent decree or governmental action, must unite in a common effort to smooth the way for an uncertain future, H. M. Richey, director of RKO's exhibitor relations, told those assembled here for the annual Southeastern Theatre Owners Ass'n convention.

First commenting on the domestic scene, Richey pointed out that a "solution, regardless of what it is" is in the making for such trade problems as arbitration, clearance, over-buying, right to buy, score charges and cancellations, "either through the consent decree or governmental action."

A "New Business" Ahead

"Personally," he added, "I have every confidence that out of the efforts that have been put forth by both the companies and those representing the opposite view, will come a consent decree. If, as, and when it does come, you are going to wake up in a new business and it's not too early to start thinking about it."

Richey then made a plea for less "wasted" time in buying. "No more healthy situation could accrue to the business than to have every single exhibitor get his buying done by September 1, in order that the producer can settle down to his job of making pictures . . . This year is one year every useless trip a film salesman makes to an exhibitor's theatre is too costly to be good business."

He paused only briefly on the war in Europe saying, "It doesn't take any one long to figure out that whether it be 10 or 35 per cent of the gross of the industry that has been cut off, none of that savings can be cut off the quality of the product to be delivered."

"Delay in Buying Costly"

Both production and exhibition have individual jobs, Richey said, explaining them like this: "It seems to me our job on the production side is to save every red cent possible in production; the exhibitors' job is to take his coat off and pound out of every picture every last bit of its box-office value."

At this point, he emphasized the utter necessity of exhibitors to waste little time in making new product deals. "Any time wasted in delayed buying . . . simply will cost everyone an unreasonable rate of interest. I hope producers decide on equitable policies of sales at once and that exhibitors realize that delayed buying can be little more than unreasonably costly."

Richey next admonished producers and exhibitors alike for lowering the industry in the eyes of the public with its "pass word" of "'lousy'." "If we, as parts of this business," he told those assembled, "start counting ten before we utter a single word of criticism of the business to any one, even among ourselves, and most certainly not to the public, we, the great motion picture business, can go a long way toward making the American people forget the headaches over there (in Europe) and have them take us into their hearts as having contributed an immeasurable part in their happiness and security over here.

"I hate double features," he continued, "but I don't think a badly written, many times illogical article like Sam Goldwyn's in the *Post*, will do anything to solve the problem; it is just another criticism of the business that, added to those before it, have made the public wonder 'What in hell's wrong with you picture people'."

Industry's Big Job

The industry's big job can most effectively be accomplished by a return to showmanship on the part of the exhibitor and by the production of quality product on the part of Hollywood, in Richey's opinion.

Stressing the industry's need to regain its self-respect before going ahead to constructive achievements, Richey stated, "Let's rephrase our opening statement from 'it's a great business but' to 'it's a great business because' and then go out on the housetops and yell our heads off about what we have. Let's count ten before we utter, let alone think, a destructive thought about the business and we all will come out of this emergency with flying colors."

Enjoy Entertainment At SETOA Meeting

JACKSONVILLE, FLA.—The opening entertainment feature of the SETOA convention was a dutch supper at the Roosevelt Hotel Sunday night. It was attended by more than 200 theatre men and others in the industry. After supper an elaborate floor show was presented, followed by dancing until early morning.

Those in town Sunday were offered a wide choice of entertainment—sightseeing, deep sea fishing, golf over the sporty San Jose course, a baseball game of the Southeastern League, and surf bathing at Jacksonville's ocean beaches.

The golf tournament started Monday afternoon under the direction of Riley Davis and Guy A. Kenimer. Qualifying rounds were held with the tournament continued on Tuesday afternoon.

Highlight of the opening day's entertainment program was a Shore Dinner at the Copper Kettle, Jacksonville Beach dining place. The Copper Kettle is famed for sea food, especially fried shrimp. E. J. Sparks and his theatre managers in Florida were hosts at the dinner.

The closing event of the convention was the banquet, floor show and dance Tuesday night. The combined floor shows of the George Washington and Mayflower hotels were presented under the direction of Henry Therrien and Joe Roman, one of the south's best known emcees.

Golf trophies and more than a score of merchandising prizes were presented to lucky golfers.

Partners Ready New House

MEMPHIS—Chalmers Cullins and Nate Evans have signed for RCA sound equipment for the new 725-seat house they are building.

Among Registrants at The SETOA Meeting

JACKSONVILLE, FLA.—Registrants at the annual convention here of the Southeastern Theatre Owners Ass'n in the George Washington Hotel included the following:

Edward Auger, RCA, Camden, N. J.
A. E. Adams, Martin Theatres, Columbus, Ga.
Mr. and Mrs. R. E. Andrews, De Sotto Theatre, Rome Ga.
Roy Avey, Metro-Goldwyn-Mayer, Atlanta.
Mrs. Alma Abams, Rinlander Theatre, Americus, Ga.
C. S. Ashcraft, Cyclex, New York.
H. F. Anderson, National Carbon, Atlanta.
Mrs. May Banks, National Theatres Supply, Atlanta.
Jack Barrett, Poster Exchange, Atlanta.
Ray Busler, United Theatre Supply, Tampa.
Gouzalo Bezanilla, Palace, Key West.
Mr. and Mrs. J. P. Benitoa, Modern and Liberty, Miami.
Mr. and Mrs. Bob Boardman, Playhouse, St. Petersburg.
Abe Borisky, Independent Theatres, Chattanooga.
R. L. Bailey, Eagle, Blutstown, Fla.
Jack Brandon, Magnolia, Titusville, Fla.
Mr. and Mrs. Tom Brandon, Magnolia, Titusville, Fla.
Mr. and Mrs. L. R. Brauer, Universal, Atlanta.
Mr. and Mrs. R. J. Barnes, United Artists, Atlanta.
Mr. and Mrs. L. D. V. Benton, Film Express, Atlanta.
Mr. and Mrs. S. S. Barksdale, De Kalb, Fort Payne, Ala.
Locke Bole, Jackson, Jacksonville.
A. C. Bromberg, Republic, Atlanta.
Tom Bailey, Bailey's Theatres, Atlanta.
Dave Balch, Wagner Sign, Atlanta.
C. E. Beach, Silvertown, Thomaston, Ga.
J. O. Bittle, Fay, Jasper, Fla.
Thomas A. Branon, Affiliated Producers, Atlanta.
J. C. Brown, National Theatre Supply, Atlanta.
Mr. and Mrs. C. M. Biggers, Winter Garden, Winter Garden, Fla.
W. G. Bradley, Paramount, Orlando.
D. O. Brantley, Rivoli, Rome, Ga.
Randall R. Bryan, National Screen, Atlanta.
Walter J. Brackin, Dale, Ozark, Ala.
Mrs. L. S. Bach, Bach Theatres, Atlanta.
Jimmie Campbell, Paramount, Atlanta.
John Carbonell jr., Strand and Monroe, Key West.
Y. D. Carbonell, Strand and Monroe, Key West.
Pedro L. Calderon, Modern and Liberty, Miami.
A. C. Cowles, National Screen, Atlanta
Mrs. Francis Coulter, Independent Theatres, Chattanooga.
Mrs. John Crovo, Arcade, Jacksonville.
Roy Cool, Roxy and Mt. Vernon, Tallasee.
Mr. and Mrs. Willis Davis, L&J Theatres, Atlanta.
Jack Dumestre jr., RCA, Atlanta.
Mrs. Clara Dumestre, RCA, Atlanta.
Helen M. Dumestre, RCA, Atlanta.
Riley Davis, Theatrical Printing, Atlanta.
C. S. Dunn, Gibson, Chattahoochee, Fla.
George F. Dembow, National Screen, New York.
R. H. Dunn, Camilla, Camilla, Ga.
Mr. and Mrs. Jeff Davis, United Artists, Atlanta.
J. T. Ezell, Universal, Atlanta.
Harry E. Epting, National Theatres Supply, Atlanta.
H. W. Ert, American Seating, Jacksonville.
Jack Frost, Buckhead, Atlanta.
E. M. Fain, Fain Theatres, Leesburg, Fla.
Mr. and Mrs. C. J. Faulstich, RCA, Jacksonville.
Si Falis, Jacksonville.
M. D. Faige, RCA, Atlanta.
Mr. and Mrs. Andrew Fiore, Altec, Atlanta.
Jack Fink, Wometco Theatres, Miami.
Charles Fortson, Wil-Kin Theatre Supply, Atlanta.
Rubye Fain, Fain, Wetumpka, Ala.
Mrs. E. C. Fain, Fain, Wetumpka, Ala.
Edward J. Freiwald, Fry-Wald, Miceville, Fla.
Nick Fortunas, Dixie, Apalachicola, Fla.
Henry Glaner, Republic, Atlanta.
R. C. Graham, Alexander Film, Atlanta.
Mr. and Mrs. Wm. Griffin, Collman, Collman, Ala.
Eddie Golden, Monogram, New York.
Vera Hathorne, National Screen, Atlanta.
Jimmy Harrison, Wilby-Kincey, Atlanta.
Joe Hackel, Ritz, Jacksonville.
George Hoffman, National Screen, Atlanta.
Paul Harrison, Radio Pictures, Atlanta.
Johnnie Harrell, Martin Theatres, Columbus, Ga.
R. P. Higginbotham, Lyric, Fell City, Ala.
N. E. Hensler, Park, Auburndale, Fla.
Mrs. Bolivar Hyde, Florida, St. Petersburg.
Rulie Joiner, National Screen, Atlanta.
C. O. Jeffery, Alexander Film, Tampa.
Miss Lois Jarvis, Canton, Ga.
Fred Jack, Warner Bros., Dallas.
Katherine Johnson, Katherine, Monticello, Fla.
Mr. and Mrs. R. J. Jorman, Royal, La Grange, Ga.

G. A. Johnson, Cherokee, Centre, Ala.
Bill Jenkins, L&J, Atlanta.
William Karrh, Dixie Amusement, Swainsboro, Ga.
Charles L. King, Bach Theatres, Atlanta.
Pete Kuykendall, MPTOA, Columbus, Miss.
Ed Kuykendall, MPTOA Pres., New York.
Mr. and Mrs. Gus King, Capitol City Supply, Atlanta.
Buddy King, Atlanta.
C. E. Kessnich, M-G-M, Atlanta.
H. R. Kistler, Warner, Atlanta.
Ed Kuykendall jr., MPTOA, Columbus, Miss.
Robert L. Lee, Lee Film, Live Oak, Fla.
Thomas Lam, Lam Theatres, Rome, Ga.
John Lam, Lam Theatres, Rome, Ga.
Carrol Lam, Lam Theatres, Rome, Ga.
Mr. and Mrs. O. C. Lam, Lam Theatres, Rome, Ga.
Charlie Lester, National Screen, Atlanta.
H. M. Lyons, RKO, Atlanta.
Chick Lewis, Showmen's Tr. Rev., New York.
Capt. H. P. Lam, Lam Amusement, Jacksonville.
W. K. Laird, RKO, Atlanta.
H. E. Laird, Republic, Tampa.
Mrs. Charles Lam, Rockmart, Rockmart, Ga.
D. C. Lam jr., Newnan, Ga.
Joe Markowitz, M-G-M, Atlanta.
H. H. Macon, Georgia and State, Hawkinsville, Ga.
W. Mowbray, Royal, Blue Ridge, Ga.
Mr. and Mrs. Hugh Manning, Manning and Wink, Etowah, Tenn.
Roy E. Martin, Martin Theatres, Columbus, Ga.
E. D. Martin, Martin Theatres, Columbus, Ga.
Fred Mathis, Monogram, Atlanta.
Mr. and Mrs. Paul Meek, Villa Rica, Ga.
R. L. McCoy, Warner, Atlanta.
Henry Moog, Altec, Atlanta.
F. C. Marxsen, Claude Neon, Atlanta.
Mr. and Mrs. Milton Muller, Wil-Kin Supply, Atlanta.
Mr. and Mrs. J. F. Mincy, Tos Theatre, Reidville, Ga.
J. E. Martin, Rand, Montezuma, Ga.
Mr. and Mrs. Harlow Merryday, New, Palatka, Fla.
Hugh Owen, United Artists, Dallas.
W. A. Prewitt jr., American Desk, New Orleans.
W. D. Pate, Royal, Samson, Ala.
J. H. Persse, Heywood-Wakefield, Savannah.
Dave Prince, RKO, Atlanta.
Harry M. Paul, Wil-Kin Theatre Supply, Atlanta.
Hugh F. Prince, Ritz, Ocala, Fla.
Wm. H. Ramsey, Burch Mfg., Kansas City.
Albert E. Rook, Republic, Atlanta.
Sid Reams, Theatrical Printing, Atlanta.
W. P. Riggins, Strand, Jessup, Ga.
Helen Reynolds, Atlanta.
J. L. Raulerson, Rex, Tampa.
R. L. Redman, Troup, La Grange, Ga.
H. M. Richey, RKO, New York.
J. H. Rampey, Lakeland, Lakeland, Ga.
G. C. Ruckel, General Electric, Atlanta.
Lee Rogers, Atlanta Constitution, Atlanta.
Mrs. Alonzo Richardson, Better Film Committee, Atlanta.
Miss Lois Royal, Jacksonville.
Bernie Shapiro, Southern Poster Ptg., Atlanta.
Howard Schuessler, Lam Amusement, Rome, Ga.
Harold Spears, Bailey Theatres, Atlanta.
Mr. and Mrs. Lawrence Shields, Lucas and Jenkins, Columbus, Ga.
Gus Seligman, Strand, Jacksonville.
Mort Seligman, Strand, Jacksonville.
Miss Mary Sharp, Manning and Wink, Dalton.
R. S. Stewart, Carroll, Carrollton, Ga.
Mr. and Mrs. Howard Smith, Dixie, Brooksville, Fla.
George Stonaris, Wachulla, Wachulla, Fla.
Mr. and Mrs. Bill Shiell, UA, Atlanta.
L. A. Lukie Stein, Stein, Jacksonville.
Ted Toddy, Dixie Film Exchange, Atlanta.
Jimmie Thames, M-G-M, Atlanta.
Tommie Thompson, Martin and Thompson, Hawkinsville, Ga.
Mr. and Mrs. O. G. Taylor, Sparks Theatres, Jacksonville.
Miss Louise Tyus, Carrollton, Ga.
Mrs. F. C. Thompson, Ramon, Frost Proof, Fla.
George G. Tarrant, Wil-Kin Theatre Supply, Atlanta.
G. Henry Thurmond, Wil-Kin Theatre Supply, Atlanta.
Mrs. S. G. Tos, Tos, Claxton, Ga.
Bert Weil, Warner Bros., Atlanta.
A. T. White, Alexander Film, Jacksonville.
Mrs. Willingham Wood, Strand, Washington, Ga.
Wendell Welch, Strand, Dallas, Ga.
Nat Williams, Rose, Thomasville, Ga.
Mrs. C. H. Wink, Manning and Wink, Dalton.
Miss Dorothy Wink, Manning and Wink, Dalton.
J. C. H. Wink, Manning and Wink, Dalton.
Mitchell Wolfson, Wometco, Miami.
G. G. Whitaker, L&J, Atlanta.
M. E. Wiman, Monogram, Atlanta.
Mr. and Mrs. F. W. Young, Southern Cond., Atlanta.
J. T. Yancey, La Grange, La Grange, Ga

$2,641 for Red Cross

ATLANTA—Willis J. Davis, chairman of arrangements for the Red Cross benefit show staged at the Fox Theatre recently by the local Variety Club, announces the undertaking yielded $2,641.50 for war relief work.

22 Valuable Prizes Awarded Golfers

JACKSONVILLE, FLA.—Twenty-two valuable prizes of trophies and sport merchandise were distributed to golfers at the SETOA banquet. The golf tournament is an annual affair and this year 96 players competed. In charge were Riley Davis and Guy A. Kenimer.

Qualifying was conducted on Monday afternoon and from the scores turned in five flights were made up for play on Tuesday afternoon.

The three bogey prize winners and their awards were: Guy A. Kenimer, a fitted bag; Hugh Manning, silver bowl, and R. F. Daily, matched set of three woods.

Davis, winner in the first flight, was given the Martin Theatres' traveling bag. Runner-up was Gus King. His award was a rain outfit.

In the second flight Bill Griffin was top man and his award was the National Theatres' traveling bag and six golf balls. J. P. Barrett, runner-up, was awarded the Waters Theatres' golf trophy.

J. C. Brown, third flight winner, was awarded the Florida Theatres' slack suit and the runner-up, Hap Barnes, won Independent Theatres' golf shoes.

Hubert Lyons, fourth flight winner, won the Rockwood Amusement bowl, and Bob Dunn, runner-up, the Monogram traveling bag.

Tom Bailey, fifth flight winner, was awarded the Bromberg traveling bag, and J. T. Yancey, the runner-up, the Bailey Theatres' slacks.

When the flights were finished, special contests were held. L. R. Brauer won a cocktail shaker for the longest drive. A. C. Bromberg won a dozen balls donated by the Alexander Film Co., for the "closest-

(Continued on page 74)

SETOA Elects Moore To a Fifth Term

JACKSONVILLE, FLA.—M. C. Moore of Jacksonville was re-elected president of the Southeastern Theatre Owners Ass'n for his fifth term at the closing session of the convention Tuesday. The nominating committee consisting of O. C. Lam and Hugh Manning, stated, after Moore was prevailed upon to accept, that Moore would be relieved at the next convention when it was proposed to alternate the presidency among the four states in the SETOA.

Tom Brandon of Titusville, Fla., was re-elected secretary, Col. Thomas C. Orr of Albertville was chosen as treasurer, and Oscar C. Lam of Rome, Ga., was named representative to the MPTOA.

Vice-presidents, one from each of the four states in the SETOA setup, were elected as follows: Nat Williams, Georgia; Earle Fain, Florida; Bill Griffin, Alabama, and H. V. Manning, Tennessee.

Directors elected for each state were:

Alabama — William R. Griffith, T. E. Watson, Mack Jackson, L. J. Duncan, N. H. Woten, M. G. Lee.

Florida—Earle Fain, Mitchell Wolfson, L. A. Stein, Howard Smith, Harlowe Merryday, E. J. Sparks (Guy A. Kenimer).

Georgia—J. H. Thompson, Nat Williams, Hal Macon, J. C. H. Wink, Roy E. Martin, R. B. Wilby (Jimmie Johnson), William Karrh, Mrs. H. T Wood, Mrs. Louis Bach, Fred Weis, Arthur Lucas (E. E. Whitaker).

Tennessee—Hugh Manning, Abe Borisky, Frank Damler, Tony Sudekum.

Sunday Shows Defeated

LENOIR CITY, TENN.—Local voters have rejected Sunday shows by a vote of 688 to 165.

Herbert Griffin—

The man with SIMPLEX E-7 blood in his veins says—

"... the theatre that continually features GOOD PROJECTION becomes known as a reliable source of good entertainment. Casual visitors become steady customers and steady patronage is the secret of success in the majority of theatres."

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

Turtle Entries Are Pouring In

DALLAS—It looks now as though Texas showfolks and Dallas citizens will see a record number of turtles race against one another Saturday, August 3. It's the date of the Dallas Variety Club's annual picnic and the National Turtle Derby to be staged at Vickery Park.

Entries continue to pour in from every branch of the industry. Hollywood stars are vying with one another to get what they call speedy turtles into action for them. Photos from Hollywood show Mickey Rooney over at Metro training a pair from which he will select his entry to be known as "Andy." Paramount photographers send along Fred Allen, Lynne Overman, Allan Jones and Ray Milland, all pictured with reptilean runners. Movie directors and studio executives as well as production and distribution heads of the various companies have entered their shelled sprinters.

Texas exhibitors and showmen in all sections of the country have also sent in entries.

Public interest in the race has been so great the club officials have decided to make the picnic and race a public event, so for the first time the public can see the showmen in action at their annual outdoor frolic. There will be a nominal admission and all profits of the race and picnic will go into the tent's charity fund. The club this year will dispense $75,000 worth of relief in various forms. The first of the big charity donations is the $20,000 swimming pool which will be opened soon in south Dallas. It's for the children of the neighborhood and will be one of the finest pools in the southwest.

Samuel Goldwyn shipped in his entry, "The Westerner," by American Airlines Friday.

Jane Withers, veteran of several other races, writes that her entry will be a turtle selected by the Dallas barkers.

As general information, the club announces it is not necessary to send a turtle. Ben Ferguson, in charge of the turtles, announces he has a yard full of the crawlers and will furnish a turtle for every entry. Entries will be accepted by the keeper of the turtles up to the morning of the race.

If you want to enter in and have a chance at the national championship, together with financial gain, send your entry and $10 to Ben Ferguson in the Melba Theatre Bldg., Dallas.

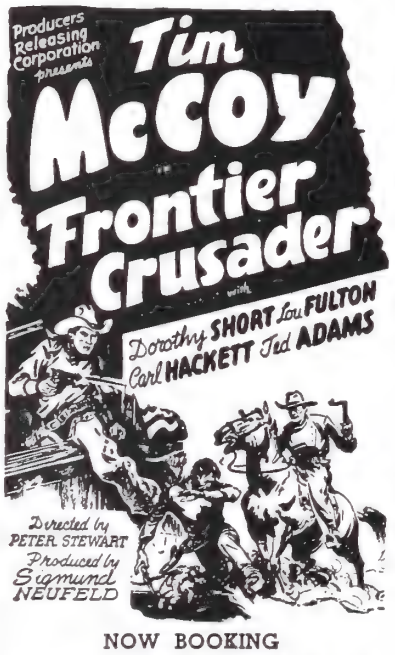
If you are within hailing distance of Dallas and want to have the fullest day of your life, drop around Vickery Park, Saturday, August 3. The barkers promise you the works. There will be athletic and swimming events in addition to the turtle race. At night a "name" band will swing it for the dancers. There will be refreshments, of course.



His Entry Ready—

Mickey Rooney training his entry in the Variety Club turtle race to be held in Dallas on August 3.

TIM McCOY
as the hard Ridin', Shootin', Fightin'
"FRONTIER MARSHAL"
in the first of a series of SIX great fast action westerns.



NOW BOOKING
ADAMS FILM EXCHANGES
308½ S. Harwood Street
DALLAS, TEXAS

Jimmy Burge Metro Bally Chief in Oklahoma Area

OKLAHOMA CITY—Appointment of Jimmy Burge as Metro exploitation director for the Oklahoma territory is announced.

Burge is resigning from Standard Theatres Corp., with which company he has served as house manager for many years. His latest assignment was at the Plaza here, and prior to that he was manager of the Criterion.

Burge's duties will include western Arkansas and the Texas panhandle, which are served out of the Oklahoma City exchange. The appointment became effective July 26.

20th-Fox Dallas Branch Shifts and Promotions

DALLAS—A series of shifts and promotions has been effected at the 20th Century-Fox exchange by Branch Manager Herman Biersdorf.

W. S. (Sebe) Miller, office manager for a number of years, is now in the west Texas territory replacing the late Dan Scott. L. P. Tidwell, head booker, has been moved up to office manager. Ed Loader is new head booker. Wylie Leverett has been moved up to the booking department and Hershell Fergison was transferred from shipping to booking.

Partners Add Confectionery

MORRILTON, ARK.—Sid Metcalf and S. B. McSwain, owners of the Petit Jean Theatre, have opened a confectionery in the east side of their building.

Six First Runs Now In Oklahoma City

OKLAHOMA CITY—New exhibition policies announced by Standard Theatres will provide Oklahoma City with six first run houses, five in the downtown sector, thus bringing new screen product here shortly after release dates.

The Warner, for the last several years a double-feature, subsequent run, has inaugurated a first-run double feature schedule. The house will feature action pictures. Prices will remain the same: 15 cents matinees, 15 and 25 cents at night, 15 cents in the balcony and 25 cents main floor.

Present double-feature first-run policy at the Liberty will not be changed, and the house will continue to open runs on Friday. Warner openings will be on Sunday.

Begun a few weeks ago, the Tower first-run policy based on single features, will be continued, but the Plaza, up to now a second week holdover house for first-runs, will adopt a subsequent run policy. The Tower will open pictures on Fridays.

The Criterion and Midwest will be Standard's single bill, first-run downtown houses, opening Thursday and Friday, respectively, and Walter B. Shuttee, Standard general manager, emphasized that one-week showings of pictures downtown will be the rule, with no further showings in suburban theatres for at least 60 days.

The State, independent first-run house operated by T. B. Noble jr., will continue through the summer as a double-feature, first-run institution, but will return to single features early in the autumn. Summer prices are 25 cents with doubles and 40 cents with single features during the fall, winter and spring. The State last month added a $25,000 air conditioning refrigeration system to its equipment, after three years of washed air cooling.

DALLAS

CHARLES HEFLEY, former Dallas exhibitor who now has popcorn concessions at California race tracks, is back in town on a sort of business and pleasure trip and will return to the coast within the next few days . . . Recent Filmrow visitors to Houston say L. C. Baxley is up off the ground with his new Plaza Theatre there and that the walls are now going up. This is the venture in which W. J. Lytle of San Antonio is also interested.

Jack Holman of the Wallace Blankenship circuit was here from Levelland to handle a few booking matters. He has been with Blankenship for quite a few years now and apparently is very happy in his job. Holman said lack of rain is a serious problem in the Panhandle section.

Rubin Frels of Victoria was back on another of his periodical booking trips and, as usual, spent a couple of days on the Row . . . Marshall D. Stewart of the remodeled Texas at DeLeon was in town for his weekly reunion on the Row with his brother, John D. of Kaufman.

E. P. Rainocek of the Texas at Iraan drove in to go over his bookings for August with Forrest White of Ind-Ex Booking Service. Rainocek recently rejuvenated his theatre.

John N. Stewart, down Kaufman way, has been boasting mightily about the stage and radio attraction known as the "Blue Ridge Mountain Folks" which played his Plaza several times lately to SRO.

Steve Curley, who is helping his father and mother, the J. W. Curleys, in operation of the National at Bridgeport, is back on the job after attending training camp for reserve officers at A&M College where he graduated in 1939.

Karl Lybrand and Mrs. Lybrand were here visiting the exchanges. They were married only last month . . . Rubin White, employed for some time by C. H. Cox in Gilmer, was in town.

Sam Parish reports business is down at his Huntsville theatres, which accounts for the delay in construction of a fine new theatre there for which plans have been completed. He brought Mrs. Parish to Dallas for treatment by an eye specialist.

Ben Ferguson, promoter of Variety Club's Turtle Derby, to be run August 3, took no chances on there not being enough turtles to go around for all entries. Being a theatre man too, he is letting them in for a turtle. He got Frank Benson at Bowie to do the same as well as H. G. Stein at Luling, and Mr. Smith at Gonzales.

C. N. Cooper of the Queen at Mart was here Monday to book and buy a new popcorn machine. While Cooper was doing his buying, we just couldn't help but notice the solid comfort enjoyed by his feet. He had on the most abbreviated hot weather sandals we ever saw—just a sole and two straps in an "x." Some folks wear them barefooted, he said.

Ben Davis, in charge of the R&R poster department, is back from his vacation. Ben went into Kansas and caught trout . . . Herber Bros. have further dolled up their new store by the addition of bright colored awnings.

L. B. Brown of Gatesville was here for the first visit in over 60 days. He said he has reached the point where he likes to stay at home and sleep in his own bed. As a matter of fact, he said he doesn't go on long fishing trips these days, but stays in the vicinity of Gatesville where just the other afternoon he used his fly rod to catch well over the limit of all too small bass.

Phil and Mrs. Isley are here from Oklahoma visiting friends. He is a former member of the Moran & Isley combination which sold the circuit of Southwestern Theatres recently to the Griffiths.

Ray Duncan jr., manager of the Ritz at Celina for Buddy Harris, was in town getting lined out on bookings. He is the son of R. A. Duncan, former official of the old Tad Screen Advertising Co.

A Picnic-Outing Enjoyed By Theatre Employes

JACKSON, TENN.—Employes of the Paramount and State here recently enjoyed a picnic-outing at Chickasaw Park, with Mr. and Mrs. J. R. MacEachern, Mr. and Mrs. Dewey Vaughn, and Mr. and Mrs. Fred Crossom, local managers and their wives, as hosts and chaperones. About 40 guests were present.

A Tim McCoy Series Is Set by Adams

DALLAS—Furthering its plan of releasing westerns in a series with the same star, Adams Film Exchanges is now booking Tim McCoy as the frontier marshal in "Frontier Crusader," first in a series of six films.

Last week the release on September 30 of a series of Billy the Kid stories was announced, the first being "Billy the Kid —Outlaw." This series of six stars Bob Steele.

These one-character releases are said to be new in independent distributing circles, the plan being patterned on the successful "Hopalong Cassidy" series.

Both new western groups are produced by Producers Releasing Corp.

Jack Adams Jr. to New York For Distributor Meeting

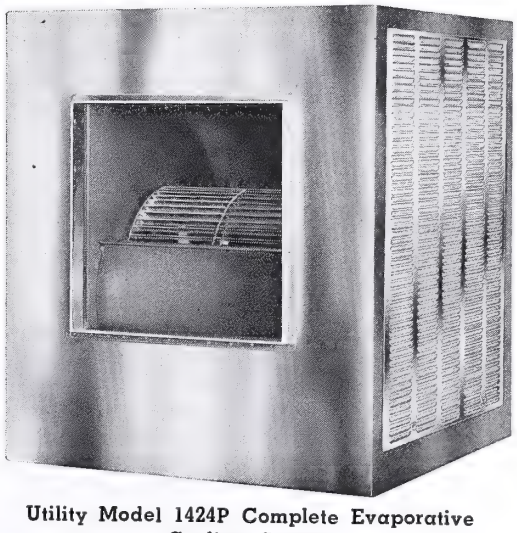
DALLAS—Jack Adams jr. left Wednesday night for New York to attend a meeting of independent distributors handling the product of Producers Releasing Corp.

Eddie Tomberlin to Helm Of Ritz in Greenville

ATLANTA—Eddie Tomberlin arrives in Greenville this week to assume the duties of manager of the Ritz. W. J. Ray, who has been active manager of the Ritz since it was built several years ago, becomes supervisor of Martin-Ray Theatres, which include the Ritz.

Open Air Has Bank Night

ASHLAND CITY, TENN.—The new Open Air Theatre already has got around to Bank Night, offering $5 as an opener.



Utility Model 1424P Complete Evaporative Cooling System

HOT WEATHER IS HERE--

Let us install the UTILITY KOOLER for Low Cost Air-Conditioning. Low operating cost. It has revolutionized theatre cooling.

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

408 S. HARWOOD DALLAS, TEXAS

MEMPHIS

HARRY GRAHAM, Universal's southern district manager, who is making a swing of his branches, spent several days in Memphis this past week nursing a scalp wound he received when his car turned turtle on the wet pavement near Albany, Ga. . . . Orris Collins is closing his Majestic at Paragould, Ark., August 10 for complete remodeling. He will reopen around September 10. Orris is also installing new seats, projection, carpet and screen in his Capitol . . . Col. Howard Waugh, skipper at the Warner in Memphis, is holding "All This, and Heaven Too" a second week.

Exhibitors along the Row: John Shannon, Shannon, Portageville, Mo.; Carol Pool, Nevada, Prescott, Ark.; Dwight Blizzard, Okolona, Okolona, Miss.; W. H. Kaver, Von, Boonville, Miss.; Mrs. Lela Flippin, Grand, Cardwell, Mo.; Dink Jones, New, Lonoke, Ark.; Joe Jones, Ritz, Aberdeen, Miss.; S. T. Lyles jr., Ritz, Oxford, Miss.; Gordon Lee Hutchins, State, Corning, Ark.; R. B. Gooch, Ritz, Selmer, Tenn.; Mr. and Mrs. Nathan Flexer, Waverly, Waverly, Tenn.; Al Wilson, Bay, Red Bay, Ala.; Whyte Bedford, New, Hamilton, Ala.; Jack Watson, Palace, Tunica, Miss.; H. G. Brewer, Savoy, Clarksdale, Miss., and W. F. Ruffin, Ruffin Amusement, Covington, Tenn. . . . E. K. Churchwell, who for the past 15 years has operated the Churchwell in Savannah, Tenn., sold this house to R. B. Gooch of Selmer, Tenn., effective July 20.

Among the vacationists this week are: Frances McIntyre, cashier at Universal, who is in New York; Tom Kirk, office manager at Metro, who is taking it easy in Hardy, Ark.; Douglas Johnson of Metro, at Monteagle, Tenn.; Fred Curd of Metro, in New York; Elizabeth Smith, J. Frank Willingham's secretary, is back from Myrtle Beach, S. C.; Dorothy Adams, NSS, in Pensacola, Fla.; Louise Ryan, NTS, in New York; Anne Chandler, Homer Hisey's secretary at Warner, in Hot Springs; Pop Stockard, Warner's checking supervisor, in Waverly visiting his sister; Corryne Robertson, cashier at Paramount, and Mark Sheridan, office manager at Fox, are relaxing at home . . . Zula Wehrum, biller at RKO, is convalescing from an appendectomy at Methodist Hospital. She says it's a heck of a way to spend one's vacation.

Al Avery, RKO's branch manager, advises his office has adopted a five-day week, which will be maintained permanently if it proves satisfactory . . . Ted Toddy, president of Dixie Films, Inc., Atlanta, spent several days in Memphis working with the local circuits . . . Mrs. H. C. Lankford, wife of the exhibitor at Marks, Miss., is seriously ill in a hospital in Cleveland, Miss. . . . A. Moussa, Warner Bros. auditor, is visiting the local office . . . R. H. "Bob" Conway, NSS branch manager, and Mrs. Conway and two daughters are off on a two-week vacation in Atlanta.

John Mangham, president of Monogram Southern Exchanges, visited his Memphis office this past week . . . Roy Dillard is building a new theatre in Wardell, Mo., which is scheduled to open the latter part of August . . . Cecil Cupp of the Royal and Co-Ed, Arkadelphia, Ark., his wife and their son paid the Row their first visit in nearly a year. They are comfortably settled at their lodge on Lake Hamilton in Hot Springs for the summer . . . Forrest Dunlap, general sales manager of American Desk Mfg. in Temple, Tex., and Floyd Shaffer, representative, were visitors . . . Al Avery and Tom Young were "Kings for the Day" at the regular monthly luncheon of Variety. Over 100 members and guests were present as this was Ladies' Day.

Louis Haven sr. and Mrs. Haven of Imperial Theatres, Inc., Forrest City, Ark., are off to North Carolina on a vacation . . . W. S. "Shine" Tyson of the Grand at Water Valley, Miss., is back on the job after a trip to St. Louis for a reunion with his war buddies . . . The Republic and Monogram exchanges are undergoing extensive redecorating . . . Frank Neal, office manager at Paramount, and Mrs. Neal are off on a vacation to Jacksonville, Fla., which is Frank's home town.

More Theatres Sign Up For Cosmetics Deal

DALLAS—Many additional theatres are starting to use the Constance Bennett cosmetic theatre stimulator, according to Forest Nine of Texas-Oklahoma Distributing Co.

A partial list of new deals includes Mrs. Trixana Jack's Palace at Jacksboro, R. B. Weatherall's Plaza at Madisonville, the Melba at Goldthwaite, operated by Miss Janie Stafford and Miss Anna L. Coleman, L. L. Dunbar's Limestone at Groesbeck and National in Mexia, Roxy at Electra, V. E. Hamm, Park, Iowa Park, John H. Cates; Texas, Shamrock, J. R. Brown; and the Palace at Childress.

Threet Sells Texan in Lufkin to Jefferson

DALLAS—Lee M. Threet, here during the week on business, said he has sold his Texan Theatre at Lufkin to East Texas Theatres (Jefferson Amusement Co.) and that the circuit would take over in a few days.

Benefit Show at Waco

WACO, TEX.—A special midnight showing of "Love, Honor and Oh Baby" was given at the Waco to swell the fund for Mrs. Elmer Huddleston, widow of a policeman killed by a hi-jacker recently.

Finds BOXOFFICE A Worthy Gift

Dallas—Tommy Wallace, who lives at Silsbee and is a young relative of Walter Stoeppleman here, expressed his desire last year to become a regular reader of BOXOFFICE.

While Tommy had had some schooling in the business, when Stoeppleman owned the Palace at Silsbee, on his birthday last year, Stoeppleman bought Tommy BOXOFFICE for a year. He recently renewed it on Tommy's birthday this year.

Tommy has a complete BOXOFFICE file for the past year, according to Stoeppleman.

NEW ORLEANS

JOHN MOFFETT has purchased the Pic at Jackson, Miss., and will remodel it. Moffett is an experienced film man . . . Cecilia Kerin, stenographer at Affiliated, is away on a two-week vacation . . . Robert (Bob) Kelly, office manager for Columbia, has returned from a week's vacation on the Gulf Coast. He brought back a nice sunburn . . . Leo Seicshnaydre, resident manager for Republic, showed a salesman his way about through northern Louisiana last week.

Owing to the hot weather, visitors were mighty scarce this week, but among those who made it were J. J. Ripstock of Golden Meadows whose house was recently deluged by a wild oil well; L. J. Langlois of the Alamo, New Rose, and A. N. Randall of the Fern, Woodville, Miss . . . Approximately 2,000 tired business women crowded Pontchartrain Beach to pick a "Mr. New Orleans." Twenty-three young man (some with hair on their chest) walked proudly up and down to the tune of "Here Comes the Bride." Winner was Anthony Pittari, a fellow with the smile of Robert Taylor, the build of Hercules and a grand sense of humor.

The first in a series of nine two-reel juvenile films made in New Orleans with local child talent, was to be shown July 27 at the Folly in Algiers . . . An appeal from a recent judgment by District Judge L. Robert Rivarde of Jefferson parish, holding unconstitutional Act 137 of 1934, providing for the assessment of a $5,000 license fee for the privilege of collecting royalties on copyrighted music played in amusement places, has been filed in the Louisiana state supreme court by District Attorney John E. Fleury.

The Drive-In Theatre near the lakefront is proving a boon to the crippled. Comfortably propped up in cars and safe from jostling crowds, they can now enjoy a motion picture. Nightly more invalids appear for the shows . . . Louisiana has added two more holidays, namely, Robert E. Lee's birthday and National Memorial day . . . It's not many shows that Manager Rodney Toups of Loew's State holds over for a second week, but this time "Andy Hardy Meets Debutante" gets two weeks.

New Orleans is proud to be among the five cities chosen to premiere Metro's "Boom Town" . . . Charles E. Richards, former New Orleans film publicity man and well known among the fraternity here, has been appointed publicity director for the department of state police . . . Republic's "Grand Ole Opry" is getting good bookings in New Orleans.

Advice from Baton Rouge exhibitors is that the closing day of the state legislature rivaled scenes from "Mr. Smith Goes to Washington." Nevertheless, exhibitors and exchange men came out with flying colors . . . Work has started on a new theatre on Vallette St., in Algiers. Sponsorship of the new house is unknown. From all indications, it should be finished within a month or so.

AUSTIN

THERE were no formal ceremonies, says Mose Macow, manager of the State, but ground was broken for his new ranch-style home this week . . . Jesse Melinger, portly skipper of the Varsity, had a wisdom tooth yanked out before he left on his vacation for parts unknown.

Frank Bruner, exploiteer for United Artists and former personal representative of Mary Pickford, was in town in the interests of "South of Pago Pago," which held sway at the State.

Just back from the vacation wars at Corpus Christi, Gerald Raines, top man at the Texas, is glowing with fish stories and a suntan . . . One of Interstate's busiest young ladies these days is Bobbye Meredith, who is acting as relief girl at the switchboard, in the boxoffice, and where-not—in addition to her regular chores as Louis Novy's secretary.

Vacation jottings: Bill Hellums, Capitol manager, golfing and fishing . . . Travis Mills back from Marshall, Tex. . . . Deen Hebert to Crystal City, Tex., capitol of the spinach country . . . Dorothy Warren had a big time in Texas City . . . Sadye May is entertaining company . . . Wilbur Evans says he had a lot of fun on his vacation . . . Helen Evans back from Mexia . . . Gladys Roe in town again . . . Ditto for Raymond Wood . . Diaz Callahan back on the job after two carefree weeks.

George P. O'Rourke of Dallas, well-known Texas motion picture theatre contractor, was here on business this week. He built the Varsity and Austin, and many other houses throughout the Interstate circuit . . . Stanley Fisher, Varsity chief of service, is taking over during Manager Melinger's vacation.

Gene Autry Adds $825 To Milk and Ice Fund

OKLAHOMA CITY—Gene Autry added $825.07 to the *Oklahoman* and *Times* Milk and Ice Fund when the screen and radio star, with able assistance from WKY staff artists, drew more than 4,000 persons to the Municipal Auditorium July 15.

Gross income from ticket sales (15 cents for children and 50 cents for adults) was $1,359.64. Expenses amounted to $534.57. Round trip travel expenses for Autry and Beverly Barnett, his agent, and rental of the auditorium were the major items. All of the entertainers donated their services.

Indirectly the show accounted for another $50 which came in the form of a contribution from the Rangers Club of Oklahoma City. Club members bought $80 worth of tickets and attended the show in a body in cowboy attire. Later, the Rangers added their outright gift of $50 to the fund.

Open New Negro House

CHATTANOOGA, TENN.—The New Harlem, located on West Ninth at Pine, said to be one of the finest Negro theatres in the south, has opened.

Call for Harmony to Head Off "Chaos"

(Continued from page 67)

lions of dollars invested in theatres in this country. Goldwyn's reference to double bills and giveaways "is most pertinent and MPTOA has consistently, over a period of years, done everything possible to stop this weakening practice," he said.

Predicts Product Shortage

"I am convinced that there will be a shortage of product, becoming more noticeable in the fall," the MPTOA head said. "I am sure that many of the weak pictures, which mean nothing to us at the boxoffice, are produced because the producer himself tries to complete a schedule of so many pictures a year after having gone out and sewn up by contract too many playdates. There must be fewer and better pictures and there must also come about longer runs for these better pictures even in smaller towns."

Speaking of nickel-in-the-slot projectors, Kuykendall said he had serious misgivings as to their effect on the trade. Starting off as a short feature proposition, he said information has been received that longer features are now being planned. The industry will get credit for whatever good or bad comes out of this new trend, he predicted.

Preceding Kuykendall on the program was H. M. Richey, exhibitor contact for RKO, who said this was his first SETOA convention and that he was agreeably surprised at the way people got along in this section of the country. "They have," he observed, "the faculty of sitting down and talking things over—which the industry is going to be forced to do." He stated that there has been a big loss in revenue due to curtailment of the foreign market by war and that it was impossible to take up this loss by cutting the quality of future pictures. (See details of Richey's talk elsewhere in this section).

A Need for Goodwill

J. L. Cartwright, public relations director of the Sparks circuit, spoke on goodwill and the need of theatre men to take an active interest in civic affairs. He told of the work in Florida in successfully bringing to the attention of the five congressional representatives, the "facts" of the Neely bill.

Others on the program who spoke briefly were Willis Davis, public relations, Lucas and Jenkins; Mrs. Alonzo Richardson of the Better Films Council, Atlanta, and John T. Alsop, oldtime exhibitor and former mayor of Jacksonville.

The theatre men were extended a warm welcome by Mayor George C. Blume of Jacksonville, who promised to do everything possible to keep them out of jail. If he failed to do this, he stated that he would go to jail and keep them company.

M. C. Moore, president, was in charge of the business sessions.

HOUSTON

INTERSTATE'S newest, the Almeda, is set for a grand opening August 9. Tommy Howell has been working for several weeks to assure the success of the opening . . . Tom Palmer, treasurer at the Alabama, is enjoying a few days of his vacation renewing friendships in Dallas . . . Alvin Dear, treasurer at the Delman, is enjoying the privileges of the idle during his three-week vacation.

B. F. Neal, who for the past few months has been confined by illness, will soon be back at work in one of Interstate's houses . . . Josephine Cottle, better known as Gale Storm in RKO pictures, is visiting in Houston with her parents. Her first is "Tom Brown's School Days." Miss Cottle is one of the winners in Jesse Lasky's search for talent.

Mr. Wygant of the Heights publishes "Hollywood Cinema News" as a herald of his attractions for the week . . . Mrs. Elizabeth Moody operates the Union on the outskirts of Houston's northside, with a four-picture-a-week policy and opens with a matinee every day. The Union is one of Houston's newest independent houses.

Jack Groves, owner of the Queen on Houston's northside, takes his patrons from a large group of factory workers employed in the many industries in this section . . . The Azteca, operated by Frank Torres, is the only Mexican and Spanish picture house in Houston. It seems to enjoy a fine patronage from the Mexican population.

M. M. Lewis owns three Negro houses here and his Park is perhaps the best of the six theatres catering to colored trade. The Park operates on a seven-picture-a-week policy . . . The Lincoln, under the management of W. B. Goodrich for Bijou Amusement Co., is the only downtown theatre catering to Negro trade, playing colored cast pictures and second run product from Houston's "A' houses.

Gulf Coast counties sport many fine theatres for small towns, among which the two in Texas City are good examples. Operated by Long Theatres, the Texas, managed by Everett McClain, is new and modern throughout, playing first and second run product. The other house is the Jewel, and it is the larger of the two.

The Hi-Land, at Highland, is a fine independent operation open for evening shows and a Saturday matinee for the farmers . . . W. Roy Wright's Winona in Tomball is new and modern and takes many of its patrons from the oil field workers and surrounding farmers.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
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BIRMINGHAM, ALA.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

OKLA. CITY

RUTH JONES, Universal clerk, returns from her vacation July 29 . . . Mark Holstein, head booker at Universal, surprises exhibitors with his trick of holding the telephone between his neck and shoulder while using both hands to record bookings. After many years, he is quite adept at it and has never been seen to drop the phone . . . Velma Lea McClure, secretary to Jake Watkins, National Theatre Supply manager, is visiting her relatives at Allen, Okla., while on vacation.

C. B. "Brownie" Akers, division manager for the Griffith circuit, took a week off to rest and presumably to fish and play golf at Lake Murray, near Lawton . . . Lola Mae Huddleston, 20th-Fox cashier's department, is back from a trip to Noel, Mo. . . . Bertha Dowdy, secretary to Charles W. Clark, 20th-Fox manager, took a California vacation . . . Gordon Derrick, assistant manager of the Circle, returned recently after two weeks in Los Angeles where he vacationed. He drove out with Spence Pierce, formerly manager of the Tower here. Pierce, it is learned, after returning from California, will manage a house in Philadelphia for Warner Bros. He recently resigned from the Tower here.

Ward Scott, Kansas City district manager; Moe Levy, leader of the eighth annual S. R. Kent sales drive for 20th-Fox, and Roger Ferri, editor of 20th-Fox's house organ, *Dynamo*, flew down from Kansas City to confer on drive plans. They left 24 hours later for Dallas . . . Earl Landsberger, projectionist at the State, is spending his vacation in Cleveland, Ohio, as a member of the Oklahoma City Shrine patrol drill team.

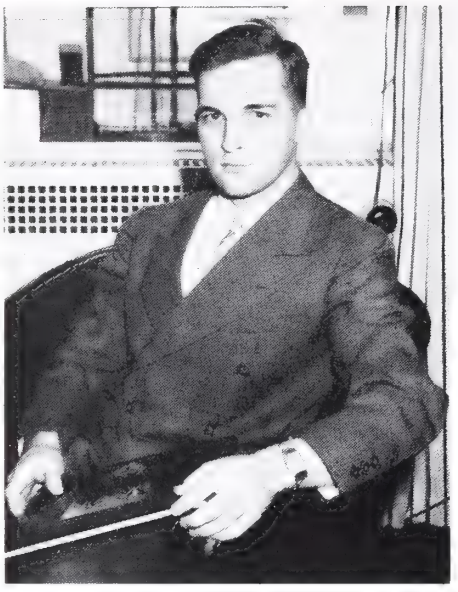
Recent telephone conversation between C. A. "Dewey" Gibbs, Columbia branch manager here, and Bob Pfotenhauer, State Theatre manager, which house plays Columbia product:

PFOTENHAUER: *"Why don't you ever drop in down here?"*

GIBBS: *"Why should I? I can keep up with you by reading* BOXOFFICE."

Morris Loewenstein, Majestic operator, has recarpeted his house . . . Gene Autry, who was here for a personal appearance at the *Oklahoman* and *Times* Milk and Ice fund benefit show, was accompanied by his publicity man, Beverly Barnett, who is an ex-Oklahoma City boy. Barnett, while in this section, made several calls on southwestern newspaper men in connection with the Autry comic strip which has been syndicated for newspaper use. He also called on several exhibitors lining up personal appearances for John Wayne who is also among Barnett's clients.

Adna Avery, former Oklahoma City theatre manager, now with the Jefferson circuit in Beaumont, Tex., was here on vacation visiting his folks and calling on friends in film circles . . . Barney Bloom, manager of the advertising accessories department at Warner Bros., is on vacation. He said he will have his molars polished first and then decide on an out-of-town trip.



In Biggest City—

C. Wallace Martin of Five Points Theatre, Columbia, S. C., is a visitor to the RKO exhibitors lounge in New York City.

ATLANTA

C H. ROGERS of the Avondale, Avondale Estates, Ga., has installed new projection equipment in his theatre . . . Mr. and Mrs. W. S. Thornton have opened their 500-seat New at Vernon, Ala. . . . Miss Doris Parker of Charlotte, N. C., is the guest of J. U. McCormick of the Amity exchange . . . J. Garfunkel of the People's Theatres, Nassau, Bahamas, was a visitor . . . Ellison Dunn, Olive, Donaldsonville, Ga., attended the Democratic convention in Chicago.

Mrs. Madge Milner, formerly secretary at Warner Bros., came in town for a few days and paid her ex-fellow workers a visit . . . Vacationists include Louis Watkins, Ruby Davis and George Washington Bailey, all of Warner Bros.; H. K. Perry, booker at Universal, and Mrs. Elizabeth Donaldson and Virgil Dumas, Poster exchange . . . Tommie Pritchett, Poster Exchange, has just returned from his vacation and reports he had a very big time . . . Due to the SETOA convention, things were quiet on the Row this week.

Sam Shapin, home office representative for Warner Bros., was a visitor . . . Mary Lee Bach, secretary at Bach Theatres, has just returned from her vacation at Miami Beach . . . Aubrey Nesbit has been made manager of the Fairfax, East Point, Ga., and Jack Price has been made manager of the Park, College Park, Ga. . . . In town were: Rader Stewart, Carroll, Carrollton, Ga.; Hammond Greene, Albertville, Ala.; Frank Merritt, Empire, Birmingham; Paul Engler, Famous, Birmingham; J. G. Varnell, Princess, Piedmont, Ala., and Howard Schuessler, Lam Amusement Co., Rome, Ga.

Bruce to Redecorate

BROWNSVILLE, TENN.—Manager Horace Bruce announces plans for the complete redecoration of the Capitol.

SANTONE

THE AZTEC has switched back to Friday openings. Miss Aileen Herndon, cage girl at the house, is back from that vacation to Waco . . . Roosevelt is still getting more applause here in the newsreels than Willkie . . . Mrs. Jack Karmi, wife of the roadshow man, is in town.

Don Miguel Galvan, former stage band leader at the Texas several years ago, is back visiting local haunts . . . New Azteca release the past week was "El Automovile Gris" (The Gray Car) . . . "El Signo De La Muerte," an Azteca production, did satisfactorily at the National last week . . . Doorman George Darnell of the Majestic off to Denton on a business and pleasure trip.

Rita Dunn, the dancer, has returned after a two-month engagement in Alabama . . . Bill Corder, red-headed doorman at the Majestic, will soon become a bridegroom . . . All Interstate houses are distributing the RKO-Pathe postals requesting patrons to name the stars they would like to see in a special short . . . Manager Henry Bergman of the Texas passed another milestone, July 20.

With less than five months until Christmas, we note that the local Sunday papers are already advertising Xmas cards for sale . . . Two San Antonians were seen in pictures here last week. They were Anne Gwynne, in "Flash Gordon Conquers the Universe" at the State, and Dick Elliott in "Flight Angels" at the Texas . . . Again we make an appeal to showmen in south Texas to send their news items to us here for publication in BOXOFFICE. *Just address your cards or letters to 531 North St., San Antonio, Tex., and we will do the rest. Thanks.*

One local theatreman deserves great praise for his untiring work to help the Boys' Club progress. He is John T. Floore, manager of the Majestic. John has written many Hollywood stars, who in turn have pledged their support to help make the organization one of the best of its kind in the country.

Trophies and Merchandise Awarded SETOA Golfers

(Continued from page 69)

to-the-pin" contest. R. S. Stewart won Capitol Theatre Supply's shoes for the second longest drive. G. C. Ruckel, for "closest-to-the-pin" on short holes, won the Lucas and Jenkins ice chest.

A. H. Borisky had the most birdies on the opening day and was awarded the Theatrical Printing Co. trophy. The runnerup was Bromberg, who won Buckhead Theatres' traveling case. E. E. Whitaker was awarded the George Washington Hotel trophy for having the most "fours." Riley Davis won two golf clubs for having the most pars during the two-day tourney.

Booby prize for the highest score went to Doc Faige. It was a poker chip set and the comment was that it was hoped he would play a better game of poker than he did golf.

May Develop French Industry in Canada

TORONTO—Because French-speaking Canada has become what might be called "The Last France," a move is being considered for the development of a French film industry in eastern Canada to serve the requirements for French-language pictures, the supply of which has been entirely cut off since the control of the French republic passed into the hands of Germany.

The perpetuation of French traditions is sought in the proposal for the production of French pictures in Canada which would also be available to French colonies throughout the world still regarded as independent.

Indicative of the situation is the fact that "Maria Chapdelaine," French-Canadian feature dealing with the life of a heroine in early Canadian history, has been revived, further releases having been arranged by Harry J. Allen, general manager of Grand National Films, Ltd., Toronto, which holds the Canadian rights.

There has been much talk of transferring British studios to Canada and a start is said to have been made on the production of a film by a British company. It now also appears that a new French industry may be set up in the Dominion.

During the fiscal year ending March 31 last, the Ontario board of censors passed 276 pictures which had been produced in France but the supply has been cut off since that date. During the previous fiscal 12 months, the number of French films passed by the Ontario board was 333. This indicates that production in France began to taper off when the war became an actuality last September, because the reduction for the year ending last March was 57, or a decrease of 18 per cent.

According to Chairman O. J. Silverthorne of the censor board, French films were being shown in 15 Ontario cities.

Bergner and Boyer Will Make Film in Canada

MONTREAL—Headed by Elisabeth Bergner, actress of stage and screen and one of the first exiled artists to be ostracised by the Nazis, a film party has left London for Canada to make the first British government war film.

Charles Boyer, the French film star, released by his government from the French army and now in Hollywood, will play opposite Miss Bergner.

The party included the director, Michael Powell, the production chief, Roland Gillett, and a five-man camera crew as well as about 20 others.

Paul Holt, *Daily Express* film critic, reported that they left at 24 hours' notice to do three months' work. He said the scenario deals with a Nazi submarine sunk in Hudson Bay. The survivors reach shore, and are absorbed into the life of the new world.

Only one returns to Germany and he tells the Nazi youth what it is like to live in a free country.

RCA Reports Sound Sales To England Increase

CAMDEN, N. J.—Shipments of RCA Photophone motion picture sound reproducing equipments to England during the first half of 1940 were approximately 57 per cent greater than for the same period of last year, despite the economic dislocations caused by the war.

Van Ness Philip, in charge of RCA Photophone international activities, said that shipments have been approximately 57 per cent ahead of 1939 since the first of the year.

At the same time, RCA Photophone reports a substantial increase in sales of sound reproducing equipments in the United States during the second quarter.

"During the first half of 1940, 65 per cent of all British pictures were recorded on RCA Photophone equipment. This compares with only 40 per cent for the same period of 1939."

United Support Puts Over Stamp Drive

TORONTO—With the industry's "Stamp Out Hitler" patriotic shows completed—and with exemplary success—a brief survey of the contribution made by the respective provinces, cities, theatres and individuals may not be amiss.

All across the Dominion, special effort, brushed by showmanship genius, augmented the income from the sale of war savings stamps by the rental of marquees, by special sales of entire blocks of seats for stamps, and the hiking of the "admissions" every cent of which went to the treasury, as the public loyally responded to the million dollar money-raising project.

In Montreal the 22 United Amusement Corp. houses realized $16,000; five Consolidated theatres accounted for $13,177; seven Confederation Amusement units brought in $6,138 and 12 houses, controlled by France-Film, netted $4,750. At the Capitol, an additional $2,000 was raised by Walter Downs, Montreal radio announcer, who auctioned his personal belongings, the purchaser of the greatest amount of stamps getting them.

Response Is Uniform

In Quebec City the Capitol realized $2,746; the Cartier, $2,959; the Empire, $867; the Victoria, $415; Imperial, $128, and Cinema de Paris, $321. The response was uniformly gratifying throughout the province, the smallest theatres reporting takings far above average. O'Connor's at Huntingdon raised $618; the Capitol, Three Rivers, $674; the Rivoli, Coaticook, $320; the Plaza, Maniwaki, $310. In Rouyn and Noranda four houses realized $1,300; two in Valleyfield accounted for $750; Cicoutimi reported $250; Arvida, $150; Jonquieres, $130; Kenogami and St. Joseph D'Alma, over $100 each; St. Agathe's two theatres, $340, and the Domiane d'Esterel, $150.

In northern Ontario, at Chapleau, A. Bucciarelli, a former Italian, sold $3,000 worth of stamps at his Regent which seats but 300. In Toronto, Syd Roth, manager of the Revue, sold not only the marquee space of his theatre for the night, but also that of six other theatres to a prominent fur dealer, for a total of $3,200.

Outstanding personal effort was undoubtedly put forth by Charlie L. Stephenson, manager of the Century, Kitchener, who alone raised $8,260 in stamp sales. The Strand at St. John, N. B., a unit of the F. G. Spencer chain, topped the list of theatres with $12,000, and the Capitol at Ottawa netted $10,000.

Other totals for cities and provinces, compiled by the Canadian *Press*, and as yet incomplete, are: Ontario, $300,000; Toronto, $100,000; Prince Edward Island, $750; Nova Scotia, $60,000; Halifax, $12,000; New Brunswick, $28,000; Saint John, $18,000; Moncton, $1,900; Quebec province, $60,000; Montreal, $40,800; Quebec City, $8,000; Noranda and Rouyn, $1,300; Valleyfield, $800; Sherbrooke, $800; Manitoba, $55,000; Winnipeg, $45,000; Saskatchewan, $30,000; Regina, $7,500; Moose Jaw, $2,000; Alberta, $58,000; Calgary, $19,000; Edmonton, $10,000; British Columbia, $60,000; Vancouver, $28,000; Victoria, $3,600, and Penticon, $3,500.

A Close Eye on All Canadian Releases

TORONTO—The chairmen of all provincial film censor boards across the Dominion have been appointed members of a central censorship committee of the federal government for the purpose of encouraging co-relation in the examination of all theatrical films released in Canada.

While it has been pointed out that actual censorship remains within the control of the respective provincial boards, this is taken as the first step toward the creation of a federal body to have jurisdiction over the motion picture business.

A more definite move in this direction has been found in new regulations of the Canadian Broadcasting Corp. under which no independent news agency will be permitted to use any broadcasting facilities in Canada and no commercial sponsor will be permitted for any newscast. This is regarded as a monopoly of news service over the air and there has been considerable criticism in Parliament over the trend, the prophesy being made that government control will spread to all methods of information.

Rt. Hon. Arthur Meighen declared in the Senate: "If we keep on the way we are going, the propaganda under the despotism of Germany will not be any more thoroughly controlled than it is here."

Benefits Theatres

SASKATOON, SASK.—Theatres are benefiting in the building of No. 4 Flying Service School here. The $1,000,000 project is pouring $6,000 weekly into the hands of workers, most of whom live in the city.

Directs "Dance Hall"

HOLLYWOOD—Shepard Traube will direct "Dance Hall," Lucien Hubbard production for 20th-Fox.

MONTREAL

ONE of the handicaps Canadian theatres must contend with is the increased rental of pictures due to the premium on United States funds. Taxation is also an increasingly heavy burden, not only because of the war, but on account of the imposts imposed by the Quebec government to meet a deficit of their own and of the city of Montreal. While these do not directly apply to theatres, they increase costs of all supplies and diminish the net income of patrons.

Film stars have created a vogue in nomenclature. Recent Montreal christenings reveal a preponderance of Christian names made famous by stars, particularly when the child christened is a girl. Marlene, Loretta, Deanna, Claudette and Shirley are prime favorites, and Ian is becoming a popular boys' name. So far there is no record of "Mickey."

Claudette Colbert permitted Jack Hirshberg, a Montreal newspaperman visiting Hollywood, to buy her a chocolate ice cream soda, and confided in him her enthusiasm for Montreal, Que., and, particularly, Gaspe. She loved the French-Canadians whose accent reminded her of different provinces in her native France.

Several pleasant surprises are in store for Canadians when they see the new National Film Board short, "Front of Steel," on which production crews of Associated Screen News studios have been working.

Sir Cedric Hardwicke, appearing personally at Consolidated Theatres first run houses during the "Stamp Out Hitler" campaign, related a story against himself in which he recalled his first appearance in uniform during the Great War. Meeting him in a famous bar, George Robey punctured his pride by ejaculating: "Good Heavens: We've lost the war."

Repelling criticism of British film players who have come to Canada despite the war to make "The 49th Parallel," S. Morgan-Powell explains that none of them is shirking his or her duty and all have come with the approval of the British authorities to make a film stressing the friendship between Canada and the United States. The picture is being produced under special agreement with the British Ministry of Information.

Stuart Reburn, Canadian, who was skating partner of Sonja Henie, has put away his skates for the duration of the war. He is a second lieutenant in the 48th Highlanders, second battalion, non-permanent active militia. Stuart was figure-skating champion of North America. Explaining his enlistment, he said: "I didn't think it was right for me to be skating professionally when there was a more important job to do. I'll have my skates on when the war is over."

According to N. L. Nathanson, a system of conciliation boards for the Canadian film industry is expected to be in operation this autumn, starting with provincial boards and with a federal board to be formed later as a governing body.

Canadian hopes of bringing United States producers to the Dominion have been jolted by the announcement in London that British blocked currency there cannot be used by American companies to finance production in Canada or Australia. The ruling was made by the British board of trade.

Mrs. Avery, wife of Lyman T. Avery, formerly secretary-treasurer of Associated Screen News, returned to Canada recently bringing greetings to Filmrow from her husband who is now attached to the staff of the High Commissioner for Canada in London.

Visitors to ASN studios on Western Ave. include Jack Pechett of Winnipeg, manager of Canadian screen publicity, and Stuart Legge of the National Film Board . . . "Hitler—Beast of Berlin" is making its first appearance in Canada at the Orpheum which advertises it as "Suppressed Till Now."

Report Settlement in Suit Involving "Double Sale"

MONTREAL—Superior Court Justice Forest has reportedly settled the case of Mrs. Laurette L. Siscoe, who was charged with selling her interest in the Midway Photoplay Co., owner of the Midway Theatre here, to two different buyers.

Justice Forest's ruling, it is said, instructs Mrs. Siscoe to pay $11,100 to Denis Arvanitakis, one of the purchasers, who had sued for $30,000 for breach of contract and damages resulting from his purchase of all rights Mrs. Siscoe had in the company after she allegedly had sold identical rights to Jules Lane and Benjamin Garcon.

Report "Atlantic Patrol" Popular in Australia

LONDON, ONT.—A film based on the work of the Royal Canadian Navy on Atlantic convoy duty, entitled "Atlantic Patrol," which has had a number of performances in this city, is to be shown in Australian theatres, managers of local houses have learned.

They understand that about 800 bookings have been arranged for "down under." With about 600 bookings in Canada, the film has completed about two-thirds of its schedule. It was issued by the National Film Board, in cooperation with the director of public information.

Executives of Pioneers Plan General Meeting

TORONTO—The executive committee of the Canadian Picture Pioneers held an important meeting July 18 in the Film Exchange Bldg. with President Clair Hague in the chair, when consideration was given to plans for the annual general meeting to be held shortly and to the organization of branches in other sections of the Dominion. Preliminary work in the Canadian West has been completed by S. B. Taube who has returned from a trip to the Pacific Coast.

TORONTO

LOU GUIMOND has arrived permanently in Toronto as exploitation manager of United Artists in succession to the late Mike Wilkes who had held the position for many years. Guimond is no stranger to the Dominion, having been born in Montreal where immediate relatives still reside. The appointment was made by Monroe Greenthal of UA who is credited with having made an excellent choice for the spot. Guimond has been on the staff of several trade publications in the United States.

The first picture to be viewed by H. R. H., the Earl of Athlone, following his arrival in Canada as the new governor-general, was "A Family of Nations" which is being released by United Artists. The picture was screened in the Elgin, Ottawa, where Lloyd Mills is manager. The feature has been brought up to date by the inclusion of recent historical events.

Charles Kurtzman of New York, appointed district manager of Loew Theatres by Joseph R. Vogel a short time ago, visited the circuit houses in Toronto and London when he conferred with Manager Jules Bernstein and Manager Fred Jackson.

Joe Holliday, manager of the Circle in North Toronto, got the surprise of his life when Vivien Leigh, Laurence Olivier and Ned Sparks walked into the theatre without advance notice and proceeded with an unscheduled personal appearance to boost the war stamp sale. He deserved the break because he put in a lot of time and effort for the theater parade in the north end and other campaign organization work.

Manager Al Sedgwick of the Toronto Belsize is enjoying two weeks of holidaying at an undisclosed spot in the Lake Simcoe section of Ontario . . . B. W. Silver, general manager of Colonial Pictures, held a private screening of "The Warning," British air raid picture, at the Prince of Wales Theatre, Toronto, which was attended by Mayor Ralph Day, W. A. Summerville, member of the Ontario legislature, representatives of the army, air force and patriotic organizations and exhibitors.

Hugh Morrison has returned to Toronto after a vacation in Mexico during which he met Senor Amelio Azcarrhea, film producer and radio magnate, and also watched Mexico's movie star, Ferdinand Soler, at work in front of the cameras . . . Lorne Greene, narrator for recent films of the National Film Board, has announced the date of his marriage, September 3, when he will join hands with Rita Hands.

Brakeman in Films

MONTREAL—Samuel H. Shaw of Medicine Hat, Alta., railway brakeman with the Canadian Pacific Railway since 1917, has been signed for a role in "49th Parallel," being made by Ortus Film Co. Scenario of the British patriotic film calls for action between a railway brakeman and an escaped Nazi on a train between Calgary and Banff. He'll take the former role, of course.

Esquire Films to Handle "Pastor Hall" in Canada

TORONTO—Canadian rights to "Pastor Hall," British feature based on the experiences of the German clergyman, Niemoeller, have been acquired by Esquire Films, Ltd., the recently created Canadian film exchange headed by A. J. Laurie who previously announced 15 British pictures for the Dominion market to be distributed through Empire-Universal.

Mrs. F. D. Roosevelt has appeared in the prologue to the American edition of "Pastor Hall" which is to be released in the United States through United Artists. Featured artists include Nova Pilbeam, Wilfrid Lawson and Seymour Hicks.

Laurie also announced the immediate release in Canada of "Convoy," British naval picture, and "It's in the Air," a George Formby comedy.

Store Seeks F-P Site

TORONTO — Famous Players Canadian Corp. has received an offer of purchase from the F. W. Woolworth Co. for two parcels of land in the central business section of Ottawa to provide for the enlargement of the firm's downtown store. The theatre chain purchased this site some years ago for the purpose of erecting a large new theatre but other arrangements were subsequently made.

Renovate Hi-Art

WEYBURN, SASK.—Workmen spent ten days on the $4,000 alterations program at R. C. Sutherland's Hi-Art Theatre. Interior of the house was renovated.

Republic-F-P Deal

TORONTO—Republic has closed a deal with Famous Players Canadian, operating 275 theatres, for its 1940-41 product.

CALGARY

CALGARY theatremen, manfully aided by the local shriners, went all out to make a record sale of 25 cent war stamps for the great Canadian Theatre Night. In five cases, $500 was collected for one seat and several went for sums ranging from $100 to $400.

J. B. Barron had a bright idea at the last moment to add to the Grand Theatre total. After the crowd was seated he sent the ushers selling war stamps, giving a 25-cent chance at a $10 bond. Sale amounted to $118.50 and with the theatre making up the balance to $130, there were 13 units to be drawn for. Among the 13 winners was one soldier in uniform, whose appearance on the stage brought down the house.

Vernon Skorey of 20th-Fox states that simultaneous with the premiere of "Brigham Young" at Salt Lake, the Canadian premiere of this picture will take place at Cardston, Alta., a Mormon settlement.

VANCOUVER

A W. PERRY, general manager of Empire-Universal, was due in Vancouver on a flight visit to all his company's branches . . . Jim Patterson was away on a trip to the Vancouver Island houses last week.

C. W. Gough of the Community Hall, Hedley, B. C., and C. A. Towriss, Capitol, Princeton, B. C., were in town . . . Phillis Hurr, RKO stenographer, is due back from her vacation, and Fred Manning, booker, will now have his turn.

Colin and Kerr of the Fraser Valley Milk Producers Ass'n publicity department started off last Friday on a tour through the Cariboo with a 16mm outfit to acquaint the people there with their company's products, and at the same time give them some free entertainment.

Larry Beard is off on a trip to Famous Players' houses in the interior . . . Paul Harmon is proud of the sale of War Saving Stamps in Squamish which exceeded the capacity of his house by about 75 per cent.

George Gerrard of the local Projectionists Society was re-elected chairman of the grievance committee of the Vancouver Trades and Labor Council . . . Sam Ellington, Orpheum projectionist, is motoring to Winnipeg on a vacation, his place being taken by F. Werner.

Joe Louden, Beacon, is away on a two-week vacation on Vancouver Island with his family, with G. Thrift taking his place in the booth.

Ed Marshall of the Capitol is also spending his vacation touring the Island with his family. E. S. Scanlan is filling in . . . Bert Kent, for a long time projectionist at the Grandview, is now on duty at the Rex.

Quagliotti Romano is celebrating his recovery by putting a new front on the Colonial . . . Joe Gordon, Haney, B. C., made a few calls in Filmrow on his way home from the prairies.

Morley McComb, doorman of the Alma, was killed when his car went over a 200-foot embankment near Spences Bridge . . . A. Stockwell, associated with A. Russel of Dawson City, Yukon, spent a week in the city looking up theatre equipment and negotiating bookings for a theatre which now is under way in Dawson, a remodeling job.

P. J. Allen, manager of the Orpheum, Dawson City, was another visitor from the North. He says the rebuilding of the theatre, recently destroyed by fire, will be proceeded with at once and be ready to open late this summer.

"Home Front," third of the national film board series, is marked for release on the 27th.

When Mrs. Annie Graham appeared on Filmrow to attend to bookings for the opening of her son's theatre, the Park, at White Rock, the older distributors said it took them back to the days when she was exhibitor at the Star.

Alan Sullivans Return to Canada After 20 Years

OTTAWA—Among the refugees from England to Canada are Mr. and Mrs. Alan Sullivan who are back in Canada—and are staying temporarily in Ottawa—after residence in the British Isles for 20 years, their home in Kent having been taken over for military purposes.

Alan Sullivan is the author of "The Great Divide" which was made into "Silent Barriers" for the screen by Gaumont-British Pictures in the Canadian West, a large film unit being sent out to Revelstoke, B. C., for the production of the feature. The story dealt with the opening up of the West by the construction of the Canadian Pacific Railway, by which Sullivan was employed before he turned to writing. He is planning a series of four novels dealing with the history of the Dominion.

Hon. J. A. MacKinnon to Head Nat'l Film Board

OTTAWA—With a reorganization of the Canadian Cabinet with respect to several ministerial posts, the appointment is announced of Hon. J. A. MacKinnon as chairman of the national film board in succession to Hon. W. D. Euler, following the designation of Hon. Mr. MacKinnon to the post of Minister of Trade and Commerce.

MacKinnon declared that the Canadian film, "Atlantic Patrol," depicting the work of the Royal Canadian Navy, had already played 400 theatres of the Dominion and had been booked into 200 other cinemas. Prints had been shipped to Australia where it is to be shown in 800 theatres, he announced, this figure representing two-thirds of all theatres in that Dominion. This picture was produced by the national film board in cooperation with the director of public information.

Hit Twice by Fire

ZEBALLOS, B. C.—W. A. Trout not only lost his theatre and contents, but his home as well when a fire wiped out five buildings here.

WINNIPEG

A W. PERRY, general sales manager of Empire-Universal, is in the city . . . Harold Bishop has returned from his vacation sporting a grade "A" California tan. While Bishop was away on holiday, Nestor Novak was in charge of the Capitol.

J. Miles, president of Western Theatres, Ltd., left for a holiday at Watrous . . . Syl Gunn left for a holiday, leaving Jack Fitzgibbons in charge of the Metropolitan. With Gunn busy with booking committees, Fitzgibbons has been taking care of the house for the past few weeks.

A number of films dealing with the Democracy-Fascism angle are on view at present in the city. These include "The Mortal Storm" at the Capitol; "Abe Lincoln in Illinois" at the Garrick, and "Hitler—Beast of Berlin" at the Rio.

: Beef on Blurbs :

TORONTO—Under the heading of "Why Movie Editors Get Gray," Robert Syrett, theatre editor of the London, Ont., Free Press, offers the following comment in his "Scanning the Screens" in the issue of July 13:

"One of the duties of a theatre editor is to go through the huge masses of publicity and news material sent out by the press agents of the various studios. Altogether it's not a bad life and it has its pleasant side. But he is called upon to suffer a bit, too. For example, for a week or two you get doused with stuff about Hedy Lamarr as 'the glamour girl.' When you recover, you're flooded with flapdoodle about Dorothy Lamour and her sarongs. Convalescence from this attack brings a batch of hooey calling Ann Sheridan (rightfully we admit) the 'oomph girl.' Then Carole Landis is the 'ping girl.'

"Now, just as we are up and about again after that one, we get stuff handed to us about Lana Turner as the 'glex' girl. That means glamour plus guess what. And still the stream of baby talk from the press agents goes on. We're just waiting for them to call May Robson the 'groomph girl' (meaning that she plays grandmother roles with oomph) and we'll ask to be switched to writing the obituaries."

Canada-Made "Heritage" Is Featured at Fair

TORONTO—One of the pictures to be featured in the special Pan-American program of official films at the New York World's Fair recently was "Heritage" which was produced by the Canadian government motion picture bureau under the supervision of Director F. C. Badgley before the creation of the national film board last fall with John Grierson as film commissioner.

The film, which was screened four days in the Little Theatre of the Science and Education Building, depicts the waste of Canada's natural resources through poor farm management and it also deals with conditions in the middle west which has been hit by droughts. It is similar to Lorentz' picture of the U. S., namely, "The Plow That Broke the Plains." Other countries to contribute films at the Fair were Brazil and Mexico.

Work Seems to Be A Tonic to Him

Sudbury, Ont.—Already one of Sudbury's busiest men, Sid Scott, manager of the Capitol, recently took on a new job, that of assistant transport officer and quartermaster on the home defense corp.

He is also a director of the Business Men's Ass'n and a member of the Legion entertainment committee.

M-G-M recently honored Scott with a diploma of merit.

Financial "Post" Reports F-P Earnings Improve

MONTREAL—Slightly better earnings have been shown by Famous Players Canadian Corp. in the first six months of the year, as compared with the same period of 1939, the Financial *Post* reports. Earnings last year were equal to $2.09 per share on the common stock.

The company has been adversely affected by the premium on U. S. exchange, as cost of films is 10 per cent higher than before the war as a result.

The 1940 increase has been offset, also, by higher corporation taxes. Unless there is a much greater increase in earnings this year than looked for, the company will be subject to the minimum 30 per cent Dominion corporation tax, as compared with 18 per cent in 1939. Nearly $240,000 was paid in taxes last year, while an increase of $100,000 is taxed this year on the basis of 1939 earnings.

There will be a small saving this year on bond interest, although this may be more than offset by higher dividend requirements due to the issuing of further capital stock. Total of $700,000 series "A" bonds were retired June 1, reducing the amount outstanding to $350,000.

On the other hand, capital outstanding increased by about $350,000 to $4,400,000 during 1939. A further 5,000 shares were sold for $75,000 in January last, while two blocks of 11,000 shares each were under option to be taken up July 15, 1940, and 1941.

No difficulty is anticipated in continuing the higher dividend rate of $1 per share annually established last year. It was the first year since 1932 this amount was paid, comparing with 80 cents in the previous year.

Hitchcock Aids Evacuation Move of British Children

MONTREAL — Alfred Hitchcock, noted British director, was in Ottawa to arrange for the evacuation from Great Britain to Canada of about 60 children from an orphanage for actors' children. While here he conferred with John Grierson, Canadian government film commissioner, who is cooperating in the movement of these children.

Hollywood stars will provide funds for the immediate evacuation of the children and their support in Canada for the duration of the war, Hitchcock said.

The British director maintained the only purpose of his visit from New York was to arrange for the care in Canada of the actors' children. He would make no comment on reports the British film industry might be gradually moved to Canada.

Restrictions on Parking In Vicinity of Elmwood

LONDON, ONT.—Control of parking in the vicinity of the Elmwood here has been passed upon by the city council. Parking restrictions have been laid down affecting the curb space between the Elmwood and nearby Elmwood Ave.

: SASKATCHEWAN :

REGINA holidayers include Fred Rennebohn, operator; George Hoskins, doorman; Lenore Williams, cashier, and Jack Parsons, assistant manager, all of the Capitol, and Charlie Baird, assistant manger of the Met.

About 20 friends and employes gathered at the Rex to bid farewell to Harvey Williams, for six years the Fox doorman, who left to attend an RCAF officers training school in eastern Canada. Harry A. Bercovich, manager, presented him with a suitably engraved wrist watch and Jack Cummings, operator, on behalf of the staff, presented him with a Gladstone bag.

Larry Graburn, manager of the Capitol, Regina, off work for a few days with a cold, returned in time to put over his "Stamp Out Hitler" show with a bang.

Use of Water for Cooling System Causes Concern

LONDON, ONT.—Of London's four theatres with modern air conditioning systems, one is affected by the concern of the public utilities commission over the amount of water consumed for that purpose. It is the Centre.

The question of increased charges for water from the municipal mains has been raised. A further report is to be made to the PUC after meters have been placed on the air-cooling equipment to test consumption.

Loew's, Capitol and Elmwood have their air-cooling equipment supplied from private wells.

General Manager E. V. Buchanan of the PUC did not mention the Centre specifically, but referred to all business institutions with air conditioning plants using city water, when he said: "How long until we will have to buy extra equipment because of this business, and should there be, as a result, some extra charge for water used in this way?

Edmonton Empress Tries Children's Quiz Program

EDMONTON—Quiz programs are by no means new in Edmonton, but the Empress, under the management of L. C. Straw, has started a different one. This is a children's quiz program held each Saturday morning when the contestants answer questions that have been sent in by young Edmonton residents.

Edmonton's west end house, the Roxy, has commenced a weekly quiz program confined entirely to question relating to Alberta and is open to 'teen age boys and girls who usually appear in groups. Money prizes are awarded successful contestants while the public is invited to submit questions with an award going for each question used.

"Sun Valley" for Sonja

HOLLYWOOD—"Sun Valley," forthcoming Sonja Henie starrer for 20th-Fox, will be adapted by William Brent.

TENTATIVE CONSENT DECREE PROPOSALS COVER NEGOTIATIONS TO DATE; NOT A FINALIZATION

Arbitration Details and Escape Clause Absent From Newest Draft

(Continued from page 5)

gether with a copy of the exhibitor's complaint. The arbitrator's award may affect such additional distributor respondents in the same way as if they had been made parties to the proceedings by the complaining exhibitor. If an exhibitor files complaints against more than one distributor involving the same theatres, all such complaints shall be heard together.

Findings

In any such arbitration no award shall be made against a distributor unless the arbitrator shall first find the following facts:

(1) That the complaining exhibitor is engaged in operating not more than five theatres, including the theatre specified in the exhibitor's complaint, and that said theatre was in existence at the date of the decree, or replaced such a theatre.

(2) That such refusal of a distributor continued during a period of not less than three months.

(3) That a distributor has during such period, licensed feature pictures desired by the complaining exhibitor on the run desired by him to a theatre which is a component of a circuit of not less than 15 theatres and which is in competition with the theatre specified in the exhibitor's complaint.

(4) That the complainant's theatre has not available to it feature pictures sufficient in nature and quantity to enable it to operate on the run enjoyed by said circuit theatre licensed to exhibit said pictures on the run desired.

(5) That the refusal to license the exhibition of said pictures in the complainant's theatre was in fact because the theatre licensed to exhibit them on the run desired by the complainant was a component part of such circuit of theatres.

The arbitrator, in determining whether the exhibitor's complaint is established by the evidence, shall take into consideration, among other things, the terms offered by the two competing theatres, the seating capacity of each of said theatres, their respective capacities for producing revenue for the distributor, their character, appearance and condition, including their furnishings, equipment and conveniences, their location, and the character and extent of the area and population each serves, the competitive condition in the area in which they are operated, their comparative suitability for exhibition of the distributor's pictures on the run desired, the character and ability of their management and their reputation generally in the industry and in the community for showmanship, honesty and fair dealing, the policy under which the theatres involved have been operated and under which the complaining theatre proposes to operate if it obtains the run desired, the financial responsibility of their owners and operators and any equities arising out of the distributor's prior relations with the two theatres involved.

Award

If in any such arbitration the arbitrator finds for the complaining exhibitor, he may enter an award against the distributor or distributors which shall not affect the license to exhibit any feature picture then under contract, but shall prohibit every distributor who has arbitrarily refused to license its features for exhibition on the run desired to the complaining exhibitor from thereafter licensing features for exhibition in the theatre complained against, either as part of any contract or agreement for the licensing of features to any other theatre or upon condition that features shall be licensed for exhibition in any other theatre.

Proceedings Subsequent to Award

After a final award has been made in favor of a complaining exhibitor under this section, such exhibitor may institute a further arbitration proceeding to be held before the arbitrator who entered the original award, if available, upon the ground that such award has not in good faith been complied with by a distributor against whom it was entered. If in any such proceeding the arbitrator finds that the distributor has not in good faith complied with the original award, the arbitrator may award damages to the exhibitor for loss resulting from the distributor's failure to comply with the original award. Any award of damages hereunder shall be purely compensatory, but in the case of first run exhibition shall not exceed the amount of rentals received by the offending distributor from the circuit for its features licensed for exhibition in violation of the award, and in the case of subsequent run exhibition shall not exceed twice the amount of such rentals.

Proceedings for an award of damages for violation of the original award must be commenced within 60 days after such violation has occurred, by filing with the arbitrator and serving upon the distributor a statement and specification of the facts constituting each violation for which damages are sought and of the exhibitor's damages resulting from such violation, there shall be no award of damages in any such proceeding for any violation of the original award of which complaint is not so filed and served within said period, but prior violations may, in any such proceeding, be considered by the arbitrator as evidence bearing upon the question of the distributor's good faith.

7. *Acquisitions of or Changes With Respect to Theatres in Which Defendants Are Interested.*

(1) Each of the defendants will notify the department of justice immediately of any legally binding commitment for the acquisition by it [1] of any additional theatre or theatres.

(2) Each defendant will also report to the department of justice on or before the tenth day of each month the changes in its [2] theatre position, if any, that have occurred during the preceding month, which shall include:

Close Government Rein On Theatre Activity Of the Defendants

(a) Theatres contracted to be built, or building;

(b) Theatres lost or disposed of;

(c) Theatres acquired;

(d) Interests in theatres acquired, stating the nature and extent of such interests;

(e) A statement of the reasons for such changes.

(3) If upon receipt of such information the department of justice requests further information with respect to any of the above transactions, such defendant will make a reasonable effort to supply such information promptly; provided, however, that no information furnished shall be divulged by any representative of the department of justice to any person other than a duly authorized representative of the department of justice, except in the course of legal proceedings to which the United States is a party or as otherwise required by law.

(4) If at any time the department of justice feels that the public interest so requires, it will be free to petition the court for an injunction or other appropriate relief, which the defendants will be free to oppose.

(5) Each defendant agrees that during the three years following the entry of this decree it will not pursue a general nationwide policy of expanding its theatre holdings. It shall be free to expand its theatre holdings in local situations for the purpose of protecting its competitive position in the industry and for purpose incident to the usual course of its business. If at any time during such period a defendant can show that it must pursue a national policy of expanding its national theatre holdings in order to protect its competitive position in the industry, the court may declare the aforesaid agreement with respect to national policy inoperative.

If the government claims a violation of this section, its relief shall be sought only by application for an injunction requiring the defendant complained of to divest itself of any theatres not acquired in conformity with this provision of the decree. Contempt proceedings shall be limited to failure to observe the terms of such injunction, if issued.

8. Escape clause.

(Ed. note)—No information is given as the language has not yet been completed.

(1) The notification and report shall include such commitments and changes as may have been made by corporations not parties to this decree which are controlled by such defendant. They shall also include such commitments or changes as may have been made by corporations in which such defendant owns a financial interest but does not control if such defendant has received knowledge of such commitments or changes. Each defendant will request such corporations to immediately notify it of any such commitments or change.

(2) This paragraph is the same as (1).

Short Subject Reviews

Stranger Than Fiction, No. 79

Universal 9½ *Mins.*

High spot of this collection is a blind man who guides visitors around Fort McHenry in Baltimore. Other items include Japanese ingenuity in getting buses to run on charcoal gas; a woman who makes pictures from discarded stockings; a water-cooled house in Tennessee; a tree in Florida that pumps water and a writer who makes miniature airplane models in his spare time.

Stranger Than Fiction, No. 80

Universal 9½ *Mins.*

A girl goes to welding school in Pennsylvania; another girl, eight years old, is a Venice, California female "Tarzan"; mass production on home made machinery; inner tubes fashioned into household appurtenances; a one-man model railroad; a New York dentist who makes bridges, Eiffel Towers and the like from toothpicks. The last item is the best.

Hawaiian Rhythm

Universal 17 *Mins.*

A refreshing novelty two or three years ago that has grown on metropolitan diners out, the Hawaiian variety show, cleverly presented in this short, should capably serve to amuse and entertain audiences in the hinterland who have been beforehand informed about it. Featured are the Royal Samoans, Rita Rio, various hip swinging dance teams and Harry Owens and his band. It's generally lilting and easy to take.

Cat College

M-G-M (Pete Smith) 10 *Mins.*

With all its action capably caught in fine photography, "Cat College," dealing with Clyde Beatty's Florida school, shows a young girl taking a course on how to become a wild animal trainer. There are numerous loud growls from the subjects and Pete Smith's narration mentions the various fine points of the pursuit, in addition to his usual comic angles. Worthwhile for a few thrills.

Down El Paso Way

Universal (Going Places, No. 80) 9½ *Mins.*

If this reel is offered in evidence, the Texas city is an interesting place where local boosters meet visitors with a stagecoach and a mounted posse, where the U. S. cavalry has spectacular maneuvers, where goats are raised for mohair, where candy is made from cactus and where Old World craftsmen practice the fine art of leather tooling, turn out masterpieces of gaudy saddles and boots. It's different enough and effective.

Deadwood Dick

Columbia (Serial) 1*st Chapter,* 32 *Mins.*

This latest addition to the roster of serials is generally slow-moving stuff in its early moments with a lot of historical characters and incidents who do battle with a master-mind criminal called "The Skull." All west and very theatrical, the story deals with Dick Stanley, editor of the Deadwood *Pioneer Press,* who, becoming suddenly incensed at the killings, buckles on his artillery to clean up the Dakota territory. This he probably does in ensuing installments well enough, with all the thrilling events coming at the tail end of each.

Screen Snapshots, 19-9

Columbia 10 *Mins.*

Ken Murray appears here as the proprietor of a sporting goods store, and, as he gags and demonstrates the various implements, the action cuts into scenes of the varied sporting activity occurring around Hollywood with familiar screen faces and figures in such pursuits as golf, tennis, polo, ping pong, pigeon races and swimming. Murray's commentary and gags are on the corny side, but the film is generally interesting, nevertheless.

Trifles of Importance

M-G-M (Passing Parade) 10 *Mins.*

Doodling, the vagaries still apparent in men's clothing and a secret society in a Virginia University are the trifles indicated by the title. Neat vignettes have been composed on these themes. The continuity is intelligent and interest is held throughout.

Tom Turkey and His Harmonica Humdingers

M-G-M (Color-Cartoon) 7 *Mins.*

A neat burlesque of a well-known harmonica virtuoso, with its chief protagonists country store barnyard clubmen, this item has regulation animation and continuity and should make pleasant diversion. The boys, or rather "critters," have a time with their mouth organs until irate wives think they are indulging in a Main Street bacchanale. Rolling pins provide the finale.

Armstrong-Jenkins Fight

RKO 18 *Mins.*

Presented by the 20th Century Sporting Club, produced by Frank Donovan of Pathe and narrated by Andre Baruch, these films record a skillfully fought non-title match in a manner that should please the fight fans. Slow motion panels were inserted to emphasize the more exciting moments of the six rounds. The Democratic convention in Chicago kept the blow-by-blow radio description of this bout off the air and a sizeable audience is waiting for it.

Social Sea Lions

M-G-M (Pete Smith) 9 *Mins.*

A clever, amusing bit of fakery has been cooked up here as a trio of sea lions, obviously trained and well-rehearsed, perform a bag of humorous stunts calculated to have the audience in a mild uproar of hilarity. The animals invade a beach house, blow horns during a concert, eat all the piscatorial edibles, raise hell at night and withal manage to look cute. Recommended.

NEWSREELS

TUESDAY, JULY 16

Movietone News, No. 89

Democrats convene in Chicago; Colonel Knox on defense measures; new air school started in California; wedding of Henry Ford's grandson; stratoliner off on coast flight; Lew Lehr; polo for charity on Long Island; Patty Berg turns pro; Maine water toboggan racing.

News of the Day, No. 287

Democrats in Chicago; army in new anti-tank maneuvers; refugee ship arrives in New York; Willkie on Colorado vacation; fur fashions shown at Lido Beach, L. I.; polo for Red Cross benefit.

Paramount News, No. 92

Polo for Red Cross benefit on Long Island; Patty Berg quits amateur golf status; water tobogganing in Maine; Madeleine Carroll tells of trip to Europe; elections in Cuba; Ford's grandson weds; Willkie on vacation; convention in Chicago.

RKO Pathe News, No. 104

Democratic Party convention in Chicago; Willkie in Colorado; elections in Cuba; Ford wedding at Southampton; Rockettes at New York Fair; charity polo match on Long Island.

Universal Newsreel, No. 893

Democrats hold Chicago convention; Willkie in Colorado; Montana forest fires; liner arrives in New York with refugees; Rockettes at World's Fair; hair-pulling contest at Palisades Park; polo for Red Cross funds.

THURSDAY, JULY 18

Movietone News, No. 90

Roosevelt nominated for third term at Chicago convention of Democrats; last supplies go up the Burma Road; Chiang Kai Shek at Chinese army maneuvers; Emperor Hirohito welcomes Manchukuan ruler to Tokyo; naval reservists sail on U. S. S. "Wyoming;" Willkie at Colorado fish fry; trotting races at Goshen, New York; boxing in Chicago; acrobatic tumbling in Philadelphia.

News of the Day, No. 288

Roosevelt nominated; war centers interest on Burma Road; naval reservists sail on "Wyoming;" largest uncut diamond; the "President Vargas," from Brazil, on exhibition in New York; youngsters from Boston Boys Club in boxing matches; racing at Goshen.

Paramount News, No. 93

Racing at Goshen; navy reservists sail on "Wyoming;" largest uncut diamond arrives by mail; adoption of child war refugees rushed; Democrats nominate Roosevelt for third term at Chicago convention.

RKO Pathe News, No. 105

Roosevelt nominated; new navy torpedo boats at Washington; naval reservists sail on "Wyoming;" trotting track at Goshen opens.

Universal Newsreel, No. 894

Roosevelt nominated; Willkie greeted on Colorado arrival; Harvard opens flying school; Boston firemen trained to fight attacking planes; naval reservists sail on "Wyoming;" largest Brazilian diamond on display; children stage water circus; femining log rollers dunk men in Longview, Washington, contest; trotting season opens at Goshen.

Warner Bros. (401) **125 Minutes** **Rel. Aug. 24, '40**

For two hours and five minutes, at least, this will enable audiences to forget the cares of a war-torn world and thrill to the sweeping spectacle and sustained suspense of an enthralling and adventuresome saga finding its inspiration in another turbulent period of history. Probably the most impressive adventure melodrama since "Robin Hood," the feature is produced on the same lavish scale, and with that vast number of theatre patrons who enjoy action, pageantry and romance of medieval vintage it will be an outstanding hit. Errol Flynn in the title role has a swashbuckling assignment which he takes in stride, literally and figuratively. The remainder of the cast is comparably effective. Only in resorting to the same general historical background does the story resemble the silent version. Michael Curtiz directed.

Errol Flynn, Brenda Marshall, Claude Rains, Donald Crisp, Flora Robson, Alan Hale, Henry Daniell.

The Sea Hawk F — Melodrama

Columbia (——) **66 Minutes** **Rel. July 25, '40**

Measuring up in every way to the best of previous entries in the series, this latest screen adventure of Chic Young's famous comic-strip characters should clock a steady stream of laughter and leave audiences with the feeling of getting their full money's worth. Such reliable comedy ingredients as a supposedly haunted house, secret passages, sliding panels and a frightened Negro have been freshened up and made to do yeoman's duty in relating the humorously harrowing experiences of Blondie, Dagwood, Baby Dumpling and Daisy when Blondie decides she must have a maid to help with the housework. Dagwood appeals to his boss for a raise and the latter, thinking to solve the difficulty, installs the Bumsteads in an estate of which he is executor. Frank R. Strayer directed.

Penny Singleton, Arthur Lake, Larry Simms, Daisy, Jonathan Hale, Arthur Hohl, Irving Bacon, Ray Turner.

Blondie Has Servant Trouble F — Comedy

First National (474) **58 Minutes** **Rel. July 27, '40**

An interesting development in the story of this minor scale serio-comic item gives it generally acceptable status. The familiar golddigger theme has been polished and given reverse English and the country lad—in this case he is heir to millions—gets his money's worth along with a lot of heart and headaches. In brief, he meets up with a night club singer, falls hard for her, hands out a $15,000-a-year job to her brother, finances her father's invention and buys her parents a beach house in Florida, all before he marries her. From his small town home comes a friend to act as best man. Learning of the situation, he brands the girl and her family as fortune hunters but he is around to see his mistake before it's too late. The tale is well-performed and Roscoe Karns carries off the acting honors. Noel Smith directed.

Wayne Morris, Rosemary Lane, Lee Patrick, George Reeves, Ferris Taylor.

Ladies Must Live F — Comedy Romance

RKO (——) **90 Minutes** **Rel. ——**

"The Ramparts We Watch," March of Time's first long-trouser feature, is a sit-up-and-take-notice film that might start more tongues wagging than its producers had bargained for. It should be seen by every exhibitor who plans to book it. He will have to decide if his patrons want a brooding, melancholy picture of a World War that presents a positively uncanny parallel to events now shaping abroad and at home. In its present form the film drags in spots; could be trimmed appreciably. Its effectiveness would remain, though, because it imparts, with some of the best World War scenes, "re-enacted" sequences and off-screen commentary about every conceivable argument for keeping out of the war. Propaganda? Yes. Conclusions? No, all though to this reviewer and three friends it created the impression: "It's none of our business; let's keep out." In substance it says: "Here's what happened last time; you decide this time." No cast credits.

The Ramparts We Watch F — Propaganda

20th Century-Fox (——) **55 Minutes** **Rel. ——**

Newspaper-gangster melodrama, developed along familiar lines and qualified to deliver with average satisfaction as supporting fare. Cast makes up in enthusiasm what it lacks in marquee magnetism, with Ted North and Lynne Roberts—both comparative newcomers—sharing the romantic leads, Edgar Kennedy supplying his usual brand of comedy and Robert Armstrong competently handling his assignment as a gang leader. North, a fledgling out of journalism school, secures a reportorial job and so thoroughly bungles his initial assignments that Miss Roberts, star newshawk, takes pity on him and helps him over the rough spots. Inadvertently North becomes an eye-witness to a bank holdup, inveigles his way into the gang and winds up with a scoop and a bride. Shepard Traube directed.

Ted North, Lynne Roberts, Edgar Kennedy, Robert Armstrong, Richard Lane, Lionel Stander, Grant Mitchell.

The Bride Wore Crutches F — Comedy-Melodrama

Universal (4057) **52 Minutes** **Rel. July 19, '40**

Action-melodrama of fair quality that hits an average entertainment level and, booked as such, should acquit itself creditably. The proceedings are developed as per formula throughout and are paced smoothly enough for a low-budget entry. Richard Arlen turns in an excellent performance, aided considerably by the comedy antics of his corpulent, gravel-throated sidekick, Andy Devine, whose violent brand of humor should sit well with the kids. Arlen, a newspaper reporter, visits his old home town before traipsing to Europe as a correspondent. There he learns the owner of the coal mines is in league with the mining inspector to operate with unsafe equipment. When Arlen's father is seriously injured in a blast, the newshawk is aroused and with Devine's aid brings a new deal for the miners. Christy Cabanne directed.

Richard Arlen, Andy Devine, Kathryn Adams, Paul Fix, Mary Treen, Cliff Clark.

Black Diamonds F — Action Melodrama

Paramount (3945) **82 Minutes** **Rel. Aug. 23, '40**

This is the story of a bum who, through the whim and connivance of a crooked political boss, becomes an alderman, a mayor and finally governor of the state and then, just as rapidly, becomes a bum again. But while he is making the speedy trip up and down the ladder of fame and fortune he encounters adventure, romance and comedy which enables him to deliver at every rung a full measure of swell entertainment. At any time the feature could safely be pegged as a surprise hit. The fact that there is more than normal interest in politics at the time it is released will certainly do its drawing power no harm. Brian Donlevy is the bum, his first topline, and registers a performance to prove his claim on such billing. Akim Tamiroff and Muriel Angelus are splendid support. As writer-director, Preston Sturges rates raves.

Brian Donlevy, Muriel Angelus, Akim Tamiroff, Allyn Joslyn, William Demarest, Louis Jean Heydt.

The Great McGinty F — Comedy Drama

Republic (——) **71 Minutes** **Rel. July 30, '40**

Filmed against sweeping backgrounds of Alaskan snow fields, which in itself should make it a welcome addition to any hot-weather program, this is an exciting melodrama, speedily motivated, well enacted and competently produced and directed. The story concerns a doctor who has found sanctuary from an unjust murder indictment in the frozen wilds where he establishes himself as the ministering friend of countless settlers and natives. The law and romance, the latter in the person of a comely nurse, overtake him at the same time, and his adventures in dodging the former while clinching the latter furnish the action—and in sizeable doses. Chester Morris is the doctor, Charles Bickford the "law" and Jane Wyatt the nurse. All deliver creditable performances. Directed by Sidney Salkow.

Chester Morris, Jane Wyatt, Charles Bickford, Mala, Kate Lawson, John Bleifer, Mamo Clark.

Girl From God's Country F — Melodrama

Republic (956) **59 Minutes** **Rel. July 30, '40**

The story basis of "The Ranger and the Lady" springs from the early history of Texas—in the time of Sam Houston—and the various problems which confronted the commercial development of the state. Roy Rogers plays the ranger who decides to fight the unlawful imposition of a toll on commercial wagon trains which are using the Santa Fe Trail. Accompanied by George Hayes, he meets Jacqueline Wells' outfit and then his troubles begin. Miss Wells conceals from Rogers her real purpose— to avenge her father's murder by a power-hungry minor politician—and they are at cross purposes until an old timer is wounded. Reconciling their differences they join forces and eventually set the tangled situation to rights. It is average western, from start to finish. Joseph Kane directed.

Roy Rogers, George Hayes, Jacqueline Wells, Harry Woods, Henry Bradon.

The Ranger and the Lady F — Western

SELLING ANGLES: **"Ladies Must Live"**

Along extra effort lines, it is recommended that the exhibitor secure the speech Roscoe Karns delivers when he eats crow at the conclusion. It is a masterpiece of prose that rates attention. The general point of the speech is apology for small-town, narrow-minded, cracker-barrel bigotry and its attendant evils. Emphasize the youthful aura of the story. A good comic note is sustained by an Indian butler who barely rises above an "Ugh" in his performance, but who comes through at the finish along with the rest of the cast.

CATCHLINES:

He Met Her at the Mud Hole . . . And Almost Lost Her on Broadway . . . In Between, He Had a Wild Time.

His Best Friend Was Called "Pighead" . . . And His Pigheadedness Almost Ruined Romance.

SELLING ANGLES: **"Black Diamonds"**

Richard Arlen and Andy Devine, who have co-starred in several previous action entries, should receive the marquee attention. Devine, in particular, should be the target of exploitation calling attention to his radio and film appearances. If possible, secure a few miner's hats for use as costumes by your attendants. Plant a lump of coal in a jeweler's window calling attention to the fact that in substance it is the same as the diamonds he is featuring. School children might be tied in on an essay dealing with "Coal and Its Place in Modern Industry."

CATCHLINES:

They Live Dangerously . . . And Love Recklessly . . . These Men Who Tunnel the Earth to Give the World Light and Power.

Hundreds of Feet Below the Earth's Surface . . . Powerful Drama Unfolds Among the Men Who Dig for Coal.

SELLING ANGLES: **"The Ranger and the Lady"**

There are two new songs, "As Long As We're Dancing" and "Chiquita" that rate exploitation attention. The first is especially good. Plug both over the local radio. Distribute Roy Rogers fan photos. Mount a life-size cardboard figure of Rogers on a rearing horse in the lobby or above the marquee. For attracting juvenile attention there are Roy Rogers toy pistols and holsters which may be offered as prizes. The Dixie Cup Co. also has a campaign for Rogers.

CATCHLINES:

A Story of the Early Days of Texas . . . With Six-Guns Blazin' and Fists Flyin' and Hooves Poundin'.

Come and See Roy Rogers Help Save Texas From Outlaw Hands and Dictator Rule.

SELLING ANGLES: **"Blondie Has Servant Trouble"**

Employ the type of exploitation used in selling previous "Blondie" pictures. If your newspaper runs the "Blondie" comic strip tie in advertising with it. Have the house technician set up an array of trick mirrors, sliding doors and other magical devices in the lobby. Stage a contest for amateur magicians in connection with showings of the picture. In classified columns run an advertisement for a maid and butler, signed "Blondie" and giving the theatre number as the address.

CATCHLINES:

Your Favorite Funny-Paper Characters, in Another Comedy Riot . . . As Dagwood Goes Ghost-Hunting . . . And Almost Finds One.

Here's Blondie and Her Famous Family Again . . . And the Blues Haven't a Ghost of a Chance When They Move Into a Haunted House.

SELLING ANGLES: **"The Bride Wore Crutches"**

Newspaper background suggests a tieup with a newspaper for the installation of a teletype printer in the lobby, set up to print actual news events. Send out an "inquiring reporter" to ask questions of passersby on topics of timely interest, handing out passes to those whom they interview. Print up throwsheets as tabloid newspapers relating the story in synopsis form and studded with photographs of the cast. Use the title in tieups with home-furnishing dealers on a plug for modern household appliances.

CATCHLINES:

He Wanted to Be a Great Reporter . . . But Couldn't Tell Cops From Gangsters . . . Until the Right Girl Showed Him How.

What a Guy . . . Everything He Did Went Wrong . . . But He Never Made the Same Mistake Twice.

SELLING ANGLES: **"Girl From God's Country"**

Decorate boxoffice as a log cabin and dress usherettes as denizens of the north woods. Tie up with libraries on displays of the Alaskan novels of Jack London, James Oliver Curwood and other writers. Arrange tieups also with agencies for nearby winter-sports resorts and print throwaways in the rustic manner on imitation birch bark. Chester Morris rates the marquee attention with Jane Wyatt and Charles Bickford mentioned in support. Stills showing snow scenes can be planted with dealers in air-conditioning equipment.

CATCHLINES:

Wanted for Murder . . . Yet He Struggled to Save Lives in Civilization's Last Outpost.

He Strove Against Man and the Elements . . . In a Land Where Life Was Cheap.

SELLING ANGLES: **"The Sea Hawk"**

Have house artist construct a large compo-board galleon, with sails set, and mount it over the marquee. Fit out a sound truck to resemble an old pirate vessel for street ballyhoo. Interest adolescents in a model shipbuilding contest, using the best of the entries for lobby decoration. Secure school cooperation by staging a special showing for students of Elizabethan English history. Marquee space should be shared by Errol Flynn and Brenda Marshall. In advertising and throwaway layouts use Old English type.

CATCHLINES:

Here's Errol Flynn the Way You Like Him . . . A Swashbuckling English Buccaneer Who Sailed the Seas for Queen, Country—and Love.

The Spectacle and Sweep of England in the Days of Elizabeth and the Spanish Armada . . . And One Man Who Swept Caution to the Winds.

SELLING ANGLES: **"The Ramparts We Watch"**

A "must" in this case would seem to be a special, advance screening for every person in the community associated with newspapers, service and civic organizations, the clergy and education systems. Ask them for their reactions. Regardless of which way their sentiments lean it will make for the sort of controversial copy that is bound to attract business. Avoid as many ordinary, transient exploitation approaches as possible. Ballyhoo this as March of Time's first full-length feature. Seek the cooperation of city officials in procuring a proclamation urging that every American see the film. The Boy Scouts and similar groups can do much toward whipping up word-of-mouth comment. Judicious distribution of excellent scene stills can go a long way in your behalf.

CATCHLINES:

What Would You Do? Are You Willing to Send Your Son to Fight?

SELLING ANGLES: **"The Great McGinty"**

Give advertising credits to Brian Donlevy and Akim Tamiroff. As the picture deals with political maneuvres and machinations, it can be subjected to a particularly timely exploitation campaign what with interest in the presidential election reaching fever heat. Issue "campaign" buttons urging the election of "McGinty for Governor" and banner the lobby and theatre front with red, white and blue bunting. Plaster the town with posters carrying portraits of Donlevy as "McGinty."

CATCHLINES:

The "Front Page" of American Politics . . . The Story of a Man Who Tricked Himself Into Power . . . And Fled Before the Wrath of the People.

He Swept Into Power on a Platform of Graft and Corruption . . . And Found the Voters Couldn't Be Fooled —All of the Time.

Selling Seats



Torrid, the Word—

A sextette of Hutchinson, Kas., glamour girls corraled by Monroe Rubinger, Warner exploitation representative, and Jay Wooten of the Fox Theatre for the engagement of "Torrid Zone." The stunt was in connection with a contest for "Belle of the Torrid Zone Ball."

"Torrid Zone" Fully Utilizes Band Visit

HUTCHINSON, KAS.—"Torrid Zone" had a most potent campaign here when Jay Wooten of the Fox, assisted by Monroe Rubinger, Warner publicist, tied in with a ball featuring George Hall's orchestra, staged by the Junior Chamber of Commerce in the city's convention hall.

The tieup consisted of providing a cup, ostensibly from Ann Sheridan, and a bouquet from James Cagney, stars of the film, to be awarded the girl chosen by Orchestra Leader Hall as "Belle of the Ball." The "Belle" was the guest of Warner's at the Fox on "Torrid Zone's" opening night, at which time the cup was presented.

Newspaper ads were cooperative, stressing the big-time entertainment that was to be Hutchinson's what with the orchestra from Broadway on Wednesday, and the picture from Hollywood on Sunday. The sponsorship of the ball assured ample publicity in the press, which ran pictures of the winner and the runnersup in addition to several stories. The orchestra featured a rhumba number from the feature.

Further augmenting the ballyhoo, Wooten ran two cuts showing a bit of dialogue between cast principals and invited the readers to write in what they would deem an effective retort. The 15 best comebacks netted their makers passes to the show. These cuts ran the day before opening.

Letter to Teachers Extols Merits of "Blue Bird"

TEAGUE, TEX.—A letter printed upon his theatre's letterhead, and addressed to the school teachers of the community, was used by Floyd Faubion, manager of the Star, to call attention to his recent run of "The Blue Bird."

The letter, written in the personal vein, expressed the belief that the film contained the most powerful dramatic appeal of any presented, and stressed its merits in presenting those values the educators were striving to set before the students.



Timely Stuff—

How the Radio City Music Hall in New York cashed in on a smash newspaper break for a lobby display on the "Information Please" short subject featuring Wendell L. Willkie, Republican Presidential nominee. The blowup is from space devoted to the subject's productional phases by PM, *new daily newspaper.*

"Pride and Prejudice" Book Tieups in Easy Reach

NEW YORK—Five popular-priced editions of the novel, "Pride and Prejudice," which in its film version by Metro stars Greer Garson and Laurence Olivier, are available for book promotion tieups with bookstores, public libraries, drug stores, newsdealers and book agencies. Also copies of the novel, autographed by Greer Garson, are being used for newspaper and radio contest prizes in connection with the showing of the film in about 50 key cities.

The special editions are priced at 50 cents, 75 cents and one dollar. Two pocket editions are out at 25 and 39 cents.

"Boom Town" Stirs A Civic Response

CENTRALIA, ILL.—"Boom Town" will come to a civic reception in Centralia, itself a boom town, made so by the discovery of oil.

Preparing for the booking, which is set for August 11-14, Manager E. French Gallagher of the Fox Illinois here, aided by Claud Morris, Metro exploiteer, has obtained a declaration from the mayor designating the week of August 11 as "Boom Town" week; has lined up the cooperation of all the merchants for co-op ads and special sales; and has arranged with a real estate firm to give away a lot to the holder of a winning ticket. The winner also will receive furniture for three rooms, through a tie with a local furniture dealer.

Window cards are being placed in all store windows in the town and special block one-sheets in all filling stations here and in surrounding towns. One hundred two-sheets have been posted in prominent locations throughout the territory.

At the intersection of two of the busiest streets in the city, a 20-foot oil derrick with drilling machinery, placarded with picture, cast, and playdate, has been placed.

Trailers and lobby displays terminate the job of whipping up interest in the forthcoming feature.



Crowd Stopper—

A life-like lobby display employed by Matt Saunders of the Loew Poli in Bridgeport, Conn. The cutout of the baby was flesh-colored and spotted atop a spotlighted pedestal. "It attracted more attention than any display that we have had in a long time," says Matt.

Intensive Campaign For "Andy Hardy"

JACKSONVILLE, ILL.—A campaign that included newspaper ads, window displays, spot stories, a dog giveaway, a camera stunt and various tieups and mailings was launched for "Andy Hardy Meets Debutante" by Manager George Hunter of the Fox Illinois here, with the aid of Claud Morris, Metro exploiteer.

The newspaper campaign started two weeks before the run with special underliners in all ads. Four days in advance large three- and four-column layouts were used in the local papers, copy selling the cast and story; ten country weeklies in the surrounding area also carried a 2x10 ad in two issues; a feature story on the Hardys was run in four installments in one of the Jacksonville papers, and the country papers carried scene mats of Mickey Rooney.

For the dog giveaway 5,000 numbered cards were distributed to patrons of the theatre and in homes a week in advance of the picture. The dog, which was awarded on the first matinee, was on display in a specially built house in the lobby. Window displays were placed in four leading shops. An office equipment company installed a full window featuring Remington typewriters, centered about an air-brush portrait of Mickey Rooney and Judy Garland. A department store featured fashions of Ann Rutherford and Diana Lewis. With the portrait of Miss Lewis mention was made of the fact she was the bride of William Powell. A drug store arranged a window display on cosmetics and cards with photos of the three women stars in the film were used in all beauty parlors.

Three thousand post cards, bearing a message signed by Mickey Rooney, were mailed from Hollywood, through the west coast office of Fox Theatres. A photographer, one week in advance, took random photos of people, which were then mounted in the lobby of the theatre. Several of these photos were circled and those who could identify themselves as the subjects received two tickets to the show. Also on display in the lobby was a lifesize portrait of Rooney, Garland and Rutherford, covering one side of the foyer. Large silk banners and valances decorated lobby and foyer. The campaign was augmented by trailers used two weeks in advance and 100 bumper strips bearing title and cast, a week in advance.

Tie In With Question Bee On Sports Broadcast

PHILADELPHIA—The Wheaties sports broadcasts were turned to a good advantage by Manager Max Felt of the Allen and "80" Abramson, assistant. The stunt culminated with a sports Question Bee conducted from the stage by Bill Dyer and Harry McTigue, WCAU sports announcers. Prizes were given to the winners. During the three-week Wheatie tieup, plugs were received from all neighborhood grocers.

A Guessing Contest ~

GUESSING CONTEST STIRS A HIGH DEGREE OF INTEREST **

In order to make the giveaway of a studio couch different from the usual coupon method, the Fox Brookside of Kansas City concocted an unusual contest. The manager placed a bunch of film (an old trailer) in a glass-fronted case, strung every-which-way. The case was lighted on the sides, Then he had patrons guess the length and jot down their guess, name and address on a small card. Interest was unusual. On the average coupon giveaway, in connection with which all the patron does is to tear off a stub and put it in a box, the theatre gets a 40 to 50 per cent response; in this case response was over 80 per cent in the 10 days the contest ran. One couple spent 45 minutes studying the number of frames and computing the length by frames times the length they gave each frame. Guesses ran from 100 to 495,000 inches.

(BOX OFFICE MAGAZINE)

Premiums

HOW TO GET MAXIMUM VALUE FROM PREMIUMS

Box Office Magazine, June 15, 1940

Detroit — Exhibitors are able to reduce the cost of premiums and increase the value of giveaways to their house at the same time, according to Joe Mellon, owner of the Chandler. Proper management of giveaways is the solution, he contends.

"Exhibitors have no control over the making of pictures, but they certainly do over premiums. They can pick out the type of premium they want, and they can control the methods of distribution, so here is a real opportunity for some sound, old-fashioned showmanship.

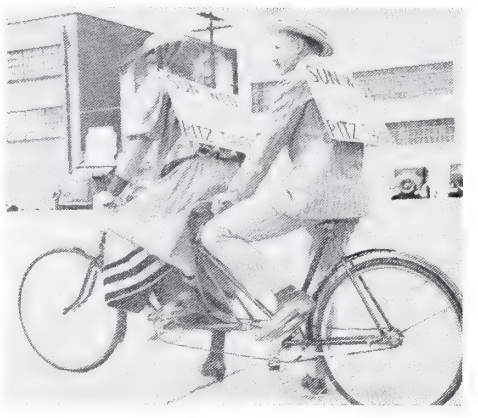
"The exhibitor giving away premiums is giving a 10- to 12-cent rebate to every woman who walks into the house those nights- but studies show that 20 per cent of the women just aren't interested in the giveaways and only take them because they are handed out.

"The way to eliminate this 20 per cent dead loss is to charge two cents extra per ticket for patrons wishing giveaways. The woman is always the most economical member of the family. The man of the house may readily spend a dime, but the woman will not spend the two cents unless she feels she really wants the dish or other giveaway.

"Under this method, exhibitors could give better premiums because the cost is reduced. This would actually save one-third of the premium cost, and those receiving giveaways would appreciate them more. Any woman wanting them would be glad to pay the extra two cents— say a total of $1.04 for a 52-piece dish set that might cost $25 in a store."

Good Ideas Travel Far—

How the Warner circuit's Chicago zone passed on to its theatre managers a couple of good ideas from BOXOFFICE'S *Selling Seats department. The reprints are reproduced from the circuit's exploitation bulletin. Read* BOXOFFICE *regularly for the cream of the exploitation crop.*



Two-Time Selling—

How Henry Suchman, manager of the Ritz at Staten Island, aided and abetted by Edgar Goth, covered the town for "Lillian Russell." The stunt was so effective, in addition to heightened grosses for the Ritz, that bicycle rental establishments reported a sudden increased demand for this Gay Nineties vehicle.

Premiere Angle Booms Grosses on "Rebecca"

HUNTINGTON, W. VA.—Obtaining a pre-release booking enabled L. Roy Smith, manager of the Palace, to sell "Rebecca" at increased prices, as a world premiere, making the film one of the Palace's biggest grossers.

The premiere angle paved the way to obtaining concessions from the city that permitted the stringing of 40-foot banners across eight viaducts leading from the business section to the residential.

The ads were kept dignified, stressing the premiere as a social event, and the film as a product of genius, emphasis on the producer and director. The ads made clear that prices would be advanced, though not stating the amount. A tieup with a downtown drugstore resulted in a window display of the book from which the film was made, and taxicabs carried bumper cards. The theatre front, too, was kept simple but effective, relying on two 24 sheets on either side of the boxoffice, and linked overhead by the title.

Offer Column Mat

HOLLYWOOD—Available in mat form to first run exhibitors is "The Lion's Roar," Metro one-column institutional advertisement.



Selling the Movies—

All Fox West Coast homeoffice and theatre employes now are sporting these promotional plates attached to their automobile licenses. The stunt was worked out by President Charles P. Skouras with the ultimate intention of distributing them free to interested theatre patrons as well as to independent theatre operators, exchangemen and others connected with the film world. Plates are blue and white in color.

Censorial Character Exposed by Paper

Exhibitors facing municipal, or even state, censorship proposals might acquaint their newspaper editors with the following editorial from the Milwaukee *Journal*, written as that city is in the midst of a move for a permanent proscription group:

Do We Want This Censorship?

Does Milwaukee want film censorship, administered by a paid commission with power to say what the public shall see and **what it shall not see?**

This is the question that will be before the public and before the common council shortly. An ordinance has been prepared to abolish the present group which previews films in an advisory capacity both to the exhibitors and the public and to substitute a three member body that would have full censorship powers.

This move is the culmination of a long agitation, mainly in religious circles, against what is charged is indecency in the pulp magazines, in books and in the theatre. In the past the movement has been advisory to those whom it could reach. Here is an effort to make it authoritative through government.

The "Journal" must be against censorship by government. We could not square any other stand with our own conception of freedom and with what we believe to be the guiding principles of democracy. **Government censorship is totalitarianism**—is there anybody who has not seen that and been convinced of it in recent years? It is as much totalitarianism if exercised by a body created by congress. Or a body that originated in Berlin.

We say this with full consciousness that the motion picture industry has not always lived up to the obligation we wish it would live up to. Nor has the publishing business. But we do not want to step from whatever evils there have been to the greater evil of censorship.

We have no quarrel with such religious or other non-government organizations as attempt to advise, persuade and even order their own members to observe certain rules as to their choice of motion pictures. To give guidance in moral choices is one of the functions of a church or a church group. But if a church, any church, should attempt to translate that into government action, to impose censorship on everybody, then it would be wrong. It would be violating the very principles of freedom that allow churches to exist.

There is a question in regard to children that comes up in connection with the movies. There the responsibility should be borne by the parents, with the guidance of such advice as is given by the present Better Films council. That council does divide films as to suitability and its classifications are published. Guidance is provided for all parents. We are not in favor of taking responsibility off parents and putting it on government.

Recently there was much criticism because "Primrose Path," a film barred in some cities, was shown here. If citizens will look in the film council's classification ("The Journal" for June 16) they will see that "Primrose Path" was passed for adults only. The present film council did its job.

Passes for "Magic Bullet"

HARRISONBURG, VA.—Passes for "'Dr. Ehrlich's Magic Bullet" that would admit the bearer to evening shows at matinee prices were distributed by Manager Jack Fretwell of the State to the heads of local high schools and factories to be distributed to the students or employes. Signature of the executive or educator made the passes valid.

Kid Club Publishes

PHILADELPHIA — Joe Nevison, Bromley, who has been sponsoring a kiddie club to boost the Saturday afternoon shows, is now helping the kids put out their own newspaper. He reports the stunt is building up a proprietary interest in the theatre among the kids, and bringing business with very little effort on his part.



Rolls Own Breaks—

SPRINGFIELD, ILL.—M. E. Berman, manager of the Orpheum Theatre here, saw an opportunity for a bit of promotion on "The Ghost Breakers," so when he learned that Bob Hope, the star of the picture, was appearing in person at the Fox Theatre in St. Louis, he jumped in his car for the 200-mile round trip to St. Louis. There backstage he had his picture taken with Hope. The next day the above picture, with Hope, left, Berman, right, appeared in both daily Springfield papers, announcing the opening of "The Ghost Breakers" at the Orpheum two days later along with an account of Berman's visit with his old friend and an invitation for Hope to visit his Springfield friends at the Orpheum soon.

In connection with the picture promotion, Berman ran a four-day "Ghost Breakers" contest in the daily newspapers.

"True-False" Test For Paper Tieup

CHICAGO—A contest that has been suggested by Metro to be used in conjunction with a newspaper for the run of "Susan and God" calls for a series of questions to be published by the paper, which, correctly answered, net the first 20 respondents passes to the show.

The contest runs for five consecutive days, six questions being published each day. These are answerable by either "true" or "false."

An explanatory paragraph, in display type, precedes the questions and reads: "Susan wants you to be her guest to see 'Susan and God' at the (name of) theatre; starting (date). Then follows an explanation of the contest and the rules, such as where the answers are to be submitted and the deadline. Space for the reader's signature is of course allowed.

1. Clark Gable's middle name is Medill?
2. The average projection speed of a motion picture machine is 80 feet per second?
3. Leo, the lion used as a trade-mark by Metro-Goldwyn-Mayer, is alive?
4. Main Street in (name of your city) formerly was known as (fill in name) street?
5. William Powell and Dick Powell are brothers?
6. Joan Crawford started her motion picture career as a singer?

Other questions follow on the next four days, the exhibitor making up his own, giving them a local slant if so desired. The readers are instructed to keep the questions until all are answered.

Laugh Week for "Turnabout"

HARTFORD, CONN. — Manager James F. McCarthy, WB's Strand, mounted a drawing of a laughing man on top of the theatre's boxoffice, and captioned it above, "This Is Laugh Week," during the run of "Turnabout."

MEET and BEAT EMERGENCIES

BY USING POSTAL TELEGRAMS!

WHEN PEOPLE ARE "TOO BUSY," remember this: A Postal Telegram is not kept waiting in an outer office. Postal messengers are trained to get a *signed receipt!*

WHEN A DEAL'S ALMOST CLOSED, speed last-minute, important facts via Postal Telegraph. You can be sure they will be transmitted *accurately!*

WHEN THE UNEXPECTED HAPPENS, notify all concerned by Postal Telegraph. It costs surprisingly little, thanks to new low Postal Telegraph rates!

WHENEVER SPEED IS ESSENTIAL, count on the nation-wide Postal Telegraph system—for helpful, personal service. Just phone Postal Telegraph. Charges for telegrams phoned in appear on your telephone bill.

PHONE—

Postal Telegraph

"1st when Seconds count!"

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ○ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 16		15 Drama 15 **Nick Carter, Master Detective** (60) Walter Pidgeon Rita Johnson R—Dec. 9	15 O'door Mus 3952 **Westbound Stage** (62) Tex Ritter R—Jan. 13	15 Drama 3914 **All Women Have Secrets** (70) Joseph Allen jr. Jean Cagney R—Dec. 9	15 Western 941 **South of the Border** (70) Gene Autry Smiley Burnette R—Dec. 16		15 Com. Drama 024 **Honeymoon's Over** (70) Stuart Erwin Marjorie Weaver R—Nov. 4		15 Melodrama 4028 **Missing Evidence** (64) P. Foster R—Oct. 7	16 Drama FN481 **Mad Empress** (72) Medea Novaro Lionel Atwill R—Feb. 24	15 Comedy **Al'ance** **Just Like a Woman** (74) Gertrude Michael John Lodge
DEC. 23		22 Comedy 16 **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		22 Tech. Cart. 3915 ◎○**Gulliver's Travels** (74) R—Dec. 23	20 Western 953 **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	22 Mus. Drama 945 **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	22 Com. Drama 029 **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	22 Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	22 Comedy 4011 **Charley McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	28 Drama 1033 **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	29 Mus. Drama 17 **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	25 Drama 3912 **Gentleman From Arizonia** (73) C. Reynolds-J. King R—Feb. 3	29 Drama 3916 ○**The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	27 Drama 916 **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	29 Drama 015 **Hunchback of Notre Dame** (114) .. Chas. Laughton Maureen O'Hara R—Dec. 23	29 O'door Dr. 012 **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	29 Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	29 Act. Drama 4002 **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	25 Drama FN453 **Four Wives** (110) R—Dec. 2 30 M'drama WB408 **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	4 Western 1203 **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. M'dr. 18 **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		5 Act. Drama 3917 **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy 917 **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western 082 **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama 017 ◎**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama 4021 **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama WB415 **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	10 Musical 1018 **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama 20 **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	10 Act. Drama 3939 **Danger Ahead** (56) R—Nov. 30 15 Melodrama 3924 **Secret Four** (79) R—Dec. 16	12 O'door Dr. 3918 **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western 963 **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy 016 **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama 027 **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. 4000 **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy WB406 **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama 1003 **His Girl Friday** (92) Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama 19 **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama 3909 **Fatal Hour** (65) R—Jan. 13 20 Melodrama 3922 **Hidden Enemy** (63) R—Mar. 30	19 Drama 3919 **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama 014 **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama 023 **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western 4061 **West of Carson City** (55) J. Mack Brown Bob Baker R—May 18	20 M'drama WB416 **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama **Al'ance** **Hidden Menace** (59) Gertrude Michael Otto Kruger R—June 1
JAN. 27	26 Mys. Drama 1019 **Lone Wolf Strikes** Warren William (65) R—Jan. 27	26 Comedy 22 **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western 3961 **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western 3956 **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama 918 **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama 021 **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan 20	26 Comedy 028 **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama 4041 **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama FN451 **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Tevya** (93) Yiddish with English titles. Maurice Schwartz R—Jan. 27
FEB. 3	31 Drama 1034 **Convicted Woman** (66) R—Mar. 2 1 Western 1212 **Pioneers of Frontier** (58) R—Apr. 6	2 Drama 26 (98) **I Take This Woman** Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama 3917 **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama 3920 **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama 919 **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama 018 **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama 1030 **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama 4053 **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama WB420 **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy 1026 **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical 21 **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama 3924 **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama 3921 **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama 007 **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama 031 **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. WB421 **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama 24 **Man From Dakota** (91); R—Feb. 24 Wallace Beery Dolores Del Rio		16 Mus. Comedy 3922 **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama 019 **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy 032 **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. 4038 **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama FN459 **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	16 Drama **Al'ance** **One Night in Paris** (62) John Lodge Hugh Williams R—July 27
FEB. 24		23 Drama 35 ◎**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama 3940 **Murder on the Yukon** (57) J. Newill R-Apr. 27 20 Western 3962 **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western 3923 **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. 091 ○◎**Pinocchio** (80) R—Feb. 3	23 Drama 033 **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama 4032 **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
2	Penny Singleton R—Mar. 2	Joan Crawford R—Mar. 9	Tex Ritter R—Apr. 20	Jackie Cooper R—Feb. 24		Ernest Truex R—Mar. 9	Panama (68) Sidney Toler Jean Rogers R—Jan. 30	Bay (74) Joan Bennett Geo. Raft R—Mar. 2	Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	lich's Magic Bullet (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western 1204 **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama 1027 **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama 27 **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama 3916 **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western 3957 **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western 964 **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama 017 **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama 040 **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama 4025 **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama 1035 **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	15 Drama 28 **Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama 3925 **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama 920 **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy 022 **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical 4022 **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy FN465 **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy Al'ance **Little Miss Molly** (67) Maureen O'Hara
MAR. 23	21 Com. Drama 1004 **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama 3921 **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical 3926 **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western 942 **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama 023 **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy 025 **The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. 4001 **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama WB404 **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. Astor **Crooked Circle** (..) ZaSu Pitts
MAR. 30		29 Drama 29 **Florian** (91) Robert Young R—Apr. 6	30 Comedy 3902 **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy 3927 **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western 991 **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama 037 **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western 1205 **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama 32 **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama 3928 **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama 129 **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama 030 **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama 036 **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. 4040 **Half a Sinner** (61) R—Mar. 30 6 Western 4062 **Riders Pasco Basin** (57) R—June 1	6 Com. Dr. WB407 **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama Astor **Vengeance of the Deep** (..) Lloyd Hughes R—Mar. 23
APR. 13		12 Drama 30 **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western 3963 **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama 3929 **Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western 954 **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western 083 **Bullet Code** (59) R—Apr. 13	12 O'dr Drama 039 **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama **Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama 4013 **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. WB422 **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama 1017 **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama 33 **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. 3928 **Sky Bandits** (56) R—May 25 20 Com. Drama 11 **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western 3931 **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama 901 **Dark Command** (94) R—Apr. 13 19 Comedy 922 **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama 009 **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama 043 **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama 4018 **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama FN456 **'Til We Meet Again** (98) Merle Oberon George Brent Pat O'Brien R—Apr. 13	15 M'drama Al'ance **The Terror** (..) Wilfrid Lawson
APR. 27	25 Drama 1005 **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama 34 **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 M'drama 3926 **Mysterious Mr. Reeder** (77) R-May 11 20 Western 3954 **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. 3930 **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical 921 **In Old Missouri** (67) Weavers & Elviry 22 Western 965 **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	26 Drama 027 **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy 041 **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 M'drama 4033 **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. FN468 **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western 1213 **Man From Tumbleweeds** (59) R—June 1	3 Action Drama 35 **20 Mule Team** (85) Wallace Beery R—May 4	2 Western 3964 **Land of Six Guns** (54) R—June 1	3 Comedy 3932 **Buck Benny Rides Again** (80) R—Apr. 20	10 Drama 923 **Crooked Road, The** (66) R—May 18 Edmund Lowe	3 Mus. Com. 024 **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy 043 **So This Is London** (84) R—Apr. 27	3 Comedy **Saps at Sea** (57) Laurel & Hardy R—May 4	3 Musical 4005 **If I Had My Way** (94) R—May 4	4 M'drama WB423 **Tear Gas Squad** (55) R—Apr. 27	M'drama Astor **Hell's Angels** (..) Jean Harlow R—Jan. 27
MAY 11	16 Drama 1029 **Babies for Sale** (64) Rochelle Hudson Glenn Ford R—May 25	10 Drama 36 **Edison, the Man** (106) R—May 25 Spencer Tracy Rita Johnson	9 Western 3955 **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy 3933 **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western 943 **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama 031 **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	10 M'drama 038 **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Dr. 4031 **Ski Patrol** (64) Luli Deste R—May 11	11 Drama WB410 **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama 1023 **Island of Doomed Men** (67) P. Lorre R-May 25 16 Drama 1111 **21 Days Together**(72) Olivier; R-May 4	17 Drama 37 **Waterloo Bridge** (109) R—May 18 Robert Taylor Vivien Leigh		17 Drama 3934 **Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama 924 **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama 025 **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy 044 **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Turnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy 4015 **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama FN466 **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 Drama Alliance **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	23 Western 9206 **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith	31 Mys. Drama 40 **Phantom Raiders** (70) Walter Pidgeon R—June 1	23 Western 3965 **Kid From Santa Fe** (50) Jack Randall	24 Drama 3931 **Biscuit Eater, The** (80) Billy Lee R—Apr. 13	24 Western 966 **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	24 Com. Drama 032 **You Can't Fool Your Wife** (65) Lucille Ball R—May 25	24 Drama 045 **Lillian Russell** (127) Alice Faye Henry Fonda R—June 1	24 Drama **Our Town** (90) William Holden Martha Scott R—May 18	24 Western 4056 **Hot Steel** (61) Richard Arlen Andy Devine	25 Drama FN455 **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	20 Drama P-R-C **I Take This Oath** (67) Joyce Compton R—June 1
JUNE 1	30 M'drama 1016 **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8		30 Western 3966 **Riders From Nowhere** (45) Jack Randall	31 Comedy 3936 **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 Drama 025 **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama 051 **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical 4029 **La Conga Nights** (61) R—May 18 31 Western 4063 **Bad Man From Red Butte** (58) R-Jne 15	1 M'drama FN472 **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama Astor **Girls of the Underworld** (..) 1 Western P-R-C **Frontier Crusader** (68) R—June 15

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JUNE 8	3 Drama 1112 **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	7 Drama 39 **Susan and God** (117) Joan Crawford R—June 8	11 Com. Drama 3915 **On the Spot** (62) Frankie Darro R—June 8	7 Western 3958 **Hidden Gold** (61) William Boyd R—May 25	6 Drama 902 **Women in War** (70) Elsie Janis R—June 1	7 Melodrama 033 **Saint Takes Over** (68) R—Apr. 27	7 Drama 034 **Earthbound** (67) Warner Baxter R—May 18		7 Drama 4036 **Love, Honor and Oh Baby** (59) R—June 8	8 Com. Dr. WB405 **Brother Orchid** (91) Edw. G. Robinson R—June 1	15 Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin
JUNE 15	6 M'drama 1028 **Passport to Alcatraz** (60); Jack Holt R—June 22	14 Drama 41 **Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	18 Western 3960 **Wild Horse Range** (51) Jack Randall R—June 22	14 Drama 3937 **Safari** (81) Doug. Fairbanks jr. Madeleine Carroll R—June 1	19 Act'n Drama 907 **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	7 Western 084 **Prairie Law** (60) George O'Brien R—June 8	14 Drama 047 **Four Sons** (88) Don Ameche Mary Beth Hughes R—June 8		14 Com. Drama 4008 **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama FN473 **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	
JUNE 22	20 Drama 1037 **Girls of the Road** (61) Ann Dvorak Lola Lane R—June 29	21 Com. Drama 42 **Captain Is a Lady** (65) R—June 29 Virginia Grey Billie Burke Charles Coburn	25 M'drama 3927 **Last Alarm** (61) Polly Ann Young Warren Hull R—July 13	21 Mys. Com. 3938 **Ghost Breakers** (85) Bob Hope Paulette Goddard R—June 15	25 Musical Com. 908 **Grand Ole Opry** (67) R—July 6 27 Western **Carson City Kid** (57) R—July 6	21 Com. Drama 034 **Pop Always Pays** (67) Leon Errol R—June 22	21 Mystery 048 **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy 4037 **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama WB424 **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	
JUNE 29	27 Western 1214 **Return of Wild Bill** (57) R—July 13 30 Comedy 1021 **Out West With the Peppers** (61)	28 Musical 31 **New Moon** (100) Jeanette MacDonald Nelson Eddy R—June 22		28 Drama 3939 **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	29 Western 992 **One Man's Law** (57) Don "Red" Barry Janet Waldo R—July 13	28 Drama 035 **Anne of Windy Poplars** (86) Anne Shirley R—June 22	28 Outd'r Dr. 049 **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama 5046 **The Fugitive** (77) Ralph Richardson Diana Wynyard R—July 6		28 Drama **Neufeld** **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		5 Comedy 43 **Andy Hardy Meets Debutante** (89) Mickey Rooney R—July 6	3 Western 3956 **The Golden Trail** (52) Tex Ritter R—July 13	5 Drama 3940 **Way of All Flesh** (86) R—June 1 Akim Tamiroff Gladys George	12 Drama 903 **Three Faces West** (81) R—June 22 John Wayne Sigrid Gurie	5 Drama 036 **Dr. Christian Meets the Women** (68) Jean Hersholt R—June 29	5 Com. Drama 052 **Sailor's Lady** (66) Nancy Kelly Jon Hall R—July 6		5 Com. Drama 4007 **Private Affairs** (74) Nancy Kelly Roland Young R—June 15	13 Drama FN467 **Man Who Talked Too Much** (75) George Brent R—July 6	1 Melodrama **Crimson Dynasty** (..) Elissa Landi John Lodge
JULY 13		12 Drama 44 **Sporting Blood** (82) Robert Young Maureen O'Sullivan R—July 13		12 Western 3959 **Stagecoach War** (63) R—July 6 Bill Boyd Russell Hayden		12 Com. Drama 039 **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	12 Drama 046 **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama FN454 **All This, and Heaven Too** (143) Bette Davis Charles Boyer R—June 22	
JULY 20	18 Drama 1038 **Military Academy** (66) T. Kelly R-July 13 24 Adventure 1110 **I Married Adventure** (78) R-July 20	19 Com. Drama 45 **We Who Are Young** (79) Lana Turner John Shelton R—July 20	17 Com. Drama 3910 **Haunted House** (68) Jackie Moran R—July 27 15 Melodrama 4020 **Boys of the City** East Side Kids (63)		20 Comedy **Scatterbrain** (72) Judy Canova R—July 13 15 Western 944 **Carolina Moon** (65) G. Autry R—July 20	19 Drama 029 **Tom Brown's School Days** (82) James Lydon Fred. Bartholomew Cedric Hardwicke R—June 29	19 Drama 050 **Maryland** (91) Walter Brennan Fay Bainter Brenda Joyce R—July 13	18 Melodrama **South of Pago Pago** (96) Victor McLaglen Jon Hall Francis Farmer R—July 20	26 Western 4064 **Son of Roaring Dan** (60) Johnny Mack Brown 19 Western 4057 **Black Diamonds** (52) Richard Arlen	20 Com. with Mu. WB407 **My Love Came Back** Olivia de Havilland Jeffrey Lynn (85) R—July 6	20 Western **P-R-C** **Billy the Kid Outlawed** (..) Bob Steele
JULY 27	25 Comedy **Blondie Has Servant Trouble** (70) R—July 27	26 Com. Drama 47 **Gold Rush Maisie** (82) Ann Sothern Lee Bowman	29 Melodrama **Orphans of the North** (..) 29 Western **Rainbow Over the Range** (..) Tex Ritter	26 Drama 3941 **Untamed** (83) Ray Milland Patricia Morison R—June 29	30 Drama **Girl From God's Country** (71) 30 Western 956 **Ranger and the Lady** (59) R. Rogers R-July 27	26 Western 085 **Stage to Chino** (59) George O'Brien 26 Com. Drama 037 **Millionaires in Prison** (63) L. Tracy R-June 29			26 Com. Dr. 4023 **You're Not So Tough** (72) Dead End Kids Nan Grey R—June 1	27 Comedy FN474 **Ladies Must Live** (58) Rosemary Lane R—July 27	28 Western **P-R-C** **Gun Code** (..) Tim McCoy
AUG. 3	7 Com. Drama **The Lady in Question** (..)	2 Costume Com. 46 **Pride and Prejudice** (118) Greer Garson Laurence Olivier	5 Melodrama 3908 **Doomed to Die** (..) Boris Karloff	2 Melodrama 3942 **Golden Gloves** (69) Richard Denning Jean Cagney		2 Drama 061 **Queen of Destiny** (..) R-Nov. 26, '38 Anna Neagle Anton Walbrook	2 Drama 101 **The Man I Married** Joan Bennett Francis Lederer Lloyd Nolan		2 Drama 4039 **South to Karanga** (..) Charles Bickford	3 Drama FN460 **They Drive by Night** (93) R—July 20 George Raft Ann Sheridan	
AUG. 10	15 Melodrama **The Secret Seven** Bruce Bennett Florence Rice (..)	9 Com. Drama 50 **I Love You Again** (..) William Powell Myrna Loy	12 Melodrama 3909 **Chamber of Horrors** (..)	9 Melodrama 3943 **Mystery Sea Raiders** (..) Henry Wilcoxon Carole Landis	10 Musical **Sing, Dance, Plenty Hot** (..) Johnny Downs Ruth Terry	9 Melodrama 042 **One Crowded Night** (..) Billie Seward William Haade	9 Drama 102 **Street of Memories** (71) R—July 6 Lynn Roberts John McGuire	9 Melodrama **Captain Caution** (..) Victor Mature Louise Platt	9 Comedy 4003 **Boys From Syracuse** (72) R—July 20 Allan Jones Martha Raye	10 Ac. Dram WB414 **River's End** (..) Dennis Morgan Elizabeth Earl	
AUG. 17	15 Western **Durango Kid** (..) 22 Com. Drama **He Stayed for Breakfast** (..) Loretta Young	16 Drama 49 **Golden Fleecing** (..) Lew Ayres Rita Johnson	12 Com. Drama 3913 **Laughing at Danger** (..) 22 Western **Range Busters** (..)	16 Comery 3944 **Comin' Round the Mountain** (..) Bob Burns Una Merkel		16 Drama 041 **tranger on the Third Floor** (..) Peter Lorre	16 Melodrama 103 **Return of Frank James** (..) Henry Fonda Gene Tierney			17 Drama WB417 **Money and the Woman** (..) Jeffrey Lynn Brenda Marshall	16 M'drama **P-R-C** **Desire to Live** (..)
AUG. 24		23 Com. Drama **Busman's Honeymoon** (..) Robert Montgomery Constance Cummings	19 Melodrama 3939 **Missing People** (..) Will Fyffe 19 Western 3958 **Arizona Frontier** Tex Ritter	23 Com. Drama 3945 **The Great McGinty** (82) Brian Donlevy Muriel Angelus R—July 27		23 Drama 038 **Lucky Partners** (..) Ronald Colman 23 Drama **Wildcat Bus** (..) Fay Wray	23 Com. Drama 104 **The Girl From Avenue A** (..) Jane Withers Kent Taylor		23 Com. Drama **Hired Wife** (..) Rosalind Russell Brian Aherne Virginia Bruce	24 Drama WB401 **Sea Hawk, The** (125) Errol Flynn Brenda Marshall R—July 27	23 Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy
AUG. 31	29 Drama **The Howards of Virginia** (..) Cary Grant Martha Scott	30 Drama 48 **Boom Town** (..) Clark Gable Spencer Tracy Claudette Colbert	26 Melodrama 3903 **Queen of the Yukon** (..) Charles Bickford Irene Rich			30 Comedy 040 **Dance, Girl, Dance** (..) Maureen O'Hara Louis Hayward Lucille Ball	30 Drama 111 **The Great Profile** (..) John Barrymore		26 Outd'r Dr. 4006 **When the Daltons Rode** (..) Randolph Scott Kay Francis	31 Act. Dr. WB412 **Flowing Gold** (..) Pat O'Brien John Garfield Frances Farmer	
SEPT. 7	1 Western **West of Abilene** (..) Chas. Starrett			6 Com. with Mus. **Rhythm on the River** (..) Bing Crosby Mary Martin			6 Drama 106 **Pier 13** (..) Lynn Bari Lloyd Nolan				1 Drama **P-R-C** **Cross Roads of Life** (..)

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where our compiler is unable to form any opinion from the review the sign "o" is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. Listings cover reviews appearing by the Saturday preceding date of this issue. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A										
Abe Lincoln in Illinois	(RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Adventure in Diamonds	(Para)	−	±	−	±	±	∓	±	±	6+ 8−
Alias the Deacon	(Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too	(FN)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante	(M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Anne of Windy Poplars	(RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas	(FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful	(M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
B										
Babies for Sale	(Col)	±		±	−	±			+	4+ 4−
Bad Man From Red Butte	(Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow	(RKO)	±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement	(RKO)	±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The	(Para)	+	+	+	+	ǂ	+	ǂ	+	10+
Black Friday	(Univ)	+	±	±	+	+	+	+	+	8+ 2−
Blazing Six Shooters	(Col)	±		±	+	+				4+ 2−
Blondie Has Servant Trouble	(Col)							+	+	2+
Blondie on a Budget	(Col)	+	+	+	+	±	+	−	+	7+ 2−
Blue Bird, The	(20th-Fox)	+	∓	±	ǂ	+	ǂ	ǂ	+	11+ 2−
Boys From Syracuse	(Univ)	+	+	ǂ	ǂ	ǂ	+	+	ǂ	12+
Boys of the City	(Mono)				∓		±			2+ 2−
Bride Wore Crutches	(20th-Fox)							±	−	1+ 2−
Brother Orchid	(WB)	+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again	(Para)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Bullet Code	(RKO)	+	+	+	+	+		+	+	7+
Bullets for Rustlers	(Col)	∓		±		±				3+ 3−
C										
Captain Is a Lady	(M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon	(Rep)	∓		±	+	+				4+ 2−
Carson City Kid	(Rep)	±			+	+				3+ 1−
Castle on the Hudson	(FN)	∓	±	±	+	±	+	+	+	8+ 4−
Charlie Chan in Panama	(20th-Fox)	+	+	+	+	+	+	+		7+
Charlie Chan's Murder Cruise	(20th-Fox)	+		+	+	+	+		+	6+
Cheyenne Kid	(Mono)	±		∓						2+ 2−
Chump at Oxford, A	(UA)	∓	+	±	±	+	+			6+ 3−
Courageous Dr. Christian	(RKO)	±	±	∓	±	±	±	+	+	8+ 6−
Covered Wagon Days	(Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails	(Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown	(Mono)	∓			−					1+ 2−
Crooked Road, The	(Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance	(RKO)	+	±	+	+	+	±	+	+	8+ 2−
Curtain Call	(RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D										
Danger Ahead	(Mono)	−			−	−	+			1+ 3−
Dark Command	(Rep)	ǂ	+	+	+	+	+	ǂ	+	10+
Devil's Island	(WB)			∓		+				2+ 1−
Dr. Christian Meets the Women	(RKO)	±	±	∓	+		+	+	+	7+ 3−
Dr. Cyclops	(Para)	−	±	∓	+	±	+	+	∓	7+ 5−
Dr. Kildare's Strange Case	(M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife	(Col)	ǂ	+	+	ǂ	ǂ	+	ǂ	+	12+
Double Alibi	(Univ)	+	+	±	+	+	+		±	7+ 2−
E										
Earthbound	(20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man	(M-G-M)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Enemy Agent	(Univ)	+	±	±	±	±	±	±	±	8+ 7−
F										
Farmer's Daughter	(Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The	(Col)	+			+					2+
Flight Angels	(FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Florian	(M-G-M)	+	+	±	+	+	+	ǂ	±	9+ 2−
Forgotten Girls	(Rep)	±	∓	−	±	+	o			4+ 4−
Four Sons	(20th-Fox)	ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers	(M-G-M)	+	+	±	+	+	+	±		7+ 2−
Framed	(Univ)	+		∓	−	∓		−	+	4+ 4−
Free, Blonde and 21	(20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears	(Para)	+	∓			+	+	±	∓	6+ 3−
Frontier Crusader	(PRC)	±		−		±				2+ 3−
Fugitive, The	(Univ)	−	±		+		±	+	±	5+ 4−
Fugitive From Justice	(WB)	±	∓	+	−	+	+		−	5+ 4−
G										
Gambling on High Seas	(WB)		±		+			∓	±	4+ 3−
Gangs of Chicago	(Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade	(Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers	(Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Ghost Comes Home	(M-G-M)	+	±	±	±		∓	−	∓	6+ 6−
Ghost Valley Raiders	(Rep)	∓		−	±	±	±			4+ 5−
Girl From God's Country	(Rep)							+	+	2+
Girl in 313	(20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road	(Col)	±								1+ 1−
Golden Trail, The	(Mono)	=				∓				1+ 3−
Grand Ole Opry	(Rep)	∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town	(Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Grapes of Wrath	(20th-Fox)	ǂ	+	ǂ	+	ǂ	ǂ	ǂ	ǂ	14+
H										
Half a Sinner	(Univ)	+	+	±	+	±			±	6+ 2−
Haunted House	(Mono)				+			+	+	3+
Hi-Yo Silver	(Rep)	+		+	+	+	+			5+
Hidden Gold	(Para)	±		±	+	+	+	+	+	7+ 2−
Hold That Woman	(PRC)					±		+	−	2+ 2−
Honeymoon Deferred	(Univ)	+	±	−	∓	+		+	±	6+ 4−
Hot Steel	(Univ)		±	±	∓	±		+	±	6+ 5−
House Across the Bay	(UA)	±	=	∓	±	±	∓	∓	−	6+ 9−
House of Seven Gables	(Univ)	+	+	+	+	+	+	+	∓	8+ 1−
Human Monster	(Mono)	±	±	±	±	±	±	∓	∓	8+ 8−
I										
I Can't Give You Anything But Love	(Univ)	∓	+		+	−	±	+	+	6+ 3−
I Married Adventure	(Col)	+								1+
I Take This Oath	(PRC)	±		∓		+				3+ 2−
I Was an Adventuress	(20-Fox)	±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way	(Univ)	+	±	−	+	+	o	±	+	6+ 3−
In Old Missouri	(Rep)		∓	∓	±	∓	∓	∓	±	7+ 7−
Irene	(RKO)	+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men	(Col)	∓		∓	±	+		−	∓	5+ 5−
Isle of Destiny	(RKO)	+	−	∓	±	±	±	±	±	7+ 7−
It All Came True	(WB)	+	±	∓	+	+	+	+	+	8+ 2−
It's a Date	(Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
J										
Johnny Apollo	(20th-Fox)	+	+	+	+	+	+	+	ǂ	9+
K										
King of Lumberjacks	(WB)	∓	∓	−	±	±		±	−	5+ 7−
Knights of the Range	(Para)	+		+	+	+	+	+	+	7+
L										
LaConga Nights	(Univ)	∓	±	∓	±	∓	±	±	±	8+ 8−
Ladies Must Live	(FN)	+								1+
Lambeth Walk	(M-G-M)	±			∓			+	∓	4+ 3−
Land of Six Guns	(Mono)	∓		∓	±	±				4+ 4−
Last Alarm	(Mono)	±	∓		+	+	±	±	+	7+ 4−

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor — In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Lightning Strikes West (SR)		∓		∓						2+ 2−
Light of Western Stars Para)		+		±	+	+	∓	+	±	7+ 3−
Lillian Russell (20th-Fox)		ǂ	±	±	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 2−
Little Orvie (RKO)		+	±	+	+	+	+	+	+	8+ 1−
Lone Wolf Meets a Lady (Col)		+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby (Univ)		=			±		o	±	−	2+ 5−
Lucky Cisco Kid (20th-Fox)		−		±	±	+	∓	∓	±	6+ 6−
M										
Ma, He's Making Eyes at Me (Univ)		−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe (Col)		+	±	∓	+	+				5+ 2−
Man From Dakota (M-G-M)		±	∓	∓	∓	+	±	±	−	7+ 7−
Man From Tumbleweeds (Col)		±		±		+				3+ 2−
Man I Married (20th-Fox)		+		+	ǂ	+	+	+	+	8+
Man Who Talked Too Much, The (WB)		+	±	∓	+	±	+	±	+	8+ 4−
Man With Nine Lives (Col)		±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbeat (20th-Fox)		−	±	∓	+	+	o	+	+	6+ 3−
Maryland (20th-Fox)		+	±	±	+	ǂ	o	+	+	8+ 2−
Men Without Souls (Col)		−	∓	∓	∓	∓	+	+	∓	5+ 6−
Midnight Limited (Mono)		±	∓		±	+				4+ 3−
Military Academy (Col)		±			+					2+ 1−
Millionaire Playboy (RKO)		−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison (RKO)		+	±	+	+	+	o	±	+	7+ 2−
Mortal Storm, The (M-G-M)		+	ǂ	ǂ	ǂ	ǂ	+	ǂ	+	13+
Murder in the Air (FN)		+	±	∓	+	±	o	∓		6+ 4−
Murder in the Night (SR)		−		−	∓					1+ 3−
Murder on the Yukon (Mono)		±				+				2+ 1−
My Favorite Wife (RKO)		ǂ	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+
My Love Came Back (FN)		+	+	ǂ	+	ǂ		+	+	9+
My Son, My Son (UA)		ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Mysterious Mr. Reeder (Mono)		±	±	∓	±	+				5+ 4−
Mystery of Room 13 (SR)										
N										
New Moon (M-G-M)		+	ǂ	+	ǂ	ǂ	+	+	ǂ	12+
Northwest Passage (M-G-M)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
O										
On the Spot (Mono)		+		−	∓	+	o	+	±	5+ 3−
On Their Own (20th-Fox)		±	±	±	±	±	±	+	±	8+ 7−
One Came Home (M-G-M)										
One Man's Law (Rep)		±		∓	+	+	±			5+ 3−
One Million B. C. (UA)		±	±	−	±	+	o	±	∓	6+ 6−
Opened by Mistake (Para)		±	±	∓	±	+	o		∓	6+ 5−
One Night in Paris (Alliance)		−								1−
Our Town (UA)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Out West With the Peppers (Col)		−		−	+			=	−	1+ 5−
Outside the Three Mile Limit (Col)		±	±	±	+	+	+	+	±	8+ 4−
Over the Moon (UA)		±	±							2+ 2−
P										
Pals of the Silver Sage (Mono)		∓		±	+	+				4+ 2−
Passport to Alcatraz (Col)		+	−	±	+	+		∓	−	5+ 4−
Phantom Raiders (M-G-M)		+	+	+	+	ǂ		+	±	8+ 1−
Phantom Wagon, The (Col)		+								1+
Pinocchio (RKO)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Pioneers of the West (Rep)		±		+	+	+				4+ 1−
Pop Always Pays (RKO)		+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law (RKO)		+	±	+	+	+	o		+	6+ 1−
Pride and Prejudice (M-G-M)		+	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	13+
Primrose Path (RKO)		+	∓	±	±	+	+	ǂ	+	9+ 3−
Private Affairs (Univ)		±	+	±	±	+	+	+	+	8+ 3−
Q										
Queen of the Mob (Para)		±	∓	+	+	+	±	±	−	7+ 5−
R										
Rancho Grande (Rep)		∓		∓	+	+	∓	+	=	6+ 5−
Rebecca (UA)		ǂ	+	+	ǂ	ǂ	ǂ	+	+	12+
Refugee, The (Rep)		±	+	±	+	+	+	+	ǂ	9+ 2−
Return of Wild Bill (Col)		+		−	+	+				3+ 1−
Rhythm on the Rio Grande (Mono)		∓		±	±	±	+	+	+	7+ 4−
Riders From Nowhere (Mono)										
Riders of Pasco Basin (Univ)		∓		∓	±	±				4+ 4−
Road to Singapore (Para)		ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Rocky Mountain Rangers (Rep)		+		+	+	+				4−
S										
Safari (Para)		±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady (20th-Fox)		∓	±	±	∓	+	+	=	∓	7+ 7−
Saint Takes Over (RKO)		+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)		+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea (UA)		±	+	+	±	+	+	±	+	8+ 3−
Saturday's Children (WB)		+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain (Rep)		+	+	±	+	+	+	+	+	8+ 1−
Sea Hawk, The (WB)					ǂ			ǂ	+	5+
Seventeen (Para)		+	±	+	+	+	+	+	+	8+ 1−
Shooting High (20th-Fox)		+	∓	∓	±	+	+	±	+	8+ 4−
Showdown (Para)		+		+	+	+	o	+	+	6+
Sidewalks of London (Para)		+	+	+	+	+		+	+	7+
Ski Patrol (Univ)		∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits (Mono)		±								1+ 1−
So This Is London (20th-Fox)		±				±			=	2+ 4−
Son of the Navy (Mono)		+	+	±	+	±	+	+	+	8+ 2−
South of Pago Pago (UA)		+		+	ǂ			∓	+	6+ 1−
Spies in the Air (SR)						±				1+ 1−
Sporting Blood (M-G-M)		o	±	±	+		±	+	±	6+ 4−
Stagecoach War (Para)		+		∓	+	+	+		+	6+ 1−
Star Dust (20th-Fox)		+	+	+	+	+	+	+	+	8+
Story of Dr. Ehrlich's Magic Bullet (FN)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Strange Cargo (M-G-M)		±	−	∓	+	+	o	±	±	6+ 5−
Street of Memories (20th-Fox)		±		−	∓	+	o		∓	4+ 4−
Susan and God (M-G-M)		±		+	+	ǂ	+	ǂ	+	9+ 1−
Swiss Family Robinson (RKO)		ǂ	+	+	+	ǂ	ǂ	+	ǂ	12+
T										
Tear Gas Squad (WB)		±	−	−	±	±		=		3+ 7−
Tevya (SR)		±								1+ 1−
Texas Stagecoach (Col)		±	±		+	+				4+ 2−
They Came by Night (20th-Fox)		+	±	−	∓		+			4+ 3−
They Drive by Night (WB)		ǂ		+	ǂ	ǂ	+	ǂ	ǂ	12+
Those Were the Days (Para)		+	+	∓	+	+	+	+	+	8+ 1−
Three Cheers for the Irish (FN)		±	+	+	+	+	+	+	+	8+ 1−
'Til We Meet Again (FN)		+	+	+	+	ǂ	+	ǂ	+	10+
Tomboy (Mono)		±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days (RKO)		ǂ	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	14+
Too Many Husbands (Col)		ǂ	+	ǂ	ǂ	+	+	ǂ	ǂ	13+
Torpedo Raider (Mono)		∓			+					2+ 1−
Torrid Zone (FN)		ǂ	+	+	ǂ	+	+	+		9+
Turnabout (UA)		+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team (M-G-M)		+	±	+	±	+	±	+	+	8+ 3−
21 Days Together (Col)		∓	∓	∓	∓	∓	+	∓		7+ 6−
Two Girls on B'way (M-G-M)		±	±	+	+	+	±	+	+	8+ 3−
Typhoon (Para)		±	±	±	±	+	+		+	7+ 4−
U										
Untamed (Para)		−	±	±	+	+	o	±	∓	6+ 5−
V										
Vengeance of the Deep (SR)		=		=	∓	±				2+ 6−
Virginia City (WB)		+	±	±	ǂ	ǂ	ǂ	+	+	11+ 2−
Viva Cisco Kid (20th-Fox)		−	∓	=	∓	±	+	±	=	5+ 9−
W										
Wagons Westward (Rep)		+	+	+	+	+	+	−	∓	7+ 2−
Waterloo Bridge (M-G-M)		+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Way of All Flesh (Para)		±	∓	−	∓	−	∓	−	∓	5+ 8−
We Who Are Young (M-G-M)		±		∓	ǂ	ǂ	+	+	∓	9+ 3−
West of Abilene (Col)		+		±	±	+				4+ 2−
Westerner, The (UA)		±								1+ 1−
Wild Horse Range (Mono)		∓			±	±				3+ 3−
Women in War (Rep)		+	+	±	+	+	+	+	+	8+ 1−
Women Without Names (Para)		±	±	±	±	+	+	+	±	8+ 5−
Y										
You Can't Fool Your Wife (RKO)		+	∓	±	∓	±	o	+	∓	7+ 5−
Young as You Feel (20th-Fox)		−	−	+	+	+	±	+	±	6+ 4−
Young People (20th-Fox)		+		+	ǂ	ǂ	+	+	+	9+
Young Tom Edison (M-G-M)		+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Young Buffalo Bill (Rep)		+		+	+	±				4+ 1−
You're Not So Tough (Univ)		±	±	−	+	±	o	+	+	6+ 4−
Yukon Flight (Mono)					∓	+				2+ 1−
Z										
Zanzibar (Univ)		±	±	±	∓	+	±	+	±	8+ 6−

"ALL THIS, AND HEAVEN TOO" TAKES LEAD

AVERAGE IS 100%

BOSTON

Fenway—**Ghost Breakers** (Para't); **Three Faces West** (Rep) 65
Keith Memorial—**One Million B. C.** (UA); **Saps at Sea** (UA) 60
Loew's Orpheum—**Susan and God** (M-G-M); **Turnabout** (UA) 75
Loew's State—Same as Orpheum..... 70
Metropolitan—**All This, and Heaven Too** (FN); **Pop Always Pays** (RKO) 115
Paramount—Same as Fenway 65

CHARLOTTE

Broadway—**Dark Command** (Rep) 100
Carolina—**Andy Hardy Meets Debutante** (M-G-M) 100
Imperial—**Two Girls on Broadway** (M-G-M), 1st half 90
Imperial—**40 Little Mothers** (M-G-M), 2nd half 90
State—**Passport to Alcatraz** (Col), 1st half..100
State—**Bad Man From Red Butte** (Univ), 2nd half 100

CHICAGO

Apollo—**The Mortal Storm** (M-G-M), 3rd loop wk. 85
Chicago—**Andy Hardy Meets Debutante** (M-G-M), plus stage show 110
Garrick—**My Favorite Wife** (RKO), 2nd loop wk. 90
Oriental—**Island of Doomed Men** (Col), plus stage show 75
Roosevelt—**Brother Orchid** (WB), 2nd loop wk.. 80
State-Lake—**Strange Cargo** (M-G-M), plus stage show 100
Studio—**Beyond Tomorrow** (RKO) 100
United Artists—**New Moon** (M-G-M), 2nd wk...110

CINCINNATI

Albee—**All This, and Heaven Too** (FN).....130
Capitol—**Sporting Blood** (M-G-M) 80
Keith's—**Four Sons** (20th-Fox)..... 80
Lyric—**Private Affairs** (Univ)..... 70
Palace—**Andy Hardy Meets Debutante** (M-G-M), 2nd wk. 120

CLEVELAND

Allen—**Leopard Men of Africa** (Select)..... 75
Hippodrome—**All This, and Heaven Too** (FN)..160
Palace—**The Man Who Talked Too Much** (WB). 75
State—**Andy Hardy Meet Debutante** (M-G-M)..135
Stillman—**Turnabout** (UA) 120

DALLAS

Capitol—**Trail of the Lonesome Pine** (Para't), reissue, 1st part 90
Capitol—**The Biscuit Eater** (Para't), 2nd part.. 80
Capitol—**Queen of the Mob** (Para't), 3rd part.. 85
Majestic—**The Ghost Breakers** (Para't).....125
Palace—**The Mortal Storm** (M-G-M).....100
Rialto—**Dr. Cyclops** (Para't), 1st half.....100
Rialto—**Sandy Is a Lady** (Univ), 2nd half.... 90
Tower—**New Moon** (M-G-M), 2nd wk.....100

DENVER

Aladdin—**Brother Orchid** (WB); **Biscuit Eater** (Para't), after wk. at Denver.....100
Broadway—**20 Mule Team** (M-G-M); **Anne of Windy Poplars** (RKO), after wk. at Orpheum.110
Denham—**Way of All Flesh** (Para't)..... 55
Denver—**All This, and Heaven Too** (FN).....130
Orpheum—**Andy Hardy Meets Debutante** (M-G-M); **Cross-Country Romance** (RKO)..150
Paramount—**Private Affairs** (Univ); **You're Not So Tough** (Univ) 120
Rialto—**The Awful Truth** (Col); **Lost Horizon** (Col), reissues 110

DETROIT

Adams—**The Girl in 313** (20th-Fox); **Sailor's Lady** (20th-Fox), after wk. at Fox..... 85
Fox—**The Outsider** (SR), plus stage show.....110
Michigan—**All This, and Heaven Too** (FN); **Pop Always Pays** (RKO) 105
Palms-State—**Andy Hardy Meets Debutante** (M-G-M), after wk. at Michigan; **Over the Moon** (UA) 90
United Artists—**New Moon** (M-G-M); **A Bill of Divorcement** (RKO), 2nd wk..... 80

Top Hits of the Week

ALL THIS, AND HEAVEN TOO—
Cleveland 160

SAFARI—
New Orleans 150

WATERLOO BRIDGE—
New Orleans 150

ANDY HARDY MEETS DEBUTANTE—
Denver (dual) 150

EXTENDED RUNS

Gone With the Wind, 31st wk., New York City.

Our Town, 4th wk., Los Angeles.

New Moon, 3rd wk., Chicago, Seattle

My Favorite Wife, 3rd wk., Los Angeles.

INDIANAPOLIS

Alamo—**Frontier Crusader** (SR); **Son of the Navy** (Mono) 65
Circle—**All This, and Heaven Too** (FN).....125
Loew's—**Andy Hardy Meets Debutante** (M-G-M); **The Captain Is a Lady** (M-G-M)..135
Lyric—**Manhattan Heartbeat** (20th-Fox), plus stage show 90

KANSAS CITY

Esquire—**Maryland** (20th-Fox) 140
Midland—**Our Town** (UA); **Sporting Blood** (M-G-M) 85
Newman—**My Love Came Back** (WB), plus **Bob Hope** in person 190
Tower—**Grand Ole Opry** (Rep), plus stage show.120
Uptown—Same as Esquire 135

LOS ANGELES

Chinese—**Maryland** (20th-Fox); **Charlie Chan's Murder Cruise** (20th-Fox) 110
Downtown—**My Love Came Back** (WB); **Murder in the Air** (FN) 100
Four Star—**Our Town** (UA), 4th wk..... 50
Hillstreet—**My Favorite Wife** (RKO), 3rd wk.; **Out West With the Peppers** (Col)..... 75
Hollywood—Same as Downtown 100
Pantages—Same as Hillstreet 75
Paramount—**Those Were the Days** (Para't); **Queen of the Mob** (Para't), plus stage show..125
State—Same as Chinese 100

MILWAUKEE

Palace—**Untamed** (Para't); **Military Academy** (Col) 80
Riverside—**La Conga Nights** (Univ), plus Ben Bernie on stage 140
Strand—**Andy Hardy Meets Debutante** (M-G-M); **Four Sons** (20th-Fox) 80
Warner—**All This, and Heaven Too** (FN).....135
Wisconsin—**Maryland** (20th-Fox); **Manhattan Heartbeat** (20th-Fox) 100

MINNEAPOLIS

Aster—**Queen of the Mob** (Para't); **Stagecoach War** (Para't) 95
Century—**All This, and Heaven Too** (FN), 2nd wk. 100
Esquire—**Carolina Moon** (Rep) 90
Gopher—**Flight Angels** (FN) 80
Orpheum—**Turnabout** (UA), plus stage show.. 90
State—**Andy Hardy Meets Debutante** (M-G-M).140
World—**Private Affairs** (Univ) 90

NEW HAVEN

College—**New Moon** (M-G-M); **The Saint's Double Trouble** (RKO), 2nd wk..... 80
Loew-Poli—**Andy Hardy Meets Debutante** (M-G-M); **Phantom Raiders** (M-G-M).....125
Paramount—**The Way of All Flesh** (Para't); **French Without Tears** (Para't) 65
Roger Sherman—**My Love Came Back** (WB); **The Saint Takes Over** (RKO) 70

NEW ORLEANS

Center—**Phantom Raiders** (M-G-M) 100
Globe—**Typhoon** (Para't) 95
Liberty—**You're Not So Tough** (Univ)..... 90
Orpheum—**21 Days Together** (Col).....125
Saenger—**Safari** (Para't) 150
State—**Andy Hardy Meets Debutante** (M-G-M).150
Tudor—**Waterloo Bridge** (M-G-M) 100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 31st roadshow wk. 100
Capitol—**Susan and God** (M-G-M).....100
Criterion—**Those Were the Days** (Para't)..... 85
Paramount—**Ghost Breakers** (Para't), 2nd wk., plus stage show 140
Radio City Music Hall—**All This, and Heaven Too** (FN), 2nd wk., plus stage show.....125
Roxy—**Maryland** (20th-Fox), plus stage show...110
Strand—**My Love Came Back** (WB), plus stage show 110

OKLAHOMA CITY

Criterion—**New Moon** (M-G-M) 110
Liberty—**Opened by Mistake** (Para't); **Riders of Pasco Basin** (Univ) 100
Midwest—**Torrid Zone** (FN) 110
Plaza—**20 Mule Team** (M-G-M), after wk. at Midwest 95
State—**In Old Missouri** (Rep); **Rancho Grande** (Rep) 110
Tower—**Star Dust** (20th-Fox) 80

OMAHA

Brandeis—**Lost Horizon** (Col); **The Awful Truth** (Col), reissues 140
Omaha—**New Moon** (M-G-M); **Queen of the Mob** (Para't) 110
Orpheum—**Maryland** (20th-Fox); **I Can't Give You Anything But Love** (Univ).....100

PHILADELPHIA

Boyd—**New Moon** (M-G-M), 2nd wk..... 90
Earle—**Sporting Blood** (M-G-M) 85
Fox—**Ghost Breakers** (Para't), 2nd wk..... 90
Keith's—**Our Town** (UA), 2nd run 90
Stanley—**Andy Hardy Meets Debutante** (M-G-M) 125
Stanton—**Confessions of a Nazi Spy** (FN)..... 95

PITTSBURGH

Alvin—**Wagons Westward** (Rep); **Waikiki Wedding** (Para't), reissue; Baer-Galento fight (4 days) 50
Alvin—**You're Not So Tough** (Univ); **Manhattan Heartbeat** (20th-Fox), (4 days)..... 50
Barry—**Women in War** (Rep); **Hot Steel** (Univ) 100
Penn—**New Moon** (M-G-M) 110
Ritz—**Ghost Breakers** (Para't), 2nd d. t. wk... 80
Stanley—**Turnabout** (UA) 85
Warner—**Mortal Storm** (M-G-M), 2nd d. t. wk.. 90

SALT LAKE CITY

Capitol—**Girls of the Road** (Col); **Babies for Sale** (Col) 110
Centre—**All This, and Heaven Too** (FN).....110
Studio—**Maryland** (20th-Fox) 110
Utah—**Four Sons** (20th-Fox); **Sailor's Lady** (20th-Fox) 125

SEATTLE

Blue Mouse—**You're Not So Tough** (Univ); **Anne of Windy Poplars** (RKO), 2nd wk..... 85
Fifth Avenue—**Maryland** (20th-Fox); **Cross Country Romance** (RKO) 90
Liberty—**Lost Horizon** (Col); **Awful Truth** (Col), reissues 90
Music Box—**New Moon** (M-G-M), 3rd wk..... 85
Orpheum—**Private Affairs** (Univ); **The Captain Is a Lady** (M-G-M) 85
Palomar—**Grand Ole Opry** (Rep), plus stage show 90
Paramount—**Andy Hardy Meets Debutante** (M-G-M); **Phantom Raiders** (M-G-M), 2nd wk. 85

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Too Many Husbands

A little too silly, but fairly entertaining. Will keep the audience laughing most of the time, and that is something. Sun., Mon. Weather: Warm. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

First National

Castle on the Hudson

All you have to see is John Garfield's name on a marquee and you know that you are going to see the same old prison story with the same old twist and the same old theme. Let's get Garfield in a different picture. Fri., Sat. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Three Cheers for the Irish

Just a program picture, but it contains more laughs and entertainment value than any first class picture. Audience reaction: A bellyfull of laughs and as many compliments. Fri., Sat. Weather: Cloudy. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

We Are Not Alone

We were almost alone. Won't do enough business in a small town to pay the freight on the film if you could have it come that way. Tuesday. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300. —Logan Hedrick, Homer, Homer, Ill.

Metro-Goldwyn-Mayer

Secret of Dr. Kildare

These pictures are good, but I think they are too much alike. Sat., Sun. Weather: Good. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

Two Girls on Broadway

Just fair program picture. Business only fair. Nothing to rave about, but will satisfy what few that will come. Thurs., Fri. Weather: Cool. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300. —Logan Hedrick, Homer, Homer, Ill.

Young Tom Edison

Good show. Sun., Mon. Weather: Fair. Admission: 15-10. Rural patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ark.

Young Tom Edison

Everybody enjoyed this one. Favorable comments from everyone. Mickey Rooney's greatest role. Mon., Tues. Weather: Cloudy. Admission: 25-10. General patronage. Population: 2,000. Capacity: 300. —Frank Medley, Palace, Monterey, Tenn.

Monogram

Gentleman From Arizona, The

It's a beautiful picture with very poor sound. Also no draw at ticket window. Monogram don't seem to have any features that will do any business for me. Tues., Wed. Weather: Fair. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300—Logan Hedrick, Homer, Homer, Ill.

Paramount

Geronimo

Strictly for the kids. The adults that did come in on this one squawked their heads off. Would make a good serial. Fri., Sat. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Remember the Night

Good picture. Not a dull moment. Thurs., Fri. Weather: Fair. Admission: 15-10. Rural patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ark.

Road to Singapore

Good picture. Deserves your best playing time. Sun., Mon. Weather: Fair. Admission: 15-10. Rural patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ark.

Road to Singapore

Tops in anybody's theatre. Entertaining all the way through. Sun., Mon. Weather: Fair. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Seventeen

A swell little picture, but not so good at the boxoffice, and that is the main reason we are in the show business. Wed., Thurs. Weather: OK. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Thunder Trail

You can smell it as well as see and hear it. A Beauty Revue saved us from a great loss. Thurs., Fri. Weather: Hot. Admission: 25-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Republic

Heroes of the Saddle

Republic is consistent with their westerns. In this the Mesquiteers do their bit nicely. It more than pleased a critical Saturday crowd. Weather: Fair. Admission: 25-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

In Old Missouri

The team of the Weaver Bros. and Elviry seems to be getting popular with the public. My boxoffice showed a nice reaction to them at least, and boy that is the answer to whether any picture is right or wrong. Sun., Mon. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Logan Hedrick, Homer, Homer, Ill.

Money to Burn

This is the best of the Higgins series yet. Played to full houses matinee and night. They left satisfied. The kind of light stuff they go for. Wednesday. Weather: Fair. Admission: 25-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

RKO Radio

A Bill of Divorcement

I believe it is about time that the film companies left well enough alone. This picture was a smash hit the first time it was made, but this edition of it flopped terribly. Sound was bad. Also was made too close to the last production. Some customers thought that it was a reissue. Tues., Wed., Thurs. Weather: Good. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Isle of Destiny

Waste of time and talent. The color was terrible and the acting was worse. No apologies, the business was worse. Saturday. Weather: Perfect. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Mexican Spitfire

A good little picture. Not much of a plot, but people seemed to like it. Sat., Sun. Weather: Good. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

United Artists

House Across the Bay

If you like gangsters, you'll like this one. The Raft-Bennett combination seems a good one for this type film fare. Business about average. Sun., Mon., Tues., Wed. Weather: Hot. Small town patronage. Population: 3,900. Capacity: 430.—Charles S. Hoge, Dickinson, Olathe, Kas.

One Million B. C.

A "flop." My patrons waited for an hour and a half for something to happen. Walked out disgusted at the finish. They expected too much and got nothing. Thurs., Fri. Weather: Rain. Admission: 25-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Universal

Black Friday and
House of Seven Gables

What I would have to say about this combination you would not be able to print. So, brother exhibitors, use your judgment. Good in locales where the customer has to be bored to death. Thurs., Fri. Weather: OK. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

It's a Date

This is the first Durbin picture that did not click for me. The acting was very good and Kay Francis has a good chance to come back. Pidgeon's acting seems a little bit overdone. P. S: Deanna could have sung a lot more than she did. Tues., Wed., Thurs. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

(S)Indicates short of the week.

(C)Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)....Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Awful Goof, The (17).....Dec. 22
Boobs in the Woods (17).....May 31
Fireman Save My Choo Choo (..).....Aug. 9
Glove Slingers (18).....Nov. 24
Heckler, The (17).....Feb. 16
His Bridal Fright (16).....July 12
Money Squawks (17).....Apr. 5
Mooching Through Georgia (19).....Aug. 11
Mr. Clyde Goes to Broadway (17).....Feb. 2
Nothing But Pleasure (17½)..Jan. 5
Pardon My Berth Marks (18).Mar. 22
Rockin' Thru the Rockies (17).Mar. 8
Skinny the Moocher (16½)....Sept. 8
South of the Boudoir (18)....May 17
Static in the Attic (19).....Sept. 22
Taming of the Snood (16)....June 28
Teacher's Pest (16½).....Nov. 3
Trouble Finds Andy Clyde (18).....July 28
You're Next (17).....Apr. 5

CINESCOPES

Berth of a Queen (11).....Mar. 15
Fashion Takes a Holiday (11).Mar. 8
Odd Vacations (8½).....June 16
Threads of a Nation (11).....Feb. 9
World of 1960 (Futurama) (9).Dec. 22
No. 6 (..).....July 26

COLOR RHAPSODIES
(In Technicolor)

A Boy, a Gun and Birds (7)..Jan. 12
Blackboard Revue (7).....Mar. 15
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Egg Hunt, The (7½).....May 31
Greyhound and the Rabbit, The (7½).....Apr. 19
Happy Tot's Expedition, The (6½).....Feb. 9
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
Timid Pup, The (8).....Aug. 1
Ye Olde Swap Shoppe (7½)..June 28

COLUMBIA TOURS

Beautiful Switzerland (Andre de la Varre Productions) (10)..Nov. 17
Historic Cities of India (10)..Oct. 27
Holland and the Zuyder Zee (9½).....Sept. 15
(Andre de la Varre Production).
In the Land of Pagodas (..).June 14
Life in Paris (11).....Dec. 22
New Hampshire (11).....Feb. 9
Pleasurebound in Canada (9).May 17
Unveiling Algeria (9½).....Mar. 1

COMMUNITY SING

No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster) (11)..Nov. 17
No. 5 (Gypsy Songs) (10).....Dec. 29
No. 6 (Medley of Hits) (..)...June 28

FABLES CARTOONS

Barnyard Babies (7½).....June 14
Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22
Pooch Parade (..).....July 19
Practice Makes Perfect (6)....Apr. 5

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOONS

Charm Bracelet, The (6½)...Sept. 1
Fish Follies (6).....May 10
Man of Tin (6½).....Feb. 23
Millionaire Hobo (7).....Nov. 24
Mouse Exterminator, The (6½).....Jan. 26
News Oddities (6).....July 19

SCREEN SNAPSHOTS
(Series 19)

No. 1 (9½).....Sept. 22
Art of Makeup.
No. 2 (10).....Nov. 10
Training animal stars.
No. 3 (10).....Dec. 1
Novelty Parties.
No. 4 (10).....Jan. 5
Trip Thru Studios.
No. 5 (11).....Feb. 23
Art in Hollywood.
No. 6 (10).....Mar. 29
Hollywood Recreations.
No. 7 (10).....May 3
Wardrobe Designers.
No. 8 (..).....June 7
Cowboy Jubilee.
No. 9 (..).....July 10
No. 10 (..).....Aug. 1

SPORT REELS

Canvas Capers (..).....July 19
Skiing Technique (9½).....Jan. 19
Roughhouse Fiesta (10).....Mar. 8
Tomorrow's Stars (10).....Apr. 19
Sport of Kings (10).....May 24
Saving Strokes With Sam Snead (..).....June 28
Bows and Arrows (9½).....Oct. 6
Flying Targets (10).....Feb. 16
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

A Plumbing We Will Go (18).Apr. 19
How High Is Up (..).....July 26
Nutty But Nice (..).....June 14
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (17).Mar. 8
Three Sappy People (18½)....Dec. 1
You Natzy Spy (18).....Jan. 19

WASHINGTON PARADE

No. 1 (Smithsonian Institution) (11).....Nov. 10
No. 2 (U. S. Treasury) (11)...Dec. 29
No. 3 (Inside the F. B. I.) (11).Feb. 9
No. 4 (Social Security) (10)...May 10
No. 5 (The Archives) (..).....July 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9
Women in Hiding (22).....June 22

FITZPATRICK TRAVELTALKS
(In Technicolor)

Calling on Colombia (8).....Mar. 16
Day on Treasure Island, A (11).....Sept. 27
Land of Alaska Nellie (9)....Dec. 23
Modern New Orleans (8).....May 11
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 26
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Sitka & Juneau (9).....Apr. 13
Suva, Pride of Fija (9).....June 8
Vallant Venezuela (9).....Nov. 25

MINIATURES

Ash Can Fleet, The (11).....Sept. 9
Door Will Open, A (11).....Mar. 9
Failure at Fifty, A (10) Sepia.Oct. 7
(C)Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Old South, The (11).....Jan. 20
Rhumba Rhythm (10) (sepia).Sept. 2
Servants of Mankind (9).....May 11
Where Turf Meets Surf (sepia) (11).....Jan. 6

M-G-M CARTOONS
(New Series)

A Rainy Day (7).....Apr. 20
Blue Danube, The (7).....Dec. 16
Fishing Bear, The (9).....Jan. 20
Home on the Range (9).....Mar. 23
Mad Maestro, The (8).....Dec. 30
Milky Way, The (..).....June 22
(C)One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
Swing Social (8).....May 18
Tom Turkey (7).....June 8

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
All About Hash (11).....Mar. 30
Big Premiere, The (10).....Mar. 9
Bubbling Troubles (11).....May 25
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
New Pupil, The (11).....Apr. 27
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Midden Master, The (11) (sepia).....Apr. 20
Way in the Wilderness, A (..) (sepia).....June 22
XXX Medico (sepia) (..)...Mar. 23

PETE SMITH SPECIALISTS

Cat College (..) Sepia.....June 29
Domineering Male, The (10)..Mar. 30
Football Thrills of 1938 (10).Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia).Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Spots Before Your Eyes (10)..May 4
Stuffie (11).....Mar. 2
What's Your I. Q.? (sepia) (8).....Feb. 10
What's Your I. Q.? No. 2 (9)...June 8

ROBERT BENCHLEY

Day of Rest, The (9).....Sept. 16
Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9

SPECIAL

Flag Speaks, The (19).....June 14

Paramount

COLOR CLASSICS

(C)Ants in the Plants (7)....Mar. 15
(C)Little Lambkin (7).....Feb. 2

COLOR CRUISES
(New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Fresh Vegetable Mystery (8).....Sept. 22
Isle of Columbus (10).....Feb. 9
Kick in Time, A (7).....May 17
Pacific Paradise (10).....June 21
Peru (9).....Oct. 6

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Blue Barron and His Orchestra (10).....May 31
Champagne Music of Lawrence Welk (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Busy Little Bears (10).....Oct. 20
Dangerous Dollars (11).....June 28
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby No. One (11)..Sept. 22
Sugar Wind (10).....Jan. 19
Television Preview (10).....May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Nurse Mates (7).....June 21
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22
Onion Pacific (7).....May 24

POPULAR SCIENCE
(In Cinecolor)

No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16
No. J9-5 (10).....May 3
No. J9-6 (11).....June 28

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
Blue Streak, The (10).....Apr. 19
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Desert Adventure, A (10)....Sept. 29
Dog Is Born, A (10).....Nov. 3
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Sink or Swim (10).....July 12
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Foul Ball Player, The (7)....May 24
Granite Hotel (7).....Apr. 26
Ugly Dino, The (7).....June 14
Way Back When a Night Club Was a Stick (7).....May 10
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.
Blue Danube Waltz, The (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS
(In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29
No. L9-5 (10).....May 31

RKO Radio

DISNEY CARTOONS
(In Technicolor)

Autograph Hound, The (8)....Sept. 1
Billposters (8).....May 17
Bone Trouble (9).....June 28
Donald's Dog Laundry (8)....Apr. 5
Mr. Duck Steps Out (8).....June 7
Officer Duck (8).....Sept. 22
Put-Put Troubles (7).....July 19
Riveter, The (7).....Mar. 15
Tugboat Mickey (7).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9
'Taint Legal (16).....May 24

LEON ERROL COMEDIES

Bested by a Beard (20).....July 26
Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 1 (19).....Sept. 1
Soldiers with Wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.

No. 4 (19) ..... **Nov. 24**
Newsfronts of War—1940.
No. 5 (17) ..... **Dec. 22**
Crisis in the Pacific.
No. 6 (18) ..... **Jan. 19**
The Republic of Finland.
No. 7 (18) ..... **Feb. 16**
The Vatican of Pius XII.
No. 8 (18) ..... **Mar. 15**
Canada at War.
No. 9 (19) ..... **Apr. 12**
America's Youth—1940
No. 10 (19) ..... **May 10**
The Phillipines
No. 11 (18) ..... **June 7**
The U. S. Navy.

PATHE INFORMATION PLEASE

No. 1 (11) ..... **Sept. 8**
No. 2 (11) ..... **Oct. 6**
No. 3 (10) ..... **Nov. 3**
No. 4 (11) ..... **Dec. 1**
No. 5 (10) ..... **Dec. 29**
No. 6 (11) ..... **Jan. 26**
No. 7 (11) ..... **Feb. 23**
No. 8 (10) ..... **Mar. 22**
No. 9 (11) ..... **Apr. 19**
No. 10 (11) ..... **May 17**
No. 11 (10) ..... **June 14**
No. 12 (12) ..... **July 12**

PATHE NEWS
Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16) .... **Oct. 20**
Chicken Feed (18) ..... **Dec. 29**
Coat Tales (18) ..... **Nov. 17**
Marriage-Go-Round (18) ..... **July 28**
Twinculplets (20) ..... **Jan. 26**

PATHE SPORTSCOPE

Aquapoise (9) ..... **Jan. 19**
Court Favorites (8) ..... **Apr. 12**
Gun Play (9) ..... **Sept. 1**
Hunting Hounds (9) ..... **Sept. 29**
Hurdle Hoppers (9) ..... **June 7**
Ice Cutters (9) ..... **Oct. 27**
Pennant Chasers (9) ..... **Feb. 16**
Silent Wings (9) ..... **May 10**
Sky Game (9) ..... **Dec. 22**
Streamlined (9) ..... **June 21**
Winter Playground (9) ..... **Nov. 24**
Flycasting (9) ..... **May 15**

RAY WHITLEY WESTERNS
(New Series)

Bandits and Ballads (17) ..... **Dec. 15**
Cupid Rides the Range (18) .. **Sept. 8**
Molly Cures a Cowboy (19) .. **Mar. 22**

REELISMS (New Series)

Acres of Plenty (9) ..... **Oct. 13**
Air Army (9) ..... **Apr. 26**
American Royal (9) ..... **Nov. 10**
Men of Muscle (9) ..... **Jan. 12**
Nevada Unlimited (8) ..... **Sept. 15**
Navajo Land (10) ..... **Mar. 1**
Siege (10) ..... **Mar. 29**
Stray Lamb (8) ..... **May 24**
Vacation Diary (10) ..... **Feb. 2**
West Wall (10) ..... **Dec. 8**

SPORTSCOPES

Hurdle Hoppers (9) ..... **June 7**
Streamlined (9) ..... **June 21**

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) **Aug. 18**
Filming the Fleet (11) ..... **Oct. 27**
Sanctuary of the Seals (..) .. **June 7**
Sky Fighters (11) ..... **Dec. 8**

ED THORGERSEN—SPORTS

Action on Ice (..) ..... **July 19**
Big Game Fishing (10) ..... **Sept. 1**
Clocking the Jockeys (11) .... **Nov. 24**
Following the Hounds (10) ... **Mar. 1**
Over the Seven Seas (10) .... **Apr. 26**
Top-Notch Tennis (10) ..... **Jan. 19**

FATHER HUBBARD'S ALASKAN ADVENTURES

Aghileen Pinnacles, The (11) . **Nov. 10**
Climbing the Spirit's Home (10) ..... **May 10**
The Valley of 10,000 Smokes (10) ..... **Feb. 16**
Valley of 10,000 Smokes, The (10) ..... **Feb. 16**

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10) . **Sept. 15**
Fashion Forecasts No. 6 (10) .. **Dec. 22**
Fashion Forecast No. 7 (9) .. **Mar. 29**
Fashion Forecast No. 8 (..) .. **June 21**

FOX MOVIETONE NEWS
Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Cheerio, My Dears (..) ..... **July 5**
Labor Savers (9) ..... **Apr. 12**
Monkeys Is the Cwaziest People (10) ..... **Sept. 29**
Silly Season, The (10) ..... **Jan. 5**

LOWELL THOMAS MAGIC CARPET

Evergreen Empire, The (11) .. **Oct. 13**
Flying Stewardess (10) ..... **Mar. 15**
Isles of the East (9) ..... **May 24**
Kangaroo Country, The (10) .. **Feb. 2**

TERRY-TOONS

All's Well That Ends Well (7) ..... **Mar. 8**
Catnip Capers (..) ..... **May 31**
Dog in a Mansion, A (7) ..... **Jan. 12**
Edgar Runs Again (7) ..... **Jan. 26**
First Robin, The (7) ..... **Dec. 29**
Hare and Hounds (7) ..... **Feb. 23**
Harvest Time (7) ..... **Feb. 9**
Hitchhiker, The (7) ..... **Dec. 1**
Hook, Line and Sinker (7) .... **Sept. 8**
Ice Pond, The (7) ..... **Dec. 15**
It Must Be Love (7) ..... **Apr. 5**
Just a Little Bull (7) ..... **Apr. 19**
Love in a Cottage (..) ..... **July 28**
Much Ado About Nothing (7) ..... **Mar. 22**
One Mouse in a Million (7) ... **Nov. 3**
Orphan Duck, The (7) ..... **Oct. 6**
Professor Offkeyski (7) ..... **June 14**
Rover's Rescue (..) ..... **June 28**
Rupert the Runt (..) ..... **July 12**
Sheep in the Meadow (7) .... **Sept. 22**
Swiss Ski Yodelers (7) ..... **May 17**
Watchdog, The (7) ..... **Oct. 20**
Wicky-Wacky Romance (7) .. **Nov. 17**

Universal

LANTZ CARTUNES

A 'Haunting We Will Go (7) .. **Sept. 4**
Adventures of Tom Thumb jr. (9) ..... **Mar. 4**
Andy Panda Goes Fishing (8) . **Jan. 22**
Jolly Little Elves (9) ..... **June 3**
Kittens Mittens (8) ..... **Feb. 12**
Life Begins for Andy Panda (8) ..... **Oct. 9**
100 Pigmies and Andy Panda (7) ..... **Apr. 22**
Scrambled Eggs (9) ..... **Nov. 20**
Sleeping Princess (9) ..... **Dec. 4**
Stubborn Mule (7) ..... **July 31**
Three Lazy Mice (..) ..... **June 24**

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9) ..... **Sept. 25**
No. 67 (9) ..... **Oct. 16**
No. 68 (9) ..... **Nov. 13**
No. 69 (8) ..... **Dec. 11**
No. 70 (8) ..... **Dec. 25**
No. 71 (..) ..... **Jan. 15**
No. 72 (9) ..... **Feb. 5**
No. 73 (8) ..... **Feb. 26**
No. 74 (9) ..... **Mar. 18**
No. 75 (9) ..... **Apr. 29**
No. 76 (9) ..... **May 13**
No. 77 (9) ..... **May 27**
No. 79 (9) ..... **July 18**
No. 80 (9½) ..... **Aug. 12**

STRANGER THAN FICTION

No. 66 (8½) ..... **Sept. 18**
No. 67 (9) ..... **Oct. 9**
No. 68 (9) ..... **Nov. 6**
No. 69 (9) ..... **Dec. 4**
No. 70 (9) ..... **Dec. 25**
No. 71 (9) ..... **Jan. 8**
No. 72 (8½) ..... **Jan. 29**
No. 73 (9) ..... **Feb. 19**
No. 74 (8½) ..... **Mar. 11**
No. 75 (9) ..... **Apr. 15**
No. 76 (9) ..... **May 6**
No. 77 (9) ..... **May 20**
No. 78 (..) ..... **June 10**
No. 79 (..) ..... **July 8**
No. 80 (9) ..... **Aug. 5**

TWO REEL MUSICALS

Boy Meets Joy (17) ..... **Sept. 6**
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½) ... **Feb. 14**
Folies Parisienne (18) ..... **Apr. 17**
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
Fountain Frolics (..) ..... **Aug. 7**
Six Hits and a Miss, Martha Tilton, Peggy Ryan, Buddy Pepper, Jimmy Dodd, Ted Arkin and Dorothy Roberts.
Hawaiian Rhythm (17) .....
Harry Owens and His Royal Hawaiians, Rita Rio, Don and Sally Jennings, Kenny Allen, Stears and Dean, Hawaiian Sweethearts and Royal Samoans.
International Revels (17) .... **Mar. 13**
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Naughty Nineties (18) ..... **June 17**
Rhumba Land (18½) ..... **Nov. 15**
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Rhythm Jamboree (18) ..... **Jan. 17**
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18) ..... **Dec. 13**
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18) ..... **Oct. 18**
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.
Swingin' in the Barn (..) .... **May 15**
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.
Swing With Bing (..) ..... **Sept. 4**

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March of Freedom (21) ..... **Sept. 6**
Rhythm Jamboree (18) .....

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One for the Book (20) ..... **Feb. 3**
Public Jitterbug No. 1 (..) .... **May 4**
Ride, Cowboy, Ride (20) ..... **Sept. 9**
Royal Rodeo (15) ..... **Nov. 25**
Seeing Spots (20) ..... **Apr. 29**
Slapsie Maxie (17) ..... **Sept. 10**
Spills for Thrills (19) ..... **June 15**
World's Fair jr. (20) ..... **Dec. 9**
Young America Flies (20) ..... **Aug. 3**

THE COLOR PARADE
(New Series)

American Saddle Horses (10) . **Nov. 11**
Gun Dog's Life (..) ..... **May 11**
Mechanix Illustrated No. 1 (10) ..... **Sept. 30**
Mechanix Illustrated No. 2 (10) ..... **Dec. 2**
Mechanix Illustrated No. 3 (10) ..... **Feb. 17**
Mechanix Illustrated No. 4 .. **June 29**
Men Wanted (10) ..... **Mar. 23**
Movie Dog Stars (..) ..... **Aug. 17**
New Horizons (10) ..... **Jan. 6**
Valley, The (..) ..... **July 20**

LOONEY TUNES CARTOONS

Africa Squeaks (7) ..... **Jan. 27**
Ali Baba Bound (7) ..... **Feb. 10**
Chewin' Bruin, The (7) ..... **June 8**
Film Fan, The (7) ..... **Dec. 16**
Jeepers Creepers (7) ..... **Sept. 23**
Naughty Neighbors (7) ..... **Oct. 7**
Patient Porky (7) ..... **Aug. 24**
Pied Piper Porky (7) ..... **Nov. 4**
Pilgrim Porky (7) ..... **Mar. 16**
Porky's Hotel (7) ..... **Sept. 2**
Porky's Baseball Broadcast (7) ..... **July 6**
Porky, the Giant Killer (8) .. **Nov. 18**
Slop Happy Pappy (7) ..... **Mar. 13**
You Ought to Be in Pictures (7) ..... **May 18**
Porky's Last Stand (7) ..... **Jan. 6**
Porky's Poor Fish (..) ..... **May 18**

MELODY MASTERS

Artie Shaw & Orchestra (10) .. **Dec. 30**
Carl Hoff and Orch. (10) ... **Mar. 23**
Coquettes, The (10) ..... **Feb. 17**
Dave Apollon & Orch. (10) .. **Mar. 2**
Larry Clinton and His Orchestra (..) ..... **May 25**
Ozzie Nelson and Orch. (10) .. **June 29**
Rubinoff and His Orchestra (10) ..... **Nov. 11**
Swing Style (10) ..... **Sept. 2**
Vincent Lopez and Orch. (10) . **Sept. 30**
Woody Herman and Orch. (10) ..... **July 27**

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Circus Today (7) ..... **June 22**
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Cross Country Detours (7) ... **Mar. 16**
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Early Worm Gets the Bird (7) ..... **Jan. 13**
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Elmer's Candid Camera (7) .. **Mar. 2**
Fagin's Freshmen (7) ..... **Nov. 18**
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Little Lion Hunter (7) ..... **Oct. 7**
Merry Mexico (7) ..... **Aug. 24**
Mighty Hunters (7) ..... **Jan. 27**
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TECHNICOLOR

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Singin' Dude, The (20) ..... **Apr. 6**
Teddy the Rough Rider (19) .. **Feb. 24**

SPECIALS (Tech.)

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VITAPHONE VARIETIES

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Radio and Relatives (..) ..... **May 25**
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Vote Trouble (10) ..... **Sept. 9**

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Shadow, The ..... **Jan. 5**
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REPUBLIC

Adventures of Red Ryder ... **June 15**
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Drums of Fu Manchu ..... **Mar. 15**
15 Chapters. Henry Brandon-Luana Walters.
Zorro's Fighting Legion ..... **Dec. 16**
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers ..... **Apr. 11**
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe ..... **Apr. 9, '40**
Larry (Buster) Crabbe
Green Hornet ..... **Jan. 9**
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
Phantom Creeps, The ..... **Oct. 17**
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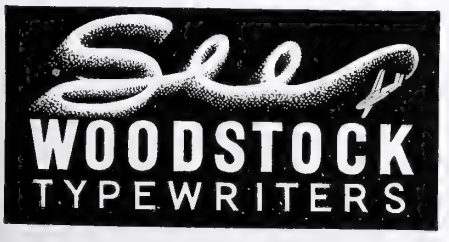
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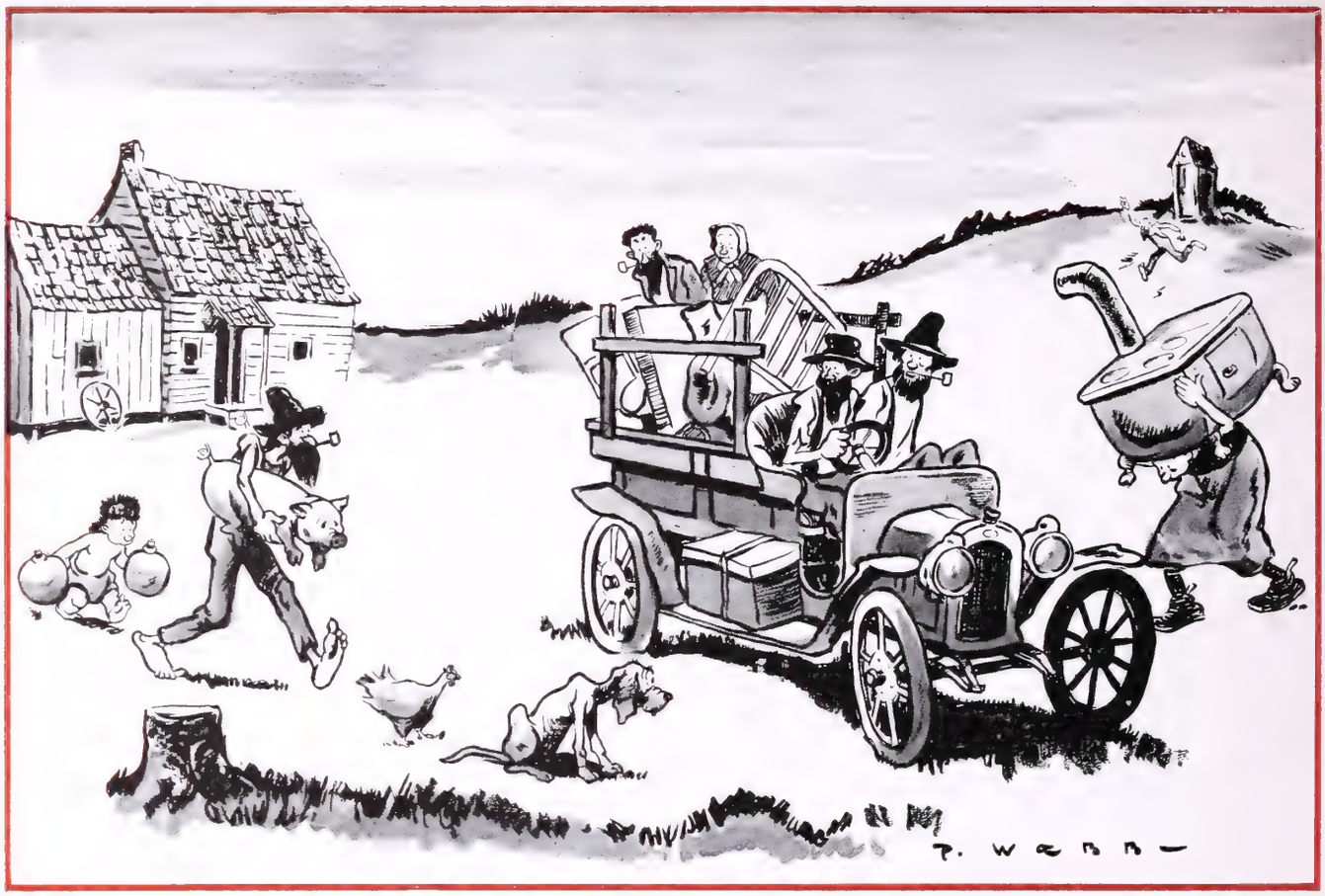
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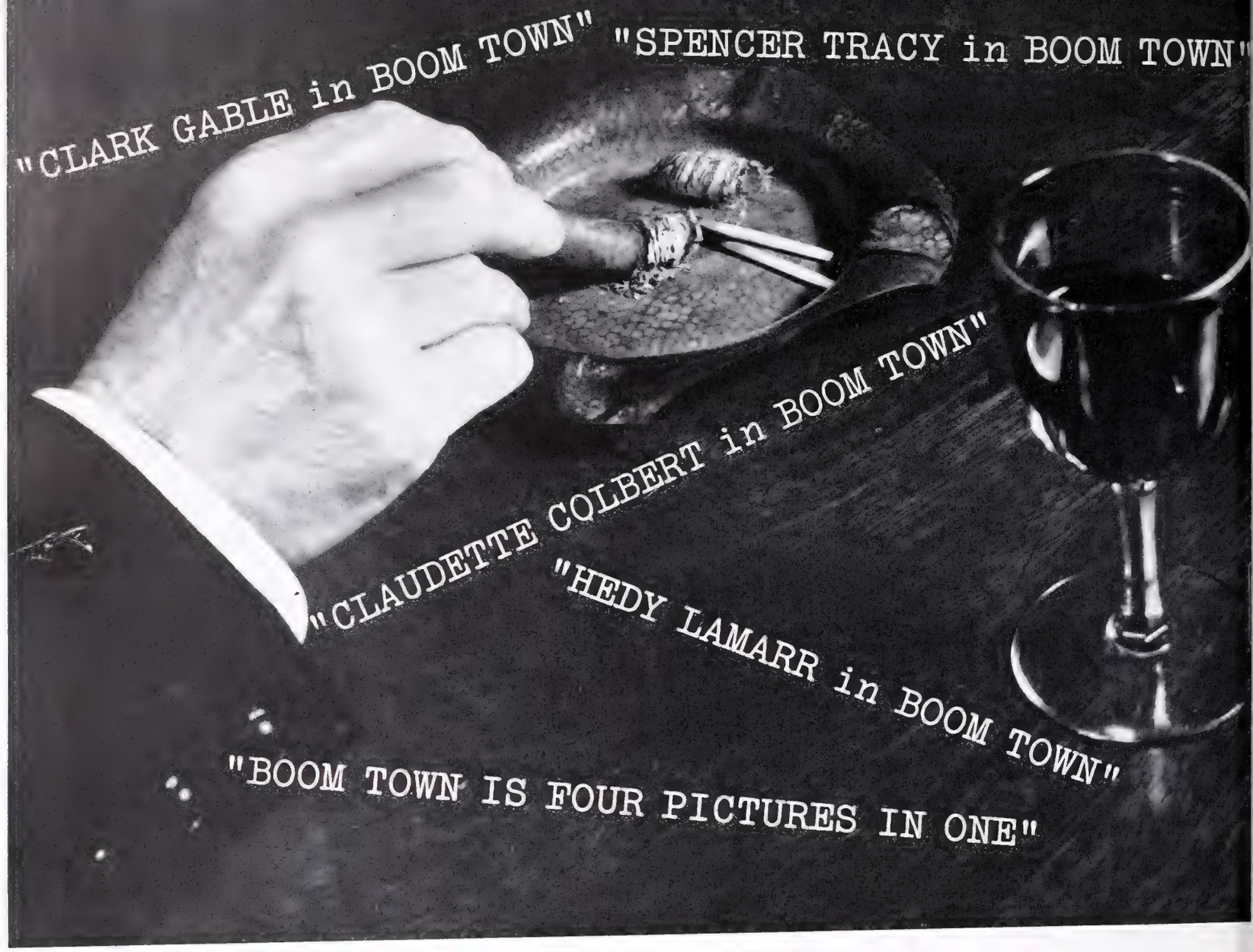
The Pulse of the Motion Picture Industry

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ONE YEAR TOO SOON

THE LARGE areas of white space which surround today's steam letting are the results neither of the heat nor of a weekend proving violently flirtatious.

What has to be told here on this occasion can be, and will be, in a couple of paragraphs. If that reduces the wear and tear on the reader and the labor pains of writing as well, call it a break for all concerned.

This is the situation:

Normally at this time of the year, film buying is substantially on its way. This year, it is not. The reason probably sounded more frequently than any other ties in with negotiations for a consent decree to terminate the government's suit against some, but not all, of the eight defendants—five of them exhibitors-producers-distributors, two of them producers-distributors and one merely a distributor.

There are other reasons, too. The drum beating about extended runs and higher rentals here to replace shrinkages from over there is making plenty of noise and frightening a lot of exhibitors. Then there is the usual about laying off the exchange until the manager's tongue hangs out and his terms unwind. Maybe.

We are giving all of them air but one, and only one.

Theatremen who are playing hard to get on the theory a decree, applied to some, if not all, of the companies with whom they do business, will change the current picture by introducing small block sales, possibly unwinding clearance and shearing the circuits of part of their buying power are way off the deep end and they ought to realize it.

It's simple.

Any decree which may be entered cannot, and will not, apply to 1940-41 contracts. It has been agreed enforcement first becomes operative with the buy for 1941-42 and that happens to be that.

What the exhibitor may decide and how he goes about getting sufficient celluloid to keep his screen filled is pretty much his own business. But if he figures that by remaining out of circulation, he will benefit now by the negotiations under way, he had better realize how very wrong he is.

That silver lining he may think he is looking at is a solid year off.

Kann

NEGOTIATORS SEEN VEERING TOWARD DEFUNCT CODE AS BASIS FOR CONSENT DECREE FORMULA

Blocks-of-Five Protests Turn Eyes to Old Pact; Had Major Support

NEW YORK—As justice department representatives vigorously sought revision of consent decree proposals to placate the criticism of exhibition leaders over the first tentative draft, straws in the wind indicate negotiators are veering toward the ill-fated trade practice code provisions to bring order out of chaos.

Although it is freely admitted the code proposals, which were threatened as violative of the anti-trust laws by Thurman Arnold and thereby expired, have been drawn upon in seeking to establish satisfactory decree terms they have never afforded more than a "reference," a reliable source states. However, since the storm of protests arose over the government's insistence for selling in blocks of five—with an alternative counter suggestion that full-block sales continue with larger than existing cancellation privileges—a few negotiators turned to a similar provision in the code and are said to have found it "not wanting in many respects."

From that point on the code, per se, is said to have undergone more close scrutiny than at any time during the decree negotiations. As each of the proposals was analyzed it became apparent the document held out more remedy for alleged industry abuses without imposing a "stranglehold upon any one branch of the industry than a government-dictated decree could ever hope to achieve," as one source puts it.

That the code is gaining favor rapidly as the basis for a decree is said to stem from the recognition that it had, over the course of 15 months' promulgation, received the support of each of the seven majors—UA excepted—MPTOA, ITOA and every regional independent exhibitor association in the country with the exception of one in Utah and another in Omaha —whose objections were said to be "minor."

Allied alone offered an obstacle, although the dispute over its "acceptance in principle" at Chicago has never, according to those who claim to know, been pursued. Therefore, it is held, there is a preponderance of approval of the code, either in toto or as a basis, with only the government's "viewpoint" to be considered. And if this "viewpoint" is truly designed to effect wider and more unrestricted competition, as well as "in the public interest," it will embrace the code as a document that has received such widespread acceptance, its supporters argue.

Can't Void Franchises; Might Halt New Ones

New York—Existing franchises will run their course under a consent decree, distributors who are obviously interested, believe. Presumably, they rest on legal interpretations of contracts furnished them by their attorneys.

However, the general impression prevails new franchises may not be negotiated while consent decree negotiations are under way. In the face of this, it is understood, nevertheless, a handful of such deals has been closed, or is in the process. Their disposition, once a decree is signed and operative, remains one of the many issues currently clouded in some doubt. One school of thought maintains the government might be in a position to vitiate them on the ground they were hurriedly entered into on the theory any contract signed prior to a decree will hold.

Columbia, Lone "Little Three" Member Lining Up Franchises

NEW YORK—Having officially declared itself out of the current negotiations with the government on a consent decree, Columbia is now lining up as many long-term franchises as possible.

Rube Jackter, assistant to A. Montague, general sales manager, within the past fortnight, concluded a three-year pact with M. A. Lightman for approximately 80 Malco houses in the south.

Next week negotiations get under way with R. E. Griffith of the Griffith circuit in Oklahoma and Julius Gordon, head of Jefferson Amusement Co., Beaumont, Tex. Griffith is due in a few days and Gordon has been here a few weeks.

A three-year deal slated with Loew's will be signed shortly.

On the other hand, Universal is not out soliciting franchises or long-term deals, despite its withdrawal from decree negotiations, it is learned. Only in instances where established customers, seeking to protect new investments in theatres, ask for term deals are they considered, it is stated.

Two term deals recently were entered with accounts in Texarkana, Tex., and Baton Rouge, La., where exhibitors some time ago remodeled their properties at a considerable cost. One upstate New York exhibitor a few weeks ago was offered a franchise and turned it down.

Franchises are not new with Universal. It has many of long standing. However, UA is believed to have only two existing franchises. In line with a policy adopted a few years ago, one-year deals have been the rule. This company, along with Columbia and Universal, has no interest in the consent decree talks to end the government suit.

10 Year M-G-M Deal Running Out in Buffalo

BUFFALO—M-G-M's 10-year franchise with Shea Theatres here expires with the end of the current season's program. Because of the consent decree negotiations in New York, no negotiations are under way for a renewal, it is stated.

Nat'l Theatres-UA Close On Basis for 1-Year Deal

NEW YORK—National Theatres has closed with UA on the formula for a one-year product deal. The major circuit in February closed with Paramount on a three-year franchise, retroactive to September 1, 1939. Lateness in signing the contract was due to differences in setting the terms, but there was no interruption of releases at any time.

Scout Rise of Combines

New York—Critics of a consent decree along currently formulated lines who envision the rise of booking combines throughout the length and breadth of the land are undue alarmists, proponents of settlement negotiations aver.

The dissenting point of view runs in this vein:

"It is hardly likely exhibitors will be short-sighted enough to sponsor buying combinations which, while convenient for them, serve no other purpose than to cut film rental and, therefore, can be given a monopolistic tinge in view of the government suit itself. In that action, the department of justice maintains a monopoly which must be broken up prevails. This is destined to open competition and presumably ease the commercial existence of the rank-and-file theatremen.

"It's pretty obvious that exhibitors who do anything that savors of conspiracy will quickly fall under government scrutiny and be subject to government action. Once theatre operators around the country realize what they will be letting themselves in for, they will abandon in a hurry any combine ideas which they think a decree may make feasible."

BLOCKS-OF-FIVE PLAN MAY HINGE ON RESULT OF NATIONAL PLEBISCITE AMONG EXHIBITORS

Affiliated, Independent Exhibitor Alike Would Express Preferences

NEW YORK—Consent decree negotiators, in the shadow of an impasse over government insistence on sales in blocks of five, are considering a proposal whereby the country's exhibitors, affiliated and independent alike, take to balloting their views on this method of selling.

The ballot idea, said to have been proposed by a sales manager of the "Big Five," met with general favor among distributor representatives, a spokesman avers. The justice department, however, is pictured as adamant over small unit sales in the belief it would be "the cure to all evils." Whether the plan is attempted depends on a compromise of the two views, it appears.

At several of the meetings at the Bar Association Building, the government is understood to have claimed it has received more requests for selling in groups of five, coupled with advance trade screening, than for full block sales.

See Civic Group Hand

This contention is held by major spokesmen to have been largely inspired by civic groups and their word of a purported "public clamor" that such a practice be adopted. At the early meetings at the Bar Building, distributors offered an all-time high, unrestricted cancellation of 25 per cent provided there would be no disturbance of the present selling method. This was rejected by the justice department which referred back to the civic bodies' disapproval of blind selling. It is also stated the department of commerce was willing to accept the 25 per cent cancellation provided civic bodies would agree, but this never came to pass.

When a poll of the eight major defendants was taken to determine their willingness to accept a consent decree, the "Little Three" withdrew contending that "exhibitors would raise hell" if the plan was adopted to sell in groups of five and screen pictures before offering them. This appears to have been borne out in subsequent developments. Since the first tentative draft was circulated among important exhibition leaders and the text of its terms reached the ears of rank-and-filers, opposition and criticism in many forms has reached substantial proportions. On at least one ground there seems to be universal rejection. This deals with the belief that, under small unit sales, exhibitors would at no time be afforded the opportunity to cancel pictures for other than racial, moral or religious grounds. It is noteworthy that the largest exhibitor organizations, among them the MPTOA, Allied of New York, Southeastern Theatre Owners Association, Pacific Coast Conference of Independent Theatre Owners, ITO of New York as well as the Paramount partners have openly declared themselves against the proposal.

In addition to the government informing the distributors about the numerous requests for blocks of five sales and trade screenings, lawyers for the majors also have been told many exhibitors have requested individual selling of pictures. Some theatre owners, among whom are understood to have been complainants to the department of justice, have declared the government is "selling out to the picture companies," to quote one lawyer.

The week again was taken up with changes in the seven clauses in the tentative draft. Lawyers insist that every day winds up with a new draft and the final one far away. Discussions on an escape clause to protect the "Big Five" over sales advantages by the "Little Three" materialized to the point where language is reported to have been put on paper.

That one of the "Little Three" already has begun selling franchises and entering long-term deals with important circuits was also brought up at the Bar Building

(Continued on page 14)

May Drop Suit Vs. "Little 3"

New York—In some legal quarters here, it would not be surprising if the government, after completing negotiations for a consent decree with the "Big Five," withdrew its suit as it affects the "Little Three," but without prejudice.

The "without prejudice" angle will give the government the protection it may want in the event it is decided, some years later, to reinstitute an anti-trust action against the industry, including the "Little Three," which means UA, Universal and Columbia.

Non-Film Arbiters Another Basis of Decree Criticism

NEW YORK—Critics of the consent decree proposals as they now stand center one of their barrages on the plan whereby men not identified in any wise with the business will be selected as arbiters. Recognizing that an arbitration setup is a necessary and in fact an indispensable adjunct of a decree proposal, the opposing forces crystallize their objections in the following cross-sectional point of view:

"It has been shown pretty clearly for a number of years that, whatever the reasons may be, outsiders have difficulty in grasping the fundamentals of this business and are not quick to learn the factors, the circumstances and the conditions which make it work.

"At the same time, men who do know this business have acquired their intimate knowledge of it only after a period of years. It follows that it is not reasonable to expect that anyone brought in from the outside can, or could, do a representative job on short order. In fact, it might easily prove impossible and lead to a situation where normal business will have to be sidetracked for long periods of detention in 'arbitration camps'."

Critics also say they are of the opinion that, while they do not blame government lawyers for a condition they cannot control, that it is nevertheless true department of justice lawyers are under Washington mandate to work out the best possible deal under a consent decree formula. It is being charged, however, that this government viewpoint does not always allow room for a proper appreciation of the economic factors, present and future, that would confront the industry under some of the conditions discussed for decree inclusion.

Reported during the week was the possibility of an understanding, not necessarily in the form of a decree, between government and distributor defendants to function for an agreed upon period of time out of which a decree eventually might evolve.

"Little 3" Supply 3 Seasons' Grosses

New York—No sooner had the government asked the "Little Three" to cooperate in furnishing total gross rentals for the 1936-37, 1937-38 and 1938-39 seasons when UA, Universal and Columbia supplied them.

Requests were made by each of the distributors to hold the information strictly confidential. There was no objection, however, to using the yearly grosses for comparative purposes and as a basis for an escape clause to be incorporated in a consent decree.


$5,000.00
REWARD
Wanted by the State of Missouri
JESSE & FRANK JAMES
For Train Robbery
Notify AUTH
LIBERTY
Headin' your way
THE BOX
THE
FRAN

FFICE BROTHER OF "JESSE JAMES"!

The spectacular climax to the daring exploits of the world's most famous outlaws! With the "Jesse James" characters again enacted by the same players! A new, exciting entertainment thrill for your audiences! *A sensation at the sneak preview!*

HENRY FONDA

in

RETURN OF K JAMES

. . . to avenge the murder of his brother Jesse!



GENE TIERNEY · JACKIE COOPER · HENRY HULL

JOHN CARRADINE • J. EDWARD BROMBERG • DONALD MEEK

EDDIE COLLINS • GEORGE BARBIER

Produced by Darryl F. Zanuck

Associate Producer Kenneth Macgowan • Directed by Fritz Lang

Original Screen Play by Sam Hellman

20th CENTURY FOX

IN TECHNICOLOR



The Pulse of the Motion Picture Industry

BOXOFFICE

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IN CANADA

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REGINA, SASK.—The Leader-Post. Bruce Peacock.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
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VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

DRAWING upon the limited experience of the past with films backgrounded as this one is, film men already are evidencing their doubts over the commercial fate which awaits "Pastor Hall." They may be correct once more in their appraisal. But they also may be wrong. It's difficult, as usual, to tell.

Of several things, however, there need be no doubt. "Pastor Hall," made in England, is a noteworthy effort in terms of powerful drama, fine acting and excellently modulated direction. Based on incidents in the courageous stand of Dr. Martin Niemoeller, German pastor, against Nazi standards and National Socialism, the film proves to be a scathing, bitter and biting indictment of the kind of world Hitler has created with his Third Reich.

Swastikas and "heils," concentration camps and barbed wire, clicking heels and the lash are not ingredients which make a pretty picture, but the subject matter in this case had to be true to the facts as they are known or the very purpose defeated before it got under way.

Those elements are present. Graphically and even brutally depicted, in sum total they convey an engrossing enactment of the rise of Hitler, how he was first ignored, then tolerated, never wholeheartedly believed until the blow fell with its crushing force on the heads and bodies of those who did not think it could happen there.

Against this background, which actually is the foreground, is told the story of the pastor of a small and peaceful German village, invaded by the storm troopers and their blueprints for a Nordic civilization and philosophy that remove the right of free assemblage and free worship and substitute in their stead the dread impact of the totalitarian state. The minister revolts, is lashed in a concentration camp, escapes to return to his pulpit for one impassionate sermon against the tyranny of the Nazi armed fist and walks out of the door of his church to face death as "an enemy of the state seeking to escape."

Drama is present with a sledgehammer impact. It is inherent in the story material, but it is augmented by a series of stirring performances led by the pastor of Wilfred Lawson. Topnotch support is supplied by Nova Pilbeam as his daughter; Seymour Hicks as his general-brother and Marius Goring as the storm trooper.

Definitely not escapist entertainment for which there are being let loose mighty cries these day of war and worries, "Pastor Hall," nevertheless, falls into that continued limited group of intelligent, as well as moving, motion pictures.

To the Point

Speaking for himself and other executives around Metro, Bill Rodgers lines up for the single feature standard. He was so remarking in Chicago a few days ago. But he was also taking full cognizance of the research his organization had been undertaking on the issue. It's interesting and it's plain speaking. For instance:

> "We have taken polls in numerous spots in the country, including Detroit, St. Louis and New York. In all of these polls, the public reaction has been from three to 10-to-1 in favor of the continuation of double feature programs. All of this agitation in the industry (thereby meaning Sam Goldwyn without benefit of name) is the bunk. It still appears the public demands its amusement at a reasonable price of admission."

Sequel

As a follow of his now famous observation, "There is nothing wrong with the industry that good pictures cannot cure," we like Nicholas M. Schenck's current appraisal of things as they are:

> "Our policy is this. To proceed carefully, to economize where we can but never at the sacrifice of quality in production."

Eggs and—

"Clark Gable is anxious to know just how many ways there are to fix eggs. He needs to know, with the hens on the Gable-Lombard ranch laying an average of 100 eggs a day," is the word from the coast.

Friendly word to Clark: Remember the ham.

WE POINT with PRIDE!



"'Pride and Prejudice' riproaring comedy . . . plenty of real laughs . . . Not since 'Goodbye Mr. Chips' has Greer Garson had such a role." —**Louella O. Parsons, *Nationwide Columnist***

"Delightful . . . brought to life by one of the finest groups of characterizations in recent memory. The production by Hunt Stromberg is truly magnificent; the direction by Robert Z. Leonard marked with adroit master craftsmanship . . . Due for considerable boxoffice attention . . . Greer Garson exquisite." —**Hollywood Reporter**

"As up-to-the-minute as today . . . Well done and splendidly acted . . . Directed with skill." —**Box Office Magazine**

"An altogether delightful and moving romantic comedy . . . For the prospective audience of millions who have read and re-read Jane Austen's tale, there has been added the attractive lure of big marquee names."
—**Motion Picture Daily**

'The cast guarantees good representation at the boxoffice." —**Showmen's Trade Review**

'Delightful comedy . . . offers two hours of charming entertainment . . . Robert Leonard turns out his most brilliant work . . . Greer Garson demonstrates again her stellar calibre . . . Laurence Olivier in a role as impressive as any he has played . . . This type of comedy should be most welcome and is calculated to please women especially."
—**Daily Variety**

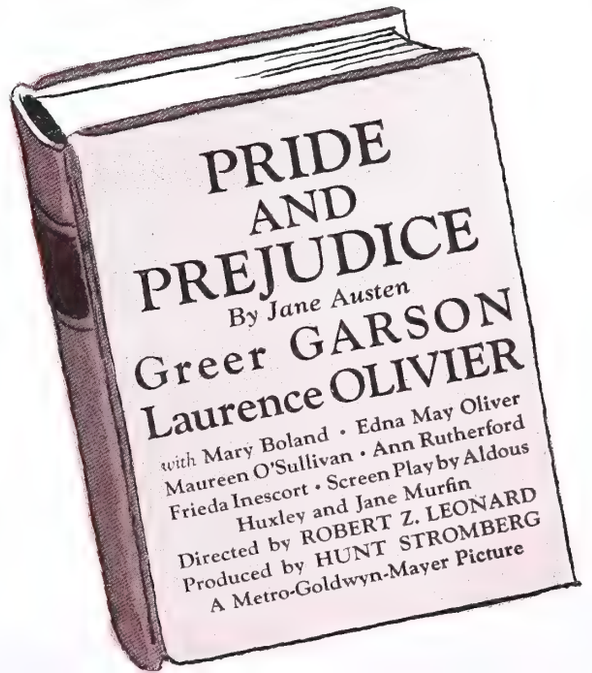
'Audiences are going to get a real lift out of this M-G-M production . . . Greer Garson's first real opportunity since 'Goodbye Mr. Chips.' Olivier in excellent form." —**Harrison Carroll, *Los Angeles Herald Express***

'One of the most charming pictures to reach screen in many months . . . Greer Garson reveals herself expert in characterizations glistening with comedy . . . Laurence Olivier is at his romantic best." —**Edwin Schallert, *Los Angeles Times***

'Lavishly mounted picturization of Jane Austen's famed novel."
—**The Exhibitor**

'Handsome production . . . acted with consummate skill . . . performers at their best . . . Robert Z. Leonard has done a splendid job."
—**Harry Mines, *Los Angeles News***

'Splendid entertainment; cast, production and direction topnotch."
—**Film Daily**



OPENS AUGUST 8th AT RADIO CITY MUSIC HALL

199 PERCENTAGERS IN LINEUPS FOR 1940-41; MARKS INCREASE OF 14 SOUGHT THIS SEASON

An All-Time High; Jump In Production Costs Termed the Reason

NEW YORK—If major distributors succeed in selling every 1940-41 percentage contract according to the sales convention formulas laid down they will have increased the number of pictures in this category to 199 as against the 185 sought for the season now drawing to a close.

Of course, it won't work out that way, and sales executives are the first to admit it.

"We have to start out with some sort of policy," seems to be the overall approval, "and we'd like to sell percentage pictures as we designate them, but in the long run it comes down to trading. Local conditions and past performances are usually the dominating factors." This is the attitude toward the bulkier group of smaller and independent exhibitors. The approach with affiliated and large circuits continues to be the sliding scale arrangement, of course.

The 199 figure for the new season represents an all-time high. Similarly, the current season's 185 was about 40 units over the previous year. The trend is noticeably once more toward more and more percentage films. If there is an answer for this trend, it comes from repeated sales executive insistence that costs, particularly labor, have risen. These same sources deny additional imposts are being loaded upon exhibitors in an effort to recoup losses abroad, a situation that did not prevail for the greater part of the current season. They couple these denials, however, with the observation that exhibitors are being expected to give extended playing time to meritorious product.

Getting down to what major distributors have set as goals for their sales personnel in the way of percentage pictures for 1940-41, there is this picture:

Columbia

There is an increase of four over 1939-40, the newer figure being 18. The splitup is two in the topmost bracket, six in the next and 10 in the lowest, each percentage designation to be worked out as it bears on the individual contract. The company's current policy was around a schedule of six at 25 to 40 per cent, and eight from 30 to 35 per cent.

Metro-Goldwyn-Mayer

There is a general repeat policy of four top films at 40 per cent, 10 at 35 and 10 at 30. The sum total remains at 24.

Paramount

The increase from 30 to 36 is the largest among the majors. The split is: Six at 35 per cent; 14 at 30 and 16 at 25. Where the company sold "North West Mounted Police" this season at 40 per cent, the release to take its place on the 1940-41 schedule is "Reap the Wild Wind." The current season was represented at one at 40 per cent; five at 35; 12 at 30 and 12 at 25, with the balance at 20 per cent or flat rental.

RKO Radio

The 1940-41 policy is set up at two at 40 per cent; six at 35; eight at 30 and 10 at 25. This compares with the current schedule of two at 40; six at 35; six at 30 and 10 at 25 to a split, with "Pinocchio" sold separately at an asking price of 50 per cent.

20th Century-Fox

A policy of flexibility embracing percentage pictures will be maintained, it is said, as currently. There will be from six to eight in the 40 per cent group; 10, 16 and 16 in immediately lower groups with the percentage designated locally and allocations based upon possibilities.

United Artists

Nine pictures, the same as the 1939-40 schedule, are listed in the topmost brackets. The percentage classifications are to be set on the merits of each local situation.

Universal

The policy calls for six at 40 per cent, three of which will be Frank Lloyd productions to be sold separately. The top figure calls for flexibility in that an alternative trio, except for the Lloyds, can be designated at 35 per cent with a split over a certain figure. In other brackets, there are eight at 35 per cent; eight at 30; 12 at 25 and 11 at 20 or flat rental. This represents an increase of three. The current breakdown of 31 percentage films stacks up as one at 40, ten at 35, seven at 30, seven at 25 and six at 20.

Warner Bros.

The total of 20 is broken down into three classifications, the same as the present season's schedule. The designations, however, have been reshuffled. For 1940-41, it lines up four at 40 per cent; eight at 35 and eight at 30, while the current formula calls for two at 40; six at 35 and 12 at 30.

Don't Have to Deliver After August Releases, Analysis Says

COLUMBUS—In an analysis made by P. J. Wood, secretary of the Independent Theatre Owners of Ohio, five of the major companies contracts exclude deliveries on old contracts after August 31 each year. One provides for a September 30 deadline, another, July 31; and still another distributor sets April 15 as the date.

The following highlights are pointed out in a special bulletin sent out by Wood:

Columbia

"The distributor is obligated to deliver not less than 30 features of group C-4 and not less than eight westerns of group C-5. Features not generally released after Sept. 30, 1940 are excluded. The clause referred to is printed directly above the schedule of pictures."

Loew's Inc. (M-G-M)

"Distributor is obligated to deliver not less than 44 features by Aug. 31, 1940. Features generally released after Aug. 31, 1940, are excluded. The clause referred to is printed directly above the schedule of pictures."

Paramount

"Features generally released after Aug. 31, 1940 are excluded. The clause is printed above the schedule of pictures."

RKO Radio

"They have changed their 'not generally released' clause whereby they are obliged to deliver not more than 52 nor less than 42 feature pictures (not including the George O'Briens) which are 'generally released' before Aug. 31, 1940. Refer to paragraph eight of their contract."

20th Century-Fox

"Distributor is obligated to deliver not less than 42 features by July 31, 1940. Features generally released after July 31, 1940 are excluded. Note: Of the 42 features, distributor includes a maximum of four English-produced pictures. The clause is printed directly above the schedule of pictures."

United Artists

"Features not generally released after April 15, 1941, can be canceled by either party by giving written notice to the other within ten days after April 15, 1941. If no such notice is given, contract remains in effect. Clause seven, paragraph 1."

Universal

"Their contract provides that distributor will release not more than 40 nor less than 32 pictures (excluding so-called westerns) between Sept. 1, 1939, and ending Aug. 31, 1940. Therefore, features generally released after Aug. 31, 1940 are

(Continued on page 17)

Insist on Top Billing For "The Westerner"

New York—A few days after Samuel Goldwyn's article, "Hollywood Is Sick," appeared in the "Saturday Evening Post" blasting duals, the UA home office sent out a notice to its field force which, in essence, said that where "The Westerner" is double billed, the picture should be advertised first. Also minimum admissions charged at the particular theatre should be listed in contracts.

"The Westerner" is the last announced Goldwyn picture for UA before he ceased operations in Hollywood.

WHEN HE GETS HIS MAN YOU GET ACTION!



From the thrill-filled story by the most famous of all adventure writers!

JAMES OLIVER CURWOOD'S

RIVER'S END

Watch these two— they're going places!

DENNIS MORGAN and GEORGE TOBIAS

(The hot stuff of 'Torrid Zone')



with

James Stephenson • Elizabeth Earl • Victor Jory

Directed by **RAY ENRIGHT**

Screen Play by Barry Trivers and Bertram Millhauser

A Warner Bros.-First National Picture

WARNER BROS. *Producers*

FOUR MAJOR CIRCUITS DISINCLINED TO CUT CASH GIVEAWAYS OR OTHER B. O. STIMULANTS

Customer Lures Show No Signs of Sag; Many New Ones

NEW YORK—The possibility of a diminution of cash giveaways and other hybrid offerings in the near future as a necessary "evil" for stimulating business appears remote, if a check of four affiliated circuits, Loew's, RKO, Warner and National Theatres, can be used as a signpost.

The enticements to patrons continue with fluctuating degrees of intensity, with a strong differentiation between the east and the west. In the former, a number of sensational stunts have been introduced in addition to cash nights while the trend in the west is toward more solid and substantial giveaways.

The importance of cash giveaways, in the opinion of Charles Skouras, head of Fox West Coast, is reflected in his statement: "When we attempted to eliminate giveaways in all our situations our business dropped off and we took a bad licking."

Cash and Autos

Main attraction of this circuit is Cash Club with prizes from $100 to $2,500, depending on the district. Equally as important is the automobile given away once every six or eight weeks as chief prize for a group of the circuit's theatres.

According to Skouras, small games and assorted stunts have lost their attraction to audiences. Patrons would rather try for more lucrative awards. Without them, he adds, it is difficult to operate.

Other divisions of National Theatres throughout the west follow the same formula, confining their giveaways to automobiles and cash, with theatres in each district acting cooperatively.

Factors in Game Drop

Those close to the situation say there has been a drop in games which is due to three factors: (1) their appeal has gradually dwindled to the point where it was not profitable to continue the practice; (2) adverse court decisions have caused many managers to look askance at games unless competition forces them to follow suit; (3) novel substitutions which appear to attract wider attention and are less expensive.

Such is the situation around the Warner circuit and to a large degree in the RKO houses outside of the metropolitan area. At one time in the Warner circuit there were 125 houses using games; now there are about 60. RKO uses games in only two situations outside of New York.

Indicative of the number of stimulants that have sprung up in the metropolitan area are the stage weddings and "rent nights" used with success at the RKO houses, and the Uproar Nights and Merchant Screenos at Loew theatres.

Standard game attraction in the Loew and RKO circuits is Screeno which is used by the former in 56 of the 72 theatres in the New York area, in addition to the Globe, Bridgeport, Conn., and Plaza, Worcester, Mass., and by RKO in about 37 of the 40 houses in the same territory.

As added inducements on other nights, Bank Night is used sparingly by both circuits. Of the 56 Loew houses, 26 play games more than twice a week. Loew's officials estimate a minimum of $41,000 a week is doled out as prizes. No figures are available for the other circuits, that declare estimates are difficult because cash prizes are checked against the operation of each house.

Stage Weddings Popular

Latest craze at two RKO theatres, the Alden and Keith's, is stage weddings. When a couple volunteers to have the performance take place on the stage, the manager goes to work and lines up gifts from local merchants, who share in the resulting publicity.

Another at RKO theatres is Rent Night Screenos with the first prize taking care of the rent, gas and electricity for one month. A popular Loew circuit game is Merchant's Screeno, played on an average of twice a week and sometimes three or four times a week in addition to the regular cash Screeno. Usually there are about 21 gifts promoted from merchants for each house.

Some Loew houses stage Amateur Beauty contests and talent contests, while a few RKO spots go in for Kiddie Shows and LaConga Nights. Other cash games, such as Lido-O-Win and Ten-O-Win get a play around both chains.

Most popular night for the games are Monday, Tuesday and Wednesday. Saddest commentary on the competition, it is pointed out, concerns the independents who employ games seven days a week.

Probably the only major circuit house which features Screeno every night in the week is Loew's Boston Road, Bronx, N. Y. This house was acquired about two years ago from Leo Brecher, an independent exhibitor, and because of the unusual competition from neighboring theatres, the major circuit has more or less been compelled to institute the cash giveaway game nightly.

This G. S. M. Has Courage

New York—That games and giveaways have definitely helped the exhibitor is understood to have keynoted a conversation between the sales manager of a major company and its production chief.

The g. s. m. is reported to have informed the production general that if not for games many small theatres would have closed and remained dark during the past year, considering the general run of product emanating from the studio.

Less Than One Week Old, Goes to Games

New York—Morris Kutisker had opened his new 600-seat Beacon in Queens less than a week when he decided the house needed a "little nursing." By that, the exhibitor explains, a stimulant in the form of games is needed. By this time, one of the many brands of giveaways has been adopted as a regular attraction.

Says Bank Night Pulled Him Out of the Red

ERIE, PA.—In defending a suit recently brought against him by the state, J. C. Lund, who operates the State and Strand at Aliquippa in Beaver county, stated that prior to Bank Night at the State he operated at a loss of $17,000 for the year. Since inaugurating the game, the theatre is operating in the "blue."

The increase in receipts is directly attributed to the game and Lund figured that his daily attendance on Bank Night was 4,000, while on other nights it dropped as low as 250.

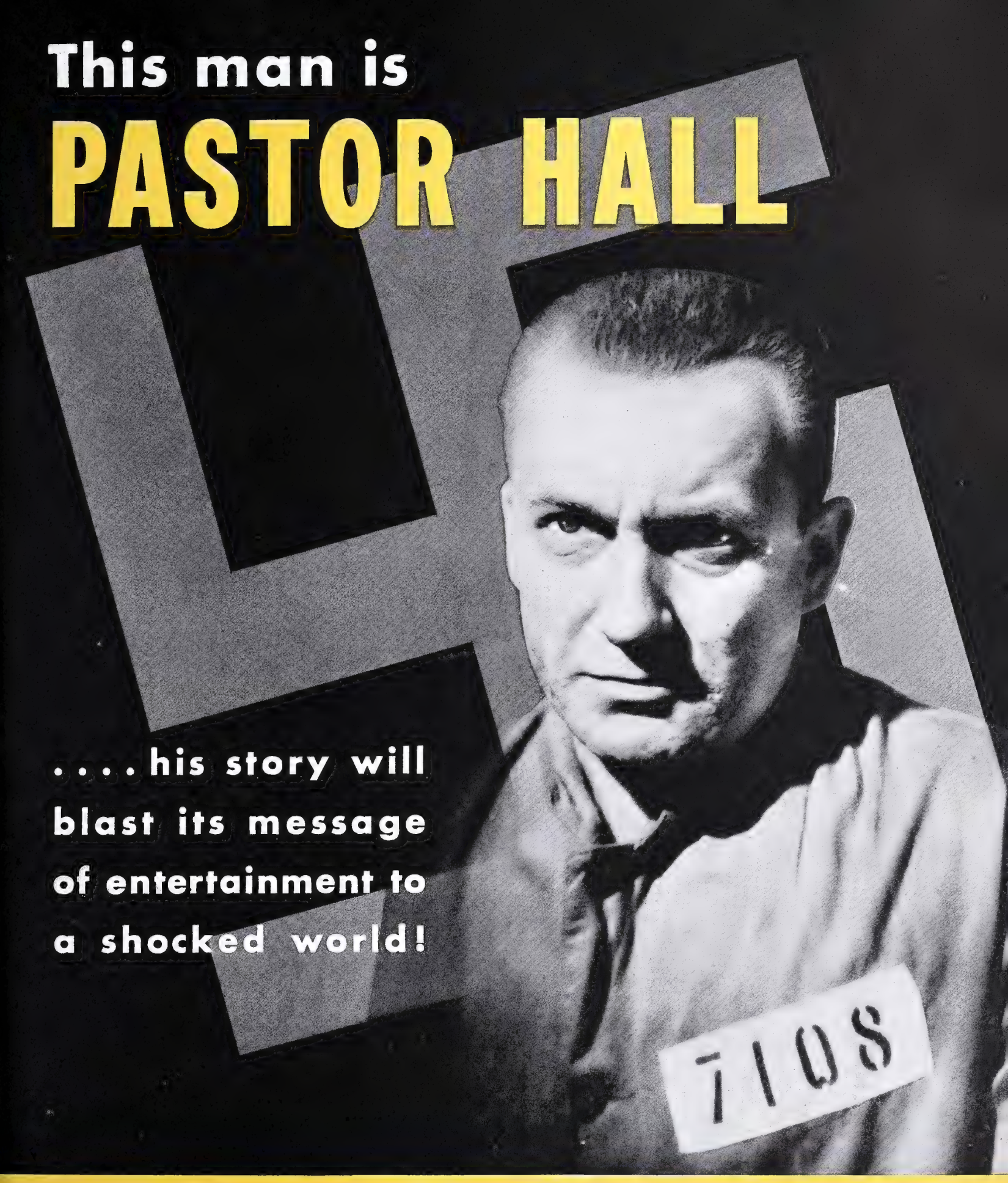
Lund also introduced a proxy system whereby patrons in the afternoon could win awards given out at night if they were not present in the theatre at the time of the calling. However, the judge found in favor of the district attorney, although the exhibitor stated it was not necessary to purchase a ticket at the boxoffice to participate.

The striking part of the entire testimony is the use for the first time of the term "blue" to indicate the theatre was not operating in the "red."

Bicycle-Radio Plan Is Available in Chicago

CHICAGO—A modernly styled bicycle, with the added feature of a portable radio, detachable from its rest on the handlebars, is being offered under a "no cost to the theatre" plan by Bob Hartman of International Enterprises here.

This man is PASTOR HALL



....his story will blast its message of entertainment to a shocked world!

"Filled with dynamite. So stirring, powerful and daring it left the preview audience limp!" — *Louella Parsons* **"Most powerful film I have ever seen!"** — *Thornton Delehanty, New York Herald-Tribune.* **"I can't remember when I have been so stirred!"** — *Sheilah Graham, North American Newspaper Alliance.* **"Wilfrid Lawson definitely in line for the Academy Award!"** — *Jay Emanuel Publications.*

James Roosevelt presents **"PASTOR HALL,"** *released thru United Artists.*

National Plebiscite Talked on "Blocks"

(Continued from page 5)

meetings. While no name was mentioned, the indication was the company was Columbia. And among the franchises are deals with Paramount partners who have raised objections to clauses 1, 3 and 6 in the tentative draft.

The fact that a distributor must sell some run to a theatre in every given situation whether the exhibitor is opposition to an established customer or not, has a number of the major circuits quite concerned. Distributors cannot refuse to sell, and that is where the catch is, according to one lawyer.

While no mention is made of the disposition of the suit against the "Little Three" if the "Big Five" sign the decree, it is believed in quarters close to the "Little Three" that further action against UA, Universal and Columbia may be delayed a year beyond October 7, before the suit is dropped against those companies, if it is.

The theory in this connection is that the government may decide to give the decree a year's trial, following the request of one lawyer, to see how it works out. If any changes are to be made and the "Big Five" find they cannot live under decree terms, such alterations most likely will be in order after the 12th month period.

Base for Escape Clause

Further, the information furnished by the "Little Three" to the government on yearly rentals is being used as a base for the escape clause. That is to say, if the government finds the "Little Three" have doubled or trebled their gross rentals next year, as compared with any of the previous three years because of the selling advantages over the "Big Five," the department of justice may then decide to discard the blocks of five plan.

Meanwhile, all talks on arbitration have been laid aside until the escape clause and other proposals in the draft are worked out to the satisfaction of the bulk of major distributors. In some quarters, it is stated the lawyers are not committing themselves to any of the subjects and topics being included in the decree, leaving acceptance to presidents of companies.

Arbitration, in itself, will take many weeks to work out, it is stated. And after a plan of operation, how the boards are to be constituted, the subjects to be arbitrated, who can file suits and all other details are agreed upon, many months will pass before an arbitration system can be put into effect.

Already objections have arisen to the provision whereby exhibitors owning theatres to a total of five can file complaints and that circuits up to 15 houses cannot be brought to arbitration. That circuits of 15 can use this number as a defense is one of the disadvantages claimed by major circuits, since the smaller circuits are virtually without fear of being sued while major circuits with their big operations will bear the brunt of complaints.

It is the thought of major companies to send home office lawyers into the field on all important arbitration cases. Since their circuits will be the ones chiefly attacked and because the arbitrators to be delegated are non-industry men, it is felt that, in order to give the outsiders a clear picture of each situation, there will be a need for home office counsel present. This procedure is expected to be continued for a year until the arbitrators are "educated" to the business.

No Decision Yet

As yet no decision has been made whether the arbitrators should be paid or sit without remuneration. Some home office attorneys are seeking to have advisors, distributors and exhibitors, sitting in at the board meetings in the field, but without voting power. This it to acquaint the arbitrators with all the facts surrounding each complaint after both sides have been heard. In this way, it is held, the number of appeals to reach the board of three to sit in New York will be reduced to a minimum.

From all indications, the American Arbitration Ass'n will play a most vital part in the system to be adopted by the industry. The government, Allied and various other forces are for the association's plan, and the industry's leaders are gradually leaning toward the method. The hope is held these outsiders, to be appointed locally, will learn the problems of the industry in a year so that the expense of sending lawyers into the field will be as small as possible.

"Captain Caution" a Top-Notcher

Hollywood — Few preceding motion picture sea stories have more completely ensnared blood-tingling action and adventure than Hal Roach's picturization of Kenneth Roberts' nautical narrative. "Captain Caution" comes off the line as a robust melodrama to completely sate the appetites of all who relish red meat on their celluloid menus. Richard Wallace directed.—SPEAR.

Nationwide Giveaway Plan Is Proposed

NEW YORK — Automobiles, completely furnished homes and checks ranging from $5,000 down the line to $500, all contributed by national advertisers to maintain goodwill, would be offered to the public through picture theatres if an elaborate plan conceived by Eddie Bonns and Walter Hall bears fruit. Bonns for years was identified with Fox and Universal in charge of short subject sales and has had considerable active experience in exploitation.

The duo regards its plan as an effective means of thwarting radio competition in exhibition. This is how Bonns explains the highlights of the plan, which, thus far, is on paper only:

"The exhibitor will run a 500-foot trailer announcing the sponsor's goodwill gesture together with scenes showing the methods by which the winners of awards are selected each week. The exhibitor also will donate the facilities of his theatre to the sponsor for a period of ten minutes one night a week in which to announce award winners. This will be so arranged as not to interfere with his regular showing of pictures. The trailer will carry no advertising aside from the goodwill gesture of the sponsor.

All Are Eligible

"Every theatre patron will be eligible to win one of the weekly awards. Names of theatres and winners will be selected by means of a new and unique method. The patron has nothing to buy. There is no test of skill involved. No one is required to write a given number of words telling why he likes the sponsor's product. Winning names are not selected from telephone books or city and county directories. Every adult person has an equal chance of winning an award through the local theatre."

Bonns declares participation of theatremen on a large scale is essential to the plan and stresses as the ultimate goal 10,000 houses which he figures would offer national advertisers 40,000,000 in screen circulation weekly. "National advertisers who are today spending approximately $50,000 for one hour on a national radio hookup, will be solicited to appropriate that amount in weekly prizes," he adds. "As an example, every week for 13 weeks patrons will be awarded 100 automobiles which would be at factory costs to sponsors like General Motors, Chrysler or Ford. This will be followed by other 13-week periods in which other sponsors will appropriate like sums for weekly awards such as five completely furnished new homes costing $10,000 each. Ten checks of $5,000 each to enable persons to go into business. Fifty checks of $1,000 each or 100 checks of $500 each."

Harry G. Kosch, New York attorney, has passed on the plan, according to Bonns.

In Abeyance on Price Hikes

New York—While a number of Paramount theatres have been giving consideration to the possibility, or the advisability, of increasing admissions, it is understood a decision has been set back pending further developments.

Wholly-owned circuits, as well as some of the partnerships, obviously are in the mood to put through a hike, but they are deterred by several factors, including these:

1—Speculation over the public's attitude in view of the new defense tax and whether any increase beyond tax levels would be viewed in the light of "rubbing it in."

2—Speculation over the ability, or otherwise, of the public to stand an increase.

Some members of the Paramount theatre family are represented as continuing to view admissions as too low in view of the calibre of the entertainment offered. This explains their belief prices should be increased, but between the belief and any endeavor to execute it, stand the factors herein outlined.

MOVING RAPIDLY INTO BOX-OFFICE IMPORTANCE!

RITA HAYWORTH

Was The Cover Of "Life" In The July 15th Issue!



SHE'S THE ANSWER TO WHAT'S NEW IN EXCITING ROMANCE...

When She Teams Up With . . .



BRIAN AHERNE

and

CHARLES VIDOR

the star and director combination of "My Son, My Son"

THE LADY IN QUESTION

starring

BRIAN AHERNE

RITA HAYWORTH

with **GLENN FORD · IRENE RICH · GEORGE COULOURIS**

Screen play by Lewis Meltzer • Directed by CHARLES VIDOR

A COLUMBIA PICTURE

COLUMBIA PICTURES

"ALL THIS, AND HEAVEN TOO" KEEPS LEAD

AVERAGE IS 100%

BOSTON

Fenway—**Way of All Flesh** (Para't); **Lucky Cisco Kid** (20th-Fox) 55
Keith's Memorial—**Queen of Destiny** (RKO); **Cross Country Romance** (RKO) 70
Loew's Orpheum—**New Moon** (M-G-M); **Military Academy** (M-G-M) 95
Loew's State—Same as Orpheum 90
Metropolitan—**All This, and Heaven Too** (FN); **Pop Always Pays** (RKO), 2nd wk. 40
Paramount—Same as Fenway 55

CHARLOTTE

Broadway—**Lucky Cisco Kid** (20th-Fox) 90
Carolina—**Maryland** (20th-Fox) 100
Imperial—**Our Town** (UA), 1st half 90
Imperial—**Brother Orchid** (WB), 2nd half 100
State—**Hot Steel** (Univ), 1st half 100
State—**Carolina Moon** (Rep), 2nd half 110

CINCINNATI

Albee—**Untamed** (Para't) 90
Capitol—**All This, and Heaven Too** (FN), 2nd wk. 110
Keith's—**Man Who Talked Too Much** (WB) 80
Lyric—**Andy Hardy Meets Debutante** (M-G-M), 3rd wk. 100
Palace—**Maryland** (20th-Fox) 110

CLEVELAND

Allen—**Girls of the Road** (Col) 75
Hippodrome—**All This, and Heaven Too** (FN), 2nd wk. 80
Palace—**Girl in 313** (20th-Fox), plus George White Scandals on stage 130
State—**Andy Hardy Meets Debutante** (M-G-M), 2nd wk. 75
Stillman—**Safari** (Para't) 90

DALLAS

Capitol—**Girl in 313** (20th-Fox), 1st half 85
Capitol—**Queen of the Mob** (Para't), 2nd half 90
Majestic—**Maryland** (20th-Fox) 110
Palace—**All This, and Heaven Too** (FN) 125
Rialto—**Man Who Talked Too Much** (WB), 1st half 90
Rialto—**Over the Moon** (UA), 2nd half 95
Tower—**The Ghost Breakers** (Para't), 2nd wk. 100

DENVER

Aladdin—**All This, and Heaven Too** (FN), after wk. at Denver 180
Broadway—**Great Waltz** (M-G-M); **Wizard of Oz** (M-G-M), reissues 100
Denham—**Untamed** (Para't) 130
Orpheum—**Andy Hardy Meets Debutante** (M-G-M); **Cross Country Romance** (RKO), 2nd wk. 115
Paramount—**Scatterbrain** (Rep); **Three Faces West** (Rep) 120
Rialto—**Brother Orchid** (WB), after wk. at each the Denver and Aladdin; **Hot Steel** (Univ) 110

DETROIT

Adams—**Leopard Men of Africa** (SR); **Manhattan Heartbeat** (20th-Fox) 80
Fox—**Private Affairs** (Univ), plus stage show 60
Michigan—**My Love Came Back** (FN); **The Man Who Talked Too Much** (WB) 90
Palms-State—**All This, and Heaven Too** (FN); **Pop Always Pays** (RKO), after wk. at Michigan 85
United Artists—**Our Town** (UA); **Turnabout** (UA) 85

INDIANAPOLIS

Alamo—**Carson City Kid** (Rep); **Texas Stagecoach** (Col) 80
Circle—**All This, and Heaven Too** (FN), 2nd wk. 75
Loew's—**Our Town** (UA); **Sporting Blood** (M-G-M) 80
Lyric—**Love, Honor and Oh Baby** (Univ), plus Sammy Kaye and band on stage 120

Top Hits of the Week

ALL THIS, AND HEAVEN TOO—
Denver 180

MARYLAND—
New Orleans 150

MORTAL STORM—
Los Angeles 150

EXTENDED RUNS

Gone With the Wind, 32nd wk., New York City.

All This, and Heaven Too, 3rd wk., New York City, Minneapolis.

Andy Hardy Meets Debutante, 3rd wk., Seattle.

KANSAS CITY

Esquire—**Maryland** (20th-Fox), 2nd wk. 70
Midland—**South of Pago Pago** (UA); **The Captain Is a Lady** (M-G-M) 80
Newman—**Untamed** (Para't) 105
Tower—**Lucky Cisco Kid** (20th-Fox), plus Isham Jones on stage 120
Uptown—Same as Esquire 75

LOS ANGELES

Chinese—**South of Pago Pago** (UA); **Saps at Sea** (UA) 90
Downtown—**Three Faces West** (Rep); **Gambling on the High Seas** (WB) 90
Four Star—**The Mortal Storm** (M-G-M) 150
Hillstreet—**Anne of Windy Poplars** (RKO); **Private Affairs** (Univ) 80
Hollywood—Same as Downtown 90
Pantages—Same as Hillstreet 80
Paramount—**Those Were the Days** (Para't); **Love Me Tonight** (Para't), reissue, plus stage show 125
State—Same as Chinese 100

MILWAUKEE

Palace—**Saps at Sea** (UA); **Girls of the Road** (Col) 90
Riverside—**Gangs of Chicago** (Rep), plus stage show 100
Strand—**Andy Hardy Meets Debutante** (M-G-M); **Four Sons** (20th-Fox), 2nd wk. 80
Warner—**All This, and Heaven Too** (FN), 2nd wk. 125
Wisconsin—**Maryland** (20th-Fox), 2nd wk.; **Sailor's Lady** (20th-Fox) 100

MINNEAPOLIS

Aster—**Phantom Raiders** (M-G-M); **Millionaires in Prison** (RKO) 90
Century—**All This, and Heaven Too** (FN), 3rd wk. 95
Esquire—**Sky Devils** (UA), reissue 90
Gopher—**Ann of Windy Poplars** (RKO) 80
Orpheum—**South of Pago Pago** (UA) 80
State—**Andy Hardy Meets Debutante** (M-G-M), 2nd wk. 100
World—**Way of All Flesh** (Para't) 90

NEW HAVEN

College—**Andy Hardy Meets Debutante** (M-G-M); **Phantom Raiders** (M-G-M), 2nd wk. 85
Loew-Poli—**Maryland** (20th-Fox); **Manhattan Heartbeat** (20th-Fox) 65
Paramount—**You're Not So Tough** (Univ); **The Light of Western Stars** (Para't) 90
Roger Sherman—**All This, and Heaven Too** (FN); **Saps at Sea** (UA) 130

NEW ORLEANS

Center—**Island of Doomed Men** (Col) 95
Globe—**Lillian Russell** (20th-Fox) 90
Liberty—**Lone Wolf Meets a Lady** (Col) 100
Saenger—**Maryland** (20th-Fox) 150
State—**Andy Hardy Meets Debutante** (M-G-M), 2nd wk. 125
Orpheum—**Man Who Talked Too Much** (WB) 130
Tudor—**Ghost Breakers** (Para't) 100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 32nd roadshow wk. 100
Capitol—**New Moon** (M-G-M) 120
Criterion—**Sporting Blood** (M-G-M) 90
Paramount—**Ghost Breakers** (Para't), 3rd wk., plus stage show 100
Radio City Music Hall—**All This, and Heaven Too** (FN), 3rd wk., plus stage show 115
Roxy—**Maryland** (20th-Fox), 2nd wk., plus stage show 85
Strand—**My Love Came Back** (FN), 2nd wk., plus stage show 90

OMAHA

Brandeis—**They Drive by Night** (WB); **Pop Always Pays** (RKO) 90
Omaha—**Untamed** (Para't); **Gambling on the High Seas** (WB) 100
Orpheum—**Turnabout** (UA); **I Was an Adventuress** (20th-Fox) 90

PITTSBURGH

Alvin—**Maryland** (20th-Fox) 85
Barry—**Ski Patrol** (Univ); **Fugitive From Justice** (WB) 100
Penn—**Untamed** (Para't) 80
Ritz—**Those Were the Days** (Para't); **Saint Takes Over** (RKO) 100
Stanley—**All This, and Heaven Too** (FN) 100
Warner—**New Moon** (M-G-M), 2nd d. t. wk. 110

SALT LAKE CITY

Capitol—**Gangs of Chicago** (Rep); **Sandy Is a Lady** (Univ) 100
Centre—**Andy Hardy Meets Debutante** (M-G-M) 105
Studio—**All This, and Heaven Too** (FN), 2nd wk. 105
Utah—**Untamed** (Para't) 110

SEATTLE

Blue Mouse—**Snow White and Disney Cartoon Show** (RKO) 90
Fifth Avenue—**Gold Rush Maisie** (M-G-M); **We Who Are Young** (M-G-M) 90
Liberty—**Lost Horizon** (Col); **Awful Truth** (Col), reissues, 2nd wk. 85
Music Box—**Andy Hardy Meets Debutante** (M-G-M); **Phantom Raiders** (M-G-M), 3rd wk. 85
Orpheum—**Sporting Blood** (M-G-M); **Charlie Chan's Murder Cruise** (20th-Fox) 85
Palomar—**Wagons Westward** (Rep); **Tomboy** (Mono), plus stage show 85
Paramount—**When the Daltons Rode** (Univ); **Those Were the Days** (Para't) 90

Five Majors Exclude Post-August Supply

(Continued from page 10)

excluded. The clause is printed directly above the schedule of pictures.

Warner Bros.

"Features released after Aug. 31, 1940, are excluded unless exhibitor gives written notice to the distributor not later than Sept. 30, 1940, that he elects to exhibit all such late releases if released prior to Aug. 31, 1941. In other words, if Warner does not notify you by August 16, you receive all late releases. If they do notify you that they are excluding them, you can still get them by writing to them up to Sept. 30, 1940, that you want them. Refer to clause 17 of their contract."

In regard to newsreel contracts, most contain an automatic renewal clause, which means, according to Wood, that unless the exhibitor notifies the distributor at least 30 days prior to expiration of one year from first date of exhibition, the contract renews itself each year.

Wood recommends exhibitors send in cancellation notices each year by registered mail upon receipt of approved contracts.

Move Still Planned

HOLLYWOOD—Despite eastern reports to the contrary, President W. Ray Johnston still plans to move the Monogram home office here from New York.

3 Minutes for 10 Cents; 3 Features for 15

Columbus—To show how cheaply motion picture theatre entertainment is being sold, P. J. Wood, secretary of the Independent Theatre Owners of Ohio, cites the fact that new coin-operated 16mm machines now being marketed sell three minutes of entertainment for a dime.

"As against this, theatres are selling multiple features for as low as 15 cents for three to four-hour shows," he observes.

Arthur to St. Louis for Pooling Arrangement

NEW YORK—Harry C. Arthur jr., head of F&M, leaves August 5 to spend two weeks in St. Louis to culminate a pooling arrangement with the Ansell Bros., Bess Schulter and Sam Shuchart. This group has eight neighborhood houses which would be pooled with as many operated by the St. Louis Amusement Co., controlled by F&M.

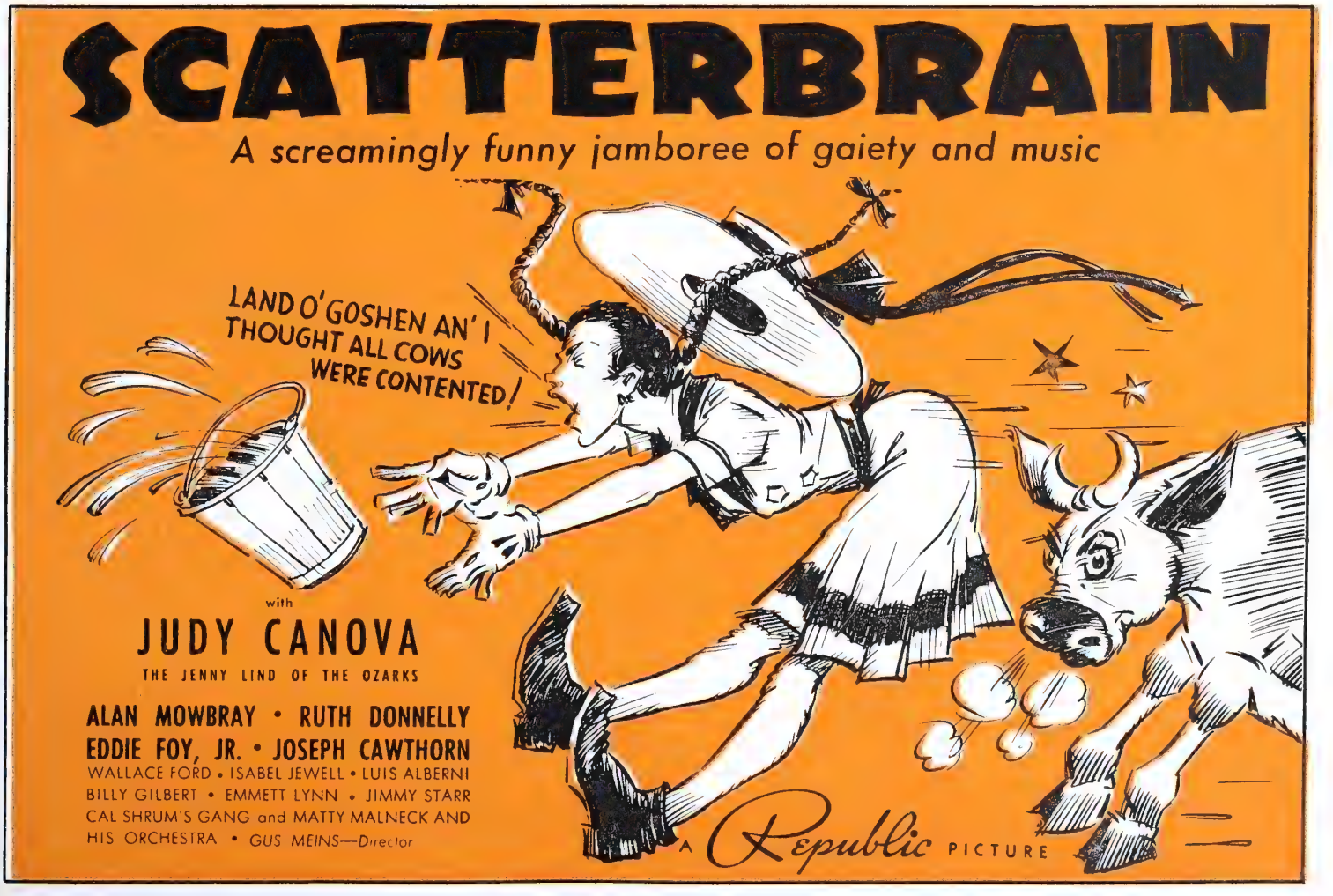
Date when the pool will become effective and operating policies will come up during the two-week conferences with Arthur and the interested parties. Eddie Arthur, brother of H. C., is in charge of the St. Louis operations while the head of the circuit is in the east.

The Missouri in St. Louis has just finished a week's engagement of Sammy Kaye on the stage. Nothing beyond this has been booked, according to Arthur.

"U" Gets Loan and Clears Mortgage

NEW YORK—By a $1,500,000 loan with First National of Boston, Universal has refunded its studio mortgage of $1,000,000 held by Consolidated Film Industries, Inc. The remaining $500,000 will apply to working capital. The loan with the Boston bank will run five years at an annual interest rate of five per cent.

"The decision of the board to increase the amount of the loan was based on the requirements of Universal's substantially enlarged production program and on the curtailment of receipts from abroad," J. Cheever Cowdin, chairman of the board, declares. "In the interest of conservatism at this time when Universal, in common with other producers, must depend largely on domestic receipts to sustain its production activities, it was decided to capitalize in part the expenditures made over the last two years out of earnings on studio additions, improvements and modernization. Arrangement of this loan will leave Universal without any maturity close at hand other than the company's current revolving bank credits."





July Blue Ribbon Goes to "All This, and Heaven Too"

"All This, and Heaven Too," Warner Bros.-First National screen adaptation of Rachel Field's best-seller, has been selected by an overwhelming majority vote of the National Screen Council as the outstanding picture among July releases, and winner of BOXOFFICE'S Blue Ribbon Award badge of merit for that month.

Adapted for the screen by Casey Robinson, "All This, and Heaven Too" was directed by Anatole Litvak, and stars Bette Davis and Charles Boyer, with a large support cast including Jeffrey Lynn, Barbara O'Neil, Virginia Weidler, Helen Westley and Walter Hampden. Anatole Litvak, Casey Robinson and Charles Boyer have each received a BOXOFFICE Blue Ribbon plaque for "Tovarich," which won the December, 1937, Award.

"All This, and Heaven Too" is the tragic story of a French governess in the home of a nobleman. She wins the love of the latter and the hatred of his wife. She resigns on the promise of a letter of recommendation, and lives in poverty, the letter never arriving. When the nobleman learns that his wife has not written the letter, he kills her in a fit of anger. The girl is taken into custody, along with the nobleman, but proves her innocence and is released. The nobleman kills himself before the trial, telling a house servant of his love for the governess, before he dies.

Cast of Characters

Henriette Deluzy-Desportes ..... BETTE DAVIS
Duc de Praslin ..... CHARLES BOYER
Henry Martyn Field ..... JEFFREY LYNN
Duchesse de Praslin ..... BARBARA O'NEIL
Louise ..... VIRGINIA WEIDLER
Madame LeMaire ..... HELEN WESTLEY
Pasquier ..... WALTER HAMPDEN
Broussais ..... HENRY DANIELL
Pierre ..... HARRY DAVENPORT
Charpentier ..... GEORGE COULOURIS
Marechal Sebastiana ..... MONTAGU LOVE
Miss Haines ..... JANET BEECHER
Isabelle ..... JUNE LOCKHART
Berthe ..... ANN TODD
Raynald ..... RICHARD NICHOLS
Abbe Gallard ..... FRITZ LEIBER
DeLangle ..... IAN KEITH
Mlle. Maillard ..... SIBYL HARRIS
Dr. Louis ..... EDWARD FIELDING
Rebecca Jay ..... MARY ANDERSON
Emily Schuyler ..... ANN GILLIS
Helen Lexington ..... PEGGY STEWART
Gendarme ..... VICTOR KILIAN
Madame Gauthier ..... MRS. GARDNER CRANE

Production Staff

Vice-President in charge of production ..... JACK L. WARNER
Executive Producer ..... HAL B. WALLIS
Associate Producer ..... DAVID LEWIS
Director ..... ANATOLE LITVAK
Original Story by ..... RACHEL FIELD
Screenplay by ..... CASEY ROBINSON
Music by ..... MAX STEINER
Director of Photography ..... ERNIE HALLER
Art Director ..... CARL JULES WEYL
Dialogue Director ..... IRVING RAPPER
Film Editor ..... WARREN LOW
Sound ..... ROBERT B. LEE



This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion picture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.

Patent Dismissal Is Sought and Denied

NEW YORK—Federal Judge John W. Clancy has denied applications of Warner Bros., Albert A. Radtke, Radtke Patents Corp., and Leonard Day to dismiss the patent infringement suit of Photometric Productions Corp. against them. The suit, an important patent action, covers a patent known as "Methods for and Means of Optically Recording and Reproducing Sound" without which it is probable sound films would not be in existence.

Miller and Sherry Enterprises, Inc., who operated the Strand, Newburgh, N. Y., up to its closing in May, 1937, have filed a voluntary petition of bankruptcy in the federal court listing $51 in assets, and $7,450 in liabilities. Among creditors is the Orange County Theatres, operator of the Academy of Newburgh, owing $1,850 on a loan.

Jack Naples, owner of the NTG shows, was the winner of a $9,900 supreme court verdict against William Brandt, the Addie Co., operator of the Flatbush, Brooklyn; Sharbu Operating Corp., operating the Windsor, Bronx and the Robinson Operating Co., operating the Carlton, Queens, for failure to carry out a contract for the use of the show in the theatres. Suit sought $20,250, and Justice Timothy A. Leary stated he will award the plaintiff any further damages which can be proved.

Conrad Veidt, actor, filed a supreme court suit for $52,999 against the Bankierskantoor Albert Graef N. V., Holland Bank, claiming he placed securities to that value in the bank in 1939, but that when he demanded them on April 20, 1940, the bank refused to part with them.

Harry G. Fromberg, trustee of Grand National, has filed an appeal to the circuit court of appeals from Judge Edward A. Conger's refusal to dismiss the appointment of James A. Davidson, as trustee of Educational Pictures.

Still Plans Monogram Move to West Coast

HOLLYWOOD—Despite reports from the east to the contrary, W. Ray Johnston, president, still contemplates moving Monogram's home office operations from New York to the studio. Johnston plans to leave by plane for New York in a fortnight to further consummate the shift to this point.

U. K. Producers Disappointed By Alternative Quota, View

LONDON—Dissatisfaction in British producing quarters over the terms of the alternative quota plan is voiced by Ernest W. Fredman who, as "Tatler," conducts a widely-read column in the *Daily Film Renter*.

". . . and a hard fate it is, because no one seemed to derive the faintest satisfaction from the alternative scheme to the present quota which Sir Andrew Rae Duncan pulled out of the hat," he observes. "Consternation is a mild way of describing the trade's feelings.

"For nine weary months, the British producer has been waiting, hoping against hope his lot might be made a little easier by some financial assistance from the government. It meant so little to the treasury and so much to the producer; the government had only to guarantee a certain percentage—it didn't actually mean any money passing hand—and, at the most, assuming everything went west—they would only be a million pounds out of pocket, which is chicken feed compared with what the war is costing us each day. The producers have been buoyed up by the expectancy that this credit bank was coming into actual being and, in fact, I'm giving way no secrets when I tell you the Films Council members themselves were flabbergasted when the president of the board of trade coldly informed them that, sympathetic as his department was, there were no means in these present days of getting money from the treasury.

"Cold comfort to the British producer to know the board of trade was sympathetic—when the treasury, which hands out the dough—was not. That's one thing. Then come the new regulations themselves—which, in point of actual fact, impose upon the American companies the obligation of producing fewer pictures. There is more money to be spent in British labor costs; for each picture the Americans have to put up at least 29,000 pounds on that score alone. But the independent British producer, looking at this precious proposal at its best—sees no financial assistance whatever forthcoming. His films—made at considerably under what the Americans can afford to pay—automatically go into the second feature market; his more expensive productions have to compete with films that can sell overseas—and he has no certitude of an American market, anyway. That, as far as I can see, represents the alternative quota proposal—and how the British producer regards it all."

Ballyhoo Premieres On for "Westerner"

NEW YORK — Unless there is another change of plans, "The Westerner" opens simultaneously in Fort Worth and the Music Hall here September 19. The southern engagement, originally set for July 27, will be one of those elaborate, star-studded ballyhoo premieres. The Dallas opening this week had the personal attention of Monroe Greenthal, director of exploitation; Jock Lawrence, Samuel Goldwyn's representative, and Hugh Owen, UA's southern division manager.

The later date was decided upon because of the intense heat prevailing in Dallas at this time and the possibility that two other large scale western premieres might take some of the play away from the film if their openings coincided too closely. One is the contemplated "Kit Carson" opening in or around Denver; the other "Bad Man From Wyoming," slated for Cheyenne.

The Music Hall date is supposed to be rigidly fixed, although the success of prior bookings might force a change. As the schedule lines up for the theatre, these are the tentative dates: August 8—"Pride and Prejudice;" August 22—"Lucky Partners;" September 5—"The Howards of Virginia;" September 19—"The Westerner." If any of these attractions goes beyond its scheduled playdates the last may be affected.

Nat'l Theatres Starting Fifth Drive Labor Day

NEW YORK—National Theatres will start its fifth circuit-wide drive Labor Day. It will wind up Christmas. Spyros Skouras is planning to leave for the coast about August 12 and with his brother, Charles, will make a tour of the various divisions to present awards in the second Spyros Skouras Showmanship Campaign, which ended last month. At the same time plans will be announced for the new drive.

Harold J. Fitzgerald, division head for the Milwaukee group, was the leader in the SS Campaign for the first two weeks.

Study Preparation for Cinema Lodge Banquet

NEW YORK—Preparation for the first annual banquet of the Cinema Lodge to be held October 26 at the Pennsylvania were gone over at a meeting Thursday of the committee in charge. Alfred W. Schwalberg, president of the lodge, met with heads of various sub-committees.

Sears Turns Leading Man

New York—That trans-continental telephone hookup talked about in Warner publicity has reduced itself to a trailer in which Gradwell L. Sears, the company's general sales manager, will talk to exhibitors of the nation on behalf of "The Sea Hawk."

In all exchange centers, Monday is the day when the man who for years has been selling leading men—and women for that matter—becomes a lead himself in a talk designed to discover from theatre operators how more business can be drummed up for the picture in which the Warner organization has an investment of about $2,000,000.

In New York, the drama unfolds at the Normandie Theatre beginning at 10 o'clock, to be followed by the feature. Sears, having courage, also will make a personal appearance.

Shed More Light on New Federal Taxes

LOS ANGELES—Independent showmen in this territory are in receipt of a bulletin prepared by the Independent Theatre Owners of Southern California and Arizona in which pertinent information is presented on the following subjects:

1. An interpretation of several clauses in the new defense tax attached to theatre admissions.
2. Clarification of the California Use Tax act.
3. Data on latest developments in the fight against daylight savings, which goes on the ballot in November.

Concerning the admission tax, the ITO has received a ruling from the internal revenue department holding that children over 12, and students receiving special rates in 35-cent houses, are subject to a 4-cent tax. Ruling, in part, declares:

"If the children are under 12 years of age and the admission does not exceed 20 cents, no tax attaches. However, if the children are over 12 and are admitted at a reduced rate . . . and the students are admitted at a reduced rate . . . both reduced rate admissions are subject to a tax of four cents, for the reason that the children or students who pay a reduced price could sit next to an adult who pays 35 cents, and therefore would occupy the same accommodations, and come strictly within the provisions of the regulations."

Under an interpretation of the Use Tax act received from the state board of equalization, exhibitors are required to pay the state sales tax on giveaway merchandise if the retailer from whom it is purchased maintains a place of business in California. If, however, the retailer conducts his business outside of the state, showmen must file quarterly returns with the board and tax reports, accompanied by payment, must be made at that time.

Accompanying the bulletin was complete data on the proposed new daylight savings measure as compiled by the League Against the Daylight Savings Menace. Also enclosed was a letter written by W. H. Lollier of Fox West Coast to that circuit's theatre managers urging them to swing public sentiment against passage of the measure. The ITO disclosed that a special meeting of all exhibitors is to be called about a month prior to the November election at which time the anti-daylight savings campaigns in each district will be coordinated into a state-wide drive.

Grainger and Bromberg Close Deal With Sparks

NEW YORK—James R. Grainger, president of Republic, and Arthur C. Bromberg, southern franchise holder, have closed a deal with Sparks-Publix in Florida for approximately 75 houses. Bromberg flew up from Atlanta to sit on the deal with Frank Rogers of the Sparks circuit.

Jack Moffitt Assigned

HOLLYWOOD—Jack Moffitt is adapting "Gangs of Kansas City" for Producer Armand Schaefer at Republic.



—Photo by Cosmo-Sileo

Was Real Enough—

Irene Hervey and Allan Jones flew from the coast for their personal appearances at the Paramount in connection with "The Boys From Syracuse" in which they appear. At the airport, they went in for this gag picture indicating heat prostration, etc. It could have been real, however, so high was the thermometer.

Says K. C. Singles Test Suspended, Not Killed

KANSAS CITY, KAS.—Although the half dozen theatre here which experimented with singles for four weeks have suspended their plan for the remainder of the summer, Jack Truitt, manager of the Electric and head of the group, declares the move has not been entirely abandoned.

Inaugurated July 14 for weekends only on a test basis, some of the participating houses may continue on their own. The Electric and Granada, both first runs, will single certain attractions more so than in the past.

Allied Gets New Proposal From Alexander Film

NEW YORK — Although Allied turned down a renewal plan for Alexander Film advertising trailers, another proposal has been made to the national exhibitor organization. The second plan is being studied.

Meanwhile, Allied leaders have talked with National Screen executives on a similar arrangement. No concrete proposals have been made, but something is in the air. The five-year Allied-Alexander Film tieup expired last March.

KAO, B. F. Keith Net For Year Is Down

NEW YORK—Keith-Albee-Orpheum net of $877,780 for the 52 weeks ending June 29 shows a decline of $256,930 as compared with the net of $1,134,710 for the preceding fiscal year. These figures embrace the parent and subsidiary companies.

The current net is after all charges including settlement of a lease obligation of $400,000 and is equal to $13.80 a share on the 63,586 shares of seven per cent cumulative convertible preferred outstanding. The net of $1,134,710, in turn, compared with $1,013,767 for the year ending July 2, 1938.

For the 26 weeks ending June 29 of this year, K-A-O showed a net of $427,062 as against $525,909 for the same period of the preceding year. The half year and full year figures, however, are partially estimated and subject to audit and adjustment at the end of the calendar year in keeping with the company's auditing practice.

For the 52 weeks ending June 29 of this year, B. F. Keith Corp. and its subsidiaries show a net of $504,140 after all charges including a settlement of lease obligations totaling $400,000. This compares with $830,360 for the 52 weeks ending July, 1939. The same company, for the 26 weeks ending June 29 of this year, reports earnings of $261,755 as compared with $332,887 for the same period in the preceding year.

Chicago Palace Leads RKO Chain Reopenings

NEW YORK—The RKO circuit is reopening houses shuttered for the summer with the Palace, Chicago, first to relight on Thursday with "When the Daltons Rode" as the top of a dual bill. Starting August 15 and continuing until September 6, eight other units will reopen, following an average shutdown of about ten weeks. The schedule calls for Orpheum, Kansas City, and Shubert, Cincinnati, August 15; Colonial, Dayton, August 16; Albee, Providence, August 29; Grand, Cincinnati; Strand, Syracuse, and Grand, Columbus, August 30, and Orpheum, Champaign, Ill., September 6.

Denies UA Chain Plans Refunding of Bonds

NEW YORK—Reports the United Artists Theatres Circuit has been considering refunding outstanding bonds at a reduced rate through Equitable Life Assurance are denied by William P. Philips, vice-president and treasurer of the circuit. The only bonds out are a small amount on Chicago and west coast theatres. Bank of America holds these issues at five per cent and there is no plan at present to redeem them for a lower rate.

The board of UA Theatres meets the end of August to declare the regular $1.25 preferred dividend, due September 15. The date of the meeting is contingent on the presence of a quorum.

Kirsch Asks Depinet To Combat Dualling

CHICAGO—Jack Kirsch, president of Allied of Illinois, this week took his fight for return to single features in Chicago to Ned Depinet, vice-president of RKO, with a wire regarding the company's motion picture contract.

Kirsch again called attention of Depinet to the RKO contract, which this year had a clause giving RKO the right to designate five features that the company might desire to have the exhibitor feature singly during the course of the year. He added that, if this clause is legal, there is no reason why RKO or any other company should not be able to kill multiple features by inserting a clause giving it the right to designate all features for single showing.

The wire was sent following an all-afternoon meeting of Allied directors, who discussed again the situation in Chicago of B&K triple-featuring all "A" product at the Belmont, on the northwest side of the Windy City.

Only One Fabian Unit Closed for Summer

NEW YORK—Only one unit in the Fabian circuit has closed for the summer. It is the Regent, Cohoes, N. Y. The circuit recently reopened the Stratton, Middletown, N. Y., after five years.

Chris Buckley is talking about rebuilding the Harmanus Bleecker Hall in Albany. The house had been operated by Fabian until it was razed by fire some weeks ago. As yet no plans are drawn.

Negotiations are continuing with Paramount for a long-term operating deal on the Paramount, Brooklyn. The current one-year deal expires September 1, but Fabian is anxious to extend the arrangement for at least three, and possibly five, years.

Answers in Nyack Suit Delayed to September

NEW YORK—Answers by major distributor defendants in the River Theatre antitrust suit against the Skouras circuit in connection with Nyack clearances have been put over until the first week in September, according to an agreement reached between counsel. Skouras previously denied his theatre controls the clearance objected to by the plaintiff.

Film Alliance-AA Deal

NEW YORK — Film Alliance accessories will be handled by Advertising Accessories, National Screen subsidiary. Charles Casanave handled the deal for AA, with Nat Wachsberger, executive vice-president of the film company.

"ATAHT" and "Sea Hawk" Single

CHICAGO—Warner theatres in this area will all single feature "All This, and Heaven Too," and "The Sea Hawk," it is understood.

Eastman Cut May Save Two Millions Annually

NEW YORK—An estimated annual $2,000,000 saving in raw stock accrues to the industry through voluntary reduction in prices instituted Thursday by Eastman Kodak through J. E. Brulatour, Inc., its selling agent in this field. Negative dropped from four to three and a half cents a foot and positive from one cent to .85 of a cent per foot.

Du Pont Pathe and Agfa immediately followed suit.

Two of Monogram Color Films From Outsider

NEW YORK—Two of the three color films Monogram announced for release next season are to be produced by Golden West Productions, headed by Charles Goetz, Phoenix, Ariz., businessman. Both will be produced entirely in and around Phoenix. The first, to get under way August 15, is titled "Black Stallion," with "College Sweetheart" to follow. The other color film, "Gypsy Cavalier," will be a Monogram production.

REVIEW FLASHES

DOOMED TO DIE (Mono)—Wong skilfully solves the murder of a shipping magnate attributed to the fiance of the magnate's daughter. It's the stock approach to a murder mystery, with a heckling female reporter, a dumb detective and the discovery of the real criminal as the attorney. Boris Karloff, Grant Withers, Marjorie Reynolds. William Nigh directed.

LAUGHING AT DANGER (Mono)—Frankie Darro goes sleuthing again, and as per custom out-thinks the police to capture a gang of blackmailers which has accounted for three murders. The result stacks up very creditably for a low-budget production and will probably meet all requirements for adolescent audiences and action fans in general. Howard Bretherton directed.

MYSTERY SEA RAIDER (Para't)—Plenty of excitement and suspense to thrill the action addicts and Saturday matinee trade. The yarn has the asset of timeliness in that it deals with German submarine warfare on neutral shipping in Caribbean waters. It's a splendid job technically but could have been considerably bolstered through better performances. Carole Landis, Henry Wilcoxon and Onslow Stevens are featured. Adolph Zukor produced; Edward Dmytryk directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

Rules Candy Counter Not Lease Breach

LOS ANGELES—A decision of possibly far-reaching consequence as concerns the sale of candy or the operation of other concessions in a theatre lobby was handed down in superior court here when Judge Charles S. Burnell refused to grant an injunction against Fox West Coast as applied for by the Wilshire Holding Corp.

The plaintiff had charged, in seeking the injunction, that FWC violated the terms of a lease under which it operated the Fox Wilshire Theatre by maintaining a candy counter in the lobby, and that such operation was detrimental to the lessor's property. Witnesses on behalf of the circuit established that the sale of candy in theatres has been established throughout the country during recent years.

Judge Burnell overruled the contention of the holding company, headed by Harry Chotiner, that when the house was originally leased in 1930 the contract carried no provisions for such sidelines as candy selling. The lease has ten more years to run.

National Catholic Film Service Incorporates

ALBANY—The National Catholic Film Service, Inc., has been formed to conduct a motion picture and producing business. Office is in Manhattan. Capital is 200 shares, no par. Incorporators are: Eugene A. Colligan, 8729 89th St., Woodhaven; Joseph A. Durkin, 310 W. 72nd St.; Ellen Hansen, 387 Eastern Pkway., Brooklyn. Eugene V. Colligan, 41 Park Row, is the attorney.

Twin City Theatres, Inc., has been formed to conduct a motion picture and theatrical business in Tonawanda. Capital stock is $9,000, $60 par value. Incorporators are: Constantine J. Basil, 5 Pelham drive, Buffalo; Leonce Sinay, 167 Morgan St., Tonawanda; Nikitas D. Dipson, 1313 East Main St., Batavia. Each of the incorporators owns 50 shares.

Artkino Pictures Files For Gotham Operation

ALBANY—Artkino Pictures, Inc., has been formed to carry on a motion picture business in New York. Capital stock is 100 shares, no par. Incorporators are Nicola Napoli, Long Island City; and Michael Resnick and Rosa Madell, New York City.

Accolade Theatre Editor

BUFFALO—W. E. J. Martin, film editor of the *Courier-Express*, has been accoladed with the Pilgrim's Degree of Merit by the Loyal Order of Moose.

SAG Drops 2,053 Extras

NEW YORK—The Screen Actors Guild has dropped 2,053 extras from its ranks for failure to pay dues during the past 90 days.

Protests to 10 Senators on Established Theatre Clause

WASHINGTON—E. C. Grainger, vice-president and general manager of Shea Theatres, New York, has written letters to Senators Robert F. Wagner, James A. Mead, James J. Davis, Joseph J. Guffey, David I. Walsh, Henry C. Lodge, Styles Bridges, Charles W. Tobey, A. V. Donahey and Robert A. Taft, protesting the clause in the proposed consent decree draft dealing with selling away from established customers in towns where new and larger theatres come into opposition.

The Shea circuit operates about 50 theatres in Pennsylvania, Ohio and upper New York state. Appended to the letter is a telegram sent to Robert Jackson, attorney general. However, the message to the senators sharply criticizes "disgruntled" factions who are declared responsible for most of the complaints which resulted in the government suit.

"Impractical Theories"

"There is not much I can add to this wire," the Grainger letter to the 10 senators states. "But I can tell you, while there are evils and injustices in our business like any other business, I seriously doubt if a lot of impractical theories, which are predicated on consideration for disgruntled persons without thought as to why they are disgruntled or what their true position is, can bring about a solution of these evils and injustices.

In his telegram to Jackson, Grainger said:

"I am vice-president and general manager of one of few strictly independent theatre circuits having approximately 50 theatres. No producer-distributor has any interest in any theatres. For economy and efficiency in booking we operate in three cities under a pooling arrangement with Warner, but they have no financial interest in the theatres. The owner and sole stockholder of this circuit, M. A. Shea, built it by the sweat of his brow, hard work and watching nickels and dimes over a period of 30 years, never selling any stock to the public and never any promotion scheme by him in any of our towns.

"Bricks and Mortar" Valuation

"As general manager charged with the operation of the circuit, I am deeply concerned over the reported proposed government settlement of the suit against major producing distributors. As I read the proposed settlement, the government is placing a stamp of approval and encouragement on the reckless building and judging the value of a theatre entirely by the bricks and mortar going into that theatre and the ability of the promoter to sell stock to raise money to use up in bricks and mortar.

"In some cities we operate in opposition to major producer-distributor-exhibitors. Over a period of years we have demonstrated to distributors supplying us with pictures that their best interests from a standpoint of total revenue are served continually by supplying us with their yearly output instead of selling one, two or half a dozen pictures to the largest theatre.

"I am particularly concerned that, under the proposed settlement, product supplied to us over a period of more than 10 years will be taken away because of another theatre having more bricks and mortar. As an independent operator I register strict opposition to the reported settlement. I am fearful that our circuit, built on the theory of sound business without extravagance or speculation, will be sacrificed because it looks generally that the big will be made bigger and the weak made weaker. It seems to me that the government is placing its approval on wild promotion for size only without regard to basic necessities of the situation or consideration to previous sound business judgment."

It is understood Jackson has been in touch with Paul Williams in New York and that Williams will meet with Grainger and delve further into the complaint. This is expected next week.

Second-Quarter Plans Occupy Republic Meet



NEW YORK—Republic's second quarter selling plans came in for a thorough examination at an eastern regional meeting at the home office Friday. It was a one-day affair, with James R. Grainger, president, presiding, and New England as well as eastern and mideastern branch managers and franchise holders in attendance. The company has set other regional meetings for the Drake Hotel, Chicago, August 8; Peabody Hotel, Memphis, August 15, and another, possibly at the studio about a week following. Grainger will preside at each session.

Those present at the local meeting in addition to Grover Schaefer, J. J. O'Connell, David B. Whalen and Charles Reed Jones, were the following branch managers: Arthur Newman, Albany; Jack Bellman, Buffalo; N. E. Morey, Boston; Sam Seletsky, New Haven; Morris Epstein, New York; Max Gillis, Philadelphia; George Kirby, Cincinnati; Sam P. Gorrel, Cleveland; Sam Seplowin, Detroit, and these franchise holders: Sam and Jake Flax, Washington; James H. Alexander, Pittsburgh; Nat Lefton, Cleveland and Cincinnati.

Jack Pindat, Republic home office contract manager, is now office manager of the New York and Philadelphia branches with headquarters at the local exchange in the Film Center Building. He has been replaced by Si Borus at the home office.

Insists All Voices Rate Decree Hearing

LOS ANGELES—Consultation with recognized exhibitor leaders from all sections of the country before any final form of consent decree is entered is urged as a necessary step by the PCCITO in an editorial appearing currently in *Ind-Ex*, the group's house organ.

"If a consent decree," declares the editorial, "is to result from the present all-industry suit, particularly where it affects the motion picture industry, the PCCITO feels that the most important factor of a consent decree is the reaction of the independent, or unaffiliated, exhibitor affected thereby.

"While the consent decree will provide, according to announcements made by trade papers of the United States, a setup of arbitration boards in every exchange center throughout the country, the PCCITO is convinced that a proper solution to all exhibitor-distributor problems will only result from a clear, concise and equitable decree which is based upon the principles of fair and equitable trade practice agreements set forth in the said consent decree.

"It is quite obvious that any arbitration board set up by the consent decree can only render decisions based upon the principles set forth in the consent decree; therefore, it is vitally important that the consent decree provide a definite principle that considers all exhibitors problems as well as all distributor problems.

"Arbitration is, of course, a most important part of the consent decree and the principles upon which all arbitrators will form their decisions quite naturally must be established in any consent decree. It is vitally important, therefore, that those men who are going to be responsible for the consent decree, which at the present time, we assume are to be the attorneys for all distributors and the department of justice, be perfectly familiar with every existing exhibitor problem. If the evidence fathered by the department of justice in the present all-industry suit is sufficient to form a foundation for the principles of the present consent decree, then nothing more can be said. It is debatable, however, whether such evidence is broad enough to cover all of the problems of the exhibitors and this could easily be determined if exhibitor leaders of all territories were to have the opportunity of consultation before the new consent decree becomes effective."

"LOOSE INTERPRETATION" OF DECREE INTENT BY EXHIBITORS IS DECRIED BY JUSTICE DEP'T

Convinced Draft Terms To Free Competition For All Exhibitors

WASHINGTON—"Loose interpretation" of a number of the consent decree proposals and a general misunderstanding of their purpose and intent by many exhibitors who have read the tentative draft are decried by the department of justice, which has been receiving a flood of complaints from independent operators all over the country.

Spokesmen are firmly convinced the terms of the tentative draft will free competition for all exhibitors, large and small alike. This was the original aim of the all-industry suit and, while not all that was anticipated will be accomplished by the decree, a great majority of alleged abuses complained of by independent exhibitors will be eliminated, it is felt.

There is no indication when the conferences with distributor counsel in New York will result in a finalization of a settlement of the suit, but some justice department representatives who have been working on the decree believe it will take another couple of months before anything concrete is worked out.

Confer on Escape Clause

Paul Williams, assistant to the attorney general, and several of his aides spent the weekend in Washington with Thurman Arnold. It is stated the first draft of an escape clause was the subject of discussion. This clause is to ensure an "out" for the "Big Five" in the event the "Little Three," because of their non-restrictive position in selling full blocks, seriously outdistance the larger companies. Changes in this clause, as well as others in the draft, are slated in the weeks to come.

Most of the complaints reaching Attorney General Robert Jackson and Arnold in the past few weeks deal with objections to the blocks of five selling method with advance showings in local key cities and alleged discrimination against independently operated theatres.

It is understood that all such letters have been turned over to Williams who has either answered them by mail or by direct contact. Where specific questions are asked, Williams attempts to clear up any misunderstanding.

Where circuit owners have complained they are entitled to maintain product which they have exhibited over the years and should not be placed in a position whereby they may have to give it up despite a new and more modern theatre built in opposition, the government contends that the exhibitor whose product availabilities are attacked should keep up with the parade.

The government believes every theatre operator should remain abreast of the times and that the man who invests large sums in new theatres is entitled to certain considerations, regardless how long the other houses have been established. The

(Continued on page 22-A)

Can Close National Circuit Deals in N. Y., Lawyers Feel

NEW YORK—Distributor counsel for one or more of the "Big Five" group have advised their executive heads national product deals may be made in New York under the terms of the tentative draft proposals as long as each situation is covered by an individual, and not a blanket, contract. This would apply, however, on 1941-42 deals and thereafter.

There is no provision in the draft, it is stated, precluding distributors from selling this way but the contract for one city must not have any bearing, or be contingent upon, the pact embracing another city.

Hence, it is held by some attorneys who have been sitting in on the consent decree conferences with the government, that M-G-M, Paramount, RKO, 20th-Fox and Warner may sit down with any major circuit at their headquarters here and negotiate a deal, by way of examples, for Chicago, Kansas City, Washington, Los Angeles, New York and Atlanta at the same time.

As long as each deal is separately drawn up and one is not tied to another, the belief is that any clearance complaints would be handled locally. Clearance, as a rule, is not set up in New York and clauses covering protection and availabilities are usually inserted after contracts are forwarded to the field for closing.

On the question of selling in blocks of five, distributors are agreed among themselves that, although they must offer pictures this way, the fact remains that barter and trade will play an important part in deciding whether an agreement can be reached for a portion of the five. Hence, it is pointed out, a distributor must offer five pictures after they are trade shown, but after negotiations an exhibitor may

(Continued on page 22-A)

Taking a Chance On Long-Term Franchises

New York—At least one major circuit and a major distributor are negotiating a new product deal with a view that it will run for a number of years.

The theory behind the talks reputedly is that there may be no consent decree. If the theory proves wrong and the terms of new deals are limited to one year no harm would be done, it is said.

In the midst of negotiations, and in this frame of mind, are Warner sales executives and RKO circuit operators. A four-year deal between the two winds up with the current season's product.

Paramount Stands Pat On Decree Revision

NEW YORK—This is how Paramount stood on the consent decree over the weekend:

The company views the negotiations in status quo. Clauses 1, 3 and 6 represent its chief objections to the tentative draft proposals.

While there is nothing to indicate that this member of the "Big 5" will accept and sign a decree, the authoritative supposition is the clauses thus found objectionable must be adjusted to find conformance with Paramount's point of view before a final opinion can be consolidated by the company.

"It Takes an Awful Lot"

New York—The scene is outside the Bar Association Bldg., where consent decree negotiators had wound up a full day's work. It was hot. Very hot. In fact, the thermometer reading on the adjacent fur coat shop facade pointed to an uncomfortable 92 degrees.

John W. Davis, representing Loew's, emerged from the conference room and made for his waiting car. His shirt was open at the neck, rolled at the sleeves and wet. Over his arm was a cravat, walking stick and suit coat. His gait was weary. Davis looked a tired man.

"Any progress to report on the negotiations?" a BOXOFFICE reporter interposed as Davis settled himself in his car with a weary thud. "Oh, still talking," was the rejoinder. "But when is talking going to make way for action?" was the next query.

"It seems," Davis chortled, "that it takes an awful lot to make a lawyer stop talking."

The Juniors–They Stick Right at It

NEW YORK—Until junior attorneys at distributor headquarters are informed definitely of a consent decree being signed they have been instructed to continue working up background on proposed government witnesses in the all-industry suit.

With Pennsylvania, New Jersey and New York the first three cities on the government list, junior counsel for majors have already completed contacting exchanges for information on scheduled witnesses in the first two states. The lawyers are now working on New York.

In no instance has the probable exhibitor witness himself been contacted, it is stated. If the lawyers are advised the case will go to trial, then will be the time to personally reach the prospective witnesses.

The junior attorneys are being kept in the dark on the proceedings behind closed doors at the Bar Ass'n Building and frankly admit they only know what they read in the trade papers. However, the theory behind this is that, until definite word reaches these men that a decree is being signed, they are to continue as though nothing has happened on the suit, as they proceed on the theory it has been postponed to give distributors more time to develop the background necessary for the defense.

Warner attorneys handled most of the investigation work on the Philadelphia and southern New Jersey witnesses, while RKO and Loew-M-G-M lawyers are now finishing on the list of witnesses in the New York area.

RKO Passes Dividend

NEW YORK—RKO, the Delaware corporation, has passed a dividend on its six per cent preferred. Accumulations unpaid now total $3 per share.

Ross Federal Gets WB Checking Again

New York—After an eight-year experiment with its own national system of checkers, Warner has returned to Ross Federal's checking service. Warner is said to have paid approximately $500,000 annually to maintain its own system. The deal does not affect the Warner circuit.

Schenck and Moskowitz Tax Suits Start Oct. 2

NEW YORK—Trial of the government's criminal suit against Joseph M. Schenck, chairman of the board of 20th Century-Fox, and Joseph M. Moskowitz, Schenck's personal representative in New York, has been set for October 2. The executives are charged with evasion of income tax returns and, if convicted, theoretically would be subject to fines of over $100,000 and a prison term of over 100 years.

Trial date was set over the objections of the defendants, who, through Max D. Steuer, asked for a November trial. The government, represented by Boris Kostelantz, was ordered by the court to notify the defendants by September 3 which of the two indictments would be tried first. Judge G. L. Porterie of Louisiana fixed the date of trial.

Muni to 20th-Fox

HOLLYWOOD—Paul Muni will play the lead in "Hudson's Bay Company" for 20th Century-Fox.

Raymond Griffith, long an associate producer at this studio, has resigned.

Regular Loew Meeting

NEW YORK—Loew directors meet Wednesday in regular monthly meeting. No dividend action is on the agenda.



—Metropolitan Photo

Appraisal With Pride, Also Joy—

Giving the Criterion display for the Disney Festival the critical onceover are Hal Horne, the producer's eastern representative; Roy Disney and Charles Moss, manager of the house.

Capitol, in Shift, Books Radio Show

NEW YORK—The Capitol, Loew's flagship on Broadway, departs from its straight, single-bill film policy August 19 when it brings in for an eight-week minimum the "Dr. I. Q." radio show, which will be broadcast from the stage. The last time the theatre presented a flesh attraction was in October when Mickey Rooney and Judy Garland appeared in conjunction with "Babes in Arms."

The "Dr. I. Q." show is rated No. 2 among quizz air programs, according to the Crosley rating. It runs for 30 minutes and depends upon audience participation. The cash prizes that go with the program will be an added attraction to Capitol audiences, who have never in the history of the theatre been offered such an inducement. Prizes aggregate about $500 each show, which goes on each Monday between 9 and 9:30 p. m. daylight saving time.

Loew's has tried the stunt in Louisville and Pittsburgh and with great success. The Capitol deal is understood to have been made without an exchange of cash for the talent, which embraces Lew Valentine and six announcer-assistants, who circulate among the audience with portable microphones. Mars Candy Co. of Chicago is the sponsor and guarantees a box of candy bars to every person who attempts to answer a question, whether the answer is correct or not. The manufacturer is said to have been anxious to crack the New York market and is spending a large sum to aid the Capitol engagement.

This includes a "preview" of the Capitol show at Madison Square Garden a week in advance, to which 22,000 persons, including dealers and their families, have been invited. Mars will also distribute 40,000 window cards to publicize the Capitol stunt and advertise it extensively in the local newspapers, as well as cooperating with the Capitol in its advertising. The engagement includes an option for holdover.

Ray Bell Into Loew's Home Office Aug. 19

WASHINGTON—As exclusively reported in BOXOFFICE, July 27, Ray Bell, publicity representative for Loew's theatres here, is transferred to the M-G-M publicity department in New York to handle newspaper contacts. He takes over August 19 and will be replaced by Dan Terrell, formerly with Warner and assistant drama editor of the *Times-Herald*.

Bell will assume some of the duties of Bernard Sobel, who has been assigned to special promotion on "The Ziegfeld Girl." Sobel was publicity representative for Florenz Ziegfeld and was brought in to handle the campaign on "The Great Ziegfeld" several seasons ago.

Gary Extension

CHICAGO—V. U. Young and the Gary Theatre Co. have been granted a 90-day extension in which to file an appeal from Federal Judge William Holly's dismissal of their anti-trust action against B&K, Warner theatres and the majors.

BROADWAY

CHARLES E. McCARTHY is in Hollywood for a look-see at "Brigham Young." Short trip . . . Hazel Flynn, formerly publicity director for the Music Hall, is handling publicity for Phil Spitalny's band . . . Walton C. Ament, Pathe News general manager, is vacationing in Darien, Conn. . . . Ditto Sophie Prizep, Si Seadler's secretary, but not exactly Darien . . . Bob Mochrie, RKO's eastern division sales manager, is on a southern business trip . . . Ed Seeley of Altec is in Los Angeles for committee conferences with the Academy of M. P. Arts and Sciences . . . Arnold Picker received a long-distance phone call and request from brother Leonard, who is boating to Quebec, and who wanted a loan of Arnold's camera because he broke his in the middle of Lake Champlain . . . Mrs. Tom Gerety, until her marriage to the M-G-M advertising executive, Nathalie Hammerstein, is expecting the stork in about a month . . . Herbert Berg and Tom Waller of Paramount publicity are trying to catch up with Morpheus on account of that 24-hour return trip to Charlottesville, Va., where they escorted 10 syndicate and feature writers and cameramen for an advance on-location peep into what will turn up as "Virginia."

Harry Gold went overboard to see that a number of important circuit advertising executives got excited enough about "Foreign Correspondent" to lay plans many weeks in advance. So he had a private screening and buffet luncheon in the UA projection room for Oscar Doob, Ernest Emerling, Eugene Murphy of Loew's, Harry Goldberg of Warner, Harry Mandel and Fred Meyers of RKO, Milt Hossfeld, Rick Ricketson, Aubrey Schenck and George Baldson of National Theatres, as well as a few others . . . Cresson E. Smith, western division manager for RKO, is back from the same territory . . . Stephen M. Kenyon has joined Donahue & Coe in an executive capacity . . . B. S. Moss, son Charles and Laurence Bolognino, a corner trio. Subject: The "Snow White" Festival at the Criterion, which Charlie claims hit $15,000 the first week and is being held a second . . . E. Thornton Kelly, Allied of New Jersey field representative, says the organization's golf tournament and social at the Hollywood Hotel, West End, N. J., last week was so well enjoyed the members want another one next month . . . W. G. Van Schmus, managing director of the Music Hall, is convalescing rapidly at St. Luke's Hospital.

Milton Maier, RKO attorney, has returned from a vacation at Rutland, Vt., where he spent two hours in the clink one day. There's a story behind the gag pulled by his legal coterie . . . Col. William J. Donovan was due over the weekend from England . . . Jack Cohn and Nate Spingold are back from the coast . . . Rick Ricketson left over the weekend for Denver where he makes his headquarters. He has been spending a few weeks at the local vacation resorts . . . Hugh Owen, UA southern district manager, flew back from Dallas after a quick trip there on "The Westerner" premiere slated for September 19 at Fort Worth . . . George J. Schaefer and J. J. O'Connor went cruising on the *Jack and Jill* over the weekend.



The Ramparts, Down Washington Way—

Keith Theatre lobby scene as "The Ramparts We Watch" opened there. This group includes A. W. Smith jr., general sales manager of RKO; Ned E. Depinet, vice-president in charge of distribution; James Brennan, RKO theatre divisional manager who includes Washington in his jurisdiction, and Al Sindlinger, publicity representative for The March of Time.

Lynn Farnol, UA's director of advertising and publicity, returned from officers' training camp at Plattsburg Friday and was scheduled to fly to the coast over the weekend. This would replace a trip west planned by Monroe Greenthal, who now remains in New York to busy himself on plans for the opening of "Foreign Correspondent." Incidentally, Greenthal spent a couple of nights during the week in planes bound to and from Fort Worth . . . Walter Branson, RKO's midwestern district manager, is back in Chicago after 10 days here . . . Annabella, wife of Tyrone Power, left Mt. Sinai Hospital Saturday to spend a few days with friends on Long Island before returning west . . . John Maloney and Frank Drew, Metroites from the Middle West, were among the town's visitors.

Aubrey Schenck's wife and baby, Linda, are home from the Jewish Hospital in Brooklyn . . . Sidney Justin, Paramount studio attorney and brother of Leo, is due sometime in October for a vacation . . . Vincent McFaul of Buffalo a visitor with Barney Balaban at Nick's Hunting Room at the Astor . . . Bob Benjamin is back from the coast where he spent two weeks. On the same plane were Allan Jones and his wife, Irene Hervey . . . Louis Nizer and his wife will take a vacation cruise to Hollywood starting August 9 . . . Peter Colli, supervisor of Warner exchanges in Cuba, Panama, Mexico, Peru, Puerto Rico, Trinidad and Central America, is in town for a few days . . . Harold Dunn, supervisor of the Far East for the same company, has arrived on the coast from Shanghai. He plans to spend two weeks here for conferences with Joseph Hummel . . . Grad Sears and Carl Leserman spent part of the week in Asheville.

R. E. Griffith of Oklahoma City is due in town next week . . . Joe Homler, head of M-G-M's still department, has returned from a vacation at Highland Mills, N. Y. . . . Irving Lesser of the Roxy is another vacationist . . . Homer Harman, publicity chief for the same theatre, leaves August 10 for a four-day stay in St. Louis, then to Columbus, Ohio, to visit his folks and ultimately winding up at Toytown, Mass., for a brief rest . . . Bill Rodgers' youngsters who spent a month at camp are back home and taking advantage of the Westchester Club Beach at Rye . . . Judy Canova was guest at a Republic press reception Tuesday at the Warwick before heading for the coast to begin work in "Puddin' Head" . . . Victor Saville, M-G-M producer, is vacationing in the east . . . Frank Willingham, M-G-M Memphis branch manager, is mourning the loss of his mother who died over the weekend in Dallas.

Sam Shirley, M-G-M special sales representative in Chicago; M. N. Wolf, New England district manager with headquarters in Boston, and Tom Donaldson, New Haven branch manager, were in town over the weekend for conferences with Tom Connors and E. M. Saunders . . . Fred Pelton, M-G-M studio executive, has been a home office visitor . . . C. C. Moskowitz, Leo Cohen, Martin Moskowitz, Mack Shor and their friends spent the weekend at Wayne Country Club in the Pennsylvania mountains . . . Max A. Cohen cooled off at the Lido, Long Beach . . . Joe Moskowitz will be back from the coast in about a week or two . . . Joe Ornstein of 20th-Fox, Pittsburgh, is spending his vacation in the Catskills . . . Ted O'Shea was in Buffalo early in the week for the Variety Club dinner and testimonial for Charles Rich, recently promoted by Warner to Cleveland branch manager. From Buffalo, O'Shea spent a few days in Albany . . . A number of the major company home offices closed early on the afternoon of July 26.

Laudy Lawrence, M-G-M's continental European general manager, flew in from the coast Thursday afternoon after a

(Continued on page 22-A)

Para't Net Spurts $648,000 Forward

NEW YORK—Estimated earnings by Paramount for the second quarter ended June 29 amounted to $1,478,000 after all charges. This includes $323,000 representing Paramount's direct and indirect net interest in the combined undistributed earnings of partially-owned non-consolidated subsidiaries and $58,000 profit on debenture purchases. For the corresponding quarter last year the net profit was $830,000, including $300,000 of undistributed earnings of partially owned non-consolidated subsidiaries.

For the first six months of the current year, the estimated earnings are placed at $3,084,000, as compared with $2,130,000 last year. The current quarterly earnings represent 48 cents a share on the common, as compared with 21 cents last year. For the six months, the earnings are equal to $1.01 on the common, as compared with 62 cents last year.

Henry Ginsberg was elected a vice-president, succeeding George L. Bagnall, resigned, at the board meeting Thursday.

N. Y. Allied Activity to Spurt After Labor Day

NEW YORK—Activity of the reorganized Allied of New York will spurt after Labor Day, according to Max A. Cohen, president. Within the next few weeks a regional unit and vice-president will be set up for handling the northern New Jersey area. It is indicated Allied of New York may discontinue its activities in the Buffalo zone, leaving this territory to the MPTO of Western New York, headed by Charles Hayman.

From all appearances, Syracuse will be the farthest upstate point Allied will contact. The reason for this is that cities beyond this are more than 200 miles and do not lend themselves to easy transportation for general meetings.

Meanwhile, the first meeting of the entire membership under the new MPTOA national banner has not been set and most likely will not be held until after Labor Day.

Leans Toward Outside Producers for 1940-41

HOLLYWOOD—Following on the footsteps of the Boris Morros deal for two pictures, the first of which will be "Second Chorus," Paramount is leaning toward outside producers on its 1940-41 lineup.

A deal is along with Harry Wurtzel, agent and brother of Sol M., to produce two on next season's schedule. Details are now being worked out, but nothing is set.

Morros' financing is being arranged by John Stillman whose brother is on the the board of the independent unit formed for the purpose. The distribution cost for Morros on the two pictures is a straight 25 per cent.

"Boom Town" Boxoffice "Gusher"

Hollywood—There can be no doubt that "Boom Town" will be the biggest grosser and most widely acclaimed feature offered by—Metro, or any other company, for that matter—since "Gone With the Wind;" possessing as it does, every proven element to bring in a record-shattering boxoffice gusher.

Of first importance, probably, is its stellar cast, topped by Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr—any one of whom normally packs sufficient appeal to command customer attention. Put them all together, with each contributing a superlative performance according to his or her individual style and talents, and the total is nothing short of marquee dynamite.

In every other department, the feature measures to the extravagant promise of its cast. The screenplay moves with the speed, power and smoothness of a stratoliner, and literally roars with action, adventure, romance spectacle and bristling dialogue. It has to do with oil men, their lives, their loves and, principally, their fights. Not for a second during the two hours of its unfolding is there the slightest letdown.

No production detail or expense was spared in mounting the vehicle, and Jack Conway's direction is on a level with the film's innumerable other faultless qualities. Sam Zimbalist produced.—SPEAR.

Sol Edwards Film Alliance East-Midwest Sales Head

NEW YORK — Sol Edwards, since last January sales manager for Fine Arts, has joined Film Alliance, in which Harry Brandt and Trans-Lux are financially interested, in charge of sales for the east and midwest. The current assignment is expected to be expanded to embrace a much larger area, possibly national. Edwards leaves for a swing of his branches shortly and will probably set deals with some of the 18 franchise holders he organized for FA. He has two pictures for immediate delivery —"Torpedoed" and "Bombs Over London." They are the first of a batch of 25 English productions the company promises to deliver for the new season.



SOL EDWARDS

Edwards severed his connection with FA because of what he claims was the uncertainty of production on the part of Franklyn Warner, who had promised eight pictures for delivery by the end of July, none of which came through. During Edwards' regime, the 18 exchanges he organized had been operating largely with old pictures FA had produced for distribution by the defunct Grand National, which Edwards left to set up FA. The status of these franchise holders remains uncertain, as does the local office in the Paramount Bldg., which is presently in charge of Pat Shanahan.

Says Paramount Paris Office Has Been Closed

NEW YORK—Paramount's office in Paris has been closed, Fred W. Lange, continental European manager, stated on his arrival on the clipper for a month's stay at the home office. He said the offices in Holland and Brussels also are dark. However, operations are continuing in Germany. In addition to Paramount, M-G-M and 20th-Fox are active there, according to the latest word received by Lange.

14 'Boom Town' Runs At 75-Cent Top

NEW YORK—Pre-release engagements on "Boom Town," aggregating 14, call for a top of 75 cents, which represents a one-third increase over established evening scales. In those situations where current evening scales run as low as 35 cents, the price will be hiked to about 50 cents. Matinee prices will be increased 25 per cent. The test engagements, starting August 8, will serve to tabulate public reaction to the increase, which M-G-M will "recommend" to accounts if there is no resentment.

The advance showings will be backed by an intensive exploitation campaign designed by William R. Ferguson. He has assigned the following field men to the test situations: James Ashcraft, Atlantic City, Harrisburg and Reading; Todd Ferguson, New Orleans; E. B. Coleman, Oklahoma City and Tulsa; Harold Marshall, Indianapolis; J. E. Watson, Lexington and Cincinnati; Jack Walsh, Saratoga, Lake Placid and Glens Falls; Elliot Foreman, Asbury Park, and James Schiller, who will work out of the studio.

Van Praag Heads New Nat'l Screen Division

NEW YORK—What amounts to the creation of a fourth division in its sales setup is the designation by National Screen of Morton Van Praag as midwest division manager, with headquarters in Chicago. This is a promotion from the post of Chicago district manager, which has been given to Harris Silverberg, former Detroit manager. Van Praag's jurisdiction now embraces Chicago, Kansas City, Des Moines, St. Louis, Minneapolis and three new territories—Milwaukee, Indianapolis and Omaha.

J. R. McPherson, who had left the company for a period, has been re-engaged to take charge of the Detroit district. A. J. Aronson remains as west coast division manager; Jack Cohen in the east and Charles Lester in the south.

Can Close National Deals in N. Y., View

(Continued from page 19)

conclude a deal for only one picture in the group. The exhibitor, if he gets together with the distributor, may also be able to buy two or three or interchange pictures in various groups offered.

This is an important point, particularly as it relates to closed situations. A distributor, if he finds he cannot sell a group of five and has the alternative of selling two or nothing, may decide to make a deal for the two rather than lose revenue on all five.

While no elimination is provided in the groups of five, exhibitors and distributors may get together, as they do now when new season negotiations start, and forget about playing off certain commitments in order to chalk up a new contract.

The clause which makes no reference to New York in making deals for more than one city at a time is paragraph two, under the heading "Leasing of a Feature Motion Picture in Exchange Districts" and reads, "No lease for a picture in any exchange district shall include theatres located in another exchange district, as from time to time constituted, nor shall the leasing of pictures in one exchange district be conditioned upon the leasing of a picture or group of pictures in another exchange district."

Stand to Gain From Big Orders for Armaments

ALBANY—Awarding of new orders to the Watervliet Arsenal for heavy guns costing $8,736,250, on top of many other orders received by it in recent months, and of contracts to the General Electric Co., Schenectady, for the manufacture of radio transmission equipment costing $836,061.29, and of artillery guns to cost $476,716, gave indications that exhibitors in the capital district will profit materially from increased employment under the expanded national defense program.

The number of Arsenal employes, all skilled, is expected to be increased from the present figure of 2,100 (more than twice that of a year ago), to 6,000 eventually. This, of course, would treble the payroll.

The General Electric order for guns is considered to be a forerunner of others which will be awarded to the company. GE contracts of all kinds have been mounting for months.

In addition to the big increases in national defense orders—knitting plants, etc., of this section have also received contracts. Industrial Commissioner Frieda S. Miller reported gains in both retail and wholesale trade during June. The gains this June "were somewhat larger than those reported during the same period of any year since trade reports were first collected in 1932," she announced. Retail and wholesale firms increased their working forces and payrolls.

BROADWAY

(Continued from page 21)

week's stay there. He is still intent on returning to Paris, where he has been making his headquarters, but Arthur M. Loew, foreign head, has vetoed the idea for the time being . . . Henry Brown, who recently took over the Liberty, Freehold, from Max Schneider on a 15-year lease, is negotiating for two more houses in the New Jersey sector . . . Laurence Bolognino is planning to make the Cameo a newsreel house with 10 and 15-cent admissions. The house is now being remodeled for reopening soon . . . F. W. Beiersdorf, Warner branch manager in Washington, has been in town conferring with Roy H. Haines . . . It was a quickie for Mort Blumenstock. He's back from the coast.

David Bernstein, M-G-M vice-president and treasurer, returns next week from Broker, Me., where he has been spending a vacation . . . A. A. Schubart, RKO exchange operations head, is touring the company's coast branches and is due back Wednesday . . . Fred Dolle, Indianapolis exhibitor, was in town the latter part of the week . . . Hank Kaufman, Columbia exchange maintenance head, is driving to Salt Lake City where he will spend his vacation . . . "Uncle" Lou Weinberg of Columbia left Sunday for Buffalo to confer with Vincent McFaul. From Buffalo he will head for Albany before returning to New York . . . Harry Katz, Dave Chatkin's partner in Monarch Theatres, says Chatkin is not set on a deal to join Columbia, as reported around.

Dave Lush, assistant to Tom Connors at M-G-M, will be married to Hattie May at the Concourse Plaza, September 1 . . . Hal Horne and Dick Condon are on the coast, largely on "Fantasia" and ceremonies attending the opening of the new Walt Disney studio . . . Eddie Rubin of RKO's coast publicity office, is looking at the Broadway shows. He has polished off a two-week vacation in home-town Boston . . . Eddie Dowden of the Loew circuit publicity department is vacationing in the mountains—on a farm . . . Visiting firemen at the Oscar Doob-Ernie Emerling sanctum included Harold Maloney, manager of the Poli, Worcester, and Kaspar Monohan of the Pittsburgh Press *. . . If Barret McCormick gets back as Rutgers Neilson hopes he does on Monday, Rutgers shoves off for Atlantic City and a rest . . . Mickey Rooney put in a one-shot appearance at the Capitol, Friday evening, in a stunt designed to focus attention on the Hardy Family. It seems the "family" is three years old, and Mickey cut a cake on the stage to celebrate the occasion.*

22 Features Scheduled For Starts This Month

HOLLYWOOD—Currently at a productional peak, Hollywood seems to have no intention of letting its activities slump during the balance of the month and is even beginning to encircle starting dates for September. To date, 22 more features are scheduled to hit the starting line during the remainder of August, and a half-dozen vehicles are chalked in for camera work during the following month.

Hits Interpretation Of Decree Intent

(Continued from page 19)

new theatre must be given some run of product, it is argued, and the smaller house, whether operated by a major or independent chain, must fall in line and compete with the newer theatre. Otherwise the parade will pass him by, is the government view.

If, for instance, a major circuit has a 300-seat theatre in a town and a new 1,000-seat project enters the scene as competition, the finer and more up-to-date project should have equal, if not better, advantages in competing for all product. This is the department of justice attitude.

Instances of disputes on this question would be subject to arbitration in the proposed consent decree draft and are covered in section six. However, there is a stipulation the new theatre shall have been in existence at the date of the signing of the decree.

Clause six, as outlined in the consent draft under the heading of "Remedy for Discrimination Against Independently Operated Theatres" reads:

"Controversies arising upon a complaint by an exhibitor who is wholly independent of any circuit of more than five theatres and not affiliated either by stock ownership, common buying or otherwise with a circuit of more than five theatres that a defendant distributor has arbitrarily refused, subsequent to commencement of the method of selling, to license its features for exhibition on the run desired by said exhibitor in one of said exhibitor's theatres which was in existence, or which replaced a theatre in existence, at the date of this decree, shall be subject to arbitration.

"A replacement is a theatre which was erected in the same neighborhood as one which was destroyed or permanently abandoned as a theatre, for the purpose of succeeding to the patronage of the destroyed or abandoned theatre. If the replacing theatre has a seating capacity of more than 25 per cent greater than that of the theatre replaced, it shall not be entitled to the benefits of this section."

The reason for the 25 per cent increase provision is to forestall exhibitors with last run 300-seat theatres from remodeling and adding 700 seats and claiming the right to first run product, it is said.

Golden Due to Leave for Monogram Sales Meets

NEW YORK—Edward A. Golden, Monogram general sales manager, was to leave here August 2 for a series of regional sales meetings in Albany, Buffalo and Cleveland.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

PHILADELPHIA

THE LADIES AUXILIARY of the Variety Club has answered the appeal of war refugees by organizing a knitting circle. They're getting together every Tuesday from 10:30 a. m. to 4 p. m., and are bringing their friends along . . . Mae Finlayson, Monogrammer, is on vacation . . . Lillie Rosentoor, 20th-Fox booker, is just back from N'Orleans, with just a trace of a Southern accent. Mrs. Mildred Popper, Sam Gross' secretary, leaves on her vacation this week; hasn't said where.

The noise you heard last week was a lot of people celebrating birthdays and anniversaries. Fr'example, Bill Clark, Horlacher, and Harry Hirsh, Hirsh Amusement, passed milestones on July 25; *David A. Titleman, Suburban, Ardmore, on the 26th; Lester H. Wurtele, Columbia, 29th; John Monroe, Forepaugh's, 30th . . . Willis Peterson, Palace, Salem, and the former Gertrude Meadowcroft, who used to be with RKO, marked their first wedding anniversary August* 1 . . . *A. M. Ellis has a birthday on the 6th.*

Paramount snared acres of publicity with the personal appearance of Brian Donlevy at a screening of "The Great McGinty" for exhibitors at the Uptown and for press critics at the exchange. Boss Earle Sweigert played host; gave the critics a luncheon . . . Donlevy posed for the cameras getting a cigar from Booker Mert Nason, who has just become a proud pappy of a husky boy. Mama and kid are in Germantown Hospital . . . Naome Greenberg is back from Cape Cod; Jean Yoss is in the Poconos; Ann Kraftsow at Camp Tamiment and Booker Matty Judge at Harvey's Lake —and Paramount sure has a vacation air. But the boys deserve a rest, after the hectic battle that won them first place in the business drive recently finished.

At the Metro shop Louise Charles, Frank Sculli's secretary, is expected back to work in a week or so, after a date with the surgeons . . . Mildred Rudo, Joe Farrow's secretary, is on vacation . . . Mary Ginther, bookkeeper, is at Ocean City . . . Booker Bill Gabriel is also away . . . Republic's charming booker, Mary Meadowcroft, leaves for her share of sunshine this week. Mary Dougherty will be her stand-in . . . Bill Porter, Monogram, says he and the rest of the boys are cooking up a new eye-filling window display.

The Warner picture: Bill Kanefsky is off to the seashore on what he calls a second honeymoon. He was married just a year ago . . . Max Bronow, booking office, leaves for the same destination . . . Al Allan, who does booking of shorts, is away . . . Barney Feldman gets back from the Catskills this week . . . Ted Schlanger brought his family around to the screening of the "Sea Hawk" at Warner. A screening for exhibitors will be held at the Uptown August 5 . . . Milt Young is sitting in Ev Callow's throne while the latter takes a rest.

Exhibitors sure must be going literary, with Warner setting up a lending library like Columbia's, to give showmen a chance to get acquainted with the books on which forthcoming films are based . . . Al Blofson, National Penn, and John Golder, Hollywood, are back from trips to New York . . . Frank McNamee, RKO, went off to Washington . . . Report the Towers, Camden, is to open around the end of the month . . . The Variety Club, Jack Lynch's Walton Roof and the Daily News *will team up this year to pick "Miss Philadelphia."*

Milt Rogasner says he's already getting a big response to the Variety Club's golf tournament, scheduled for September 13 . . . The Emashowkys expect to open their new Larksville house in 10 days . . . Wally Leach, Grand, Camden, is leaving no publicity medium unturned in publicizing his air-conditioning these torrid days; says it makes a big hit with the sweltering public.

Lester Stallman, Astor, Reading, got tieups with everything from flowers to dress shops for "ATAHT" . . . Pop Graver, the old patriot, lent the stage of the Grove, Willow Grove, for a flag presentation by an American Legion post to the local grammar school. A street parade preceded the event, which, of course, attracted the customers . . . W. C. Highfield, who took over the Stanley, Chester, while the manager was vacationing, got a pat on the back for his synagogue tieups for "Mortal Storm." Religious leaders printed and mailed letters for him.

Sunday Show Rivals Lining Up in Pa.

PHILADELPHIA—Opponents and proponents of Sunday shows are lining up their forces for the November election throughout Pennsylvania.

Sunday shows were illegal in the state until 1935, when a local option law permitted 167 communities, including Philadelphia, to legalize them.

The local UMPTO office is distributing petitions among members that are interested in getting the question put on the ballot in communities that still ban the shows. A letter from Lewen Pizor, president, invites them to get the organization's advice in the coming campaign.

The Rev. W. B. Forney, secretary of the Lord's Day Alliance and spearhead of the blue law advocates, says his group will put on a drive to force Sunday films out of all communities that have them, and prevent them from coming into others.

Although Philadelphia voted two to one for the shows in 1935, he said only a minority of voters cast ballots on the question, and he's confident he can overturn the 1935 verdict.

"The motion picture interests," he says, "got the edge on us then by flashing diagrams on screens showing people how the question would appear on machine or ballot, and naturally they were educating proponents of Sunday movies. But this year, through the churches, Sunday schools and patriotic organizations, we're going to carry on a campaign of our own."

Map Plans to Curb 16mm Operations

PITTSBURGH—Members of the local motion picture industry combined initial efforts to curb the inroads of 16mm film exhibitors at a meeting Tuesday afternoon in the Forum room of the William Penn Hotel. Present were theatre owners and managers and representatives of film distributing companies, supply houses and the IATSE operators union, numbering 60.

WASHINGTON

PIERRE BOULOGNE, city manager for the Norva and Granby, Norfolk, visited the Row for a booking session and related of his having journeyed to New York to greet his brother who had escaped the ravages of war-torn Europe. He came in on the *Manhattan* . . . John Miller of Henry's, Hagerstown, is en route to the west coast with the Rotary conventioneers. The itinerary calls for a 6,000-mile junket and we can all look forward to some nifty shots from his new candid camera . . . Curtis Hildebrand, a familiar figure along the Row for a number of years, has departed to the city of brotherly love to accept a booking position with RKO.

Word via Uncle Sam's men in gray that Emmett Cashman, present home office auditor for RKO and for a number of years office manager in the local RKO branch, became the daddy of Diane Loretta, weighing 8 *pounds,* 5 *ounces on July* 15 *in New York . . . Goleum Ketchum, Dominion Theatres booker, has added the booking and film buying for the Greenbelt, Greenbelt, Md., to her daily duties . . . Ask Steady Knox about that one-way telephone. It certainly isn't flattering to Alex Bell . . . Frank Hornig and wife have departed on one of those famous Great Lakes trips . . . Bill Jones of Lichtman Theatres is vacationing, "X" marks the spot . . . Universal's Dorothy Pruitt has chosen Colonial Beach for a two-week rendezvous . . . Irving Specht is back and reports a death in the family during his home stay . . . Those "Calvert Blondes"—Jimmie and Carl —were in for more dates.*

Metro Items: Marge Dermody was tendered a birthday luncheon by Esther Rose Blendman and Ida Barezofsky, with Buddy Hall as guest . . . Phil Bobys is on one of his periodic swings through the Clinch . . . Pete Prince is vacationing in North Carolina . . . Hazel McLeran is back . . . So is Mrs. Vincente McNamara, having enjoyed Colonial Beach . . . Henry Ajello is forgetting shipping worries for a fortnight . . . Luther Melius has returned following treks to the World's Fair and Shenandoah Valley . . . Margaret Donaldson frequented Charlestown race track, the profit and loss statement in the making . . . Elizabeth Wyatt split her time off with visits to Philly and Colonial Beach.

Henry Goldberg, Paramount home office auditor, is making a check at the local exchange . . . Mrs. Harry Bachman

has planned a vacation stay in Pennsylvania, and husband Harry, who is a Warner representative out of Philly, has that glint in his eye . . . Yes sir! This Washington heat is something to be reckoned with . . . Deepest sympathy is extended to "Buster" Root, Tivoli manager, on the death of his mother . . . Tom Murray, Universal's manager of branch operations, visited the local branch for a few days . . . The Texas gals in the Universal office are setting up housekeeping. Mexican dishes will head the bill of fare.

Columbia's Lillian Levy is back, and her sun tan is most becoming . . . Rosalie Schwab has entered her notice of resignation, with Riva Jacob replacing her as telephone greeter . . . Sundown doesn't phase Columbia's Ann Schneider, "Jimmie" Finney, Danny Rosenthal and Marty Kutner when it comes to donning the bathing suits for a twilight swim . . . Harry Brown, Monogram branch manager, journeyed to Bristol, Va., with Salesman Harry Crull . . . RKO's George Sullivan has planned a motor trip for vacation pleasure.

Movietone News: May Feldman is back from her vacation visit to Schroon Lake and is brown as a berry . . . Charlie Mendelsohn's coat of tan looks permanent . . . Jerry Murphy observed his birthday July 26 by pleading with the medico for an early release from the "four wall jitters" . . . The ladies' ensemble looks quite chic with the heat-forced upswing hairdo . . . Stanley Summers is convalescing following a brief hospital stay . . . Mrs. Marion Aranoff enjoyed her vacation along the shores of Lake Michigan . . . "Syd" Rosenthal is vacationing . . . Sara Young has enrolled her son at Linton Hall.

BALTIMORE

FOR the first time in Baltimore, two first run houses will day and date, when "The Boys from Syracuse" plays simultaneously at I. M. Rappaport's Hippodrome and at Lawrence Schanberger's Keith's beginning August 9 . . . Big hearted Joe Fields, Rivoli, during the heat wave, has been letting poor children use the swimming pool at his country home. It has been so crowded that even Mrs. Fields can't use it . . . Jerry Doolittle, Altec, has been pinch-hitting in Washington for A. D. Brooks who is vacationing . . . C. R. McLaughlan, Altec, starts his vacation August 9. He plans a trip to Atlantic City . . . Lawrence Schanberger is having the locally made feature, "God Bless America," shown at Keith's Roof . . . Our sympathy to Phil Jacobs, Max Cohen's right-hand man, who lost his mother recently.

George Rummel, Belnord, is vacation-bound to Atlantic City with the missus . . . Walter Cohen, Leader, is vacationing in the mountains . . . Betty Wheeler, wife of Ed Wheeler, Realart Press, who has been confined to the hospital with pneumonia, is much improved . . . Item from the Baltimore News-Post: *"Eugene Endom, the man in the iron lung at the Marine Hospital, is almost well, his life having been saved by the iron lung which the Variety Club presented to the city of Baltimore." Variety members who made this possible should feel mighty proud . . . Harold Grott, Met, is vacationing in Atlantic City . . . Wilbur Brizendine, Rialto, is off on a two-week trip to Florida with his lovely wife. They are driving . . . Mac Weinberg, manager of the Little, is thinking of changing to girl ushers.*

Francis Susie has been appointed assistant manager of the Hippodrome, taking Cliff Jarrett's place. Francis and the wife are planning to vacation in Atlantic City, August 9 . . . Eddie Sherwood and bride are back in town after a honeymoon . . . I. M. Rappaport, Hippodrome chief, is vacationing in Maine . . . Did you know the four-page tabloid put out by the Variety Club was principally through the efforts of Howard Burman? . . . A big day was had by all who attended the big shore party given by Bill Hicks and Eddie Perotka for Variety Club members and friends . . . The Baltimore Association of Commerce's first architectural award goes to Morris Mechanic, for his Centre Theatre building.

There will be a big Variety cruise down the Chesapeake on the steamer Mohawk, *August 24. Get tickets from Eddie Kimpel jr. . . . On how not to play bridge, ask the four deuces—Mark Silver, Nick Weems, Arthur Price and Peter Rome . . . Thanks to the energetic work of Rodney Collier, Warner's Stanley, and his committee, this year's Variety golf tournament proved to be one of the most successful events held by the club this year . . . A free trip to the World's Fair is being offered by William K. Saxton, Loew's Century, to the patron who can recall his or her most exciting episode ever experienced at Saxton's house.*

Brown Acquires Liberty Theatre in Freehold

FREEHOLD, N. J.—Henry Brown, who operates two in Lake wood, has taken over the Liberty here. He has been looking for a number of theatres during the past few months, particularly in the New Jersey sector. The two houses beside the Liberty are the Strand and Palace, the latter operating weekends only during the summer.

Charles Stern Winding Up New England Trip

NEW YORK—Charles Stern, eastern district manager of United Artists, is completing a trip through the New England territory.

"ATAHT" Is Held Over

ALBANY—Warner's Strand, which plays pictures for a week, held "All This, and Heaven Too" for two extra days. Warner singlebilled the Bette Davis-Charles Boyer feature, as they had "Maryland" the previous week.

Americanization Rally Draws Applause

New York—Robert Rosen, manager of the Kingsbridge, deserves a lot of credit for the Americanization rally he put on at the theatre under the auspices of the Adolph S. Ochs Memorial Post of the American Legion.

Caught by a BOXOFFICE reporter, the rally was a bit long, but the applause at its conclusion showed conclusively the spirit with which it was accepted.

Borough President James J. Lyons was the principal speaker. Several shorts dealing with Americanism, including "God Bless America" with Kate Smith and her singers, interspersed several speeches. Rita Ryan, an usherette, read her essay on "History of the Flag."

In keeping with the occasion, the double feature consisted of "Waterloo Bridge" and "Charlie Chan in Panama."

It was a worthy effort and the series is to be continued.—ORNSTEIN.

ALBANY

BLAZING heat did not keep exhibitors from Filmrow. Among those booking: Walter Reade jr., Reade circuit; Dave Willig, Rivoli, Schenectady; Ernie Dodds, Palace, Lake Placid; Leonard Rosenthal, State, Troy; Henry Frieder and Henry Grossman, Hudson; Mrs. Inez Ferguson, Copake, Copake; Irving Barker, New, Hoosick Falls, and Cambridge, Cambridge; Vivien Sweet, Swan, Greenwich, and Salem, Salem; Phil Baroudi, North Creek and Indian Lake; George Thornton, Orpheum, Saugerties, and Orpheum, Tannersville; Walter Wertime sr., and his secretary-booker, Mrs. Flanigan, of Chester, Chestertown; Paul Goldman of New York, who books Camp Topridge at Lake Clair Junction; Harry Gallup, Adirondack, Speculator; Jerry LaRocque, Warrensburg.

RKO Notes: F. Alford, home office representative, was at local exchange . . . Helen Doolittle, secretary to Manager Bernard G. Kranze, returned from a vacation in Maine. Abe Van Deusen, booker-office manager, took the second week of his at Saratoga. Incidentally, Van's small son, Bobby, was scheduled to have tonsils and adenoids removed . . . Dan Houlihan, 20th Century-Fox head booker, on vacation . . . Ditto, Helen Wisper, secretary to Manager Moe Grassgreen . . . Mitch Panzer, Monogram booker, also away . . . And Bill Kraemer, Schine booker for Albany territory.

Harry Berkson, Monogram franchise holder upstate, stopped here going and coming from convention in New York. Nate Sodikman, local Monogram manager, reports many exhibitors are booking Gene Autry in "The Phantom," a serial made for Mascot and recently reissued. Was not played widely in Albany territory before . . . Edward A. Golden, Monogram general sales manager, expected to pay official call at local branch on August 2 . . . Eddie Schnitzer, Warner-Vitagraph

(Continued on next page)

Blue-Chip Stuff

NEW YORK—"The English are through; the Empire is dead—$1 bet."

That's the way some of the boys and girls are doing it these days. The wagers are flying thick and fast; some would say with emphasis on the thick. "I say this; you say that—I'll betcha. Get the dough up."

Every conceivable topic, it seems, is fit subject for laying the dough on the line against future events. It started in the foreign department of Miracle Pictures (real name on request) over the presidential elections. Then there were differences of opinion over the war. Some of it is inspired by the division and intensity of personal loyalties of one kind or another.

But the thing is reaching fantastic proportions. Some of the most outlandish propositions are fit material for heated discussions, yelping arguments, ebullient speeches, etc. And the fanfare is always liquidated by dollar bets—and Father Time. Every bet pays off. The payers and the payees have a fund. No matter who wins the bet the winnings go into the fund. That is the understanding in advance.

At Christmas time each year the fund allows the participants to blow themselves to a swell feed. Last year, with $27 in the "kick," they went to a classy restaurant and gave the chef a chance to show his stuff.

The idea hasn't been copyrighted. But who would want to copyright an idea that depends on bets like these:

Before the battle is over, the United States will have declared war on the side of Germany and England against Russia and Japan.

All afternoon papers in existence in the U. S. after May 1, 1941, will cost a nickel.

Bob Burns will soon eliminate from his patter the name of "Uncle Snazi" because it sounds too much like Uncle Nazi.

Jack Dempsey will defeat Joe Louis in a championship bout next summer.

And that's the way the bets are running.

Dembow in Dallas

DALLAS—George Dembow, vice-president of National Screen Service, has been a Dallas visitor on one of his periodical visits, making contacts with circuit heads and holding conferences with local executives of the trailer and accessory divisions.

Two Close Upstate

SCHENECTADY—The Metro, operated by Robert Borodkin, has closed temporarily, according to exchangemen. So has Grange Hall, Athens, run by Harry Lamont.

Harry Savett Opens

ALBANY—Harry Savett reopened the former Lyric in Tupper Lake Junction as the Adirondack. Empire Theatre Supply installed fixtures.

Sets Ready for Hirliman's First Florida Production

MIAMI—Sets are being completed for the first of the productions George Hirliman is to make at the new Colonnade Studios in Coral Gables. Actual shooting is expected to start about the middle of the month, Hirliman stated on his arrival in Miami this past week.

Eleanor Hunt and Leon Janney will play the romantic leads in this first production, a drama adapted from an original story, "Adolescence." Permission has been secured to make exterior shots at El Jardin, palatial bayfront estate in Coconut Grove.

Local talent which has been auditioned and catalogued since mid-May will be used in extra roles and perhaps for one of the feature parts in this first Hirliman production, Charles Wasserman, casting director and assistant director at the big new Miami studios, said this week.

Completed in all details except for the installation of the commissary, the new Colonnade studios have proved a definite revelation to the few representatives of the industry who have inspected them. Studio facilities are most ample and complete this side of the Mississippi.

ALBANY

(Continued from preceding page)

eastern district sales manager, accompanied Branch Manager Paul Krumenacker to Oneida for a huddle with Sid Kallett.

E. W. (Eddie) Aaron, assistant to General Sales Manager William F. Rodgers of Metro, visited the local branch. Auditor Bill Marsh also in. Office Manager Sidney Stockton and wife weekended in Washington. Christine Korin, secretary to Head Booker Bill Gaddoni, away, with Virginia Beach possibly included in itinerary.

Lou Weinberg, Columbia home office representative, was at Schine headquarters in Gloversville. Al Taylor, who books pictures for the lodge in Castleton, is to accompany his boss, a major in U. S. Engineers corps, to maneuvers in Watertown-Plattsburg area.

Bill Benson, now traveling Albany territory for Universal, has taken a cottage at Saratoga Lake for Mrs. Benson, their two sons and a daughter with Bill there on weekends. Benson's home is at Jamaica Estates, L. I. . . . Jimmy Moore, Warner-Vitagraph booker, headed New England way for vacation with his family . . . Western Electric's full length Technicolor feature, "The Middleton Family at the World's Fair," being screened by various independents as half of double bills. Pam-o handling this one for King Cole Films of New York.

Jim Evans, Paramount shipper, was a member of arrangements committee for the clambake held by Local B-43, IATSE, and Truck Drivers' Union, AFL . . . Cornelius McCabe, a Smith & Howell chauffeur, recently married a New York girl.

ROCHESTER

PLANS are being arranged for the annual Schine Theatre employes picnic here this month. The outings were inaugurated at a successful affair last year . . . Regional meeting of Schine managers in Rochester and Buffalo, scheduled for this month, has been called off and a district managers' meeting in Gloversville substituted . . . Bill Brimmer, manager of the Rialto in East Rochester, staged a benefit show for the Sons of Sicily . . . Clayt Cornell, Monroe manager, has published a "Did You Know" booklet for theatre patrons . . . Bud Silverman, Schine city manager, and Bob Meagher, Schine publicity chief, took in the Ad Club Rodeo.

Walt Disney's "Festival of Hits," headed by "Snow White," played the Century. A special early morning show for youngsters was staged by Manager Charly Freeman last Saturday, with the first 1,000 kids getting "Snow White Jingle Club" buttons . . . Hottest weather of the summer last week cut into theatre business here. Mercury touched 95, stayed in the 90's for several days, drawing sweltering residents to four nearby lakes . . . When Mrs. Eva Shultz, cashier at the Regent in nearby Geneva, casts her vote in November, it will be for Wendell Willkie, a former neighbor. When she lived in Elwood, Ind., her neighbors were the parents of the GOP presidential candidate.

A rodeo, sponsored by the Grotto, and the James E. Strates Shows, sponsored by a Legion post, offered theatres competition last week . . . An increase in profits for the six months ended June 30 is reported by Bausch & Lomb. Earnings for the period totaled $767,284, compared with $554,743 for a similar period in 1939 . . . Harold W. Baker, former city manager here, has been named safety engineer over all Eastman Kodak plants in this country and Canada . . . Helen Hayes grossed $6,000 in one night when she played at the Auditorium here in "Victoria Regina."

The Park in nearby Geneva has been closed . . . Mrs. Francena See, member of the Better Films Council, died here. She was also one of the women leaders who sponsored Saturday morning films for children at the Eastman Theatre . . . Rochester Drama Festival has ended its year. It will reopen next summer.

Want Refugee Children

ROCHESTER—With two plants yet unreported, offers of Eastman Kodak people here to take into their homes children of Kodak employes in England have exceeded "several times over" the expected number, company officials announce.

Curry Sells to Carkey

ALBANY—Larry Carkey, operator of the Family, Utica, has taken over the Empress in Norfolk, and the Star in Norwood, from Amos Curry. Curry will give his entire time to his general store.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Pour Money, Time and Talent Into Charitable Undertakings

With collections continuing to pour into Hollywood's Red Cross committee headquarters, substantiating earlier predictions that the film colony would answer the appeal for funds with its customary generosity, screen folk are also responding with widespread enthusiasm to the call which they know best—donation of their time and talent to benefit efforts for various charitable sources.

For the British War Relief Association of Southern California, the Theatre Guild on August 5 will launch a stage presentation of Noel Coward's "Tonight at 8:30" at the El Capitan Theatre with a cast composed almost entirely of British Thespians. Dudley Murphy and Alan Mowbray are in charge. List of players includes Nigel Bruce, Reginald Owen, Henry Wilcoxon, Constance Bennett, Douglas Fairbanks jr., Reginald Gardiner, Basil Rathbone, Henry Stephenson, C. Aubrey Smith, Wendy Barrie, Melville Cooper, Brian Aherne, Ian Hunter, Herbert Marshall and Roland Young. The nine short plays in the cycle are being directed by Murphy, George Cukor, Edmund Goulding, Robert Sinclair and Margaret Webster.

Talk by Bob Montgomery

Following its gala "premiere" at a local restaurant, "Cavalcade," filmed by 20th Century-Fox several years ago, began a revival run at the Hawaii Theatre July 30 for the British Red Cross. The "premiere" included a talk by Robert Montgomery on his recent experiences with the ambulance corps in France, a travelogue donated by M-G-M, and a showing of "England at War and the British Fleet." Merle Oberon, Douglas Fairbanks jr., Constance Bennett, Basil Rathbone, Greer Garson and other stars were scheduled to make appearances with the "Cavalcade" showing at the Hawaii.

Plans for the all-star film in which almost all of the British acting colony here will appear have been completed. Titled "The Rafters Ring," shooting on it will be launched at Selznick International August 19 with Robert Stevenson producing and Edmund Goulding, Alfred Hitchcock, Zoltan Korda, Frank Lloyd, Victor Saville and Herbert Wilcox sharing the directorial responsibilities. President George Schaefer of RKO Radio has pledged his company will advance the production costs at bank interest only and will distribute the film at cost. The entire proceeds are to go to British and American charities, with Dr. A. H. Giannini and Leander McCormick-Goodhart acting as trustees. Stars appearing in the vehicle will include Brian Aherne, Freddie Bartholomew, Madeleine Carroll, Ronald Colman, Gracie Fields, Errol Flynn, Joan Fontaine, Greer Garson, Cary Grant, Sir Cedric Hardwicke, Charles Laughton, Anna Lee, Vivien Leigh, Herbert Marshall, Victor McLaglen, Ray Milland, Anna Neagle, Merle Oberon, Maureen O'Hara, Laurence Olivier, Sabu, C. Aubrey Smith and Claude Rains.

Other charity activities connected with the war:

Mary Pickford headlined a broadcast July 28 over the Mutual network pleading for support of the Red Cross campaign. Making appearances with her were Jack LaRue, Virginia Fields, Sidney Blackmer and Vince Barnett.

The British Ambulance Corps has raised $100,000 in the five weeks since June 17 for the purchase of field equipment for the British army. Louis Bromfield is chairman of the west coast committee. Further, Samuel Goldwyn has arranged with U. S. Ambassador Joseph Kennedy to present to the British forces a completely-equipped ambulance bearing Goldwyn's name.

Two benefit performances for the Red Cross were given at the Music Hall Theatre in Seattle by Bob Hope, accompanied by members of his radio troupe including Jerry Colonna and Brenda and Cobina.

Striking closer to home, preparations are being completed for the annual Comedians vs. Leading Men baseball game to be staged August 8 at Wrigley Field, proceeds to go to Mt. Sinai Hospital and Theatre Authority. George Marshall and George Raft are in charge, with the line-up so far including:

Comedians—Jack Oakie, Edgar Kennedy, Billy Gilbert, Hugh Herbert, Eddie Quillan, the Ritz Brothers, Vince Barnett, Lucien Littlefield, Smiley Burnette, Bill Robinson, James Gleason and Clarence Muse.

Leading Men—Randolph Scott, Buck Jones, Roy Rogers, Gene Autry, John Wayne, Sidney Blackmer, Edward Norris, George Murphy, Wallace Ford, Keye Luke, Dennis O'Keefe and Dick Purcell.

Official "hecklers" include Jane Withers and Helen Parrish.

Under consideration by executives of the Motion Picture Relief Fund is a proposal submitted by Henry J. MacIsaacs under which a service bureau would be established to line up odd jobs for unemployed film workers, enabling them to exist during slack days at the studios. The bureau, according to MacIsaacs' plan, would be operated on a non-profit basis and would provide "handy men" for such tasks as chauffeuring, house cleaning, carpentering and other work.

As to the all-industry Red Cross drive itself, latest and unofficial estimates are that some $260,000 has already been pledged through the executive committee headed by Samuel Goldwyn. Warner reported it hopes to top $70,000, nearly twice the $37,500 quota set for that studio. Official tabulation is expected to be made and released around August 5.

"The Great Dictator" Title to Chaplin

Given clearance on the title through courtesy of Paramount, after negotiations had been carried on for some time, Charles Chaplin's Production No. 6 will go into release as "The Great Dictator." Exploitation and advertising campaigns are being mapped out by Chaplin with Murray Silverstone and Lynn Farnol, here from New York, during which huddles a release date on the United Artists feature will be set. Chaplin and Meredith Willson are now collaborating on the musical score.

Section Chairmen Named By Academy Executives

Section chairmen for five divisions of the Academy's scientific branch have been appointed by the executive committee, headed by Nathan Levinson. Harold McCord represents the film editors; Peter Mole, the equipment technicians; Thomas Moulton, sound engineers; Jack Otterson, art directors, and Ray Wilkinson, photographers.

Levinson declared a comprehensive program of membership activities will be launched immediately, and announced publication is to be resumed on the Technical Credits Bulletin.

Labor Scene Quiet; Eyes on Capital

Hollywood's labor front continues relatively quiet, the majority of attention currently focused on the outcome of the wage-hour hearings in Washington, D. C., and the elections scheduled for later in the month by both the "A" and "B" divisions of the Screen Actors Guild.

Proposed amendments to the wage-hour legislation affecting motion picture workers are to be threshed out at a hearing here early in September, the producers already having gone on record in Washington as favoring changes clarifying the technical, executive and administrative branches. Representing the producers at the eastern hearings were Fred Pelton and Homer Mitchell of the Hays office. A member of the wage-hour board is now in Hollywood conducting a survey, results of which will be revealed when the local session is called.

Oppose Wage-Law Change

Most local unions oppose changes in the wage-hour law, particularly members of the Hollywood Guild Council, which sent Attorney George Bodle to Washington as its representative during the recent huddles. American Federation of Labor crafts have also gone on record as opposing any re-definition of employe classifications.

The SAG's "B" division is to elect 15 new members of its council in a mail ballot returnable August 10. Two slates have been lined up in opposition, one comprising 18 candidates chosen by the official nominating committee, the other numbering 15 contenders named by the extras themselves. Winners will be revealed at a membership meeting August 11. The "A" board of directors is to meet August 5 to appoint a nominating committee to select a list of candidates for election of officers August 15. The SAG's executive secretary, Kenneth Thomson, has resumed conferences with American Guild of Variety Artists executives relative to the long-discussed formation of "one big union" embracing all affiliates of the Associated Actors and Artistes of America.

Casting Pact Waits

Other labor developments:

Still unsigned is the proposed contract between Central Casting Corp. and the American Federation of Office Employes, seeking a closed shop. Meantime, however, producers have voluntarily increased the assessment among themselves for maintenance of the casting bureau in order to expedite the reorganizational plan instituted when Howard R. Philbrick moved in as general manager.

The IATSE figured in several moves. The IA cameramen have begun a drive to organize the cartoon field, the Screen Cartoon Guild having relinquished its jurisdictional claim over cinematographers in that category. IA executives are also in court seeking dismissal of a $250,000 suit filed against President George Browne and other international executives by a number of IA members who were expelled because of their activities during the IA-United Studio Technicians Guild battle more than a year ago.

The Hollywood Guild Council has voted unanimous support for the Screen Office Employes Guild in its jurisdictional battle against the American Federation of Office Employes. The SOEG, seeking to negotiate a contract with producers, is awaiting word from the NLRB on a collective bargaining petition filed several months ago.

Script Clerks Guild has begun a drive to sign contracts with all independent producers. It already holds a closed-shop agreement with the major lots. Scenic Artists Ass'n and the Moving Picture Painters went before the NLRB to present their respective claims for jurisdiction over studio scenic artists.

With its negotiations with producers for a Guild contract nearing the signature stage, the Screen Writers Guild has begun laying plans to franchise agents handling writers and story properties, basing the scheme along the lines pioneered by the Screen Actors Guild. A general SWG membership meeting will be called shortly to vote on acceptance of the producer agreement now being studied by negotiators for both groups.

Subcommittees of ARC Hold Four Meetings

Four meetings of the Academy Research Council's subcommittees have been held during the past few days. On July 30 the subcommittee on acoustical characteristics met under the chairmanship of J. Fowler Durst, while on the same day the process projection equipment committee held a session with Farciot Edouart as chairman.

The theatre sound standardization committee, led by John Hilliard, and the set equipment noise committee, conducted by Thomas Moulton, met July 31.



Artists Meet—

Irvin S. Cobb, famous writer, visits his old friend, Leo Carrillo, and makes a new one, Louise Platt, on the Hal Roach "Captain Caution" set.

Silverstone, Farnol In Huddles on Two

To outline the sales setup for Charles Chaplin's "The Great Dictator," James Roosevelt's release of the English-made "Pastor Hall" and to huddle with various other United Artists producers on forthcoming product, Murray Silverstone, UA chieftain, and Lynn Farnol, publicity-advertising director, checked in from New York. It was expected they would remain here for about a week. Silverstone and Chaplin will set a definite release date on the latter's picture, while Farnol will draft exploitation and advertising campaigns.

Other Travelers

Advance exploitation plans for "Foreign Correspondent" and Argosy's "The Long Voyage Home," which Walter Wanger will release through UA, will be worked out in New York by John LeRoy Johnston, Wanger's publicity-advertising chief, who has left for the east. Johnston will not return to Hollywood for about a month.

Jock Lawrence, Samuel Goldwyn's executive assistant, planed for Fort Worth, Tex., where he met Monroe Greenthal, head of UA's pre-selling division, to work out details of the world premiere there of Goldwyn's "The Westerner" September 17.

Campaigns for five forthcoming Warner releases—"The Sea Hawk," "No Time for Comedy," "Knute Rockne—All-American," "Flowing Gold" and "City of Conquest," are being discussed here by Mort Blumenstock, Warner advertising-publicity executive from New York, with Charlie Einfeld and Robert Taplinger at the Burbank studio. Joseph Bernhard, head of the Warner theatre chain, accompanied Blumenstock. Another visitor at the Warner plant is Harold Dunn, Far Eastern supervisor, who is en route to New York from his Singapore headquarters.

Checking in at M-G-M for huddles with studio officials was Ludwig L. Lawrence, European sales manager, who only recently closed his offices in Paris.

Columbia Discussions

After a short stay here, during which several newly-completed films were screened for them, Jack Cohn, Columbia vice-president, and Nate Spingold, distribution executive, returned to New York by air. They conferred briefly on the future outlook with President Harry Cohn.

Reporting that film revenue in the Far East has tapered off considerably, because of devaluated currency, and despite recent increases in boxoffice patronage, Del Goodman, 20th Century-Fox's sales manager for the Orient, stopped off at the studio on his way to New York for huddles with executives there.

Roy Disney, vice-president of Walt Disney, Inc., has returned from a two-week visit to New York, during which he conferred with Disney's eastern representative, Hal Horne, on a campaign for the company's next feature-length cartoon release, "Fantasia."

Harry Goetz, of Gordon-Goetz, planed in from the east, where he huddled with President George Schaefer of RKO Radio concerning their unit's next production, title of which will be announced shortly.

TWO PRECEDENTS, which Hollywood reviewers might easily view with alarm, were established at the press preview of "Pastor Hall." Preceding the showing, Producer James Roosevelt, who imported the British-made film for United Artists distribution, addressed the assembled sandwich-snatchers with a few well-chosen words concerning his opinions of and hopes for the offering, and following the unveiling the "refreshments" consisted of—lemonade.

Reactions to the restraint and sincerity of the Rooseveltian introductory remarks were universally enthusiastic, despite shudders at the prospects of other producers following the same practice at all previews. As concerns the lemonade, the enthusiasm was noticeably lacking, but the dudders lingered on.

Regarding the special prologue written by Robert Sherwood and narrated by Mrs. Eleanor Roosevelt. While the prestige value of Sherwood's name is unquestionable, the utilization of a prepared script will probably detract considerably from the effectiveness of Mrs. Roosevelt's lavish words of praise. Were the audience permitted to assume that Mrs. Roosevelt's laudatory comments were spontaneously her own, an impossible assumption in view of the screen credit given Sherwood, her endorsement would carry much more weight.

➞

Ex-service men employed at Warner have begun the formation of military units for home service and defense. About 400 *workers are organizing an anti-aircraft searchlight battery, a rifle club and a studio veterans' organization. Blayney Matthews is in charge.*

If the idea is carried further, the following suggestions for departmental commands might be in order:

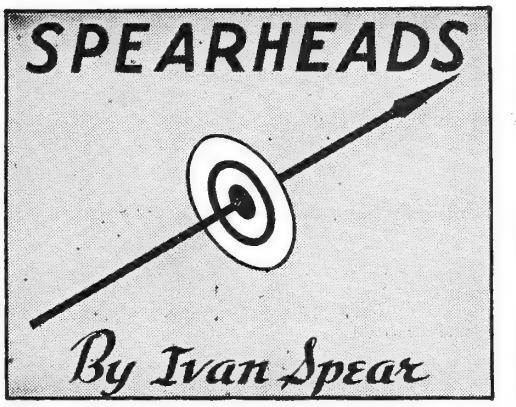
Cavalry—Harry M. Warner, using his race horses.

Camouflage—Hal Wallis.

Gas attacks—Bob Taplinger.

Smokescreens—Jack L. Warner.

Intelligence—Republic studios.



Gregory Grynzkow, chess authority, has been engaged by Frank Capra to supervise chess board moves in scenes for "Meet John Doe."

That should put plenty of speed into the epic.

➞

William Seiter's "Hired Wife" at Universal is the 100th picture he has directed. He started as a pilot on Keystone comedies. A record of which the veteran megger may be deservedly proud, particularly in view of the high average of excellence which has characterized Seiter-directed features for these many years.

➞

Ann Sheridan has been voted "Their ideal riding companion" by 500,000 *truck driver members of International Brotherhood of Teamsters. Actress also is being presented with large truck and trailer which will be autographed by all truck drivers that it meets en route from Chicago to the coast.*

Which, according to established Hollywood practice, indicates the making of a feature entitled "Oomph Rides Again."

➞

Claim-To-Fame Department:

A framed portrait of Director Clarence Brown has been hung in the Thomas Edison Athletic Club of East Orange, N. J., and Brown has been given a life membership therein.

Director John Cromwell supervised the filming of a western by University of So. Calif. cinematography students, and widely-touted by Russell Birdwell as the first sagebrush saga with an all-student cast.

Wayne Morris rates headlines in Paramount's "spot news" as the "season's first grid casualty," having strained his leg during the filming of a scene for "Touchdown."

➞

Harold Rosson, cameraman, stricken by flu during the filming of "Dr. Kildare Goes Home."

Calling Dr. Christian!

➞

"The Great McGinty" was specially screened in Colorado Springs for Wendell Willkie. According to Paramount reporters, "the presidential candidate laughed heartily at the experiences of McGinty, the sequence showing him voting 32 *times in a single day bringing forth uproarious laughter."*

Maybe the uproarious sequence gave Candidate Willkie some campaign ideas.

➞

HEIL HOLLYWOOD:

Upon affiliating himself with the new Forum Films Co., Jesse J. Goldberg changes his name to Gilbert. The Jesse J. remains.

➞

BALLYHOODLUMS: Warner praise purveyors broadcast 200 words to say a film job awaits a set of quadruplets from one to two years old. There's also a good job in Hades for an ice water salesman . . . First information that rat traps are used on sound stages comes in the item which contends that Lupe Velez went berserk when her pet Chihuahua was caught in one of them. Let the traps ensnare the blurbists who plant such phonies and it will be news worth printing . . . Paramount's Bob Speers contributes the week's ray of sunshine with the announcement that "Dorothy Lamour's *last* sarong will go on the auction block tomorrow," neglecting, however, to inform whether or not Miss Lamour would be in the tropical kimona when it is sacrificed for sweet charity.

Nautical, Nazis, Nags, Normal

That slightly green tinge which is beginning to appear around the gills of the film citadel's camp followers may have been caused by another over-crowded preview week or it may be a touch of seasickness, resulting from too many marine epics. Following close on the heels of Warner's "The Sea Hawk," came the debut of United Artists' "Captain Caution" and Paramount's "Mystery Sea Raider."

The former was by far the better of the two and might easily be considered the best of a lineup of nine features. A robust melodrama, it contains liberal quantities of the blood-tingling adventure which should be incorporated in stories of swashbuckling deeds on stormy seas. As such it should completely satisfy adherents of the action school, despite a shortage of marquee names in the cast. This Hal Roach production seems certain to establish a favorable boxoffice record for itself through enthusiastic audience reaction and favorable word-of-mouth. The veteran producer, working from a novel by Kenneth Roberts, gave the scripting chore to Grover Jones, who turned in a bang-up job; Richard Wallace directed in the called-for red-blooded style, and both Jones and Wallace also shared credits as associate producers.

A timely story of German submarine warfare on neutral shipping, "Mystery Sea Raider" suffers most from weaknesses in the acting division. As produced by Eugene Zukor and directed by Edward Dmytryk, it stands as a splendid effort from the technical standpoint, and plenty of excitement and suspense characterizes the script by Edward E. Paramore jr. from Robert Grant's original. It should be wholeheartedly received by action addicts and the Saturday matinee trade.

* * *

Significant was the unveiling of British-made "Pastor Hall," James Roosevelt's initial contribution to the UA program. Made abroad by Charter Films, it differs only slightly in theme from the several pictures made here recently on the subject of anti-Nazism. As a documentary indictment of Hitlerism, there is no gainsaying it is extremely powerful stuff; its exposure of concentration camp brutalities goes much further than anything filmed previously. Where other celluloid indictments of present-day Germany have prospered, the picture should do well, given the wise exploitation its subject matter calls for. Pro-

(Continued on page 29)

Hollywood—Personnelities

Barnstormers

—Paramount

ALLAN JONES to New York for a two-week p. a. engagement in connection with the opening of "The Boys From Syracuse."

—RKO Radio

ANNA NEAGLE checks out for Portland, Ore., for appearances with showings of "Queen of Destiny."

—Republic

GENE AUTRY checks in from Minneapolis, where he made rodeo appearances in connection with a civic festival.

SMILEY BURNETTE pulls out for Roanoke, Virginia, to begin two-week p. a. tour.

Cleffers

—Columbia

CONSTANTIN BAKALEINIKOFF teamed with RICHARD HAGEMAN on score for Frank Lloyd's "The Howards of Virginia."

—International Pictures

ARTHUR KAY named musical director on "Gypsy Cavalier," to be made in Cinecolor for Monogram release.

—Metro

FRANZ WAXMAN scoring "Philadelphia Story."

DAVID SNELL scoring "Dr. Kildare Goes Home."

EARL ROBINSON and JOHN LA TOUCHE sell "Ballad for Americans" for use as the principal number in "Babes on Broadway," forthcoming Mickey Rooney-Judy Garland co-starrer.

FRANZ WAXMAN recording musical sequences for "I Love You Again."

—Paramount

IRVIN TALBOT and SIGMUND KRUMGOLD scoring "The New Yorkers."

—RKO Radio

SCOTT BRADLEY orchestrating "Dance of the Weed," cartoon subject being produced by Rudolph Ising.

—20th Century-Fox

ALFRED NEWMAN recording his score for "Brigham Young."

MACK GORDON doing tunes for "Tin Pan Alley," forthcoming Alice Faye starrer.

—Walter Wanger

ALFRED NEWMAN scoring background music for "Foreign Correspondent."

—Warner

JACK SCHOLL and MOE JEROME win Ascap prize for "You, You Darling," deemed the most popular song published during the last quarter.

Meggers

—Columbia

JOHN BRAHMS to "Passage West," from a story by Sidney Biddell and Frederick Frank scripted by P. J. Wolfson. Sam Bischoff will produce.

MAX NOSSECK to "The Little Professor," a Ralph Cohn production rolling August 6.

—Monogram

JOSEPH LEWIS to an untitled "East Side Kids" feature which Sam Katzman will produce.

—Paramount

PRESTON STURGES to "Lady Eve," from a script which he is writing. Monckton Hoffe wrote the original.

—RKO Radio

EDWARD KILLY to "Wagon Trains" and "Fargo Kid," Tim Holt westerns, to be filmed simultaneously on location at Kanab, Utah.

—20th Century-Fox

NORMAN FOSTER to "Last of the Duanes," from a story by Zane Grey, which he is adapting to the screen.

—Warner

DEL FRAZIER to "Sky Sailing," short subject being filmed in color.

JEAN NEGULESCO pinch-hitting for ANATOLE LITVAK, out with eye infection, on "City for Conquest," slated to wind up about August 1.

Options

—Metro

SARA HADEN given new long-term acting contract. She appears in the "Hardy Family" series.

CLYDE DEVINNA, cameraman, given new term contract. He is currently photographing "Bad Man From Wyoming."

NACIO HERB BROWN given term contract as a composer. He will work with Producer Arthur Freed.

—National Pictures

BURGESS MEREDITH signs one-picture deal to appear in the Fred Astaire starrer, "Second Chorus," for Paramount release.

VICTOR SCHERTZINGER given new one-year directorial contract. His next assignment is "The Road to Zanzibar," co-starring Bing Crosby, Bob Hope and Dorothy Lamour.

BETTY BREWER, stock player, held for another term.

HARRY CAREY set for title role in "Shepherd of the Hills," rolling August 19 with Henry Hathaway directing. It will be filmed in Technicolor.

EDDIE BRACKEN given contract extension calling for appearances in four more pictures.

—Paramount

WILLIAM MELLOR, cameraman, now photographing "Moon Over Burma," held for another year.

—Republic

DENNIS O'KEEFE signs two-picture acting commitment.

—Hal Roach

NORBERT BRODINE given contract extension as cinematographer. He is currently on "Road Show."

—RKO Radio

FAY WRAY held for another picture.

—20th Century-Fox

DOROTHY DEARING, featured player, given contract renewal.

JOAN BENNETT signs to appear in two pictures yearly, going first into "Western Union."

HENRY FONDA held for another year.

BINNIE BARNES given one-year renewal on her acting ticket.

JOHN DUTTON, featured player, held for an extended term. He is currently in "Charlie Chan in New York."

—Warner

DENNIS MORGAN, LUCILLE FAIRBANKS and WILLIAM T. ORR, featured players, given contract extensions.

LESTER COLE, writer, wins new term contract. He is doing "Footsteps in the Dark" for Producer Robert Lord.

GARRETT CRAIG, college basketball star, given term acting pact. His screen debut will be made in "High Sierra."

Scripters

—Columbia

FLORENCE RYERSON and COLIN CLEMENTS complete "The First Woman Doctor," which Sam Bischoff will produce. Writing team has checked off the lot.

—Lesser-Lubitsch

DONALD OGDEN STEWART to an untitled Melvyn Douglas-Merle Oberon starrer. United Artists will release.

—Metro

CYRIL HUME completes "Combat Car," a story of the mechanized cavalry, which J. Walter Ruben produces.

LAWRENCE KIMBLE to "Pierre of the Plains," an Edgar Selwyn production.

WELLS ROOT to an untitled story based on the life of President Andrew Johnson. J. Walter Ruben produces.

LESSER SAMUELS to "A Woman's Face," which Victor Saville will produce as a Joan Crawford starrer.

HUGO BUTLER teamed with DOROTHY YOST on the Irving Asher production, "Blossoms in the Dust."

—National Pictures

IAN HUNTER polishing "Second Chorus," the Fred Astaire starrer, which Paramount will release.

—Republic

RON DAVIDSON to "Superman," forthcoming serial based on the comic strip.

JACK TOWNLEY to "Melody and Moonlight" for Producer Robert North.

JACK MOFFITT to "Gangs of Kansas City" for Producer Armand Schaefer.

—Hal Roach

JONATHAN LATIMER to "Topper Returns," based on a story by Thorne Smith.

—RKO Radio

BERT GRANET to "Show Business." Ray McCarey will direct.

HERMAN MANKIEWICZ completes "Citizen Kane" for Orson Welles.

JOHN VAN DRUTEN to "Mr. Pinkie," a Charles Laughton starrer, to be directed by Lewis Milestone.

—John Stone

HILDA NICHOLS teamed with JOHN STONE on "Scrappy," from a story by Robert Crandall. Stone has completed scripts on two other vehicles to be utilized when he announces a production affiliation.

—20th Century-Fox

SAM ENGEL to "Cisco Kid Seeks Ro-

mance."

ROBERT ELLIS and HELEN LOGAN to "Her Honor, the Mayor," first in a proposed new series featuring Binnie Barnes and Charlotte Greenwood. Fred Kohlmar will produce.

STANLEY RAUH to "The Private Practice of Michael Shane," from a story by Brett Halliday.

PHILLIP DUNNE to "How Green Was My Valley," from the Richard Llewellyn novel.

—Universal

ERNA LAZARUS and SCOTT DARLING to "They're All Crazy."

CHARLES GRAYSON to "Bank Dick," forthcoming W. C. Fields comedy which Edward Cline will direct for Producer Jack Gross.

—Warner

LEONARD HOFFMAN and JACK LUCAS to "Frontier Doctor," a story by Urling Coe.

ROBERT PRESNELL to "The Smiling Corpse," from a story by Philip Wylie.

STEPHEN MOREHOUSE AVERY to "Frenchy," from his own original.

KEN GAMET to "The Great Divide."

NORMAN REILLY RAINE polishing "The Fabulous Thirties" for Producer Mark Hellinger.

Story Buys

—Paramount

"Botany Bay," novel by James Norman Hall. It relates the colonization of New South Wales in 1787. Joel McCrea will probably star.

Technically

—Metro

AL SHENBERG named assistant to Director King Vidor on "Osborne of Sing Sing," starring Clark Gable.

KARL FREUND takes over for HAROLD ROSSON as cinematographer on "Dr. Kildare Goes Home," the latter suffering from influenza.

ELMO VERON to edit "Third Finger, Left Hand," which Robert Z. Leonard is directing.

CHARLES LAWTON photographing the untitled "Nick Carter" adventure which George B. Seitz is directing.

SERGEI PETSCHNIKOFF named unit manager on "Little Nellie Kelly."

MARVIN STUART set as assistant director on "Little Nellie Kelly."

HOWARD CAMPBELL designing sets for an untitled "Nick Carter" adventure.

MALCOLM BROWN named art director on "Osborne of Sing Sing."

SID WAGNER doing special outdoor action photography on the untitled "Nick Carter" adventure which George B. Seitz is directing.

—National Pictures

HOWARD BRISTOL named set dresser on "Second Chorus."

—Paramount

HALDANE DOUGLAS named art director on the Jack Moss production, "D.O.A.," which Stuart Heisler directs.

ARTHUR ROSSON set as second unit director on "I Wanted Wings."

SIDNEY STREET named business manager on "D.O.A.," a Jack Moss production which Stuart Heisler will direct.

—RKO Radio

FRED KNUDTSON to edit "Wagon Trains."

ROBERT WISE to edit "Citizen Kane." He has just completed cutting "Dance, Girl, Dance."

VERNE WALKER to check out for New York to pick up background footage on three forthcoming pictures.

—Robert Sherwood Productions

DAVID HALL named production designer on "Legacy," to be filmed for Columbia release.

—20th Century-Fox

IRVING PICHEL heads crew of talent and technicians on trek to McCall, Idaho, for location sequences on "Hudson's Bay Company."

ERNESTO ROMERO set as technical advisor on "The Californian."

JOSEPH WRIGHT named art director on "The Californian."

SEYMOUR FELIX directing dance sequences and musical numbers for "Tin Pan Alley."

CHARLES CLARKE to photograph "Dance Hall," to be directed by Sheperd Traube.

—Warner

WILLIAM GUTHRIE, location manager, and OWEN CRUMP, scripter, leave for Fort Knox, Kentucky, to make preliminary arrangements for filming "The Tanks Are Coming," next in the series of shorts based on national preparedness.

SLAVKO VORKAPICH supervising montage sequences in Frank Capra's "Meet John Doe."

WILLIAM GUTHRIE, location manager, heads for San Diego to make advance arrangements for filming "March On, Marines," one in the series of national preparedness short subjects.

SOPHIE ROSENSTEIN given contract as dramatic coach for new talent.

Independent Picture Is One of Activity

Independent production currently is characterized by more activity, in both actual film-making and in preparations for camera work, than has been evident for several months past.

National Pictures has placed its first vehicle, "Second Chorus," in production at General Service for Paramount release. The Boris Morros-Robert Stillman unit is also shaping plans for an October start on its second, "The American Vagabond." Walter Brennan has been borrowed from Samuel Goldwyn for a lead in the Douglas Fairbanks jr. starrer. H. C. Potter directs both features.

International rolls "Gypsy Cavalier," featuring Gilbert Roland, August 5 for Monogram release, with Alexis Thurn-Taxis directing. Picture will be filmed in Cinecolor. Monogram has also signed to distribute two pictures to be made by Golden West Productions, headed by Charles W. Goetz and located in Phoenix, Ariz. Films are "Black Stallion" and "College Sweetheart," both to be made in Cinecolor. Golden West contributed one picture, "Gentleman From Arizona," to Monogram's 1939-40 schedule.

Formation of Adverti Films as a maker of commercial pictures has been announced by Jack Boland, executive producer, and N. C. Smith, general manager. Boland was formerly connected with Paramount and 20th Century-Fox.

Frank Lloyd has disclosed "The Lady From Cheyenne," a story by Jonathan Finn and Theresa Oakes, will be his first production for Universal release, rolling late in September. Lloyd also has "The Flying Yorkshireman" and "Captain Bligh" on his schedule.

Sigmund Neufeld, head of Neufeld Productions, pulled out for New York to attend a three-day meeting of branch managers for Producers Releasing Corp., for which company he supplies product. 1940-41 production and sales policies were to be discussed at the session, attended by representatives from 28 key cities. Neufeld currently has "Marked Man," featuring Warren Hull, in production.

Seven features have been assigned to Paul Malvern for production for Monogram's 1940-41 schedule. They include:

"Sign of the Wolf" and "Trail of the Yukon," from stories by Jack London; "Drums of the Desert," exploitation special being scripted by Joseph West, and four mystery dramas starring Keye Luke, "Alias Jimmy Hogan," "Million Dollar Mystery," "While Frisco Sleeps" and "Phantom of Chinatown." Malvern will headquarter at the Ralph Like studios.

Hal Roach is revamping his 1940-41 lineup for United Artists to eliminate all heavy dramas and melodramas, having decided, in view of grave international developments, that farces and comedy-dramas will be more acceptable to American tastes. To this end he has assigned Grover Jones to re-write "The Unholy Horde," based on the French Revolution, pointing up the comedy angles. The laugh elements will also be emphasized in four other projected films—"Topper Returns," "Niagara Falls," "Broadway Limited" and "Road Show."

Olivier and Leigh Are Set by Alex Korda

Alexander Korda's next United Artists production, and his first to be made entirely in Hollywood, will co-star Laurence Olivier and Vivien Leigh in a film biography of Lord Nelson and Lady Hamilton. Walter Reisch is now scripting, with R. C. Sherriff doing additional dialogue. Korda himself will direct, production to start about September 15.

Starrer for Lupino

Ida Lupino is to be starred by Warner in "Hard Luck Dame," from an original screenplay by Charles Kenyon. Raoul Walsh will direct. Miss Lupino begins this assignment when she has completed her role opposite Humphrey Bogart in "High Sierra."

Warner Sets "Trial and Error"

"Trial and Error," a play by Anthony Berkeley, will be produced for Warner by Edmund Grainger. It rolls about September 1 from a script by Charles Kenyon.

22 September Starts Already Are Slated

Currently at a productional peak, Hollywood seems to have no intention of letting its activities slump during the balance of the month and is even beginning to encircle starting dates for September. To date, 22 more features are scheduled to hit the starting line during the remainder of August, and a half-dozen vehicles are chalked in for camera work during the following month.

Taking the lead is RKO Radio, which has seven films in preparation for August starts and four more in the groove for September. 20th Century-Fox is running second with five August starters, while Universal cops show money with four geared to go before the cameras this month and another in line for a September start.

On the August docket at RKO Radio are "Three Girls and a Gob," "Show Business," "You'll Find Out," "Malvina Swings It," "No, No, Nanette," "Kitty Foyle" and "Mr. and Mrs. Smith." For September it has "Passport to Life," "Valley of the Sun," "They Met in Argentina" and "Photo Finish."

20th-Fox Docket

Twentieth Century-Fox guns "Heil Jenny," August 5; "Hudson's Bay Company," August 12; "Chad Hanna," August 16; "Western Union," August 22, and "Tin Pan Alley," August 26. Universal rolls "Fireman, Save My Child" and "Meet the Wildcat," August 5, with "Give Us Wings" and "Riviera," slated to be launched August 19. Frank Lloyd's initialer for that company, "Cheyenne," rolls early in September.

On September schedules at Columbia is "Penny Serenade."

For Monogram, "Gypsy Cavalier" starts production August 5 and a "Range Busters" western comes out of the corral August 7. Harry Sherman starts "The Roundup" for Paramount August 5, with "Shepherd of the Hills" rolling August 19 and "I Wanted Wings" going before the cameras a week later.

"Little Nellie Kelly" gets the go-signal at M-G-M August 5, to be followed shortly thereafter by the Marx Brothers comedy, "Go West."

Total of 53 Are in Work With 14 New Vehicles

With 14 new vehicles making their camera debuts, an auspicious start on August schedules was made at the major studios, where a total of 53 pictures are now in work—a substantial gain over figures established last week.

Columbia, gunning "Into the Crimson West," is filming three. Going into the cutting rooms were "Arizona" and "Nobody's Children." Metro signaled the takeoff on "Flight Command" to raise its total to nine. "The Ape," "That Gang of Mine" and an untitled Frankie Darro starrer hit the starting line at Monogram, where four are now in production.

For Paramount, National Pictures launched "Second Chorus," while the Marathon Street studio also launched "D. O. A." It has eight in work. RKO Radio held to a six-picture total by launching "Citizen Kane" and completing "I'm Still Alive." Republic is filming three, with "Arizona Skies" and "Frontier Vengeance" as the newcomers and "Colorado" going into the cutting rooms.

Twentieth Century-Fox's total dwindled to four as "Yesterday's Heroes" and "Youth Will Be Served" were both completed. United Artists producers account for two current productions. Universal launched "The Devil's Pipeline" and "Forgotten Valley," and completed "The Man From Cheyenne," to emerge with a six-picture total. "East of the River" and "South of Suez" hit the Warner starting line. Eight are being filmed at the Burbank plant.

Cinémarks

Louise Rousseau, assistant director on Pathe's "Information Please" and director of the Pathe "Picture People" shorts, planed out for New York to signal a start on the next "Information Please" reel . . . Director Jack Conway of M-G-M has checked out for a two-week fishing trip off the coast of Lower California.

*

Ben Miggins, 20th Century-Fox's European manager, planed in from New York for conferences with studio executives, giving them his picture of affairs abroad and their effect on motion pictures.

*

Suffering from a kidney ailment, Scenarist William Anthony McGuire is undergoing treatment at the Cedars of Lebanon Hospital, where he is expected to remain for several weeks.

*

To confer with studio executives on new product release campaigns, Harold Marshall, M-G-M exploiteer in Indianapolis, has checked in at the Culver City plant . . . Jerry G. Mayer was host at an M-G-M luncheon to R. B. Kirchhoffer, A. P. Johnson and other Standard Oil executives.

*

Back at M-G-M is Edward Cahn, short subjects director, who vacationed for two weeks in San Francisco.

First Chore Facing Hays Is Producers' Meeting

First official chore confronting Will Hays, MPPDA president, during his current sojourn in Hollywood will be to preside over the regular monthly meeting of the producers association, called for August 5. Hays office attaches declared that, although Hays has been here for more than a week, he has thus far attended only to routine matters.

The coming meeting is expected to be confined likewise to a routine discussion of such subjects as the international situation, the production outlook for the balance of the summer, and current labor developments. Hays, it is believed, will return to New York early in September.

With Homer Mitchell and Fred Pelton now representing the association at hearings on proposed changes in wage-hour legislation now being conducted in Washington, Pat Casey, labor contact for the Hays office, checked out for Chicago for conferences with international union leaders on the wage-hour laws. He will go from there to the nation's capitol and thence to New York. Pelton and Mitchell are requesting that classifications of certain workers be amended to more clearly define administrative, executive and professional duties.

"Brigham Young" to Bow in September

With the national release date on "Brigham Young" moved back to September 13 after it had been originally scheduled to go into distribution some time in August, 20th Century-Fox executives have delayed the world premiere of the feature, first set for Salt Lake City, Utah, some time this month, until early in September. Definite date for the picture's debut has not been set, although its stars—Tyrone Power, Dean Jagger and Linda Darnell—are already slated to attend the premiere in the Utah metropolis.

This will give 20th Century-Fox two lavish world premieres to occupy its time in September, as "The Return of Frank James" is set to make its bow in Kansas City, Mo., later in the month. Darryl Zanuck, Henry Fonda and Jackie Cooper have accepted Gov. Lloyd Stark's personal invitation to attend.

Bid for "Arizona" Bow

Civic representatives from Tucson, Ariz., are making a determined bid to have Columbia's "Arizona" premiered there early in October. As a result of a campaign launched some weeks ago to raise $25,000 to help pay the expenses, $10,000 has already been pledged and deposited in a Tucson bank. Gov. Robert Jones has promised to stage a governor's ball and arrange an Indian celebration.

Final report on Universal's world premiere of "When the Daltons Rode" in Coffeyville, Kas., July 25 disclosed that the three-day celebration was attended by more than 35,000 people. Among the participants were Director George Marshall, more than 100 midwestern exhibitors and such Universal players as Frank Albertson, Andy Devine, Constance Moore and Peggy Moran.

Also on the September schedule is the world premiere of Samuel Goldwyn's "The Westerner," set to be staged September 17 in Fort Worth, Tex., as the climax to that locality's annual Casa Manana celebration. Goldwyn, Gary Cooper and other members of the cast will attend. Picture receives its New York premiere three days later at the Radio City Music Hall.

SPEARHEADS

(Continued from page 25)

duction and direction are competent. Appearing in a foreword is Mrs. F. D. Roosevelt, her narration written by Robert E. Sherwood.

* * *

To break the monotony of riding the bounding main, there were the horses in two westerns.

A rip-roarin' actioner, crowded with sure-fire ingredients to make it popular sagebrush fare, is Universal's "When the Daltons Rode," the celluloid story of the famous 19th century bandits. There can be little doubt it will do cleanup business wherever the customers want excitement in its best and fastest form. George Marshall ingeniously blended his expert direction with a tip-top screenplay by Harold Shumate, based on a book by Emmett Dalton and Jack Jungmeyer sr. Although uncredited, Marshall also handled the production duties and saw to it that the vehicle was unstintingly mounted.

Monogram presented a satisfactory entry in the Tex Ritter western series in "The Golden Trail," containing plenty of hard riding, gunplay and the customary musical interludes. Edward Finney produced and Al Herman directed from an original screenplay by Rolland Lynch.

* * *

Miscellaneous programmers of varied degrees of worth included:

Twentieth Century-Fox's "Charlie Chan at the Wax Museum," a bizarre thriller and without doubt one of the best chapters in this perennial sleuth series. John Larkin, who wrote the script, and Lynn Shores, who directed, established an intriguing atmosphere, motivated their action logically and capped it with a punch finish. It was co-produced by Walter Morosco and Ralph Dietrich.

RKO Radio's "One Crowded Night." This one suffers from an oversupply of story material which makes too liberal use of the proverbial long arm of coincidence. It can be marked down as program stuff, nothing more, produced by Cliff Reid and directed by Irving Reis. Richard Collins and Arnaud d'Usseau scripted from a story by Ben Holmes.

Paramount has a substantially-made entry based on amateur boxing in "Golden Gloves," effectively enacted and a creditable addition to any program. Edward Dmytryk imparted smooth, fast-paced direction, working from a scenario by Maxwell Shane and Lewis R. Foster. William C. Thomas produced.

Attempting musical comedy in the gay, light-hearted manner, Republic emerged with a moderately successful effort in "Sing, Dance, Plenty Hot." Some passable tunes and a couple of well-staged production numbers add to its merit, although the featherweight story sags badly here and there. Bradford Ropes did the screenplay from an original by himself and Vera Caspary. Lew Landers directed for Producer Robert North.

Plan "Folies" Remake

A remake of "Folies Bergere," first produced by Darryl Zanuck's 20th-Century in 1935, is being planned at 20th-Fox.

Employment and Earnings Do a Nosedive in June

Despite maintenance of a steady and fast pace in productional activity, employment and earnings among studio workers in June nosedived considerably as compared to May and were substantially lower than in June, 1939, according to figures tabulated by the state labor commission and released through the California state chamber of commerce.

Salaries during June amounted to $521,-565, the report revealed, or a decrease of 11.2 per cent from May and a 15.1 per cent decrease from June, 1939. June payrolls listed 12,004 workers, 9.3 per cent less than May and 20.5 per cent under June, 1939. As a sidelight, the report disclosed, almost every other industry in the state, particularly aircraft manufacturers, registered substantial increases during the month.

Although his new Paramount contract does not begin until next November, B. G. DeSylva, newly-signed producer, has moved into offices at the studio to begin a search for material for his first production. DeSylva will produce another New York stage vehicle before formally beginning his work at Paramount.

His directorial contract having officially expired, Edward Dmytryk has checked off the Paramount lot and plans to head for Toronto, Canada, shortly, to discuss a possible deal with executives of Canadian Films there. Also leaving the Paramount lineup, after a year of service, was Scenarist Frank Wead. He has gone to New York.

Terminating an association that began with the formation of 20th Century-Fox in 1935, Raymond Griffith has checked off the lot, where he had been an associate producer.

REVIEW FLASHES

MYSTERY SEA RAIDER (Para't)—Plenty of excitement and suspense to thrill the action addicts and Saturday matinee trade. The yarn has the asset of timeliness in that it deals with German submarine warfare on neutral shipping in Caribbean waters. It's a splendid job technically but could have been considerably bolstered through better performances. Carole Landis, Henry Wilcoxon and Onslow Stevens are featured. Adolph Zukor produced; Edward Dmytryk directed.

DOOMED TO DIE (Mono)—Wong skilfully solves the murder of a shipping magnate attributed to the fiance of the magnate's daughter. It's the stock approach to a murder mystery, with a heckling female reporter, a dumb detective and the discovery of the real criminal as the attorney. Boris Karloff, Grant Withers, Marjorie Reynolds. William Nigh directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

Shadow of Doubt on Fine Arts' Future

With the formation of Forum Films, Inc., listing two former Fine Arts executives in top positions, attention is being focused on Fine Arts and the questions arising concerning its possible future as a production unit. The organization is now being operated on a skeleton basis, with President Warner in the hospital recuperating from an appendectomy and still another company executive leaving the fold.

Departing Warner's payroll to go with the new company were J. Samuel Berkowitz, president and general manager—formerly FA's vice-president and executive manager; and Doc Merman, listed as production manager, which position he likewise held with FA. Also leaving FA was Joseph Praskin, assistant studio manager. Remaining with the Warner organization in executive positions are Dick Pearl, studio manager; Tom Bair, heading the story department; Billy Leyser, advertising-publicity director; and V. A. Bonesteel, auditor.

Warner himself, according to attaches, is not expected to be up and around for another month. Hence it is considered likely FA will idle along until that time. To date FA has failed to get into action to complete 12 pictures promised for 1939-40 or to embark on its announced 26-picture schedule for 1940-41. Warner leased the entire Grand National studios in March and declared then that he would begin production when a nationwide distribution setup had been perfected. He thereupon established branches in most of the key cities, which since have been coasting on the five pictures Warner made originally for GN release.

Forum Films has announced it will produce a minimum of 26 one and two-reel shorts and two features for distribution in schools and churches. Product will be filmed in color on 35mm stock and will be reduced to 16mm. Film rights to 15 playlets by Bruce Allyn Findlay and Esther Blair Findlay have been acquired.

In addition to Berkowitz and Merman, executives of the new company include Sam Nathanson, general sales manager for Coast Pictures, who assumes the post of vice-president and distribution chief; Jesse J. Gilbert, vice-president and associate producer; Louis Rutstein, treasurer and chairman of the board; and John Fisher, comptroller-secretary. Outfit intends to open its own branches in key cities to handle distribution.

On Missouri Outlaws

Warner has announced plans to film "Bad Men of Missouri," from a script by Robert L. Buckner, with George Brent, Humphrey Bogart and John Garfield in the top spots. Michael Curtiz will direct.

Borrow George Bruce

Twentieth Century-Fox has borrowed George Bruce from Edward Small to write the screenplay for "College Girl." Lou Edelman will produce.

Battle for Premiere Of "Kit Carson"

DENVER—The fight for the world premiere of United Artists' "Kit Carson" is attaining the stages of a pitched battle between Trinidad and La Junta, both in Colorado. But instead of using bullets as the original Kit Carson might have done, citizens are using approved modern methods—telegrams, letters and petitions. The cities, 82 miles apart, are in territories once roamed by the scout. In anticipation of winning the premiere, the men, in both communities, are growing beards, hoping to make it all the more "wild west" for the visitors.

The premiere was originally set for August 21 on the opening day of the Kit Carson rodeo at Trinidad, but La Junta let out such a roar United Artists decided to throw the date open and allow the two cities to present their claims. Denver, first thought of as a premiere site, has been dropped from consideration. Wires, letters and petitions are pouring into the Denver exchange of United Artists as well as into the headquarters of the Fox Intermountain Theatres. The fight is making page one not only in Trinidad and La Junta papers, but in many towns in the region.

When United Artists discovered a direct descendant of the old scout—Kit Carson III—a citizen of the San Luis Valley and who has been county clerk in his home county, they promptly took an option on his time until the premiere. He first went to Colorado Springs where he met Wendell Willkie, Republican presidential nominee, and later renewed his acquaintance with Gov. Ralph Carr of Colorado. Stopping in Denver a few days where he was also entertained, Kit Carson III was next taken to Hollywood where he was feted by UA executives before going on to the Frisco Fair. Wednesday, July 31, was officially proclaimed "Kit Carson Day" and he was the guest of Governor Olsen of California.

In view of promises that the "Kit Carson" premiere would be at least as big as those staged in nearby states, Governor Carr has tentatively agreed to designate the week of the premiere as "Kit Carson" week.

Drop Italian Films

SAN FRANCISCO—The Larkin and Clay, local foreign film houses operated by Herb Rosener, have dropped Italian product from their schedule. Previously, German and Russian films were tabooed.



Welcome Kit Carson III—

On the occasion of a visit to Denver by Kit Carson III, grandson of the famous scout whose life is the subject of a United Artists film, "Kit Carson," a luncheon was tendered him by UA. In the upper photo, standing at the head of the table, left to right, are Dave Davis, manager Atlas Theatres, Chet Bell, Paramount exchange manager; George R. Gomperts, assistant exploitation chief for UA; Kit Carson III; Earl Collins, UA exchange manager; Charles Gilmour, president Gibralter Enterprises theatres; R. J. Morrison, 20th-Fox exchange manager, and A. DeBernardi, dramatic critic on the Denver Post. *In the lower photo, are, left to right, Governor Ralph Carr, C. Wyland Brooks, Republican candidate for U. S. Senator from Illinois; Kit Carson III, and Earl Collins, manager of the UA exchange in Denver. The picture will be premiered this month at either La Junta or Trinidad.*

An ITO Bulletin Is Sent Independents

LOS ANGELES—Independent showmen in this territory are in receipt of a bulletin prepared by the Independent Theatre Owners of Southern California and Arizona in which pertinent information is presented on the following subjects:

1. An interpretation of several clauses in the new defense tax attached to theatre admissions.
2. Clarification of the California Use Tax act.
3. Data on latest developments in the fight against daylight savings, which goes on the ballot in November.

Concerning the admission tax, the ITO has received a ruling from the internal revenue department holding that children over 12, and students receiving special rates in 35-cent houses, are subject to a 4-cent tax. Ruling, in part, declares:

"If the children are under 12 years of age and the admission does not exceed 20 cents, no tax attaches. However, if the children are over 12 and are admitted at a reduced rate . . . and the students are admitted at a reduced rate . . . both reduced rate admissions are subject to a tax of 4 cents, for the reason that the children or students who pay a reduced price could sit next to an adult who pays 35 cents, and therefore would occupy the same accommodations, and come strictly within the provisions of the regulations."

Under an interpretation of the Use Tax act received from the state board of equalization, exhibitors are required to pay the state sales tax on giveaway merchandise if the retailer from whom it is purchased maintains a place of business in California. If, however, the retailer conducts his business outside of the state, showmen must file quarterly returns with the board and tax reports, accompanied by payment, must be made at that time.

Accompanying the bulletin was complete data on the proposed new daylight savings measure as compiled by the League Against the Daylight Savings Menace. Also enclosed was a letter written by W. H. Lollier of Fox West Coast to that circuit's theatre managers urging them to swing public sentiment against passage of the measure. The ITO disclosed that a special meeting of all exhibitors is to be called about a month prior to the November election at which time the anti-daylight savings campaigns in each district will be coordinated into a state-wide drive.

Buys RKO Lineup

NEW YORK—RKO has closed a deal with the L. L. Dent Westland circuit for its 1940-41 lineup of features and shorts. Theatres in Colorado Springs, Pueblo, Greeley and Grand Junction are involved. Western Sales Manager Cresson E. Smith and Western District Manager Herb MacIntyre acted for RKO, and Louis Dent and Tom Noble acted for the circuit.

Adapts "Smiling Corpse"

HOLLYWOOD—Robert Presnell is adapting "The Smiling Corpse" for Warner from a story by Philip Wylie.

Top Golf Honors to Segel and Morgan

SEATTLE—Mendy Segel and Alan Morgan won top honors in the Northwest Film Club's annual golf tournament held at the Inglewood Country Club. Mrs. B. F. Shearer was winner in the women's division, taking both low gross and low net prizes.

Segel won low gross for the day and Morgan low net. Other winners were: Runner-up, low gross, Jack Rosenberg; runner-up low net, Bill Shartin; longest drive, Barclay Ardell; closest to the pin, Maury Saffle; third low gross, Whitney Young; third low net, Milburn Kenworthy; fourth low gross, Ned Edris; fourth low net, Neal Walton; runner-up longest drive, Morrie Segel; runner-up closest to the pin, Whitney Young; fifth low gross, Mickey De Leo; fifth low net, Wayne Christy; low net (exhibitors only) Al Forman; high gross, A. J. Sullivan; sixth low gross, Morrie Segel; sixth low net, Maury Saffle.

Women's prize winners: Low gross, Mrs. B. F. Shearer; low net, Mrs. B. F. Shearer; low gross runner up, Mrs. Bill Edris; low net runner-up, Georgia Trudeau; closest to pin, Frankie Peacock; third low gross, Mrs. Bill Forman; third low net, Mrs. Dwight Spracher.

Guest prize winners: Low gross, Bill May of Spokane; low net, Bill Edris and Joshua Green (tie); low net runner-up, Mrs. Bill May; third low gross, Joshua Green; third low net, Earl Bangasser; fourth low gross, Jerry Robinson; fourth low net, Charley Schuler.

Winners in the women's bridge tournament were Mrs. Joe Maddux, Mrs. Buck Seale, Mrs. Roy Peacock, Mrs. Whitney Young and Mrs. Rex Thompson. Winners in the dance contest were: Waltz, Al Baker and Jackie Shannon; fox trot, Phil Blake and Georgia Trudeau.

Prizes were awarded at the dinner following the tournament with L. J. McGinley acting as master of ceremonies. Mac injected many laughs into the distribution of the prizes, and gave credit to Charley Comfort, Eddie Lamb, Jack Rosenberg, Joe Cooper, Eddie Walton and J. T. Sheffield for the handling of a very successful tournament.

First Hollywood Showing Of "GWTW" at Hawaii

LOS ANGELES—First Hollywood showing of "Gone With the Wind" will be at the independently operated Hawaii, owned by Al Galston and Jay Sutton, who have booked the M-G-M attraction to open August 5. It will be screened on a two-a-day basis, with established admission prices boosted from 40 cents to 75 cents and $1.65.

The Hawaii will thus be competing with Fox West Coast's de luxe Carthay Circle, to which "GWTW" returned August 1 for a repeat run after an original booking of 24 weeks in the house. Film is being roadshowed there also.

SEATTLE

THIS town is in a festive mood. The streets are bedecked with flags and bunting, while all light standards are replicas of the good old totem pole. This week is the celebration of the Potlach, and parades, fireworks and other "goings on" are the order of the week. The city also celebrated its first rain in weeks and was it welcome after the steady dry spell. It gave the theatres something to be thankful for. They have been taking it on the chin the past few weeks and this was the long-awaited "break."

Fans of Mickey Rooney were on hand by the thousands when the youthful star tried to board a ship for Canada this week. Accompanied by his press agent, Les Peterson, Mickey will stay in British Columbia until he gets a call from the studio . . . Another star was also here on a vacation this week. She is Rosemary Glosz, who once upon a time captivated Seattle as the star of the operetta, "The Merry Widow." Sitting in her room at the New Washington Hotel, she recalled how the audiences applauded her as she appeared on the stage of the Moore Theatre, a couple of doors from the hotel.

Bob Hope will be here in person in a few days to be featured in a fall fashion show for the benefit of the Red Cross. The show is to be held in the Music Hall Theatre . . . Another local boy makes good in the "limelight." He is Donald Fox, a University of Washington drama student, who is now en route to New York to accept a juvenile role in Robert Sherwood's Broadway play, "There Shall Be No Night." Fox has been appearing in the Pent House Theatre and the Showboat.

Three cowboys are in the hospital as a result of appearing in the Rodeo at Renton. One was thrown from a bucking horse, another from a Brahma steer, and the third from a bucking bronco . . . Ted Harris, manager of the Trianon Ballroom, reported to police that a canvas bag containing $100 was stolen from his auto. That's a lot of sugar to be left lying around . . . Hal and Ethel Daigler of Hamrick-Evergreen Theatres are enjoying their vacation in British Columbia.

Walter Wessling, Monogram branch manager in Portland, writes that Danny Matin is back in the northwest and will shortly be dropping in on his friends in Seattle . . . Filmrow extended sympathy to Dorothy Mercy whose brother Jack Pierce met a tragic death in an auto accident near Yakima. Dorothy is the wife of Junior Mercy of the Mercy circuit . . . Gordon Craddock, for many years with Universal in Portland and now branch manager in Indianapolis, is convalescing in Phoenix, Ariz., after a several months' illness.

The board of directors of the Pacific Coast Conference of the Independent Theatre Owners will hold its quarterly meeting August 8 and 9 in the New Washington Hotel. The gathering starts with an exhibitors luncheon at noon, August 8 . . . Pat Madigan of the M-G-M exchange is in the General Hospital recovering from an appendectomy . . . Joe and Minnie Danz and their guest, Rose Meyers of Los Angeles, are spending a few days at Soap Lake . . . Word from Spokane tells that Mrs. Harry Smith was injured in an auto accident.

Mrs. Sidney Wolberg, who has been visiting her brother, Selom Burns, has left for her home in New York . . . Alan Parker, son of Bill, the Metro exploiteer, flew to Los Angeles all by himself to spend the remainder of the summer with his uncle, Dr. Sam Parker, at Lake Arrowhead . . . Bill Heineman and family motored out for Portland and from there will proceed to Chicago . . . Bjarne Moe, home from a supervising trip east of the mountains, reports that Fulton Cook has completed renovation of his old theatre building in St. Maries for occupancy by the U. S. Forestry Service.

Eddie Rivers writes he is spending his vacation in Walla Walla playing tennis, golfing, swimming and eating fried chicken, Yum, Yum . . . M. Bruce Scholes, manager of the California territory for Alexander Films, will add the northwest to his zone. J. Van Name, who has headquartered here for the past couple of years, has been transferred to the middle west . . . Paul Carlson, assistant to Bjarne Moe, is nursing an infected hand . . . Jerry Safron, division manager for Columbia, here for a few days and working on deals with Neal Walton, local head . . . W. B. McDonald of Olympia on the Row with his daughter, Marilyn Jean.

Mr. and Mrs. Bill May back to Spokane after playing in the annual golf tourney. Bill won the low gross prize in the guests division while Mrs. May was runner-up for the low net . . . Truly East is spending a couple of days with Bill and Ann Schultz before leaving for San Francisco . . . Milburn Kenworthy of Moscow, Ida., looking over some boats while here, but he hasn't given any hint as to where he is going to sail them . . . Eddie Hudson here from Portland with Jack Martin. Eddie is disposing of his film interests while here, that is, his Seattle interests.

Rose Bloom is progressing favorably at the Swedish Hospital . . . Mrs. Gene Groesbeck in Maynard Hospital recovering from an operation . . . Dorothy Shearer home from a Spokane visit.

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LOS ANGELES

AIR-MINDED Justin LaFonte, operator of the Forum in Barstow, is now a full-fledged pilot, having passed his final department of commerce examination . . . Construction on Warner's new exchange is moving along rapidly, with the personnel of the present office expecting to move into its new home around the first of October.

Renewing old acquaintances here was P. G. Cameron, operator of the Peak in Dallas, Tex. He used to be an exhibitor here . . . Eve Goldman has replaced Helen Koch at the M-G-M switchboard and Jean Pastor is pinch-hitting for Alma Lang, booker-secretary, ill at home.

The M-G-M exchange employes held their annual picnic and dinner-dance at the Girard Country Club, July 27. The fun began early in the morning and ended reluctantly some time after midnight . . . Booking visitors included Carl Maggio, News-View Theatre, Hollywood, and Boris Posner of the Arlington.

A visitor at the Paramount studio in Hollywood was W. L. Wilson, general manager of the State Findlay Theatre Corp. of Findlay and Wellington, Ohio. Wilson is also an executive of the Findlay Publishing Co.

Jack Sonnenshine, young son of Henry Sonnenshine, is spending part of his summer vacation helping with the office work at Premier Pictures . . . Howard Stubbins of Monogram planed out for Seattle for a few days on business.

In for bookings: Ronald Vincent, South Coast and Laguna theatres, Laguna Beach; Dick Lemucchi, operator of the Arvin in Arvin, the River in Oildale, and the Granada in Bakersfield; and Pete Simos of the Virginia, Bakersfield . . . Jack Valpi, head booker at M-G-M, is back on the job after a vacation at Coronado Beach.

John P. Filbert of Filbert Photo Supply and George Burke, who operates the Nuart and Tivoli theatres in Sawtelle, have returned from their fishing expedition to the High Sierras.

Evelyn Shontz is back at work as Universal cashier following a vacation in Arizona . . . Sam Milner of the Universal sales force is relaxing after a selling jaunt through his territory.

Guest of William LeBaron at the Paramount studio was Elmer Balaban, owner of 16 theatres in the Chicago area. He is a brother of Barney Balaban, Paramount president, and is being accompanied on his vacation by his wife . . . President Charles P. Skouras of Fox West Coast trekked to San Diego to inspect the circuit's holdings there. He was accompanied by District Manager George Bowser and R. H. McCullough.

Ken McKaig, United Artists salesman, is in from a trip through his territory . . . Fred (Buck) Gage, also a "U" salesman, went barnstorming through Riverside, Arlington, Corona and other Valley spots . . . Bess Emanuel has abandoned her independent distribution setup and is concentrating on "Broadway Handicap," a giveaway game.

Harry Stern's Film Alliance has acquired "The Face Behind the Scar," a chiller-melodrama, for distribution in this territory . . . Stern has also booked "Torpedoed" at the Curran in San Francisco, opening at a $1 top . . . Mrs. Frank Valuskis, Bill Kohler and Mr. and Mrs. H. H. Barsky have returned from their vacation trip to the San Francisco Fair.

Now on his first trip through the territory is Herb MacIntyre, new western district sales head for RKO.

Lilliam Herman, inspectress at Universal, is vacationing . . . John McHenry, Universal newsreel cameraman headquartering in San Francisco, returned to the Bay City after planing here to cover the $50,000 race at Hollywood Park, July 27.

A visitor here is John C. Anderson, who at one time owned a theatre in Fort Morgan, Colo. . . . Lew Rutstein, executive of Producers Releasing Corp., flew to New York on business. He hopped the stratosphere plane for the trip . . . Murray Fisher is back at Coast Pictures after a business jaunt to San Francisco.

Booking visitors included Fred Seigal of the Palomar and Margo theatres in Oceanside; L. A. Williams, Meralta, Downey; and Murray Hawkins, general manager of the Swan circuit.

Visitors at Coast Pictures were Mrs. Adele Kostite and her young son. She is connected with the T&D circuit in San Francisco and has been vacationing here . . . Headquartering at the local Paramount exchange for the next three months will be Walter McIntyre, traveling auditor for the company, who came down from San Francisco.

Harvey Levinson, of the Cozy Theatre, looking tan and healthy after a two-week holiday at Highland Springs . . . Majestic has booked a horror show, "Dead Men Tell No Tales" and "Black Limelight," into the Globe, San Pedro.

Altec's secretary-treasurer, H. M. Bessey, in from New York . . . In for bookings: A. Fakuda, Royal, Hanford; Al Woods, Woods, Chino; Frank Ullman, who owns houses in El Centro and Calexico.

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LOS ANGELES

Denied Injunction On Candy Counter

LOS ANGELES—A decision of possibly far-reaching consequence as concerns the sale of candy or the operation of other concessions in a theatre lobby was handed down in superior court here when Judge Charles S. Burnell refused to grant an injunction against Fox West Coast as applied for by the Wilshire Holding Corp.

The plaintiff had charged, in seeking the injunction, that FWC violated the terms of a lease under which it operated the Fox Wilshire Theatre by maintaining a candy counter in the lobby, and that such operation was detrimental to the lessor's property. Witnesses on behalf of the circuit established that the sale of candy in theatres has been established throughout the country during recent years.

Judge Burnell overruled the contention of the holding company, headed by Harry Chotiner, that when the house was originally leased in 1930 the contract carried no provisions for such sidelines as candy selling. The lease has ten more years to run.

SALT LAKE

EVIDENCE that the intermountain states are moving out of the business doldrums into the brighter seas of trade prosperity, is seen in surveys made by retail merchants of Utah, Idaho, Nevada and Wyoming for the first six months of 1940. Each of the states showed substantial trade gains over the first six months of last year, and all showed decided improvement this year over last year.

Clare Woods, well known theatre manager here, says his son, born only a few days ago, is the smallest and noisiest infant in the hospital. He weighed six pounds at birth . . . Norman Sprowl has left the Intermountain fold for a desk at the local recruiting station . . . George Smith, district manager for Paramount, visited here . . . Clare Woods has been transferred from the Studio to the Capitol for the summer. Lou Sorenson goes to the Studio.

Charles Pincus, for some time at the Centre, has been transferred to the Utah as house manager. Ray Hendry succeeds Pincus . . . The Paramount will not reopen for another month . . . G. S. Pinnell, Sheffield-Republic branch manager, is working southern Utah currently . . . A. B. Seal, shipper for Sheffield-Republic, is vacationing at Yellowstone . . . The Broadway here reopened August 1 after extensive repairs . . . Miss Lulu Neilson of the Star, Gunnison, Utah, was in booking.

A former Utahan making good in Hollywood is Annalee Whitmore, formerly of Price, who co-authored "Andy Hardy Meets Debutante" . . . Bette Davis paused briefly in Salt Lake while en route to New Hampshire for an extended rest . . . "All This, and Heaven Too" was held over at the Studio.

S' FRANCISCO

IT WAS an unusually quiet week along Market Street with only the Warfield, showing "Pride and Prejudice," doing normal. The legitimate theatre, however, was doing okay with Gertrude Lawrence in "Skylark" enjoying capacity audiences and "Meet the People" planning an eight-week stay in response to the pull it has shown in its first two weeks.

Charlie Huy has taken over the publicity duties at the Golden Gate. Ben Westland, former p. a., has temporarily deserted this field to try his luck in film promotion . . . Dorothy Lamour is booked for a personal appearance week at the Gate starting August 21 . . . *Perry Sanders, National Theatre Supply shipper, is vacationing . . . Yates T. Hamm has purchased the Roxy in Pleasanton from Julian Harvey jr. . . . The Ice Follies closes its run next week after a most successful* 13*-week stay. The troupe goes to Hollywood to open its* 1941 *show some time in September.*

The world's largest orchestra will perform on Treasure Island, August 11. It will be composed of more than 5,000 children who will be guests of the Exposition for Junior Musicians Day . . . Ruth Washer, secretary in the Goldberg office, is taking two weeks at this time . . . Harry Golub was back in town this week in his capacity as advance man for Arthur Tracy. Harry formerly was with RKO in Denver and had a great time renewing acquaintances . . . Bob Hall came in from Chicago to connect with Pacific Premium.

The world premiere of "The Villain Still Pursued Her" was held at the Golden Gate. Some fine exploitation was given this film in the way of giveaways and tieups. All doormen at the Gate have been garbed in moustaches, top hats and flowing capes for the past two weeks. Free beer will be served during the run of the picture through courtesy of the Rainier Company. Moustaches are distributed at the door to all patrons and all are urged to hiss, boo and applaud at will. Everyone entered into the spirit of the thing for the first 15 *or* 20 *minutes and then sat back to watch in silence.*

Edward Gates is the new manager at the Davies Theatre . . . Jimmy Chase, formerly with the Blumenfeld circuit, is back on the Row and is expected to connect soon . . . Ten Golden State houses completed two years of one-night-a-week Ten-O-Win on July 17. On the strength of the game's draw, Roy Cooper, district manager of the chain, announced that Ten-O-Win would be played two nights a week, effective immediately . . . Mike Luft of the Varsity in Davis has been hospitalized due to the recurrence of an old injury. Mike's mother takes over the management of the Varsity . . . Nellie Sanford, 20th Century-Fox switchboard operator, is off on her vacation.

A match race between Jimmy Cagney and Robert Montgomery for the benefit of the Red Cross will be held at the Sonoma County Fair, Santa Rosa, August 3 *to* 10. *Cagney's stable of three California-bred trotters arrived at the fair grounds this week and Montgomery accepted Jimmy's challenge, for since his return from France Montgomery has been devoting much of his time to driving harness horses.*

J. J. Franklin has put in new loge seats in his Strand, subsequent run on Market St. Pacific Coast Theatre Supply did the job and also is installing new seats in Ben Hamm's Gustine . . . George Alderman checked in from Chicago to push the Connie Bennett cosmetics . . . Ken Hodkinson was on the Row saying hello to his many friends. Hodkinson now operates the Tower in Bend, Ore. . . . Doris Brockhoven, Columbia biller, announces her engagement. She will be married in September . . . Frances Brown, assistant bookkeeper at Universal, is vacationing.

Irving Briskin, Columbia producer, was a visitor at the local exchange . . . Hamm Enterprises opened their new house, the Westside in Newman, on August 1 . . . *On vacation: Stu Klein, Columbia booker; Marion Burns,* 20*th-Fox stenographer; Marcella Leoni,* 20*th-Fox inspectress; Lucille Glover, stenographer, and Jacqueline Rusch, switchboard operator, Warner; Helen Bennett, Monogram cashier.*

Booking: J. M. Nishioka, Ryan, Fresno; Ray Summers, Angel's, Angel's Camp; Al Cox, Cedarville, Cedarville; B. B. Byard, Portable circuit in northern California; Stanley Court, Livingston, Livingston; Mr. and Mrs. L. A. Schelling, St. Helena, St. Helena; Irvin Johnson, C. C. C. circuit operator in northern California; G. L. Boles, Mecca, Central Valley, and E. V. Clover, Rex, Oroville.

Boost Prices in L. A. For "Boom Town" Run

LOS ANGELES—Determined to extract the utmost in revenue from the attraction, Fox West Coast has eliminated the 30-cent matinee seats at its day-date Loew's State and Grauman's Chinese theatres for the run of M-G-M's "Boom Town," opening August 8. Prices will be scaled at 44, 55 and 75 cents, with the price of loges boosted to 85 cents for the screening.

Circuit executives declared, however, that the price raise will be effective only during the "Boom Town" showing.

Illness Forces Gumm to Sell Brea and La Habra

BREA, CAL.—Bob Gumm has sold his Brea here, as well as the La Habra in La Habra, to Albert F. Martin, who has been associated with the Paramount circuit in New York, Detroit and San Francisco for the past 15 years. Freddie Ferguson, Martin's associate, will manage the La Habra and Martin himself will take over the Brea.

Gumm disposed of his properties because of illness.

"Valley" to Phillip Dunne

HOLLYWOOD—Richard Llewellyn's "How Green Was My Valley" is being adapted by Phillip Dunne for 20th-Fox.

Griffith Opens Oasis

AJO, ARIZ.—R. E. Griffith opened his new Oasis, a 550-seater, here July 27.

PORTLAND

THEATRE and exchange men from all points of Oregon converged on Marshfield Thursday to help Denny Hull, veteran theatre manager, help celebrate his birthday with golf, dinner and dancing . . . Myers brothers of Newberg have taken over the Granada, Portland, formerly managed by Jesse Jones.

Milton Odem, who operates the Mayfair and Odem in Redmond, is building a new theatre at Madras . . . Howard Stubbins, president of Monogram Pictures, Inc., of the Northwest and Monogram, Inc., of California, spent the week checking northwest exchanges.

The Cameo, Newberg, has been leased by Ted Francis who operates the Francis in the same town . . . R. H. "Bob" Poole, executive director of the Pacific Coast Conference of Independent Theatre Owners, dropped into town with Mrs. Poole.

Boys in the film industry are polishing up their niblick shots in preparation for the two-day golf fiesta, August 13 *and* 14, *at the Portland Golf Club.*

Merrill Leonard, shipper at Warner Bros., is on vacation in Salt Lake City . . . Sammy Siegel, United Artists exploiteer for the northwest, was hustling around during the week arranging the opening of "South of Pago Pago" at United Artists.

V. Stewart, manager of Warner Bros., has been touring the southern Oregon territory . . . Mrs. H. Hartman, Estacada, is up and around after a siege in the hospital after an automobile accident.

Bob White, Portland; West Johnson, Eugene, trustees of the Oregon Independent Theatre Owners, will attend the Pacific Coast conference of the organization at Seattle, August 8 and 9 . . . Ted Gamble, manager of J. J. Parker Theatres, visited J. J. Parker, who is vacationing at Seattle.

Harold Lake, auditor of J. J. Parker Theatres, vacationed on the Oregon shore . . . Richard O. Schmidt, Seattle, booking agent for northwest army posts, was along Filmrow.

Seen along Filmrow: Mrs. Lloyd Moore of Goldendale and Hermiston, Bill Ripley of Longview, S. L. Rose of Milton-Freewater, and M. E. Ritter of Florence.

S. C. Mendenhall, manager of the Rogue and Rivoli, Grants Pass, and Denny Hull, Coos Bay Amusement, were shooting away at the annual trap shoot.

Opens to Full House

MALABON, PHILIPPINES—A capacity crowd attended the recent opening here of the modern 1,000-seat Cine Concepcion by Dr. Pedro B. Cruz, owner. American and Filipino films will be featured by the new air-conditioned theatre.

Scripts Laughton Starrer

HOLLYWOOD—John Van Druten is scripting RKO's "Mr. Pinkie," to star Charles Laughton. Lewis Milestone will direct.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

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MT106 Lamp Coloring
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MT111 Signs, Electric
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MT126 Boilers and Furnaces
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MT128 Compressors
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MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
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MT138 Oil Burners
MT139 Refrigeration
MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
MT246 Film Cabinets
MT247 Film Cement
MT248 Film Handling Devices
MT249 Film Preservatives
MT250 Film Reels
MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
MT256 Motor-Generators
MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
MT276 Tool Kits

SANITATION

MT285 Cleansing Compounds
MT286 Deodorants and Disinfectants
MT287 Flush Valves
MT288 Hand Driers, Electric
MT289 Insecticides and Germicides
MT290 Odor Absorbers
MT291 Ozone Generators
MT292 Paper Towels and Cabinets
MT293 Perfumes
MT294 Plumbing Fixtures
MT295 Sanitary Supplies
MT296 Soaps and Cleansers
MT297 Suction Cleaners
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MT335 Stage Rigging
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Allied Information Group Organized

INDIANAPOLIS—The committee named at the recent Allied national convention to organize an exhibitors' information service, met in Philadelphia July 24 and adopted as its official name "Allied Information Department." It will be designated in inter-organization correspondence by the initials AID.

The committee consists of Sidney E. Samuelson, eastern Pennsylvania, chairman; Arthur K. Howard, Massachusetts; Don R. Rossiter, Indiana, and P. J. Wood, Ohio. Abram F. Myers was appointed counsel to the committee. All members were in attendance.

The committee formulated an elaborate program for gathering from all Allied members and such other exhibitors as may voluntarily cooperate in the plan, data relating to selling terms which will be compiled in composite reports to be distributed to members as an aid in buying film.

The initial questionnaire, to be sent out sometime during August, will seek the following information:

(a) Population of town.
(b) Single or double feature policy.
(c) Total number of features required per year.
(d) Type of competition.

And as to each distributor, the following:

(e) Number of pictures offered.
(f) Number of features bought.
(g) Number of percentage pictures (showing number in each bracket).
(h) Number on preferred playing time.
(i) Number on flat rental.
(j) Cancellation privilege granted.
(k) Whether shorts or newsreels were forced.
(l) Whether flat rentals were higher, lower or the same as last year.
(m) Percentage of rentals to gross on last year's contract.

Space will be allowed for "comments." Subsequent questionnaires may contain, in addition to the foregoing, requests for information on special subjects. In order that the information may be kept up to date, the questionnaires will be sent out each month during the selling season. The work of the department on special subjects will continue throughout the year.

Participation in the undertaking will be voluntary. Exhibitors will be cautioned not to sign or add any identifying notation to the questionnaires, and each exhibitor will make such use of the data as he sees fit. No effort will be made to secure unified action by the exhibitors on the basis of the information reported, the purpose of the plan being to place the seller and buyer on an equal footing by affording the latter the same information regarding market conditions that is now enjoyed by the former.

In view of the fact that its first composite reports will be ready for distribution early in September, the committee expressed the hope that further buying will be held to a minimum until the exhibitors can have the benefit of the accumulated experience up to that time.

AA Will Absorb U. S. Poster

Chicago—It was learned this week Advertising Accessories is planning to take over the newly formed U. S. Independent Theatre Poster Service Co.

U. S. has exchanges in Chicago and Milwaukee, and was contemplating a third in Minneapolis when it was learned negotiations were practically completed for acquisition of the company by the National Screen Service subsidiary.

Lobby Refreshments Meet License Block

MILWAUKEE—In a move to halt the turning of theatre lobbies into refreshment stands, building inspectors are making surveys to force theatres to comply with the building code, which may result in eliminating the stands.

The move has been contemplated, it is reported, following a proposal of one circuit to install the "Coney Cooker," a combination hot dog steamer and bun warmer which requires but one foot of space in the lobby. Rub has been that such an installation would necessitate a restaurant license and the state restaurant licensing division is said to look unkindly upon such licenses for theatres.

Currently the city fathers are said to be none too favorable toward the sale by the Fox circuit of popcorn, soda water, candy and ice cream during intermissions, and reports are that a license battle is impending in that connection.

Legal Difficulties Close Ritz in Indianapolis

INDIANAPOLIS—The Ritz here has been closed temporarily to permit settlement of legal difficulties occasioned by a bankruptcy suit filed against the Ritz Theatre Co. by owners of the property, Oscar Markun and wife.

Thomas M. Scanlon, appointed as receiver of the Ritz by Carl Wilde, referee in bankruptcy, operated the theatre a week before presenting the court with a petition for instructions together with a statement of facts about the condition of the theatre. A court order to close the theatre, probably until September 1, followed.

The Ritz was formerly operated by R. R. Bair, operator of four other neighborhood houses, who sold out his holdings to Charles M. Olson a year ago.

Make "Indiana"

HOLLYWOOD—Darryl F. Zanuck announces 20th-Fox will make "Indiana" on a high budget scale and in color. Brenda Joyce, John Payne and Walter Brennan will head the cast and Henry King will direct.

Cool Theatres Profit As Heat Wave Hits

CHICAGO—Air-conditioned houses proved their pulling power in hot weather during the recent heat wave that struck the Windy City. For, theatres with air-conditioning showed a remarkable gain in patronage, while those without refrigeration plants showed just as marked a drop.

Theatres with air-conditioning plants made much of them in their newspaper advertising and trailers. With the extreme heat, even the bathing beaches on Lake Michigan were hot. So the people sought the shelter of the cool theatres. Many of these houses reported their best business in many months, and many stayed open later than usual.

Said one exhibitor with an air-conditioning unit in his theatre: "I hope this heat wave stays another couple weeks. Then we could get out of the red with the business we're doing."

B&K made much of their air-conditioning. Miniature ads read "Refresh, relax, revitalize in B&K theatres." In addition the circuit ran daily display ads, ranging in size from 75 lines on two columns to as much as 110 lines on two columns. Copy for one of these ads read:

"It's hot, so what? Twenty-three years ago Balaban & Katz introduced air-conditioning in the first theatre in the world, and for 23 years B&K theatres have been Chicago's haven from the heat, ready for any emergency with perfectly balanced, cool-crisp comfort. Don't suffer from the heat—cool off in a Balaban & Katz air-conditioned theatre. Come early—stay late—bring the youngsters. See the show twice if you like, then visit the spacious, inviting lounges and smoking rooms. Everything has been made ready for your complete relaxation and enjoyment . . ."

B&K reported that the additional newspaper lineage showed substantial results. Warner Theatres also carried extra cool copy, as did many of the independent circuits and individual exhibitors.

90-Day Extension Granted Young in Which to Appeal

CHICAGO—The Gary Theatre Co., headed by V. U. Young, has been granted a 90-day extension in which to file its appeal in the federal circuit court of appeals from the decision of Federal Judge William Holly. Judge Holly some months ago dismissed the Gary company's anti-trust suit against B&K, Warner Theatres and the major companies.

Illinois Allied Directors Act on Triples Problem

CHICAGO—Illinois Allied directors this week were to take up further plans designed to combat B&K's use of triples at the Belmont.

Jack Kirsch, president, is understood to have been particularly perturbed over the current week's triple bill at the Belmont: "Typhoon," Paramount; "My Son, My Son," UA, and "Irene," RKO.



A Bite With Bette—

A stopover in Chicago by Bette Davis, en route to a Boston vacation, was the occasion for a buncheon at the Blackstone Hotel. Her current starrer, "All This, and Heaven Too," opened at the Chicago August 2. Left to right are Rud Lohrenz, Warner exchange district manager; Miss Davis; M. M. Rubens, Great States; Tom Gilliam, Warner branch manager; John Dromy, Great States booker; and Jack Kirsch, Allied. Others at the party were Bill Brumberg, Alex Halperin, Larry Stein, Herb Wheeler, Harry Turrell, Frank Williams, Monroe Rubinger, and Jimmy Asher, all of Warner; Morgan Ames, RKO Theatres; Al Raymer, Indiana-Illinois Theatres; Irving Pearlman, Essaness; and Roland Viner, Anderson circuit.

Indiana Industrial Indices in a Gain

INDIANAPOLIS—Employment and payrolls in both manufacturing and non-manufacturing industries in Indiana expanded from mid-May to mid-June, marking the second straight month in which they have moved forward together. It also marked the fourth month out of the six this year in which non-manufacturing increases were recorded.

There were an estimated 281,765 wage earners employed in Indiana factories at the mid-June payroll period. This was an increase of 7,900 or 2.9 per cent over the estimated mid-May employment. Factory payrolls advanced 4.4 per cent during this period. The estimated weekly total for mid-June was $7,302,755, an increase of more than $305,000 over the weekly estimate for mid-May. Although it is normal to expect gains from May to June, the expansions this year were considered greater than seasonal.

The seasonal index for Indiana factory employment shows an increase of 0.6 per cent is considered normal. This is based on the experience from 1930 to 1935, inclusive. In the five-year period since 1935, factory employment has increased an average of 0.5 per cent from May to June, but this figure was not corrected for cyclical influences.

The eight groups of non-manufacturing industries studied made aggregate gains of 2,400 in the number of wage earners employed and $100,000 in weekly payrolls from mid-May to mid-June. These amounts represented increases of 1.5 per cent and 3.0 per cent respectively. Gains were quite general from May to June. Among the 46 industries used as a basis for estimating total manufacturing employment, 30 increased employment and 33 expanded payrolls. In non-manufacturing, six groups expanded employment against two losses, and five groups had higher payrolls in June than in May.

There were an estimated 29,000 more wage earners at work in Indiana manufacturing plants in June than a year ago. Factory payrolls averaged $1,089,000 per week higher in June, 1940, than in June, 1939. These figures represent increases of 11.5 per cent in employment and 17.5 per cent in payrolls during the 12 months. Averages of factory employment and weekly payrolls for the first six months of 1940 were 278,800 and $7,717,000, respectively. For the first six months of 1939, corresponding averages were 249,200 employes and $6,102,500 weekly payroll.

Movement in South Bend For "Rockne" Premiere

SOUTH BEND, IND.—It is understood the local chamber of commerce is backing a movement for the world premiere of Warner's "Knute Rockne" here in September, and that the group, following a meeting this week, has been tentatively promised the event.

SPRINGFIELD

A NEW artesian well cooling system has been installed at the Modernistic at Onarga, which is operated by the Kerasotes interests.

Robert Zwerman, formerly manager of the Tivoli which is closed for the summer, and now associated with the Arcadia in Olney, was a visitor over the weekend.

John Sturn, manager of the Bond, Greenville; Pio Pedrucci, manager of the Lyric at Gillespie, and James Fennolio, manager of the Roxy at Bridgeport, were visitors at the Frisina home office here during the week.

Dave Jones, manager of the Senate, is planning to spend his vacation on Greenwood Lake, near Grand Marias, in northern Minnesota.

M. E. Berman, manager of the Orpheum, just finished with a banner week of "Andy Hardy Meets Debutante," is looking forward to continued crowds for "The Mortal Storm."

Max Tschauder, manager of the Roxy, is enjoying a ten-day vacation in the northern Iowa lake country at Arnold's Park, Ia.

A newspaper adventure contest and a radio and bookstore tieup aided the promotion of Osa Johnson's "I Married Adventure" in its showing at the Senate.

Sam N. Bonansinga, president of the Springfield Federation of Labor and secretary of the stagehands union, was named as a candidate for delegate to the Labor Federation's state convention at Rockford.

The managers of several Kerasotes theatres are active in civic affairs. Bill Ford, manager of the Varsity, Peoria, was appointed a director of the newly organized Peoria Junior Chamber of Commerce. Bernard Palmer, manager of the Lory at Highland, was appointed head of trade expansion for the Highland Chamber of Commerce. Dave Jones, manager of the Senate, is publicity director of the Springfield Junior Chamber of Commerce.



Balaban a Studio Visitor—

Elmer Balaban (left), owner of 16 Chicago theatres and brother of Barney Balaban, Paramount president, discusses the state of things in general with Mary Martin, whom he visited on the "Love Thy Neighbor" set at the Paramount plant. At right is William L. Pereira, who designed Balaban's Esquire Theatre in the Windy City.

CHICAGO

JACK OSSERMAN, RKO branch manager, is a synthetic grandpa these days. He had his car parked in his garage overnight and the next morning the garage manager phoned to advise that the garage cat had given birth to a litter of kittens in the back seat of Jack's Packard during the night.

Elwyn Seymour of the Glen, Glen Ellyn, was on the Row last week . . . Ditto the Marchesi Brothers of Amboy, Sam Traynor of the Bailey circuit, E. W. Cupp of the McCollum circuit to tell us about his new contest.

Eddie Aaron, assistant to William F. Rodgers of M-G-M, was in the city during one of the hottest of the hot days. He had just completed a ten-day tour of ten exchanges throughout the south, and in each city, lamented Eddie, it was hotter the last, until he hit Chicago on the day it was 101.

Percy Barr of National Screen Service, his wife and married daughter are vacationing in Michigan . . . Kathryn Walter of RKO, secretary to Walter Branson, and her husband are due back from their New England touring vacation on Monday . . . Wade Williams, branch manager of M-G-M in Indianapolis, was here last week on circuit deals. With him was Jerry Adams, also on 1940-41 contract seeking with several of his accounts.

Dave Katz of Hollywood Advertising Co. is back from his first trip to the home office in New York in eight years, and all excited about several new lines the company will offer shortly . . . Dorothy Yormark, office secretary of Hollywood Advertising, is vacationing in Eagle River, Wis.

Abe Fischer of Producers Releasing Corp. was in New York this week attending the first board meeting of the company . . . John Golder of Philadelphia, film producer, was here for a day last week, and while in the Windy City, stopped for a chat with Henri Elman.

Richard Freund of the Plaisance is the proud papa of a 6-pound, 12-ounce baby daughter, Charlene Elizabeth, born to Mrs. Freund at her home town, Kankakee, Ill., last week.

Milt Officer, assistant at the B&K Berwyn, is back from a fishing trip to his uncle's ranch in the Colorado Rockies, where he and his wife spent their vacations . . . Marvin Lowenthal is vacationing in Canada . . . Says his partner Sinuel Roberts: "You can find me vacationing every Tuesday afternoon at the Garfield Park lagoon."

Ed Haferkamp is now associated with the new U. S. Independent Theatre Poster Service Company here.

Jack Fleming, assistant manager of the Warner Oakland Square, announces his engagement to Miss Mae Jackson.

Burt Ofstie and his wife, Dorothy Deere, with Eddie Seguin as a special passenger, did some fancy traveling from St. Louis to Chicago the other day. Get them to tell you how fast they made it in one stretch.

Charles Lamb, operator of the Lamb at Mt. Morris, Ill., who was past 70 years old, died this week in a local hospital after an operation.

Morton Goldberg, son of Joe Goldberg, local theatre supply dealer, is resting comfortably in a Lebanon, Ind., hospital following an accident en route to Indianapolis with his father. The car, driven by the elder Goldberg, collided head-on with another car near Lebanon.

Sam Tickes of Abe Teitel's office is vacationing in northern Michigan . . . Bob Montgomery of Essaness postcards that "Horace Greeley knew what he was talking about." In other words, Bob and his wife are enjoying their motor vacation trip out west.

The March of Time screened "The Ramparts We Watch" this week at the RKO Palace for local critics and editors. It is the picture that follows the current program at the Palace.

A postcard also from Hal Tate, the "Movie Tattler," who was vacationing in Wisconsin to get away from the heat.

A federal bankruptcy sale is scheduled for 11 a. m. next Monday, August 5, in the office of Archie Cohen, referee in bankruptcy, 7 South Dearborn, of the office supplies and film in the three exchanges of Ben Judell. The effects are from the offices in Chicago, Milwaukee and St. Louis.

Wells P. Pierce Dies In Milwaukee at 71

MILWAUKEE—Wells P. Pierce, 71, father of L. Roy Pierce, district manager for the Fox Wisconsin Amusement Co., died here last week. Before coming to Milwaukee 16 months ago, he was in the laundry supply business in Omaha, Neb., for more than 42 years. Besides the son, he is survived by his wife and a brother.

Art at Flora

FLORA, IND.—J. M. Dixon has renovated his Flora Theatre here. Included among the new decorations are plaques depicting farm scenes, placed on the walls by Frank J. Boerdner, nationally known decorator.

Koehler Distributes for Astor

ST. LOUIS—Charles Koehler, pioneer film man here and local manager for B. N. Judell, Inc., until the exchange was forced into involuntary bankruptcy, is continuing the distribution of Astor Pictures in this territory with temporary headquarters at 749 N. 7th St.

Adapting "Topper Returns"

HOLLYWOOD—Jonathan Latimer is adapting "Topper Returns," based on a story by Thorne Smith, for Hal Roach, UA producer.

Triples Momentarily Checked by Weather

CHICAGO—The expected rash of triple features on Chicago's northwest side—scene of the Allied controversy with B&K over the circuit's operation of triples at the Belmont—was withheld this week for an indefinite period.

Reason was the hot weather which brought unexpected crowds to all theatres that had air-conditioning plants and exhibitors felt it unnecessary at this time to run triples when duals will still bring them in.

Plug "Pago Pago"

CHICAGO—WGN and the Mutual radio network presented Olympe Bradna in scenes from "South of Pago Pago," the Edward Small production for United Artists, in a radio adaptation this week, as an exploitation stunt for the film, set to open Friday at the B&K Roosevelt.

Marshall on Coast

INDIANAPOLIS—Harold Marshall, M-G-M exploiteer here, is vacationing on the west coast, where he will visit the studios. Marshall flew to the west coast and will fly back.

Nolan Confers in New York

NEW YORK—Ray Nolan, St. Louis branch manager for RKO, was here conferring with home office officials.

Schumaker Reseats

MINERAL POINT, WIS.—A. H. Schumaker has installed new seats in the Point Theatre here.

A Judy Canova Starrer

HOLLYWOOD—Next Judy Canova starrer for Republic will be "Puddin' Head." Jack Townley will script.

TRADE DIRECTORY

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CHICAGO

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Considering Approaching Operators on Wage Cut

CHICAGO—Independent exhibitors have been considering approaching the local operators' union for a reduction in the operators' scale for the remainder of the summer.

Business has been good for about a week in air-conditioned houses, but exhibitors contend this brief spell is not sufficient to take care of the many bad weeks.

The new contract with the operators is due to come up September 1, but as usual is expected to take several weeks of negotiating.

Operators Local No. 187 Has 30th Anniversary

SOUTH BEND, IND.—Operators Local No. 187 celebrated its 30th anniversary here with a midnight picnic at Meloday Park. The amusement park was turned over to the 600 or more guests present.

Among those attending were Neal Bishop and Frank Olsen, Chicago; John Kovich, Gary operators business agent, and many others.

Bill Richardson, business manager of the South Bend local, was in charge of the arrangements.

City Contracts Slow; RKO Leads Outstate

CHICAGO—City sales on 1940-41 contracts are slow in getting started. However, it is understood that RKO has shoved far to the front in country sales in the Chicago territory thus far, and at present leads any two of the other exchanges.

Second, third and fourth spots are divided up among Paramount, 20th Century-Fox and Warner Brothers, with the other companies not yet fully underway in their country sales efforts.

Frank Ford, Leo Solomon Reach Accord on Suit

CHICAGO—Frank Ford has dismissed his suit charging deceit and fraud in the sale of the Stadium, Evanston, to him by Leo Solomon. It is understood that Ford has arranged a settlement on his rental of the theatre.

Ford's pending suit against the majors on film monopoly and anti-trust charges continues.

Tishman Has Area

CHICAGO—Sam Tishman has acquired distribution rights for five states for Willis Kent's newest production, "Souls in Pawn." His distribution will be in Illinois, Indiana, Wisconsin, Missouri and Kansas. He will release in Chicago through Special Attractions.

I-I Managers' Luncheon

CHICAGO—A luncheon meeting of managers of Indiana-Illinois Theatres was held Tuesday at Phil Schmidt's restaurant on the south side. Remaining summer exploitation campaigns were discussed.

ST. LOUIS

DURING the current engagement of Sammy Kaye and his orchestra, the Missouri, a Fanchon & Marco first run, upped its prices. Formerly the house charged 25 cents from noon to 1 p. m., plus tax. Now the starting price is 30 cents including tax, that rate prevailing from 11:30 a. m. to 1 p. m., then 40 cents. Night, Sunday and holiday prices are 50 cents. The new scale may be continued for 30 or 60 days to ascertain public reaction.

Filmrow was grieved by the death in Hollywood on July 27 of Harry H. Niemeyer, feature writer for the St. Louis Post-Dispatch. *Prior to his departure for Hollywood in September,* 1934, *he had been for ten years in charge of the local stage and film reviews for the* P-D. *He was* 63 *years old.*

Tom Mix is to be featured in the "St. Louis Cavalcade" the benefit show to be given at the Municipal Auditorium twice daily for two weeks commencing September 16 under the auspices of St. Louis Pension and Charities Association, Inc., organized by the local city administration. Proceeds will go to the St. Louis Fire Department Pension Fund and to Mayor Dickmann's fund to furnish clothing for some 25,000 needy children.

Salem, Ill., and surrounding territory was without electricity for several hours recently when fire destroyed the roof of the boiler room of the municipal light plant. The Lyric and Salem theatres were affected for a while.

Walter Branson, midwestern district sales manager for RKO, and Ray Nolan, manager of the St. Louis branch, are in New York at the home office working on circuit deals for this section.

Robert E. Hicks, who at various times served as manager of the Orpheum, Ambassador and Fox theatres here, passed through our town recently en route home to Fort Worth, Tex., after covering the Democratic National Convention in Chicago for the Forth Worth Star-Telegram.

Trade Figures Attend Anderson Morris Bow

MORRIS, ILL.—F. W. Anderson opened his new Times here last week with several industry figures in the state present. The house, seating 425, is the latest in theatre styling and modernity.

Willard Sheedy is manager of the Times. Among those at the opening were Tom Gilliam and William Brumberg, Warner Bros.; Joe Goldberg, Frank Flaherty of Columbia, Max Schwartz of Republic, all of Chicago; Ed Alger and Russell Hurd; A. B. McCollum, and Art Nelson, Hoopeston; Sam Traynor, Bailey circuit, Princeton, and Marchesi Brothers, Amboy.

Dies in Haifa Air Raid

CHICAGO—Si Lax, Warner exchange, received word this week of the death of his brother in the initial Italian air raid on Haifa, Palestine, recently.

Nick De Lorenzo Return Occasions a Reunion

MILWAUKEE—Nick De Lorenzo, former local theatre operator who had been declared legally dead by Circuit Judge Gustave G. Gehrz on May 17, 1935, surprised his relatives and friends here by showing himself to be very much alive when he visited the city last week as paymaster and assistant sideshow manager of the Beckman & Gerety Shows.

De Lorenzo, who was said to have left the city in 1925 after a family quarrel, was recognized by Otto Meister, operator of the Whitehouse Theatre, who informed the showman's family. Knowledge of De Lorenzo's return culminated in a reunion here.

The De Lorenzo family has long been associated with the show business here. Nick at one time managed the old Magnet Theatre and later the Elite. His father is the oldest living member of the Milwaukee Musicians' association. A brother, V. F. (Winnie) De Lorenzo, is with the Celebrated Players Film Corp., and two others, F. M. and John De Lorenzo, are pioneer local projectionists.

Jack Flynn Golf Trophy To Evelyn Severtson

CHICAGO—On a drawing basis, Evelyn Severtson won the Jack Flynn trophy in the golf tournament conducted as part of the M-G-M Employes' club picnic at Cantigny Woods last Saturday. Two of the best golfers among the eight entrants were Bill Bishop, with an 85, and Bill Potts, with a 94.

Other contest winners were: Emily Hilgers, girls' ball throwing; Emily Hilgers, first, and Francis Keil, second, girl's potatoe race; Joe Williams, first, and Harry Allegrezza, second, men's potato race, and Harry Hopkins and Evelyn Severtson, three-legged race.

In the softball game, the Potts Panthers defeated the Keim Klowns, the "supposed" score being 10 to 1.

Filmrow Bowling League May Start in September

CHICAGO—Plans again are being arranged for the Filmrow bowling league, which will get underway sometime in September. An eight-team league to bowl every Wednesday night at Adams and Wabash alleys of Bensingers, is the goal.

Teams entered are: Film Carriers, 20th Century-Fox, National Screen Service, Paramount, Universal, United Artists, Republic and M-G-M.

Ray Dunn to Wed

HAMMOND, IND.—Ray Dunn, manager of the Orpheum, will wed Helen Bieker, cashier at the Parthenon here. As is the rule when a Warner employe gets married, each will receive a $50 bonus.

Auto Giveaways Attract

CHICAGO — Unusual success with auto giveaways is reported by John Doerr of Alliance Theatres Corp. The circuit operates in Illinois, Indiana and Wisconsin.

International Seat Corp. Will Serve From Factory

CHICAGO—International Seat Corp. has announced that while it is closing its Chicago offices and show-room this week, at 1311 South Wabash, the company will continue to service Chicago territory exhibitors. This will be done direct from the factory through sales being handled in this territory by David L. Dewey and E. J. Fitzmaurice. They are from the factory at nearby-Union City, Ind.

Mrs. George Feinberg, who has been in charge of the local office recently, and who is with the company, is taking a vacation in Colorado Springs, before deciding where she will be located.

A Day of Festivity for Bathing Beauty Winners

CHICAGO—Winners and runners-up of bathing beauty contests in six of the Indiana-Illinois houses were to be guests of the circuit in a one-day round of festivities here on Sunday, August 4. The girls will come from houses in East Chicago, Whiting, Indiana Harbor, LaPorte, Elkhart and Goshen.

Their guides while here were to be Al Raymer and Jack Burhorn. They were to have dinner at the Blackstone, and then to see the Al Jolson show, "Hold On to Your Hats," at the Grand Opera House.

AGVA to Shift Graham Dolan to a New Spot

CHICAGO — Graham Dolan, American Guild of Variety Artists' head here and center of a storm over his eligibility to head the AFL affiliate because members contend he was formerly with the CIO, will be transferred to another spot, it is announced.

It was said that a new executive secretary, satisfactory to all of the AGVA members, will be named.

Judge Holly Turns Down Plea Entered by Bioff

CHICAGO—Federal Judge William Holly refused this week to release Willie Bioff, studio labor leader, from the Cook county jail on his plea that he had been unjustly convicted in 1922.

Judge Holly said he did not feel the federal court had jurisdiction in the matter.

Monogram Sales Series

CHICAGO—Edward A. Golden, Monogram general sales manager, will hold a series of regional sales meetings here, in Detroit and in Milwaukee during the week of August 11.

Buys New Equipment

ST. LOUIS—Complete booth equipment has been sold to Martin W. Operle of the Orris Theatre at St. Genevieve, Mo., by the L. T. Rockenstein Co. of this city.

INDIANAPOLIS

VISITORS: Harry Switow, Louisville; Harold V. Neese, Beverly, Brazil; Ross Garver, Virginia, Terre Haute; Joe Schilling, Auditorium, Connersville; John Dixon, Flora, Flora; D. D. Lee, Rex, Montezuma; George Heliotes, Rialto, Fort Wayne; Frank Reimer, Quimby circuit, Fort Wayne; Mrs. Ethel Luckett, Indiana, Scottsburg; E. R. Crouch, Fairmount, Fairmount; Harry Kornblum, Rosedale, Evansville; A. McCarty, Roxy, Pendleton; Max Page, State, Greenfield; Wally Furnas, Browny, Brownsburg; Joe Finneran, Elwood, Elwood; C. C. Wallace, Boone, Thorntown; Harmon Allison, Ritz, Mooresville.

Also, Trueman Rembusch, Artcraft, Franklin; C. E. Rogers, Rio, Columbus; Robert Hudson, Tivoli, Richmond; Jack Van Borssum, Savoy, Terre Haute; Merrill Moore, Palace, Kokomo; Harry Van Noy, Paramount, Anderson; S. W. Goodman, Marion, Poseyville; Harold Reckley, Chateau, Greencastle, Art Clark, Indiana, Bloomington; Mrs. Nova Vonderschmitt, Diana, Noblesville; Dallas E. Cannon, Kent, Kentland; Walter Easley, Tree, Greensburg; H. Lisle Kreighbaum, Char Belle, Rochester; Howard F. Morin, Morin, Brookville; Mrs. Hilda P. Long, Hippodrome, Sheridan; Lowell T. Moore, Orpheum, Mitchell; C. W. Massey and wife, State, Worthington; Sam W. Neall, Indiana, Kokomo; T. N. Luckett, Dream, French Lick.

Mrs. Jeannette Keller, operator of the American in Cynthiana, Ind., will reopen her theatre in Calhoun, Ky., and name it the Ritz . . . Col. Ken Collins was to reopen the Indiana August 2 after a shutdown of about two months . . . It is understood Charles Olson will reopen the Apollo in the near future . . . Bob Crosby and his orchestra appeared at the Ideal Beach resort at Shafer Lake August 2 for a one-night stand . . . Over at Lake Manitou at the Colonial Hotel and Terrace Gardens, Blue Barron and his orchestra are scheduled for Tuesday.

Hay fever sufferers are becoming theatres' best customers. New filters take all the dust and pollen out of the air which is as important as coolness to hay fever victims . . . Responding to many requests, Ernest Tamler, manager of the Rex, reports he will play "My Son, My Son" on a single bill and will watch the reaction of the public with his future policy in view . . . Charles Tamler, manager of the Garfield, will introduce "Pal Nites" on Wednesday and Thursday each week. Tamler has a new air conditioning system that is connected to a well 150 feet deep.

Frank Boerder, Indianapolis artist, has just completed redecoration of the Tuxedo for Irving Tamler. The large outside foyer now has a powder blue ceiling and a tan leaf motif on the walls, and the lobby has an ivory ceiling and a blue and ivory leaf design on the walls. Babe Lambert, manager of the Tuxedo, will be on an extended tour through Kentucky during the first part of August . . . Roscoe Turner, famous air pilot, is in Methodist Hospital recuperating from an automobile accident which occurred near the Municipal Airport here last week. Turner suffered a broken pelvis, broken shoulder bone and internal injuries.

Harold Marshall, exploiteer at M-G-M, is in Hollywood on his vacation. Something like a mailman's holiday . . . Curt Butler, salesman at Columbia, is sporting new white-wall tires and bragging how it dolls his car up . . . The wife of Fred C. Doughty, taken to the hospital recently in a serious condition, is recovering. Doughty manages the Lyric and Cozy theatres in Winchester for Theatrical Managers, Inc. . . . Morris Cantor of the Cantor circuit and manager of the Esquire has returned from his vacation in New York.

Leo Cantor has joined RKO in Cleveland and will cover the Toledo territory . . . Warner Bros.' "Million Dollar Bookshelf," consisting of books already made into films by the studio or being filmed, is now set up in the company's Indianapolis branch office . . . Prizes are coming in fast for the Variety Club's big golf tournament to be held August 26 and are being displayed in the front windows of National Theatre Supply Co. . . . Erwin Rau, operator of the Alice in Leitchfield, Ky., has purchased the Starlight in Auburn, Ky., and will rename it the Marion . . . H. K. Sumner has acquired the controlling interest in the Kentucky Film Transit Co. with headquarters in Indianapolis.

Abe Baker, booker at Columbia, and the Mrs. are vacationing at Shafer Lake in northern Indiana. They also plan to visit Cincinnati . . . Viola Kenney, RKO inspectress, is another on vacation . . . Jerry Slutzky, booker at Universal who recently became a papa, is planning a vacation to New York . . . John Gentile, booker at Paramount, is another headed east for his vacation . . . Emma Sachs, in the accounting department at Paramount, went to the Smoky Mountains for her vacation . . . Lloyd Heinrich, formerly of the Indianapolis Paramount office and now in Dallas with the same company, visited here last week, calling on old friends along the Row . . . George Bryan, assistant manager of Advertising Accessories, Inc., is the proud father of a son born last week at the St. Vincent's Hospital.

Al Blakenbaker has been appointed head shipper at the Warner exchange replacing Robert Doan. Edward T. Carroll will succeed him as assistant shipper . . . Thomas W. McKean, son of Claude McKean, office manager at Warner Bros., has joined WB as a clerk . . . Eleanor Borkes, biller at Warner, is on vacation and Florence Whelen of the Universal staff has gone to Canada on her vacation . . . Variety quarters have been air conditioned.

Reopen With 'U'

CHICAGO—After several shufflings in bookings, the RKO Palace finally reopened here on Thursday (August 1) with a double-bill program of Universal product. The two pictures were "When the Daltons Rode" and "Private Affair."

It Seems Managers Must Also Write Headlines

CHICAGO — Tony Stuever, manager of Herb Elisburg's Studio, has learned a manager also must be a headline writer.

That's because the Studio, which has Transradio News Service on a teletype in the house, has a large bulletin board at the entrance to the theatre containing the news. To enable patrons to better decipher the news, Stuever and his assistant, P. H. Kelty, are now headlining each story.

Douglas Park Theatre Is Issued Charter

CHICAGO—The secretary of state has issued a charter to the Douglas Park Theatre, Inc., 10 South LaSalle Street, with 100 shares common stock, to operate, manage, lease and control theatres. Incorporators are L. Melin, L. Frances and H. E. Klein.

Charles Koehler Opens Milwaukee Exchange

MILWAUKEE—Charles D. Koehler, associated with the theatre business here for more than 25 years, has opened his own exchange. The quarters will be renovated, and Koehler will continue to handle Astor Pictures in addition to other product he will announce.

Rex Williams Will Manage Bernstein Elkhart House

ELKHART, IND.—Nate Bernstein is opening his new 600-seat State here on Tuesday, August 6. Rex Williams, formerly with Indiana-Illinois Theatres, has been named manager of the State by Bernstein.

Screen "Sea Hawk"

CHICAGO—Warner will screen "The Sea Hawk" here at 10:30 a. m. Monday at the Esquire. Plans are being made for a talk by Grad Sears, general sales manager, to the exhibitors attending the screening.

Redecorate at Shawano

SHAWANO, WIS.—The Shawano is being redecorated, the front being painted a combination of cream and brown. The same combination being carried out on the electric sign.

Passes $1,000,000 Mark

CHICAGO—Oscar Serlin's hit of both the New York and Chicago stages, "Life With Father," has now passed the million-dollar gross mark. The Chicago unit alone has grossed more than $340,000.

Mohawk Lineup to Jovaney

ST. LOUIS—James Jovaney, head of Imperial and Superior Pictures here, will distribute Mohawk product in the Illinois-Indianapolis-Wisconsin-St. Louis territories.

Invite Patrons to Spend the Night

Milwaukee—The public in at least four Wisconsin cities took advantage of the offer by local theatres to spend the night in their houses during the recent heat wave. Special attendants were in charge at the Capitol in Madison, the Oshkosh in Oshkosh, the Uptown and Garfield in Milwaukee and the Bay in Green Bay. Persons taking advantage of the theatres' cooling systems were obliged to register for the night.

MILWAUKEE

EMPLOYES of the United Artists Corp. here contributed $12 to the National Red Cross campaign.

Jetsy Posthuma, Hollywood actress, will marry her classmate at Pasadena Junior College, Robert Caveny. The couple will make their home here.

The local Variety Tent held an outing and golf tournament July 29 at Brynwood Country Club.

J. C. Ebersberger, manager of the Rex at Sheboygan, booked the film for the first show to be presented to youngsters at the Sheboygan Kiddies camp. The film was furnished by Warner Bros.

Miss Irene Purcell, film star, has been a guest of her parents, Mr. and Mrs. J. J. Purcell at Fond du Lac.

As a plug for "Edison, the Man," the Palace at Antigo offered 25 guest tickets to the persons submitting the funniest stories about a male in their family who tried unsuccessfully to be "Mr. Fix-It" either in or outside the house.

Adler Theatre at Marshfield provided a build-up for "All This, and Heaven Too" by offering 25 free passes to the first 25 persons submitting the correct meaning of the letters A.T.A.H.T. As a clue, advertising said "it's the biggest event that has happened in filmdom since G.W.T.W."

: *Dogs Dodge Delay* :

MILWAUKEE—Hector and His Pals, dog act playing E. J. Weisfeldt's Riverside here, faced a 90-day enforced Milwaukee stay when Assemblyman Charles Westfahl, president of the Wisconsin Dog Aid Society, obtained an order from Deputy District Attorney Edward Yockey requiring the act to remain in the city in keeping with terms of the county's 90-day dog quarantine.

C. J. Tryon, owner of the act, appealed to Dr. V. S. Larson, chief of the state livestock sanitation division, who gave permission for the act to proceed to New York for its next engagement.

Weisner and Brighton Succumb on July 26

MILWAUKEE—Death on July 26 removed two well known local film men in the persons of Edgar L. Weisner, 43, operator of 15 houses affiliated with the Fox-Wisconsin Amusement Co., and Alexander F. Brighton, 40, a salesman for the National Theatre Supply Co. here for the past seven years.

Weisner, who had been ill for a number of months, started his picture career as a film salesman for the old Film Booking offices here and for First National Pictures. Among the theatres operated by him were the Shorewood and Downer.

He was a member of the Wisconsin Club and the Variety Club, serving on the board of directors of the latter organization for many years. He is survived by his mother, Mrs. Minnie Weisner, three sisters and two brothers, Harold and Max, both of whom are associated with the theatre business.

Brighton, a native of Starkville, Colo., passed away after a six-week illness. He was a member of the Waukesha and Milwaukee Gun clubs, the Sioux Indian Honorary Shooting society, the Las-Animas lodge, F. and A. M., and the Knights Templar of Trinidad, Colo. He is survived by his wife, his mother, a sister and two brothers.

Fred Gardner Dies in Indianapolis at 77

INDIANAPOLIS—Fred C. Gardner, a leader in civic, industrial and political life here for nearly half a century, died last Sunday afternoon at his home after an illness of a month. He was 77 years of age.

Gardner was treasurer of the Circle Theatre Co., lessors of the Indiana and Circle theatres and was a member of the board of directors of the company.

He is survived by the widow, two daughters and four grandchildren.

June and July Films Win "Family" Classification

CHICAGO—Most of the pictures listed in the Chicago Better Films Council selections for June and July are for family consumption. The family list includes "Anne of Windy Poplars," RKO; "Flight Angels," Warner; "Ghost Breakers," and "Safari," Paramount; "The Mortal Storm" and "New Moon," M-G-M, and "Sandy Is a Lady," Universal.

The mature listing includes "Four Sons," 20th-Fox, and "Turnabout," UA.

Has Own Show

CHICAGO — Rosemary Wayne, formerly with Hal Tate on his "Radio Tattler" movie programs over WCFL and WJJD, begins her own women's show, "The Smart Set," August 5 over WJJD. The program will be presented three days a week, Monday, Wednesday and Friday, from 11 to 11:15 a. m.

: Tuneful Patriotism :

CHICAGO—Mort Green, manager of the Villa for Jack Rose, was sitting in the box-office of the theatre recently, relieving the cashier, when a foreign-born patron of his told him that "I certainly love this old U. S." That gave Mort an idea for a song.

So before long he had the song ready with the collaboration of Roy Topper, promotion manager of the Chicago *Herald-American*. It is understood the newspaper is planning a promotional campaign.

The lyrics are as follows:

"I Love the U. S. A."

Words and music by Mort Green and Roy Topper

I'm a son of "Uncle Sammy" and I'm proud to say,
I am one of millions in the Good Old U. S. A.
Others have their Kings and Rulers,
We have chosen best,
We have our Democracy, and they may have the rest.

Chorus

I love the U. S. A. Home of Freedom's Birth,
I pledge allegiance to, the Grandest Flag on Earth.
"GOD BLESS" each Star and Stripe,
Is our prayer both night and day.
From the Mountain to the Plain,
We all join in one refrain,
I Love the U. S. A.

In this Land we stand United, Mighty, Firm and Strong,
Forty-eight United States, My Country, Right or Wrong,
When I gaze upon "OLD GLORY" Emblem of the Free,
I send up a Prayer of Thanks, upon my bended knee.

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Another patriotic song, this one springing from a challenge by his friends, comes from Jim Mangan, who assertedly can't sing, play, read or write a note of music. Mangan, "corny advertising" rebel, author of the postoffice classic, "Write a Letter," and publisher of the book, "You Can Do Anything," also is advertising manager of the Mills Novelty Company, Chicago.

Premiered at the Democratic national convention here, Mangan's lyrics follow:

We're All Americans

We're proud to bear the name.
Our Nation's fathers wove a flag
By the light of Freedom's flame.
Now waving bravely overhead
It tells us what to do.
We're all Americans!
All true blue.

If we're Americans,
Deceived by no one's tricks,
We'll talk and think and act today
In the spirit of "Seventy Six."
Life, Liberty and Happiness,
Unsullied Justice, too.
We're all Americans!
All true blue.

Here come th' Americans!
A march of age and youth.
We'll fight to keep our Liberty
And preserve our greatest truth:
To guard and honor and protect
The many, not the few.
We're all Americans!
All true blue.

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Improves in Freeport

FREEPORT, ILL.—Joe Bennis has completely redecorated his Freeport here. He has also installed a system of indirect Neon lighting, a new cooling system, and new fluorescent lights in the foyers and lobby.

Helen Gahagan Quoted By Chicago Papers

CHICAGO—Helen Gahagan, wife of Melvyn Douglas, who was here as alternate for her husband with the California delegation to the Democratic convention, got considerable play in the daily newspapers.

Miss Gahagan, voicing opinions on the need of America to care for British refugee children, said: "The more children they get out from under Nazi bombs that will be dropped over England, the better."

Renew Fonda for One Year

HOLLYWOOD — Twentieth-Fox has resigned Henry Fonda for another year.

HOW DID IT DO AT YOUR BOXOFFICE?

Date.....1940

To:
The Exhibitor Has His Say
BOXOFFICE, 4804 East 9th St., Kansas City, Mo.

Title .....

Comment .....

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Date Played..... *Weather*.....

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Title .....

Comment .....

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Date Played..... *Weather*.....

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Title .....

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Date Played..... *Weather*.....

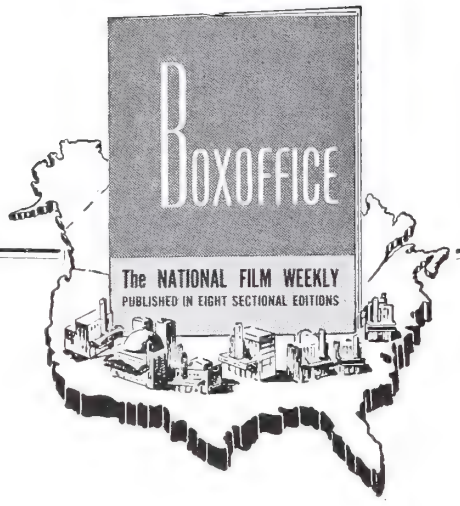
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Exhibitor ..... **Theatre**.....

Capacity .....

Type Patronage ..... **Admission**.....

Town ..... **State**..... **Population**.....



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Published every four weeks as an integral section of BOXOFFICE, it reports and illustrates every phase of theatre construction, improvement and mechanical operation and maintenance. The outstanding advertising medium for equipment manufacturers.

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A pocket-size, loose-leaf book for filing reviews, with a section for picture booking and recording operating costs. Exhibitors hail it as the most valuable and practical innovation in years.

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Published in February . . . the middle of the season . . . BOXOFFICE BAROMETER reports on all that has happened during the first half of the season and definitely, authoritatively, tells about what is to come during the rest of the picture year. The only annual published expressly for service to theatre owners and managers . . . the only annual that completely blankets the industry.

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Published once a year, RECORDS reports the value at the boxoffice demonstrated by every picture released during the previous season . . . how the public received the efforts of producer, writer, star, director and all others concerned in picture-making. An exact measure of the past and potent guide for future plans.

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Adamant to Demands For Cut in Rentals

MINNEAPOLIS — Distributors here are showing no inclination to yield to Northwest Allied independent exhibitors' demands for a 25 to 33 1/3 per cent reduction in film prices. As a matter of fact, they're standing pat and asking for increases. In consequence, selling is considerably under normal.

More deals than ever before are being turned down by the home offices, according to exchange managers. The boys in New York who must approve contracts have become hardboiled in the extreme, it appears, and the matter of a comparatively few dollars is sufficient to cause a rejection.

There is also a general disinclination on the distributors' part at this time to sell. Explanation for this indifferent attitude is the fact that all too many exhibitors feel that film prices should be based on the unsatisfactory grosses of the past several months. Distributors are unwilling to do business on that basis. They feel, too, that much better times are imminent and that when such reversal in trend occurs exhibitors will be in a "fairer" frame of mind, will be willing to pay "reasonable" prices and will "scramble" to complete deals.

"We haven't cared whether we sold or not," explained one branch manager. "As for the exhibitors, if the down trend had continued they wouldn't have to buy. They'd have gone broke. And if producers had to sell on such a basis they, too, would have been forced to the wall. But the improvement already has started and will continue."

Exchange heads point to the Minnesota Amusement Co.'s confidence in the outlook as evidenced by its $150,000 theatre acquisition and improvement program. The improved agricultural situation and the government's defense spending are expected to give a big impetus to theatre grosses.

Freedom for Rachman Around September 24

LINCOLN—Jules Rachman, former Omaha exhibitor who went to prison for the murder of Harry and Sam Goldberg in 1933, walks out a free man about September 24, according to terms of commutation laid out for him by the pardon board in consideration for his good behavior.

Rachman, unlike most other men who go to prison, never lost step with his former occupation, and has been the prison theatre operator since he stepped inside the gates. On one and two pictures a week, he has handled the booking, determined the moral quality, and managed the other details.

E. C. Rhoden, Fox Midwest president, is said to have promised him a job at the time of the pardon board hearing, and to have submitted a letter to the board to help Rachman's cause.

Suspend Singles Experiment; May Resume It in the Fall

KANSAS CITY—The single bill experiment of half a dozen Kansas City, Kas., theatres the four weeks ended August 5 will be suspended for the rest of the summer, but has not been definitely abandoned. In the fall, when new big pictures begin to come through, it may be revived, according to Jack Truitt, manager of the Electric and president of the association.

In the meantime, some of the exhibitors indicated at their meeting July 29 that they would voluntarily and individually continue to single top-flight pictures on their weekend change. The two first runs in Kansas City, Kas., the Electric and Granada, will also single certain pictures.

The experiment was inaugurated July 14 by the Tenth Street, Home and Gauntier (Ed Burgan), Park (Fred Meyn), Jayhawk (Reube Finkelstein), Midway (Harry Horrocks), and Osage (Dick Biechele). It was for the weekend change only.

Business done by the experimenting theatres during the trial period was, according to the exhibitors, fairly satisfactory. Hot weather and just fair pictures during the remainder of the summer was the reason assigned for giving up the experiment for the time being. Also contributing was the 25-cent night price in balconies of Kansas City, Mo., first runs. Protection remains the same as when these houses got 40 cents the house over.

A Town of 400 Has 900 Seats

Minneapolis—Meadowland, Minn., near Minneapolis, affords the prize case of overseating. Although the town's population is only 400, it has two theatres, one seating 400 and the other 500.

Defend Legality of Prosperity Clubs

LINCOLN—Asking that citation indicating them guilty of contempt of court be dismissed, the Omaha Motion Picture Exhibitors Ass'n claimed before supreme court here that the operation of Prosperity Clubs and Bank Night is not alike.

The court, goaded by City Solicitor W. W. Wenstrand of Omaha, cited OMPEA and gave the members until July 23 to show why they should not be held in contempt for operating a lottery after Bank Night and other similar games had been ruled against long ago. The argument is over the matter of consideration, OMPEA, upheld by Omaha Judge Palmer, claiming registration is not consideration, while the supreme court holds that any act done to corner a chance to win is consideration. Both sides agree that the other two Nebraska indicated ingredients of a lottery, prize and chance, are present.

Omahans involved include Walter Creal, William Miskell, Tri-States Theatres; Will Singer, Sam Epstein and Ralph Goldberg.

Northwest Allied Ranks Open to No. Dakotans

MINNEAPOLIS—North Dakota exhibitors will be taken into Northwest Allied which recently has confined its activities mainly to Minnesota. At a meeting at Valley City more than 40 were present and many of them signed up for the body. Fred Strom, newly chosen Northwest Allied executive secretary, addressed the meeting.

Monogram Regionals

DES MOINES—During the week of August 19, Edward A. Golden, Monogram general sales manager, will hold a series of regional meetings here, in Omaha and in Minneapolis.

Back From Tour

NEW YORK—A. A. Schubart, RKO exchange operations manager, has returned to New York after a tour of midwest branches.

Bill Elson May Operate The De Luxe Minnesota

MINNEAPOLIS—The 4,000-seat Minnesota, $2,000,000 de luxe showhouse, dark since the termination of the Benz brothers' operation, may be reopened after all.

Bill Elson, whose Seventh Street Theatre is being torn down, has been approached by the Minnesota owners and is considering a proposition. A proposed deal now is being considered by the owners.

Elson will not divulge what policy he has in mind for the Minnesota if he takes over the house or runs it for the owners.

With the Minnesota Amusement Co.-Singer pool having practically all of the major first-run product sewed up for the loop, the Benzes found the going tough at the Minnesota. They blamed their failure mainly on their inability to obtain major screen offerings.

Burch Expands

KANSAS CITY — A structure to provide storage for a million pounds of pop corn is nearing completion in North Kansas City for the Burch Manufacturing Co., makers of popping machines. Contract for an addition to the warehouse, which will increase the capacity for processing and storing to 2¾ million pounds, has just been awarded.

OMAHA

BOXOFFICE takes an imaginary trip through southern and western Iowa this week, using stories and items picked up along Filmrow: First stop was Tabor, Ia., where Max Shoemaker of the Isis was having a big time at the firemen's picnic . . . Then to Shenandoah, where BOXOFFICE got a lot of applause for the picture of Toby Stuart, Mayfair Theatre, taken in Hollywood.

Bruce Holdridge of the State and Iowa at Shenandoah was about ready for his vacation in South Dakota but decided to wait until the hot weather disappears . . . C. V. Roof, who operates a circuit in and around Blanchard, was optimistic although he said business was "not so hot" . . . The Commercial Club runs the theatre at Coin, with Mabel Mullen in charge of the Sun. Her husband is the depot agent at Coin.

O. V. Goodman, Rialto, Villisca, was on a vacation trip. We learn that Bob Pennington, who used to operate the Rialto, is now living in Leon, Ia., with relatives . . . On to Corning where Larry Kuhl was keeping cool by spending most of his time enjoying the air conditioning in his theatre . . . Played a game of pool with Frank Good, Iowana, Red Oak, in the basement of his theatre.

Carl Johnson, Grand, Red Oak, was seated in a chair at the head of the aisle in his theatre, right where he could get the best breeze . . . Abner Hahn, Rialto, Bedford, said his daughter will soon be married.

Exhibitor Birch, who runs the Avon at Kellerton, Ia., is also the school superintendent at Beaconsfield, Ia., where BOXOFFICE's grandmother lives . . . We learned that Ernest Michael, exhibitor at Leon, is quite a card shark but we didn't give him a chance to prove it . . . Kate McKee, who runs the Osceola at Osceola, also is in the real estate business.

A. O. Ludwig, exhibitor at Adair, Ia., has a clever name for his theatre. It's the Riada, the town's name spelled backwards . . . The Casey at Casey, Ia., was closed . . . Walt Budd, Rialto, Anita, Ia., also runs a print shop there . . . Stopped in to see Mabel Hockenberry, Liberty, Oakland, who is assisted by her husband in running the theatre. Hockenberry is quite a handy-man around the theatre, our scouts said.

Back into Omaha, where Harold Neumann, Western Theatre salesman, admitted he had gained 40 pounds in the last year . . . Glenn Rogers of Film Transport on crutches after learning he has a broken bone in his foot. He'll be on crutches about three weeks . . . Carl Reese, big-hearted Republic manager, took his wife on the territory last week, hottest week in the year, because he probably thought she would enjoy driving around in 110 degree heat.

Bill Youngclaus, Island, Grand Island, Neb., is a great friend of all the salesmen because he takes them riding in his air conditioned car. The unit cost $300 . . . *Russell Merrill, son of Bruce Merrill, exhibitor at Edgar, Neb., is in Omaha taking the government aviation course. Russ was one of the ten best students in the state, hence this advanced course. He's big and husky, a real football player.*

Sol Yeager has started polling everyone as to whom they like for President. So far results have been about even between Roosevelt and Willkie. How do you exhibitors feel about it? Tell Sol! . . . W. G. McKinney, of Kansas City, booker for Williams-Griffith Theatres, was on Davenport St., a rare visitor . . . Rube Wagle, Fox booker, is allergic to air conditioning, he thinks.

Earl Kirk, North Star, Omaha, lost $20 *when robbers took that amount in nickels from a candy machine in his theatre. Sol Francis pipes up that the robbers knew they could get a big haul at the North Star because a Monogram picture was playing there at the time . . . Letters received on Filmrow report Leon Dizon's wife is recovering all right. Diz is now selling from Warner's Minneapolis branch.*



"North West Mounted" Is Set to Bow in St. Paul

MINNEAPOLIS—St. Paul tentatively has been selected for the American premiere of the Paramount picture, "North West Mounted Police," early next October, according to Earl N. Pomeroy, *Tribune* film editor.

"Regina, Sask., something of a home town for the crown's coppers in scarlet, will get the Canadian premiere, all of which is proper and fitting," said Pomeroy. "Why St. Paul, however, has been under consideration for an American premiere is a bit obscure. Our agents proffer but one explanation—that St. Paul quite a long time ago was promised an initial release of a film a la Hollywood and that 'North West Mounted Police' would be fulfilling an obligation. Buffalo, N. Y., too, is in the running and it could be that there would be two American premieres simultaneously."

Schertzinger Is Renewed

HOLLYWOOD—Paramount has renewed Director Victor Schertzinger for another year. His next assignment is "The Road to Zanzibar," to co-star Bob Hope, Bing Crosby and Dorothy Lamour.

LINCOLN

STORY that hasn't developed fully yet: J. H. Cooper and Joe Philippson came in from New York last week, looked over the local situation, and departed immediately for Colorado. This is the place where L. L. Dent and Cooper will decide whether or not to deal in connection with the Lincoln and Oklahoma situations.

If Bob Livingston had been there, he would have died: Gov. R. L. Cochran arrived late at Cole Bros. circus, just as the elephants came down the hippodrome track to do tricks. As the governor was getting his near-front seat, the bulls all laid down, missing squashing the No. 1 Nebraskan by five feet . . . Ken Maynard said he would make six, maybe eight, pictures this fall, starting in November. He said they would not be backed by Max and Arthur Alexander, but he might cover the financial side himself for independent release . . . William Scholl writes a huffy denial that the report of his car being second hand is correct. He says the driver may be, but the car is new.

Sudden invitation by Dave Lipton of Universal to attend the Coffeyville, Kas., premiere of "When the Daltons Rode," found Barney Oldfield, *Journal* film editor, stuck covering another guy's vacation, so Mrs. O covered. Said Dave, Johnny Quinn in Kansas City, and Otto Siegel, the Omaha branch manager, were very kind to her. Also reported a smile from Andy Devine the morning after the premiere—one of those kind wherein the guy figured he might have met the gal, so a crack of face would cover whether or not.

Carl Reese was down again the other night, looking in beer stube windows. Nobody knows whether he was searching for someone, or just tempting himself . . . From all the cards Mike Roth has written about how he looks in those alpine vacation shorts of his, you'd think the guy was an exhibitionist . . . Hank Keller and his frau are back from their Canadian vacation, and he's again on speaking terms with all the booth equipment in the locality.

Tip to Frank Van Husan: A soft touch turned up in the mail this week. Writer wanted to know why it wouldn't be a good idea to build a string of neighborhood houses in Lincoln, at 27th and O, 13th and South, and 27th and Randolph. Idea is not very popular with the boys downtown, but you, Frank, could surely see merit in it. Helluvitis guy never signed his name, only his initials.

Howard Federer speaks as proudly of the way the Liberty is shaping up into an "A" house, as if it were his own son who had every prospect of making the football team. Incidentally, his former private secretary, who married a year or so back and quit him, is a mother now . . . Biggest sufferer on Theatrerow this week was Alvin Hendricks, who had to watch the fight pictures (Jenkins-Armstrong) and see a brother Texan get belted . . . Harvey Traylor reports the glass-blowing Melville was a good extra attraction for the Stuart lobby.

Vincent DiFiore finally did get away for that New York vacation.

MINNEAPOLIS

MEYER STERN, Omaha Bank Night distributor, here to do a little fishing and to visit brother Joe, who handles Bank Night in this territory . . . Harry Ross, Paramount theatres personnel manager, made the rounds of Twin City Minnesota Amusement Co. houses . . . Ben Ashe, who recently resigned as general manager of the Bennie Berger circuit and was an unsuccessful candidate for the Northwest Allied executive secretaryship, is vacationing for a month in the state of Washington. His wife accompanied him.

A. V. Stevens, who recently took over the Savoy from Harry Dryer and is calling the remodeled house the Grand, has joined the Twin City Variety Club. Speaking of Dryer, he has gone into training again after two years of taking it easy. He has rejoined the YMCA, is taking daily workouts and has gone in for handball again . . . Bill Watmough, former Grand National branch manager, is back in town and hopes to be able to announce a new connection soon.

Out-of-town exhibitors visiting Filmrow included: Joe Schindel, Granite Falls, Minn.; A. J. Beck, Chamberlin, S. D.; J. E. Johnson, Deer River, Minn.; Sheldon Grengs, Cloquet, Minn.; Don Buckley, Redwood Falls, Minn.; A. J. Tremann, Irontin, Minn.; Mr. and Mrs. Floyd Perkins, Mora, Minn., and Charlie Conaught, Olivia, Minn. . . . Orchids are being heaped upon the popular Bill Elson for his swell job as m. c. at the Twin City Variety Club sponsored baseball game which netted a hefty sum for the Milk Fund, the club's charity project.

R. C. LiBeau, Paramount district manager, a visitor . . . Ben Landy, Columbia booker and handball shark, spending a fortnight with his parents in New York . . . Sol Lebedoff, Northwest Allied treasurer and executive committee member, spending a month at Walker, Minn., for his health . . . Duane Becker, Paramount assistant booker, vacationing in Idaho . . . Warner Bros. are doing plenty of plugging for "Sea Hawk." The boys are convinced it will be one of the year's outstanding grossers . . . May Johnson of the United Artists office staff spending a fortnight in northern Minnesota.

Among those who recently have entertained in the Minnesota Terrace, where the Ritz ice show is holding forth, are the Harold Kaplans (Harold is the livewire manager and part owner of the St. Louis Park), Mr. and Mrs. Maitland Frosch and Mr. and Mrs. Ben Friedman . . . Rud Lohrenz, Warner Bros district manager, here for several days . . . Gilbert Nathanson has renewed his Republic franchise . . . Ray Hurwitz, National Screen head booker, spending his vacation in Chicago and the northern Minnesota woods.

"Nickey" Goldhammer, RKO district manager, visited the Des Moines branch . . . M-G-M happy over the business that "New Moon" is doing throughout the territory . . . Irving Gillman, Esquire owner, home from the hospital and recovering nicely from his second serious operation within two months.

Use More Advertising To Build Slim Takes

MINNEAPOLIS—Independent neighborhood houses in some cases are going in for increased newspaper display advertising at this time when business is sub-normal and they are finding it profitable to do so.

Theatres in question include the Paradise and St. Louis Park. On weekends they frequently splurge with much larger newspaper display ads than usual and it's said that boxoffice results have been extremely gratifying.

Bennie Berger, Paradise owner, points out that the usual tendency is to economize on advertising when business is off. That's all wrong, he declares.

"The time to do a lot of advertising is not when conditions are good and you'll get the business anyway," asserts Berger. "By heavy advertising and hard work you can overcome a lot of unfavorable factors. Bad times call for extra heavy advertising, greater showmanship and harder work. This is what I impress upon the managers of my theatres."

The Berger chain is one of the three largest independent circuits in the territory.

May Open in September

WALNUT GROVE, MINN.—The 215-seat Walnut being built here by A. B. Dahlgren at an estimated cost of $15,000, is expected to be ready for opening September 1.

Paul Hannon to Helm of Lyric in Plattsburg

KANSAS CITY—Paul Hannon, salesman for Paramount in the Missouri territory for several years, will resign August 18 to assume active management of the Lyric, Plattsburg, Mo., which he has taken over from Tom Willhoit.

Paul will be succeeded at Paramount by Harry Wheeler, who has been booking. Paul is working on the territory for several weeks with Wheeler.

Walt Clark, who has been in the shipping department, replaces Wheeler on the booking desk.

Hosts Gene Autry

MINNEAPOLIS—Gilbert Nathanson, local Republic head, was host at a cocktail party at the Hotel Nicollet for Gene Autry, western star, who was appearing in a rodeo here. Exhibitors over the territory took advantage of the invitation to meet Autry.

Progress in Rushton

RUSHTON, MINN.—Construction work on the New Rex here is progressing, with an early September opening anticipated. The Meryle Hansen house will seat 265.

Confers in New York

NEW YORK—Walter Branson, RKO midwestern district manager, was here conferring with home office officials.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
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Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

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W P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: Hiland 2694

DES MOINES

HEAT been bothering you? Then pity poor Harry Lloyd of National Screen who went all the way to Needles, Calif., where it's 120, so he could appreciate our 104 . . . Billy Vines was in DM from NY checking up on the possibilities for consolidation of AAI under National Screen roof. The telescoping is tentatively scheduled in about two weeks, but don't hold your breath because we've said the same thing before and it ain't happened yet.

Chick Friedman arrived at the office at exactly 9:15½ Monday morning, July 22, wearing an ethereally happy grin, a tyrolean chapeau and yodeling to high heaven. He is reported to have sat down in his office and demanded a certain issue of BOXOFFICE *pronto . . . "I won't believe I'm married until I see it in print," he said. Mr. Friedman spent the remainder of the day bragging about his new wife and his trip to the mountains. He is said to be recovering.*

Reason you can never find a copy of BOXOFFICE when you're looking for it: Wives are getting the habit and insist that Hubby fetch it home so they can read what's going on, too. Aren't there any takers for that fine ping-pong table Frank Greenland is trying to peddle for the National Screen gang. Frank says they're not selling it because it's too big and doesn't have hinges in the middle so's you can fold it up—oh my no—they just aren't going to have room for it now that consolidation is in the offing.

It's a great idea, Lou, having two curly-headed bookers like Chuck Elder and George Lofink at the Universal stall. We hear you went to Coffeyville, Kas., Wednesday, Lou, and returned Friday all a-twitter about the premiere showing of "When the Daltons Rode" . . . Woody Sherrill and George Lofink are taking an apartment together at the Savery Hotel . . . the Kaycee boys say DM looks wide open compared to the mulish metropolis since Uncle Sam Simon Legreed Uncle Tom Pendergast.

Gab Malfronte and Mrs. Gabriel did some weekend fishing with Ralph Olsen and Betty. Morris Smith says it wouldn't be so bad sitting up most of the night playing poker with Larry Hensler, but it's piling insult on to injury when he has to stay awake the rest of the night trying to explain to Mrs. Smith how he lost so much dough.

Dick Bruce, Columbia shipper, is vacationing "somewhere in Illinois" . . . If you go into Universal and mention how cold it is, they'll tell you it's colder up at Fox where Stan keeps it that way to keep himself from melting down to a mere nothing . . . Tom Bietzel was off only a few days with that foot and now he's hobbling around on crutches and wearing a fine cast . . . Bill Dippert is getting a workout doing the things Tom can't manage now.

Ruby Stacy can tell you at any minute of the day or night just how many minutes until the one when she'll be wed . . . Ione Colvin is spending her vacation in Chicago where she used to live . . . Henry Peterson and his three brothers are spending theirs up at the lake fishing . . . The boys here say DM Universal is a cinch to win that bookers drive. They've been in first place for a month and a half.

When we stopped up at Warner's the other eve we found all the cracks plastered up and the walls freshly decorated with a new coat of paint . . . but alas, alack, nobody'd done anything about Gene Melone—there he sat undecorated and unshaven. Gene says there's another Warner party at Ahquabi Monday and that the Claytons had better be there this time . . . The irrepressible Art Anderson has at last mastered the game of ping-pong and can now make good on some of his earlier brags.

Bibianne Hazlett Weldon is pointed out as the gal who was working so hard when Paul Muni came into the office that she didn't even look up—and was Muni mad!

. . . Paul Leatherby and his blonde Georgene had a short, sharp game of ping-pong before leaving the office the other evening . . . Lance, the 4-month-old Leatherby, has been in the hospital.

Chuck Iles can't understand why he cut a gash in his head, tore his pants to ribbons, seriously scratched his legs, arms and hind-quarters, wrecked his motorcycle and lost his equilibrium when he hit just a little, tiny bump out by the water tower the other day . . . "I was only going 70," *were Chuck's famous next-to-last words.*

Mary Clayton is back from her vacationing and the Warner crowd is about to call it all off for another year . . . all but Gene, who says he still has his coming and he intends to take the wife and kids up to Lake Okoboji and drop 'em in . . . All the people who ask us not to use their names in this column read it avidly each week just to be sure we don't. We don't care why they read it, just so they do.

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

WUXTRY! WUXTRY! Rain shattered the Iowa heat wave and Leo Wolcott's golf game . . . Eldora's Grand (an adjective or proper noun, as you wish) exhibitor, actually was seen on Filmrow this week.

Mrs. C. Yates of Mystic, Ia., stopped in at Universal and stayed for a trade screening of "When the Daltons Rode."

That great big car hauling that little Scotchman down High St. belonged to Gordon McKinnon of the Grand at Perry, Ia. The little Scotchman was Gordon.

They were buying and selling around Iowa at this time last year, anyway. Elmer Wesa was looking over A. S. Filien's Plaza at Monona and Howard Pollard was giving Otto Reinke sales talks on the profits possible at the New Avon house in Dysart. C. A. Memogh, the Strawberry Point variety store magnate, was launching a fling in show business and Frank Shipley was pushing the button that turned on the lights at the State in Lenox.

Joe Gerbrach has a nonchalance we like. Why wouldn't we? After we'd had his picture nearly a year before we finally returned it with apologies, he pops right back with "I was not worried. Drop in and see me."

Letterheads that stick in our memory: Gladys Pierce's simple "Story Theatre, Story City, Iowa," but in a be-nubbined type face that gets you . . . The blue monoplane doing a seven-sixty into a red "approved airport" at Pocahontas on the sheets that carry Jack Bauma's correspondence from his Rialto theatre.

Tip to George Hake at Belmond's Lyric: When business is dull—if ever—you can find a swell reading room over at Peterson's cafe.

A popular visitor on a hot day turns out to be, of all people, Lawrence A. (for air-conditioned) Kuhl, of the American Theatre at Corning, Ia. But they tell us he's just as popular on the "kuhl" days, too.

Fishing musta been bad last Sunday. At least exhibs weren't coming in Monday to tell about the ones (fish) that got away.

Is it true that Ray Lumsden's cashier never comes to DM with him 'cause she likes the popcorn at his Iowa City Pastime so well?

The pony express from Madrid hasn't yet brought in the real information on how much gold Roy Lepovitz panned out in the golden west.

Kate McKee was around booking some pictures for her Osceola Theatre that she hopes will make John Waller over at the Lyric, also in Osceola, Ia., blink.

Just to make you Missouri exhibs who read this column now and then mad: A booker from Kaycee tells us that Iowa exhibs are nicer than Missouri exhibs . . . but don't feel too hurt. Being nice isn't everything, and sometimes it's darn dull.

Speaking of readers outside the home bailiwick, Eddie Solomon writes from New Yawk that he's another name on the long list of easterners who claim to be regular Aw Shucks customers. Which proves that while one Solomon may have been wise, this one is smart as a Fox (the plug, Eddie).

Thursday Openings a Likely Development

DETROIT—Two important trends in Detroit operating policies are likely, as a result of moves being made currently by United Detroit Theatres—a shift to Thursday openings, and extension of midweek matinees.

The present general opening day for the city is Friday, with the United Artists opening on Thursday. Occasional shifts of openings are routine, of course, for one week, but present indications are that UDT will shift the bulk of its subsequent runs—all second and key runs—from Friday to Thursday. First runs would be likely to follow the same policy in this event—and, because of the strategic importance of UDT houses in any run situation in Detroit, the majority of Detroit theatres operating on a two-split week would be likely to follow suit.

The Vogue and Varsity, UDT houses, are adopting a matinee policy for one or two days a week, while UDT is adopting an experimental matinee policy at the Alger, Norwest, and Rosedale as well. All are important sub-key houses, and their example will probably be followed by other important neighborhood theatres in the next few weeks if it proves successful.

Drive-Ins Grow in Favor In the Akron Sector

AKRON—Outdoor theatre entertainment, little more than three summers old, has gained in interest in the Akron area with a trio of the drive-in playhouses now operating.

The original novelty of seeing a film from a car seat is being replaced by a growing aptitude for showmanship in the open-air movies. Special service for the autos, increased efficiency in placing them for entrance and exit without annoyance to other patrons, and more timely booking of attractions have helped advance the drive-in vogue in the Akron district.

Starlight Auto Theatre at South Arlington and Waterloo Road was the first to open inside the Akron city limits, the other two being the B. M. P. Auto Theatre near Creston and the Blue Bird on Canton Road six miles south of here.

Drive-In Near Pittsburgh To Open Around Aug. 15

PITTSBURGH—First drive-in theatre, near South Park's entrance, will be opened August 15, George C. Davis, general manager, states. Upwards of 400 automobiles will be accommodated. Large-scale excavations are being completed for the project. Davis said that he had three or four other local spots in mind for drive-in theatres.

Palace Ups Price

CANTON—To avoid the annoyance of keeping a lot of pennies on hand for change, the Palace here has upped its adult admission to 40 cents, which includes the four cents federal defense tax.

J. N. Robertson Resigns Mutual Executive Post

DETROIT—James N. Robertson, former owner of the Cinderella and Roosevelt, resigned as vice-president and treasurer of the Mutual Theatres, Inc., local booking combine. Robertson plans to retire from active business. His stock was bought by Raymond E. Moon, manager of Mutual.

Expanded service for Mutual was announced by Moon, in giving booking and other detail management service to theatres. In the past, this service has been given only to houses taking the complete service, including buying of pictures, but exhibitors who have wanted to continue their own buying will be able to turn all the detail of booking and other routine operations over to Mutual, while keeping buying under their direct personal control. This will be especially important to upstate theatres, it is expected.

Two new houses have joined Mutual, Moon said—The Palace at Charlevoix, operated by Mrs. Elizabeth Moon (no relation), and the new Strand at Roscommon, opened by Bruce Freeman.

UDT Completing Shift in Managers, Assistants

DETROIT—United Detroit circuit is completing a shift of managers and assistants, filling in the temporary vacancies created when L. H. Gardner took an extended leave of absence.

Dow Thompson, back from California, moves from the booking department—where E. L. Hyman, new man, is now stationed—to the Broadway-Capitol; Rufus Shepherd moves from the Broadway-Capitol to the Vogue; James Easson, Vogue to Alger; Joseph Bonino, Alger to Rosedale; Cassius Smith, Rosedale to Norwest; Robert Salter, Norwest to Annex; Gil Green, Annex to Varsity; Hyman Bloom, Varsity to Madison.

Forrest Mountz, from assistant at Palms-State to assistant at Madison; Malcolm Rose, assistant at Riviera to assistant at the Palms-State, and William Kozaren, formerly of the Michigan staff, promoted to assistant at the Riviera.

Leavitt Bugie Winner In 20th-Fox Contest

CINCINNATI — Leavitt Bugie, 20th-Fox representative, took first honors in the recently completed contest, on points, and carried off the engraved gold watch. The award was bestowed at a pep meeting held at the exchange, with Moe Levy and Roger Ferri of the New York home office and George Roberts, division manager, present. Following the meeting, the office personnel were treated to a 7 o'clock dinner at the Summit Hills Country Club.

Ask Sunday Show Vote

NEW CASTLE, PA.—Petitions being circulated in theatre lobbies here ask that the question of Sunday shows be voted on at the November elections. Several years ago they lost by a narrow margin.

Air Conditioning Is Potent Attraction

DETROIT—General show business in this territory has taken a serious slump during the past two weeks due to the prolonged heat wave. However, one class of theatre is definitely re-establishing trade in sizeable quantities—houses having effective air conditioning plants.

A series of visits to neighborhood shows this week indicated that business keeps up well where air conditioning has been the rule of the house for two or three seasons, and the regular customers are acquainted with the fact. A number of smaller neighborhood theatres, with inadequate facilities for keeping the temperature down, had very poor crowds, on the contrary.

Typical was the big Hollywood, second run neighborhood house, which has a large air conditioning and refrigerating plant. Business was fairly good in this house, and has returned to around 75 per cent of normal, after dropping seriously in the first days of the warm spell.

Border Restrictions Penalize Business in Detroit

DETROIT — Persistent difficulty about crossing the border here has hit downtown houses more seriously than was realized. Business from Canadian citizens visiting Detroit, is totally shut off—evidenced by the Family Theatre, a key third-run house downtown, which ordinarily takes in $300 a week of Canadian money—and now takes in about $2.00 a week.

In addition to the direct loss of Canadian business, according to Edgar E. Kirchner, managing director, the house has lost severely on American tourist business.

The ordinary travel route for American tourists going east or west was to come through Detroit and drive through Canada, spending at least a night here. Staying at the downtown hotels, they ordinarily would take in a downtown show during their visit, as evidenced by repeated check-up of the management. With the present serious restrictions on Americans seeking to re-enter after a visit in Canada, the tourists have been passing up Detroit.

ITO Questionnaire Asks Report on Tax Reaction

COLUMBUS—The Independent Theatre Owners of Ohio want to know how the theatre-going public is reacting to the increased admission prices due to the new federal defense tax which went into effect on July 1. P. J. Wood, ITO secretary, has sent a card questionnaire to each exhibitor member with the request that it be returned to the ITO headquarters with the desired information.

Information requested is the price in effect prior to July 1; prices in effect now, showing the admission, amount of tax, and total admission, and how it has affected the intake.

Detroit Barkers Plan Second Annual Drive

DETROIT—Detroit Variety Club started its second annual Tag Day Drive this week, with Charles C. Perry of the Adams Theatre acting as general chairman of a committee to raise the basic operating fund for the drive. This entire operating fund is to be contributed by Variety, and will enable all public contributions to be devoted solely to charitable purposes. Last year's total expenditures under this fund, for clothing, lunches, and health aids for needy school children, was $65,458.01. Edgar E. Kirchner will again be chairman of the Tag Day Drive.

The committees for the drive, announced by Perry, are as follows, with the chairman named first in each instance:

Wade Allen, Nat Haase, and Edward Heiber; Max Blumenthal, Irving Belinsky, and Frank J. Downey; Bob Fisher, J. Oliver Brooks, and Ben Cohen; Phil Kaplan, Mac Krim, and Joseph G. Portel; William Hurlbut, Carl R. Buermele, and Thomas Ealand; Thomas McGuire, Jack Dickstein, and Sol Berns; Frank Wetsman, Moe Dudelson, and Jack Hurford; Lew Wisper, Sol Krim, and Charles A. Komer; Arthur Robinson, Jack Goldhar, and James Sharkey; Barney Kilbride, Adolph Goldberg, and Irving Goldberg; Sam Seplowin, William Flemion, and Jack Haley; Charles Snyder, Jack Susami, and Irwin Pollard; Frank Wagner, Claire Townsend, and Carl Shalit; Edgar Kirchner, non-resident members; William Carlson, Alex Schreiber, and Harold C. Robinson, associate members; Harold C. Robinson, John Howard, Charles C. Perry, William Carlson, Lew Wisper, and Frank Wetsman, Mop-Up Squad.

Tablecloth Notes at The Variety Supper

Jackson S. Hurford (Shields) found it so warm he lost his suspenders . . . Frank Wetsman won the palm leaf as a raconteur . . . Bob Fisher captured the big easy chair first.

Eddie Heiber and Moe Dudelson were planning to go somewhere, but it was a question of who pays? . . . Phil Kaplan got stuck as treasurer, when Sam Seplowin passed the job over . . . John Howard did an earnest job getting support for the golf tournament.

Tom McGuire, a sort of circulating press gallery all by himself . . . Sol Berns was lone representative of the booking field . . . Charlie Snyder trying to revive the bowling feuds.

Polly Pollard appeared as the spokesman of the "little man" . . . Max Blumenthal found himself in bad company—not the first time . . . Mac Krim's late arrival didn't stop him from getting his share of eats.

Bill Hurlbut, just an interested spectator . . . Tom Ealand came clear in from Ferndale . . . Jack Haley representing the production end of the industry.

Art C. Robinson's aim is to be a slave driver . . . Frank Wagner up at the corner of the head table . . . Edgar E. Kirchner with an efficient report of work done.

Harold C. Robinson presiding at the meeting . . . Charlie Perry genuinely enthused over the Big Drive—with cause . . . We almost missed Barney Kilbride in the far corner . . . The Goldberg Twins arrived, a bit late, but together.

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"Andy's" in the Race—

Mickey Rooney is training his entry, "Andy," for the national Variety Club turtle derby to be held in The Gardens, Pittsburgh, September 11. "Andy" is approaching veteran status, having been an entrant in the race held in Dallas, August 3.

Cleveland Barkers Plan Golf Meet and Picnic

CLEVELAND—The Cleveland Variety Club, which has been inactive during the past month, has two big events planned for the month of August. On August 9 it will hold a picnic and on August 23 its annual golf tournament.

The Variety picnic, under the leadership of Mrs. Frank (M-G-M) Drew, will be held at Will-O-Beach on the lake. Starting at noon and lasting until closing time, a complete program has been arranged, including swimming, boating, golf, dancing, games and eating.

Nat Wolf, Warner zone manager, and A. M. Goodman, UA branch manager, have been named co-chairmen of the golf tournament by Chief Barker Nat L. Lefton. For a change, the tournament will be held this year at the Grantland Country Club. Details of the event will be announced later.

: Win Golf Prizes :

PITTSBURGH—The following round out the list of prize winners in Tent No. 1's annual golf tournament, which was reported in last week's issue of BOXOFFICE. The respective scores, prizes and donors also are enumerated in successive order.

Low nets for members—Harold Cohen, 59, razor, A. J. and M. S. England; Kivie Wolf, 59, pen set, Ross Federal Service; Max Shulgold, 59, roaster, M. M. Smith; Joe Gins, 60, traveling bag, Ascap; Art England, 60, radio, Harris Amusements Co.; George Josack, 61, soda mixer, Alpine circuit; Dick Lange, 61, electric iron, Pittsburgh Electric Co.; John J. Maloney, 61, radio, Superior M. P. Supply; Jimmy Nash, 62, three balls, Pittsburgh Outdoor Advertising Co.; Pete Dana, 62, three balls, Pittsburgh Outdoor Advertising Co.; Herb Dimling, 63, three balls, Pittsburgh Outdoor Advertising Co.; Dave Jacobs, 64, three balls, Pittsburgh Outdoor Advertising Co.; Tony Conforti, 64, three balls, Universal Match Co.; Brian McDonald, 66, three balls, Universal Match Co.; Art Morrone, 68, candy, Dimling Candy Co.; Joe Shapiro, 69, candy, Dimling Candy Co.

Low gross for non-members—Jim Steele, 76, thermos bottle, operators union; Jim Calhoun, 76, coffee maker, Pittsburgh Electric & Supply.

Low nets—Dr. W. W. Eskay, 48, thermos bottle, Bert M. Stearn; H. A. Brandon, 52, sandwich grill, Pittsburgh Electric and Supply; W. W. Shaw, 52, razor, billposters union; Dr. Art Sekay, 52, merchandise order, M. J. Gallagher; Dr. S. L. Ostroky, 52, merchandise order, Murray Goldman; Dave Wilder, 53, electric iron, Pittsburgh Eectric and Supply; R. M. Hawley, 54, one dozen balls, Irving Dietz.

Longest drive—Milton Lefton, brief case, exchange branch managers.

Closest to pin—W. A. Tavano, liquor, Dipson Theatrical Enterprises, Inc.

Dinner prizes—Dr. L. G. Beinhauer, liquor, American Valance Co.; Ira H. Cohn, liquor, Dipson Theatrical Enterprises, Inc.; Melvin Helfant, one turtle, Harry Feldman; Al Abrams, one dozen balls, Al Weiss; Mark Goldman, candy, Dimling Candy Co.; Red Trainor, case of oil, Ed Sterling, commander of American Legion.

Raffle winner—Nat Levy (RKO), golf bag, irons and woods.

Kickers handicap—First prize tied at 75 net: Dave Wilder, rain jackets; Kivie Wolf, rain jackets; Tony Conforti, sand wedges; Archie Fineman, sand wedges; Dick Lange, set of four wood covers.

Second prize tied at 72 net: Steve Rodnock jr., Art Sekay, Vince Josack, Art England, Dr. Ostrosky, W. A Tavano, and Herb Dimling, all won three balls.

Third prize tied at 67 net: Brian McDonald, Dr. W. W. Eskay, and Max Shulgold, all won two balls.

Fourth prize at 65 net: Jim Alexander, two balls.

Variety Post Is Host To Crippled Children

CLEVELAND—Variety Post last week entertained the crippled children of the American Legion at the Legion's Camp in Chagrin Falls with almost the entire cast of the Dodson World Fair Show, now playing in downtown Cleveland. Busses took the 40 members of the company, including band and clowns, out to the camp. Post Commander John Himmelein and H. H. Goldstein, Paramount district manager, headed the committee on arrangements which also included Howard Roth, Edwin Bergman, Larry Rich and Dr. Bubis. As a permanent memento of the occasion, Goldstein and Himmelein presented the camp with an oil painting of George Washington.

Cincinnati Barkers Bring Film to Ky. Sanitarium

CINCINNATI—Queen City Variety Club recently entertained the Tuberculosis Sanitarium of Kenton County, Kentucky, with a two-hour motion picture show, which included "Mr. Smith Goes to Washington."

About 20 patients enjoyed the performance which took place in the open.

DETROIT

MITCHELL VICTOR of the Astor goes out for a walk these hot nights . . . Alf Lane of the Alhambra has his own way of keeping cool, reports business has been good right up to the real hot spell . . . Robert Bartlett, assistant at the Alhambra, is a keen student of pictures . . . Marshall Adams, manager of the Echo, is an official co-sponsor of the Scattergood Baines programs.

Louis Goldberg gets out to the Echo a lot nights, while Ben Wachnansky makes his headquarters downtown at the New Bijou . . . Harry G. Sanders, manager of the Belmont and Grand, says his favorite pictures are comedies and musicals.

The Cohen Brothers have switched some managers around: Al Smith, former doorman, is co-manager at the Norwood with Joseph Adelman; William Drozan of the Roxy, George Baird of the Norwood, and Phillip Katzin of the Mayfair are no longer with the circuit; Mike Kareha and Phil McNamee share responsibility at the Mayfair, and Danny Drozan moved from the Mayfair to the Roxy, alternating with Fred Sourbeck—all are two-manager all-night houses.

Charles Boasberg, aggressive new RKO district boss, in town for a second visit . . . David M. Idzal of the Fox is giving Bo-Bo (Buck Newsom, star Tiger pitcher) a fling as an actor . . . Jack Saxe and J. Ollie Brooks were vacationing up at French River, Ont., before it all happened.

F. A. Schneider, veteran operator of the Stratford, vacationing up at Wa Wa Soo on Otsego Lake, while Manager William J. Staley quietly runs the house.

George O'Leary, 14-year-old Detroiter who is making his stage debut at the Michigan, will appear in a picture shortly with Bob Hope, Cecil Berdun advises . . . Ira Waddell advises the Cinema Skeet Club shifted to Thursday for one week only—they're back on Wednesdays regularly now.

Arthur H. Nolte has been shifted by Jam Handy from St. Louis, where he was Midwest group selling manager, to Chicago for special promotion work . . . Sam Seplowin, Republic manager, has a unique costume for hot days—even Censor Charlie Snyder can't object . . . Jack Schreiber, former circuit owner, is over visiting the front of Charlie Perry's Adams, with the "Leopard Men" displays nightly.

Harris Silverberg, promoted by National Screen Service, takes up his duties at Chicago, August 20 . . . Jack Dickstein, ex of the Sun Office, opens the Fox at Indianapolis, August 28.

Jack Haley of Jam Handy is handling silverware as a theatre premium sideline . . . Edgar E. Kirchner of the Family was his first customer—ask Charlie Perry who found the silverware in Ed's pockets.

Rachel Komer, 78, mother of Charles and Harry Komer, and grandmother of Adolph and Irving Goldberg, of the Komer and Goldberg circuit, died recently. Seven children and 18 grandchildren survive.

Merrill Hanna of the Hollywood busy keeping that big air conditioning plant from getting too cool . . . Ben Cohn of the Senate has become a pilot, Manager Johnny Pival informs—craft unknown.

Burton London has cool Northville spring water for his guests over at the Beacon . . . Edward A. Golden, Monogram sales manager, due in town about August 14 . . . H. K. Minsky, who is moving from the National to the Avenue, is off to New York for a couple of weeks.

Otto W. Bolle, former Paramount manager here, due in N. Y. in August for a six months' visit from Capetown, where he is South African manager for 20th-Fox.

William Russell Young of Distributors, Inc., is salesman; E. L. Deacon is sitting back of the big desk as manager, and W. W. Bailey was sitting on the sidelines when we visited . . . Harlan Starr, Monogram manager, is nominating other folks to do the work.

The two Arts in conference over a deal—Art Knapp of 20th-Fox, and Art Robinson, the premium man . . . Don Kuhn, manager of UDT's Palms-State, was guest artist on WXYZ, giving his conception of a caveman—plug for "One Million B. C."

Andrews Sisters and Red Skelton, on the Michigan stage, planned a special show for youngsters at the Free Press *Fresh Air Camp . . . Harold C. Robinson keeps cool up in Film Truck Service with that special air conditioning unit—but son Bill was working so hard in the outer office, he couldn't keep cool.*

E. V. (Smitty) Smith, RCA Photophone, makes the breeze in the lobby work double . . . Jacob Boodman of Film Cleaning Service must have a split personality—he insists there are three of him.

Twentieth-Fox Doings—Lester Sturm's air conditioning is a bright and cool spot on a hot day . . . Thelma Auten, bookkeeper, returning from vacation at a Michigan lake . . . Helen Rose says "news is scarce," even for her official bulletin . . . Art Knapp was a victim of bronchial trouble . . . Jess (NOA) Veldman has a special telephone-gravity delivery system to Louis Fava . . . Al Champaign eats so heavily at lunch time that he doesn't want to go back upstairs.

Mrs. Clara Kelley, chief "elevatoress," is on the pop wagon—and proves it . . . Ralph Raskin, very much tied down at Art Robinson's premium office . . . Lillian Colton was a pleasant visitor.

Harry Levinson, RKO office manager, picking up his ping pong accessories . . . Our favorite cameraman, Ed (Skipper) Schwimmer is taking 100 youngsters on his annual two-week outing at French River, Ont.

Proposed Rialto Building Has Detroit Approval

DETROIT—The Rialto, headquarters house for J. C. Ritter, former president of Allied, is to be partially remodeled, with new front now under construction. Reseating will follow. Cost of work being done is estimated at $20,000.

The Rialto provided the first test of Detroit's new sign regulations, which are under discussion before the city council. The original permit for construction was rejected by the council because it included plans for a flashing sign, which was banned under the original proposed ordinance. Following discussion and some revamping of plans, the council approved the permit with the understanding that no red Neon or other red flashing signs would be used.

Ritter pointed out that the house color scheme is to use other colors, and that the flashing signs will not provide a traffic hazard such as the ordinance seeks to prohibit, because they cannot be confused with red traffic lights.

Warnerites Read

CLEVELAND—Warner Bros. has set up a circulating library of 24 books for members of the Warner Club only, with Evelyn Friedl as librarian. Books available consist of those on which Warner will base some of their 1940-41 pictures.

Renew Ritter for Seven

HOLLYWOOD—Monogram has renewed Tex Ritter, with the cowboy down to make seven westerns during 1940-41.

WOLVERINE DOINGS:

Ransom E. Olds, another Michigander, may soon be the subject of a film biography, proposed by Cecil B. DeMille.

Walter Ebeling, manager of the Garden Theatre, New York City, was reported missing to the FBI, near Eagle Lake, Mich.

J. F. Cassin, projectionist-mayor of Port Huron, took a lighting idea from his theatre experience in deciding to floodlight Lakeside Beach.

Harman Happy has reopened the old Colonial at Sutton's Bay . . . Mrs. Harold Martin is revamping the front and installing a "crying room" at the Sun at Marion.

Harry Hansen's State at Lake Orion had a booth fire at the last show Friday, but was open again by Saturday noon, with a rebuilt amplifier . . . Ray Branch, Allied president, in town the first of the week.

Herman Bird wired Republic he had sold the Our at Standish—but no Republic contract! . . . R. G. Hewitt of the Milford at Milford has completed his air conditioning.

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CLEVELAND

EVERETT STEINBUCK, Loew State manager, is off on a vacation automobile trip which will take him to Canada. Ted Teschner, manager-at-large, is doing the honors in his absence . . . P. L. Tanner of Film Transit Co. and Mrs. Tanner are spending a few weeks at Atlantic City.

Nat L. Lefton, Republic franchise owner, found the heat in Cincinnati too much for him last week and has been laid up ever since . . . Ed Fisher, United Artists publicity man, had to give up his ideas of being a gentleman farmer and has rented a town house.

J. Maxwell Joice, recently named local Paramount publicity man, screened "The Great McGinty" for the newspaper critics who gave it a 100 per cent endorsement . . . That's a moustache that you see on Republic Al Gregg's upper lip these days.

C. G. Velas of Affiliated Theatres Corp. is reported to have bought the New Home Theatre in Bridgeport, with intent to raze it and build a de luxe new house on the same location . . . Miss Cyril Siegel is the new telephone operator at the Universal exchange taking over part of the work formerly handled by Phyllis Kennedy, biller . . . Art Young, Universal booker, is in Buffalo and Rochester this week. His assistant, John Sully, is handling the department in his absence . . . George Flynn, Universal district booker, is back from a golf vacation.

Dan Stearns of the Willoby Theatre, Willoughby, had the last laugh on a chap whom he hadn't seen for 20 years or more who asked him the other day "whatever became of that thin Stearns fellow who used to be with Universal?" The difference of 20 years and more than 20 pounds were responsible for the confusion.

E. A. Olszeski has notified exchanges that he is closing for the month of August . . . The Abby Theatre here is now operating only three days a week . . . The Roxy, home of burlesque, will reopen on Labor Day, according to Warren Irons, one of the owners.

Wendell L. Willkie, Republican presidential nominee, is a popular screen star in this territory according to RKO Branch Manager George Lefko who reports that his office has had more than double demand for the "Information Please" edition in which Willkie is co-starred with the "Information Please" regulars . . . Jay Zimmerman, and Ben Wolf, M-G-M auditors, are local exchange visitors this week . . . Lucky for the Paramounters that it did not rain last week when they cut a great big hole in the ceiling to make way for a sky light. The exchange will have individual booking booths when remodeling is completed.

The record heat kept out-of-towners home last week. However, among the braver men who dared the sun were Louis Lazar, Schine district manager in Bellefontaine; Harold Wendt, associated with George Fleischmann in Toledo . . . Ray Wallace of Tri-Theatres, Inc., Alliance, and the usual crowd from Akron . . . M-G-M's Grace Meier, secretary to office manager, Phil Harrington, has returned from a vacation in Hollywood . . . Mrs. Georgia Moffett, Variety Club secretary, is using her vacation time to get acquainted with her garden which is her pride and joy.

Vitagraph District Manager Bob Smeltzer dropped in for a visit with the boys of the local exchange on one of his routine swings around the territory . . . Vitagraph has arranged a trade screening of "Sea Hawk" to be held August 5—the place and time to be designated . . . Lenore Schultz of Monogram Pictures is collecting a summer tan at Indian Lake . . . And Indian Lake is where M. M. Jacobs of Lake Shore Sales and his family are vacationing.

Dan Robins, owner, and Paul Ellis, manager of the Warren Theatre, Warren, were among the very few out-of-town exhibitor visitors of the week . . . The hottest week and the lowest grosses on record were synonymous last week.

George W. Erdmann, secretary of the Cleveland Motion Picture Exhibitors Ass'n, has returned from a four-week vacation in the east . . . M. B. Horwitz, who broke his ankle a couple of weeks ago, has graduated from crutches and is now getting around with the aid of a cane . . . Evelyn Friedl, secretary to Warner Zone Manager Nat Wolf, became an auntie last week for the third time when her sister, Alice, formerly with the Warner theatre department, gave birth to her second daughter.

Nat Levine, Hollywood producer, stopped between trains on his way to the coast last week to visit with Herbert Ochs, independent distributor . . . Herb Ochs was in New York over the weekend attending a conference of Film Alliance and Select Attractions franchise owners.

Lee Goldberg, PDC franchise owner, and his son Jay, were here last Wednesday on their way east to attend a PDC franchise owners meeting in New York. Next week the Goldberg family leaves for a month's stay on the west coast.

: Transition in Akron :

AKRON—Howard Street 30 years ago was Akron's motion picture Row. Today there isn't a theatre on the street.

The Dome was on the west side of Howard just north of Mill. And there was the Luna, later the Victor. Buck Bailey, a picturesque character of that day, operated the Grand on Howard near Cherry.

Three veterans of those early motion picture days still are serving as projectionists in Akron theatres—Richard (Dick) White, a member of the Keith Palace operators' staff, and Bill Shaw and Lester Mix.

One of the first, if not the first, nickelodeon in Akron was operated by Nick Chamberlain, ice cream manufacturer. His place was on North Howard, north of Market Street. As an added attraction, Nick featured illustrated songs between the one-reel thrillers and comedies.

CINCINNATI

WARNER's exchange manager, Ralph Kinsler, won the cash award at the Queen City Variety Club's annual outing, held at Summit Hills. Kinsler turned the award back into the charity fund.

R. Emmerich of the Bijou, Germantown, Ohio, is a keen student of flying. Ron recently took his 80-year-old mother, and also his mother-in-law, for their first flight, both becoming instantly air minded.

Paramount's offices have been completely remodeled, and redecorated. Offices for the salesmen, secretary, and a convenient division for visiting exhibitors make it one of the most frequented spots on the Row.

Bill Meier, Paramount clerk, is vacationing . . . Miles Vance, brother of Willis Vance, local exhibitor, will move to Lindenwald, Hamilton, to be near his new Linden Theatre, recently opened.

Harry C. Whamsley, Palace, Peebles, Ohio, has returned from Wisconsin. Willard Gabhardt is also back from his vacation off the coast of Georgia . . . Helen Weiler, Universal inspectress, is off to Michigan. Florence Schomaker, office manager, spent the weekend at Cliftie Falls.

Other vacationists include UA's Johnny Wooten, advertising and shipping department, who will spend several weeks in the Everglades, Fla. . . . Mr. and Mrs. A. N. Miles, Eminence, Ky., who recently returned from a trip to Washington, D. C., visited the row.

United Artists plans the perfect reception for Walter Wanger, who will include the Cincinnati office in his tour of key cities. Date of his arrival has not as yet been announced . . . Incidentally UA's "South of Pago Pago" has been doing a swell business in Huntington, according to Roy Smith.

Columbia's Martin Perlman is vacationing in Rochester, N. Y. . . . Ann Keck, secretary to Ralph Kinsler of Warner, and Mary Weller, checking department, are at the World's Fair . . . "Young People," 20th-Fox's last Shirley Temple release, previewed at the exchange, met with splendid reaction.

Harry Bugie has joined Republic personnel, covering Ohio territory. Bugie's wife, recently operated on at Christ's Hospital, is convalescing nicely . . . W. Conners, district manager for Altec, reports installation of sound equipment for Messrs. Crawford and Leftower's new theatre at Ft. Mitchell, Ky., to be opened in the near future.

"Pop" Wessel and Charley Sinkhorn will motor to Houston, Texas, to visit Sinkhorn's new granddaughter, Geraldine, a recent arrival in the Lone Star state.

Jack Ziegler sr., has returned from the hospital, following amputation of his leg due to blood poisoning . . . Metro's "Boom Town," with extra publicity campaign slated, will be given a pre-release engagement in Cincinnati, at the RKO Palace, August 9.

PITTSBURGH

SYMPATHY to Thomas R. Shanahan of Wilkinsburg, whose mother died this week . . . Carl Poke returned from a vacation in Maine and reports New England solid for Wendell Willkie . . . B. G. Neyland and Joseph G. Seyboldt, veteran Erie exhibitors, were among those present at the Tuesday all-industry session at the William Penn Hotel. Among others were Sam Soltz, Baltimore, Md., exhibitor, and William Jackson, son-in-law of H. J. Thompson, Clearfield circuit operator . . . Warner Bros. will go ahead and erect that new exchange building which has been talked about so much during the past several years. Location is Miltenberger and the Boulevard of the Allies.

"Chubby," ten-year-old fox terrier of the Oliver A. Kihchels of Jeannette, died the other day as the result of a sun stroke. Friends of the exhibitors will well remember "Chubby," who sensed the approximate time that the Kihchels would be returning home from their Princess and who would greet them at their front door . . . Fred Solomon has an ice cream vendor at his American Poster Service Co. . . . All Warner theatre managers in the zone were guests of Harry M. Kalmine at a stag picnic Tuesday at the Westmoreland Country Club, near Greensburg.

Details of 20th-Fox's eighth annual S. R. Kent drive were outlined to members of the local exchange staff the other day by Moe Levy, drive leader (who is a brother of Art Levy, Pittsburgh manager for Columbia Pictures); Edgar Moss, district manager; Harvey Day, in charge of "Terry-Toon" cartoons and Roger Ferri, editor of the house organ, *Dynamo.*

J. T. Birocco of Clarion is the newest member of the AMPTO of W. Pa. . . . William Brooks, new head booker at Paramount, having succeeded Charlie Mergen who has been promoted to the position of main line salesman, spent the weekend at Cleveland with his wife and infant daughter who was born two weeks ago . . . Walt Thomas, head of Acme Distributing Co., has invested in a new Pontiac, and his son-in-law, Roy Hoon of Vitagraph, has selected a similar car . . . Jerome (Jake) Valdenzer of A. & S. Steinberg theatre supply is vacationing at Geneva-on-the-Lake . . . Mr. and Mrs. John J. Schultz, of the Monarch, Wilson, announce the marriage of their daughter Helen to Francis Fisher of Clairton.

Foundation has been completed and brick construction will be started this week on the 600-seat theatre being built by John E. Stahl at Main and Melvin streets, (Homestead Park), Munhall. The Homestead exhibitor states that the new house will be ready for opening around November 1.

Harold Banks, assistant manager of the Rowland, Wilkinsburg, has been elevated to the rank of sergeant in the 176th Field Artillery, Pennsylvania National Guard. A guardsman for nearly five years, Banks is now the sergeant of the Second Battalion of the Headquarters Battery of the Division He is now off theatre duty and at camp for several weeks, with the return of Dick Brown, Rowland manager, from his vacation . . . George Jaffe's Casino will reopen on Labor Day . . . Republic had four pictures on downtown screens this week: "Carolina Moon" and "Grand Ole Opry" at the Barry and "Scatterbrain" and "Three Faces West" at the Alvin.

Andy Battiston vacationed in Cleveland this week after being hospitalized here for several weeks as the result of an auto accident . . . The Kap Monahans took in the World's Fair this week . . . Herman Rosenfeld, formerly a 20th-Fox European executive, is here with Select Attractions to handle "Leopard Men of Africa" as a special representative of Eddie McEvoy. Harry Rice, veteran exploiteer, is on the job ballyhooing this subject which opens August 3 at the Fulton . . . Peggy Joyce of the Harris circuit office will wed Frank Wagner of this city.

Sympathy to Frank R. Thomas, Filmrow projectionist, whose father, Frank C. Thomas, 62, died last Friday. Funeral was held Monday with requiem high mass read at St. Anthony's Church . . . All proceeds from a benefit performance of Sophie Tucker last Thursday evening at the Manos, Ellwood City, will be turned over to the War Relief Drive of the American Red Cross . . . James G. Gorman, 53, for a quarter of a century a stage electrician in the local theatrical field, died at his home here last week after a lingering illness. He was an IATSE member and was connected with the Fulton.

Sam Neaman of the Roxy, Natrona, has returned to his home after a checkup at Montefiore Hospital . . . Herb Lipman has purchased a speed boat which he is enjoying at Oakland, Maryland, on weekends. Boat's name is "C-U Later" and it's reported to be the speediest on the water . . . A fish story (that is a fish story) comes from Maryland this week. Sammy Steinberg tells of a 30-inch bass being caught by the ten-month-old son of Paul Francis of Connellsville, Pa. The veteran Chris Wagner's grandson made this remarkable catch at Jean's Delight, Wagner's camp which Steinberg visited after a lapse of 16 years.

Dave Silverman, recently promoted by RKO from office manager to sales representative covering the northern area, has passed his driver's test and he has purchased a Pontiac. Carl Peppercorn, his successor at the exchange, is becoming widely acquainted.

Harry Fendrick, M-G-M sales representative covering the northern area, is a member of the committee sponsoring the industry shindig at Conneaut Lake Hotel, scheduled for August 20. Harry's name was inadvertently omitted from the list several weeks ago. The Conneaut Lake stag party, which will honor Bob Lynch and Ed Lebby, recently retired film men, promises to be a humdinger . . . New student assistant manager at Loew's Penn is Frank Reller, who has been brought here from St. Louis by Mike Cullen, division manager.

Despite a slight loss in Pittsburgh, Allegheny county's population spiraled upward to a new high of 1,407,619, the U. S. census bureau announced this week. This represents an increase of 33,209 persons during the last 10 years, with outlying smaller communities more than offsetting the city's drop of 1,162.

Edward R. Salamon of the Regal, Wilkinsburg, displayed a collection of original jewelry of the late Lillian Russell and her Pittsburgh publisher husband, Alex Moore, in connection with the advance campaign on the 20th-Fox picture based on the life of the glamour gal of the nineties.

Harry Kalmine, Warner zone manager, was host at a picnic for all the WB circuit managers in the territory Tuesday, July 30 . . . Mother of B. C. "Bud" Blum, of the Harris ticket agency, died July 18 . . . Mathilda Kiel of the local AMPTO office will vacation in Atlantic City late in September and will attend the Allied of E. Pa. and N. J. conventions . . . Frank Roberts, of the Walter Urling circuit at Steubenville, is a grandfather at 45 . . . Variety Club's "Turtle Derby" for a $75,000 charity fund will be run off in The Gardens on Wednesday evening, September 11. There will be a big show in addition to the derby heats and the finale . . . Owen Cleary, Fulton's press representative, is on the mend at Mercy Hospital . . . Max Matz's Colonial, Bluefield, W. Va., has been completely renovated and reopened.

Sidney Samuelson of the eastern Pennsylvania Allied unit is formulating plans for the new national information bureau which was established at the Chicago convention. Also he has started work on the national Allied convention which will be held in Philadelphia the first week in June, 1941 . . . A number of Pittsburghers are expected to attend the sixth annual convention of the West Virginia Managers' Association at the Greenbrier, White Sulphur Springs, August 27 and 28. The MPTOA, of which this organization is a member, will mark its 20th anniversary that week, and it is possible that Edward L. Kuykendall, national president, will be in attendance.

The Abe Weiners have named their first born Lois Marie . . . Harold Lund, Ross Federal Service district manager, was in New York last week for special conferences with Harry Ross . . . George Jaffe of the

(Continued on page 57)

Agree to Curb Offensive Billboard Advertising

PITTSBURGH—The Outdoor Advertising Ass'n of Pennsylvania and the state department of commerce have agreed on the elimination of objectionable billboard structures "by cooperation rather than by legislation."

The association has agreed, and independent billboard owners will be asked to accept: Elimination of billboards in scenic areas more than a mile from commercial districts; removal of billboards so located on highway curves which create driving hazards.

Act to Halt Inroads Of 16mm Operators

PITTSBURGH—Members of the local motion picture industry combined initial efforts to curb the inroads of 16mm film exhibitors at a meeting Tuesday afternoon in the Forum room of the William Penn Hotel. Present were theatre owners and managers and representatives of film distributing companies, supply houses and the IATSE operators union, numbering 60.

M. A. Rosenberg, president of the AMPTO of W. Pa., presided, and other speakers included L. J. Katz, International representative of the IATSE; Fred J. Herrington, AMPTO secretary; Ira H. Cohn, 20th-Fox branch manager; Mark Goldman, Monogram manager; Harry Passarell, Paramount; Edward Moriarty, M-G-M; Joseph Gins, Columbia; Arthur F. Morrone, Superior M. P. Supply Co.

Coin operated 16mm film machines were discussed during the meeting and "drive-in" theatres were brought into the deliberations briefly.

Rosenberg stated that "from time to time we are faced with carnivals, street fairs, circuses, bazaars, and other such nuisances that affect our business. These are only carbuncles that are easily cured. We are now faced with something that is presumably only skin deep and surface sore, but which may eventually extend its tentacles and become malignant."

Various important new features of 16mm inroads were introduced by the speakers, and national Allied reports were announced. Unanimous consensus of opinion was that all members of the industry should band together to do something about the rapid expansion of narrow gauge film exhibitions which are now competing with established theatres.

Result of the meeting, following a luncheon, was the election of an industry committee to function at once which will be empowered to bring legislative pressure or whatever other relief measures are deemed necessary to combat this "common enemy that requires the united action, effort and opposition of all branches of our business."

Those elected to serve on this committee include:

M. A. Rosenberg, representing exhibitor members of the AMPTO.

Lawrence J. Katz, representing the IATSE operators union.

Arthur F. Morrone, representing theatre supply houses.

Ira H. Cohn, representing film distributing companies (subject to approval of his superiors).

C. J. Latta, representing affiliated theatres (Warner Bros.).

James G. Balmer, representing unaffiliated circuit theatres (Harris Amusement Companies).

Guy V. Ida, representing independent theatres not affiliated with exhibitor organizations.

The Pennsylvania liquor control board has ruled that bars and grills installing coin operated 16mm film machines are subject to pay a $125 "amusement license fee." Manufacturers of the machines are reported ready to fight such fees with the defense that coin operated music boxes are not subject to such licenses.

The state censor board announced that all film subjects must be approved and carry a seal of the commonwealth. Mrs. Edna R. Carroll, chairman of the board, has notified Mode-Art Pictures, Inc., Pittsburgh distributor of one of the miniature film machines, to this effect.

IATSE has announced that all such apparatus be serviced by its union members.

Remodeling Continues on Manos Indiana Theatre

INDIANA, PA.—Remodeling of the Indiana continues here along with extensive rebuilding of the city block which Michael Manos Enterprises is modernizing for a large storeroom for Sears, Roebuck, Diamond Drug Co., and the Campus Soda Grill. Architect for the job is Victor A. Rigaumont of Pittsburgh.

The Indiana's capacity will be increased by 176 seats, making a total seating capacity of 840. The entire project will be completed by November 15.

Warner Checking Service Gets Notice to "Fold"

PITTSBURGH—Warner Bros.' checking service department was notified to "fold" this week, with announcement that Ross Federal Service, effective August 5, would handle the Vitagraph account. Sam Ehrlich, district supervisor for Warner under its checking service operations for several years, was given his notice, and the department established at the local exchange will be eliminated at once.

Detroit Majestic Loses Petty Cash to Bandit

DETROIT—The Majestic, operated by the Midwest circuit, was held up and robbed of about $20.00. Assistant Manager Durward Fitschen had the tickets and petty cash on the stage to place them in a safe kept there, when a bandit with a scarf over his face hit him over the head, stunning him, and grabbed the receipts, during the last show.

Offers UA Campaigns

CLEVELAND—Ed Fisher, regional publicity man for United Artists, has prepared sets of possible exploitation campaigns on all forthcoming UA pictures. These are available to exhibitors in the territory upon request. Some 40 ideas for each picture are suggested, the idea being for the exhibitor to use those best adapted to his town and to his particular theatre.

Planning Improvements

NEW CONCORD, OHIO—Roy Waller, manager of the Roy here, announces he will make extensive improvements on his theatre's projection and sound equipment.

Assigned Garfield Starrer

HOLLYWOOD—Alfred E. Green will direct "East of the River," next John Garfield starrer for Warner.

Annual Corn Roast Set for August 18

PITTSBURGH—Exhibitors' and Filmrow's biggest picnic of the year has been set and you may mark it in your date book, as follows:

Sunday, August 18.

Corn Roast at Dr. C. E. Herman's.

This will be the eighth annual corn roast at "Doc" Herman's farm, on Campbell's Run Road, Carnegie.

As in past years, it will be a stag affair, and all members of the industry are welcome to attend.

In fact, all are invited.

The fun starts at 1 o'clock and there will be plenty of things to do and goodies to eat (and refreshments, too) until 9 or 10 p. m., when the picnics usually break up.

Dr. Herman hopes that more of the Filmrow boys will attend this year's corn roast, and Tony Vincent, his manager, is extending special invitations.

A record number of exhibitors is expected at the August 18 afternoon and evening picnic, according to Fred J. Herrington of the AMPTO, which sponsors the Dr. Herman corn roast annually.

This event is looked forward to from year to year by many members of the industry and every corn roast seems to be better than the past year's. The corn seems sweeter and there are additional spreads of meat, cheese, greens, with all the trimmins'.

Tickets are $1.50.

Photophone for Four

PITTSBURGH—RCA Photophone sound is being installed in the new theatre going up at Meadeville, Pa., to be operated by the Meadeville Park Theatre Corp. and managed by C. F. Truran; in the Abbott, being built by J. F. Walter at Huntington, W. Va., in the Palace at Charlevioux, Mich., being modernized by Mrs. Elizabeth Moon, who has operated the situation for 20 years, and in the Gem at Derry, Pa., operated by Harry Rachiele.

Spots PDC Duo

CLEVELAND—Bernard Rubin, PDC's local branch manager, booked "The Adventures of Chico," a Mexican produced picture, and "House Master" starring Otto Kruger, for a 100 per cent PDC bill at the Penn Square, starting August 2. Rubin also announces that he has available for August booking a double mystery show. It is composed of two mystery features, "The Terror" and "The Mystery of Room 13." They come in pairs and cannot be bought singly.

Screen "Sea Hawk"

PITTSBURGH— Warner's "Sea Hawk," which stars Errol Flynn, will be screened for members of the trade at a special preview in the Warner Theatre Monday, August 5, at 10 a. m., the trade showing having been arranged by Harry Seed, branch manager.

PITTSBURGH

Charles Szewczyk to Buy The Vernon in Boswell

BOSWELL, PA.—Charles Szewczyk will acquire and operate the Vernon here about August 15. The house was erected several years ago by Ed Morrison and had been operated by the V. F. Scott interests. Morrison, an exhibitor for upwards of a quarter of a century, died several months ago following a stroke.

The court transfer is expected within three weeks. Szewczyk owns and manages the Marry Lee here.

S. H. Griffith Winner Of Republic Contest

PITTSBURGH—S. H. Griffith of the Nixon, Russellton, Pa., a veteran exhibitor, is the winner of a grand cabinet combination phonograph and radio, awarded in a booking contest staged by Republic Pictures Corp. of Pittsburgh. Winners of traveling bags are William Evans, Osage, W. Va.; N. W. Fredericks, Garden, Lock Haven, Pa. Warner Bros. Theatres won one of the bags for a booking at the Wilson, Tyrone, Pa.

Friends With Vincents On Silver Anniversary

PITTSBURGH—More than 100 friends of the T. J. Vincents attended their silver wedding anniversary reception Monday evening at Fort Pitt Inn, near Carnegie.

Vincent, general manager of the Dr. C. E. Herman theatres, and his wife welcomed each guest in the new cocktail lounge and saw to it that everyone had refreshments and luncheon. The Vincents received many fine anniversary gifts but most of all they enjoyed having their friends with them for the evening.

Ochs Boosts Two

CLEVELAND—Herbert Ochs, northern Ohio franchise owner of Film Alliance and Select Attractions, had two first runs on local screens last week. "Suicide Legion" played the Alhambra, while the Penn Square showed "Double Crime in the Maginot Line."

Sherkel Retiring

PITTSBURGH—Carl M. Sherkel, veteran exhibitor, will retire from the business at an early date. The Sherkel at Houtzdale is being transferred to the V. F. Scott circuit interests.

Orpheum Reopened

FRANKLIN, PA.—The Orpheum, newly remodeled and modernized, was reopened Thursday with numerous members of the trade in attendance. L. T. Houghton served "summons" on his invited guests.

Aid in Defense Tax Returns

PITTSBURGH—Deputy revenue collectors have been assigned to neighboring towns to assist in preparation of tax returns under the defense act. Monthly return forms are available at the collector of internal revenue office building here.

(Continued from page 55)

Casino cut short his Atlantic City vacation and is back in town . . . Al Weiss reports that his Liberty Theatre Mushball team is the talk of McKeesport . . . Ida Eisner is a new employe at 20th-Fox . . . Joe Feeney was a Monday booker with the veteran Jack Marks and his son Richard of Clarksburg, W. Va.

Fifteen hundred members of the Mickey Rooney-Judy Garland fan club attended Loew's Penn the opening day of "Andy Hardy Meets Debutante," the occasion celebrating the third anniversary of the Hardy series. A gigantic cake in the lobby was cut and served with ice cream . . . Alpine circuit is constructing a new 600-seat theatre, to be known as the Bell, in South Charleston, W. Va. R. G. Carey is in charge.

Harry Rubins, Donora theatreman, who recently pulled through a serious operation, is recuperating by spending much of his time at the Rock Bottom Swimming Pool, Edgewood, which he owns . . . George C. Davis will have the South Park Drive-In Theatre, on Route 88, ready for opening within a week or so. There will be accommodations for more than 300 automobiles

Irving Zeltner, UA's new exploitation representative who headquarters at the local exchange, was busy on "South of Pago Pago" (pronounced Pango Pango) which opened last Friday in Loew's Penn. Zeltner covers the Buffalo territory as well as the local district . . . Lige Brien of the Prince, Ambridge, and his bride Evelyn are honeymooning in the east . . . R. R. Sage is building a 300-seat theatre at Bluefield, W. Va. . . . John Fisher, 24, film truck driver for Nat Cherkosly, after finishing his work Sunday evening was struck by a truck while walking on Braddock Avenue. At the Pittsburgh Hospital it was reported he suffered a possible fractured back.

Alex S. Moore has sold the Hilltop Grill which is located a few doors from the Warrington Avenue house which is being extensively remodeled . . . Milton Golden, assistant manager at the Schenley, reports that the Oakland district theatre has been renovated and the marquee newly decorated. Milt's dad, the veteran Mannie Golden, will reopen the new McClure on the north side in the fall . . . Bob Smeltzer, Vitagraph district manager, was here on business this week . . . Mary Roney of Columbia Pictures is vacationing in California on a three-month leave of absence and Richard Miller, a newcomer, is substituting for her at the exchange . . . Reva Rosenberg, daughter of the M. A. Rosenbergs, has been vacationing in California for the past five weeks.

The Jack Judd Theatre Poster Company personnel includes Leo Wayne, Jack Mooney, Eva Lutz and Miriam M. Shapiro.

Filmrow's vacation list included Hilda Lissmann and Nell Reinstein, Vitagraph; Jeannette Simpson, Monarch; Sabina Malatesta, Paramount; Ann Mottey and Ross Gibson, UA; Cecilia Guehl, Monogram; William Hollenbaugh, Republic; Meercy Braff, M-G-M; Joe Hanna, 20th-Fox . . . "Bud" Thomas is now the booker for Louis Krieger's distributing company, Kathryn Kelly is office clerk and Elizabeth Janneot is the bookkeeper.

Taking it easy: The Jimmy (Harris) Balmers are in Atlantic City; Sam Gould of the Kenyon has been taking in the New York World's Fair and Atlantic City; Harry Koch of the South Hills is motoring through New England; Dave Brown of UA is in New York; Bud (Etna) Friedman will be off for Hollywood; Sam (Harris Liberty) DeFazio is motoring 'way down east; Joe (Manor) Blowitz is off for Florida; Johnny Harris and family are enjoying his yacht "The Lujon" on the Jersey coast; Tony (Warner circuit booker) Stern is at Atlantic City; Irwin Kay, New Kensington manager for Warner, is going to Hollywood; Gabe Rubin of the Art Cinema has decided on Atlantic City; Donn (Ambridge) Wermuth shoves off to the Canadian woods within a few days; Manny Greenwald of the Barry will visit the World's Fair; Joe (Warner publicity director) Feldman vacationed in Chicago and the northwest.

John H. Harris has been reappointed as a member of the board of trustees of Western State Penitentiary. The theatre executive has served on the prison board for several years . . . Ben Brown and Ben Steerman are Kings for the Day at the Variety Club's August 5 dinner . . . William Grande is ill at the Shadyside Hospital, having suffered a nervous breakdown while on duty at Punxsutawney with his "Wages of Sin" several weeks ago . . . Work is progressing on the new theatre in the Shadyside district.

John E. Stahl, veteran exhibitor, has been re-elected a director of the Homestead chamber of commerce . . . Harry A. Flarity is offering a "furniture gift night" deal . . . Henry Schultz of the Monarch, Wilson, is vacationing for several weeks in the Carolinas . . . Guy Oglietti of Leechburg was around showing snapshots of his Canadian fishing trip . . . The Hymen M. Wheelers are motoring through New England . . . Norman Fleishman's wedding date is September 15.

"ATAHT" Holds Over

CLEVELAND — "ATAHT," in spite of a record heat wave, was held over here a third week. It played two weeks at the Hippodrome and then moved over to the Allen for the third week.

Vehicle for Myrna Loy

HOLLYWOOD — Metro has purchased "Married Bachelor," an original by Manny Seff, as a starring vehicle for Myrna Loy. John Considine jr. will produce and Norman Taurog is slated to direct.

Thank You, Mr. Smith!

Liberty, Nebraska
March 5, 1940

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Kansas City, Mo.
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L. A. Smith,

Liberty Theatre

THE INDUSTRY'S GREATEST SERVICE PAPER

The Pulse of the Motion Picture Industry

BOXOFFICE

Adequate Buying Data Sought for Members

BOSTON—The aim of the new Allied information department is to give the exhibitor as much information on buying as the distributor now enjoys, Arthur K. Howard, business manager of the Independent Exhibitors, Inc., and member of Allied's national information service committee, told this publication, following his return from a meeting in Philadelphia with fellow committeemen, Sidney Williamson, Don Rossiter, and Pete Wood.

Howard stated that the first product meeting in this territory would be held in Boston on Tuesday, August 6. First buying survey reports, it is expected, will be made here the latter part of this month or early in September.

Whereas only four main questions were asked on product survey cards last year, Allied has jumped the number of queries to 20 in an effort to secure a more comprehensive composite. New interrogations cover population, seating capacity, run, number of pictures required yearly, cancellation privileges, if shorts are forced, and a percentage of film rentals paid to respective companies in relation to amounts grossed. The survey will cover the ten distributors.

Maria Adorno Is Granted A License for Ozoner

MIDDLETOWN, CONN.—The open air theatre which Maria Adorno wishes to open in the rear of the local Middlesex Theatre off College St., is not a building in the correct sense of the word and the city's building code is not applicable to the project, Judge Patrick B. O'Sullivan has ruled.

Judge O'Sullivan's decision was on an appeal by the Middlesex Theatre, Inc., from State Police Commissioner Edward J. Hickey's decision approving a certificate for the theatre upon compliance of certain conditions and safeguards. In his first decision, Hickey limited the capacity to 300 on the ground the theatre was a building and fell within the provisions of the building code. When Mrs. Adorno carried the case to superior court, which found it was not a building, Hickey was asked for a new certificate, which he granted, allowing operation of the ozoner to seat 988. Middlesex Theatre, Inc., then appealed this decision, claiming the theatre created a fire hazard, was illegal and contrary to the building code, and that the commissioner had no authority to act on the second application.

Judge O'Sullivan states future operation of the theatre will determine whether it is a nuisance, and that possession of a license does not bar persons from obtaining relief should occasion arise to seek it.

"Roaring Twenties" Sequel

HOLLYWOOD—Milton Krims is scripting "The Fabulous Thirties," a sequel to Warner's "Roaring Twenties." Mark Hellinger will produce.

Appreciation in The Real Manner

Meredith, N. H.—Here's some real appreciation:

When the Key Theatre reopened here, after the repairing of damage caused by a fire in June, the management donated the proceeds from the first show to the Meredith fire department, whose quick work minimized damage.

MPTO Golfers Ready; 50 Valuable Prizes

By GERTRUDE PEARSON

NEW HAVEN—With 50 handsome prizes valued at many hundreds of dollars awaiting golfers and non-golfers alike, and an all-day program on the course and in the clubhouse, the stage is set for Connecticut MPTO's fifth annual film golf tournament to be held on Tuesday, August 6, at Racebrook Country Club, Orange.

Reservations are pouring in from out-of-town executives, as well as from men in all branches of the industry from all parts of Connecticut, Herman M. Levy, chairman, reports.

The nine-hole morning qualifying round will start off activities. Luncheon at the clubhouse will give the guests an opportunity to renew old acquaintances, as well as energy, for the championship 18-hole match in the afternoon. A full-course dinner, awarding of the many prizes—more numerous and attractive than ever this year—and entertainment will conclude the event. Fee for the whole day is $5.00, and those who have not yet made reservations may purchase tickets on the grounds.

Consider Non-Golfers

Arthur H. Lockwood, president; Irving C. Jacocks and I. Levine will host non-golfers. Harry F. Shaw will fill his special role of emcee, while Hy Fine will regale the guests with a few of his choice stories. The arrangements committee consists of Herman M. Levy, chairman; Louis Schaefer, secretary; George H. Wilkinson, treasurer; B. E. Hoffman, Samuel Rosen, Harry Shaw, Max Tabackman, Edwin S. Raffile, Morris Joseph, Abe Mattes, Morris Nunes, Barney Pitkin, Edward Ruff, Ben Simon, Lou Wechsler.

Among the prizes, which are on display in the Film Bldg., are a silver coffee service and tray and salad dressing service donated by William A. Scully; a portable radio, RKO Pictures; a leather golf bag, Maurice N. Wolf; a picnic outfit and sterling silver candlesticks, Warner Bros.; set of golf sticks, Altec Service; crystal decanter set, Tim O'Toole; radio, Alexander Films and Prevues; electric clock, BOXOFFICE; leather wardrobe traveling bag, National Screen; chest of silver flatware, Progressive Premium; motion picture camera, Modern Theatre Equipment; $5.00 merchandise order, J. Johnson & Son; set of cutlery, Adolph G. Johnson; golf shirt, Herman Pickus; desk pen, Phil Furst.

Reliable Seating, leather traveling bag; E. J. Warner Posters, crystal set; Metro Premium Co., bridge table and four chairs; American Seating, three flashlights; National Carbon, Stetson hat; also four golf kits, one case champagne, Scotch, polo shirt, windbreaker, desk sets, club helmets, leather wallets, traveling shaving sets, brush sets, bathrobe, golf shirts, leather traveling clock, brief case, hand-tooled aluminum trays, silver water pitcher, steak platter, toaster, two radios, silver gravy bowl, silver bon-bon dish, smoking stand, golf balls, chip set and silver covered vegetable dish.

Film District Outing In Healey's Care

BOSTON—Major Patrick F. Healey, long Massachusetts film and theatre supervisor under state regulations, is chairman in charge of the Boston Motion Picture and Allied Industry Outing which, this year, will be held on August 20 at the Casino at Old Silver Beach in Falmouth. The entire film district is sponsoring the affair.

William J. Cuddy of RKO, officer of the Boston Cinema Club, is secretary for the outing. All correspondence regarding the affair should be addressed to Cuddy, at 60 Church Street, Boston, it is noted.

Thad C. Barrows, president of the moving picture operators' union, Local 182, and an international figure in projectionists' organizations, is co-chairman of the affair, together with James Burke, business manager of the Local. Steve Broidy, national Monogram director and president of the Boston Friars Club, is treasurer. Gene Gross, Monogram salesman, is assistant treasurer. Publicity is being handled by Jack Granara of RKO and Harry Browning of M&P.

Large Committee

The committee in charge of the function, which met Tuesday at RKO, includes Steve Broidy, Murray Weiss, A. C. Kilpatrick, Maurice N. Wolf, and Maurice Goldstein of the Boston Friars Club.

Sam Berg, Charles Repec, Harry Smith and Charles Wilson of the Boston Cinema Club; Harry Goldstein, Zippy Goldman, Jack Gubbins, and Harry Worden of the Motion Picture Salesmen's Club; Major Patrick F. Healey, Ken Forkey, Harry Aaronson, Ben Johnson, Cyril McGerigle, and Al Kenney of the Theatrical Post of American Legion.

Marty Moriarty, Ann Folfe, and Frank Rahilly of Local B3 of exchange employes; Thad C. Barrows, James Burk, and Charles Heath of Local 182, operators union; John J. O'Brien and Arthur Nolan of Local 89, theatre employes; Sam J. Marshall of the Film Exchange Transfer Co.; Frank Lydon, Arthur K. Howard, and Edward Ansin of Independent Exhibitors, Inc.

Joseph Brennan of Allied; Frank Mahar of the Local 11, stagehands union; Joseph Loftus of Standard Theatre Supply; H. J. McKinney of the National Theatre Supply; Leon Foster of Capitol, and Joe Cifre of Theatre Supply Co.

Friars Express Gratitude For Milk Fund Support

BOSTON—"We want to thank everybody for the cooperation so far in the Boston Friars Club milk fund," Steve Broidy Friars president, told this publication this week. "If the film district enthusiasm continues at such a pace, the success of the charity is assured."

Said Broidy, "No child in this vicinity will be without milk if the motion picture industry can help it."

Social gatherings of the local film groups in behalf of the milk fund have been continued, all expenses of these being paid by the group of local Friars and not charged off to the charity. The campaign will culminate October 11 in a Friars' Frolic and the awarding of prizes, including a Buick sedan, to lucky admission ticket holders.

Hub Police Commissioner Thanks for Pictures

BOSTON—Steve Broidy, New England sales manager for Monogram and president of the Boston Friars Club, received the self-explanatory letter this week from Joseph F. Timilty, Boston police commissioner.

"Please accept my sincere thanks," Timilty told Friars members, "for your kindness in providing pictures and entertainment on Monday and Wednesday nights during the season at Camp Jupoco, the Junior Police Corps Camp in the Blue Hills, and also for the films in connection with the Fourth of July entertainment.

"We deeply appreciate your cooperation in providing entertainment for the boys."

Kurson Managers' Contest Is Won by Robert Cox

BOSTON—Robert Cox, manager of the Park in Dexter, Me., for Graphic Theatre circuit, is the winner of the managerial contest sponsored by the Kurson interests. Cox, who has had stage experience and who was formerly with the local RKO theatres, gained publicity experience as a member of the publicity department of the Metropolitan in Boston where he worked under Gene S. Fox, now with National Screen Service on the West Coast.

Pouzzner Settles Royalty Suit With Roy Heffner

BOSTON—Morris Pouzzner, local circuit owner, has settled out of court a Bank Night royalty suit brought by Roy E. Heffner against Pouzzner's theatre holdings in Westerly, R. I. Pending is judgment in favor of Heffner and a substantial sum of money in connection with the alleged breach of contract at the Reading Theatre in Reading. The latter litigation has been appealed by Pouzzner.

First Run for "Outsider"

BOSTON—Alliance's "The Outsider," co-starring George Sanders and Mary Maguire, opened a first run engagement August 1 at Keith's Memorial here.



At the Premiere—

J. J. Scully, Universal's Boston manager (center), at the Syracuse debut of "The Boys From Syracuse." On the left is Peggy Moran, U starlet, and on the right, Payton Gibson, secretary, Universal Pictures Corp.

Reviewer Pictures A "Mad" Goldwyn

SPRINGFIELD, MASS.—"Samuel Goldwyn is jumping up and down," writes Alfred L. S. Wood, motion picture editor of the Springfield *Evening Union*.

Continuing, Wood writes: "Mr. Goldwyn jumps up one column and down the next in the *Saturday Evening Post*. Mr. Goldwyn does not use bad language, as bad language is expected of Mr. Goldwyn, but he is very mad and he is mournful, too. His ire is aroused by the custom built up in theatres of giving two items for the price of one. The custom is known as double-feature billing. It is nearly the same thing as one-cent sales in drugstores, except that drugstores only do it once or twice a year. Theatres do it all the time.

"They offer one feature which they hope will be shining and attractive and in addition to this they give the public a companion feature which, in strict privacy, is called a 'B.' Very honestly, they do not charge one cent for the 'B.' Mr. Goldwyn says the double feature is the cause of all the ills . . . He wants to abolish the custom before it abolishes the industry. He makes out a convincing case for his side.

"If Mr. Goldwyn is successful, practically none of the patrons will suffer except the non-paying guests. Reviewers will be even unhappier than they are now. With a companion picture to fall back on, reviewers by reporting at 11:40 in the morning, can see a picture that will not make them ache in any new spots. This is the 'B.' Then they can wait around and see the super-dooper or at least enough of it to correct the impression of the story they have gained from the pressbook. Then they can write a review. If there were no double-feature system, they would have to see the one big one even in the weeks when the screen has decided to be serious, arty, and to forward a message. This will be hardship.

"However, humbly and with apologies, one dares to differ with the eminent Mr. Goldwyn. Double features are a symptom, not a cause. Whatever there is in the Hollywood system which makes it desirable to induce people to go to the theatre to see the pictures, is the cause. You can grasp this through the use of a homely illustration: An innkeeper, distrustful of the comfort of his beds, would hardly think of remedying the situation by offering the weary traveler two beds to sleep in at the price of one. He would do better to lay in a flock of mattresses, although not flock mattresses, of the brand of which cabin proprietors boast."

Horse Racing Object of Writer's Indictment

BOSTON—Racing evils have not been disproved, Bill Cunningham, sport columnist of the Boston *Post*, declared last week as Suffolk Downs closed after a 60-day season which was the most affluent that the three-year-old track has ever experienced.

The charge that horse racing kills "more reputable sports" and hurts business still stands, the article continued.

"The racing business, horse and dog, is now the biggest thing in this locality by far," Cunningham declared.

Cunningham recalled his own and others' contentions that a public gambling device set down for long annual runs in residential communities would have a withering effect upon legitimate business, a prognostication he holds events have verified.

"We said that, far from threatening to be a failure, racing promised to be tremendously popular, and that it would serve to murder legitimate sports, meaning specifically, professional baseball and football, even college football, boxing and the other athletic endeavors we had at the time. You're invited to take a look around and see what's left of the old picture.

"And how many book-makers and horse parlors do you personally know about? That's all against the law. Just because thousands flock to the place and millions are bet, I'm not sure that we're proved anything but very talented forecasters.

"The fact that monkey business is possible is nowhere better illustrated than at Suffolk."

Cunningham called it "the biggest sum that the local tracks had ever known. The three of them, Suffolk, Narragansett, and Rockingham are nicely knit together now in a smoothly dovetailed programme that offers the men who race horses a complete summer with practically no hauls worth mentioning and purses of sufficient caliber to make moving elsewhere unnecessary."

Otto Brower Helms

HOLLYWOOD—Otto Brower will direct "Ghost of the Cisco Kid," to be co-produced by Walter Morosco and Ralph Dietrich for 20th-Fox.

BOSTON

ARTHUR K. HOWARD, business manager of the Independent Exhibitors, is back in Boston following a business meeting with other Allied leaders in Philadelphia . . . Hy Teich, owner and operator of the Four Star Press in the film district, has been in New York on business . . . Marty Sheridan, New England publicity manager for Monogram, has been out of town on newspaper feature work.

Sam Davidson of Cameo Screen Attractions, Inc., has booked "Damaged Lives" in the Gayety. The exploitation feature opened this week Sunday in the downtown Boston house of E. M. Loew . . . Ralph Snider has booked "Damaged Lives" for the drive-in at Salisbury, N. H.

Al Longo, publicist for the local Loew's theatres, has had his mother in Deaconness Hospital where she has been under observation . . . Edith Carpentier of Keith's Memorial has been vacationing at Virginia Beach . . J. M. Cummings, assistant office manager at the Metro exchange, and Ruth Cummings of the M-G-M accounting department left for a sojourn at Brewster on Cape Cod . . . Sadie Weiner of the same exchange is on vacation.

George McGunnigle, acting manager of Loew's State in Boston during the vacation of Fred Greenway, promoted Rhodes Bros. for an elaborate birthday cake, displayed in the theatre's lobby, to exploit the third anniversary of "Andy Hardy and Family."

F. R. Greenway, who has been motoring throughout the south, central states, and New England on his vacation, is back at his managerial seat at the uptown Loew's deluxer . . . Reg Wilson, former local Universal salesman who was transferred to the Rochester branch, replaced William Bork there, the latter returning to the Buffalo office.

Bud Fornell, former assistant manager at Loew's Orpheum in Boston, is making money in the photographic game as partner to his brother at the Quality Photo Finishing Co. on Bromfield Street.

Bette Davis has been in town . . . Henry Straut, film district veteran, undergoes a birthday August 11 . . . Martin Tuohy, Pawtucket exhibitor, was in from Rhode Island . . . Harry Asher, Producers Distributing Corp. national vice-president and local franchise holder, has a new Tim McCoy, "Gun Code," in his vaults.

Herb Donovan of M-G-M has been vacationing in Brewster . . . William Leavitt, Metro shipper and brother of Eli Leavitt, Warner office manager, has been vacationing . . . Meyer Rosen, film district valance distributor, has been convalescing . . . Charlotte Price and Dorothy Cary are now assisting Agnes Wayland in the local circuit headquarters of Phil Smith.

Camille Carpentier of Keith's Memorial has left for a sojourn at Montreal . . . Tony Zinn, RKO Boston house manager, is back from a Lake Sunapee, N. H., vacation . . . Marie Coleman of the M-G-M office was to have left on a motor tour to Sea Island, Ga.

Max Perlstein has been tying in with local retailers of giveaways at the Randolph in Randolph . . . Charles Fish of the Capitol Theatre Supply Co. and Mrs. Fish have been visiting Frank LePage, Millinocket, Me., exhibitor. Fish has been angling to catch giant species of the same name.

Rudolph Bruce, recently of M-G-M and now advertising manager for Waltham Watch, is building a new home in Wayland near the Red Coach Grill. Bruce, together with Mrs. Bruce and young Robert Barry, live at present in the film district . . . J. M. Cooney has been rejuvenating the Union at Pittsfield.

William Marsh, Metro auditor, has been sojourning for two weeks at Chatham . . . Alice Helvitz of the exchange has been vacationing . . . Helene Gorfinkle of the contract department has been at Rangeley Lakes, Me. . . . Maurice N. Wolf, local M-G-M district manager, was in New York on business.

Al Swerdlove, premium dealer, has moved to quarters in the Joe Cifre building on Winchester and Piedmont Streets . . . Steve Broidy, Boston Friars Club head, notes the donation by the Boston Motion Picture Salesmen's Club of a projector which will be one of the prizes to be awarded in connection with the current Boston Friars Club milk fund.

Arthur K. Howard, Independent Exhibitors manager, set the next meeting of the local Allied Organization for August 6 . . . Mona Lightowers, secretary to District Manager Harry McDonald of the local RKO theatres, is on vacation . . . Ben Domingo, city manager for the local RKO theatres, returned from a Hampton Beach sojourn . . . Morris Jaffe, manager of the Metropolitan in Leominster for Max and Joseph Levenson, is using a Magic giveaway to bolster his shows.

Major Patrick F. Healey, state film head and chairman of the film district outing which will be held August 20, announces that filet mignon will be the *piece-de-resistance* on the menus for the Old Silver Beach affair.

J. Mazzipica of 55 Union Street in Brighton was the winner of the radio recently raffled in behalf of the Employes' Fund of Decker's Film Exchange Transfer Co.

Frank McCarthy, eastern sales manager for Universal, has been in town . . . Jules Lapidus, Universal district manager, has also been here . . . George Freeman, Poli manager in Springfield, has been sojourning in New Hampshire . . . Cash giveaways have been ordered out of Holyoke theatres, effective this week.

Edith Hoffman, daughter of I. J. Hoffman, New England Warner theatres head, and Gerald Steinberg, Connecticut lawyer, are to marry . . . Jack Wolfberg, assistant to George Freeman at the Poli in Springfield is a benedict . . . Charles Stern, UA district manager, has been in Boston.

Louis Lambert, former head of the moving picture operators, Local 186, is dead at Springfield . . . Joseph King, recent operator at the Majestic in Conway, N. H., is dead.

Brian Donlevy, film star, was in town last week in advance of "The Great McGinty" . . . Recent Hollywood visitors to the Hub also included Patricia Morison.

NEW HAMPSHIRE

A RECENT Rochester newspaper article described the many changes made in that city's business district during the last 75 years, with theatres playing a big part. It was recalled that a candy factory occupied the present site of the Colonial, and a fish market was located where the Scenic is today. The Cooper and Junkins was the first silent film house and the second was the Olympia, located where a chain store now operates.

Despite blackouts, theatres in England have been crowded every night, according to Mr. and Mrs. Billy West, who have arrived in Sutton, after cutting short a theatre engagement abroad.

The new Park-In Theatre at Pine Island Park in Manchester has inaugurated a "Lucky Nite" each Saturday, when $50 in cash is awarded to lucky patrons.

Stage revues have been drawing crowds to the Central Park at Central Park, summer amusement center between Dover and Somersworth.

Walter Young, a recent high school graduate, is assisting his father, who operates the Strand in Farmington.

Bernard Laflamme, who has acted as manager at the Capitol in Hillsborough for the past few months, has returned to his home in Waterville, Me.

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NEW HAVEN

IN FEBRUARY, the Brandt circuit announced it would start construction this spring in Putnam, Danielson, Bridgeport, Darien, and Danbury, in addition to several Rhode Island and Massachusetts spots. First move by the outfit in Connecticut is the acquisition of the Alhambra, Torrington, formerly leased but kept dark by Warner Bros., as of September 1. Warner will now undertake extensive alterations of their 1,200-seat Palace in the same city . . . The 730-seat Bailey Westville Theatre, for which Jack A. Halprin, Inc., is general contractor, started plastering this week and is expected to open the middle of October. One of the features will be novel combination foyer and lobby.

Prizes for golfers and non-golfers attending the fifth annual film golf tournament sponsored by Connecticut MPTO August 6 at Race Brook Country Club, on display in Adolph Johnson's Film Building windows, agreed to be the most handsome, desirable and numerous in the annals of the event. Early out-of-town reservations include George Dembow, National Screen; Charles Casanave sr. and jr., National Screen Accessories; William A. Scully, Universal; Adolph Haas and Harry Green of Alexander Films; E. J. Warner, Warner Poster; Don Jacocks, Newark Warner zone manager; E. M. Hartley, National Theatre Supply; I. H. Rogovin, Boston Columbia manager; Hy Fine, M&P district manager, and Dan and Phil Seletsky, Boston, and many others.

Perakos cruise party for Meadow Street bookers was a huge success . . . Warnerites are preparing for their annual summer outing scheduled for August 15 at Ye Castle Inn, Saybrook. I. J., B. E. and Maxwell Hoffman, Dan Finn, J. R. Mahan, James Bracken and other executives will be on hand. Francis Flood of the theatre department and his committee are in charge . . . Also in the offing is Loew-Poli employes' midnight corn roast at Park McLay, East Haven. Frank Manente, student assistant at the Poli, New Haven, is chief arranger. Harry Shaw will be drafted as chief roaster, and the general committee consists of Marshall Blevins, Sidney Jaffe, John Santillo, Arthur DeFrank and Jerry Delise.

Matt Saunders of the Poli, Bridgeport, asked society to attend a special screening of "Maryland" and had one young deb arrive on horseback and ride her jumper right into the theatre lobby. Newspapers thought it was good, too . . . Bouquets to Nat Rubin for tying up the new Vanti Pa-Pi-A drink in a lobby giveaway of 1,500 bottles throughout a whole week at the Loew-Poli, New Haven. Drink labeled as coming from "South of Pago Pago," and boy and girl in sarongs and other native dress attended. Voluntary contributions to the Register *Fresh Air Fund were sought at the adjoining counter and the* Register *photographed the whole display, theatre plugs and all, for the first time in its not too cooperative history.*

Morris Keppner and family of Glastonbury are spending August in Woodmont, and Morris is commuting to the theatre . . . Ralph Pasho of the Gem, Naugatuck, spends his weekends with friends at Merwin Beach . . . Mrs. Leo Schapiro and family are spending summer weekends at Sachem's Head, handy to Leo and the Guilford Theatre . . . Leo Ricci of the Capitol, Meriden, goes officially on record as making the World's Fair this year despite numerous frustrated attempts last summer . . . Max, Maurice and Harold Shulman of Hartford and Windsor are summering at Beach Park, Clinton . . . Albert Shulman of the Rivoli, Hartford, is spending a week at Washington . . . Joe Faith of Terryville, Unionville and Collinsville weekends in the wilds of Terryville in a little back-to-nature movement of his own.

Bill Pavone of the National Theatre Supply office will be married to Muriel Broderick of New Haven at St. Mary's Church, August 5. The Pavones will depart for a Virginia Beach honeymoon cruise. Bill is the son of John Pavone, well-known Universal salesman . . . Emil Feldberg, National Screen representative, will vacation at Lido Beach this week . . . George Weber, Metro checking super, due back from Provincetown vacation . . . Chas. Stern, UA district manager, and Maurice N. Wolf, Metro district manager, were visitors . . . E. M. Hartley and John Curry of National Theatre Supply home office in to look over the local office . . . Ben Simon, 20th-Fox manager in Boston, on three-day business trip . . . Elinor Klein, secretary to William K. Saxton, city manager for Loew's, Baltimore, was house guest of Lou Brown, Loew-Poli publicity chief . . . Joseph Burke, 20th-Fox traveling auditor, taken ill in Boston, was operated on at St. Elizabeth Hospital.

Nat Rubin, Loew-Poli assistant, leaving for Nova Scotia, August 5, as far north of Pago Pago as he can get, after a vigorous campaign. Nat will try to forget all about Frances Farmer . . . Joseph Calechman, assistant at the Howard, is on leave in Maine . . . Sam Badamo, College manager, is off for his beloved Winnepesaukee . . . H. H. Maloney, manager of Poli, Worcester, will spend part of his vacation in New Haven . . . Angelo Lombardi, Warner booker, takes his second week, August 4 . . . Mary O'Brien of United Artists off for parts unknown . . . Dorothy Reynolds and Doris Allen of Warner contact department vacationing until the 10th . . . George Strauss of same department leaves August 3 . . . Marion Chase of Warner's off where there's nary a book.

Globe, Bridgeport, is the only Loew-Poli house to continue vaudeville now . . . Rialto, Stamford, running midnight shows of "Our Sinful Daughters" . . . Milford Drive-In now has a Movie Party special night Thursdays . . . The Shulmans report the 750-seat Wethersfield theatre will be under construction by September for early completion . . . Palace, Hartford, held over "South of Pago Pago" . . . "All This, and Heaven Too" had second week at Roger Sherman. . . Jack Simons of the Poli, Hartford, promoted 3,000 samples of perfume from Pago Pago, distributed on the street in advance of opening . . . Bill Reisinger made "Shooting High" the occasion for a cowboy street ballyhoo. Cowboy rode around town on bannered horse, and parked him at various parking meters for 15 minutes . . . Nat Rubin turned the Poli boxoffice into a little bamboo house, roofed and redecorated with palm leaves, and carried out the palm decorations in his lobby for "South of Pago Pago." Also had a corner lobby display showing a five-foot cutout of a shimmying hula girl (concealed motor), against a background of smoking volcano (evaporating dry ice concealed behind volcano) . . . Matt Saunders has 1,500 patrons' names and addresses in his anniversary congratulation book, which he will forward to the Hardys of Hollywood. Also received congratulatory wires from the governor of Maryland and mayor of Baltimore which he had blown up and displayed for "Maryland" and which rated him stories in the local press.

John Hesse, Roger Sherman manager, is gazing at the same Lake George moon he razzed his assistant about . . . Freda Kogen of Columbia left on her vacation July 29 . . . George Comden, Fine Arts, Westport, was the envy of Meadow Street with those sky blue-sea green trousers . . . Mike Sirica has gone into summer training for that promised series of bowling matches with Henry Germaine . . . Jack Sidney, assistant at the Poli, Bridgeport, is on a motor trip . . . Morris Rosenthal, manager of the Majestic, Bridgeport, and Mrs. Rosenthal are taking in the summer activities at Lake George . . . Billy Elder, former Bijou manager, now manager of Loew's, Harrisburg, and Mrs. Elder, for many years with the Loew-Poli division office here, are spending their leave in New Haven.

Lee Malcarni of Essex, Clinton and Deep River has a new Graham automobile . . . Peggy Hanlon, 20th-Fox inspectress, brought some art photos of herself from Atlantic City . . . Adventures of Ben Simon in Boston include mislaying his car . . . Mildred Gee, College cashier, seeing the sights at the World's Fair. James Whyte, porter, is in Washington . . . Herbert Alpert, student assistant of the same house, is touring around the country . . . Gertrude Gutkin is away from her Uni-

Barber Shop Quartet Has Brennan for Judge

Boston—Barber shop quartet contests have proved so popular in Boston that a second stanza in the new outdoor sport was scheduled to be held this week on Boston Common. Joseph Brennan, executive secretary of the MPTO in this state, was again to have been one of the judges. Fellow judges were to have been John F. Fitzgerald, former mayor of Boston; Lou Brems, director of public relations, and Mayor Maurice Tobin of Boston. Brennan and his fellow judges demonstrated at the last contest how it all should be done. After the latter demonstration, some $2,000 was spent on the public address system at the site.

versal post this week . . . Charles Repass inspired his son's team to win ten out of 12 games during his stay in Columbus . . . Charles Morse has appointed H. Ware as new manager of the Empire, New London, succeeding Arthur Menard, resigned. Ware formerly managed the Bates, Attleboro, and had considerable experience in Texas . . . Sarah Magliora of the Warner exchange is vacationing at home . . . Sam Rosen, Ted Jacocks, Sam Weber and Caspar Block traveled to Brooklyn to see a double-header . . . William Hutchins spends as much time as possible at Niantic on the good ship Pally; *he caught 52 porgies last trip . . . Mrs. H. Schwartz of the Hillcrest, Taftville, is confined to her home after a heart attack.*

Franklin Ferguson hooked up a lobby display at the Whitney, neighborhood, for "The Mikado" and "Roberta," including a phonograph playing records from the pictures. Monk Maloney of the Poli, Worcester, hooked up a loudspeaker in back of the house bidding patrons good night and announcing new show . . . George Loukides, assistant at the Poli, Waterbury, used the Lou Brown transcription of mayors' and governors' greetings on WBRY programs in connection with "Andy Hardy." Also had patrons speak to and receive answers from Andy, represented in six-ft. cutout, by p. a. system hookup . . . Morris Rosenthal used graduating class photos of year 1928 for "Tom Brown's School Days," encircling certain heads for identification and free tickets. Matt Saunders got press stories on the missing "n" in Pago Pago, claiming printing omission of the letter made it expedient for producers to leave the letter out of all subsequent material on the picture.

Shower for Joan Gallagher Is Arranged in Boston

BOSTON—Joan Gallagher of Loew's, Inc., was showered by some 25 friends last week prior to her marriage soon to Frank Murphy, manager of Loew's State in Syracuse, N. Y. Hostess was Mrs. Fred Greenway, wife of the Loew's State manager in Boston.

Murphy was formerly assistant manager at both Loew's State and Loew's Orpheum in Boston. Miss Gallagher is executive secretary to Charles Kurtzman, Loew's northeastern divisional manager. The wedding will be in Boston, it is planned.

Helen M. Deveau, at present employed in the Colonial Travel Bureau in the foyer of the Keith's Memorial Theatre, is scheduled to succeed Miss Gallagher at the Massachusetts Avenue offices.

With Local Color

MANCHESTER, CONN.—Some 100 local youngsters put on a kiddies revue at the State here. The revue was written and directed by Manager Jack Sanson, assisted by Mrs. Rolda Martin, whose pupils were featured in most of the dancing scenes.

Gets "School for Soldiers"

HOLLYWOOD—"School for Soldiers," Lou Edelman production for 20th-Fox, is being adapted by Tom Reed.

Film Names Prominent as "Strawhats" Near Peak

PORTLAND, ME.—Maine "strawhats" are approaching their seasonal peak, with many names familiar to films making appearances at the summer theatres.

Diana Barrymore, 19-year-old daughter of John, appears on the Ogunquit stage the week of August 5, while Aunt Ethel, who opened the season of the Deertrees, Deertrees, is due for an appearance at the Lakewood, Skowhegan, the week of August 26.

Madge Evans, actress-wife of Sidney Kingsley, returned last week to Ogunquit where only a year ago she married the playwright. Supporting Miss Evans in "The Greeks Had a Word for It," was Betty Furness, well known film actress.

Departing from his usual custom of refusing to allow his plays to be staged by "strawhat" companies, Kingsley has agreed to let the Garrick Players at Kennebunkport Playhouse put on his "Dead End." However, he'll be on hand when it is launched.

Tallulah Bankhead recently completed a successful engagement in "The Second Mrs. Tanqueray" at Deertrees, while other film names who have recently appeared at the Lakewood Play house include Louise Campbell and Ellen Carey, daughter of Harry Carey.

Eric Linden recently was guest star with the Guy Palmerton Players at the Civic Theatre here in "Another Language."

"Pago Pago" Is Hartford's Only Downtown Holdover

HARTFORD—"South of Pago Pago" was held over for a second week at the Palace here. It was the only holdover in the downtown district last week. The Poli brought in "Gold Rush Maisie" and "We Who Are Young," while the Strand played the 20th-Fox film, "Four Sons." The Allyn showed "Untamed," the day following the visit to Hartford by Patricia Morison, who appears opposite Ray Milland in the Paramount offering.

Going in for jungle films, both E. M. Loew's and the Regal went to town on exploitation for their shows. The former played "I Married Adventure," and the latter showed Select Attractions' "Leopard Men of Africa."

Andrews Sisters Set for Reopening of the State

HARTFORD—The Andrews Sisters will open the vaudeville season at the local State August 30. They are slated to be accompanied by Lou Breese and his orchestra.

Also listed for the early part of the fall season are Gene Krupa, Sammy Kaye, Jan Savitt, Glenn Miller with Marion Hutton and Ray Eberle, Jimmy Dorsey with Bob Eberle and Helen O'Connell, Orrin Tucker and Bonnie Baker, Ozzie Nelson and Harriet Hilliard, Charlie Barnet and Woody Herman.

At present, the State is undergoing a complete renovation.

BRIDGEPORT

HARRY ROSE, Globe manager is the first to grab a pole when anyone mentions fishing. But digging worms for bait —that is another story. Recently on his day off he was invited to a beach cottage. His host mentioned a little fishing, and Harry made a snatch at a pole but ended up with a spade and instructions to dig a canful of bait. By the time Harry got through bending over that spade he looked about ready for a pulmotor crew, but he revived quickly enough when a pole was slipped into his hand. The next time Harry goes fishing he plans to make sure the bait has been provided before he accepts the invitation.

Ernest Grecula has transferred from manager of the Avon, Stamford, to manager of the State, Torrington, succeeding Pierce Parkhurst. He was formerly manager of the Colonial here.

Mrs. Victoria May has succeeded Rose Bartelini as cashier at the Warner . . . Other Warner changes include Anthony Alteri, upped from usher to doorman, with Sanford Katz and Richard Olsen joining the usher corps . . . Assistant Manager Samuel Cooperstein is vacationing at his home in Chelsea, Mass.

Actor Lyle Talbot was at the Pinebrook Theatre to do a revue . . . Sympathy to Harold C. Kilborn, Majestic doorman, whose father died in Bristol in his 86th year.

Manager Matt L. Saunders, the Bridgeport *Herald* and the Boys Club united for a Saturday morning theatre party. The program consisted of a western and cartoons. In order to gain admission, each boy had to bring his sister. Some 3,000 kids packed the house.

Some of the summer theatres are talking about closing due to poor business . . . Globe Manager Harry Rose and his wife, Anita, will be married 20 years on August 5. They are spending their anniversary with Rose's parents in Atlantic City. Before leaving they entertained a number of friends in their new home at an anniversary birthday and received many gifts. Mrs. Rose is the sister of Harry F. Shaw, New England division chief for Loew's.

Manager Morris Rosenthal of the Majestic is back from two weeks at Lake George, the Adirondacks and other points . . . James Foley, Majestic doorman, has resigned with George Radwillis succeeding. Two news ushers, Roy Rasmussen and Carmine Zampaylione . . . Back from vacations at the Majestic are Ann Rock, cashier; Helen Gee, matron, and Richard Carey, usher.

Rialto, Stamford, ran "Our Sinful Daughters" each night following the end of the regular show for a week . . . Jack Harvey of the Palace, Danbury, and Robert Elliano of the Palace, Torrington, both on vacations, visited in town . . . Harry F. Shaw was in to handle the end of the bathing beauty contests at the Globe. Jitterbugs are next on the theatre's list.

HARTFORD

VACATIONING there or just down for a day at Sound View were, Elihu Brooks, doorman at Loew's Poli; Constantino Dadiskos, Allyn usher; Eddie Downs, chief of service, Loew's Poli; Sidney Walper, assistant chief usher at the State; and Stanley Redmond, Allyn assistant manager . . . Tommy Grace, manager of the Circle, Manchester, and his family spent two weeks at Cornfield Point, Saybrook . . . Charlie Repass and family of the local Crown took a trip to Columbus, Ohio . . . Eddie Fitzpatrick, manager at Loew's Poli, Waterbury, had his tonsils removed at Johns Hopkins Hospital during his vacation.

Strand, Winsted, has installed air conditioning . . . John S. P. Glackin commutes between New Britain and Sound View, now that the Strand has opened for the summer . . . Helen Shaw, Loew's Poli, has returned from her vacation . . . Installation of air conditioning at the Madison has been completed . . . Sammy McGill has joined the service staff at the Loew's Poli, replacing Robert Pasternak.

Rialto, Stamford, has new summertime prices of 15 cents matinees and 20 cents evenings . . . E. M. Loew's brought in "I Married Adventure" two days ahead of schedule . . . Manager Bernard M. Levy of the main stem Proven Pictures brought back "Peter Ibbetson" and "The Great Waltz" . . . Sinclair Lewis appeared in "Ah, Wilderness!" at the Clinton Playhouse, Clinton . . . Ina Claire was in "Biography" at Amherst . . . Suffield's Bandbox had "No, No Nanette" . . . The Showshop in Canton had "As Husband Go" . . . Gloria Stuart appeared in "Accent on Youth" at Guilford . . . Ivoryton had Teddy Hart in "See My Lawyer" . . . Stockbridge had Effie Shannon in "Mornings at Seven."

Jimmy Huges, Loew's Poli doorman, and his missus have returned from a vacation trip to Eastern Point and Westport . . . Margaret Sullivan, Loew's Poli cashier, will visit Washington, D. C., during her vacation . . . Jack Simons, Poli, had a birthday last Tuesday . . . Manager George E. Landers of E. M. Loew's leaves soon for his vacation at Cape Eliabeth, Me., where his family is spending the summer . . . E. M. Loew's is slated to play "Lost Horizon" and "The Awful Truth" after showing "I Married Adventure" . . . Gabby Larue, usher at E. M. Loew's, had a bad summer cold . . . Palace held over "South of Pago Pago."

Executive offices at the State have been enlarged . . . Bernard M. Levy, district manager for the Lieberman houses in Hartford and Holyoke, vacationed in the White Mountains of New Hampshire . . . Norman Beckley, Regal doorman, is on his vacation . . . When Patricia Morison, who appears opposite Ray Milland in "Untamed," came to town last Tuesday, Manager Walter B. Lloyd of the Allyn, whose theatre brought in the film last Thursday, held a private press reception at the Hotel Bond.

Olive Mendelsohn, cashier at the Allyn, visited at Sound View . . . Much applause and cheering at the Poli during the showing of March of Time's "United States Navy—1940" . . . Helen Covell left her Palace boxoffice August 1 to vacation . . . Latest official reports show the 1940 federal census of the state as being 1,702,952, as compared with 1,606,903 in 1930 . . . Riverside Park-In brought back "Holiday," starring Cary Grant and Hartford's Katharine Hepburn . . . Herbert Pivnick has joined the Poli service staff as doorman, succeeding "Red" Kelley, resigned . . . Jerry Waasaw, Palace doorman, visited in Philadelphia . . . Harold H. Campbell, manager of WB's Central, West Hartford, went to Hawks' Nest during his vacation.

Tommy Vaughan, house policeman at Loew's Poli, left for a one-week auto trip to Washington, D. C., Baltimore and points south . . . Sidney H. Kleper, assistant manager at the Palace, in early September or thereabouts, is slated to marry Roslyn Claire Olivier, a local girl . . . Morine Whamns, Poli cashier, visited Cape Cod on her vacation . . . Jenny Sumowski, Poli candy girl, traveled to the Biggest City to view the Fair . . . Riverside Park-In brought back "I'll Take Romance" . . . The auxiliary of the Gray-Dickinson Post, American Legion, held its annual theatre party last Monday . . . Bob Crovitz, former chief of service at the State, has been attending business school in Providence.

Chas. Dempsey Succumbs Following Brief Illness

BOSTON—Charles Dempsey, amusement industry figure for the past half-century, died last week in Lowell at the age of 72. He was stricken in Burlington, Vt., several weeks ago where he had been checking a picture for Columbia. Dempsey entered the local film industry in the old Mabel Normand and Mickey days. He was early associated with the Boston Photoplay Company, operated by Fred Murphy. Henry Straut, well known in the district at the present time, was with Dempsey in many of his ventures. Dempsey was also with Fox and Mills working with Harry Campbell.

He was agent in the old days for such names as George M. Cohan, William Brady, Claw Erlanger, and Charles Dillingham. He was advance man for such old timers as Andrew Mack and Al Hart.

Heywood-Wakefield Sales Increase to a Profit

BOSTON—Shipping 11 per cent more seats than for the corresponding period in 1939, Heywood-Wakefield Co. turned red ink into black for the first six months of 1940 with a net profit of $75,005. This contrasts to a loss of $125,519 for the first six months of 1939, according to the theatre seat manufacturers. Unfilled orders at the end of the one-half year were in excess of those at the close of the first quarter of 1940, it was stated.

Stars' Physical Trainer Invites to Boston Gym

BOSTON—Morris Sandell, former bodyguard and trainer of the late Douglas Fairbanks, has a comprehensive film industry clientele as present manager of the Kelly-Hays Gymnasium in Boston. Sandell, a close friend of Julius Mintz, Bowdoin Square projectionist, who is a figure in local boxing circles, was also the trainer of Wallace Beery for a number of years. He was instrumental in bringing Johnny Indussano of East Boston to the Coast and placing him with Mae West as her bodyguard. It's "open house" for local film men at the Kelly-Hays Gym, invites Sandell.

Job Placements Reflect Industrial Expansion

NEW HAVEN—Job placements since last May 1, made by Connecticut State Employment office here, exceed by 150 placements made for the same period last year. Manager of the office, Thomas Shea, believes the New Haven area has yet to feel the real effect of industrial expansion rapidly taking place in other parts of the country.

Gruber Named Manager Of Modern, Lawrence

NEW HAVEN—Warner theatre department announces the appointment of B. Gruber, former assistant at the Broadway, Lawrence, Mass., to manager of the Modern, Lawrence, succeeding William Kelly, who died of an attack of acute indigestion while on his vacation recently. Former chief of service at the Modern, A. Silverwatch, is now assistant at the Broadway.

Williams Sets Bank Night In Manchester Drive-In

BOSTON—Barney Williams, operator of the drive-in theatre at Pine Island Park in Manchester, N. H., has signed with Irving Dunn for Bank Night for the entire park. Commencement of the advertising plan there marks its first operation in the New Hampshire city for some years.

Frederick Lieberman Takes Bids on New Suburban

BOSTON—Frederick E. Lieberman, independent circuit owner who has made "Proven Pictures" a paying policy, is going ahead with building plans for a new theatre at Uphams Corner in suburban Boston. Bids are now out.

Harry Lamare Will Open Second in Ludlow, Vt.

BOSTON—Harry Lamare, operator of the Royal in Ludlow, Vt., will open a second theatre in the town. Lamare has acquired a church building there and is remodeling. Much of the work is being done by the Capitol Theatre Supply Co.

SPRINGFIELD

"Spies in the Air" Lone Film to Get Scissors

BOSTON—"For God's sake," clipped from "Spies in the Air" which is being released in New England by Roy E. Heffner, was the only deletion on last week's official weekly bulletin of approved motion pictures, released by Eugene M. McSweeney, Massachusetts commissioner of public safety. Features approved without cuts, included M-G-M's "We Who Are Young," First National's "Ladies Must Live," and Paramount's "I Want a Divorce."

Sees a Great Future for Foreign Films in U. S.

SPRINGFIELD, MASS.—The growing interest of Americans in Europe since the outbreak of war eventually is bound to create a greater market for foreign product in United States theatres, in the opinion of John S. Tapernoux, president of the French Motion Picture Corp. of New York, who was here last week on business. Following his visit here, he left for Holyoke and Boston.

Tieup With Carnival Adds To Legion's Treasury

BOSTON—Carl Goodwin of the Theatrical Post of American Legion was largely instrumental last week in successfully putting over a Legion tieup with a local carnival which considerably enriched the treasury of the film district post. Major Patrick F. Healey and James Sherran of the Massachusetts Department of Public Safety were also on the Legion committee.

Friars Golf Reservations Portend Record Turnout

BOSTON—Largest film district turnouts for the Boston Friars Club annual golf match, to have been held this week, was forecast for the 1940 affair on the basis of reservations in hand at press time. Morris Goldstein, M-G-M city salesman, was chairman in charge of this year's Kernwood Country Club divot digging. Prizes were contributed by local concerns.

Connecticut MPTO Will Hold Meeting Aug. 26

NEW HAVEN—Connecticut MPTO will hold its next luncheon-meeting at 12:30, Monday, August 26, at Ceriani's Cafe Mellone, with Arthur H. Lockwood presiding. Results of the survey being conducted on a proposal to lower the federal tax exemption basis to one cent, will be announced.

George Warren Purchases A Site in Whitefield

WHITEFIELD, N. H.—The Stoughton block on the village common, a large brick structure occupied on the ground floor by the Little Theatre, Whitefield's only picture house, has been purchased by George R. Warren of Canaan from Nashua Trust Co.

RICHARD DRISCOLL is a new member of the service staff at the Broadway, succeeding Daniel Manning, resigned . . . George E. Freeman, Loew's Poli manager, left July 29 for Hampton Beach, N. H., with the missus, for several weeks of rest and ease. Lou Cohen, manager of the Palace, Hartford, is filling in . . . Andy Sette, manager of WB's main stem Capitol, took office leave for a Far Rockaway, L. I., vacation . . . Ray Title, manager of Harry Arthur's Art, was a Boston visitor the other day . . . Mrs. Olive Simms, cashier at E. M. Loew's Court Square, took a trip to St. Catharine's, Ont., while on vacation, to visit her husband who lives in that Canadian city . . . Robert Portle, manager of the Palace in Worcester, was on vacation.

Mabel Moccis, cashier at the Art, left August 1 for a vacation in Binghampton, N. Y. . . . Sanford W. Hollis, newly appointed assistant manager at the Capitol, Pittsfield, is a June graduate of the R. I. State College . . . William Snyder is a new doorman at the Loew's Poli, replacing Charles DiScaacca, who has been promoted to the newly created post of student assistant manager. Previously DiScaacca was a doorman at the Strand, Thompsonville, Conn . . . John S. Tapernoux, president of the French Motion Picture Corp., New York., was in on business . . William Marsh, auditor for Loew's, stopped in to see Manager George E. Freeman at the Poli . . . Buddy Lynn of Premium Promotion visited Hymie Nozak, assistant manager at the Arcade.

Alfred L. S. Wood, motion picture editor of the Springfield *Evening Union*, left on his vacation, destination unannounced . . . Paramount first-runned Republic's "Three Faces West" . . . Our sympathy to the family of Louie Lambert, operator at Harry Arthur's Art, who died the other day . . . Bennie S. Hull, projectionist over in Westfield, was elected delegate to the state federation of labor convention in Boston . . . Johnnie McNeil, usher at the Paramount, North Adams, has resigned to join the CCC . . . Aline Dallaine filled in at the Paramount, North Adams, for M. MacDonald while the latter was on vacation . . . A visitor to Western Massachusettes was Harry Greenberg, representative for Alexander Films, New York . . . Morris Radin, candy salesman from Worcester, was on vacation . . . Ditto Mrs. Beatrice Teague, Bijou cashier . . . In town was Herman Rifkin, operator of the Herman Rifkin theatre circuit, from Boston on business.

Patricia Morison, a star in "Untamed," did two p. a.'s at the local Paramount. She was interviewed from the stage by Milton Hale, Hollywood commentator for WMAS . . . Ruth Weed, Art candy girl, took a vacation . . . Husband of Alice Finn, Paramount candy girl, is on the sick list . . . Gilbert Blevins, Paramount assistant manager, and Peter Vito, doorman, anticipate a trip to Hampton Beach, N. H. . . . Broadway played "Goose Step," retitled version of "Hitler—Beast of Berlin" . . . Raymond Lynch, doorman at the Court Square, will leave August 5 for a New York vacation . . . The Garden, closed last fortnight, is slated to reopen some time in September . . . Manager George C. Coleman of the Arcade here was in Boston—his home town—while on vacation . . . I. J. Hoffman of the Warner, New Haven, was in town.

Johnnie Wolfberg, Loew's Poli assistant manager, and his charming bride are living in an apartment 'way up on Worthington at the corner of Federal St. . . . George Lumber, Broadway service staff, vacationed in Vermont . . . Pauline Norart, candy girl at the Court Square, left for New York as part of her vacation plans . . . Bobby Gordon, Court Square doorman, and Jerry Finnigan, usher, are back from their Gotham vacations . . . Ernie W. Whitford, assistant to Manager Don Barhytd at the Court Square, will fill in for Bernie Payne at the Mohawk, North Adams, when the latter goes on vacation . . . A visit to the Arcade finds Hymie Nozak, looking very sporty in a new summer suit . . . Alice Bartlett, Capitol cashier, and Albertine Perrauld, matron at the house, are on vacation.

Mrs. Olive Simms, Court Square cashier, is leaving soon for a short vacation trip to Misquamicut, R. I. . . . Court Square Manager Don Barhytd leaves soon for that proposed Maine trip . . . Ernie Whitford, assistant to Barhytd, plans to vacation with his missus in New York . . . Dave Roberts, billposter at the Court Square, has left for the summer to join the Eastern States Exposition. Filling in for Dave here until the fall is Al Becker, his assistant . . . Billy Viau, Arcade usher, was on vacation . . . Comic books are a new kiddie giveaway at the Arcade on Saturday mornings.

Rayhope Theatres Leases Alhambra in Torrington

TORRINGTON, CONN.—The long-dark Alhambra has been leased by the Rayhope Theatres Corp., which operates theatres in New York, New Jersey and this state. They plan to reopen the house in September or October.

The theatre, owned by Ephrem Smith, has been under lease to Warner Bros. for the past 15 years and at one time was one of Litchfield county's most popular theatres.

The new operators are planning a policy of vaudeville and films.

Rayhope Incorporates

HARTFORD—Rayhope Theatres Corp. has filed incorporation papers here with the secretary of state. Incorporators of the Torrington firm are Louis J. Caligluri, Pauline Thomas, Henry J. O'Hagan and Spyros Bennett.

Teamed on "Hit Parade"

HOLLYWOOD—Republic's "Hit Parade of 1940" is being adapted by Bradford Ropes and Maurice Leo.

INFORMATION BUREAU

Readers of BOXOFFICE will find this page a ready source of information on products which have been filed for reference with The MODERN THEATRE INFORMATION BUREAU.

Information on the following items may be secured by sending in the coupon. Use the key numbers. If data on subjects other than those listed is wanted, just state your requirements. We will endeavor to see that you are supplied with details promptly.

ADVERTISING

MT100 Attraction Board Letters
MT101 Bulletin Boards
MT102 Cut-Out Machines
MT103 Display Frames and Cases
MT104 Flashers, Sign
MT105 Insert Frames
MT106 Lamp Coloring
MT107 Letter Mounting Units
MT108 Marquees
MT109 Poster Projectors
MT110 Signs, Admission
MT111 Signs, Electric
MT112 Signs, Neon, Zeon

AIR CONDITIONING

MT120 Air Circulators
MT121 Air Conditioning Motors
MT122 Air Conditioning Systems
MT123 Air Filters
MT124 Air Washers
MT125 Blowers
MT126 Boilers and Furnaces
MT127 Coils, Cooling
MT128 Compressors
MT129 Condensers
MT130 Cooling Equipment
MT131 Cooling Towers
MT132 Dehumidifiers
MT133 Diffusers, Air
MT134 Electric Motor Controls
MT135 Exhaust Fans
MT136 Grilles and Registers
MT137 Heating Equipment
MT138 Oil Burners
MT139 Refrigeration
MT140 Spray Nozzles
MT141 Stokers
MT142 Temperature Control Devices
MT143 Thermostats and Humidistats
MT144 Unit Heaters
MT145 Ventilating Systems
MT146 Water Cooling Systems

DECORATIONS & FURNISHINGS

MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

MT240 Booth Doors and Ports
MT241 Carbon Savers
MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
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MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
MT275 Stereopticons
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MT286 Deodorants and Disinfectants
MT287 Flush Valves
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MT289 Insecticides and Germicides
MT290 Odor Absorbers
MT291 Ozone Generators
MT292 Paper Towels and Cabinets
MT293 Perfumes
MT294 Plumbing Fixtures
MT295 Sanitary Supplies
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MT297 Suction Cleaners
MT298 Washroom Accessories

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MT305 Amplifiers
MT306 Amplifier Tubes
MT307 Hearing Aids
MT308 Horn Lifts and Towers
MT309 Intercommunicating Systems
MT310 Lamps, Exciter
MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

STAGE EQUIPMENT

MT330 Costumes
MT331 Curtain Controls
MT332 Curtain Tracks
MT333 Stage and Effect Lighting
MT334 Stage Hardware
MT335 Stage Rigging
MT336 Stage Scenery

STRUCTURE

MT340 Architectural Service
MT341 Facing Materials, Exterior
MT342 Flashed Opal Glass
MT343 Flooring Materials
MT344 Glass Blocks
MT345 Insulation Materials
MT346 Metal Trim and Mouldings
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Southern Exchanges Learn of Monogram

ATLANTA—Marketing plans and a description of forthcoming product was outlined for managers, salesmen and bookers of Monogram's southern exchanges at a sales meeting held in Henry Grady Hotel July 27-28, and conducted by Edward A. Golden, general sales manager.

In addition to the 26 features Monogram will release, ten of these specials, including three in color, the company will release eight westerns, starring Tex Ritter; eight Range Busters; eight Fred Scotts and eight color cartoons. Eight features starring Boris Karloff are part of the forthcoming production program.

The specials named by Golden are "Hoosier School Days;" "Under Northern Lights," a musical which will feature two Charles Wakefield Cadman songs; "Freckels Comes Home;" two Jack London stories, "Sign of the Wolf" and "Trail of the Yukon;" a Gene Stratton Porter yarn, "Father's Daughter;" and the three color films—"Gypsy Cavalier," "College Sweetheart," and "Black Stallion."

Rounding out the program will be four Frankie Darros, four Keye Lukes, three Marcia Mae Jones and Jackie Moran features.

Those attending the sales parley included Eddie Golden, John W. Mangham, president of the local exchange; M. E. Wiman, Atlanta sales manager; Fred Mathis and Billy Tally, Atlanta salesmen; Jack Lamont, manager; E. L. McElroy, M. L. Stevens, Charlotte; J. Harry Spann, manager; "Babe" Cohen, New Orleans; W. E. Osburn, manager; Bill Lake, salesman, Memphis.

Ends Southern Tour

NEW YORK—A. A. Schubart, manager of RKO exchange operations, has returned from a tour of southern branches.

UA Publicists, O'Donnell Confer on "Westerner"

DALLAS—Conferences over certain details concerning the world premiere of Samuel Goldwyn's "The Westerner," which now seems almost certain for Ft. Worth during early fall, were going on the first of the week in R. J. O'Donnell's office at Interstate headquarters. At the confabs were Monroe Greenthal, director of advertising and publicity for United Artists, New York; Jock Lawrence, assistant to Goldwyn; Joe Shea, special "Westerner" representative for Texas, and Hugh Owen, new southern district manager for UA.

Greenthal said any statement now about the big premiere would be a little premature but intimated it was all set. He said he would return to New York, Lawrence would go back to the coast and both would return in possibly ten days or two weeks on further business concerning the film.

Tol Teeter Acquires Site For Theatre in Austin

AUSTIN, TEX.—Tol Teeter, well known tab show man of Houston and San Antonio, will open a similar theatre in the state capital, according to reliable information. Teeter, with associates, has the Joy in Houston and the Joy in San Antonio, playing vaudeville and any run of pictures. He has purchased a lot here and will start building at an early date, the advices said. Teeter also has plans for still another combination theatre in a large Texas town, it was said.

Sign With Labor

DALLAS — Two new theatres here have signed up for union projectionists. First is the new Lisbon, owned by Oskar Korn where Max Walke is in charge of the booth and the second is P. G. Cameron's new Airway Theatre which opens August 9.

Anti-Trust Defense Granted Extension

OKLAHOMA CITY—Judge Edgar S. Vaught, of the federal district court here, has ordered, on motion of the defendants, that the time in which defendants in the U. S.-Griffith Amusement Co. anti-trust suit, may present objections to or answer the interrogatories propounded by the government, be extended to September 15, 1940.

Defendants in this suit, which is one of several similar suits filed in conjunction with the equity action against the film industry are Loew's, Inc.; Metro-Goldwyn-Mayer Distributing Corp. of Texas; Vitagraph, Inc.; RKO Radio Pictures, Inc.; 20th Century-Fox Film Corp. and 20th Century-Fox Film Corp. of Texas; L. C., R. E. and H. J. Griffith; Westex Theatres, Inc.; R. E. Griffith Theatres, Inc., and the Griffith Amusement Co.

Charles B. Cochran represented Loew's, M-G-M of Texas, Vitagraph, RKO Radio, Paramount Pictures and 20th Century-Fox of Hollywood and Texas. L. M. Rice was attorney for R. E. Griffith and the theatre company of that name, and Westex Theatres, Inc.

Henry Griffing, attorney, represented L. C. and H. J. Griffith, Consolidated Theatres and the Griffith Amusement Co.

Monogram Names Wiman Atlanta Sales Manager

ATLANTA—At the sales meeting of the Monogram Southern Exchanges, held in Atlanta, M. E. Wiman was promoted to the position of Atlanta sales manager and assistant to John W. Mangham, president, Monogram Southern Exchange.

Wiman handled the circuit and larger accounts and coordinated his efforts to Atlanta salesman in covering the Atlanta territory.



At the Jacksonville Convention—

A shot of a luncheon meeting in an interlude to the annual convention of the Southeastern Theatre Owners Ass'n in Jacksonville.

NEW ORLEANS

THE department of public safety is planning to make an inspection of all amusement places, including motion picture places, before October 1 to see if sanitary requirements, and fire protection laws are being carried out. Board of health inspectors will cooperate with building inspectors.

George C. Goethals, resident manager of the Carrolton, United Chain unit, died in New Orleans, July 28, at the age of 40. He was a native of Detroit, to which place the body was sent for burial. He was connected with the United chain for ten years . . . Miss Mary DiMarco has joined Atlantic Pictures as stenographer and office assistant. She looks familiar at the desk. Not so long ago, she was connected with Grand National in a similar post.

The Siegle at Monroe, La., has changed its name to the Gem . . . W. H. Castay of Louisiana Motion Picture Equipment Co. entertained C. S. Ashcraft of the Ashcraft lamps last week, who reported business on the increase in all lines throughout the country . . . W. A. Prewitt has returned from Jacksonville, Fla., where he attended a very enthusiastic meeting of the SETOA. He is now preparing for a business trip in his new territory—Alabama, Georgia and Florida.

The Lamar at Purvis, Miss., has been sold by B. M. Stone jr. to James T. Mason. Extensive alterations will be made by the new owner . . . The Palace at Stonewall, Miss., has been purchased by Cleo Boutwell from C. R. Hatcher . . . The Epps at Epps, La., has been purchased by Jesse Lusk from G. B. Wilks.

Seen on the Row were: Ernest and Paul Drake of the Pic and Ideal theatres, Ponchatoula, La.; A. L. Royal of the Ritz, Gulfport, Miss.; Joe Pizzuto, Lutcher, Lutcher, La.; Joe Barcelona, Baton Rouge, La., and Mrs. A. E. Foster, Foster, Violet, La.

The Tribune *prints this: "Folks who bemoan the dearth of good motion pictures might consider that 'Ecstasy,' an overrated phooey, did ten times as much boxoffice business at the Liberty as did 'Fight for Life,' a real film classic by Pare Lorentz."*

"All This, and Heaven Too" comes back to the Orpheum August 15 at popular prices . . . Victor Meyers, manager of the Orpheum, is in Hollywood on a delayed vacation . . . Speaking of vacations, Rodney Toups, skipper at the State, strolled around Mexico City last week.

Since Bob Kelly of Columbia has returned from his Gulf Coast vacation, he has been telling the bunch on the Row about the wonderful catch of fish he made during his stay. Now they are daring him to prove it. He has an alibi, of course. "I lost the photographs."

The old Federal Theatre building on Tulane Avenue is now a night club.

Directs "Lady Eve"

HOLLYWOOD—Preston Sturges will direct "Lady Eve" for Paramount from his own script which he is preparing from the original by Monckton Hoffe.



—Metropolitan Photo Service

Product for 80—

M. A. Lightman (left), president of Malco Theatres, Inc., and Rube Jackter, Columbia's assistant sales manager, conclude a deal for the extension of the circuit's Columbia franchise for 80 houses.

Lightman Builds First "Drive-In" at Memphis

NEW YORK—M. A. Lightman, Paramount partner, begins construction on his first Drive-In theatre next month in Memphis, he stated while in New York. He also has a commitment for one or two same type theatres in Arkansas.

While here, Lightman concluded negotiations with Rube Jackter, assistant to A. Montague, general sales manager, for a three-year Columbia franchise. He has two more years to go on his 20th-Fox deal and has begun talks with Universal, he said.

Before leaving for Memphis Thursday, Lightman remarked, "business is satisfactory."

Would Build Second Memphis Drive-In

MEMPHIS—Frank Cianciola, local theatre owner, will construct a second drive-in theatre for Memphis if the Shelby county board of adjustment acts favorably on his application for a building permit.

The proposed site is on Summer near Lamar and the architect is Claude Northern.

New Interstate District Head Gets Testimonial

NEW YORK—A testimonial dinner was held here at the Astor Hotel for Charles J. Freeman, newly appointed district manager of the Dallas Interstate circuit, prior to his departure to assume his new post. R. J. O'Donnell, Interstate general manager, was among those present.

Freeman previously was general manager of Consolidated Radio Artists, talent booking agency.

M I A M I

ALTHOUGH the new Boulevard Theatre is virtually completed, lacking only the installation of seats, no opening date has yet been set . . . Again batting for Eddie Cohen at the entertainment editor's desk of the Miami *Daily News*, is Edward McLean, who's been doing the midsummer stint for Eddie for several years.

One of the major problems confronting the assistant director who has been assembling props for use at the new Colonnade Pictures Corporation studios in Coral Gables was locating a few rolls of wall paper! In a country where all homes as well as larger structures have their interior surfaces finished either with rough plaster, pecky cypress or similar woods, wall paper is practically non-existent.

Even with the "$7.50 a round trip to Nassau" sign up again, after a couple years of gathering dust, at the docks of the *Ena K*, the majority of South Florida theatrefolk still seem to prefer vacationing in their own front yard, the palm fringed Atlantic beach. Of course Rollin K. Stonebrook, manager of the Paramount, has to trek off to Iowa for his annual visit of inspection to his greenhouses, and it's expecting a little too much to ask Sonny Shepard or Jack Fink to stay away from Winchell's beat for any longer time than they positively have to. And it would be an equal waste of time to attempt to dissuade Karl Roller from driving with the missus back up to the old home in Findlay, Ohio. Daniel Boone, manager of the Gables, doesn't share his ancestor's interest in new Indians. He's perfectly satisfied with our local Seminoles, but even more pleased over the opportunity his vacation will give him to play with his young daughter who's just pushing hard towards her first birthday.

Up Hollywoodway Monroe McMillan, doorman at the Florida, is off for a playtime in his own little ocean-front hometown as is Lucille Williams, Manager Paul Robinson's secretary. Mrs. Pearl Etherton is off to the keys to spend most of her vacation practicing her favorite sport, fishing . . . James Paintor, Ritz doorman, has just returned from a visit with relatives in New York.

Word from Gant Gaither, director of the Miami Beach Playhouse, intimates that beach theatregoers this winter may have the opportunity to see the premiere of Christopher Morley's new opus, "Soft Shoulders," at his Alton road theatre . . . Camera crews were expected in Key West this week to make atmosphere shots there for Thelma Strabel's "Reap the Wild Wind."

PRC Product Moves

DALLAS—Since announcing the new Producers Releasing Corp. product just a few weeks ago, Adams Film Exchange has delivered and set releases on five westerns and eight features from this company, it was learned from that exchange. The entire 13 films were produced under the supervision of Sigmund Neufeld in Hollywood.

MEMPHIS

BILL OSBORNE, Monogram's branch manager, and W. W. "Bill" Lake, salesman, attended a district meeting in Atlanta . . . A. L. Coggins has resumed operation of the Baldwyn at Baldwyn, Miss. This house was formerly operated by Jack Harmon . . . Joe Applebaum of the Roosevelt, Hollandale, Miss., paid Filmrow a hurried visit the other day. He was on a ten-day vacation en route to Cleveland, Ohio, where Mrs. Applebaum has been for several weeks. She will make the return trip with him . . . M. Stephens of the Stephens at Sherman, Miss., has installed a new cooling system . . . Alton Sims, R&R booker who underwent an appendectomy last Thursday morning, was booking pictures over the phone the next day. However, John Rowley, manager of Pulaski, came over to relieve him. Sims is convalescing nicely and expects to be back at his post soon.

Exhibitors seen along the Row: Buster Clark, Alamo, Pine Bluff, Ark.; M. H. Collins, Maben, Maben, Miss.; F. G. "Bob" Roberts, Ritz., Bald Knob, Ark.; Joe Jones, Ritz, Aberdeen, Miss.; W. T. Willis, Munford, Munford, Miss.; M. H. Parrish, Cave, Cave City, Ark.; Leland Allen and K. K. King, Commonwealth bookers; G. E. Sibley, New, Adamsville, Tenn.; R. B. Gooch, Ritz, Selmer, Tenn.; J. R. Adams, Bruce, Bruce, Miss.; S. T. Lyles jr., Ritz, Oxford, Miss.; Mrs. H. G. Brewer, Savoy, Clarksdale, Miss.; Orris Collins, Capitol, Paragould, Ark.; W. E. Malin, Lura, Augusta, Ark.; R. X. Williams, Lyric, Oxford, Miss. . . . John Mohrstadt, who is very air minded these days, has purchased himself an airplane. He doesn't have his pilot's license yet, but says he only has a few more hours flying before he gets it. John operates the Missouri at Hayti, Mo.

Miss Mary Tidrow, booker and manager of the Obion at Obion, Tenn., is back at her post after a vacation in the Smoky Mountains . . . Grover Wray, RKO's salesman, is now able to travel after several days in the hospital due to a boil on his neck. Incidentally, he is driving a new Packard . . . C. W. Tipton will hold the grand opening of his New Theatre in Carraway, Ark., on August 8. He also operates the New theatres in Manila and Monette . . . With the Crowley Ridge bumper peach crop ready to be harvested, exhibitors in that section of Arkansas are anticipating big business the next few weeks. In Lake City, Ark., and Water Valley, Miss., the exhibitors are preparing for big doings during the watermelon festival . . . H. N. Hadad, owner of the Munford at Munford, Tenn., is vacationing in Chicago. He will return in about ten days.

S. C. White of the New at Mountain Pine, Ark., is closing his house temporarily . . . Virginia Brown Raiford, who was formerly with Malco Theatres, is the new biller at Columbia . . . Jess Norman, who has made his home in Memphis since the first of the year, is moving to Little Rock soon. He says the drive to his Best in England, Ark., twice a week is a little too much driving. Little Rock is Mrs. Norman's home, so she is very happy to get back . . . A rare visitor on the Row this week was H. J. Pittman of the Paradise, Cotter, Ark. It was his first trip in over a year . . . Dave Woolner will manage the New Drive-In in N. Little Rock . . . Harry Ballance, 20th-Fox southern district manager, and Roger Ferri and M. A. Levy of the home office were recent Memphis visitors.

G. H. Goff of the Rustic at Parsons, Tenn., is off on a ten-day vacation to Cleveland, Akron and Niagara Falls . . . P. E. Morris of the Honey at Indianola, Miss., spent a couple of days on the Row booking. His little five-year-old daughter accompanied him on the trip . . . The first of a series of parties was given by the Variety Club Saturday night, which was sponsored by the salesmen on the Row. The committee in charge of the entertainment was made up of Jimmy Rogers, Bailey Prichard, Tommy Haynes, Al Moore and Tony Carruth . . . M. A. Lightman, Malco Theatres, Inc., has just returned from a Paramount partner's meeting in Atlantic City. After the meeting, Lightman spent several days in New York . . . Charles Collier of the Globe at Shaw, Miss., and Mrs. Shaw and baby daughter, Marcia, stopped on the Row a few minutes en route to Blytheville to visit Mrs. Collier's parents.

R. V. Reagin, RKO's Arkansas salesman who makes his home in Little Rock, and Mrs. Reagin came over for the salesman's party at the Variety Club . . . Edgar Bergen was a recent Memphis visitor when he stopped off en route to Nashville where he was buying a plane in which to fly back to California . . . Walter Parham of the Holly, Holly Grove, and Royal, Memphis, is off to Chattanooga on a combination business and pleasure trip . . . Jack Dailey, Paramount's exploitation man out of Hollywood and Dallas, was a Memphis visitor. This is Dailey's first visit since he chaperoned Gail Patrick and Katherine DeMille to these parts for the 1935 Cotton Carnival.

Sets Ready for Hirliman's First Florida Production

MIAMI—Sets are being completed for the first of the productions George Hirliman is to make at the new Colonnade Studios in Coral Gables. Actual shooting is expected to start about the middle of the month, Hirliman stated on his arrival in Miami this past week.

Eleanor Hunt and Leon Janney will play the romantic leads in this first production, a drama adapted from an original story, "Adolescence." Permission has been secured to make exterior shots at El Jardin, palatial bayfront estate in Coconut Grove.

Local talent which has been auditioned and catalogued since mid-May will be used in extra roles and perhaps for one of the feature parts in this first Hirliman production, Charles Wasserman, casting director and assistant director at the big new Miami studios, said this week.

Completed in all details except for the installation of the commissary, the new Colonnade studios have proved a definite revelation to the few representatives of the industry who have inspected them. Studio facilities are most ample and complete this side of the Mississippi.

R&R Buys RKO

NEW YORK—RKO has closed a deal with the Robb & Rowley circuit for its 1940-41 lineup of features and short subjects. Theatres in 34 situations in Texas and Arkansas are involved in the transaction. Eastern Division Sales Manager Bob Mochrie and Sol Sachs, branch manager at Dallas, acted for RKO and Ed Rowley and C. V. Jones represented the circuit in the deal.

Long-Termer to Sara Haden

HOLLYWOOD—Sara Haden, who appears in the Hardy series, has been handed a new long-term pact by Metro.

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OKLAHOMA CITY

BEN HILL, Paramount exploiteer, was here pushing "Ghost Breakers" . . . Jack Dailey, formerly publicity sharpshooter on the west coast for Paramount, has been assigned to the Dallas, Oklahoma City and Memphis area, according to Hugh Braley, district manager at Dallas.

Bob Pfotenhauer, manager of the State, is far away from it all in the Missouri Ozarks near Riverton, Mo., where he is visiting with old friends and doing his best to avoid all theatres. He will touch Noel, Neosho and Joplin, Mo., before returning here by motor next Thursday . . . State tax commission auditors have been checking the books at the various local exchanges on film rentals for the past three years.

Filmrow visitors: Hi Bender, Cleveland, Cleveland; Earl Barrett, Arcadia, Maud; Leonard White, Bungalow, Weatherford; Crawford Spearman, Broncho and Gem, Woodward; Mrs. C. W. Duncan, Avon, Weleetka . . . Glen Thompson, Healdton exhibitor, was in booking before going to a national guard encampment at Pitkin, La., in the capacity of a captain . . . Everything must be going along all right in Sulphur because Waite Kerr was on his usual call. Also in were Levi Metcalf, Ritz, Purcell, and his operator, Ray Hughes.

Grover Livingston, head booker at M-G-M, is back from a west coast vacation where he visited the studios and other California interest spots . . . Mildred Sell, secretary to J. O. Rohde, Warner exchange manager, made a flying trip to Kansas City and return last weekend with her family . . . Sol Davis, co-holder of the Republic franchise here, flew down to Austin, Tex., to spend his birthday, July 27, with his sister. He flew back too.

Thomas Lewis, who runs the Max and Ritz theatres at Cherokee, has been informed he will be promoted to a major in the national guard soon. He is now a captain . . . Barney Bloom, ad accessories head at the Warner exchange and an ardent baseball fan, spent his two weeks off in town watching the Oklahoma City Indians jump from sixth to fourth place in the Texas League by winning eight games straight.

Walter Dolan, office manager for Warner Bros., returns Monday from a two-week trip to Omaha and Marshalltown, Ia., the latter his former home. Wife Clara and son Jack made the trip with him . . . Another member of the 20th Century-Fox exchange staff will march to the altar, August 10, making three marriages among that personnel during the hot weather. Marie Huckaby, cashier at the State, and Clyde Marker, assistant booker at Fox, have set the splicing for that date. They became engaged officially only last Tuesday. Other recent romances which culminated in marriages included that of Dorothy Lane, receptionist, now Mrs. Harold Netherton, and Wilson Thedford, assistant booker, who married the former Allegra Wyatt.

Leonard White, Weatherford, secretary-treasurer of the Oklahoma Theatre Owners, Inc., is preparing to bill the membership for dues which will cover the 1940-41 season, which task had been delayed by the recent death of Charles Zears, former assistant secretary of the association. The association did not hold an annual meeting last year, a director's meeting having sufficed to take care of business. Dues will be for the period September, 1940, to September, 1941. The annual convention this year will be held early this fall in Oklahoma City after the directors meet to determine the date.

Jimmy Burge, formerly manager of the Plaza here who resigned July 26, was tendered a farewell party by his friends in the Standard Theatres organization, at the Variety Club headquarters in the Black Hotel here . . . C. B. "Brownie" Akers, division manager for the Griffith Amusement Co., is back from ten days spent at Lake Murray near Ardmore, Okla. Brownie says he played golf nearly every day with Harry Loewenstein and his brother Manny of the Loewenstein Theatres of Ardmore.

The Griffith circuit's Rialto, which was partially destroyed by fire May 17 when struck by lightning, has been completely remodeled and redecorated and reopened for business as a "C" house. It has a 400 seating capacity. The Joy on Reno Street, operated by Griffith-Southwestern Theatres, was closed for the summer and will reopen this fall after remodeling, according to circuit officials. This change leaves three other houses operating on Reno by the Griffith-Southwestern circuit—the Isis, Reno and Pix.

BOX-OFFICE WINNERS

HOLD THAT WOMAN
With James Dunn, Frances Gifford

I TAKE THIS OATH
With Joyce Compton, Gordon Jones

INVISIBLE KILLER
With Grace Bradley, Roland Drew

TORTURE SHIP
Story by Jack London, with Lyle Talbot, Jacqueline Wells

MERCY PLANE
With James Dunn, Frances Gifford

BURIED ALIVE
With Robert Wilcox, Beverly Roberts

BOB STEELE
Billy the Kid Outlawed

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ADAMS FILM EXCHANGE
DALLAS, TEXAS

Exhibition in Texas Is Drawing Phil Isley

DALLAS—Phil Isley of Tulsa expects to acquire or build a string of theatres in Texas, 15 being mentioned as the number, was common talk along the Row. In fact, he already has entered a wedge by buying the Texas in Fort Worth from Earl Penix. The front was renovated and the house now is open under the Isley banner.

John Brown, who also hails from Tulsa, is associated with Isley and is manager of the Texas.

The new Texas exhibitor was a former partner with W. B. Moran in Southwestern Theatres, which operated in Oklahoma and Kansas, the circuit selling out this spring to the Griffith interests. Previous to acquiring theatres, Isley dealt in equipment and films around Oklahoma City.

Donlevy at Dallas Trade Screening of "McGinty"

DALLAS—Brian Donlevy, Paramount star, was here to appear Friday morning at the Tower for a special trade showing of "The Great McGinty," put on by the Dallas exchange for local and out-of-town exhibitors and the press. Donlevy flew in from Chicago. A luncheon was held at the Baker Hotel in his honor, after which he planned a return to New York. Jack Dailey, in charge of Paramount publicity and exploitation in the southwest, made the arrangements for the trade screening.

Gimlin and Allen Ready To Open in Altus, Okla.

DALLAS—Homer Gimlin, recently of Electra, and M. R. Allen will open the new State in Altus, Okla., during the coming week, they said here Tuesday while visiting the Row. Gimlin has been manager for V. E. Hamm at the Roxy in Electra since that house opened a few months ago.

Armbrusters Reopen

DALLAS — The renewed Maple Theatre, owned by Walter and Ernie Armbruster, opened Wednesday night after a 10 day shut down because of fire damage. A number of improvements were made over the old house.

ARKANSAS

THE new drive-in located between the North Little Rock city limits and Rose City on Third Street, held its formal opening Saturday night. A staff of 20 ushers was used. Mayor Neely of North Little Rock attended.

Miss Emma Cox, owner of the Gem, Osceola, announces that next Thursday and Friday, when she features "Irene," women with that name will be admitted free.

Edgar Bergen paid a short visit to Little Rock. He was on his way to Hollywood from Nashville, Tenn., where he had been to pick up a Stinson 105 airplane.

DALLAS

PETE KATSARIS of the Texas Drive-In Theatres at Corpus and Houston, and Gene Lacy, manager of the Houston situation, were here getting a further lineup on product. Pete was mending cuts on his head suffered in a car wreck.

C. J. Otts, owner of the Palace in Royse City, was here for a brief visit after undergoing treatment in one of the Veterans' hospitals. His wife and daughter operated the theatre during his "vacation" in the hospital.

Ben Golding, theatre operator in Amarillo, visited Filmrow . . . Jake Smith and Mrs. Smith of the Texas at McGregor were shopping here Tuesday on their first visit to the Row in a number of weeks.

L. C. Dennis, third owner of the new State in Stamford, opening this week, completed his product buying here. He had a morning chat with Col. H. A. Cole during his stay. The new State is also a new subscriber to BOXOFFICE.

W. B. Moran of Oklahoma City and Mrs. Moran have been seen in various spots of Texas recently, film men reporting them down at Austin and at Temple, but an inside check reveals they have no theatre aspirations in the state at this time. Moran was a former partner with Phil Isley in Southwestern Theatres of Oklahoma before a sale to Griffith.

J. C. Chatmas, the Marlim impressario, was here Tuesday calling on exchanges and still waiting for business to pick up. The wait has been as far back as this reporter can remember, at least 20 years.

R. P. "Rip" Condron, the Texas exhibitor who was in the race for governor only a few weeks, got around 2,000 votes anyway. He is going into cool Colorado for an extended vacation. Friends believe he has acquired a taste for politics almost equal to his interest in show business.

G. C. Clark, manager of the Oklahoma City branch of Advertising Accessories, was a brief Dallas visitor where he has many friends. He was a figure on the Dallas Row many years ago.

Marshall Stewart, the DeLeon exhibitor, doesn't forget when it's watermelon time. Tuesday he brought in a carload and distributed them around to shippers. He said the boys in the back end don't get in on much of the hobnobbing that goes on in upstairs offices, but they give service, so this time he is remembering them. Another reason for the mention, is that this reporter got one of the big melons for which Comanche county is famous.

The S. G. Frys in Tyler celebrated their silver anniversary on Thursday, August 1. There was an informal dinner at Willow Brook Country Club for the family and a few friends. The V. W. Crisps (he being of the BOXOFFICE *staff) drove down for the dinner and to be in the atmosphere of 25 years of happily married life, and to attend the opening Friday night of the new Tyler Theatre. The Frys will spend Sunday in Paris with his mother on her 80th birthday as part of the anniversary observance.*

Pat Williams, head of M-G-M's strong-arm department—shipping—goes back to work Monday after a two-week vacation. He said he just laid around and rested up, although he did do a little fishing and was successful in taking 12 pounds from Lake Dallas on one occasion.

Max Sexton is back at his desk in the Republic exchange after a brief sick spell . . . W. C. Menton of the Veterans Bureau in Washington was on the Row visiting friends . . . Claude Ezell leaves right away on a business trip to Jacksonville, Fla.

T. W. (Ted) Lewis, recently back from a vacation to the coast after selling the Princess in Texarkana, is working fast these days on his new setup of making his home here. He already has bought two homes in Wilshire Park, one of which he will rent out, however. Nothing was learned about Ted's future activities in show business but it is believed he won't be out too long.

L. D. Brown, operating two Brownwood theatres in association with Interstate, was here Wednesday still working out details on improvements for those houses. With him was his projectionist and truck ballyhoo man, J. T. Newman.

J. J. Jimenez jr. of the Ramirez in Cotulla paid BOXOFFICE a visit during the week. He was here to buy lamps for his booth. Jimenez plays mostly all-Spanish pictures and shows considerable alertness in the venture. He is a son of the well-known J. J. Jimenez, owner of the Latin-American Film exchange at San Antonio.

The RKO Club held its annual picnic last week in Kid Springs Park. There was swimming, dancing, softball and other athletic events, as well as an abundance of food and refreshments.

Mrs. Jon Dickinson, secretary to Mrs. Besa Short of the Interstate short subjects department, won first place, a blue ribbon and silver gravy boat in the Amateur Horse Show here recently. She is a member of the Cinema Bridle and Breakfast Club made up of local theatre and film men and women, and of which C. H. (Buck) Weaver, the Paramount sales manager, has just been elected president.

J. W. Bates, a familiar figure on the Row, and F. G. Daniels, booker for army theatres, left this week for Louisiana during mobilization of the National Guard. Daniels is in the cavalry and Bates in the infantry.

Malcolm McNatt, the fine looking son of the Walter McNatts of Naples, Daingerfield and Hughes Springs, here this week with his mother booking and picking up film for the circuit, said the summer he is now spending at the theatres is a holiday compared with studying medicine at Baylor. After five years work, he is ready to start his third medical term next fall.

An inspection to become familiar with the big new high intensity lamps at the Texas Drive-In Theatre at Houston was made over the weekend by Harvey Hill, business manager of the Dallas local, MPMO, and by L. S. Saucier, both projectionists in Dallas theatres. They marveled at the size of the picture, 42 by 54 feet, and said the sound can be heard for 3½ miles. Hill is in the Majestic booth here and Saucier has the Fox screening room. While in Houston they visited union projectionists in Interstate's new neighborhood houses.



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ATLANTA

MRS. ED BEACH (he is manager of the Silvertown Theatre, Thomaston, Ga.) has returned home following a recent operation in Atlanta Hospital, and is reported well on the road to recovery.

Marie Pinkston, secretary to Arthur C. Bromberg of Republic, is back after a vacation at Miami and Key West, Fla.

Stella Hinson of the Republic office staff returned to her home after an operation for appendicitis and is expected back at her desk next week.

Arthur C. Bromberg, Republic Pictures Corp., is on a business trip to New York . . . Bob Graham, Alexander Film, was slightly hurt in an automobile accident this past week.

Ethel Bullard, secretary to Johnnie Cummins, Monogram, and Mamie Feckory, Columbia Pictures, will fly down to Cuba this week for their vacation.

L. J. Hartman, in town making preparations to open his new Joy Theatre, in Dalton, Ga. . . . Mr. Wiley's new King Springs Park Theatre, Johnson City, Tenn., has opened.

R. Lloyd Yarn, doorman at the Plaza, was killed in an automobile accident near Jackson, Ga., this weekend.

Al Rook, Republic salesman, on one of his many trips to the hospital to find out what his present from the stork would be, fell and sprained his ankle. Next week we hope to be able to tell you just how much his "present" weighed, name, etc.

A surprise to many on Filmrow, was the marriage of Horace F. Denning, formerly of Atlanta, and now manager of the Jacksonville and Savannah Drive-In theatres, to Margaret Virginia Holden of South Jacksonville, July 9.

M. G. Lee, Lee Theatres, Cuthbert, Ga., in town and delivering flowers to all on Filmrow.

Vacationing this week are: W. C. Hames, office manager; Mrs. E. W. Brown, branch cashier; Mrs. Evelyn Copeland and Margaret McGill, all of Warner Bros.; Elrod Sims, Fox Theatre, and Jim Stanton, booker for M-G-M; also Earl Hathcock, manager of the Palace.

Bill Bullard, who formerly operated the lunch stand at 126 Walton St., N. W., has gone with Benton Bros. Express, selling out to Bruce Stanton, formerly of Theatre Service Co.

Walter Brackin, Ozark, Ala., in town booking and complaining about the heat, but never-the-less, still his jolly self.

An 8½-pound boy was delivered to Mr. and Mrs. G. N. Goldwire, who manages the DeSoto and Grand theatres, Lake City, Fla., on July 21, and has been named Michael.

A. L. Cowart, Cartersville, Ga., in town making arrangements and getting ready to open his new Legion Theatre in Cartersville.

F. E. Williamson, one of the oldest exhibitors in the territory, was in town from Winter Haven, Fla., this week, and brought his daughter, Dorothy, with him. He is managing the local theatres for Sparks . . . H. P. Rhodes, booker for the Georgia Theatre Service Corp., is on a business trip to Waycross and Brunswick.

Visitors: G. C. Davidson, Playhouse, Whitwell, Tenn.; Howard Schuessler, Lam Amusement Co., Rome, Ga.; Charles Powell, Moultrie, Moultrie, Ga.; L. Shields, city manager for L&J, Columbus; Aubrey Gay and L. J. Duncan, West Point.

Mr. and Mrs. Preston O'Neill of Ada, Okla., stopped over a few days on their way back home from Havana, as guests of Mr. and Mrs. John Jenkins of Million Dollar Productions . . . J. U. McCormick, Amity exchange, is traveling in the Alabama territory this week.

Lane Howard, Affiliated Producers, is on his vacation this week, but just couldn't stay away from the office. He had to come down to see that everything was going all right, before he left for Jacksonville Beach.

F. T. Murray, manager of the branch operation department for Universal, paid the local office a hurried trip on his way to Charlotte . . . Riley Davis and family went down to Ponte Vedra to spend their vacation, but due to the heat decided to leave for the North Georgia mountains.

Kathleen Keenan, Warner Bros., spent the weekend in Columbus, Ga. . . . Accepting congratulations Monday morning at Warner Bros., was Miss Hannah Hardeman who received her engagement ring from Roy Kaye.

The DeKalb Theatre, Decatur, will be closed for approximately three weeks for extensive remodeling.

R. E. Williams, manager of the Port Theatre, Port St. Joe, Fla., and the Mrs. spent several days of their vacation here this week, greeting friends.

Build Profits—Patronage With
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New Show Policy

ATLANTA—The Atlanta Theatre Guild, during the coming season, which opens in September, will present only those plays which have been successfully produced on Broadway. Frank L. Belyeu, head of the organization, is at present in New York viewing the shows.

"ATAHT" Held Over

MEMPHIS—"All This, and Heaven Too" is in its second week at the Warner here and at the Knickerbocker, Nashville. "Maryland" did eight days of good business at the Paramount, Nashville.

SANTONE

AMONG the recent visitors to Santone were Pericles Alexander, dramatic and radio editor for the Austin *Daily Tribune* . . . Over at the Zaragosa, we find that Don Rolando, producer and star for the Azteca Co. of Mexico, has moved in with his troupe for a short engagement. Others in his assembly include: Felipe Escamillia, comic; Flaca Villeges; the Azteca Trio; Maria Wilkens, vocalist; Lucille Jordan, and Senorita Nena, dancers . . . "The Mikado," was revived at this Mexican vaude-film house last week.

There were about 150 theatre people at the homecoming party given by Walter Naylor at his Scenic Loop lodge for his son, Douglas, who is assistant manager of the State, Amarillo. The showfolk enjoyed this shindig by eating, swimming, dancing and playing games to their hearts' content. Doug's daddy is deputy county clerk here.

From Harlingen, in the Valley, comes the news that an attempt to crack the safe at the Arcadia failed when Assistant Manager Mike Gilbert returned to his theatre office to inspect the safe and found two men hammering on the safe door. In the immediate confusion, the would-be yeggs ran.

"Caryl of the Mountains," a Reliable release of 1936, was exhibited by the Hot Wells Parent-Teacher Ass'n in the school auditorium in order to raise funds to purchase a new motion picture machine for the school . . . Harley Sadler, West Texas tentshowman, has been doing some active campaigning for his cousin, Jerry, who was a candidate for the governorship of Texas.

Add more recent visitors: Rubin Frels, Uptown, Victoria, and Miss Cecille Miller, Ballett Russe Co., in from a trip to Honolulu, Hawaii . . . Sackamuse's "One Dark Night" played a three-day stand at the Cameo to a nice turnout . . . New cage lady at the State is Miss Lillian Mumme . . . Weldon Parsons, Interstate, Houston, stopped over in Santone the other day from his vacation up Waco way.

Seen around the Democratic election returns headquarters Saturday eve: Buster Bryan and Charles Shaw, KTSA mikemen; Leroy Handley, Doug Naylor, and Billy Mitchell, all of Interstate, and Sterling Rodhe, Express-News . . . *The Alamo Broadcasting Co. station, KABC, is now being managed by Hardy Harvey, who succeeds J. Burt Mitchell jr., resigned.*

The La Ferria theatreman, R. I. "Rip" Condron, polled some 400 votes in Bexar county for the highest office in the state, according to one unofficial report learned by BOXOFFICE here . . . "El Jardin," a new night spot, is fast becoming the mecca for show people to meet and swap yarns. Among those spied around this resort were Bob Nelson, the Majestic assistant manager; Larry Buqor and wife, Lona, professionals.

Mohawk Lineup to Atlantic

NEW ORLEANS—Atlantic Pictures will distribute the Mohawk lineup in the Louisiana and Mississippi territories.

M. A. Payne Manages New Stamford House

STAMFORD, TEX.—The new State made its bow here on Saturday, August 3. The operation is to be a three way combination with L. C. Dennis, local mortician, being the active owner. M. A. Payne will be manager of the new house, he having had previous theatre experience.

Ashcraft Visits

DALLAS—C. S. Ashcraft, the owner and president of Ashcraft Manufacturing Co., was here from New York in the interest of the new Cyclex lamp and working with Henry Sorenson, the Texas distributor, on two installations. Sorenson, of Modern Theatre Equipment Co., says he has exclusive distribution of the lamp in Texas.

Charninsky Improves

DALLAS—Louis Charninsky, manager of the Rialto, Capitol and Mirror on Elm St. has been seriously ill with pneumonia at St. Paul's Hospital. Improvement was noticed later in the week, however, after two blood transfusions.

Set Drive-In Date

DALLAS—The new Drive-In theatre at San Antonio as announced by W. G. Underwood and C. C. Ezell, will open around September 1, acording to Ezell, who said construction is now under way.

Dembow Calls

DALLAS—George Dembow, vice-president of National Screen Service, has been a Dallas visitor on one of his periodical visits, making contacts with circuit heads and holding conferences with local executives of the trailer and accessory divisions.

Screen "Sea Hawk"

ATLANTA—Warner will screen "The Sea Hawk" for the trade here Monday, August 5, at 10:30 in the morning, at the Rhodes Theatre. Simultaneous screenings will be held in 31 exchange centers.

W. A. Stuss' House Burns

DALLAS—News was received on Filmrow that the Orphic Theatre in Columbus, operated by W. A. Stuss, was totally destroyed by fire. The theatre was booked by Rubin Frels, of Victoria.

Plans for Premiere

NASHVILLE, TENN.—Manager Charles Amos is making plans for the premiere of "Comin' Round the Mountain" at the Paramount in August.

Sol Sachs in New York

NEW YORK—Sol Sachs, RKO branch head in Dallas, was in town conferring with home office officials.

RCA Sound for Drive-In

NORTH LITTLE ROCK, ARK.—The 330-car drive-in being built here for Bernard Woolner, is being outfitted with RCA sound utilizing individual loudspeakers.

CHARLOTTE

THE Chester at Chester, S. C., operated by Cherokee Theatres, Inc., is open. Booth equipment was furnished by the National Theatre Supply Co. . . . Claude Webb, manager of the Imperial at Kings Mountain, has installed new lamps . . . Dr. J. T. Green of Elloree, S. C., is building a new house which will replace his old theatre. The new theatre will also be known as the Playland.

Gertrude Short of the National Theatre Supply office is back from a vacation spent in the Carolinas . . . H. F. Kincey, head of N. C. Theatres, Inc., is back from a vacation at Myrtle Beach with a real tan . . . Pauline Griffith, secretary of the MPTO of the Carolinas, has been spending a few days out in the territory.

H. H. and Mrs. Everett and Mr. and Mrs. Frank Beddingfield are back from the annual convention of the International Association of Lions Clubs in Havana, Cuba. Everett is the newly elected governor of district 31-A, embracing the western part of North Carolina. Installation of Everett as district governor was one of the convention events.

Texas Film at Fair

DALLAS—Word comes that "Cavalcade of Texas" will go on exhibition at the New York World's Fair. Arrangements were completed by Paul Wakefield, secretary of the Texas' World's Fair Commission, and representing Karl Hoblitzelle, sponsor of the film. The five-reeler showing a cross section of Texas resources and advantages was produced by James A. FitzPatrick under Hoblitzelle direction, and has been shown widely in theatres over this state.

Land Equipment Contract

MEMPHIS—Cooling and booth equipment contract for Michael Cianciola's new theatre being constructed here has been awarded Monarch Theatre Supply.

Robert Taylors to Cuba

TRUMAN, ARK.—Robert H. Taylor, manager of the Grand, is vacationing in Cuba with his wife and daughter. During the two weeks they expect to spend there, "Doc" Garrett is in charge at the theatre.

Get Permit to Remodel

BIRMINGHAM—Acme Theatres, Inc., operated by the Merritt-Wise interests in Birmingham, has obtained a $3,500 permit to remodel the North Birmingham at 2623 30th Ave., North.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
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BIRMINGHAM, ALA.

Interstate Head Attends Tyler Theatre Opening

TYLER, TEX.—The new Tyler, latest in the extensive theatre holdings of the Interstate circuit, opened Friday night. R. J. O'Donnell, highest Interstate official, was here from Dallas to participate in the ceremonies. The Tyler falls under the supervision of the local city manager, W. M. Shieldes. Film men from Dallas and theatremen from a wide area attended the affair and its allied functions.

The Tyler opening here follows closely that of the new Rio in Denison.

McManus, Coast Operator, Entering Texas Field

DALLAS—F. W. McManus, former Kansas City film man now operating theatres in California, has ambitions to enter the Texas field with a group of theatres, it was learned here. McManus is now building "The Isle" theatre in downtown Galveston, across the street from the Key and the Queen. The house is to be equipped along de luxe standards and will seat 380, it was said.

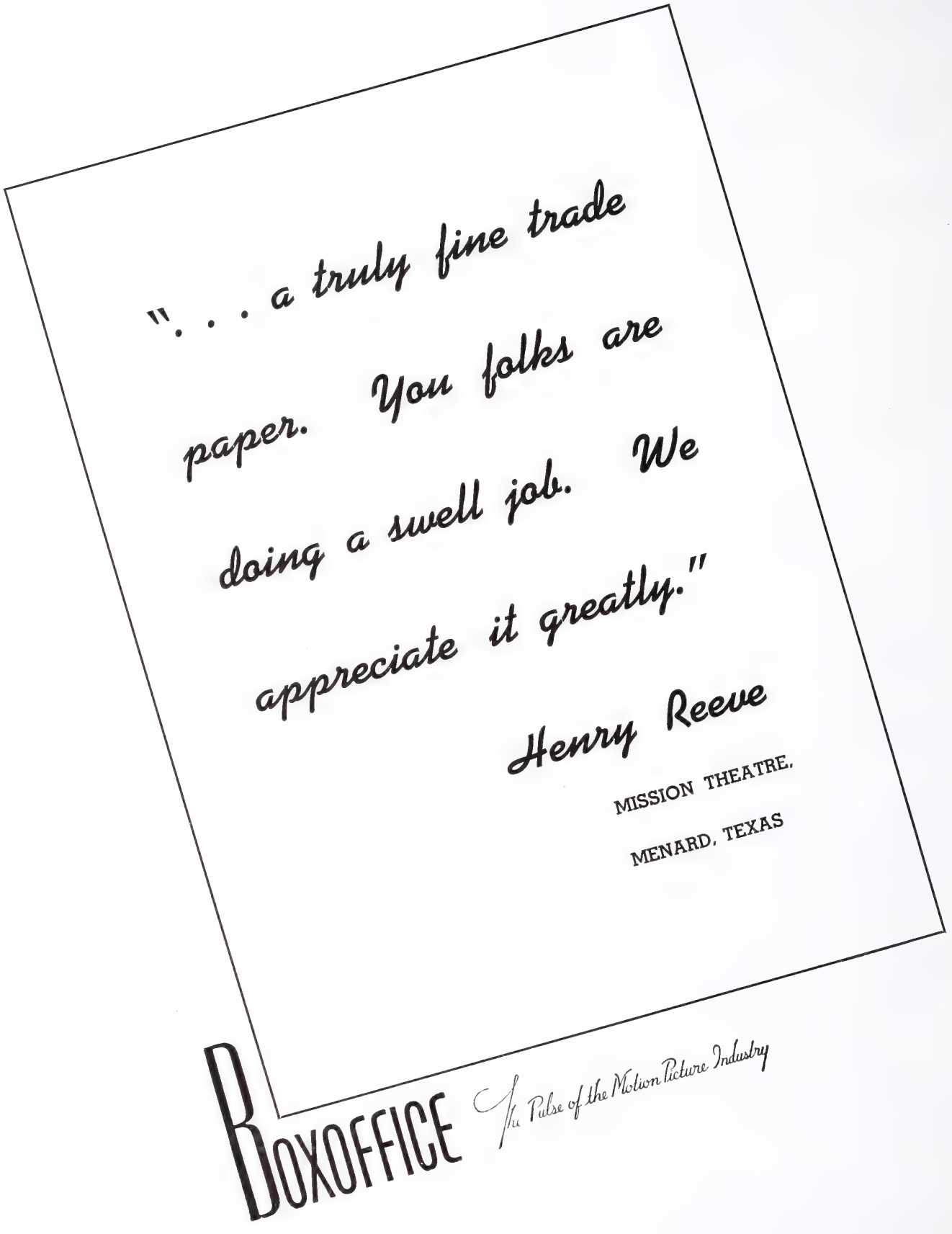
The McManus idea is to operate small but fine houses in either neighborhood or business district locations, according to reports along Filmrow here.

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BOXOFFICE
The Pulse of the Motion Picture Industry

Nearly $700,000 Is Reported in Drive

TORONTO—The Dominion government has already acknowledged payment of $695,448 for the 25-cent War Savings Stamps sold by theatres for the National Theatre Party in the "Win the War" campaign of the film industry under the auspices of the Canadian Picture Pioneers, with returns yet to be received from various parts of the country. The number of theatres that participated in the patriotic drive was 975, constituting practically all of the active cinemas operating six or seven days per week during the summer season.

The total number of special admission tickets printed for the patriotic shows was 650,000 and it has been found that 604,000 of these were used on the one night, indicating large attendance everywhere. Admission was gained through the purchase of two or more 25-cent stamps but actual individual purchases averaged much higher, as shown by the figures for the Province of Nova Scotia which recorded the highest average of $1.90 per seat. The average war stamp sales in that province was $1,120 per theatre for 53 theatres, Nova Scotia standing third highest among all provinces with a total "take" in excess of $60,000.

The total of war savings certificates given out to theatre patrons was 392,274. These have a value of $4 each when filled with 16 stamps and when they are turned in to the government in completed form a total of $1,569,096 will be available to the war treasury through the holding of the theatre night, which was carried out by the industry without expense to the government. In addition, thousands of loose stamps were sold by the theatres to patrons already having certificate folders.

Joe Holliday Organizes A Parade in Toronto

TORONTO—As patriotic gesture in support of Canada's war effort, Joe Holliday, manager of the Circle, independent house in North Toronto, in behalf of 10 chain and unaffiliated cinemas in the district, organized a nifty parade which marched Yonge Street and Eglinton Avenue, passing the Bedford, Circle, Capitol, Eglinton and Avenue theatres.

As a parade marshal and community booster, Holliday proved an excellent organizer because he secured a turnout of the Irish Regiment of Canada (one of the few kilted Irish units in the world plus bagpipes) and a unit of nurses of the Red Cross Society of Canada, the flag of which was borne by Miss Betty Maylem, cashier of the Circle, who is training to be a war nurse. Other divisions of the procession included Air Force cadets, anti-aircraft trucks, Red Cross ambulances, the Dela-Salle band and decorated automobiles.

Gartside BFPA Secretary

LONDON—Succeeding L. Grandfield Hill, Ernest Gartside has been appointed secretary of the British Film Production Ass'n. Gartside was formerly with 20th Century-Fox British.

Show How to Treat Nazi Parachutists

London—"Miss Gibb Goes to the Door," a short subject just released by the British Ministry of Information, demonstrates how housewives or other members of the family should react if suddenly confronted by Nazi parachutists.

Made at Denham, with Brian Desmond directing, the film features Phyllis Morris, Nelly Bowman and Manning Whiley.

Saskatchewan Helps "Stamp Out Hitler"

REGINA, SASK.—Though figures have not been compiled to date as to the exact amount of money collected by Saskatchewan theatres through the sale of war savings stamps during the recent "Stamp Out Hitler" theatre party, some figures are available as follows:

Theatre	*Town*	*Amount*
Olympia	Assiniboia	$ 220.00
Hi-Art	Weyburn	315.00
Plaza	Shaunavon	200.00
Princess	Melville	325.00
Lyric	Moosomin	203.00
Aud	Indian Head	326.50
Strand	Prince Albert	1,576.25
Orpheum	Estevan	1,107.00
Windsor	Grenfell	340.00
Tugaske	Tugaske	133.50
Legion	Wynyard	363.75
Orpheum	Nipawin	74.00
Quill Lake		129.00
Roxy	Yorkton	500.00
Tivoli	Arborfield	51.50
Legion	Bienfait	70.00
Aud	Fort San	485.25
Dix's	Fort Qu'Appelle	80.00
Marlow's	Kinistino	184.00
Grand	Melfort	204.00
Aud	Maryfield	337.00
Capitol	Regina	2,093.00
Met	Regina	1,217.00
Grand	Regina	2,002.00
Rex	Regina	1,155.00
Roxy	Regina	1,194.00
Majestic	Biggar	272.50
Royal	Canora	447.00
Lyric; Eagle	Swift Current	500.00

Free Radio Licenses Are Granted to the Blind

TORONTO—For some years Famous Players Canadian Corp. has had a standing arrangement with the Canadian Institute for the Blind whereby sightless persons with one attendant are provided with permanent passes for all shows. The radio division of the Canadian government has made a similar concession in the granting of free radio licenses for blind persons, all others being required to pay an annual fee of $2.50. According to an official statement, 4,669 blind persons have received free licenses for radio receiving sets.

Business Recession Grips Dominion

TORONTO—Canadian theatres have been experiencing a business recession that is considered to be more than the average summer decline.

A combination of reasons is given as the cause for the general drop in attendance. Many people have gone to distant spots for lengthy holidays, admittedly to get away from the talk of war. Some have been turning excess revenue into commodities to beat the advancing market due to heavy taxation and rising costs brought about by scarcity of imported products. New import and income taxes have reduced the incomes of many people to a substantial degree, while some citizens are salting away actual cash because of a fear of emergency some time in the days to come. Added to these factors has been the heat wave which, fortunately, was late in coming this year.

There has also been an undertone of "Pictures are not what they used to be" which may, or may not, be true. The excitement of war has probably had something to do with cutting into the crisp attractiveness of screen fare. What would be good entertainment in normal times may lose something of its edge when the fans are a part of the war drama. In any event, there were only two real holdovers in all Toronto theatres in recent weeks. One was "All This, and Heaven Too," which played two weeks at the Uptown, and "New Moon" which was good for a second week at Loew's. Incidentally, the Uptown is the only one of 107 Toronto houses which has remained on a single-feature policy.

Ottawa Operators' Local Gives $500 to War Fund

OTTAWA—The Motion Picture Operators Union, Local 257, of Ottawa, has made a voluntary contribution to the Canadian government for use in financing the war by the donation of the sum of $500 as an outright gift from the union members.

William Hartnett, secretary-treasurer of the Ottawa Local, made the presentation to Hon. J. L. Ilsley, minister of finance, in behalf of the members. In addition to this money gift, the projectionists are contributing their personal services for various patriotic events including shows.

Bishop Effects Numerous Tieups for "New Moon"

WINNIPEG—Harold Bishop effected tieups for his current showing of "New Moon" with the Antique Shop, Birks, music stores, T. Eaton Co., where he secured a window display as well as interior tieups.

In spite of sweltering July weather, the Thursday matinee opener saw a packed house and indications are for excellent boxoffice returns on this bill.

MONTREAL

CANADIAN subscribers to BOXOFFICE who have not received their copies for a week or two must blame the government. In the recent Dominion budget a tax of ten per cent was imposed on American magazines entering the country by mail, but no immediate intimation was given to the publishers that the tax was to be collected from them, nor was the method of collection announced. It was not thought that trade papers and periodicals were included, but these, and even daily newspapers, are being held by the customs branch of the post office until duty is paid. The accumulation of thousands of American publications may make it impossible for the post office to cope with the problem of delivery of the back issues. Meanwhile subscribers must possess their souls in patience.

S. Morgan-Powell, editor-in-chief of the Montreal Daily Star, *describes the success of the film industry's million dollar "Stop Hitler" campaign as a great triumph, "surprising even the most optimistic of its supporters." Speaking of the special Monday night shows given throughout the Dominion, and in Montreal particularly, he comments: "I can recall no occasion during the past* 35 *years when our theatres have drawn such tremendous audiences, nor any when the sense of spontaneity was so all-pervading. The result is a credit to the industry, to its patrons, and to the world-famous generous heart of the people of Canada."*

While the heat wave was at its height, the Seville management, completely indifferent to the temperature, announced the following double feature program: "Green Hell" and "Hell Below." No doubt the audiences were expected to feel that Montreal's atmosphere was frigid indeed, compared with the torrid resort mentioned.

With 15 *pieces of baggage and a well-filled golf bag, slim but dynamic Elisabeth Bergner reached Montreal from England to star in "*49*th Parallel," British film to be made in the Dominion.*

J. P. Kiely, father of Filmrow's Grattan Kiely, was a visitor to Montreal from Newfoundland where he runs a theatre. Kiely was manager 30 years ago of one of Montreal's first motion picture theatres, the Nickel.

Accompanied by Victor Fleming, Hollywood director, Spencer Tracy, motion picture star, is visiting Victoria and intends to do some fishing on Vancouver Island. He shoved off interviewers with the remark: "There's no use talking about pictures."

Three Montreal men have been appointed to the Quebec board of censors. They are Elzear Beauregard, Robert Lariviere and Thomas McArthur. Beauregard will be chairman of the board.

Gracie Fields, now in Hollywood, will commence her tour of Canada at Jasper Park, Alberta, August 10. *She will give a series of entertainments for the benefit of the Navy League of Canada and the King George War Fund for Sailors. Miss Fields was here a few weeks ago, and will return to give one of her* 34 *planned concerts.*

Montreal expects to be the scene of the gala world premiere of Cecil B. deMille's "North West Mounted Police," which has been filmed in Technicolor. The picture is now being readied for the trade, and the premiere is expected to take place in September.

Consolidated Theatres, United Amusement Corp., Confederation Amusements, France Film, the Independent group of theatres, and the Montreal committee of the "Win the War" campaign of the Canadian motion picture industry, offer their thanks to the Montreal fans who bought war saving stamps and certificates and worked to make an overwhelming success of the campaign.

Insolvency of the $2,000,000 estate of the theatrical magnate, Ambrose Small, who disappeared from Toronto over 20 years ago and has never been heard of, recalls that Small sold his interests for $2,000,000 to the Trans-Canada Theatres, of which George Driscoll, then manager of His Majesty's, Montreal, became vice-president. Trans-Canada Theatres has disappeared into the limbo of the lost, and Driscoll is now an insurance agent.

British refugee kiddies who arrived in Montreal were treated to motion picture shows, a form of entertainment to which they are more accustomed than the youngsters of Montreal, who have been subjected for years to a ban which is only now easing up . . . A special showing of "Pinocchio" for Notre Dame de Grace children was given as a matinee at the Monkland.

Franchot Tone, film and stage star, arrived at St. Hubert airport a few days ago on his way to Ottawa to meet his father with whom he will go on a fishing trip. It was his first visit to Montreal since 1912 when he was a patient in Royal Victoria Hospital where he underwent an operation.

A Move to Preserve Mountie's Dignity

Toronto—Producers can no longer make use of pictures of Canada's famed Mounties in any advertising posters or other display material for films under a new regulation of the Royal Canadian Mounted Police which prohibits any commercial use of the likeness of an R. C. M. P. constable.

Provision is made for application to the commissioner of the R. C. M. P. at Ottawa for a permit to use the picture of a Mountie in advertising material but the warning is issued that each request will be passed upon individually and that official consent will be granted in very few cases.

No restriction has been placed on the characterization of a Mountie in a film story or novel.

TORONTO

M A. MILLIGAN, general manager of Paramount Film Service, Ltd., is taking keen personal interest in the Paramount softball team in the local senior ladies' league which is setting a hot pace toward the championship largely through the prowess of two ace twirlers, Thelma Golden and Theresa Capalbo. The former is a veteran star of the mound while Miss Capalbo, who is only 17 years of age, has already run up a splendid record of nine games won and only three losses. Incidentally, Miss Capalbo can be found every day at her job in the rewind room of the Paramount exchange—taking her honors with maidenly modesty.

The passing is recorded of Stan Burditt, manager of the Temple at Windsor, Ont., who died suddenly only a few days after putting across a nice campaign in the war savings stamp drive for his theatre. Burditt, who was related to Louis Rosenfeld, general manager of Columbia Pictures of Canada, was buried in Toronto.

Dave Gordon, manager of the Oriole, Toronto, is back at his post after a happy honeymoon which he interrupted to return to the theatre for the war stamp show which attracted more than a capacity audience. With the show over, Gordon and his attractive bride resumed their honeymoon.

Manager Joe Holliday of the Circle in North Toronto made a hit with a spot advertisement in the form of a brief announcement: "WARNING—I will not be responsible for any bodies found lying in our aisles during the playing of 'Too Many Husbands'—Manager." It brought a lot of comment.

Harry Law of Warner Bros.' Toronto branch spent a couple of days in Ottawa to round up new contracts. While there he ran into Mickey Isman of the Montreal Branch of Empire-Universal and formerly with Warner in that city.

Charles Kurtzman, district manager of Loew's Theatres with headquarters in Boston, has returned after calling on Manager Jules Bernstein of Toronto Loew's and Manager Fred Jackson of Loew's, London, both of which are in his territory.

J. "Add" Wilson, manager of the Christie, Toronto, has been doing nice community work in the St. Clair Ave. district in which he has secured the cooperation of the Sixty Club, the Anglican Young People's Ass'n and other local bodies.

P. J. "Paddy" Nolan, proprietor of the Rexy and Nola theatres, Ottawa, is spending the summer at his country home up the Ottawa River while his daughter, Marion, has looked after the operation of the theatres. He has been living more or less quietly since his severe illness.

James Lynch, manager of the Runnymede in West Toronto, was host to 50 veterans of the last war who are confined to a nearby military hospital. Lynch is a member of the Runnymede Lions Club

which provided automobiles for the transportation of the disabled veterans to and from the theatre.

A. J. Laurie, president of Esquire Films, Ltd., Toronto, has been kept busy during the heat wave with preparations for the release of "Pastor Hall," dealing with the experience of Pastor Niemoeller in German prison camps, for which he has secured the Canadian rights. The feature will be distributed through Empire-Universal branches.

James Kudirka is finding holidays beckoning with a keen delight after putting in several weeks of day and night work for the "Win the War" campaign. Normally, he is employed in the head office of Hanson Theatres Corp. but was loaned to the campaign office where he gave a splendid account of himself with valuable services.

Tso Yee Man, called the Mary Pickford of the Chinese film industry, was a visitor in Ottawa with her manager, Moon Kwan, during which she made personal appearances at the Rexy in aid of the Chinese Red Cross Refugee Relief Fund. Three reels of Chinese films were also shown. Kwan declared Chinese stars were as fond of bright lipstick and nail polish as their sisters in Hollywood.

Adam Baillie, veteran proprietor of the Adelphi, Toronto, has challenged Charlie Stephenson of the Century, Kitchener, Ont., for proof of longer connection with the theatrical business than his own. Baillie, who has been popularly known as "Bill" ever since the song hit, "Won't You Come Home, Bill Bailey?", swept the country a generation or two ago, has substantiated his own claim with evidence that he "swept the stage of the old Toronto Opera House prior to 1895" and that he appeared with Charles E. Blainey in "Across the Pacific." The dispute all arose when Stephenson was getting the plaudits for raising $8,260 in the recent "Win the War" campaign of Canadian theatres and the credit line of being Canada's oldest continuous showman. It looks like another war!

Campaign for "Untamed" Built Around Cub Bear

WINNIPEG—Assistant Manager Jack Fitzgibbons went to town on exploitation in connection with the Metropolitan's showing of "Untamed." He unearthed a cub bear which he had interviewed over the mobile unit of station CJRC. Then he had this cub bear placed in the window of Moore's, a downtown restaurant. Arrangements were made for a contest to be held to name the bear, the winner being entitled to tickets to the house and a free dinner. In connection with this contest, Jack used the slogan "Untamed . . . Unnamed," which was placarded in front of the window containing the bear cub. The cub itself will be raffled off and proceeds donated to the Red Cross.

In addition, Fitzgibbons used book marks and tied up with a local furrier and a sporting goods house. The latter netted him a lobby display.

WINNIPEG

WITH the industry's war effort successfully concluded and every house and every showman in the district secure in the knowledge that a superlative undertaking has been carried out in an exceptional manner, a return has been made to the routine task of keeping the wheels going around. Only exception has been the Park Theatre which was closed for repairs and therefore was unable to take part in the drive. To fulfill the obligation, R. Bessler has set aside proceeds of this week's take at the newly reopened Park which will be donated to the Red Cross.

Film stars are coming and going in connection with the Canadian filming of "49th Parallel." Miss Carla Lehmann, Winnipeg-born British star, and Niall McGinnis, English actor, who were here for the last few weeks left town for the west. During the week, Luli Desti, English actress, arrived in the city, and great interest is being exhibited here over the anticipated arrival of Elisabeth Bergner.

At the Beacon, Tom Pacey has held over Mademoiselle Inez, a fan dancer who has been headlining his stage show for the past week . . . "French Without Tears" opens at the Tivoli carrying on the new policy of first-run British films which Harold Gray has inaugurated at that house and has been successfully promoting there since he assumed the managerial post.

A patriotic film, "A Family of Nations," opens at the Garrick replacing "Abe Lincoln in Illinois" . . . "Public Opinion," the stage show which Syl Gunn has been running at the Metropolitan, has proved a decided hit . . . A. W. Perry, general sales manager of Empire-Universal, who was in the city for a time, has left for the west . . . A. E. Zorn, district supervisor for F-P at Winnipeg, is away on a holiday . . . Syl Gunn has been away on holiday at Fort William. On his return, Jack Fitzgibbons, who has been running the house, will vacation.

Saskatchewan Fails To Lure Tourists

REGINA—Saskatchewan theatres are not playing host to the large number of American tourists they had looked forward to earlier in the season and roads and Nazi propaganda are getting the blame.

Saskatchewan roads are getting more than the usual amount of criticism this year, especially from Americans. They are unanimous and enthusiastic in saying that American tourist traffic would be much larger if Saskatchewan had dustless highways.

Another reason for the ebb of American attendance is believed to be adverse rumors spread by pro-Nazi influences in the United States. Several of the visitors from across the line expected to pay 80 cents a gallon for gasoline, excessive prices for accommodation, and some expected to be subjected to a barrage of martial regulations and a suspicious scrutiny of all their actions. They admit finding conditions contrary to expectations.

Franchot Tone Visits Parents Near Ottawa

OTTAWA—Franchot Tone, veteran screen star, arrived by plane in Ottawa to spend the remainder of the summer with his parents at their summer home at 31-Mile Lake, near Ottawa, and was greeted by an enthusiastic crowd on arrival. His father, 71 years of age, is president of the Carborundum Co. of Niagara Falls. The family connections are largely Canadian, the mother being one of the Franchots of Buckingham, near Ottawa, this being the derivation of the actor's first name.

Other holiday visitors from Hollywood in Canada include Henry Fonda and his wife who have been staying at Revelstoke and Lake Louise. There has also been a rumor that Clark Gable and Carole Lombard are somewhere in Canada, but even the press censors do not seem to know their whereabouts.

Apparently Forget an Unused Film Plant

TORONTO—In all the talk of transferring British studio activities to Canada because of the war, the former Ontario government film plant at Trenton, Ont., has apparently been overlooked. This structure has not been used as a studio since Premier M. F. Hepburn abolished the provincial film bureau in an economy wave shortly after he came into power four years ago and the studio was donated to the town of Trenton as a community and sport center when it could not be disposed of otherwise.

Previous Ontario governments had made scores of scenic, agricultural, travel and industrial short subjects in this studio and it was once the scene of a widely advertised undertaking in the production of a feature, "Carry On, Sergeant," by private interests. The latter made a quick fade-out after the world premiere of the picture under patriotic auspices in the old Regent, Toronto, which was its first and only showing. Canadian investors are said to have lost plenty in the venture in spite of the fact that the author was Capt. Bruce Bairnsfather, English creator of "Old Bill" in cartoon and story during the last Great War.

It is possible that a British film producer could have the studio as a gift if there is a real move to make pictures in Canada.

VANCOUVER

AS THE rain comes down, boxoffice receipts and exhibitors' spirits rise. Vancouver's long dry spell is broken and the theatres will now get a fair break in competition with parks, beaches and boat trips . . . Work on the Vogue is proceeding apace, with excavation completed. The foundation wall forms are rapidly rising and soon the operation will be in full view of the public.

Stan Kennedy spent a few days in Vancouver and reported business fair at his house, the Cadet, at Esquimalt, B. C. . . . Larry Beard, F-P district manager now on a business trip in the Interior, will extend his absence with a week's vacation. When he returns, Frank Gow, suburban theatre manager, will take a week afield . . . The Capitol, Nelson, B. C., is closed.

Harry Howard, Theatre Equipment and Supply Co. manager, has joined the artillery arm in the non-permanent militia. Dick Heard, his assistant for many years, has left for another position. Dick will be missed . . . Jim Patterson is renewing his active acquaintance with the debit and credit records of 20th Century-Fox branch during the absence of the accountant, Miss A. W. Plews, who is away on her vacation.

Nat Levant is away on a trip in the Interior on business for Columbia . . . Charles Ramage, Regal Films, is enjoying a well-earned vacation . . . A. Lauriente is reducing the seating capacity of the Rialto, Trail, B. C., to bring it within the one-operator class . . . L. Amadio, projectionist at the Capitol, Prince Rupert, B. C., is headed for a real vacation—five weeks—and during his absence his place will be filled by E. S. Scanlan of the Capitol.

Reg Witt, erstwhile member of the B. C. Projectionist Society, came back from his examinations in the east with flying colors and is now prominent among the air force instructors here . . . Sam Haigh forgot the Capitol projection booth for a few days while he steadily climbed to the top in the B. C. Lawn Bowling tourney here. Sam loves to roll 'em.

A Series of One-Reelers On Canada's War Efforts

MONTREAL—In association with the National Film Board of Canada (producers) the Dominion Bureau of Public Information is sponsoring a series of one-reel motion picture films dealing with Canada's war effort. The series appears under the general title "Canada Carries On."

Fourth film in this series, now showing at the Palace, Montreal, is entitled "The Front of Steel," and deals with the mechanics of 20th century warfare, showing the work done in munitions and gun factories and naval yards, and the efficiency with which industry is being mobilized to combat the enemy war machine.

A new film in this series will be produced every three weeks.

Gets "Great Divide"

HOLLYWOOD—Warner has assigned Ken Gamet to the script of "The Great Divide."

Heavy Tax Load for British Theatres

LONDON—General increases in entertainment taxes disclosed in the new war budget are expected to yield the British government an additional $15,000,000 annually, with cinemas to shoulder the greatest part of the new impost.

Starting with a half-penny tax on seats between three pence, half-penny and fivepence, the new tax scale affects hitherto tax-free situations.

Exhibitor groups are due to meet shortly to rearrange admission schedules in line with the tax.

Bonus by RCA-Victor to Offset Increased Costs

TORONTO—All employes of the RCA-Victor Co. of Canada, Ltd., are facing the increased cost of living with composure.

All persons on the payroll have been advised by Pres. E. C. Grimley that the company has decided to pay them a bonus to meet the advanced cost of commodities which is already apparent because of war conditions. For the present the extra payment will be 5 per cent of regular earnings but the amount will be adjusted from time to time in accordance with living cost trends, it is announced.

The RCA-Victor Co. is the first in Canada to come out with an income increase for employes in the face of rising living costs which indirectly includes the new defense tax of the Dominion government of 2 per cent on wages above $600 for single persons and $1,200 for married wage earners.

Films Concerning British History Revived by War

TORONTO—The war has brought about the revival of several features dealing with British history. One is Noel Coward's "Cavalcade" which is being presented as a tribute to British loyalty and courage, and the other is "A Family of Nations" by John Drinkwater and George Bernard Shaw.

The latter has been brought up to date by the inclusion of shots of the Royal Visit to Canada in 1939 and events before and after the almost-forgotten Munich pact in which Hitler gave assurance that he would never war against the British Empire. This feature was released in 1937 when it received only fair attention but it is hotter this time.

Complete Renovation of The Hi-Art in Weyburn

WEYBURN, SASK.—Workmen, under the supervision of Victor E. Armand, Winnipeg, superintendent of construction and maintenance for Famous Players Canadian Corp., have completed renovation of R. C. Sutherland's Hi-Art Theatre here. The work took ten days.

SASK'WAN

MARCUS BLOOM, assistant manager of the Rex, back on the job after a visit east where he visited with his brother Martin, formerly of the Rex, now a Toronto theatreman . . . Jack Watson, chief projectionist at the Rex, away to the west coast for a holiday . . . Charlie Baird, assistant manager of the Met, holidaying.

George McLeod, operator at Regina's Met Theatre, seriously ill in a Regina hospital . . . Producing and filming a documentary film concerning the "days of 1905" for the Saskatchewan Wheat Pool, L. Cherry, accompanied by his wife, was in Indian Head, Sask., recently with his camera. He had already shot scenes at McLean, Sintaluta and Broadview. Indian Head citizens wore period clothes and portrayed on the busy streets the scenes of yesteryear.

Frank Kershaw, western district manager for Famous Players, was a Regina visitor . . . "Public Opinion," sponsored by a Regina furrier and aired over CJRM from the stage of the Capitol every Wednesday night, is a new local boxoffice booster.

Mary Graham, Grand cashier, is holidaying.

Billy Allison, usher at the Met, Regina, was off work for a couple days with a sprained ankle.

Bickell in England to Work With Beaverbrook

TORONTO—J. P. Bickell, former vice-president of Famous Players Canadian Corp., has arrived in England to serve with Lord Beaverbrook, minister of airplane production in the imperial cabinet. Bickell was a director of the Canadian company for many years and his active interest in the moving picture business of Canada is shown in the fact that he holds a license for the screening of 35mm films in the private theatre of his residence at Port Credit, Ont.

Lord Beaverbrook, former Canadian who has become powerful in the newspaper world of the British Isles, is also associated with the film industry as head of a British theatre chain and as a producer. He was actively associated with N. L. Nathanson in the creation of the Famous Players chain in the Dominion along with the Holt interests.

Bickell still holds a financial interest in the United Amusement Co., Ltd., which operates the Kenilworth, Kenmore and Regent theatres in Hamilton, Ont., in affiliation with Famous Players.

A Job Well Done

TORONTO—One who did a good job in connection with the "Win the War" campaign of the Canadian film industry, but did not get a newspaper break for his showing, was Gordon W. Hogarth, proprietor of the Roxy at Kingsville, Ont., a 480-seat house in a town of 2,000. Hogarth collected $3,390 in war savings stamp sales.

M-G-M (47) 82 Minutes Rel. July 26, '40

That wise-cracking, soft-hearted showgirl delivers yet a third assault upon the blues in what audiences generally will probably agree is her best film appearance to date and one that should reflect creditably on boxoffice takes everywhere. It's another solid success for Ann Sothern, again in the title role, who this time takes a family of migrant crop-pickers under her wing in the desert country and, after participating in a gold strike that doesn't pan out, sets them on the road to prosperity. Film deftly blends sparkling humor and a breath of romance with a garnish of pathos and, consequently, should appeal to a wide variety of theatre-goers. Staunch support is given by Lee Bowman and little Virginia Weidler. Directed by Edwin L. Marin.

Ann Sothern, Lee Bowman, Virginia Weidler, Slim Summerville, Mary Nash, John F. Hamilton, Irving Bacon.

Gold Rush Maisie — F — Comedy Drama

Universal (——) 60 Minutes Rel. ——

The inimitable Hugh Herbert provides plenty of comedy herein to overwork the checker. It is a light attraction, but sure to furnish hard-boiled critics and patrons with sufficient humor to overcome its weak plot. The story deals with Herbert, just released from jail, joining his daughter in Knoxton and off to a new start. It isn't long before his clique finds his hiding place and starts the ball rolling again. His daughter, in love with a local youth with ideas, tries to keep Herbert straight, but it works out that his machinations ultimately benefit the lover and everyone else of importance. Based on an original by Max Marcin and Manuel Seff, audiences, in the majority, will find no complaint with this one. Lew Landers directed.

Hugh Herbert, Peggy Moran, Johnny Downs, George E. Stone, Elisabeth Risdon, Gertrude Michael.

Slightly Tempted — F — Comedy Melodrama

RKO Radio (——) 66 Minutes Rel. ——

In contrast to the criticism usually made—too thin a plot—this suffers from an overabundance of story material in which the proverbial arm of coincidence is stretched to its fullest extent in an effort to arrive at a satisfactory conclusion. It is competently enacted, but by a cast that won't mean a thing on the marquee. Mark it down, therefore, as one of those pictures that can be used to fill an open, but unimportant, date. Action is laid entirely within the confines of a hamburger joint and auto court out on the Mojave desert, managed by a family which has run away from the scandal ensuing when the husband of one of its daughters is sent to prison. The husband, escaping, hides there and considerable gunplay occurs before things are straightened out. Irving Reis directed.

Billie Seward, Paul Guilfoyle, William Haade, J. M. Kerrigan, Anne Revere, Dick Hogan, Gale Storm.

One Crowded Night — F — Melodrama

United Artists (——) 94 Minutes Rel. ——

Produced in England by Charter Films and acquired for American distribution by James Roosevelt, this British version of an anti-Nazi photoplay differs but little in general theme from the several recent Hollywood pictures on the same subject. The story is based on the life of the Rev. Martin Niemoeller and viewed as a documentary indictment of Hitlerism is extremely powerful. In exposing the almost unbelievable brutalities of German concentration camps, it goes much further than anything heretofore filmed. Production and direction are competent, while the cast—virtually unknown to American audiences—does well enough, once one becomes accustomed to broad British accents in German characters. Mrs. F. D. Roosevelt appears in a foreword. Wisely exploited, the film should do profitable business in situations where other anti-Nazi features prospered.

Nova Pilbeam, Sir Seymour Hicks, Wilfred Lawson, Marius Goring, Brian Worth, Percy Walsh, Lina Barrie.

Pastor Hall — A — Documentary

Universal (——) 81 Minutes Rel. ——

They didn't spare the horses—either literally or figuratively—when the producers sent the Daltons aridin' for the glory of Universal and the benefit of the nation's boxoffices. The celluloid gallop—semi-historically told—of the famous bandits of the last century is a rip-roaring actioner, crowded with the proven ingredients which, since the advent of motion pictures, have made westerns sure-fire entertainment. However, the standard accoutrements have been so unstintingly mounted, so ingeniously blended by expert writing and direction, and so well enacted by a lusty, he-man cast, that the film approaches the "super" classification. That it will do cleanup business in every situation where the customers desire action in its best and fastest form can be accepted as a certainty. Directed by George Marshall.

Randolph Scott, Kay Francis, Brian Donlevy, George Bancroft, Broderick Crawford, Andy Devine, Mary Gordon.

When the Daltons Rode — F — Western

RKO Radio (——) 65 Minutes Rel. ——

For a few reels most audiences will find this heavily-burlesqued melodrama of another day amusing and will have fun applauding the hero and hissing the villain, which antiquated practice the producers encourage through an introductory sequence. But along about the middle of the film and after the novelty wears off, there is a letdown and the customers are very apt to find the last half decidedly boring. The screenplay is based on "The Fallen Saved," first produced as a stage offering in 1844. Purposely the picture is produced, directed and enacted in the highly dramatic style of that day with every effort made to emphasize its whimsicality. Intensive pre-booking exploitation is called for to put audiences in the proper mood before its boxoffice success is assured. Edward F. Cline directed.

Hugh Herbert, Anita Louise, Alan Mowbray, Buster Keaton, Joyce Compton, Richard Cromwell, Billy Gilbert.

The Villain Still Pursued Her — F — Burlesque Com.-Drama

Paramount (——) 67 Minutes Rel. ——

Substantially made entry which should appeal to action fans in general and followers of the manly art of self-defense in particular. Peopled with a generally effective cast and given smooth, fast-paced direction by Edward Dmytryk, it should prove a creditable addition to any well-balanced program. Story concerns amateur boxing, and the efforts of Robert Paige, a reporter, to expose J. Carrol Naish, who operates a crooked arena in which the fledgling fighters are exploited unmercifully. Paige takes the story to his editor, who rejects it because Naish has bribed him. The newshawk then lines up with another paper and interests William Frawley, department store owner, in backing a "Golden Gloves" tournament. Thinking to queer the deal, Naish sends a professional killer in against Richard Denning, most promising amateur, who whips him in a thrilling climax.

Richard Denning, Jean Cagney, Robert Paige, J. Carrol Naish, William Frawley, Edward Brophy, George Ernest.

Golden Gloves — F — Action Drama

20th Century-Fox (——) 63 Minutes Rel. ——

One of the better chapters in the perennial sleuth series is this bizarre thriller, atmospherically intriguing, logically motivated and building to a punch finish. There's plenty of suspense, excitement and action as Charlie Chan—in the person of Sidney Toler—attempts to trap a dangerous killer who is using a wax museum of crime as his eerie hideout. Villainy of the most sinister character is contributed by C. Henry Gordon, who manages the museum and does a little facial surgery for the underworld on the side; Marc Lawrence, who dodges a prison rap and has Gordon re-design his face; and a collection of less important, but equally effective, players. In capturing Lawrence, Charlie also proves the innocence of another man condemned for murder. Lynn Shores directed.

Sidney Toler, Sen Yung, C. Henry Gordon, Marc Lawrence, Joan Valerie, Ted Osborn, Archie Twitchell.

Charlie Chan at the Wax Museum — F — Mystery Melodrama

Columbia (——) 56 Minutes Rel. ——

More imagination in the story department was exercised in the production of this western than is usual. The result is a western with a plot that makes sense, proceeds smoothly, offers action sequences where the violence is justified and stands out against the normal run of outdoor stories. Charles Starrett and William Pawley carry off acting honors. Marjorie Cooley and Bruce Bennett do the romancing. It's a story of land swindlers. The tale receives its impetus when the settlers on the Vaquero range are duped after being told that the price has been hiked 500 per cent. They proceed to do something about it, headed by Starrett, and their chief problem is centered in foiling the activities of hired gunmen. In due time the mess is cleared up. Ralph Ceder directed.

Charles Starrett, Marjorie Cooley, Bruce Bennett, William Pawley, George Cleveland.

West of Abilene — F — Western

SELLING ANGLES: "One Crowded Night"

There isn't much in the way of well-known marquee material here. Give Billie Seward, newcomer to featured parts, a buildup as a coming name. Stills showing J. M. Kerrigan as a purveyor of a phoney patent medicine might be tied into a drugstore window display warning customers to "beware of quack medicines and buy only the best." Take spot radio announcements to broadcast the "escape" of Paul Guilfoyle, a "convict," and urging citizens to be on the lookout for him.

CATCHLINES:

Miles From Anywhere . . . Stark Drama Unfolds . . . At a Little Bus Stop . . . In the Desert.

A Story of Romance . . . Despair . . .Stark Tragedy . . . And Happiness . . . All Told in a Single Night.

SELLING ANGLES: "The Villain Still Pursued Her"

Make over the theatre-front and lobby to resemble a music hall of the 1890's period. Put handle-bar mustaches on the ushers and bustled skirts on the usherettes. Sell the comedy cast headed by Hugh Herbert, Alan Mowbray and Buster Keaton. Print up throwsheets resembling the theatre programs used in the last century and lay out your newspaper advertising campaign along the same lines. Work out a tieup with a local delicatessen to serve beer, pop and sandwiches after each performance. Have a burlesque "reformer" go about the streets delivering lectures on temperance.

CATCHLINES:

Black-Hearted Villainy . . . Rebuffed by an Iron Will . . . In the Season's Most Uproarious Comedy Riot.

Stark, Grim Melodrama Back in 1844 . . . Rib-Tickling Burlesque Today . . . That's "The Villain Still Pursued Her."

SELLING ANGLES: "West of Abilene"

The "Sons of the Pioneers," featured in this film have a wide listening audience over the radio. Have a "cowboy" in the lobby with an imitation pistol practicing fast draws. When interested spectators gather around him, he can let an individual strap on a similar shooting iron and try to beat him to the draw. Have a "Roll Your Own" cigarette-making contest on the stage. Set up a collection of outdoor girl sporting costumes, in stills, for the feminine patrons. Plant the prepared press-book stories in the local dailies and feature in advertising the fact that playing day is Western Day.

CATCHLINES:

Hell and High Water Faced These Settlers . . . But Hot Lead and Hard-Hitting Fists Settled Their Problems.

He Took the Law Into His Own Hands . . . And He Had to Beat His One-Time Friend to the Draw to Prove His Case.

SELLING ANGLES: "Slightly Tempted"

A magician performing sleight of hand tricks would make a good lobby attraction. Tieups with toy stores because the Knox Toy Co. plays an important part in the background should be easy. A remote control miniature train set in the lobby, and other toy novelties should feature the exploitation. You can make good use of the picture's title by having a shill wander along the streets in a full dress suit with a sign "Slightly Tempted." A jewel display also should attract. Post signs in ice cream parlors with the title and urge customers to go ahead and order what they want.

CATCHLINES:

A Kleptomaniac on the Loose . . . He Wanted to Reform, But His Friends Wouldn't Let Him.

Love and Romance Are Aided and Abetted by a Screwball Father of the Girl.

SELLING ANGLES: "When the Daltons Rode"

Sell the star cast headed by Randolph Scott, Kay Francis and Brian Donlevy. Make over the theatre front to resemble a frontier town and costume the attendants as pioneer citizens. Tie in with bookstores on the volume of the same name. Create life-sized silhouette figures of the Dalton Gang for your lobby center-piece. Scout around among the older residents for a copy of an old newspaper containing stories on the Daltons' exploits, mounting it under glass in the lobby. Try to interest civic authorities in staging a "Pioneer Days" celebration.

CATCHLINES:

History's Most Dangerous Outlaws . . . In a Stirring Saga of America's Most Lawless Era.

Explosive Action in the Story of Men Who Feared Nothing . . . And Ignored the Law.

SELLING ANGLES: "Charlie Chan at the Wax Museum"

If they are at all possible to obtain, collect a display of wax figures and spot them at unexpected places around the theatre. Buy spot announcements on radio stations preceding crime broadcasts. Rig up an "electric chair" in the lobby. Work with police in setting up a display of criminal weapons and curios. Give the marquee credits to Sidney Toler and tie up with libraries on the Earl Derr Biggers "Charlie Chan" stories. The facial surgery angle can be used as a beauty shop tieup.

CATCHLINES:

Murder Strikes in a Chamber of Horrors . . . And the Screen's Slyest Sleuth Faces His Most Mystifying Case.

Death Strikes as Wax Figures Come to Life and Even Dummies Become Suspects.

SELLING ANGLES: "Gold Rush Maisie"

Give the marquee space to Ann Sothern and Lee Bowman. Prepare throwaways as teaser postcards addressed in a woman's handwriting and signed by "Maisie." Print up "certificates" for "Maisie's Gold Mine," payable in entertainment. Stills showing an old ghost town can be tied in with displays of better-housing projects among local architects and realtors. From local jeweler borrow a piece of gold ore, place it under glass in the lobby and mount an "armed" guard over it.

CATCHLINES:

Maisie Knew All the Angles When It Came to Gold-Digging . . . But She'd Never Done It With a Pick and Shovel Before.

Here's Maisie Again . . . The Girl Who Knows All the Answers . . . And Most of the Questions.

SELLING ANGLES: "Pastor Hall"

Considerable attention should be devoted to exploiting the title character herein—whose career parallels that of the Rev. Martin Niemoeller, long imprisoned by the Nazis for his refusal to subordinate his religious beliefs to the state's welfare. "Life," "Look" and other magazines have carried layouts on Niemoeller. Obtain copies of them to be blown up for lobby use and as illustrations for throwsheets. Invite leading clergymen to attend and secure their endorsements for your advertising campaign.

CATCHLINES:

One of Civilization's Greatest Crimes . . . An Innocent Man Imprisoned Because He Believed in God.

Torn From a Bloody Chapter in the World's History . . . The Story of a Man Who Would Not Surrender.

SELLING ANGLES: "Golden Gloves"

Advertising tieups are suggested with boxing arenas, YMCA, public playgrounds and similar organizations. An amateur boxing tournament can be sponsored, through the cooperation of the arena and local newspapers. Use a photo strip of famous fighters, past and present, as a lobby display. Tieups can be made with sporting-goods houses on gloves and other equipment. Hire some one dressed as a boxer to do "road work" behind a slowly-moving car, sides of which should be liberally placarded with picture and theatre billing.

CATCHLINES:

Down-to-the-Minute . . . Fast-Punching Story of Amateur Fighters . . . And One Man's Battle Against Racketeering.

There Was Murder in the Gloves . . . Deliberate, Cold-Blooded Slaughter . . . Until Amateur Boxing Was Purged of Its Racketeers.

Universal (4039) **69 Minutes** **Rel. Aug. 2, '40**

Murder on a train in Africa, natives on the warpath and colorfully varied story elements make this adventure story vivid and exciting entertainment. Violence is interspersed with romance and comedy, the latter sometimes a little obvious but it has new angles and provokes laughs. The railroad atmosphere—most of the action takes place aboard a train—is convincing. The fighting scenes in which aroused natives attack a mining settlement and the train are spectacular and noisy. The grand climax comes when dynamite, planted in effective places, is set off to knock the impetus out of a wild charge. Generally the scenario deals with typical tropical types—miners, government administrators and dreamers. Harold Shuster directed.

Charles Bickford, James Craig, Luli Deste, John Sutton, A. Paul Hurst.

South to Karanga F Melodrama

Republic (——) **70 Minutes** **Rel. Aug. 10, '40**

Geared for program duty, this attempt at light-hearted entertainment in the musical comedy category succeeds for the most part in attaining its goal, albeit the featherweight story sags sadly in a couple of spots. Production numbers, particularly the closing sequence, are well-staged and effective, although the tunes probably never will soar to great heights on the hit parade. Ruth Terry and Johnny Downs—who apparently fancies himself as qualified to follow in Fred Astaire's footsteps—are in the leads, but the acting honors are wrapped up by Billy Gilbert, whose brand of comedy dominates every scene in which he appears. Downs and Lester Matthews are partners in a theatrical agency which is staging an orphanage charity show. Matthews walks out with the money and Downs has to carry on single-handed. Lew Landers directed.

Ruth Terry, Johnny Downs, Billy Gilbert, Barbara Allen, Claire Carleton, Elisabeth Risdon, Lester Matthews.

Sing, Dance, Plenty Hot F Musical Comedy

Film Alliance (SR) **61 Minutes** **Rel. July '40**

Espionage and the like generally make interesting melodramatic film fare. However, "Spies in the Air" is neither interesting nor well done in the production department. The story concerns the invention of a secret device for aviation and how a pilot who is in the good graces of the inventor and his wife falls into a trap set by the police. The story is sketchily held together and rarely is convincing. The pace is heavy and the dramatics overemphasized. Another point in disfavor is the dialogue. Being an English production, it is played in terms of the language spoken on the other side, a fact that is against general audience acceptance. A few English familiars appear in the cast.

Barney K. Barnes, Roger Livesy, Joan Marion, Felix Aylmer, Henry Oscar.

Spies in the Air F Melodrama

Monogram (——) **68 Minutes** **Rel. July 17, '40**

A mildly diverting murder mystery, which, parenthetically, has little in its story to justify the title, this is equipped to serve satisfactorily as supporting fare. Considering cast, cost and staff, the feature can be termed a creditable job of picture-making in the low-priced field. Because juveniles predominate in the Thespic department, the film will probably find its best reception from the Saturday matinee kid trade. Jackie Moran is the office boy, with reportorial ambitions, for a small-town newspaper. His friend, kindly Christian Rub, is convicted of murder, and the embryo Greeley, with the assistance of Marcia Mae Jones, the publisher's visiting niece, successfully proves his innocence and brings the guilty culprit to justice. Directed by Bob McGowan.

Jackie Moran, Marcia Mae Jones, Christian Rub, George Cleveland, Henry Hall, John St. Polis, Jessie Arnold.

Haunted House F Murder Mystery

Select (SR) **65 Minutes** **Rel. June 20, '40**

It seems there is a tribe in Africa that dresses in leopard hides, wears steel claws and practices cannibalism. Failing to locate this secret society, the producers of this film have worked into the script synthetically acted shots of these people and blended them into footage exposed in Africa. Aside from obvious and admitted "studio shots" the film has a number of moments in which the thrill content is emphasized and a neat note of humor is injected. The narration concerns an expedition, led by Paul Hoefler, through Africa and its myriad types of people, dances, animals, locust swarms, most of which has been seen before. However, where there is an audience that is not too discriminating in its observation of trick cutting and editing, the film should find good reception.

The Leopard Men of Africa F Documentary

Victory (SR) **56 Minutes** **Rel. ————**

Tim McCoy's continuation of the Lighting Bill Carson series is hardly excitable substance for the theatre manager looking around for relief from red ink. These short budgeted epics of range cops and robbers are weak kid stuff, with multitudes of production shortcomings. McCoy gets outbid on a government contract by Forrest Taylor, latter furnishing rustled stock to meet the cut price. Since part of the stock comes from the ranch of Ben Corbett and his pretty partner, Dorothy Short, McCoy worms his way in via a masquerade as a Mexican bandit, hi-jacks the Taylor calf-nabbers, then joins them, and finally wraps them up for bastille delivery. Poor lighting and a dark print are no aid for the eyes, and the film has all the marks of having been shot idea to idea.

Tim McCoy, Ben Corbett, Dorothy Short, Ted Adams, Alden Chase, Dave O'Brien, Forrest Taylor, Bob Terry.

Code of the Cactus F Western

Republic (——) **57 Minutes** **Rel. Aug. 16, '40**

This is an average western with an average story. The main thread concerns Don Barry and Noah Beery, orphan and foster father, respectively, who at length come to grips with guns. The contributing factors are the usual band of crooks and their henchmen who are trying to swindle respectable ranchholders out of their property and cattle. The lawless element also runs the press, sheriff's office and local saloon. A waterhole is the prize this time. Murder is done. Barry strolls around talking hard, without guns. He is unarmed until the very end. When a number of cowherds are murdered he buckles on the artillery and in a tense scene wounds Beery, who, it seems is in league with the crooks, kills their leader and generally brings peace George Sherman directed.

Don Barry, Noah Beery, Luana Walters, David Durand, George Cleveland.

The Tulsa Kid F Western

Monogram (3909) **Rel. Aug. 12, '40**

A British importation from the low-budget brackets which manages to generate considerable suspense. It is based on a novel by Edgar Wallace, and packs enough melodramatic cliches to satisfy the avid mystery fan. Villain of the piece is Leslie Banks who portrays a Dr. Manette, descendant of Spanish Inquisitors. His hobby is a collection of prized pieces from ancient torture chambers. He is in cahoots with an attorney who is the executor of the estate of a wealthy English squire. The fortune left by the squire is located in a vault which has seven locks. The keys to the locks are scattered about. Romilly Lunge, a detective, who falls in love with a distant heiress of the estate, Lilli Palmer, is the hero who tracks down all the criminals implicated in the proceedings and marries the girl. Photography and sound are inferior to Hollywood standards. Norman Lee directed.

Leslie Banks, Lilli Palmer, Romilly Lunge, Gina Malo, Richard Bird, Dave Horne.

Chamber of Horrors A Melodrama

Film Alliance (SR) **58 Minutes** **Rel. July, '40**

American gangster owners of London night clubs, their life, loves and quest for class, interpreted by English producers, and evidenced in this film, does not rate as potent entertainment, nor as effective melodrama. The print seemed underexposed, too. Performances lean to the amateurish side, with Jack La Rue as the only well-known player. Here is offered a situation in which a squealer is murdered by La Rue. The rest of the film is devoted to the police who seek to track down the killer. However, the woman scorned brings about his demise. And in between the romance content and police work drunks parade around, women shriek, and a pair of La Rue's American aides display their knowledge of underworld slang. Norman Lee directed.

Jack La Rue, Sandra Storme, Bernard Lee, Martin Walker, James Hayter.

Murder in the Night F Melodrama

SELLING ANGLES: **"Spies in the Air"**

Where there is an audience that has previously shown a good deal of interest in spy stories, play this one up as an expose of the methods used by spies who work from the inside. The newspapers these days are full of such stories which could be blown up for lobby displays. Mount a dummy airplane on the marquee and have the propeller spinning. Get up a collection of "clues" for the lobby such as water-soaked hats, candid cameras and sheets of airplane operation data.

CATCHLINES:

He Was a Traitor to His Country, to the Woman He Loved, and to Himself . . . So Fate Dealt Him a Cold Deck.

He Found Love and Lost It When His Mistake Caught Up With Him.

SELLING ANGLES: **"Code of the Cactus"**

All weight of selling rests with Tim McCoy in "Code of the Cactus," sharing him with the name of the series, Lightning Bill Carson, by which, through its well-established action character, about half the people know him. Promote the police to go for quotes to use on a handbill throwaway to the effect that even the smartest and most modernly equipped crooks can't get away with it.

CATCHLINES:

Lightning Bill Carson Beats Modern Range Racketeers the Old-Fashioned Way.

Tim McCoy Can't Retire. The Rustlers Would Love It If He Did, But Their Activities Won't Let Him.

SELLING ANGLES: **"Murder in the Night"**

Dig up the art on Sandra Storme, who, it seems, is an internationally famed model. It should make a good lobby selling display. Arrange a rogue's gallery in the lobby with all the prominent players represented and invite spectators to select the murderer and the victim. Work up a little stunt on umbrellas. The detective from Scotland Yard in this film also finds them handy. Play the film up as an excursion into the Times Square and bright lights sector of London.

CATCHLINES:

Meet Marco the Mug . . . He Wanted to Climb the Classy Social Ladder . . . Even If He Had to Kill on the Way Up.

SELLING ANGLES: **"Sing, Dance, Plenty Hot"**

Give marquee credits to Ruth Terry, Johnny Downs and Billy Gilbert, with supporting credits going to Barbara Allen, who is widely known to radio listeners as "Vera Vague." String musical notes around the marquee and make tieups with phonograph record dealers and sheet music shops on the tunes contained in the picture. Conduct a contest to discover amateur talent along dancing, singing and entertainment lines, winners to be selected by audience approval. Give entrants some kind of award promoted among various local merchants.

CATCHLINES:

Sparkling Music . . . Gay Comedy . . . In the Season's Entertainment Treat.

The Show Was for Charity . . . But Its Promoter Wasn't Sure Which Charity . . . So He Kept the Money Himself.

SELLING ANGLES: **"The Leopard Men of Africa"**

The exhibitor has an exploitation natural, one that can be given any number of spectacular selling aids. There are all sorts of opportunities for lobby decoration, costuming the ushers, displaying African implements, etc. The theme of the film—leopard men—is based on fact and a little research by publicity men on the subject should unearth a good yarn that might be planted in newspapers. Pictures dealing with Africa are few, and there is a substantial audience element that awaits any of them.

CATCHLINES:

New Light on the Dark Continent . . . Where Savagery Runs Riot.

Drums Throb . . . Blood Flows . . . Passions Run Wild . . . Life on the Dark Continent Revealed in All Its Savagery.

SELLING ANGLES: **"Chamber of Horrors"**

The film has a number of exploitable angles. One which should attract interest as a lobby display is a model of any torture gadget available. Also the seven keys which feature in the story. A vault can be set up in the lobby with seven key holes. Through a tieup with a department store, keys can be made and distributed. Holders of the lucky keys can receive free tickets or some other award. The fact the picture is based on Edgar Wallace's novel should be used for book store tieups.

CATCHLINES:

Who Held the Answer to the Vault With the Seven Keys?

See the Torture Chamber Used by the Spanish Inquisitors.

SELLING ANGLES: **"South to Karanga"**

In exploitation emphasize the African locale of the story. Drape the boxoffice with grass, dress the ushers in khaki shorts, pith helmets, etc. For names play up Charles Bickford who gives his usual virile performance. Place indicators on street corners in the form of an arrow imprinted with "South to Karanga," the arrow pointing a route to the theatre.

CATCHLINES:

Death, Comedy, Romance and Politics Rode This Dark Continent Limited.

High Adventure on the Dark Continent Limited . . . Pounding the Rails Into the Jungle . . . With Fate's Hand on the Throttle.

SELLING ANGLES: **"Haunted House"**

The adolescent team of Marcia Mae Jones and Jackie Moran, seen in one or two previous efforts, rates the marquee attention here. Most exploitation efforts should be built around the title. Hold a "spook party" for the kid trade, in which they come attired as "ghosts" and "skeletons" and are provided with the type of party paraphernalia usually associated with Hallowe'en. Tie a newspaper in on a search for a "haunted house" in the community. Sliding doors and panels and other tricks might be set up in the lobby.

CATCHLINES:

Here's a Thriller-Chiller That'll Leave You Gasping and Wanting More.

Two Kid Reporters, Searching for a Scoop, Wind Up With a Spook.

SELLING ANGLES: **"The Tulsa Kid"**

Don Barry is the up-and-coming western player who gets the name attention. Luana Walters has appeared to better advantage elsewhere. Noah Beery can still steal scenes from the most virile outdoor character, without apparently even trying. Get up a display of ornate saddles with a leather goods dealer and plaster liberally with posters. Contact the nearby newsdealers for handbill giveaways with the sale of western pulp fiction. Distribute teasers with the information "The Tulsa Kid Will Be in Town on ....."

CATCHLINES:

Only One Man Knew His Real Identity . . . And He Kept Quiet Because He Taught Him How to Shoot.

When He Rode Into Town He Was Unarmed . . . When He Left His Gun Was Empty—And Peace Reigned.

Vet Sounds Off on Sound, But Soundly

HOLLYWOOD—Writing to Samuel Goldwyn "in care of BOXOFFICE," E. E. Beattie, formerly of the Metro Theatre in San Diego, would augment Goldwyn's *Saturday Evening Post* chronology of industry woes with inadequate sound reproduction in theatres. His letter:

"My Dear Sam:

"If I may call you that after running your pictures since the days of 'Thais.' Remember it? You weren't so good then.

"I read with much interest your article in the *Satevepost* on what's wrong with the movies. But there is one thing you overlooked and that is the rotten sound in the theatre.

"I recently moved up from San Diego to Hollywood, and have attended a number of theatres along the boulevard. I am surprised at the poor quality of the sound; and that most of these should still be using equipment designed a decade ago.

"Some time ago I caught 'The Great Victor Herbert' at one of these theatres. The evening was ruined for me by the tinny shrieks emanating from the old-type horns that originally started at the studio as beautifully recorded music.

"When sound first came out, the exchanges would sell only to theatres whose sound was 'approved.' It is too bad this was not kept up and strictly enforced; the theatre requirements keeping in step with the progress made at the studios.

"The average theatre manager seems to be under the impression that the theatre-going public does not know the difference. Maybe they do not, subconsciously. But if the sound in the theatre was reproduced as well as it was recorded, I venture to say the patron, leaving the theatre with a more pleasant feeling, would return oftener.

"And speaking of giveaways, the only reason I ever go to a neighboring house where the sound is bad is that I might cop the five hundred bucks. Otherwise, I never would put up with such sound.

"Maybe if the theatres would forego their giveaways a few weeks and use the money thus saved to modernize their sound, it would also help business."

Comic Strip Tie

CLEVELAND—Theatres running Republic's serial, "The Red Rider," will be listed on the comic page of the *Press*, which runs the cartoon counterpart of the film. In return, a trailer suggests patrons follow the cartoon in the paper. The tieup is the work of Al Gregg, head of Republic publicity.

An Exhibitor Founds A Welfare Board

ABBEVILLE, LA.—Public spiritedness and social consciousness pay big dividends in community goodwill and publicity M. E. Ferrera, manager of the Dixie, has discovered.

Ferrera recently took it upon himself to rally the community to its charitable obligations. To do this, Ferrera took the lead by arranging to present a charity show on Saturday morning, August 3, at which time any articles of clothing, furniture, or foods which are not readily perishable will be accepted as admission.

The community quickly responded to Ferrera's gesture, amply reported by the town's two weeklies, and various civic and religious leaders as well as socially prominent individuals agreed to serve on a committee to arrange year 'round activities for the promotion of funds, foodstuffs and clothing to be distributed to those in need. The fire department cooperated by undertaking to mend toys or pieces of furniture requiring such attention.

The headquarters for this virtual welfare board is the Dixie Theatre, thus becoming the focal point of the town's most noteworthy civic endeavor and confirmed so by the press of the state which reported the enterprise of this social-minded exhibitor and the community's response throughout the commonwealth.

Meet and Beat the Heat

A few suggestions gleaned from Larry Stein's bulletin to Warner Theatres managers. The director of advertising and publicity for the Warner Theatres in Chicago reminds the managers that though it's the hump of the summer, big business is still done by movies at summer resorts and the idea the public won't see pictures in summer is not at all unassailable.

Getting specific, Stein lists the "Do's" for summer business:

Book the best attractions possible.

Inform your patrons via screen and programs that the best place to spend the evenings is in your cool, comfortable theatre.

Keep your cashier cool. She's the first one your customers see. Use a small electric fan in the boxoffice.

Keep your staff's uniforms comfortable and cool looking.

Having a cool valance or flag on your theatre front and something in front to tell passersby "It's Cool Inside."

Promote ferns and flowers for your boxoffice, lobby and foyer.

Remember green is the coolest of all colors with blue the runner-up. This combination is attractive.

Still specific, Stein lists the "Don'ts":

Don't get tired of telling your patrons of the cool comfort of your theatre.

Don't use copy that is "hot" in ads, lobby, trailers.

Never say a picture is "hot stuff."

Don't permit employes to mention the warm weather and keep no hand fans around.

Avoid "hot" colors, such as red shades and orange on your lobby cards.

Samples of institutional copy recommended:

"Oh boy! Vacationland is right here at home . . . try the cool shade of the air conditioned (your theatre) . . . with the humdrum of life far behind . . . and above all a better show, so varied, so lavish, so brilliant, that you forget the troubles of the day or the problems of tomorrow."

"Come . . . start your vacation today . . . physical and mental relaxation is yours . . Thoughtful people will bring along the whole family."

"Hundreds of women shoppers relax and refresh themselves by attending a cool matinee at this theatre."

And for the lobby:

Change your lights to get a cool effect. Remember the green and blue.

Use greens, flowers, palms, fir trees to make your house a haven of coolness.

Provides Motorists First Parking Meter Fee

UTICA, N. Y.—An innovation by the city fathers of parking meters, selling time at twelve minutes for a penny, was turned to good account by Arnold Stoltz, manager of the Avon.

Contacting a local jeweler, Stoltz promoted slotted cards, each holding a shiny, new penny and imprinted with the jeweler's ad and copy on "Our Town," the attraction at the theatre. Alongside the slot holding the penny, copy read: "Your first meter parking in 'Our Town' free."

As motorists drove up to each parking space in the morning, one of six ushers covering the downtown section, stepped up and handed the motorist the card.

Guide for "McGinty"

NEW YORK—Paramount has issued a comprehensive guide advising exhibitors on how to get the most out of national and press book campaigns on "The Great McGinty." Included are the reviews which will appear in *Liberty, McCall's, Good Housekeeping, Red Book, Harper's Bazaar, Esquire, Town and Country* and *Cue.*

Gift to Competition Sells Theatre's Bill

COLUMBUS, OHIO—Signalizing Johnny Barcroft's effort in publicizing "Tom Brown's School Days" for the RKO Palace was the presenting of lettered water balls to the city's swimming pools on the film's opening day. The stunt proved one of the most popular and effective used in years.

The promotional campaign launched by the RKO Columbus publicity director included newspaper ads in four papers with picture layouts in the Sunday issues and feature stories and reviews; invitations to the principals and honor students of the city's summer schools, with the principals providing letters of endorsement posted on the school bulletin boards; endorsement of the picture by the Columbus Motion Picture Council and a similar endorsement by the Parent Teachers Ass'n, whose officers were invited guests. Their comment was mailed to the membership.



The Attraction Is There—

Posing with one of the large rubber water balls that John Barcroft, director of publicity for the RKO Columbus Theatres, placed in all of the city's swimming pools, is Lorraine Taylor. The stunt, plugging the RKO Palace's run of "Tom Brown's School Days," pleased the pool managers, the swimmers, and Barcroft, by its inexpensive effectiveness.

RIDE THE HAPPY ROAD TO **INCREASED** BOXOFFICE RECEIPTS



CHISELERS BEWARE! This Byke is Fully Covered

Introducing the

RADIO BYKE

Streamline Deluxe Model Equipped With a

HANDSOME PORTABLE RADIO

AND IT'S **FREE** TO YOUR THEATRE

Currently working—BALABAN & KATZ and WARNER BROS.

The Deal's Nothing Short of T-E-R-R-I-F-I-C-!

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Decorate Lobby, Theatre Front for "New Moon"

TOLEDO—Here is how Wally Caldwell handled his lobby and theatre front for the engagement of "New Moon" at Loew's Valentine.

Ten days in advance a victrola in the lobby played all selections from the picture. A six-foot easel with cutout posters showing Jeanette MacDonald and Nelson Eddy sitting on a New Moon was placed in the foyer two weeks in advance and in a Kresge window during the run. The names of the stars with 30-inch lamped cutout letters, announcing the picture and operating on a flasher, were mounted atop the marquee.

Two 40x60 and two 28x44 blowup displays were used in outer lobby a week in advance and in the front frames during the run. Caldwell also had a 50-foot valance entirely surrounding the marquee.

Radio Voice Test Ties In Stars of "New Moon"

CLEVELAND—A radio voice contest to find the local Jeanette MacDonald and Nelson Eddy was the highlight of the "New Moon" campaign put over by Everett Steinbuck and Joe Longo for the Loew's State showing. Record receptacles were also made up carrying copy and art on the film and several thousands of these were distributed through music and department stores.

Offers Domestic Advice On "Susan and God"

WATERBURY, CONN.—As part of his "Susan and God" campaign, Ed FitzPatrick, Loew's Poli, had an attractive girl pass out small white cards to women in shops and along busy streets. The cards carried the message: "Having domestic troubles? Don't go home to Mother—Call Susan at 3-7623." The gag brought a flood of phone calls to the theatre.

Bounds to Ballyhoo Suddenly Appear

LUMBERTON, N. C.—There's just no good of any sort in the swastika emblem of the Nazis, Manager Edwin Petteet of the Kincey-owned Carolina here can emphatically tell you.

A painting of the Nazi brand upon the floor of the theatre foyer, intended as a seat-selling bit of exploitation for the scheduled run of M-G-M's anti-totalitarian feature, "The Mortal Storm," brought an angry crowd to the theatre doors and a swift summons to Manager Petteet.

The crowd dispersed when Petteet explained that the brand was intended as a bit of advertising, and was painted upon the floor, to facilitate trampling upon—as a fit expression of the regard in which the emblem was held. He implemented his admission of error by a prompt removal of the smear.

A Block-Long Banner For Disney Festival

NEW YORK—For the showing of the Disney Festival at the Loew's Criterion, Ben Atwell of RKO and Phil Laufer of the theatre staff worked together in arranging a block-long de luxe banner 300 feet long and nine feet deep, extending from 44th to 45th St., and covering the entire front of the now vacant International Casino.

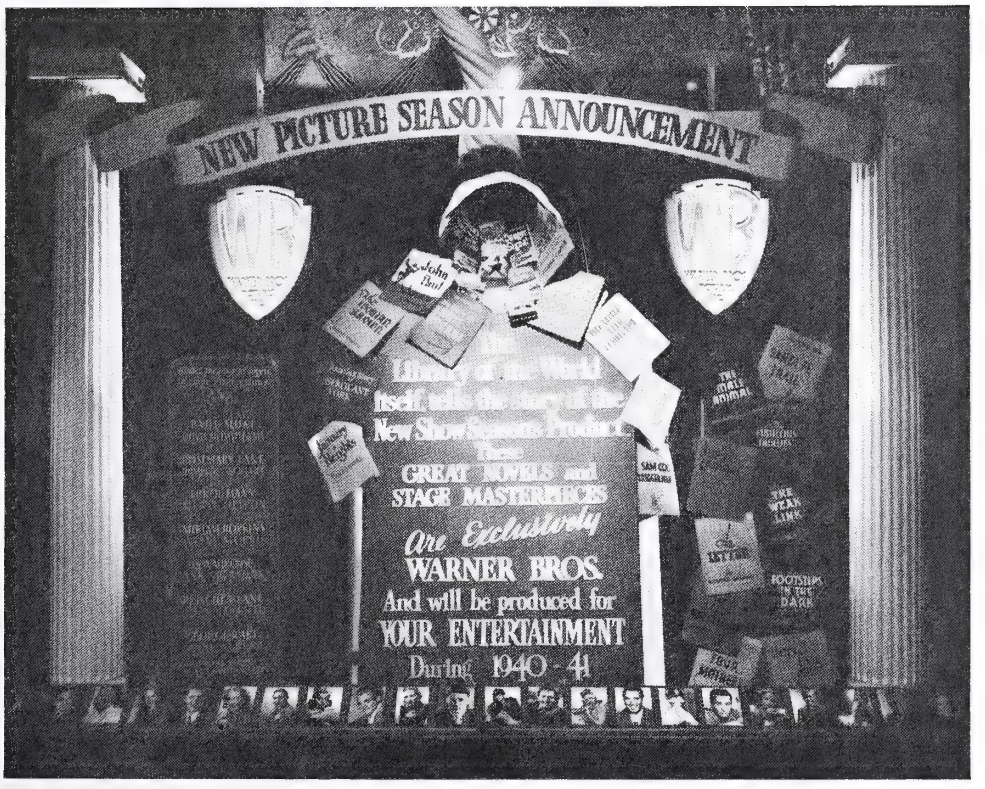
Autographed Truck For Ann Sheridan

St. Louis—A 15-ton truck whose sides are covered with the autographs of truck drivers, has left this city for California as St. Louis' gift to Ann Sheridan, who is in "They Drive by Night."

The truck will make stops in key cities with truck drivers and movie fans adding their signatures to the sides of the vehicle. The picture is a story of the truck driving profession.

'Tom Brown's School Days' Gets Intensive Selling

CLEVELAND—E. C. Pearlstein, publicity director for Warner theatres here, went the limit in his campaign on "Tom Brown's School Days." Highlights included a tieup with the city playgrounds with a cash prize in a "Tom Brown Contest," the competition being based on appearance, athletic ability, good deeds; a trophy to a winner of one of the heats of the *News* Soap Box Derby together with a congratulatory wire from Freddie Bartholomew; book displays in 50 Cleveland and Cleveland Heights libraries; book store displays; three daily radio announcements over WGAR; bulletins in three downtown Clark Restaurants; also increased newspaper display space, trailers, classified ad tieups, and lobby displays.



Selling His Season's Buy—

Pictured is the lobby display Maurice Gable of the Boyd in Philadelphia constructed to merchandise the season's forthcoming product from Warner Bros. The display proved of great interest, with many of those stopping before it expressing a desire to read the novels before the pictures appear. The Warner ad in your July 6 issue of BOXOFFICE *has the full list of the books displayed in the cornucopia and in the panel on the right. The panel on the left names the stars appearing in the productions.*

Library Still Display Plugs Books, Films

CLEVELAND—The Cleveland Public Library, in cooperation with the motion picture studios, has installed a permanent advance display of production stills of coming features in its entire system of 33 branches as well as in the main library.

Under the heading, "You'll enjoy the picture more if you read the book now," each library branch will not only display books on which current motion pictures are based, but also books recently purchased for production during the 1940-41 season. A small strip tag is used to denote the type of book—whether it is fiction, biography or history.

Displays will be changed weekly, the object, according to Fred Myers, head of the public library publicity department, being to increase the book circulation while at the same time creating advance interest in forthcoming films.

Socialite's Horse in Lobby Gets Press on "Maryland"

BRIDGEPORT, CONN.—Matt L. Saunders of the Loew-Poli easily crashed the dailies when he induced the socially prominent Phyliss Ainsworth of Westport to ride her thoroughbred jumper, "Pathfinder," into the lobby of the theatre. The stunt was in connection with the film, "Maryland," and drew a large crowd to the theatre.

Many members of the exclusive Fairfield Hunt Club were guests of Manager Saunders during the picture's run. One member loaned Saunders more than 100 first prize ribbons captured by his steeplechasers. The ribbons were on display in the lobby.

Employ Two-Color Ads to Sell "Correspondent"

NEW YORK—UA is planning an augmented newspaper campaign to sell "Foreign Correspondent" to the public. In addition to the regular campaigns set for newspapers throughout the country, 112 newspapers in 100 key cities will carry a series of two-color ads on their amusement pages. The ads will run from 1,000 to 1,500 lines, and will appear the night before the opening and on the opening day.

Heavy Tieup Advertising In "Bagdad" Campaign

NEW YORK—One of the features of UA's campaign on "The Thief of Bagdad" is a plan whereby licensees who are manufacturing merchandise tied in with the picture appropriate $325,000 for advertising in magazines and papers throughout the country. They have, furthermore, arranged for approximately 87,000 window displays in hundreds of cities. Involved are retail items ranging from books and toys to textiles and wearing apparel.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time (company estimate) follows title. Letter "A" indicates Adult, otherwise Family suitability. R—is review date. Symbol ✪ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
DEC. 23		[22] Comedy **16** **Judge Hardy & Son** (90) Mickey Rooney Lewis Stone R—Dec. 16		[22] Tech. Cart. **3915** ◎✪ **Gulliver's Travels** (74) R—Dec. 23	[20] Western **953** **Days of Jesse James** (61) Roy Rogers George Hayes R—Dec. 23	[22] Mus. Drama **945** **Escape to Paradise** (60) Bob Breen Kent Taylor R—Dec. 9	[22] Com. Drama **029** **Everything Happens at Night** (77) Sonja Henie Ray Milland R—Dec. 23	[22] Melodrama **Slightly Honorable** (83) (Form. "Send Another Coffin") R—Jan. 13	[22] Comedy **4011** **Charley McCarthy, Detective** (77) R—Dec. 23		
DEC. 30	[28] Drama **1033** **My Son Is Guilty** (63) Jacqueline Wells Bruce Cabot R—Feb. 17	[29] Mus. Drama **17** **Balalaika** (102) Nelson Eddy Ilona Massey R—Dec. 23	[25] Drama **3912** **Gentleman From Arizonia** (73) C. Reynolds-J. King R—Feb. 3	[29] Drama **3916** ✪ **The Great Victor Herbert** (92) Mary Martin Allan Jones R—Dec. 9	[27] Drama **916** **Thou Shalt Not Kill** (64) Charles Bickford Doris Day R—Dec. 16	[29] Drama **015** **Hunchback of Notre Dame** (114) .. Chas. Laughton Maureen O'Hara R—Dec. 23	[29] O'door Dr. **012** **Cisco Kid and the Lady** (74) Cesar Romero Marjorie Weaver R—Dec. 2	[29] Com. M'drama **Raffles** (71) David Niven Olivia DeHavilland R—Dec. 23	[29] Act. Drama **4002** **Destry Rides Again** (94) Marlene Dietrich James Stewart R—Dec. 9	[25] Drama **FN453** **Four Wives** (110) R—Dec. 2 [30] M'drama **WB408** **Invisible Stripes** (75) Geo. Raft; R-Jan. 6	
JAN. 6	[4] Western **1203** **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	[5] Com. M'dr. **18** **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		[5] Act. Drama **3917** **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	[28] Comedy **917** **Money to Burn** (66) Gleason Family R—Dec. 30	[5] Western **082** **Legion of the Lawless** (59) George O'Brien R—Nov. 25	[5] Mus. Drama **017** ◎ **Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		[5] Melodrama **4021** **Oh, Johnny, How You Can Love** (63) R—Jan. 13	[6] M'drama **WB415** **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	[10] Musical **1018** **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	[12] Com.-Drama **20** **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	[10] Act. Drama **3939** **Danger Ahead** (56) R—Nov. 30 [15] Melodrama **3924** **Secret Four** (79) R—Dec. 16	[12] O'door Dr. **3918** **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	[10] Western **963** **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	[12] Comedy **016** **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	[12] Drama **027** **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	[12] Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	[12] Mys. M'dr. **4000** **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	[13] Comedy **WB406** **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	[18] Melodrama **1003** **His Girl Friday (92)** Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	[19] Com. Drama **19** **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	[15] M'drama **3909** **Fatal Hour** (65) R—Jan. 13 [20] Melodrama **3922** **Hidden Enemy** (63) R—Mar. 30	[19] Drama **3919** **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		[19] Drama **014** **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	[19] Drama **023** **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	[19] Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	[19] Western **4061** **West of Carson City** (55) J. Mack Brown Bob Baker R—May 18	[20] M'drama **WB416** **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	[15] Drama **Al'ance** **Hidden Menace** (59) Gertrude Michael Otto Kruger R—June 1
JAN. 27	[26] Mys. Drama **1019** **Lone Wolf Strikes** Warren William (65) R—Jan. 27	[26] Comedy **22** **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	[25] Western **3961** **Pioneer Days** (51) Jack Randall R—Feb. 10	[26] Western **3956** **Santa Fe Marshal** (68) William Boyd R—Jan. 20	[26] Melodrama **918** **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	[26] Melodrama **021** **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan 20	[26] Comedy **028** **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		[26] Drama **4041** **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	[27] Drama **FN451** **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	[26] Drama **Maymon** **Tevya** (93) Yiddish with English titles. Maurice Schwartz R—Jan. 27
FEB. 3	[31] Drama **1034** **Convicted Woman** (66) R—Mar. 2 [1] Western **1213** **Pioneers of Frontier** (58) R—Apr. 6	[2] Drama **26** (98) **I Take This Woman** Spencer Tracy Hedy Lamarr R—Feb. 3	[30] Melodrama **3917** **Chasing Trouble** (64) Frankie Darro R—Feb. 3	[2] Drama **3920** **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	[30] Mus. Drama **919** **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	[2] Melodrama **018** **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	[2] Melodrama **1030** **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		[2] Act. Drama **4053** **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	[3] M'drama **WB420** **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	[8] Comedy **1026** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	[9] Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	[10] Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	[9] Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		[9] Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	[9] Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		[9] Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	[10] Com. Dr. **WB421** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		[16] Drama **24** **Man From Dakota** (75); R—Feb. 24 Wallace Beery Dolores Del Rio		[16] Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		[16] Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	[16] Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	[16] Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	[16] Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	[17] Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	[15] Drama **Al'ance** **One Night in Paris** (62) John Lodge Hugh Williams R—July 27
FEB. 24		[23] Drama **35** ◎ **Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	[25] Act. Drama **3940** **Murder on the Yukon** (57) J. Newill R-Apr. 27 [20] Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	[23] Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		[23] Anim. Cart. **091** ◎✪ **Pinocchio** (80) R—Feb. 3	[23] Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		[23] Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	[29] Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	[1] Melodrama **33** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	[2] Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	[1] Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		[1] Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	[1] Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	[1] Melodrama **House Across the Bay** (88) Joan Bennett Geo. Raft R—Mar. 2	[1] M'drama **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	[2] Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
MAR. 9	**Bullets for Rustlers** (58); R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	**Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	**Human Monster** (73) Bela Lugosi R—Mar. 16	**Showdown** (64) William Boyd Russell Hayden R—Mar. 2	**Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	**Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	**Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		**Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama **1035** **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	15 Drama **28** **Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama **920** **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical **4022** **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy **FN465** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'ance** **Little Miss Molly** (67) **Maureen O'Hara**
MAR. 23	21 Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama **3921** **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western **942** **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama **023** **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy **025** **The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. **4001** **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama **WB404** **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. **Astor** **Crooked Circle** (..) ZaSu Pitts
MAR. 30		29 Drama **29** **Florian** (91) Robert Young R—Apr. 6	30 Comedy **3902** **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western **991** **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama **037** **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy **Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western **1005** **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama **33** **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama **129** **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama **030** **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama **036** **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. **4040** **Half a Sinner** (61) R—Mar. 30 5 Western **4062** **Riders Pasco Basin** (57) R—June 1	6 Com. Dr. **WB407** **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama **Astor** **Vengeance of the Deep** (..) Lloyd Hughes R—Mar. 23
APR. 13		12 Drama **30** **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western **3963** **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama **3929** **Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western **954** **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western **083** **Bullet Code** (59) R—Apr. 13	12 O'dr Drama **039** **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama **Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama **4013** **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. **WB422** **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama **1017** **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama **33** **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. **3928** **Sky Bandits** (56) R—May 25 20 Com. Drama **11** **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western **3931** **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama **901** **Dark Command** (94) R—Apr. 13 19 Comedy **922** **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama **009** **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama **042** **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama **4018** **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama **FN456** **'Til We Meet Again** (98) **Merle** Oberon George Brent Pat O'Brien R—Apr. 13	16 **M'drama Al'ance** **The Terror** (..) **Wilfrid Lawson**
APR. 27	25 Drama **1005** **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama **34** **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 M'drama **3926** **Mysterious Mr. Reeder** (77) R-May 11 20 Western **3954** **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. **3930** **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical **921** **In Old Missouri** (67) Weavers & Elviry 22 Western **965** **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	26 Drama **027** **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy **041** **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 M'drama **4033** **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. **FN468** **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western **1313** **Man From Tumbleweeds** (59) R—June 1	3 Action Drama **35** **20 Mule Team** (85) Wallace Beery R—May 4	2 Western **3964** **Land of Six Guns** (54) R—June 1	3 Comedy **3932** **Buck Benny Rides Again** (80) R—Apr. 20	10 Drama **923** **Crooked Road, The** (66) R—May 18 Edmund Lowe	3 Mus. Com. **024** **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy **043** **So This Is London** (84) R—Apr. 27	3 Comedy **Saps at Sea** (57) Laurel & Hardy R—May 4	3 Musical **4005** **If I Had My Way** (94) R—May 4	4 M'drama **WB423** **Tear Gas Squad** (55) R—Apr. 27	M'drama **Astor** **Hell's Angels** (..) Jean Harlow R—Jan. 27
MAY 11	16 Drama **1028** **Babies for Sale** (64) Rochelle **Hudson** Glenn **Ford** R—May 25	10 Drama **36** **Edison, the Man** (106) R—May 25 Spencer **Tracy** Rita **Johnson**	9 Western **3955** **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy **3933** **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western **943** **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama **031** **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	10 M'drama **038** **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Dr. **4031** **Ski Patrol** (64) Lull Deste R—May 11	11 Drama **WB410** **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama **1023** **Island of Doomed Men** (67) P. Lorre R-May 25 16 Drama **1111** **21 Days Together** (72) Olivier; R-May 4	17 Drama **37** **Waterloo Bridge** (109) R—May 18 Robert Taylor Vivien Leigh		17 Drama **3934** **Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama **924** **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama **025** **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy **044** **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Furnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy **4015** **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama **FN466** **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 Drama **Alliance** **Black Eyes** (..) Otto Kruger **Mary Maguire**
MAY 25	23 Western **9206** **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith	31 Mys. Drama **40** **Phantom Raiders** (70) Walter Pidgeon R—June 1	23 Western **3965** **Kid From Santa Fe** (50) Jack Randall	24 Drama **3931** **Biscuit Eater, The** (80) Billy Lee R—Apr. 13	24 Western **966** **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	24 Com. Drama **032** **You Can't Fool Your Wife** (65) Lucille Ball R—May 25	24 Drama **045** **Lillian Russell** (127) Alice Faye Henry Fonda R—June 1	24 Drama **Our Town** (90) William Holden Martha Scott R—May 18	24 Western **4056** **Hot Steel** (61) Richard Arlen Andy Devine	25 Drama **FN455** **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	20 Drama **P-R-C** **I Take This Oath** (67) Joyce Compton R—June 1
JUNE 1	30 M'drama **1016** **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8		30 Western **3966** **Riders From Nowhere** (45) Jack Randall	31 Comedy **3936** **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 Drama **025** **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama **051** **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical **4029** **La Conga Nights** (61) R—May 18 31 Western **4063** **Bad Man From Red Butte** (58) R-Jne 15	1 M'drama **FN472** **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama **Astor** **Girls of the Underworld** (..) 1 Western **P-R-C** **Frontier Crusader** (68) R—June 15
JUNE 8	3 Drama **1112** **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	7 Drama **39** **Susan and God** (117) Joan Crawford R—June 8	11 Com. Drama **3915** **On the Spot** (62) Frankie Darro R—June 8	7 Western **3958** **Hidden Gold** (61) William Boyd R—May 25	6 Drama **902** **Women in War** (70) Elsie Janis R—June 1	7 Melodrama **033** **Saint Takes Over** (68) R—Apr. 27	7 Drama **034** **Earthbound** (67) Warner Baxter R—May 18		7 Drama **4036** **Love, Honor and Oh Baby** (59) R—June 8	8 Com. Dr. **WB405** **Brother Orchid** (91) Edw. G. Robinson R—June 1	15 Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin

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JUNE 15	6 M'drama **1028** **Passport to Alcatraz** (60); Jack Holt R—June 22	14 Drama **41** **Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	18 Western **3960** **Wild Horse Range** (51) Jack Randall R—June 22	14 Drama **3937** **Safari** (81) Doug. Fairbanks jr. Madeleine Carroll R—June 1	19 Act'n Drama **907** **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	7 Western **084** **Prairie Law** (60) George O'Brien R—June 8	14 Drama **047** **Four Sons** (88) Don Ameche Mary Beth Hughes **R—June 8**		14 Com. Drama **4008** **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama **FN473** **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	
JUNE 22	20 Drama **1037** **Girls of the Road** (61) Ann Dvorak Lola Lane R—June 29	21 Com. Drama **42** **Captain Is a Lady** (65) R—June 29 Virginia Grey Billie Burke Charles Coburn	25 M'drama **3927** **Last Alarm** (61) Polly Ann Young Warren Hull R—July 13	21 Mys. Com. **3938** **Ghost Breakers** (85) Bob Hope Paulette Goddard R—June 15	25 Musical Com. **908** **Grand Ole Opry** (67) R—July 6 27 Western **955** **Carson City Kid** (57) R—July 6	21 Com. Drama **034** **Pop Always Pays** (67) Leon Errol R—June 22	21 Mystery **048** **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy **4037** **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama **WB424** **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	
JUNE 29	27 Western **1214** **Return of Wild Bill** (57) R—July 13 30 Comedy **1021** **Out West With the Peppers** (61)	28 Musical **31** **New Moon** (100) Jeanette MacDonald Nelson Eddy R—June 22		28 Drama **3939** **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	29 Western **992** **One Man's Law** (57) Don "Red" Barry Janet Waldo R—July 13	28 Drama **035** **Anne of Windy Poplars** (86) Anne Shirley R—June 22	28 Outd'r Dr. **049** **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama **5046** **The Fugitive** (77) Ralph Richardson Diana Wynyard R—July 6		28 Drama **Neufeld** **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		5 Comedy **43** **Andy Hardy Meets Debutante** (89) Mickey Rooney R—July 6	3 Western **3956** **The Golden Trail** (52) Rex Ritter R—July 13	5 Drama **3940** **Way of All Flesh** (86) R—June 1 Akim **Tamiroff** Gladys **George**	12 Drama **903** **Three Faces West** (81) R—June 22 John Wayne Sigrid Gurie	5 Drama **036** **Dr. Christian Meets the Women** (68) Jean Hersholt R—June 29	5 Com. Drama **052** **Sailor's Lady** (66) Nancy Kelly Jon Hall R—July 6		5 Com. Drama **4007** **Private Affairs** (74) Nancy Kelly Roland Young R—June 15	13 Drama **FN467** **Man Who Talked Too Much** (75) George Brent R—July 6	1 Melodrama **Crimson Dynasty** (..) Elissa Landi John Lodge
JULY 13		12 Drama **44** **Sporting Blood** (82) Robert Young Maureen O'Sullivan R—July 13		12 Western **3959** **Stagecoach War** (63) R—July 6 Bill Boyd Russell Hayden		12 Com. Drama **039** **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	12 Drama **046** **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama **FN454** **All This, and Heaven Too** (143) Bette Davis Charles Boyer R—June 22	
JULY 20	18 Drama **1038** **Military Academy** (66) T. Kelly R-July 13 24 Adventure **1110** **I Married Adventure** (78) R-July 20	19 Com. Drama **45** **We Who Are Young** (79) Lana Turner John Shelton R—July 20	17 Com. Drama **3910** **Haunted House** (68) Jackie Moran 15 Melodrama **4020** **Boys of the City** East Side Kids (63)		20 Comedy **909** **Scatterbrain** (72) Judy Canova R—July 13 15 Western **944** **Carolina Moon** (65) G. Autry R—July 20	19 Drama **029** **Tom Brown's School Days** (82) James Lydon Fred. Bartholomew Cedric Hardwicke R—June 29	19 Drama **050** **Maryland** (91) Walter Brennan Fay Bainter Brenda Joyce R—July 13	18 Melodrama **South of Pago Pago** (96) Victor McLaglen Jon Hall Francis Farmer R—July 20	26 Western **4064** **Son of Roaring Dan** (60) Johnny Mack Brown 19 Melodrama **4057** **Black Diamonds** (52) R—July 27	20 Com. with Mu. **WB407** **My Love Came Back** (85) R—July 6 Olivia de Havilland Jeffrey Lynn	20 Western **P-R-C** **Billy the Kid Outlawed** (..) Bob Steele
JULY 27	25 Comedy **1012** **Blondie Has Servant Trouble** (70) R—July 27	26 Com. Drama **47** **Gold Rush Maisie** (82) Ann Sothern Lee Bowman R—Aug. 3	29 Melodrama **Orphans of the North** (..) 29 Western **3957** **Rainbow Over the Range** (..) Tex Ritter	26 Drama **3941** **Untamed** (83) Ray Milland Patricia Morison R—June 29	30 Drama **Girl from God's Country** (71) R—Jul 27 30 Western **956** **Ranger and the Lady** (59) R. Rogers R-July 27	26 Western **085** **Stage to Chino** (59) George O'Brien 26 Com. Drama **037** **Millionaires in Prison** (63) L. Tracy R-June 29			26 Com. Dr. **4023** **You're Not So Tough** (72) R—June 1 26 Outd'r Dr. **4006** **When the Daltons Rode** (81)	27 Comedy **FN474** **Ladies Must Live** (58) Rosemary Lane R—July 27	28 Western **P-R-C** **Gun Code** (..) Tim McCoy
AUG. 3	7 Com. Drama **The Lady in Question** (..)	2 Costume Com. **46** **Pride and Prejudice** (118) R—July 20 Greer Garson Laurence Olivier	5 Melodrama **3908** **Doomed to Die** (..) Boris Karloff	2 Melodrama **3942** **Golden Gloves** (69) Richard Denning Jean Cagney		2 Drama **061** **Queen of Destiny** (95) R-Nov.26, '38 Anna Neagle Anton Walbrook	2 Drama **101** **The Man I Married** Joan Bennett (77) Francis Lederer R—July 20		2 Drama **4039** **South to Karanga** (69) Charles Bickford	3 Drama **FN460** **They Drive by Night** (93) R—July 20 George Raft Ann Sheridan	
AUG. 10	15 Melodrama **The Secret Seven** (..) Bruce Bennett Florence Rice	9 Com. Drama **50** **I Love You Again** (..) William Powell Myrna Loy	12 Melodrama **3909** **Chamber of Horrors** (..)	9 Melodrama **3943** **Mystery Sea Raider** (..) Henry Wilcoxon Carole Landis	10 Musical **Sing, Dance, Plenty Hot** (70) Johnny Downs Ruth Terry	9 Melodrama **042** **One Crowded Night** (..) Billie Seward William Haade	9 Com. Drama **104** **The Girl From Avenue A** (..) Jane Withers Kent Taylor	9 Melodrama **Captain Caution** (..) Victor Mature Louise Platt	9 Comedy **4003** **Boys From Syracuse** (72) R—July 20 Allan Jones Martha Raye	10 Ac. Dram **WB414** **River's End** (..) Dennis Morgan Elizabeth Earl	
AUG. 17	15 Western **Durango Kid** (..) 22 Com. Drama **He Stayed for Breakfast** (..) Loretta Young	16 Drama **49** **Golden Fleecing** (..) Lew Ayres Rita Johnson	12 Com. Drama **3913** **Laughing at Danger** (..) 22 Western **Range Busters** (..)	16 Comery **3944** **Comin' Round the Mountain** (..) Bob Burns Una Merkel	16 Western **Tulsa Kid** (57) Don "Red" Barry Luana Walters	16 Drama **041** **Stranger on the Third Floor** (..) Peter Lorre	16 Melodrama **103** **Return of Frank James** (..) Henry Fonda Gene Tierney			17 Drama **WB417** **Money and the Woman** (..) Jeffrey Lynn Brenda Marshall	16 M'drama **P-R-C** **Desire to Live** (..)
AUG. 24		23 Com. Drama **Busman's Honeymoon** (..) Robert Montgomery Constance Cummings	19 Melodrama **3939** **Missing People** (..) Will Fyffe 19 Western **3958** **Arizona Frontier** Tex Ritter	23 Com. Drama **3945** **The Great McGinty** (82) Brian Donlevy Muriel Angelus R—July 27		23 Drama **038** **Lucky Partners** (..) Ronald Colman 23 Drama **043** **Wildcat Bus** (..) Fay Wray	23 Drama **106** **Pier 13** (..) Lynn Bari Lloyd Nolan			24 Drama **WB401** **Sea Hawk, The** (125) Errol Flynn Brenda Marshall R—July 27	23 Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy
AUG. 31	29 Drama **The Howards of Virginia** (..) Cary Grant Martha Scott	30 Drama **48** **Boom Town** (..) Clark Gable Spencer Tracy Claudette Colbert	26 Melodrama **3903** **Queen of the Yukon** (..) Charles Bickford Irene Rich		29 Western **Oklahoma Renegades** (..) Three Mesquiteers	30 Comedy **046** **Dance, Girl, Dance** (..) Maureen O'Hara Louis Hayward Lucille Ball	30 Drama **111** **The Great Profile** (..) John Barrymore			31 Act. Dr. **WB412** **Flowing Gold** (..) Pat O'Brien John Garfield Frances Farmer	
SEPT. 7	1 Western **2202** **West of Abilene** (..) Chas. Starrett			6 Com. with Mus. **Rhythm on the River** (..) Bing Crosby Mary Martin	6 Western **Ride, Tenderfoot, Ride** (..) Gene Autry Smiley Burnette		6 Drama **102** **Street of Memories** (71) R—July 6 Lynn Roberts John McGuire				1 Drama **P-R-C** **Cross Roads of Life** (..)
SEPT. 14	8 Comedy **Five Little Peppers in Trouble** Edith Fellows			13 Comedy Drama **Life with Henry** Jackie Cooper Leila Ernst	10 Comedy **Should Wives Work** The Higgins Family		13 Drama **107** **Brigham Young** Tyrone Power Linda Darnell				

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where our compiler is unable to form any opinion from the review the sign "o" is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. Listings cover reviews appearing by the Saturday preceding date of this issue. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A										
Abe Lincoln in Illinois	(RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Adventure in Diamonds	(Para)	−	±	−	±	±	∓	±	±	6+ 8−
Alias the Deacon	(Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too	(FN)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante	(M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Anne of Windy Poplars	(RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas	(FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful	(M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
B										
Babies for Sale	(Col)	±		±	−	±			+	4+ 4−
Bad Man From Red Butte	(Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow	(RKO)	±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement	(RKO)	±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The	(Para)	+	+	+	+	ǂ	+	ǂ	+	10+
Black Diamonds	(Univ)	±			+			±	±	4+ 3−
Black Friday	(Univ)	+	±	±	+	+	+	+	+	8+ 2−
Blazing Six Shooters	(Col)	±		±	+	+				4+ 2−
Blondie Has Servant Trouble	(Col)	+			+		+	+	+	5+
Blondie on a Budget	(Col)	+	+	+	+	±	+	−	+	7+ 2−
Blue Bird, The	(20th-Fox)	+	∓	±	ǂ	+	ǂ	ǂ	+	11+ 2−
Boys From Syracuse	(Univ)	+	+	ǂ	ǂ	ǂ	+	+	ǂ	12+
Boys of the City	(Mono)		+			+				2+
Bride Wore Crutches	(20th-Fox)	±		−	∓			±	−	3+ 5−
Brother Orchid	(WB)	+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again	(Para)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Bullet Code	(RKO)	+	+	+	+	+		+	+	7+
Bullets for Rustlers	(Col)	∓		±		±				3+ 3−
C										
Captain Is a Lady	(M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon	(Rep)	∓		±	+	+				4+ 2−
Carson City Kid	(Rep)	±		±	+	+				4+ 2−
Castle on the Hudson	(FN)	∓	±	±	+	±	+	+	+	8+ 4−
Charlie Chan at the Wax Museum	(20th-Fox)							+	+	2+
Charlie Chan in Panama	(20th-Fox)	+	+	+	+	+	+	+		7+
Charlie Chan's Murder Cruise	(20th-Fox)	+		+	+	+	+		+	6+
Cheyenne Kid	(Mono)	±		∓						2+ 2−
Chump at Oxford, A	(UA)	∓	+	±	±	+	+			6+ 3−
Courageous Dr. Christian	(RKO)	±	±	∓	±	±	±	+	+	8+ 6−
Covered Wagon Days	(Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails	(Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown	(Mono)	∓			−					1+ 2−
Crooked Road, The	(Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance	(RKO)	+	±	+	+	+	±	+	+	8+ 2−
Curtain Call	(RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D										
Danger Ahead	(Mono)	−			−	−	+			1+ 3−
Dark Command	(Rep)	ǂ	+	+	+	+	+	ǂ	+	10+
Devil's Island	(WB)			∓		+				2+ 1−
Dr. Christian Meets the Women	(RKO)	±	±	∓	+		+	+	+	7+ 3−
Dr. Cyclops	(Para)	−	±	∓	+	±	+	+	∓	7+ 5−
Dr. Kildare's Strange Case	(M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife	(Col)	ǂ	+	+	ǂ	ǂ	+	ǂ	+	12+
Double Alibi	(Univ)	+	+	±	+	+	+		±	7+ 2−
E										
Earthbound	(20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man	(M-G-M)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Enemy Agent	(Univ)	+	±	±	±	±	±	±	±	8+ 7−
F										
Farmer's Daughter	(Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The	(Col)	+			+					2+
Flight Angels	(FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Florian	(M-G-M)	+	+	±	+	+	+	ǂ	±	9+ 2−
Forgotten Girls	(Rep)	±	∓	−	±	+	o			4+ 4−
Four Sons	(20th-Fox)	ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers	(M-G-M)	+	+	±	+	+	+	±		7+ 2−
Framed	(Univ)	+		∓	−	∓		−	+	4+ 4−
Free, Blonde and 21	(20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears	(Para)	+	∓			+	+	±	∓	6+ 3−
Frontier Crusader	(PRC)	±		−		±				2+ 3−
Fugitive, The	(Univ)	−	±		+	ǂ	±	+	±	7+ 4−
Fugitive From Justice	(WB)	±	∓	+	−	+	+		−	5+ 4−
G										
Gambling on High Seas	(WB)		±		+			∓	±	4+ 3−
Gangs of Chicago	(Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade	(Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers	(Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Ghost Comes Home	(M-G-M)	+	±	±	±		∓	−	∓	6+ 6−
Ghost Valley Raiders	(Rep)	∓		−	±	±	±			4+ 5−
Girl From God's Country	(Rep)	+		+	+		+	+	+	6+
Girl in 313	(20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road	(Col)	±	−	±	±	∓				4+ 5−
Golden Trail, The	(Mono)	=				∓		±	±	3+ 5−
Gold Rush Maisie	(M-G-M)						+	+	+	3+
Grand Ole Opry	(Rep)	∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town	(Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Grapes of Wrath	(20th-Fox)	ǂ	+	ǂ	+	ǂ	ǂ	ǂ	ǂ	14+
Great McGinty, The	(Para)	ǂ		+	ǂ	ǂ	ǂ	ǂ	ǂ	13+
H										
Half a Sinner	(Univ)	+	+	±	+	±			±	6+ 2−
Haunted House	(Mono)			+	+		o	+	+	4+
Hi-Yo Silver	(Rep)	+		+	+	+	+			5+
Hidden Gold	(Para)	±		±	+	+	+	+	+	7+ 2−
Hold That Woman	(PRC)					±		+	−	2+ 2−
Honeymoon Deferred	(Univ)	+	±	−	∓	+		+	±	6+ 4−
Hot Steel	(Univ)		±	±	∓	±		+	±	6+ 5−
House Across the Bay	(UA)	±	=	∓	±	±	∓	∓	−	6+ 9−
House of Seven Gables	(Univ)	+	+	+	+	+	+	+	∓	8+ 1−
Human Monster	(Mono)	±	±	±	±	±	±	∓	∓	8+ 8−
I										
I Can't Give You Anything But Love	(Univ)	∓	+		+	−	±	+	+	6+ 3−
I Married Adventure	(Col)	+					ǂ			3+
I Take This Oath	(PRC)	±		∓		+				3+ 2−
I Was an Adventuress	(20-Fox)	±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way	(Univ)	+	±	−	+	+	o	±	+	6+ 3−
In Old Missouri	(Rep)		∓	∓	±	∓	∓	∓	±	7+ 7−
Irene	(RKO)	+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men	(Col)	∓		∓	±	+		−	∓	5+ 5−
Isle of Destiny	(RKO)	+	−	∓	±	±	±	±	±	7+ 7−
It All Came True	(WB)	+	±	∓	+	+	+	+	+	8+ 2−
It's a Date	(Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
J										
Johnny Apollo	(20th-Fox)	+	+	+	+	+	+	+	ǂ	9+
K										
King of Lumberjacks	(WB)	∓	∓	−	±	±		±	−	5+ 7−
Knights of the Range	(Para)	+		+	+	+	+	+	+	7+
L										
LaConga Nights	(Univ)	∓	±	∓	±	∓	±	±	±	8+ 8−
Ladies Must Live	(FN)	+								1+
Lambeth Walk	(M-G-M)	±			∓			+	∓	4+ 3−
Land of Six Guns	(Mono)	∓		∓	±	±				4+ 4−
Last Alarm	(Mono)	±	∓		+	+	±	±	+	7+ 4−
Lightning Strikes West	(SR)	∓		∓						2+ 2−
Light of Western Stars	(Para)	+		±	+	+	∓	+	±	7+ 3−
Lillian Russell	(20th-Fox)	ǂ	±	±	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 2−
Little Orvie	(RKO)	+	±	+	+	+	+	+	+	8+ 1−

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Lone Wolf Meets a Lady	(Col)	+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby	(Univ)	=			±		o	±	−	2+ 5−
Lucky Cisco Kid	(20th-Fox)	−		±	±	+	∓	∓	±	6+ 6−
M										
Ma, He's Making Eyes at Me	(Univ)	−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe	(Col)	+	±	∓	+	+				5+ 2−
Man From Dakota	(M-G-M)	±	∓	∓	∓	+	±	±	−	7+ 7−
Man From Tumbleweeds	(Col)	±		±		+				3+ 2−
Man I Married	(20th-Fox)	+	+	+	ǂ	+	+	+	+	9+
Man Who Talked Too Much, The	(WB)	+	±	∓	+	±	+	±	+	8+ 4−
Man With Nine Lives	(Col)	±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbeat	(20th-Fox)	−	±	∓	+	+	o	+	+	6+ 3−
Maryland	(20th-Fox)	−	±	±	+	ǂ	o	+	+	8+ 2−
Men Without Souls	(Col)	−	∓	∓	∓	∓	+	+	∓	5+ 6−
Midnight Limited	(Mono)	±	∓		±	+				4+ 3−
Military Academy	(Col)	±			+					2+ 1−
Millionaire Playboy	(RKO)	−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison	(RKO)	+	±	+	+	+	o	±	+	7+ 2−
Mortal Storm, The	(M-G-M)	+	ǂ	ǂ	ǂ	ǂ	+	ǂ	+	13+
Murder in the Air	(FN)	+	±	∓	+	±	o	∓		6+ 4−
Murder in the Night	(SR)	−		−	∓	±				2+ 4−
Murder on the Yukon	(Mono)	±				+				2+ 1−
My Favorite Wife	(RKO)	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+
My Love Came Back	(FN)	+	+	ǂ	+	ǂ		+	+	9+
My Son, My Son	(UA)	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Mysterious Mr. Reeder	(Mono)	±	±	∓	±	+				5+ 4−
Mystery of Room 13	(SR)									
N										
New Moon	(M-G-M)	+	ǂ	+	ǂ	ǂ	+	+	ǂ	12+
Northwest Passage	(M-G-M)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
O										
On the Spot	(Mono)	+		−	∓	+	o	+	±	5+ 3−
On Their Own	(20th-Fox)	±	±	±	±	±	±	+	±	8+ 7−
One Came Home	(M-G-M)									
One Man's Law	(Rep)	±		∓	+	+	±			5+ 3−
One Million B. C.	(UA)	±	±	−	±	+	o	±	∓	6+ 6−
Opened by Mistake	(Para)	±	±	∓	±	+	o		∓	6+ 5−
One Night in Paris	(Alliance)	−								1−
Our Town	(UA)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Out West With the Peppers	(Col)	−	±	−	+			=	−	2+ 6−
Outside the Three Mile Limit	(Col)	±	±	±	+	+	+	+	±	8+ 4−
Over the Moon	(UA)	±	±							2+ 2−
P										
Pals of the Silver Sage	(Mono)	∓		±	+	+				4+ 2−
Passport to Alcatraz	(Col)	+	−	±	+	+		∓	−	5+ 4−
Pastor Hall	(UA)				+					1+
Phantom Raiders	(M-G-M)	+	+	+	+	ǂ		+	±	8+ 1−
Phantom Wagon, The	(Col)	+								1+
Pinocchio	(RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Pioneers of the West	(Rep)	±		+	+	+				4+ 1−
Pop Always Pays	(RKO)	+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law	(RKO)	+	±	+	+	+	o		+	6+ 1−
Pride and Prejudice	(M-G-M)	+	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	13+
Primrose Path	(RKO)	+	∓	±	±	+	+	ǂ	+	9+ 3−
Private Affairs	(Univ)	±	+	±	±	+	+	+	+	8+ 3−
Q										
Queen of Destiny	(RKO)							ǂ	ǂ	4+
Queen of the Mob	(Para)	±	∓	+	+	+	±	±	−	7+ 5−
R										
Ramparts We Watch	(RKO)	o		+	ǂ	+	±	ǂ	+	8+ 1−
Rancho Grande	(Rep)	∓		∓	+	+	∓	+	=	6+ 5−
Ranger and the Lady	(Rep)	±		+	+	+				4+ 1−
Rebecca	(UA)	ǂ	+	+	ǂ	ǂ	ǂ	+	+	12+
Return of Wild Bill	(Col)	+		−	+	+				3+ 1−
Rhythm on the Rio Grande	(Mono)	∓		±	±	±	+	+	+	7+ 4−
Riders From Nowhere	(Mono)									
Riders of Pasco Basin	(Univ)	∓		∓	±	±				4+ 4−
Road to Singapore	(Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Rocky Mountain Rangers	(Rep)	+		+	+	+				4−
S										
Safari	(Para)	±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady	(20th-Fox)	∓	±	±	∓	+	+	=	∓	7+ 7−
Saint Takes Over	(RKO)	+	+	+	+	+	+	+	+	8+
Sandy Is a Lady	(Univ)	+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea	(UA)	±	+	+	±	+	+	±	+	8+ 3−
Saturday's Children	(WB)	+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain	(Rep)	+	+	±	+	+	+	+	+	8+ 1−
Sea Hawk, The	(WB)	ǂ		+	ǂ	ǂ	ǂ	ǂ	+	12+
Seventeen	(Para)	+	±	+	+	+	+	+	+	8+ 1−
Shooting High	(20th-Fox)	+	∓	∓	±	+	+	±	+	8+ 4−
Showdown	(Para)	+		+	+	+	o	+	+	6+
Sidewalks of London	(Para)	+	+	+	+	+		+	+	7+
Sing, Dance, Plenty Hot	(Rep)							+	+	2+
Ski Patrol	(Univ)	∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits	(Mono)	±								1+ 1−
So This Is London	(20th-Fox)	±				±			=	2+ 4−
Son of the Navy	(Mono)	+	+	±	+	±	+	+	+	8+ 2−
South of Pago Pago	(UA)	+	+	+	ǂ		o	∓	+	7+ 1−
Spies in the Air	(SR)					±				1+ 1−
Sporting Blood	(M-G-M)	o	±	±	+	±	±	+	±	7+ 5−
Stagecoach War	(Para)	+		∓	+	+	+		+	6+ 1−
Stage to Chino	(RKO)				+			+	+	3+
Star Dust	(20th-Fox)	+	+	+	+	+	+	+	+	8+
Story of Dr. Ehrlich's Magic Bullet	(FN)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Strange Cargo	(M-G-M)	±	−	∓	+	+	o	±	±	6+ 5−
Street of Memories	(20th-Fox)	±		−	∓	+	o		∓	4+ 4−
Susan and God	(M-G-M)	±		+	+	ǂ	+	ǂ	+	9+ 1−
Swiss Family Robinson	(RKO)	ǂ	+	+	+	ǂ	ǂ	+	ǂ	12+
T										
Tear Gas Squad	(WB)	±	−	−	±	±		=		3+ 7−
Tevya	(SR)	±					+			2+ 1−
Texas Stagecoach	(Col)	±	±		+	+				4+ 2−
They Came by Night	(20th-Fox)	+	±	−	∓		+			4+ 3−
They Drive by Night	(WB)	ǂ	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	14+
Those Were the Days	(Para)	+	+	∓	+	+	+	+	+	8+ 1−
Three Cheers for the Irish	(FN)	±	+	+	+	+	+	+	+	8+ 1−
Three Faces West	(Rep)	±	+	±	+	+	+	+	ǂ	9+ 2−
'Til We Meet Again	(FN)	+	+	+	+	ǂ	+	ǂ	+	10+
Tomboy	(Mono)	±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days	(RKO)	ǂ	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	14+
Too Many Husbands	(Col)	ǂ	+	ǂ	ǂ	+	+	ǂ	ǂ	13+
Torpedo Raider	(Mono)	∓			+					2+ 1−
Torrid Zone	(FN)	ǂ	+	+	ǂ	+	+	+		9+
Tulsa Kid, The	(Rep)							+	±	2+ 1−
Turnabout	(UA)	+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team	(M-G-M)	+	±	+	±	+	±	+	+	8+ 3−
21 Days Together	(Col)	∓	∓	∓	∓	∓	+	∓		7+ 6−
Two Girls on B'way	(M-G-M)	±	±	+	+	+	±	+	+	8+ 3−
Typhoon	(Para)	±	±	±	±	+	+		+	7+ 4−
U										
Untamed	(Para)	−	±	±	+	+	o	±	∓	6+ 5−
V										
Vengeance of the Deep	(SR)	=		=	∓	±				2+ 6−
Villain Still Pursued Her, The	(RKO)			−	−	±	o	±	∓	3+ 5−
Virginia City	(WB)	+	±	±	ǂ	ǂ	ǂ	+	+	11+ 2−
Viva Cisco Kid	(20th-Fox)	−	∓	=	∓	±	+	±	=	5+ 9−
W										
Wagons Westward	(Rep)	+	+	±	+	+	+	−	∓	7+ 3−
Waterloo Bridge	(M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Way of All Flesh	(Para)	±	∓	−	∓	−	∓	−	∓	5+ 8−
We Who Are Young	(M-G-M)	±	±	∓	ǂ	ǂ	+	+	∓	10+ 4−
West of Abilene	(Col)	+		±	±	+				4+ 2−
Westerner, The	(UA)	±								1+ 1−
When the Daltons Rode	(Univ)							ǂ	ǂ	4+
Wild Horse Range	(Mono)	∓			±	±				3+ 3−
Women in War	(Rep)	+	+	±	+	+	+	+	+	8+ 1−
Women Without Names	(Para)	±	±	±	±	+	+	+	±	8+ 5−
Y										
You Can't Fool Your Wife	(RKO)	+	∓	±	∓	±	o	+	∓	7+ 5−
Young as You Feel	(20th-Fox)	−	−	+	+	+	±	+	±	6+ 4−
Young People	(20th-Fox)	+		+	ǂ	ǂ	+	+	+	9+
Young Tom Edison	(M-G-M)	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Young Buffalo Bill	(Rep)	+		+	+	±				4+ 1−
You're Not So Tough	(Univ)	±	±	−	+	±	o	+	+	6+ 4−
Yukon Flight	(Mono)				∓	+				2+ 1−
Z										
Zanzibar	(Univ)	±	±	±	∓	+	±	+	±	8+ 6−

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Doctor Takes a Wife

Not quite as good as "Too Many Husbands" but along the same lines. The picture is full of laughs and wisecracks and our customers were apparently well pleased. I believe Columbia is master in producing this type of picture. Sun., Mon., Tues. Weather: Cool. Admission: 28-10. Rural patronage. Population: 700. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Too Many Husbands

Had the audience in stitches. Everyone came out with a smile which is a notable accomplishment in these times of gloom and uncertainties. This picture rates Sunday playing time anywhere. Sun., Mon., Tues. Weather: Cool. Admission: 28-10. Rural patronage. Population: 700. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

First National

British Intelligence

Good action story of the present European situation. Wed., Thurs. Weather: Rainy. Admission: 30-10. Small town patronage. Population: 600. Capacity: 300.—Horn & Morgan, Inc., Star, Hay Springs, Neb.

Fighting 69th, The

Best war story of those related so far, probably because entertainment takes top place and information-passing-out and propaganda takes second. Cast very good as well as scripting and direction. Latter noteworthy because of maintenance of pace. When it comes to action pictures, Warner's film factory seems to have the edge so far. Audience praised the picture as they left. Boxoffice: Above average.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Four Wives

Sequel to "Four Daughters" and better. Did a good business. Everybody here goes for these girls. They never fail to bring them in at the boxoffice. Fri., Sat. Weather: Good. Admission: 25-11. Local patronage. Population: 1,500. Capacity: 300.—J. L. McRae, Rex, Collins, Miss.

'Til We Meet Again

Extra business on an extra good picture. We all enjoyed this. Give us more like it. Sun., Mon. Weather: Rain. Admission: 30-10. Small town patronage. Population: 1,500. Capacity: 337.—Felix H. Tisdale, Ga-Ana, Georgiana, Ala.

Metro-Goldwyn-Mayer

Strange Cargo

This is a good show and seemed to please most of my customers. Mon., Tues. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

20 Mule Team

Several walked out on the front and smoked a cigarette. Good title but a poor story. The actors made the best of it. We must have action in this type picture. Wed., Thurs. Weather: Rain. Admission: 30-10. Small town patronage. Population: 1,500. Capacity: 337.—Felix H. Tisdale, Ga-Ana, Georgiana, Ala.

Waterloo Bridge

A good picture with a war background, but one that had more dialogue and less action than I had anticipated. Had a number of favorable comments on this. Business a little above midweek average. Wed., Thurs. Weather: Hot. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Paramount

French Without Tears

Good. But don't play it unless you have an audience that understands the English brand of humor. Weather: Good. Admission: 28-10. Rural patronage. Population: 1,500. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Range War

Just another western. As good as the general run of "Hopalongs." Fri., Sat. Weather: Rain. Admission: 30-10. Small town patronage. Population: 1,500. Capacity: 337.—Felix H. Tisdale, Ga-Ana, Georgiana, Ala.

Republic

Rancho Grande

This is another hit from Republic in the western line. My crowd sure likes Gene Autry and Smiley Burnette. Fri., Sat. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

RKO Radio

Abe Lincoln in Illinois

A biography beautifully done that should stir the feeling in any true American. Would be fine to show to every school child. However the business was missing as usual on this type. Thurs., Fri. Weather: Good. Admission: 28-10. Rural patronage. Population: 1,500. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Isle of Destiny

Fairly good action. Had a very poor print but couldn't see anything to the color that was better. Perhaps it would have pulled better with a cast. Fri., Sat. Weather: Good. Admission: 28-10. Rural patronage. Population: 1,500. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Mexican Spitfire

Played on Bank Night to good business. Good comedy. They all had several good deep laughs. Tuesday. Weather: Rain. Admission: 30-10. Small town patronage. Population: 1,500. Capacity: 337.—Felix H. Tisdale, Ga-Ana, Georgiana, Ala.

20th Century-Fox

Grapes of Wrath

I found this picture most interesting, but its theme was a little too strong for some of my patrons. The characters of John Steinbeck's famous book are almost faultlessly portrayed, but it didn't get in any money for me. Attendance below Saturday-Sunday average. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

High School

This is a fair picture but I barely got film rental. Had a free tent show for competition. Mon., Tues. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000 Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

Star Dust

Quite well received by the customers, the few that came. Not a picture that will do any big business and after you get through paying Fox there is little left. That was our experience. Wed., Thurs. Weather: Cool. Admission: 28-10. Rural patronage. Population: 700. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

United Artists

Housekeeper's Daughter, The

Just a program picture. Adolphe Menjou was good in his part and Joan Bennett was very beautiful. Wednesday. Weather: Rain. Admission: 30-10. Small town patronage. Population: 1,500. Capacity: 337.—Felix H. Tisdale, Ga-Ana, Georgiana, Ala.

Of Mice and Men

The story: The guy has a pal—he's nuts—they had to shoot him. As far as I'm concerned, three 10-foot lengths of film could have related the whole business and then there would be some question about the entertainment value. The acting, however, is superb, everyone in the cast is outstanding, and if you have patronage that appreciates acting without anything else, give this one the works. Audience: Few came and comments equally divided between favorable and unfavorable. Boxoffice: Poor.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Warner Bros.

Pride of the Blue Grass

Played on Bank Night to capacity crowd. A swell little picture with good comment from the crowd. Tuesday. Weather: Rain. Admission: 30-10. Small town patronage. Population: 1,500. Capacity: 337.—Felix H. Tisdale, Ga-Ana, Georgiana, Ala.

Short Subject Reviews

Junior G-Men

Universal 12 *Episode Serial*

The exhibitor who plays this serial will be giving the young element in his audience just what it wants in the way of thrilling excitement, fast-moving action and the dramatic pungency that has come to be associated with The Dead End Kids and The Little Tough Guys. That the story is a far-fetched contraption will be of little moment. For here the groups, as evidenced in the first three installments, go the FBI a few better as they seek to get the criminal goods on a gang known as The Order of the Flaming Torch, which, in the words of the script writers, seeks "to change the existing social order." The Torchers have prisoner Billy Halop's father, inventor of a special type of super explosive. They want to get the old man to reveal his formula. So they proceed to try and kidnap the youngster. They fail at every turn due to the resourcefulness and quick thinking of young Halop. It goes well from the initial sequence to each chapter conclusion. The Dead End Kids stick to their east side slangy talk throughout. That is a helping factor. Each installment runs about 20 minutes.

The Coast of Curiosities

Universal (Going Places, No. 79) 9¼ *Mins.*

Sea lions, clam digging and the various minerals and formations of the Pacific coast, on the shores of Oregon and Washington, make this number interesting and informative. It covers a good deal of ground in spite of its brevity.

Short of the Week

Spills for Thrills

Vitaphone (Broadway Brevity) 19 Mins.

This one has all the earmarks of a genuine audience satisfier. From start to finish it is one grand smashing presentation revealing the thought and preparation that precedes most hair-raising stunts pulled off in feature films by the people who do them—Harvey Parry, Mary Wiggins and Allan Pomeroy. Cars fly all over the screen, airplanes are crashed into flimsy buildings, stagecoaches are wrecked. In its brevity it embraces all sorts of stunts from all sorts of pictures—from Keytone Cops to current thrillers. And with humor, too.

Varsity Vanities

Universal 17½ *Mins.*

This further exposition of the swing craze on the nation's campuses should make diverting hot weather entertainment. Generally, it is a variety show strung around a slight story thread in which the dean discovers her students playing hookey from a Brahms, Bach and Beethoven concert. They are whooping it up at the local soda emporium. Martha Tilton does the featured singing capably. Dennett and Day perform with drumsticks on chairs while tap dancing; Six Hits and a Miss harmonize; Peggy Ryan offers more dancing; Fern Emmet is the dean who at the end reveals she is "Yehudi."

To New Horizons

Metropolitan Film Dist. 30 *Mins.*

This handsomely produced documentary film has a made-to-order audience in the many millions who have visited the New York World's Fair and in the other millions who have not. For the most part it shows in Technicolor the Futurama created by Norman Bel Geddes for General Motors. The first reel is devoted to tracing the complementing development of communities' industries and transportation and communication through the laying down of roads. Then it shows the highway of tomorrow, in this case 1960, with its super speed roads and streamlined cities. The spoken narration is tasteful and the photography is of the first order. It is free to exhibitors. The onus of advertising is kept down to the merest minimum. It was produced by the Jam Handy organization.

How High Is Up?

Columbia (Three Stooges) 16 *Mins.*

It is doubtful that the Three Stooges ever appeared in anything as painful and stereotyped as this offering. Comic lines have been seemingly sacrificed to slapstick activity and a thrill content that is too artificial for anybody's money. The boys are in the repair business in the early sequences and when their underhand business-seeking methods are uncovered they forthwith go into structural steel work. Sent to the 97th floor of a building they have a time with hot rivets and the foreman. Eventually they are chased into space, parachute safely to the ground and are off—to a better comedy, we hope.

Archives

Columbia (Washington Parade) 11 *Mins.*

An unusually interesting, as well as educational, subject showing the pains to which the government goes to preserve valuable documents and records. A comparison is made with the handling of governmental documents many, many years ago and today. Persons properly identified have access to the files. Some interesting scrolls are shown in addition to the mechanics of perservation. Basil Ruysdael does the narrating.

Swing With Bing

Universal (Novelty) 18 *Mins.*

Bing Crosby is seen here on the links in an informal game with some of the big golf names. In addition, he sings a song for a final in tune with the subject. Andy Devine handles the narration as an announcer, injecting comedy moments between putts and drives. Some of the name values include Walter Hagen, Jimmie McLarnin, Clarence Budington Kelland, Jimmy Thompson, Byron Nelson and at least a dozen others. Herbert Polesi directed. Swell for the golf fans.

NEWSREELS

TUESDAY, JULY 23

Movietone News, No. 91

French merchant ships taken over by Nazis; war in Egypt; German prisoners in Canada; British fleet scouts mine fields; Roosevelt's third term speech; Wallace named running mate; Willkie in Colorado; Havana scene of arrival of conference delegates; Suffolk Downs racing; golf in Chicago; Minneapolis aquatic festival; Lew Lehr.

News of the Day, No. 289

Britains vow no surrender; death of Italo Balbo; Havana conference delegates convene; Democrats in political spotlight; diaper derby at World's Fair; Bobby Jones plays golf.

Paramount News, No. 94

Empress Zita arrives by Clipper, also Ambassador Bullitt; Bear Mountain archery meet; youths sail off on schooner for South America; diaper derby at the Fair; Britain awaits invasion; conference in Havana; Democratic convention; Roosevelt accepts third nomination; Willkie on vacation.

RKO Pathe News, No. 106

Roosevelt and Wallace nominated; evacuation of Hong Kong; Italo Balbo death in Africa; Ireland's defense measures; Havana conference; Ambassador Bullitt and Empress Zita arrive on Clipper; horseracing.

Universal Newsreel, No. 895

Roosevelt accepts third term nomination with Wallace; Willkie on Colorado vacation; conference in Havana; England and Ireland strengthen defense measures; "Boys From Syracuse" premiere in Syracuse; diaper derby at Fair; races at Arlington Park.

THURSDAY, JULY 25

Movietone News, No. 92

Candidates in post-nomination activities; rush work on airplane propellers in Hartford; British evacuees leave Hong Kong for Manila; Red Cross benefits at London auction of royal jewels; mechanical mannikins at Swiss Pavilion at World's Fair; air views of New York City's highway patterns; study of Greyhound, at Goshen; Pamplona, Spain, celebrates annual bullfight event; Lew Lehr.

News of the Day, No. 290

Roumanians in Balkan exodus; evacuees leave Hong Kong; railroad loses battle—small boat gets bridge opened; propellers manufactured in Hartford; West Pointers fire New Jersey fort guns; Barter Theatre in Abingdon, Virginia; Willkie at Cheyenne rodeo.

Paramount News, No. 95

Utah mayor breaks speed records on Bonneville Salt Flats; Hull gives peace plan to Latin-American countries; Minneapolis aquatic festival; boat-railroad squabble—boat wins, at Peekskill; wheat harvest in Washington; Willkie at Cheyenne rodeo; Odd Fellows honor Roosevelt; comprehensive views of British Fleet.

RKO Pathe News, No. 107

Latin-American nations in Havana conference; Mussolini reviews troops in France; Bessarabians flee Red Army advance; English pub keeper open for business despite bombings; Italians maneuver to split British fleet; U. S. plane industry in high manufacturing gear; boat wins right-of-way battle; Garner quits Washington for Texas fishing; fire threatens San Francisco waterfront.

Universal Newsreel, No. 896

Nation speeds defense program; Mussolini lauds Alpine troops; Pan-American parley opens; Willkie at Wyoming rodeo; Garner quits capital for Texas; buxom girls get Houston jobs at outdoor lunch stand; Italian Navy in maneuvers; wheat harvest in Washington; railroad rips up track for boat passage under bridge; Atlantic City bathers skate on ice cakes; golf on Oregon mountain snows.

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.

◎Indicates short of the week.
◎Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)....Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Awful Goof, The (17).....Dec. 22
Boobs in the Woods (17).....May 31
Fireman Save My Choo Choo (..).....Aug. 9
Glove Slingers (18).....Nov. 24
Heckler, The (17).....Feb. 16
His Bridal Fright (16).....July 12
Money Squawks (17).....Apr. 5
Mooching Through Georgia (19).....Aug. 11
Mr. Clyde Goes to Broadway (17).....Feb. 2
Nothing But Pleasure (17½)..Jan. 5
Pardon My Berth Marks (18).Mar. 22
Rockin' Thru the Rockies (17).Mar. 8
Skinny the Moocher (16½)....Sept. 8
South of the Boudoir (18)....May 17
Static in the Attic (19).....Sept. 22
Taming of the Snood (16)....June 28
Teacher's Pest (16½).....Nov. 3
Trouble Finds Andy Clyde (18).....July 28
You're Next (17).....Apr. 5

CINESCOPES

Berth of a Queen (11).....Mar. 15
Fashion Takes a Holiday (11).Mar. 8
Odd Vacations (8½).....June 16
Threads of a Nation (11).....Feb. 9
World of 1960 (Futurama) (9).Dec. 22
No. 6 (..).....July 26

COLOR RHAPSODIES
(In Technicolor)

A Boy, a Gun and Birds (7)..Jan. 12
Blackboard Revue (7).....Mar. 15
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Egg Hunt, The (7½).....May 31
Greyhound and the Rabbit, The (7½).....Apr. 19
Happy Tot's Expedition, The (6½).....Feb. 9
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
Timid Pup, The (8).....Aug. 1
Ye Olde Swap Shoppe (7½)..June 28

COLUMBIA TOURS

Beautiful Switzerland (Andre de la Varre Productions) (10)..Nov. 17
Historic Cities of India (10)..Oct. 27
Holland and the Zuyder Zee (9½).....Sept. 15
(Andre de la Varre Production).
In the Land of Pagodas (..).June 14
Life in Paris (11).....Dec. 22
New Hampshire (11).....Feb. 9
Pleasurebound in Canada (9).May 17
Unveiling Algeria (9½).....Mar. 1

COMMUNITY SING

No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster) (11)..Nov. 17
No. 5 (Gypsy Songs) (10).....Dec. 29
No. 6 (Medley of Hits) (..)..June 28

FABLES CARTOONS

Barnyard Babies (7½).....June 14
Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22
Pooch Parade (..).....July 19
Practice Makes Perfect (6)....Apr. 5

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOONS

Charm Bracelet, The (6½)...Sept. 1
Fish Follies (6).....May 10
Man of Tin (6½).....Feb. 23
Millionaire Hobo (7).....Nov. 24
Mouse Exterminator, The (6½).....Jan. 26
News Oddities (6).....July 19

SCREEN SNAPSHOTS
(Series 19)

No. 1 (9½).....Sept. 22
Art of Makeup.
No. 2 (10).....Nov. 10
Training animal stars.
No. 3 (10).....Dec. 1
Novelty Parties.
No. 4 (10).....Jan. 5
Trip Thru Studios.
No. 5 (11).....Feb. 23
Art in Hollywood.
No. 6 (10).....Mar. 29
Hollywood Recreations.
No. 7 (10).....May 3
Wardrobe Designers.
No. 8 (..).....June 7
Cowboy Jubilee.
No. 9 (..).....July 10
No. 10 (..).....Aug. 1

SPORT REELS

Canvas Capers (..).....July 19
Skiing Technique (9½).....Jan. 19
Roughhouse Fiesta (10).....Mar. 8
Tomorrow's Stars (10).....Apr. 19
Sport of Kings (10).....May 24
Saving Strokes With Sam Snead (..).....June 28
Bows and Arrows (9½).....Oct. 6
Flying Targets (10).....Feb. 16
Jai Alai (8½).....Nov. 30

THREE STOOGES COMEDIES

A Plumbing We Will Go (18).Apr. 19
How High Is Up (..).....July 26
Nutty But Nice (..).....June 14
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (17).Mar. 8
Three Sappy People (18½)....Dec. 1
You Natzy Spy (18).....Jan. 19

WASHINGTON PARADE

No. 1 (Smithsonian Institution) (11).....Nov. 10
No. 2 (U. S. Treasury) (11)...Dec. 29
No. 3 (Inside the F. B. I.) (11).Feb. 9
No. 4 (Social Security) (10)...May 10
No. 5 (The Archives) (..).....July 4

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9
Women in Hiding (22).....June 22

FITZPATRICK TRAVELTALKS
(In Technicolor)

Calling on Colombia (8).....Mar. 16
Day on Treasure Island, A (11).....Sept. 27
Land of Alaska Nellie (9)....Dec. 23
Modern New Orleans (8).....May 11
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Sitka & Juneau (9).....Apr. 13
Suva, Pride of Fija (9).....June 8
Vallant Venezuela (9).....Nov. 25

MINIATURES

Ash Can Fleet, The (11).....Sept. 9
Door Will Open, A (11).....Mar. 9
Failure at Fifty, A (10) Sepia.Oct. 7
◎Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Old South, The (11).....Jan. 20
Rhumba Rhythm (10) (sepia).Sept. 2
Servants of Mankind (9).....May 11
Where Turf Meets Surf (sepia) (11).....Jan. 6

M-G-M CARTOONS
(New Series)

A Rainy Day (7).....Apr. 20
Blue Danube, The (7).....Dec. 16
Fishing Bear, The (9).....Jan. 20
Home on the Range (9).....Mar. 23
Mad Maestro, The (8).....Dec. 30
Milky Way, The (..).....June 22
◎One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
Swing Social (8).....May 18
Tom Turkey (7).....June 8

M-G-M NEWS OF THE DAY

Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
All About Hash (11).....Mar. 30
Big Premiere, The (10).....Mar. 9
Bubbling Troubles (11).....May 25
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
New Pupil, The (11).....Apr. 27
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Midden Master, The (11) (sepia).....Apr. 20
Way in the Wilderness, A (..) (sepia).....June 22
XXX Medico (sepia) (..)...Mar. 23

PETE SMITH SPECIALISTS

Cat College (..) Sepia.....June 29
Domineering Male, The (10)..Mar. 30
Football Thrills of 1938 (10).Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia) Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Spots Before Your Eyes (10)..May 4
Stuffie (11).....Mar. 2
What's Your I. Q.? (sepia) (8).....Feb. 10
What's Your I. Q.? No. 2 (9)...June 8

ROBERT BENCHLEY

Day of Rest, The (9).....Sept. 16
Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9

SPECIAL

Flag Speaks, The (19).....June 14

Paramount

COLOR CLASSICS

◎Ants in the Plants (7)....Mar. 15
◎Little Lambkin (7).....Feb. 2

COLOR CRUISES
(New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Fresh Vegetable Mystery (8).....Sept. 22
Isle of Columbus (10).....Feb. 9
Kick in Time, A (7).....May 17
Pacific Paradise (10).....June 21
Peru (9).....Oct. 6

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Blue Barron and His Orchestra (10).....May 31
Champagne Music of Lawrence Welk (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6

PARAMOUNT NEWS

Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Busy Little Bears (10).....Oct. 20
Dangerous Dollars (11).....June 28
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby No. One (11)..Sept. 22
Sugar Wind (10).....Jan. 19
Television Preview (10).....May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Nurse Mates (7).....June 21
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22
Onion Pacific (7).....May 24

POPULAR SCIENCE
(In Cinecolor)

No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16
No. J9-5 (10).....May 3
No. J9-6 (11).....June 28

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
Blue Streak, The (10).....Apr. 19
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Desert Adventure, A (10)....Sept. 29
Dog Is Born, A (10).....Nov. 3
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Sink or Swim (10).....July 12
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Foul Ball Player, The (7)....May 24
Granite Hotel (7).....Apr. 26
Ugly Dino, The (7).....June 14
Way Back When a Night Club Was a Stick (7).....May 10
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9
Wedding Bells (7).....July 5

SYMPHONIC SERIES

Philharmonic Orchestra of U. S. A.
Blue Danube Waltz, The (10).Sept. 29
Merry Wives of Windsor (9)....Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS
(In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29
No. L9-5 (10).....May 31

RKO Radio

DISNEY CARTOONS
(In Technicolor)

Autograph Hound, The (8)....Sept. 1
Billposters (8).....May 17
Bone Trouble (9).....June 28
Donald's Dog Laundry (8)....Apr. 5
Donald's Vacation (8).....Aug. 9
Mr. Duck Steps Out (8).....June 7
Officer Duck (8).....Sept. 22
Put-Put Troubles (7).....July 19
Riveter, The (7).....Mar. 15
Tugboat Mickey (7).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9
'Taint Legal (16).....May 24

LEON ERROL COMEDIES

Bested by a Beard (20).....July 26
Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 1 (19).....Sept. 1
Soldiers with Wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.

No. 4 (19) .....Nov. 24
Newsfronts of War—1940.
No. 5 (17) .....Dec. 22
Crisis in the Pacific.
No. 6 (18) .....Jan. 19
The Republic of Finland.
No. 7 (18) .....Feb. 16
The Vatican of Pius XII.
No. 8 (18) .....Mar. 15
Canada at War.
No. 9 (19) .....Apr. 12
America's Youth—1940
No. 10 (19) .....May 10
The Phillipines
No. 11 (18) .....June 7
The U. S. Navy.

PATHE INFORMATION PLEASE

No. 1 (11) .....Sept. 8
No. 2 (11) .....Oct. 6
No. 3 (10) .....Nov. 3
No. 4 (11) .....Dec. 1
No. 5 (10) .....Dec. 29
No. 6 (11) .....Jan. 26
No. 7 (11) .....Feb. 23
No. 8 (10) .....Mar. 22
No. 9 (11) .....Apr. 19
No. 10 (11) .....May 17
No. 11 (10) .....June 14
No. 12 (12) .....July 12

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RADIO FLASH COMEDIES

Blamed for a Blonde (16) ....Oct. 20
Chicken Feed (18) .....Dec. 29
Coat Tales (18) .....Nov. 17
Marriage-Go-Round (18) .....July 28
Twincuplets (20) .....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9) .....Jan. 19
Court Favorites (8) .....Apr. 12
Gun Play (9) .....Sept. 1
Hunting Hounds (9) .....Sept. 29
Hurdle Hoppers (9) .....June 7
Ice Cutters (9) .....Oct. 27
Pennant Chasers (9) .....Feb. 16
Silent Wings (9) .....May 10
Sky Game (9) .....Dec. 22
Streamlined (9) .....June 21
Winter Playground (9) .....Nov. 24
Flycasting (9) .....May 15

RAY WHITLEY WESTERNS
(New Series)

Bandits and Ballads (17) .....Dec. 15
Cupid Rides the Range (18) ..Sept. 8
Molly Cures a Cowboy (19) ..Mar. 22

REELISMS (New Series)

Acres of Plenty (9) .....Oct. 13
Air Army (9) .....Apr. 26
American Royal (9) .....Nov. 10
Men of Muscle (9) .....Jan. 12
Nevada Unlimited (8) .....Sept. 15
Navajo Land (10) .....Mar. 1
Siege (10) .....Mar. 29
Stray Lamb (8) .....May 24
Streamlined (9) .....June 21
Vacation Diary (10) .....Feb. 2
West Wall (10) .....Dec. 8

SPORTSCOPES

Hurdle Hoppers (9) .....June 7
Streamlined (9) .....June 21

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11) .....Oct. 27
Sanctuary of the Seals (..) ..June 7
Sky Fighters (11) .....Dec. 8

ED THORGERSEN—SPORTS

Action on Ice (..) .....July 19
Big Game Fishing (10) .....Sept. 1
Clocking the Jockeys (11) ....Nov. 24
Following the Hounds (10) ...Mar. 1
Over the Seven Seas (10) ....Apr. 26
Top-Notch Tennis (10) .....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

Aghileen Pinnacles, The (11) .Nov. 10
Climbing the Spirit's Home (10) .....May 10
The Valley of 10,000 Smokes (10) .....Feb. 16
Valley of 10,000 Smokes, The (10) .....Feb. 16

FASHIONS
(In Technicolor)

Fashion Forecasts No. 5 (10) .Sept. 15
Fashion Forecasts No. 6 (10) ..Dec. 22
Fashion Forecast No. 7 (9) ..Mar. 29
Fashion Forecast No. 8 (..) ..June 21

FOX MOVIETONE NEWS
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LEW LEHR AND HIS DRIBBLE PUSS PARADE

Cheerio, My Dears (..) .....July 5
Labor Savers (9) .....Apr. 12
Monkeys Is the Cwaziest People (10) .....Sept. 29
Silly Season, The (10) .....Jan. 5

LOWELL THOMAS MAGIC CARPET

Evergreen Empire, The (11) ..Oct. 13
Flying Stewardess (10) .....Mar. 15
Isles of the East (9) .....May 24
Kangaroo Country, The (10) ..Feb. 2

TERRY-TOONS

All's Well That Ends Well (7) .....Mar. 8
Catnip Capers (..) .....May 31
Dog in a Mansion, A (7) .....Jan. 12
Edgar Runs Again (7) .....Jan. 26
©First Robin, The (7) .....Dec. 29
Hare and Hounds (7) .....Feb. 23
©Harvest Time (7) .....Feb. 9
Hitchhiker, The (7) .....Dec. 1
Hook, Line and Sinker (7) ....Sept. 8
Ice Pond, The (7) .....Dec. 15
It Must Be Love (7) .....Apr. 5
Just a Little Bull (7) .....Apr. 19
Love in a Cottage (..) .....July 28
Much Ado About Nothing (7) .....Mar. 22
One Mouse in a Million (7) ...Nov. 3
©Orphan Duck, The (7) .....Oct. 6
Professor Offkeyski (7) .....June 14
Rover's Rescue (..) .....June 28
Rupert the Runt (..) .....July 12
Sheep in the Meadow (7) ....Sept. 22
Swiss Ski Yodelers (7) .....May 17
Watchdog, The (7) .....Oct. 20
©Wicky-Wacky Romance (7) .Nov. 17

Universal

LANTZ CARTUNES

A 'Haunting We Will Go (7) ..Sept. 4
Adventures of Tom Thumb jr. (9) .....Mar. 4
Andy Panda Goes Fishing (8) .Jan. 22
Jolly Little Elves (9) .....June 3
Kittens Mittens (8) .....Feb. 12
©Life Begins for Andy Panda (8) .....Oct. 9
100 Pigmies and Andy Panda (7) .....Apr. 22
©Scrambled Eggs (9) .....Nov. 20
©Sleeping Princess (9) .....Dec. 4
Stubborn Mule (7) .....July 31
Three Lazy Mice (..) .....June 24

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9) .....Sept. 25
No. 67 (9) .....Oct. 16
No. 68 (9) .....Nov. 13
No. 69 (8) .....Dec. 11
No. 70 (8) .....Dec. 25
No. 71 (..) .....Jan. 15
No. 72 (9) .....Feb. 5
No. 73 (8) .....Feb. 26
No. 74 (9) .....Mar. 18
No. 75 (9) .....Apr. 29
No. 76 (9) .....May 13
No. 77 (9) .....May 27
No. 79 (9) .....July 18
No. 80 (9½) .....Aug. 12

STRANGER THAN FICTION

No. 66 (8½) .....Sept. 18
No. 67 (9) .....Oct. 9
No. 68 (9) .....Nov. 6
No. 69 (9) .....Dec. 4
No. 70 (9) .....Dec. 25
No. 71 (9) .....Jan. 8
No. 72 (8½) .....Jan. 29
No. 73 (9) .....Feb. 19
No. 74 (8½) .....Mar. 11
No. 75 (9) .....Apr. 15
No. 76 (9) .....May 6
No. 77 (9) .....May 20
No. 78 (..) .....June 10
No. 79 (..) .....July 8
No. 80 (9) .....Aug. 5

TWO REEL MUSICALS

Boy Meets Joy (17) .....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½) ...Feb. 14
Folies Parisienne (18) .....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
Fountain Frolics (..) .....Aug. 7
Six Hits and a Miss, Martha Tilton, Peggy Ryan, Buddy Pepper, Jimmy Dodd, Ted Arkin and Dorothy Roberts.
Hawaiian Rhythm (17) .....
Harry Owens and His Royal Hawaiians, Rita Rio, Don and Sally Jennings, Kenny Allen, Stears and Dean, Hawaiian Sweethearts and Royal Samoans.
International Revels (17) ....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Naughty Nineties (18) .....June 17
Rhumba Land (18½) .....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Rhythm Jamboree (18) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18) .....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs
Swingin' in the Barn (..) ....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.
Swing With Bing (18) .....Sept. 4

TWO REEL SPECIAL

International Revels (17) .....
March of Freedom (21) .....Sept. 6
Rhythm Jamboree (18) .....

UNIVERSAL NEWS
Released twice weekly.

Vitaphone

BROADWAY BREVITIES

Alex in Wonderland (20) .....Mar. 9
Double or Nothing (20) .....Apr. 20
Ice Frolics (20) .....Oct. 28
One for the Book (20) .....Feb. 3
Public Jitterbug No. 1 (..) ....May 4
Ride, Cowboy, Ride (20) .....Sept. 9
Royal Rodeo (15) .....Nov. 25
Seeing Spots (20) .....Apr. 29
Slapsie Maxie (17) .....Sept. 10
Spills for Thrills (19) .....June 15
World's Fair jr. (20) .....Dec. 9
Young America Flies (20) .....Aug. 3

THE COLOR PARADE
(New Series)

American Saddle Horses (10) .Nov. 11
Gun Dog's Life (..) .....May 11
Mechanix Illustrated No. 1 (10) .....Sept. 30
Mechanix Illustrated No. 2 (10) .....Dec. 2
Mechanix Illustrated No. 3 (10) .....Feb. 17
Mechanix Illustrated No. 4 ..June 29
Men Wanted (10) .....Mar. 23
Movie Dog Stars (..) .....Aug. 17
New Horizons (10) .....Jan. 6
Valley, The (..) .....July 20

LOONEY TUNES CARTOONS

Africa Squeaks (7) .....Jan. 27
Ali Baba Bound (7) .....Feb. 10
Chewin' Bruin, The (7) .....June 8
Film Fan, The (7) .....Dec. 16
Jeepers Creepers (7) .....Sept. 23
Naughty Neighbors (7) .....Oct. 7
Patient Porky (7) .....Aug. 24
Pied Piper Porky (7) .....Nov. 4
Pilgrim Porky (7) .....Mar. 16
Porky's Hotel (7) .....Sept. 2
Porky's Baseball Broadcast (7) .....July 6
Porky, the Giant Killer (8) ..Nov. 18
Slop Happy Pappy (7) .....Mar. 13
You Ought to Be in Pictures (7) .....May 18
Porky's Last Stand (7) .....Jan. 6
Porky's Poor Fish (..) .....May 18

MELODY MASTERS

Artie Shaw & Orchestra (10) ..Dec. 30
Carl Hoff and Orch. (10) ... Mar. 23
Coquettes, The (10) .....Feb. 17
Dave Apollon & Orch. (10) ..Mar. 2
Larry Clinton and His Orchestra (..) .....May 25
Ozzie Nelson and Orch. (10) ..June 29
Rubinoff and His Orchestra (10) .....Nov. 11
Swing Style (10) .....Sept. 2
Vincent Lopez and Orch. (10) .Sept. 30
Woody Herman and Orch. (10) .....July 27

MERRIE MELODIES (In Color)

A Wild Hare (7) .....July 27
Bear's Tale, The (7) .....Apr. 13
Busy Bakers (7) .....Feb. 10
Ceiling Hero (7) .....July 6
Circus Today (7) .....June 22
Confederate Honey (7) .....Mar. 30
Cross Country Detours (7) ...Mar. 16
Curious Puppy (8) .....Dec. 30
Early Worm Gets the Bird (7) .....Jan. 13
Egg Collector (7) .....July 20
Elmer's Candid Camera (7) ..Mar. 2
Fagin's Freshmen (7) .....Nov. 18
Fresh Fish (7) .....Nov. 4
Gander at Mother Goose (7) .May 25
Ghost Wanted (7) .....Aug. 10
Good Egg, The (7) .....Oct. 21
Hardship of Miles Standish (7) .....Apr. 27
Land of the Midnight Sun (7) .....Sept. 23
Little Blabbermouse (..) .....July 6
Little Lion Hunter (7) .....Oct. 7
Merry Mexico (7) .....Aug. 24
Mighty Hunters (7) .....Jan. 27
Screwball Football (8) .....Dec. 16
Sioux Me (7) .....Sept. 9
Sniffles and Bookworm (8) ...Dec. 2
Sniffles Takes a Trip (..) ...May 11
Tom Thumb in Trouble (7) ....June 8

TECHNICOLOR

Cinderella's Feller (20) .....June 1
Flag of Humanity (20) .....Aug. 31
©Monroe Doctrine, The (16) .Oct. 14
Old Hickory (17) .....Dec. 23
Pony Express Days (20) .....July 13
Royal Rodeo, The (20) .....Nov. 25
Singin' Dude, The (20) .....Apr. 6
Teddy the Rough Rider (19) ..Feb. 24

SPECIALS (Tech.)

Master's Touch, The (10) .....Feb. 18

VITAPHONE VARIETIES

All Girl Revue (10) .....June 22
An Organ Novelty (10) .....Jan. 13
No Parking (10) .....Mar. 30
Radio and Relatives (..) .....May 25
Sword Fishing (10) .....Oct. 21
Vote Trouble (10) .....Sept. 9

State Rights

ALLIANCE FILMS

Birth of the Movies (22) .....Sept. 1
Documentary.

SERIALS

COLUMBIA

Deadwood Dick .....July 19
15 Chapters. Don Douglas-Lorna Gray.
Shadow, The . Jan. 5
15 chapters.
Terry and the Pirates .....Apr. 12
15 Chapters. William Tracy-Granville Owens.

REPUBLIC

Adventures of Red Ryder ...June 15
Don "Red" Barry.
Dick Tracy's G-Men .....Sept. 2
15 chapters. Ralph Byrd, Irving Pickel, Ted Pearson, Phyllis Isley, Walter Miller.
Drums of Fu Manchu .....Mar. 15
15 Chapters. Henry Brandon-Luana Walters.
Zorro's Fighting Legion .....Dec. 16
12 Chapters. Reed Hadley.

UNIVERSAL

Buck Rogers .....Apr. 11
12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.
Flash Gordon Conquers the Universe .....Apr. 9, '40
Larry (Buster) Crabbe
Green Hornet .....Jan. 9
13 Chapters. Gordon Jones, Wade Boteler, Anne Nagel.
Phantom Creeps, The .....Oct. 17
12 Chapters. Bela Lugosi, Robert Kent, Dorothy Arnold.
Winners of the West .....July 2
13 Chapters. Dick Foran-Anne Nagel.

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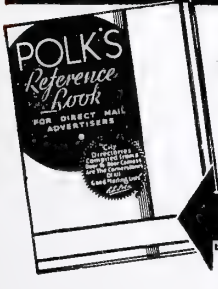
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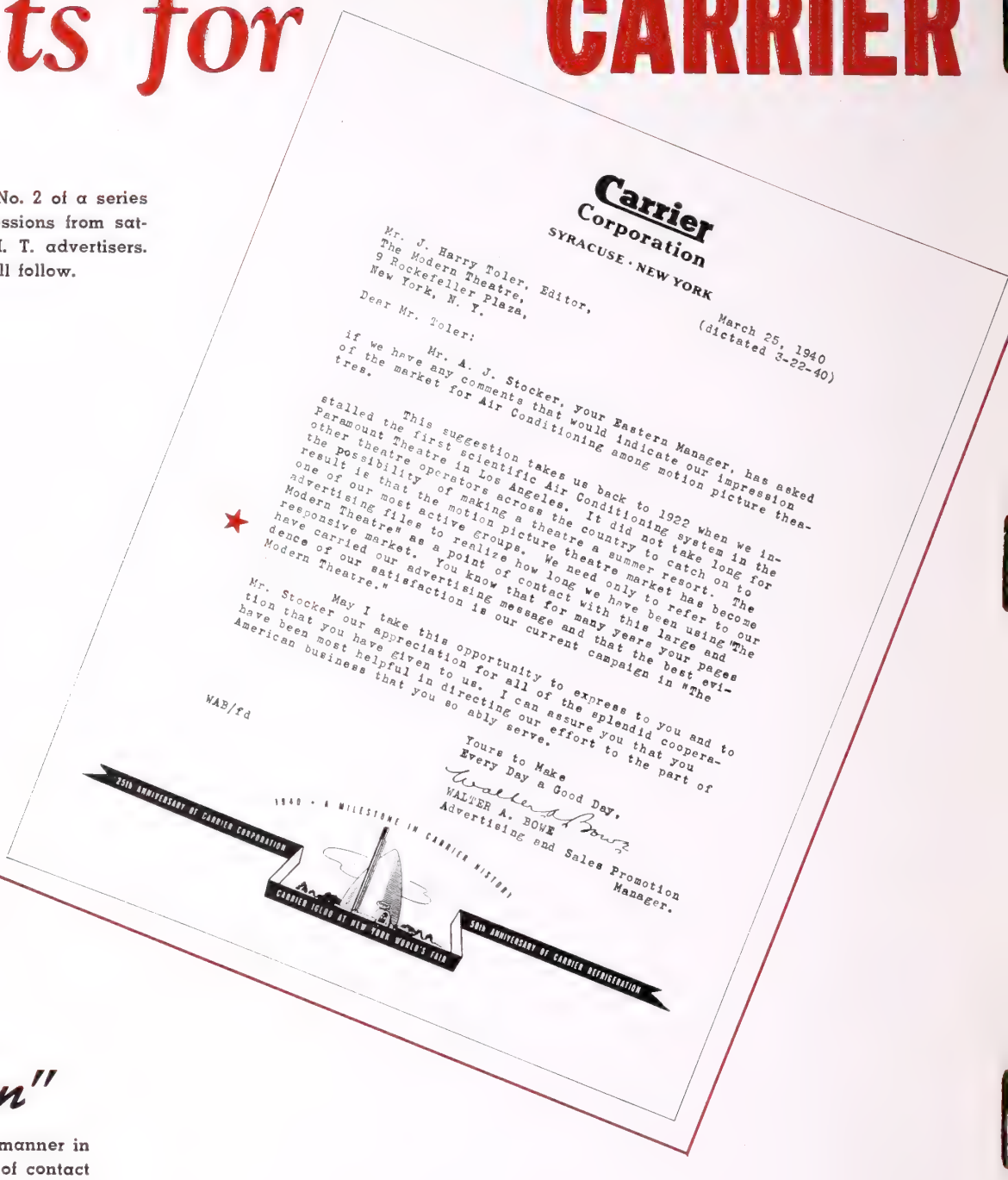
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New York, N. Y.

Dear Mr. Toler:

Mr. A. J. Stocker, your Eastern Manager, has asked if we have any comments that would indicate our impression of the market for Air Conditioning among motion picture theatres.

This suggestion takes us back to 1922 when we installed the first scientific Air Conditioning system in the Paramount Theatre in Los Angeles. It did not take long for other theatre operators across the country to catch on to the possibility of making a theatre a summer resort. The result is that the motion picture theatre market has become one of our most active groups. We need only to refer to our advertising files to realize how long we have been using "The Modern Theatre" as a point of contact with this large and responsive market. You know that for many years your pages have carried our advertising message and that the best evidence of our satisfaction is our current campaign in "The Modern Theatre."

May I take this opportunity to express to you and to Mr. Stocker our appreciation for all of the splendid cooperation that you have given to us. I can assure you that you have been most helpful in directing our effort to the part of American business that you so ably serve.

Yours to Make
Every Day a Good Day,

WALTER A. BOWE
Advertising and Sales Promotion Manager.

WAB/fd

25th ANNIVERSARY OF CARRIER CORPORATION
1940 · A MILESTONE IN CARRIER HISTORY
CARRIER ICELAND AT NEW YORK WORLD'S FAIR
50th ANNIVERSARY OF CARRIER REFRIGERATION

★ "Satisfaction"

is expressed by Mr. Bowe with the manner in which we have served "as a point of contact with this large and responsive market." Except for a brief "try out" period, Carrier Corporation's theatre trade advertising has appeared continuously and exclusively in The Modern Theatre section of BOXOFFICE since February of 1936.

Next . . . issue of August 17, 1940

will be attuned editorially to the all-important subject of FUNCTIONAL PLANNING . . . a down-to-business presentation of architectural principles, modern building practice and product application required to fulfill the design for entertainment. The exhibitor who may now or later plan property improvements will find help aplenty in both the editorial and advertising columns of this next issue of

The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

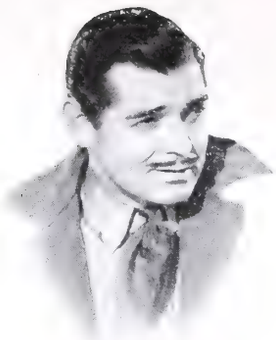
. . . *A Merchandiser's Advertising Medium*

The Pulse of the Motion Picture Industry

BOXOFFICE

AUGUST 10, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year, $7.50. NATIONAL EDITION

PRODUCTION INDEX





CLARK
GABLE
in
"BOOM TOWN"

SPENCER
TRACY
in
"BOOM TOWN"





CLAUDETTE
COLBERT
in
"BOOM TOWN"

HEDY
LAMARR
in
"BOOM TOWN"

"BOOM TOWN"

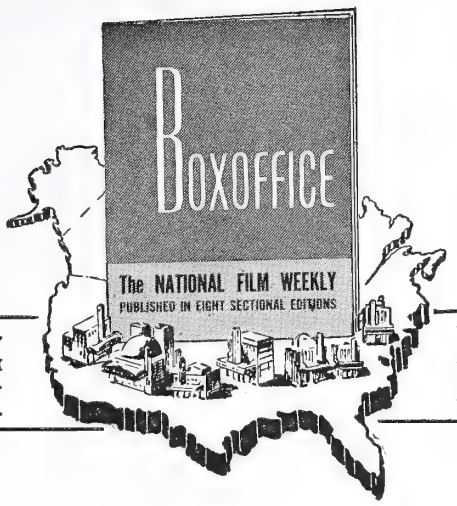
is Four Pictures in One!

As great as its Stars! Never before! Perhaps never again will Hollywood place four headline screen favorites in one production so thrilling and spectacular it towers over many of the industry's famed Road-shows!

Screen Play by John Lee Mahin • Based on a Story by James Edward Grant • Directed by JACK CONWAY • Produced by Sam Zimbalist

A METRO-GOLDWYN-MAYER PICTURE

PUBLISHED EVERY SATURDAY BY
ASSOCIATED PUBLICATIONS
VOL. 37 NUMBER 12
August 10, 1940
Member
Audit Bureau of Circulations



BEN SHLYEN
Publisher
MAURICE KANN
Editor-in-Chief
LOUIS RYDELL
Advertising Manager

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WILLIAM G. FORMBY, *Editor;* JESSE SHLYEN, *Managing Editor;* J. HARRY TOLER, *Modern Theatre Editor;* A. J. STOCKER, *Eastern Representative;* IVAN SPEAR, *Western Manager.*

"OF, BY AND FOR..."

FROM its very beginnings, any thoughtful view of the government's suit against the eight major companies must have embraced a realization that the pattern of a whole industry was involved.

As it proceeds to act in what is sometimes vaguely labeled "the public interest," so, too, should it be apparent the government cannot ignore the economic structure of as major an industry as this. Nor can the industry, on its own behalf, ignore a general reflection about the evenness or not of the keel on which its activities rest.

In fairness, and because there can be no valid reason to assume otherwise unless it is so demonstrated, the theory must be the department of justice is seeking to work out a consent decree which provides those reliefs the government holds essential from the ultimate consumer's point of view, but which, likewise, provides the greatest number within the industry the same, or more, living space in which to continue to function.

To draw any conclusions about any decree is largely a lost cause at this time when the texture of the tentative proposals is undergoing rapid change. No one can foretell accurately what a final agreement would include, so mercurial are the shifts through which the negotiations are passing.

We know the "Big Five" and the "Little Three" have split on the issue. It is common knowledge several component parts of the larger group have been rather violently opposed to terms as now outlined and that pretty strong pressure is being exerted on independents to kick up a fuss over some of the proposals, including the plan to sell in blocks of five after trade screenings.

A great deal has been reported in BOXOFFICE representative of divergent approaches to this plan. The analyses, it strikes us, have been alternately sound, circumspectly drawn and downright speculative. The result, if there is a single one, merely tends to stress the confusion which must prevail in that vast and unheard from army of theatremen around the country.

These men have a stake, and a very vital one, in the current deliberations under way in New York. The litigation from which decree conferences stem may involve eight companies, per se, but the broader view and the larger interest behind this lawsuit takes form in the thousands of exhibitors who may have to follow a new and untried course as the consequences of a settlement which affects them, but in the making of which they will have played a minor part.

Therefore, it is an interesting and extremely encouraging sign that the exclusivity so far composed of plaintiff and defendants is to be broken down and that exhibitor organizations are to have some say before any final curtain descends. They are entitled to that. And more. They are entitled to as complete a hearing and an unburdening of their minds as they elect to exercise. For they, along with producers and distributors, will have to live under the mandate of a decree, if ever entered.

Constructive as well was the suggestion advanced and already reported in the news columns that a national plebiscite be held among exhibitors of all shades and all leanings, with affiliation and without affiliation, in order to learn directly from them what they think of selling restricted to blocks of five.

This is the one route by which the myriad voices of the theatre industry might be filtered through one channel which would be expressive of the whole. Certainly, it should be done, but, if it is, there is need to safeguard the ballots and preserve the honest count. No questions should be loaded. No pressures should be brought to bear. No words put in any exhibitor's mouth.

And further. No yes-or-no vote on a direct question of for-or-against blocks of five would be reasonable. Hand in hand with the ballot would there have to be all of the pros and cons which support or bedevil such a plan, and there are many.

A step like this would be new and fresh in this business. The response may be overwhelming or it may be indifferent. Actually, what would count would be the step itself.

For, at issue is the principle of democratic procedure which dictates the equity and the justice of giving the rank and file the right, which it should always have, to forge one link, if only one, of its own future.

Kann

DECREE OUTCOME RESTING ON ESCAPE CLAUSE GIVING PARAMOUNT, 20TH-FOX FULL WAY OUT

Earlier Clause Provided Only Partial Release, Para't, Fox Argue

NEW YORK—Fate of the consent decree currently rests in the ability of lawyers for the distributors to write, and the willingness of the government to accept, an escape clause which would permit Paramount and 20th Century-Fox to withdraw completely if, after a period of trial, they find the decree unworkable from their point of view.

It is understood these companies, now cooperating in a two-way coalition, are unalterably opposed to the escape clause which appeared for the first time in tentative decree proposals dated August 3, the text of which is published beginning on page 9. Their approach on the existing clause and its mathematical formula for determining whether or not any decree signatories have been injured by the workings of a decree is this:

That the clause, as it stands, possibly would be practical insofar as a test period of sales in blocks of five is concerned, but that it covers merely that phase of a potential decree and nothing beyond. Paramount and 20th Century-Fox, on the other hand, are striking hard for a clause which, in their opinion, actually will give them an opportunity to escape the decree mandate in full, not in part. Otherwise, it is represented on their behalf that neither company will sign.

Succeeding Steps Stymied

It is admitted in pro-decree circles that succeeding steps are stymied until Paramount and 20th Century-Fox decide which way they will go. Indicative of the time-consumption rate at which negotiations are proceeding is the fact there is no scheduled meeting between attorneys for distributors and the government. In fact, department of justice negotiators spent the greater part of the week in Washington, the understanding being they were discussing with Attorney General Robert Jackson and Thurman Arnold, assistant in charge of the anti-trust division, the highlights of the proposed terms in their latest form.

But prior to their departure the word was about that the government would accept a decree settlement with or without Paramount, but provided four of the "Big

(Continued on page 18)

"The Highest Paid Counsel in America"

New York—Discussing the latest trade practice proposals, one attorney told BOXOFFICE it represents the work of the highest paid counsel in America.

The Mathematics in the Issue Are Wearing Down the Pencils

NEW YORK—The chief difficulty in arriving at an escape clause satisfactory to all prospective signatories to a consent decree lies in computing a mathematical formula in relation to defendants who would not come under the decree, according to sources close to the negotiators.

Even should an acceptable formula be worked out among signatories a large question mark enters the picture over the effectiveness of an escape clause, it is added. This stems from the purported recognition that "it would still be up to the signers to prove not only the allegation that they have suffered a loss in business as a result of becoming a party to the decree, but that the business they claimed to have lost actually went to the non-signers," as one spokesman puts it.

In this respect, would-be decree signers take the position the burden of proof would be upon them and they, themselves, question their ability to prove conclusively to a federal court the juncture at which they have been made to suffer as a result of decree restrictions imposed upon them as against the gain registered by the non-signers as a result of improved product quality, more aggressive salesmanship or more ingenious showmanship.

As matters stand, although admittedly open to revision, decree signatories may petition a federal court to relieve them of further compliance with provisions of Sections, 1, 2a and 2b of the decree upon establishing to the court's satisfaction that, during any consecutive nine-months period prior to filing of the application, the petitioning companies have done more than 72 per cent of the total gross distribution business in the United States, exclusive of state right sales, and that the applicant's total gross business in the United States has not decreased more than five per cent of distributors' total revenues for the calendar years 1937, 1938 and 1939.

Before a signatory moves to invoke the escape clause all signatories must be served with the application that goes before the court. No application may be filed to relieve compliance with the decree before August 31, 1942.

Sees Rentals Hiked Up the Line to 50%

NEW YORK—Forty and 50 per cent would be demanded for the leadoff attraction under the blocks of five selling plan to pay off the distributor for the increased cost of selling, it is the opinion of an important circuit man who operates in large and small towns.

This is one objection, and only one, to the selling proposal upon which the department of justice has been insisting. This dissenting opinion which, incidentally, synchronizes with that of others in opposition, rests on the following arguments:

"1—Exhibitors living any distance from an exchange center, if he operates three or four changes a week which is customary in the average smalltown, would be required to preview approximately 208 features per year. That would mean looking at four pictures a week minimum which, in turn, would require constant travel back and forth between that town and the exchange. This, of course, is obviously impractical and it follows little benefit would accrue to the small town operator through the opportunity of seeing the product before he buys it.

"2—The 20 per cent elimination, so hard to get and only a recent victory for the independent exhibitor, would be lost en-

(Continued on page 18)

Takes a Dark View Of Ind'p'ts' Fate

NEW YORK—The outlook for the independent exhibitor in the trade conferences under way between the government and major companies in an effort to settle the all-industry suit does not look so rosy, according to Max A. Cohen, president of Allied of New York and the Cinema Circuit, the latter operating approximately 20 theatres in the greater New York area.

Having spent 20 years in the trade, Cohen says, "From what I see coming now it does not look good for the independent exhibitor.

"Things will not be all right until the government calls in the practical men who know what it is all about," he adds. He refers to the men who have an investment in the business, "know what it is about and are fighting to stay in business.

"It all resolves down to cancellation and clearance. All complaints come under the heading of clearance, no matter what division they are set up in the draft. The cure is proper, honest and sincere arbitration. Let's stop waving the flag—let's carry it."

The independent exhibitor, he says, will only get out of the current negotiations the added freight of paying the lawyers. "It is a Roman holiday for Blackstone, and

(Continued on page 12)



Believing with all our hearts that a happy country is a strong country, we of **PARAMOUNT** are prepared to lift the spirits of the **AMERICAN PUBLIC**, as well as the spirits of the **AMERICAN EXHIBITOR** with the happiest, the strongest program of **STAR-SPANGLED ENTERTAINMENT** the screen has ever seen.





Kissing the "B's" Goodbye, we present four big **STAR-SPANGLED ENTERTAINMENTS** for September—First, the all-star, seven-hit-song musical masterpiece **"RHYTHM ON THE RIVER,"** praised by critics as potentially stronger than "Road to Singapore" and "Buck Benny." Second, **THE ALDRICH FAMILY**, delight of millions of radio fans in **"LIFE WITH HENRY"** with Henry played by **JACKIE COOPER**, and two new Broadway finds, **LEILA ERNST** and **EDDIE BRACKEN**.





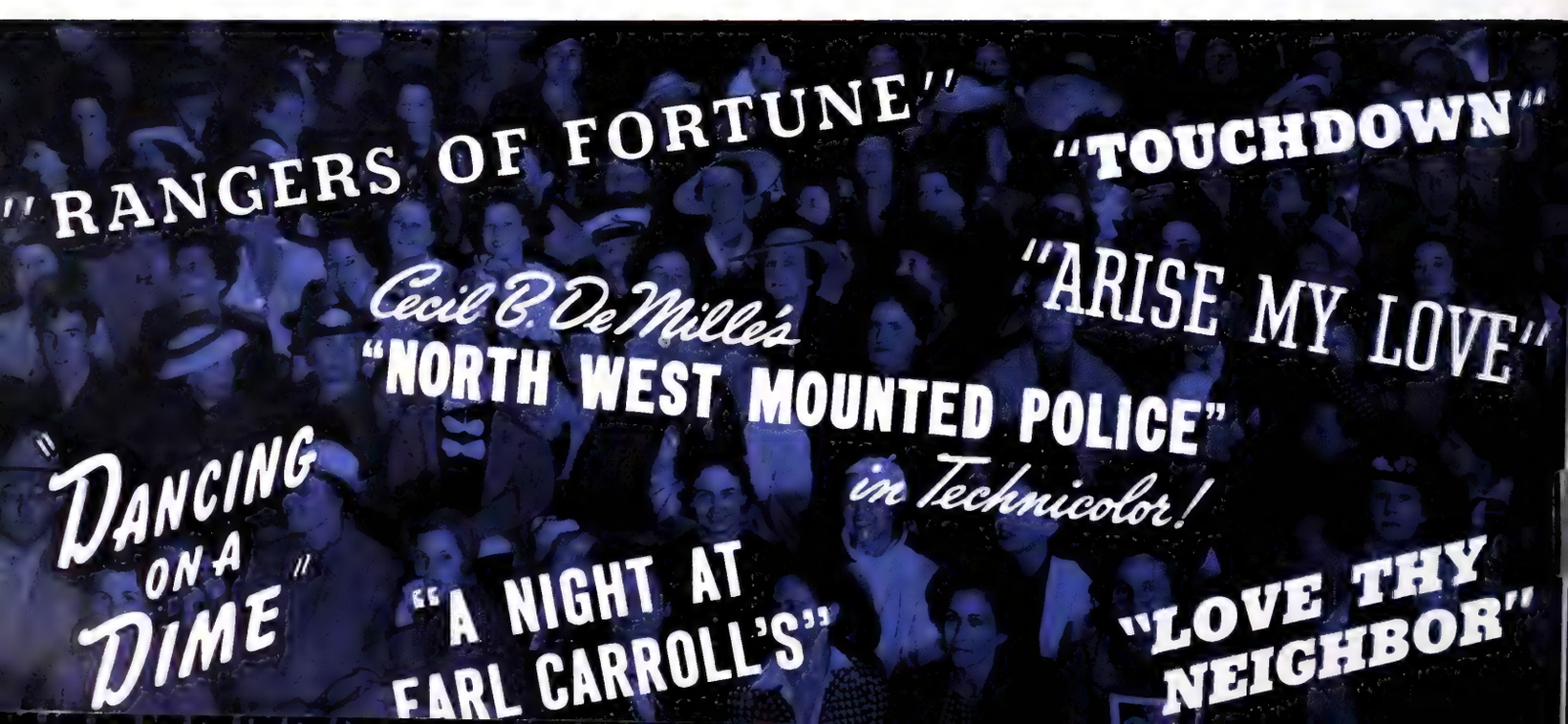
Third, JOAN BLONDELL and DICK POWELL stage a mighty comeback in the fast-paced comedy-romance of young married life, "I WANT A DIVORCE." Fourth, making this an almost unbelievable triumph of program lavishness, the great Joseph Conrad drama of the South Seas, "VICTORY," one of the mightiest adventure-romances ever written, comes to the screen with a glorious all-star cast headed by FREDRIC MARCH, BETTY FIELD with SIR CEDRIC HARDWICKE.





September is only the beginning. On this page you see just a few of the other STAR-SPANGLED ENTERTAINMENTS PARAMOUNT is prepared to present to a public desirous of just such entertainments . . . A PRODUCT PARADE we are proud to label as COMPLETELY WHAT AMERICA WANTS This Year of all Years.

PRINTED IN U.S.A.



"BOOTLEG" THEATRE CHECK SEEN IN PROPOSAL

PRODUCT DEMAND DATES BACK FULL 5 YEARS

Deemed Move to Placate Chains Fearing Growth Of "Mushroom" Units

NEW YORK—Designed to eliminate any rise of "bootleg" theatres, revised consent decree terms propose complaining exhibitors must have been on record in demanding product held by chain competition as far back as a five year period from July 20, 1940.

A new clause in decree drafting takes care of this. Its purpose is construed as a method of placating disgruntled theatre circuits, and chiefly Paramount partners, who openly have expressed fears that such a provision, unless tightened and made specific, would bring about an invasion of exhibition by individuals or groups angling for product on the strength of decree mandate to the detriment of the established circuit customer.

Another important clause that has undergone revamping, deals with the expansion methods employed by the major circuits for three years following entry of the decree. It is regarded as significant that the decree would not prevent any defendant from acquiring theatres to protect its investment or its competitive position for ordinary purposes of its business. Just what a new phrase—"ordinary purposes of its business"—might mean naturally becomes a matter of interpretation.

On Altering of Blocks

Taking concrete form for the first time, although it has been reported frequently in BOXOFFICE in recent weeks, is the provision enabling distributor-defendants to alter the specific properties that make up a five-picture block, so that a unit offered to one exhibitor is not necessarily the same one that goes to all. It amounts to trading; the films rejected by an exhibitor in a given block could be offered to another operator in place of what had been there before.

Regarded in some quarters as a tightening restriction on exhibitors in respect to cancellation of pictures that are offensive on moral, religious or racial grounds is a new phrase which states the offensiveness must be proven to be of a general rather than a local character. In other words, an exhibitor cannot take advantage of this clause because he, personally, or a small group of patrons or a member of the clergy object to it; the film must first have met with objections in a general sense in his community, although not on a national scale.

Without further explanation clause five in the old draft, in discussing arbitration power constantly refers to arbitrators, meaning more than one. The new draft refers to arbitrator, indicating, possibly, that a one man arbitration system will

(Continued on page 14)

New Decree Proposals Clarify, Tighten and Expand 1st Draft

NEW YORK—Further clarification of proposals discussed in tentative consent decree terms is regarded as having been reached in a new draft dated August 3 and published in full below.

New words, phrases and, in some instances, paragraphs will be found italicized in the text itself, while a partial analysis of the clauses appears in an adjoining column.

The italics do not always mean intent has been changed, but a clearer exposition of the point under discussion, or a tightening of the language employed. For instance, a study of the August 3 draft will reveal a frequent shifting of the same language used in the July 17 draft as well as the introduction of new language.

Likewise, there are some instances where language of the July 17 draft has been deleted from that dated August 3. What these are, BOXOFFICE believes, may be best and fastest determined by a comparison of the two drafts. The July 17 proposals were published in the issue of July 27. What follows is the August 3 text:

1. ELIMINATION OF BLIND SELLING—No distributor shall *lease or* offer for lease (1) a feature (2) *motion picture film for a public exhibition within the United States of America and the District of Columbia at which an admission fee is charged until the film has been trade shown* (3) within the exchange district (4) as presently constituted, in which the public exhibition is to be held. Every trade showing shall be preceded by a notice published in a trade publication (5) having general circulation among exhibitors in such exchange district, which shall state the title of the film and the date and the time when the place or places where the film will be trade shown.

(1)—The term "lease" includes the making of a license, agreement, contract or any type of agreement whereby a feature motion picture film is to be supplied by a distributor directly or indirectly to an exhibitor to be exhibited in a theatre for public performance.

(2)—A feature motion picture film shall be defined as a motion picture which is approximately 5,000 feet, or more, in length, hereinafter sometimes referred to as "motion pictures" or "feature pictures" or "pictures," *and which has not been released in the United States prior to September* 1, 1941.

(3)—A trade showing is an exhibition of a motion picture film at a theatre or projection room for the benefit of exhibitors generally, prior to the lease or offer to lease of a *feature* for public exhibition.

(4)—Each company shall file a map showing the territory covered by each exchange district as presently constituted.

(5)—Trade publication means a daily or weekly newspaper or magazine which is devoted primarily to news concerning the motion picture industry.

2. LIMITATION ON THE LEASE OF PICTURES WHICH HAVE BEEN TRADE SHOWN.

(a)—No distributor shall *lease or* offer for lease more than five features in a single group. *Any distributor may in offering its features for licensing, change the combinations of trade shown features in groups as it may from time to time determine and may lease or offer to lease as many groups of trade shown features as it may from time to time determine, provided the lease of one group of features*

(Continued on page 12)

How the Headings Compare

NEW YORK—*This is a comparison showing how the major clauses in the July* 17 *draft for a consent decree match, or do not match, a revised draft dated August* 3 *in terms of headings:*

July 17 Draft

1—Elimination of blind selling.
2—Leasing of feature motion pictures in exchange districts.
3—Limitation on the lease of pictures which have been trade shown.
4—Pictures available on some run.
5—Disputes as to clearance shall be subject to arbitration under the following provisions.
6—Remedy for discrimination against independently operated theatres.
7—Acquisitions of, or changes with respect to theatres in which defendants are interested.
8—Escape clause (no draft).
9—None.
10—None.

August 3 Draft

1—Elimination of blind selling.
2—Limitation on the lease of pictures which have been trade shown.
3—Leasing of feature motion pictures in exchange districts.
4—Pictures available on some run.
5—Arbitration of clearance disputes.
6—Unreasonably withholding prints.
7—Remedy for discrimination against independently operated theatres.
8—Acquisitions of or changes with respect to theatres in which defendants are interested.
9—Escape clause (fully drafted).
10—Arbitration machinery.

The Pulse of the Motion Picture Industry

BOXOFFICE

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DENVER—319 S. Clarkson St., J. A. Rose. Telephone Spruce 0318.
DES MOINES—The Colonade, Rene Clayton.
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KANSAS CITY—4804 East Ninth St., Jesse Shlyen, Midwest editor. Telephone CHestnut 7777.
LITTLE ROCK—P. O. Box 253, Lynn Hubbard. Telephone 3-0156.
MEMPHIS—399 So. Second St., Carolyne Miller.
MILWAUKEE—210 East Michigan St., H. C. Brunner. Telephone Kilbourn 6670-J.
MINNEAPOLIS—507 Essex Bldg., Maurice Wolff.
NEW HAVEN—42 Church St., Suite 915, Gertrude Pearson. Telephone 6-4149.
NEW ORLEANS—1136 Behrman Ave., J. W. Leigh.
NEW YORK CITY—9 Rockefeller Plaza, William Ornstein, Eastern editor. Telephone Columbus 5-6370, 5-6371, 5-6372.
OKLAHOMA CITY—744 S. W. 34th St., Frederic Schofield.
OMAHA—5640 Woolworth Ave., Monte Davis.
PHILADELPHIA — 903 Manning St., Joseph Shaltz. Telephone WAlnut 0860.
PITTSBURGH—1701 Blvd. of the Allies, R. F. Klingensmith. Telephone Atlantic 4858.
PORTLAND, ORE.—Oregon Journal. Dick Fagan. Telephone ATlantic 0123.
ST. LOUIS—5149 Rosa Ave., David F. Barrett. Telephone Flanders 3727.
SALT LAKE CITY—167 South State St., Viola B. Hutton. Telephone WAsatch 165.
SAN FRANCISCO—606 Grant Bldg., 1095 Market St., Al Scott. Telephone Market 6580.
SEATTLE—2321 Second Ave., Joe Cooper. Telephone MAin 8398.
WASHINGTON—1426 G St., Earle A. Dyer.

IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Leader-Post. Bruce Peacock.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

TRADE temperatures have been bubbling along with nature's own. It's a case of the decree and some of its proposed terms.

As the lawyers browse around and dig more deeply into the discussions which are continuing in tentative vein, interesting opinions stalk into the open. If you will bear in mind that each succeeding lawyer does not necessarily agree with his predecessor's slant, the next couple of paragraphs might turn out to be interesting.

By way of example is the impression, generally prevailing in New York at any rate, that selling to circuits under the decree would be returned to the field. This is a hangover from the trade practice code days and apparently, or maybe anyway, doesn't apply under formulas advanced for decree promulgation. The counsel for one or more of the majors are responsible for what may turn out to be a discovery of little concern, no doubt, to the field but of some to sales managers resident in New York.

The analytical lawyers now maintain there is nothing suggested thus far in any decree proposal which makes it necessary to change the current method of big-scale negotiations between distributor and circuit; that, as in the past, circuit men can, and would, make their buys at headquarters so long as each situation is covered by an individual, and not a blanket, contract.

Thus: Charlie Skouras would buy for Los Angeles on one deal, for San Francisco on another, Portland a third and so on down the line and no one contract could bear on the other. In effect, this merely would mean the master deals which for long have been a part of the scene would be wiped out, but certainly not the deals themselves. Just a rearrangement, convenient to all hands with the exception of the legal departments and their stenographic crews.

Don't Get It

Pro-decree enthusiasts, including government attorneys, say they don't get the objections thrown up by the Paramount partners to Clause 6 which becomes Clause 7 in the August 3 draft. From the partners the argument is the proposal would threaten their film supply and jeopardize their position as established customers of the distributor; that it would attract fly-by-nighters to rush into exhibition with a so-called better theatre on whose behalf arbitration might decide. The pro-decree group, and government men as well, answer by drawing attention to the proposed clause which set forth clearly that the question of which theatre would get what product under the outlined conditions pertains to those houses which were in existence when the decree is signed.

But this has had teeth sharpened and added. Now it is proposed that an exhibitor squawking for product held by a chain competitor must have established that squawk over a period of five years working backward from July 20 of this year. If the complaining theatreman is yelling on behalf of a theatre he has been operating for less than that period, there must be evidence in the records of correspondence with distributors to demonstrate his predecessor had been active on the same issue.

Also an Angle

Everyone and his attorney has a slant on the negotiations. Here is one privately talked by the counsel for a chain not affiliated with any producing or distributing company:

If the blocks of five scheme is formally adopted and made part of a decree or an "understanding" eventually leading into a decree, he proposes instituting a suit against those distributors who are parties to it on the ground they have conspired with the government to effect a monopoly.

Cute, isn't it?

Financial Slant

Writes the Wall Street "Journal" which usually knows what goes on in the world of finance:

> "The readjustment problem for the industry is a serious one that will probably take considerable time to solve. If European markets are lost for any extended period as they well may be, it will mean the planning of pictures mainly for the domestic market, made at a cost that will permit profits solely from domestic rentals."

Must be reading BOXOFFICE.

"The FIGHTINGEST SAILINGEST SLASHINGEST and DASHINGEST MELODRAMA!"



Motion Picture Daily says: "Hal Roach has made of this Kenneth Roberts novel (Roberts also wrote 'Northwest Passage') the fightingest, sailingest, slashingest and dashingest maritime melodrama in the memory of ye oldest resident. The film is full of action from stem to stern!"

Hal Roach presents

KENNETH ROBERTS'
(Author of "NORTHWEST PASSAGE")

CAPTAIN CAUTION

A Richard Wallace-Grover Jones Production

Victor MATURE • Louise PLATT
Leo CARRILLO • Bruce CABOT

Vivienne Osborne • Robert Barrat
Miles Mander • Roscoe Ates • El Brendel

Released thru United Artists

"The fight recalls that 'Spoilers' brawl of some decades back as has no other filmed since. It is the keynote of the production and an item for showmen to concentrate on in exploitation." —***Motion Picture Herald***

"A socking sea action story...with a climax that is a pip of a slam-bang, rough and tumble affair, making the finish fast and exhilarating." —***Hollywood Reporter***

"Packs plenty of action, comedy and romance." —***Film Daily***

"Fights, fists, guns and cutlasses feature its man-to man action and lusty melodrama. Customers will find the colorful narrative to their liking." —***Daily Variety***

New Draft Clarifies And Tightens Terms

(Continued from page 9)

shall not be conditioned upon the lease of another feature or group of features.

(b)—*No exhibitor shall be required to lease short subjects, newsreels, trailers, or serials (hereinafter collectively referred to in this article as "shorts") as a condition of leasing features. No exhibitor shall be required to lease reissues, westerns, or foreigns (hereinafter collectively referred to in this article as "foreigns") as a condition of leasing other features.*

Controversies arising upon a complaint by an exhibitor that the leasing of one group of features was conditioned upon the leasing of another feature or group of features or the leasing of shorts or foreigns shall be subject to arbitration. An exhibitor shall have no right to assert any claim that the *leasing* of such features was so conditioned unless he shall have mailed to the distributor at its home office notice in writing of such claim and the grounds therefor not later than two days after notification to exhibitor of distributor's approval of exhibitor's signed application for such features, shorts and *foreigns*. The power of arbitrators in any such dispute shall be limited to (1) a finding as to whether or not the *leasing* of such features was so conditioned; and if the finding be in the affirmative; then (2) an award cancelling the license agreement or agreements for (or to the extent that they *may* relate to) such *additional feature or group of features*, "shorts" *or "foreigns."*

(c) CANCELLATION FOR CAUSE. An exhibitor may cancel out of any group of *features* leased by him, any picture which is *generally offensive in the locality served by his theatre* on moral, religious or racial grounds, provided written notice of his election to cancel together with a statement of his reasons therefor shall be mailed to the home office of the distributor not later than seven days after the contract has been executed. Any distributor may arbitrate the question of whether any picture is in fact *generally* offensive *in the locality* served on moral, religious or racial grounds.

3. LEASING OF FEATURE MOTION PICTURES IN EXCHANGE DISTRICTS. No *license* for *features to be exhibited in theatres located* in any exchange district* shall include theatres located in another exchange district, as from time to time constituted, nor shall the leasing of *features* in one exchange district be conditioned upon the leasing of a *feature* or group of *features* in another exchange district.

4. PICTURES AVAILABLE ON SOME RUN. *Controversies arising upon a complaint by an exhibitor that a distributor has refused to lease its pictures on any run shall be subject to arbitration.* Distributors shall not refuse to *lease* their pictures on some run to be designated by the distributor for exhibition in any situation provided that the exhibitor can satisfy reasonable minimum standards of theatre operation and the exhibitor is reputable and responsible, unless the granting of a run on any terms to the complaining exhibitor will prejudice the distributor's business interests in the area where the complainant's theatre is located. If the arbitrator finds that a distributor has refused to *lease* its pictures contrary to the provisions of this section he shall issue an award directing the distributor to offer its pictures for license to the complaining exhibitor for a run to be designated by the distributor upon terms *and conditions* fixed by the distributor which are not calculated to defeat the purpose of this section. The burden of *showing that granting* a run *on any terms to the complaining exhibitor will prejudice the distributor's business interests in the area where the complainant's theatre is located* shall be upon the distributor.

5. ARBITRATION OF CLEARANCE DISPUTES. Disputes as to clearance shall be subject to arbitration under the following provisions:

Clearance, as used in this section, shall be deemed to mean the period of time which must elapse between the successive runs of a motion picture in a given area, pursuant to the express provisions of a license agreement.

It is recognized that clearance, reasonable as to time and area, is essential in the distribution and exhibition of motion pictures.

(The clause on a distributor's right to select its own customer and designate the run is omitted from this draft and is to be inserted in clauses containing general reservation).

In determining whether any clearance complained of is unreasonable, the arbitrators shall take into consideration the following factors and accord to them the importance and weight to which each is entitled, regardless of the order in which they are listed:

(1)—The historical development of clearance in the particular area wherein the theatres involved are located.

(2)—The admission prices of the theatres involved.

(3)—The character and location of the theatres involved, including size, type of entertainment, appointments, transit facilities, etc.

(4)—The policy of operation of the theatres involved, such as the showing of double features, gift nights, giveaways, premiums, cut rate tickets, lotteries, etc.

(5)—The rental terms and license fees paid by the theatres involved and the revenues derived by the distributor from such theatres.

(6)—The extent to which the theatres involved compete with each other for patronage.

(7)—All other business considerations, provided that the fact that a theatre involved is affiliated with a distributor or a chain of theatres, shall be disregarded.

The power of the *arbitrator* in any dispute relating to clearance shall be limited to:

(1)—A finding as to whether or not the clearance complained of is unreasonable and, if the finding be in the affirmative, then,

(2)—An award fixing the maximum amount of clearance which may be granted in all license agreements thereafter entered into.

In any case where there has been a reduction in clearance by an award of the *arbitrator* any distributor or *exhibitor* affected by such an award may thereafter petition for a *modification* of the maximum clearance *fixed by the award, and if it shall be shown that since the making of such an award the conditions in respect of the theatres involved in the award have so changed as to warrant modifications there-*

(Continued on page 14)

*Changes in the territory embraced within a particular exchange district shall be made only after two weeks' notice to the Department of Justice.

Another Columbia "Bell-Ringer"

Hollywood—Columbia's enviable reputation for producing bell-ringing sophisticated comedies is further and substantially enhanced by "He Stayed for Breakfast," a delightfully brilliant mixture of farce, subtlety and satire. It should prove an entertaining tidbit of the choicest variety for discriminating entertainment seekers, but at the same time is sufficiently down-to-earth to have considerable mass appeal. With so much serious agitation concerning fifth column and ism activities, its theme, which subjects Communism to a merciless ribbing, is particularly timely and appealing. Melvyn Douglas and Loretta Young are ideal in the star positions, and the picture is ably produced and directed by B. P. Schulberg and Alexander Hall, respectively.—SPEAR.

Takes a Dark View Of Ind'p'ts' Fate

(Continued from page 4)

at our expense."

In regard to the proposal to sell in blocks of five, Cohen states it is his belief the government is trying to protect and insure the right of the subsequent exhibitor "to stay in the business."

"Any mandatory provision which interrupts a steady flow of product to independents would create a hazardous condition in that the said exhibitors would constantly be at the mercy of onerous sales conditions on the part of distributors.

"Furthermore, in double feature territories where independents need from six to eight pictures a week, you can readily understand the hardships to be overcome if purchases of pictures were limited to blocks of five, thereby preventing the proper setting up of film requirements for the ensuing year.

"The right of proper cancellation, a provision for which we have been fighting for years, would be lost to us forever.

"The problems of the independent exhibitor vary all over the country. The evils and abuses take on different forms in different territories. It is obvious that one prescription for all complaints cannot become the cure-all. Two important points confront every independent nationally. Let there be applied proper cancellation to wholesale buyers and arbitration to take care of clearance."

In a plea for "common sense, sane reasoning," he observes, "Every move being made is closing in on us and trying to push us out. What uncommittable sin has been made by the independent exhibitor that he is being pushed off the map?"

He urges that the government ignore "a lot of rabble rousers. Get down to the meat of the thing. Take those who have complaints into confidence and work out the problem," he demands.

Setting up an arbitration system where an exhibitor does not have to fear sitting on a panel against another exhibitor would be a boon to the industry, in his opinion. "We've been sold down the river so often in the last few years, it is about time we bought the river before we get drowned in it."

SCATTERBRAIN

A SCREAMINGLY FUNNY JAMBOREE OF GAIETY AND MUSIC



JUDY CANOVA • *Alan* **MOWBRAY** • *Ruth* **DONNELLY** • *Joseph* **CAWTHORN** • *Eddie* **FOY, JR.** • *Billy* **GILBERT**

WALLACE FORD • ISABEL JEWELL • LUIS ALBERNI • EMMETT LYNN • JIMMY STARR • CAL SHRUM'S GANG

MATTY MALNECK AND HIS ORCHESTRA

A REPUBLIC PICTURE

Decree Pact Terms Tightened in Draft

(Continued from page 12)

of, then such award shall be modified accordingly.

(6) UNREASONABLY WITHHOLDING PRINTS. In booking prints for exhibition by exhibitors competing on the same run in the same exchange territory, the distributor shall not withhold delivery of prints available in the exchange from one exhibitor in order to give a competing exhibitor a prior playing date not provided for in its exhibition contract. It is recognized that distributors must be permitted discretion in the ordinary course of booking and distributing films in an exchange when too few prints are available in the exchange for the playing date desired by two or more theatres. In such cases this section shall have no application.

Violations of this section shall be subject to arbitration and, if the arbitrator finds that the distributor has pursued a policy of withholding available prints in violation of this section, he shall enter an award directing the distributor to discontinue such policy.

(7) REMEDY FOR DISCRIMINATION AGAINST INDEPENDENTLY OPERATED THEATRES. Controversies arising upon a complaint by an *independent* exhibitor *that subsequent to the commencement of the method of selling set forth in sections* 1, *2a and 2b hereof, a defendant distributor has arbitrarily refused to license its features for exhibition on the run requested by said exhibitor in one of said exhibitor's theatres which was in existence or which replaced* a theatre in existence at the date of this decree shall be subject to arbitration. An independent exhibitor, as used in this section, is one* wholly independent of any circuit of more than five theatres and not affiliated either by stock ownership, common buying or otherwise with a circuit of more than five theatres *or with a buying combine or common buying agent negotiating* for more than five theatres.

Findings

In any such arbitration no award shall be made against the distributor unless the arbitrator shall first find the following facts:

(1)—*That the complainant is an independent exhibitor as defined in this section and that the theatre operated by him and specified in his complaint* was in existence at the date of the decree or replaced such a theatre;

(2)—That such refusal of the distributor continued during a period of not less than three successive months;

(3)—That the distributor has during such period, licensed feature pictures requested by the complaining exhibitor on the run *requested* by him to a theatre which is a component of a circuit of not less than 15 theatres and which is in competition with the theatre specified in the exhibitor's complaint;

(4)—That the complainant's theatre has not available to it feature pictures sufficient in nature and quantity to enable it to operate on the run *requested by the complainant.*

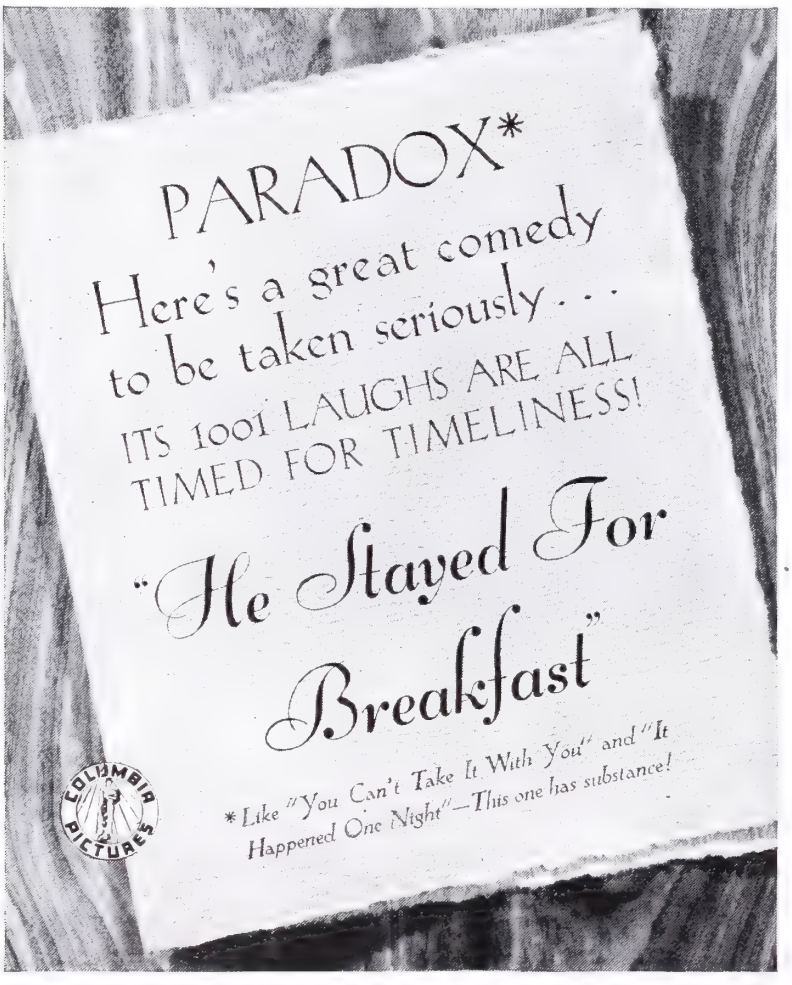
(5)—That

(a)—The complaining exhibitor has operated the theatre specified in his complaint subsequent to July 20, 1935 and prior to July 20, 1940, on the same run as or on an earlier run than that enjoyed by the circuit theatre specified in the complaint; or

(b)—The complaining exhibitor has subsequent to July 20, 1935, and prior to

(Continued on page 16)

*A replacement is a theatre which was erected in the same neighborhood as one which was destroyed or permanently abandoned as a theatre, for the purpose of succeeding to **its patronage,** the destroyed or abandoned theatre. If the replacing theatre has a seating capacity more than 25 per cent greater than that of the theatre replaced, it shall not be entitled to the benefits of this section.



Plebiscite on Blocks Of Five Abandoned

New York—A defense proposal that the country's exhibitors, affiliated and independent, submit to a poll to determine reaction to the consent decree provision for selling in blocks of five "never got beyond first base because there were too many complications," a first-line negotiator source declares.

Although he would not qualify his remarks, he hinted the complications stemmed from objections over the manner in which it was proposed to conduct the poll. A time element was also a factor against it, in view of the belief three to four weeks might be consumed to finish the tabulations.

Decree Proposes Check On "Bootleg" Houses

(Continued from page 9)

prevail. Under arbitration procedure, whereby disputes involving discrimination against independently operated theatres are to be determined, the new draft omits the definition "procedure," which appeared in the initial document. Portions of the old material employed in the definition of clearance are omitted in the new draft.

There is further definition in clause four of the conditions under which pictures available on some run are to be subject to arbitration. The clause contains a number of new phrases not appearing in the old draft.

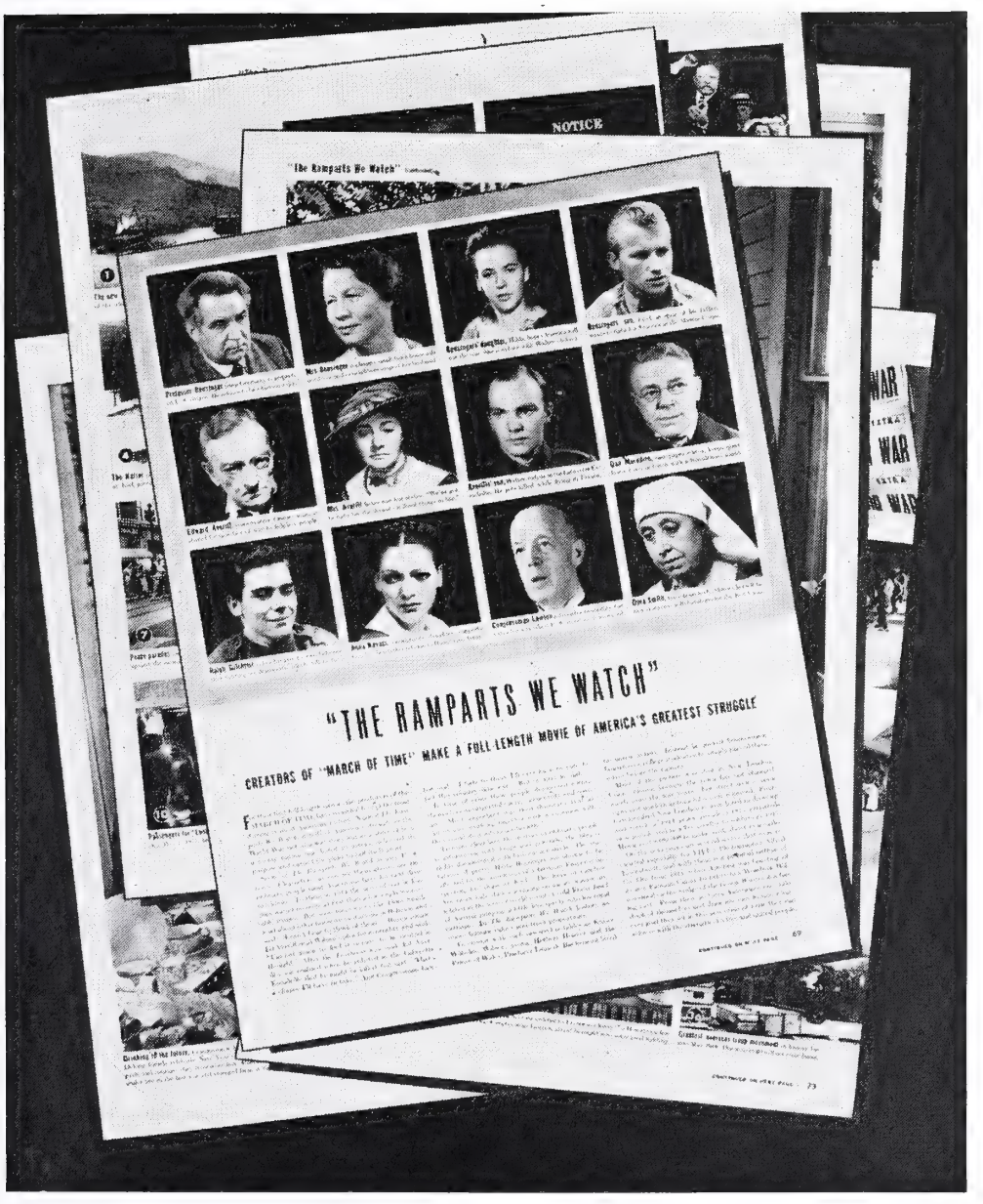
Gets New Post

NEW YORK—William Shelton, formerly with the RKO foreign department, has been named sales manager for French Cinema Center, Inc., Andre R. Heyman, president, making the appointment.

"I Love You Again" Will Please

Hollywood—Here's a laugh-a-minute farce, broadly told and played with zest, and that seems certain to fit in with present audience tastes and desires. William Powell, married to Myrna Loy, portrays a small-town stuffed shirt whom she is planning to divorce. A blow on the head reveals he is an amnesia victim, however, and in reality, a smooth-talking confidence man. As such he falls in love with his wife all over again and wins her away from a rival. W. S. Van Dyke directed.—SPEAR.

One of the biggest send-offs a movie ever got!



These 7-full pages in LIFE for August 12 will send millions to the theatres . . . creating a nationwide word-of-mouth build-up for "THE RAMPARTS WE WATCH."

THIS WEEK, "The Ramparts We Watch" is getting one of the biggest send-offs in motion picture history!

LIFE, the greatest national magazine in America, is devoting *seven* full editorial pages to "THE RAMPARTS WE WATCH"!

This will have a tremendous effect on the feature's box-office, for LIFE is America's most potent editorial force. It is read by *20 million U. S. citizens each week*—readers who take LIFE's recommendations on movies very seriously!

And this week "The Ramparts" is having its gala premières in Boston, Chicago, San Francisco and Cincinnati. Next week, in Hollywood and at Radio City Music Hall.

"THE Ramparts We Watch"



A NEW KIND OF MOVIE . . . FIRST FEATURE PICTURE PRODUCED BY THE MARCH OF TIME

Provides Arbitration For "Discrimination"

(Continued from page 14)

July 20, 1940, demanded in writing features for the theatre specified in his complaint from the distributor complained against on the same run as or on an earlier run than that enjoyed by the circuit theatre specified in the complaint; or

(c)—*That the complaining exhibitor operated his said theatre for at least one year prior to the entry of this decree, and subsequent to July* 20, 1935 *and prior to July* 20, 1940, *a prior operator of said theatre demanded in writing features from the distributor defendant complained against on the same run as or on an earlier run than that enjoyed by the circuit theatre specified in the complaint.*

(6)—That the refusal to license the exhibition of said pictures in the complainant's theatre was in fact because the theatre licensed to exhibit them on the run *requested* by the complainant was a component part of such circuit of theatres.

The arbitrator, in determining whether the exhibitor's complaint is established by the evidence, shall take into consideration, among other things: the terms offered by the two competing theatres, the seating capacity of each of said theatres; their respective capacities for producing revenue for the distributor, their character, appearance and condition, including their furnishings, equipment and conveniences; their location; the character and extent of the area and population each serves; the competitive conditions in the area in which they are operated; their comparative suitability* for exhibition of the distributor's pictures on the run requested; the character and ability of their management and their reputation generally in the industry and in the community for showmanship, honesty and fair dealing; the policy under which the theatres involved have been operated and under which the complaining theatre proposes to operate if it obtains the run *requested;* the financial responsibility of their owners and operators; and any equities arising out of the distributor's prior relations with the two theatres involved.

Award

If in any such arbitration the arbitrator finds for the complaining exhibitor, he may enter an award against the distributor which shall not affect the license to exhibit any feature picture then under contract but shall prohibit *it from thereafter leasing its features for exhibition on the run requested in the circuit theatre specified in the complaint otherwise than by a separate* contract or agreement *which shall not be a part of any contract or agreement* for the licensing of features to any other theatre or *conditioned upon the licensing of features* for exhibition in any other theatre.

Proceedings Subsequent to Award

After a final award has been made in favor of a complaining exhibitor under this section, such exhibitor may institute a further arbitration proceeding to be held before the arbitrator who entered the original award, if available, upon the ground that such award has not in good faith been complied with by a distributor against whom it was entered. If in any such proceeding the arbitrator finds that the distributor has not in good faith complied with the original award, the arbitrator may award damages to the exhibitor for loss resulting from the distributor's failure to comply with the original award. Any award of damages hereunder shall be purely compensatory, but in the case of first-run exhibition shall not exceed the amount of rentals received by the offending distributor from the circuit for its features licensed for exhibition in violation of the award, and in the case of subsequent-run exhibition shall not exceed twice the amount of such rentals.

Proceedings for an award of damages for violation of the original award must be commenced within 60 days after such violation has occurred, by filing with the arbitrator and serving upon the distributor a statement and specification of the facts constituting each violation for which damages are sought and of the exhibitor's damages resulting from such violation. There shall be no award of damages in any such proceeding for any violation of the original award of which complaint is not so filed and served within said period, but prior violations may, in any such proceeding, be considered by the arbitrator as evidence bearing upon the question of the distributor's good faith.

8. Acquisitions of or Changes With Respect to Theatres in Which Defendants Are Interested.

(1)—Each of the defendants will notify the department of justice immediately of any legally binding commitment for the acquisition by it* of any additional theatre or theatres.

(2) Each defendant will also report to the department of justice on or before the tenth day of each month the changes in its theatre position, if any, that have occurred during the preceding month, which shall include:

(a)—Theatres contracted to be built, or building;

(b)—Theatres lost or disposed of;

(c)—Theatres acquired;

(d)—Interests in theatres acquired, stating the nature and extent of such interests;

(e)—A statement of the reasons for such changes.

(3)—If upon receipt of such information the department of justice requests further information with respect to any of the above transactions, such defendant will make a reasonable effort to supply such information promptly; provided, however, that no information furnished shall be divulged by any representative of the department of justice to any person other

(Continued on next page)

*In considering this factor in situations where the exhibitor customarily operates two or more theatres on the same run in the same situation as a unit by contracting for blocks of features on an "or" basis and by exhibiting each feature in a particular theatre which, because of its characteristics, operating policy, or admission prices, is most suitable for exhibition of the particular feature, all of such theatres may be considered collectively as a unit.

*The notification and report shall include such commitments and changes as may have been made by corporations not parties to this decree which are controlled by such defendant. They shall also include such commitments or changes as may have been made by corporations in which such defendant owns a financial interest but does not control if such defendant has received knowledge of such commitments or changes. Each defendant will request such corporations to immediately notify it of any such commitment or change.



Put Up Bars Against "Bootleg" Theatres

Theatre Acquisition Procedure Mapped

(Continued from preceding page)

than a duly authorized representative of the department of justice, except in the course of legal proceedings to which the United States is a party or as otherwise required by law.

(4)—*For a period of three years following the entry of this decree, no defendant shall enter upon a general program of expanding its theatre holdings. Nothing herein shall prevent any defendant from acquiring theatres or interests therein to protect its investment or its competitive position or for ordinary purposes of its business. Proceedings based on a violation of this sub-paragraph 4 of section 8 shall be only by application to the Court for injunctive relief against the corporate defendant complained against, which shall be limited to restraining the acquisition of or ordering the divestiture of the theatres or interests therein, if any, about to be acquired or acquired in violation of this section.*

9. ESCAPE CLAUSE. *At any time after June 1, 1942, any defendant may move to vacate the provisions of sections 1, 2a and 2b of this decree by filing an application under oath stating that during any consecutive nine months period preceding the filing of such application either (1) two or more distributors of motion picture films operating on a national exchange basis have leased their feature motion pictures* other than in accordance with the provisions of sections 1 and 2a of this decree or (2) 45 or more feature motion picture films have been leased other than in accordance with the provisions of sections 1 and 2a hereof. The petitioner and the other defendants who have signed the decree shall be served with notice of the filing of such application.*

Upon such application, the Court shall enter an order relieving the defendants of further compliance with the provisions of sections 1, 2a and 2b of this decree but not before August 31, 1942 unless within 60 days after service of such application the petitioner shall establish to the satisfaction of the court that during said nine months period (1) more than 72 per cent of the total gross income from licenses for the exhibition of motion pictures in the United States, excluding the gross income of State rights exchanges, has been derived from pictures leased by the defendants bound by this decree; and (2) the applicant distributor's percentage of the total gross income from licenses for the exhibition of motion pictures in the United States distributed by it and by all distributors not bound by this decree, excluding State rights exchanges, has not decreased more than 5 per cent of the percentage which such distributor's total revenues for the calendar years 1937, 1938 and 1939 is to the total for said three years of such distributor's revenue and the revenue of all distributors not bound by this decree, excluding State rights exchanges.

Each distributor subject to this decree agrees that upon the request of the department of justice it will furnish promptly all information and data which reasonably is required for the purpose of this paragraph.

*"Feature motion pictures" as used in this section shall not include "Westerns" and "Foreigns."

ARBITRATION MACHINERY. (a)—*Selection of Neutral Arbitrators.—A panel of not less than 10 neutral arbitrators for each exchange district shall be designated by the American Arbitration Association. Neutral arbitrators shall not have any past or present connection with the production, distribution or exhibition of motion pictures nor any interest in any theatre, as either landlord, lessor or otherwise. The neutral arbitrators shall be paid at the rate of $..... per diem when hearing a case.*

(b)—*Arbitration Appeal Board—There shall be an arbitration appeal board consisting of three members appointed by the Court, each of whom shall be a person of known impartiality and distinction. One member shall be designated by the Court as chairman of the board. The jurisdiction of the board shall be to hear and determine appeals. Members of the appeal board shall be compensated on an annual basis. The chairman shall be paid $..... Other board members shall be paid $..... The Appeal Board shall sit and its offices shall be located in Washington, D. C.*

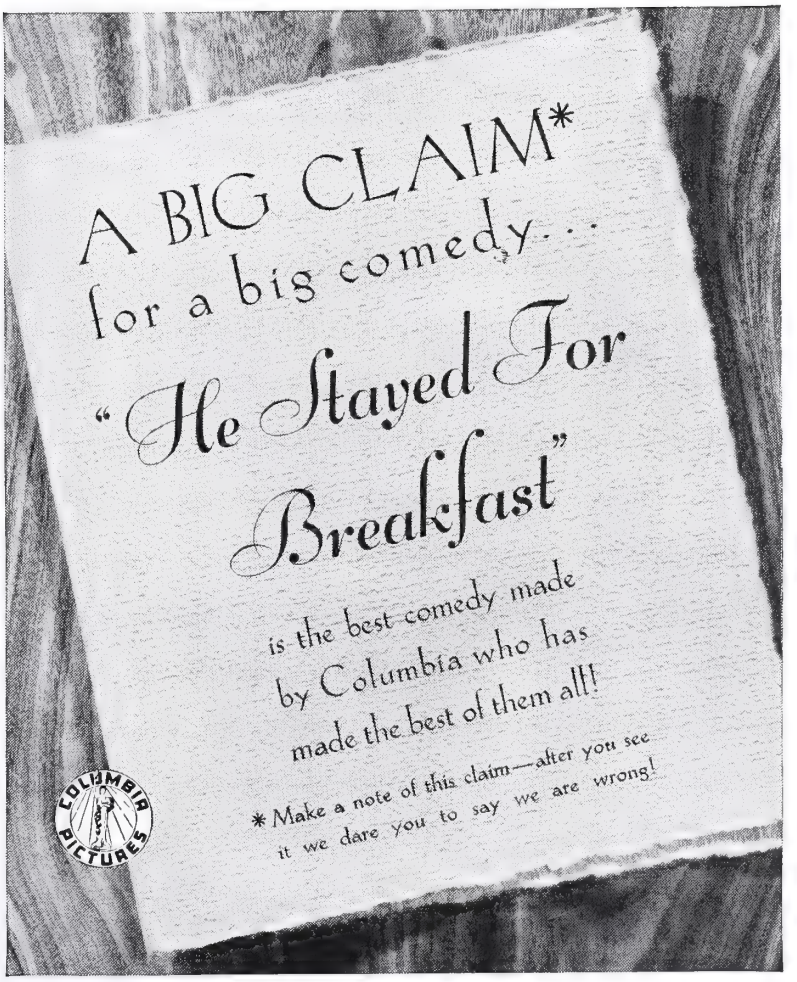
(c)—*Arbitration Procedure—An exhibitor who has the right to arbitrate under any of the provisions of this decree may require the distributor to arbitrate the controversy, giving notice to the Secretary of the Arbitration Board located within his district. The parties to the controversy shall mutually agree upon a neutral arbitrator from the panel established for the exchange district in which the theatre of the complaining exhibitor is located. If the parties cannot agree on the choice of a neutral arbitrator from the panel within a reasonable time, the American Arbitration Association shall select a neutral arbitrator from the panel.*

Ten Arbitrators for Each Exchange Area

(d)—*Costs of Arbitration—The arbitrator shall award costs against either party or apportion them among the parties as he may deem proper. Costs shall be limited to the arbitrator's fee and the filing fee.*

(e)—*Administration of Arbitration Machinery—The maintenance and functioning of the arbitration offices and personnel in each exchange district shall be under the jurisdiction of the American Arbitration Association. Among the responsibilities of the American Arbitration Association, it shall have the duty of budgeting the cost of operating the arbitration machinery, renting and maintaining offices, engaging personnel, etc. The American Arbitration Association shall prepare a budget setting forth the maximum annual cost of the arbitration machinery, which shall be submitted to the department of justice for its approval. Any increase in the amounts so fixed shall be made only after a majority of the companies have approved, except that the Court may, on the application of the petitioner, order such an increase if it finds that such increase is necessary for the effective operation of the arbitration machinery.*

(f)—*Financing—The cost of the arbitration machinery shall be met out of a fund made up of (1) ..... per cent of the gross receipts of each distributor and (2) a reasonable filing fee for each arbitration proceeding to be paid by the party filing the complaint.*



Outcome of Decree On Escape Clause

(Continued from page 4)

5" went along. On such a basis, the suit would be continued against Paramount and the company brought to trial, probably with the "Little 3"—Columbia, Universal and UA—as co-defendants.

As soon as members of the "Big 5" reach an agreement among themselves, provided they do, they will request another conference with the government, which is waiting on them. These sessions will concern themselves with an effort to iron out kinks in the latest proposals. Once those kinks are removed, the negotiators are expected to direct their attention toward the development of arbitration machinery. Thereafter will come the task of finally reducing the agreed upon formulas into formal decree language for submission to the federal court.

Meanwhile, there is plenty of guesswork afoot as to the time necessary to mount all these hurdles. Speculation ranges from a minimum of 30 days to several months. It all depends on who indulges in the speculation. For instance, one legal quarter subscribes to the belief that, because of the nature and far-reaching importance of the final document, there will be no disposition to rush it through to completion.

Sidney R. Kent, president of 20th Century-Fox, interrupted his vacation at the Thousand Islands to return to New York early in the week to personally direct formulation of his company's stand.

Western, Action and Foreign Explained

New York—Generally following the outline employed in the ill-fated trade practice code, the August 3 decree proposals include this definition of westerns, action pictures and foreigns:

"Westerns are those western pictures which are not of the usual character and type of, and are inexpensively produced as compared with, the distributor's general line of features.

"Foreigns are features produced outside of the United States except such as were produced in the English language by the distributor or a subsidiary or affiliate thereof."

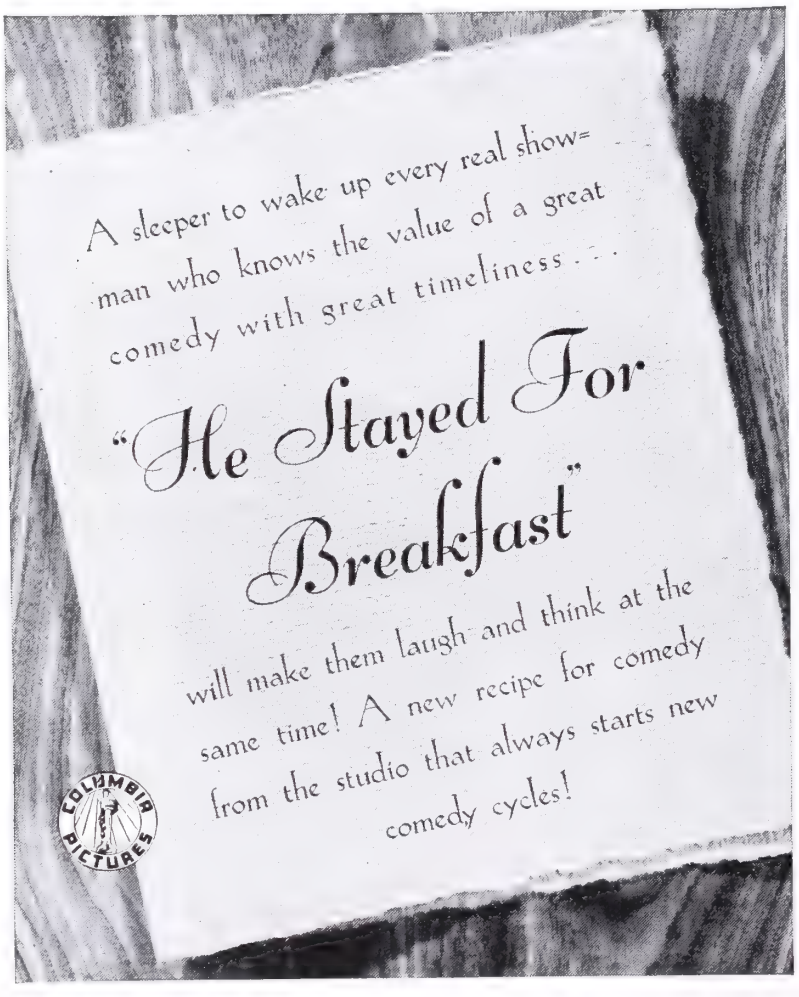
Consolidated Net

NEW YORK—Consolidated Film Industries, Inc., reports a net of $374,767 for itself and subsidiaries in the first six months of 1940. After the usual tax deductions, this represents earnings of 93½ cents a share on the 400,000 shares of $2 preferred outstanding.

Second quarter net is $195,468, equal to earnings of 49 cents a share on the same outstanding preferred.

Marking Time

NEW YORK—David O. Selznick's future production plans are uncertain because of unsettled conditions. He is spending the summer at his Torrington, Conn., farm with his family.



Sees Rentals Hiked Up the Line to 50%

(Continued from page 4)

tirely since the distributor would sell in blocks of five. This, it is my opinion, would mean block booking with a vengeance since the distributor could always group one or two very desirable attractions in a block and hook on two or three clucks.

"3—The plan would afford the distributor an opportunity to make cheaper and worse 'B' and 'C' pictures since the mediocre film could be passed on to the exhibitor from time to time with the top attractions of such desirability that the exhibitor would be reluctant to refuse buying the block even with the aforehand knowledge he would have to absorb the duds.

"4—The distributor would use an excuse that this plan would cost him more to sell. Naturally, the uppage would be passed along to the exhibitor by requiring him to pay higher rentals for top bracket pictures which means 40 and 50 per cent would be demanded.

"5—There would be a terrific disadvantage to the independent in the outlying territory because he would not always be in a position to make a quick deal while those closer or closest to the exchange center could buy immediately on release date which means they will automatically play them ahead of the outlying operator. This is particularly true where franchises are in effect. Obviously, exhibitors holding franchises will receive the product as quickly as it is available.

"6—There will be a constant danger signal staring the exhibitor in the face because, under this plan, any person could step into the picture by bidding for blocks every time they are available. This would constitute a constant menace in the nature of unfair competition because there are many towns already overseated although the outsider doesn't know it and normally thinks all he has to do is to open a picture show as a means to a quick fortune. Finding how easy it would be to enter the market for films, this eventuality would wreck the business for many worthwhile exhibitors. With this situation in mind, the producer would have an unfair club to wield over the exhibitor under the blocks of five method."

Spyros Skouras Delays NT Tour Till Aug. 19

NEW YORK—Spyros Skouras, head of National Theatres, has delayed his departure for Milwaukee, Kansas City, Denver, Seattle and Los Angeles until August 19. The tour is to distribute awards in connection with the second annual Spyros Skouras Showmanship Campaign, which wound up last month, and also to announce the fifth annual business drive.

Harold J. Fitzgerald's Milwaukee division was leader in the SSSC until last week, but no announcements will be made of the winner listings until the Los Angeles meeting, which is to be the last of five. Charles Skouras, head of FWC and field marshal in the SSSC, will accompany his brother.

"The FIGHTINGEST SAILINGEST SLASHINGEST and DASHINGEST MELODRAMA!"



Motion Picture Daily says: "Hal Roach has made of this Kenneth Roberts novel (Roberts also wrote 'Northwest Passage') the fightingest, sailingest, slashingest and dashingest maritime melodrama in the memory of ye oldest resident. The film is full of action from stem to stern!"

Hal Roach presents

KENNETH ROBERTS'
(Author of "NORTHWEST PASSAGE")

CAPTAIN CAUTION

A Richard Wallace-Grover Jones Production

Victor MATURE • Louise PLATT
Leo CARRILLO • Bruce CABOT
Vivienne Osborne • Robert Barrat
Miles Mander • Roscoe Ates • El Brendel

Released thru United Artists

"The fight recalls that 'Spoilers' brawl of some decades back as has no other filmed since. It is the keynote of the production and an item for showmen to concentrate on in exploitation." —***Motion Picture Herald***

"A socking sea action story... with a climax that is a pip of a slam-bang, rough and tumble affair, making the finish fast and exhilarating." —***Hollywood Reporter***

"Packs plenty of action, comedy and romance." —***Film Daily***

"Fights, fists, guns and cutlasses feature its man-to man action and lusty melodrama. Customers will find the colorful narrative to their liking." —***Daily Variety***

New Draft Clarifies And Tightens Terms

(Continued from page 9)

shall not be conditioned upon the lease of another feature or group of features.

(b)—*No exhibitor shall be required to lease short subjects, newsreels, trailers, or serials (hereinafter collectively referred to in this article as "shorts") as a condition of leasing features. No exhibitor shall be required to lease reissues, westerns, or foreigns (hereinafter collectively referred to in this article as "foreigns") as a condition of leasing other features.*

Controversies arising upon a complaint by an exhibitor that the leasing of one group of features was conditioned upon the leasing of another feature or group of features or the leasing of shorts or foreigns shall be subject to arbitration. An exhibitor shall have no right to assert any claim that the *leasing* of such features was so conditioned unless he shall have mailed to the distributor at its home office notice in writing of such claim and the grounds therefor not later than two days after notification to exhibitor of distributor's approval of exhibitor's signed application for such features, shorts and *foreigns*. The power of arbitrators in any such dispute shall be limited to (1) a finding as to whether or not the *leasing* of such features was so conditioned; and if the finding be in the affirmative; then (2) an award cancelling the license agreement or agreements for (or to the extent that they *may* relate to) such *additional feature or group of features*, "shorts" *or "foreigns."*

(c) CANCELLATION FOR CAUSE. An exhibitor may cancel out of any group of *features* leased by him, any picture which is *generally offensive in the locality served by his theatre* on moral, religious or racial grounds, provided written notice of his election to cancel together with a statement of his reasons therefor shall be mailed to the home office of the distributor not later than seven days after the contract has been executed. Any distributor may arbitrate the question of whether any picture is in fact *generally* offensive *in the locality* served on moral, religious or racial grounds.

3. LEASING OF FEATURE MOTION PICTURES IN EXCHANGE DISTRICTS. No *license* for *features to be exhibited in theatres located* in any exchange district* shall include theatres located in another exchange district, as from time to time constituted, nor shall the leasing of *features* in one exchange district be conditioned upon the leasing of a *feature* or group of *features* in another exchange district.

4. PICTURES AVAILABLE ON SOME RUN. *Controversies arising upon a complaint by an exhibitor that a distributor has refused to lease its pictures on any run shall be subject to arbitration.* Distributors shall not refuse to *lease* their pictures on some run to be designated by the distributor for exhibition in any situation provided that the exhibitor can satisfy reasonable minimum standards of theatre operation and the exhibitor is reputable and responsible, unless the granting of a run on any terms to the complaining exhibitor will prejudice the distributor's business interests in the area where the complainant's theatre is located. If the arbitrator finds that a distributor has refused to *lease* its pictures contrary to the provisions of this section he shall issue an award directing the distributor to offer its pictures for license to the complaining exhibitor for a run to be designated by the distributor upon terms *and conditions* fixed by the distributor which are not calculated to defeat the purpose of this section. The burden of *showing that granting* a run *on any terms to the complaining exhibitor will prejudice the distributor's business interests in the area where the complainant's theatre is located* shall be upon the distributor.

5. ARBITRATION OF CLEARANCE DISPUTES. Disputes as to clearance shall be subject to arbitration under the following provisions:

Clearance, as used in this section, shall be deemed to mean the period of time which must elapse between the successive runs of a motion picture in a given area, pursuant to the express provisions of a license agreement.

It is recognized that clearance, reasonable as to time and area, is essential in the distribution and exhibition of motion pictures.

(The clause on a distributor's right to select its own customer and designate the run is omitted from this draft and is to be inserted in clauses containing general reservation).

In determining whether any clearance complained of is unreasonable, the arbitrators shall take into consideration the following factors and accord to them the importance and weight to which each is entitled, regardless of the order in which they are listed:

(1)—The historical development of clearance in the particular area wherein the theatres involved are located.

(2)—The admission prices of the theatres involved.

(3)—The character and location of the theatres involved, including size, type of entertainment, appointments, transit facilities, etc.

(4)—The policy of operation of the theatres involved, such as the showing of double features, gift nights, giveaways, premiums, cut rate tickets, lotteries, etc.

(5)—The rental terms and license fees paid by the theatres involved and the revenues derived by the distributor from such theatres.

(6)—The extent to which the theatres involved compete with each other for patronage.

(7)—All other business considerations, provided that the fact that a theatre involved is affiliated with a distributor or a chain of theatres, shall be disregarded.

The power of the *arbitrator* in any dispute relating to clearance shall be limited to:

(1)—A finding as to whether or not the clearance complained of is unreasonable and, if the finding be in the affirmative, then,

(2)—An award fixing the maximum amount of clearance which may be granted in all license agreements thereafter entered into.

In any case where there has been a reduction in clearance by an award of the *arbitrator* any distributor or *exhibitor* affected by such an award may thereafter petition for a *modification* of the maximum clearance *fixed by the award, and if it shall be shown that since the making of such an award the conditions in respect of the theatres involved in the award have so changed as to warrant modifications there-*

(Continued on page 14)

*Changes in the territory embraced within a particular exchange district shall be made only after two weeks' notice to the Department of Justice.

Another Columbia "Bell-Ringer"

Hollywood—Columbia's enviable reputation for producing bell-ringing sophisticated comedies is further and substantially enhanced by "He Stayed for Breakfast," a delightfully brilliant mixture of farce, subtlety and satire. It should prove an entertaining tidbit of the choicest variety for discriminating entertainment seekers, but at the same time is sufficiently down-to-earth to have considerable mass appeal. With so much serious agitation concerning fifth column and ism activities, its theme, which subjects Communism to a merciless ribbing, is particularly timely and appealing. Melvyn Douglas and Loretta Young are ideal in the star positions, and the picture is ably produced and directed by B. P. Schulberg and Alexander Hall, respectively.—SPEAR.

Takes a Dark View Of Ind'p'ts' Fate

(Continued from page 4)

at our expense."

In regard to the proposal to sell in blocks of five, Cohen states it is his belief the government is trying to protect and insure the right of the subsequent exhibitor "to stay in the business."

"Any mandatory provision which interrupts a steady flow of product to independents would create a hazardous condition in that the said exhibitors would constantly be at the mercy of onerous sales conditions on the part of distributors.

"Furthermore, in double feature territories where independents need from six to eight pictures a week, you can readily understand the hardships to be overcome if purchases of pictures were limited to blocks of five, thereby preventing the proper setting up of film requirements for the ensuing year.

"The right of proper cancellation, a provision for which we have been fighting for years, would be lost to us forever.

"The problems of the independent exhibitor vary all over the country. The evils and abuses take on different forms in different territories. It is obvious that one prescription for all complaints cannot become the cure-all. Two important points confront every independent nationally. Let there be applied proper cancellation to wholesale buyers and arbitration to take care of clearance."

In a plea for "common sense, sane reasoning," he observes, "Every move being made is closing in on us and trying to push us out. What uncommittable sin has been made by the independent exhibitor that he is being pushed off the map?"

He urges that the government ignore "a lot of rabble rousers. Get down to the meat of the thing. Take those who have complaints into confidence and work out the problem," he demands.

Setting up an arbitration system where an exhibitor does not have to fear sitting on a panel against another exhibitor would be a boon to the industry, in his opinion. "We've been sold down the river so often in the last few years, it is about time we bought the river before we get drowned in it."

SCATTERBRAIN

A SCREAMINGLY FUNNY JAMBOREE OF GAIETY AND MUSIC



JUDY CANOVA • *Alan* **MOWBRAY** • *Ruth* **DONNELLY** • *Joseph* **CAWTHORN** • *Eddie* **FOY, JR.** • *Billy* **GILBERT**

WALLACE FORD • ISABEL JEWELL • LUIS ALBERNI • EMMETT LYNN • JIMMY STARR • CAL SHRUM'S GANG

MATTY MALNECK AND HIS ORCHESTRA

A REPUBLIC PICTURE

Decree Pact Terms Tightened in Draft

(Continued from page 12)

of, then such award shall be modified accordingly.

(6) UNREASONABLY WITHHOLDING PRINTS. In booking prints for exhibition by exhibitors competing on the same run in the same exchange territory, the distributor shall not withhold delivery of prints available in the exchange from one exhibitor in order to give a competing exhibitor a prior playing date not provided for in its exhibition contract. It is recognized that distributors must be permitted discretion in the ordinary course of booking and distributing films in an exchange when too few prints are available in the exchange for the playing date desired by two or more theatres. In such cases this section shall have no application.

Violations of this section shall be subject to arbitration and, if the arbitrator finds that the distributor has pursued a policy of withholding available prints in violation of this section, he shall enter an award directing the distributor to discontinue such policy.

(7) REMEDY FOR DISCRIMINATION AGAINST INDEPENDENTLY OPERATED THEATRES. Controversies arising upon a complaint by an *independent* exhibitor *that subsequent to the commencement of the method of selling set forth in sections* 1, *2a and 2b hereof, a defendant distributor has arbitrarily refused to license its features for exhibition on the run requested by said exhibitor in one of said exhibitor's theatres which was in existence or which replaced* a theatre in existence at the date of this decree shall be subject to arbitration. An independent exhibitor, as used in this section, is one* wholly independent of any circuit of more than five theatres and not affiliated either by stock ownership, common buying or otherwise with a circuit of more than five theatres *or with a buying combine or common buying agent negotiating* for more than five theatres.

Findings

In any such arbitration no award shall be made against the distributor unless the arbitrator shall first find the following facts:

(1)—*That the complainant is an independent exhibitor as defined in this section and that the theatre operated by him and specified in his complaint* was in existence at the date of the decree or replaced such a theatre;

(2)—That such refusal of the distributor continued during a period of not less than three successive months;

(3)—That the distributor has during such period, licensed feature pictures requested by the complaining exhibitor on the run *requested* by him to a theatre which is a component of a circuit of not less than 15 theatres and which is in competition with the theatre specified in the exhibitor's complaint;

(4)—That the complainant's theatre has not available to it feature pictures sufficient in nature and quantity to enable it to operate on the run *requested by the complainant.*

(5)—That

(a)—The complaining exhibitor has operated the theatre specified in his complaint subsequent to July 20, 1935 and prior to July 20, 1940, on the same run as or on an earlier run than that enjoyed by the circuit theatre specified in the complaint; or

(b)—The complaining exhibitor has subsequent to July 20, 1935, and prior to

(Continued on page 16)

*A replacement is a theatre which was erected in the same neighborhood as one which was destroyed or permanently abandoned as a theatre, for the purpose of succeeding to **its patronage,** the destroyed or abandoned theatre. If the replacing theatre has a seating capacity more than 25 per cent greater than that of the theatre replaced, it shall not be entitled to the benefits of this section.



Plebiscite on Blocks Of Five Abandoned

New York—A defense proposal that the country's exhibitors, affiliated and independent, submit to a poll to determine reaction to the consent decree provision for selling in blocks of five "never got beyond first base because there were too many complications," a first-line negotiator source declares.

Although he would not qualify his remarks, he hinted the complications stemmed from objections over the manner in which it was proposed to conduct the poll. A time element was also a factor against it, in view of the belief three to four weeks might be consumed to finish the tabulations.

Decree Proposes Check On "Bootleg" Houses

(Continued from page 9)

prevail. Under arbitration procedure, whereby disputes involving discrimination against independently operated theatres are to be determined, the new draft omits the definition "procedure," which appeared in the initial document. Portions of the old material employed in the definition of clearance are omitted in the new draft.

There is further definition in clause four of the conditions under which pictures available on some run are to be subject to arbitration. The clause contains a number of new phrases not appearing in the old draft.

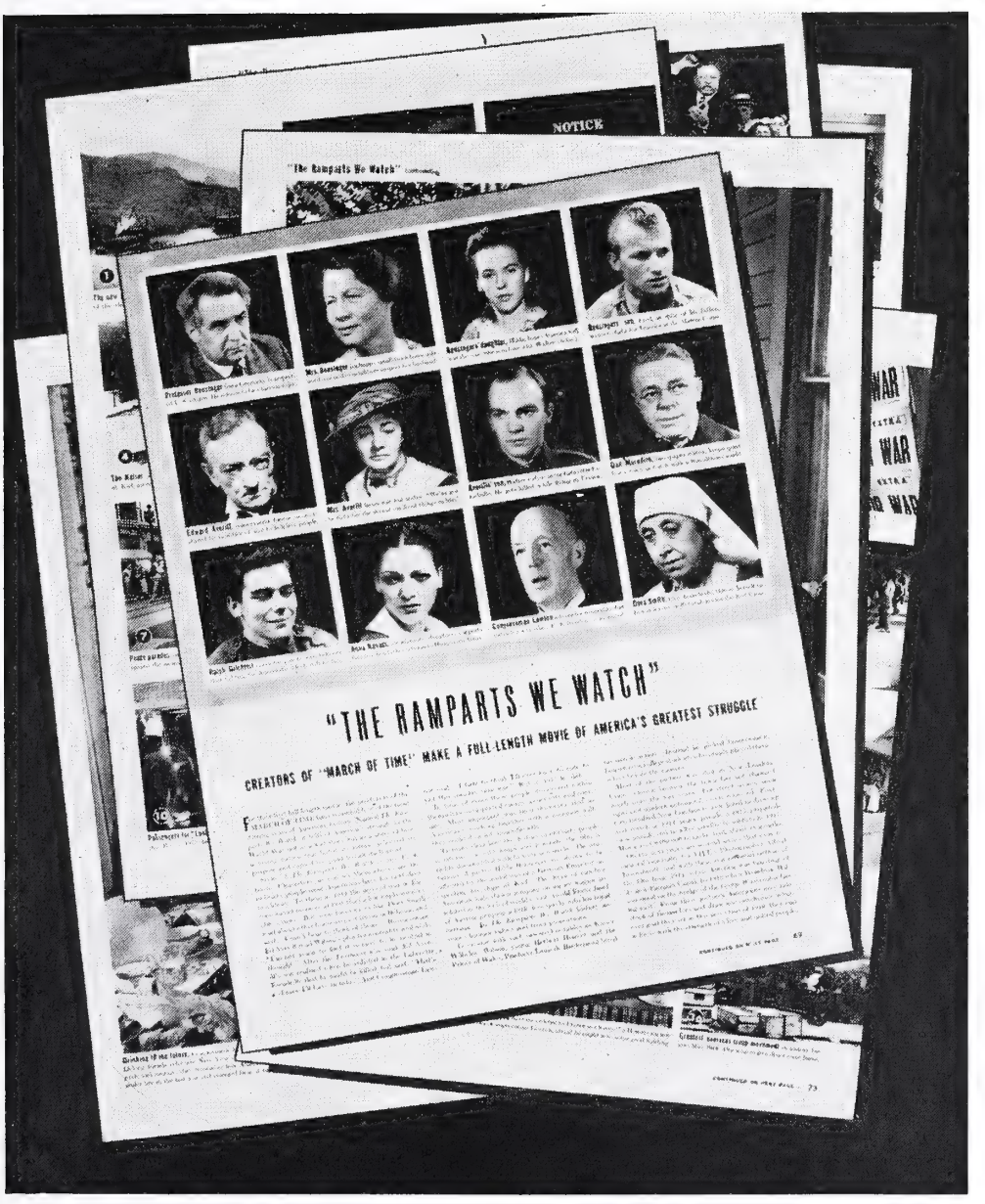
Gets New Post

NEW YORK—William Shelton, formerly with the RKO foreign department, has been named sales manager for French Cinema Center, Inc., Andre R. Heyman, president, making the appointment.

"I Love You Again" Will Please

Hollywood—Here's a laugh-a-minute farce, broadly told and played with zest, and that seems certain to fit in with present audience tastes and desires. William Powell, married to Myrna Loy, portrays a small-town stuffed shirt whom she is planning to divorce. A blow on the head reveals he is an amnesia victim, however, and in reality, a smooth-talking confidence man. As such he falls in love with his wife all over again and wins her away from a rival. W. S. Van Dyke directed.—SPEAR.

One of the biggest send-offs a movie ever got!



These 7-full pages in LIFE for August 12 will send millions to the theatres . . . creating a nationwide word-of-mouth build-up for "THE RAMPARTS WE WATCH."

THIS WEEK, "The Ramparts We Watch" is getting one of the biggest send-offs in motion picture history!

LIFE, the greatest national magazine in America, is devoting *seven* full editorial pages to "THE RAMPARTS WE WATCH"!

This will have a tremendous effect on the feature's box-office, for LIFE is America's most potent editorial force. It is read by *20 million U. S. citizens each week*—readers who take LIFE's recommendations on movies very seriously!

And this week "The Ramparts" is having its gala premières in Boston, Chicago, San Francisco and Cincinnati. Next week, in Hollywood and at Radio City Music Hall.

"THE Ramparts We Watch"



A NEW KIND OF MOVIE . . . FIRST FEATURE PICTURE PRODUCED BY THE MARCH OF TIME

Provides Arbitration For "Discrimination"

(Continued from page 14)

July 20, 1940, demanded in writing features for the theatre specified in his complaint from the distributor complained against on the same run as or on an earlier run than that enjoyed by the circuit theatre specified in the complaint; or

(c)—*That the complaining exhibitor operated his said theatre for at least one year prior to the entry of this decree, and subsequent to July* 20, 1935 *and prior to July* 20, 1940, *a prior operator of said theatre demanded in writing features from the distributor defendant complained against on the same run as or on an earlier run than that enjoyed by the circuit theatre specified in the complaint.*

(6)—That the refusal to license the exhibition of said pictures in the complainant's theatre was in fact because the theatre licensed to exhibit them on the run *requested* by the complainant was a component part of such circuit of theatres.

The arbitrator, in determining whether the exhibitor's complaint is established by the evidence, shall take into consideration, among other things: the terms offered by the two competing theatres, the seating capacity of each of said theatres; their respective capacities for producing revenue for the distributor, their character, appearance and condition, including their furnishings, equipment and conveniences; their location; the character and extent of the area and population each serves; the competitive conditions in the area in which they are operated; their comparative suitability* for exhibition of the distributor's pictures on the run requested; the character and ability of their management and their reputation generally in the industry and in the community for showmanship, honesty and fair dealing; the policy under which the theatres involved have been operated and under which the complaining theatre proposes to operate if it obtains the run *requested;* the financial responsibility of their owners and operators; and any equities arising out of the distributor's prior relations with the two theatres involved.

Award

If in any such arbitration the arbitrator finds for the complaining exhibitor, he may enter an award against the distributor which shall not affect the license to exhibit any feature picture then under contract but shall prohibit *it from thereafter leasing its features for exhibition on the run requested in the circuit theatre specified in the complaint otherwise than by a separate* contract or agreement *which shall not be a part of any contract or agreement* for the licensing of features to any other theatre or *conditioned upon the licensing of features* for exhibition in any other theatre.

Proceedings Subsequent to Award

After a final award has been made in favor of a complaining exhibitor under this section, such exhibitor may institute a further arbitration proceeding to be held before the arbitrator who entered the original award, if available, upon the ground that such award has not in good faith been complied with by a distributor against whom it was entered. If in any such proceeding the arbitrator finds that the distributor has not in good faith complied with the original award, the arbitrator may award damages to the exhibitor for loss resulting from the distributor's failure to comply with the original award. Any award of damages hereunder shall be purely compensatory, but in the case of first-run exhibition shall not exceed the amount of rentals received by the offending distributor from the circuit for its features licensed for exhibition in violation of the award, and in the case of subsequent-run exhibition shall not exceed twice the amount of such rentals.

Proceedings for an award of damages for violation of the original award must be commenced within 60 days after such violation has occurred, by filing with the arbitrator and serving upon the distributor a statement and specification of the facts constituting each violation for which damages are sought and of the exhibitor's damages resulting from such violation. There shall be no award of damages in any such proceeding for any violation of the original award of which complaint is not so filed and served within said period, but prior violations may, in any such proceeding, be considered by the arbitrator as evidence bearing upon the question of the distributor's good faith.

8. Acquisitions of or Changes With Respect to Theatres in Which Defendants Are Interested.

(1)—Each of the defendants will notify the department of justice immediately of any legally binding commitment for the acquisition by it* of any additional theatre or theatres.

(2) Each defendant will also report to the department of justice on or before the tenth day of each month the changes in its theatre position, if any, that have occurred during the preceding month, which shall include:

(a)—Theatres contracted to be built, or building;

(b)—Theatres lost or disposed of;

(c)—Theatres acquired;

(d)—Interests in theatres acquired, stating the nature and extent of such interests;

(e)—A statement of the reasons for such changes.

(3)—If upon receipt of such information the department of justice requests further information with respect to any of the above transactions, such defendant will make a reasonable effort to supply such information promptly; provided, however, that no information furnished shall be divulged by any representative of the department of justice to any person other

(Continued on next page)

*In considering this factor in situations where the exhibitor customarily operates two or more theatres on the same run in the same situation as a unit by contracting for blocks of features on an "or" basis and by exhibiting each feature in a particular theatre which, because of its characteristics, operating policy, or admission prices, is most suitable for exhibition of the particular feature, all of such theatres may be considered collectively as a unit.

*The notification and report shall include such commitments and changes as may have been made by corporations not parties to this decree which are controlled by such defendant. They shall also include such commitments or changes as may have been made by corporations in which such defendant owns a financial interest but does not control if such defendant has received knowledge of such commitments or changes. Each defendant will request such corporations to immediately notify it of any such commitment or change.



Put Up Bars Against "Bootleg" Theatres

Theatre Acquisition Procedure Mapped

(Continued from preceding page)

than a duly authorized representative of the department of justice, except in the course of legal proceedings to which the United States is a party or as otherwise required by law.

(4)—*For a period of three years following the entry of this decree, no defendant shall enter upon a general program of expanding its theatre holdings. Nothing herein shall prevent any defendant from acquiring theatres or interests therein to protect its investment or its competitive position or for ordinary purposes of its business. Proceedings based on a violation of this sub-paragraph 4 of section 8 shall be only by application to the Court for injunctive relief against the corporate defendant complained against, which shall be limited to restraining the acquisition of or ordering the divestiture of the theatres or interests therein, if any, about to be acquired or acquired in violation of this section.*

9. ESCAPE CLAUSE. *At any time after June 1, 1942, any defendant may move to vacate the provisions of sections 1, 2a and 2b of this decree by filing an application under oath stating that during any consecutive nine months period preceding the filing of such application either (1) two or more distributors of motion picture films operating on a national exchange basis have leased their feature motion pictures* other than in accordance with the provisions of sections 1 and 2a of this decree or (2) 45 or more feature motion picture films have been leased other than in accordance with the provisions of sections 1 and 2a hereof. The petitioner and the other defendants who have signed the decree shall be served with notice of the filing of such application.*

Upon such application, the Court shall enter an order relieving the defendants of further compliance with the provisions of sections 1, 2a and 2b of this decree but not before August 31, 1942 unless within 60 days after service of such application the petitioner shall establish to the satisfaction of the court that during said nine months period (1) more than 72 per cent of the total gross income from licenses for the exhibition of motion pictures in the United States, excluding the gross income of State rights exchanges, has been derived from pictures leased by the defendants bound by this decree; and (2) the applicant distributor's percentage of the total gross income from licenses for the exhibition of motion pictures in the United States distributed by it and by all distributors not bound by this decree, excluding State rights exchanges, has not decreased more than 5 per cent of the percentage which such distributor's total revenues for the calendar years 1937, 1938 and 1939 is to the total for said three years of such distributor's revenue and the revenue of all distributors not bound by this decree, excluding State rights exchanges.

Each distributor subject to this decree agrees that upon the request of the department of justice it will furnish promptly all information and data which reasonably is required for the purpose of this paragraph.

*"Feature motion pictures" as used in this section shall not include "Westerns" and "Foreigns."

ARBITRATION MACHINERY. (a)—*Selection of Neutral Arbitrators.—A panel of not less than 10 neutral arbitrators for each exchange district shall be designated by the American Arbitration Association. Neutral arbitrators shall not have any past or present connection with the production, distribution or exhibition of motion pictures nor any interest in any theatre, as either landlord, lessor or otherwise. The neutral arbitrators shall be paid at the rate of $..... per diem when hearing a case.*

(b)—*Arbitration Appeal Board—There shall be an arbitration appeal board consisting of three members appointed by the Court, each of whom shall be a person of known impartiality and distinction. One member shall be designated by the Court as chairman of the board. The jurisdiction of the board shall be to hear and determine appeals. Members of the appeal board shall be compensated on an annual basis. The chairman shall be paid $..... Other board members shall be paid $..... The Appeal Board shall sit and its offices shall be located in Washington, D. C.*

(c)—*Arbitration Procedure—An exhibitor who has the right to arbitrate under any of the provisions of this decree may require the distributor to arbitrate the controversy, giving notice to the Secretary of the Arbitration Board located within his district. The parties to the controversy shall mutually agree upon a neutral arbitrator from the panel established for the exchange district in which the theatre of the complaining exhibitor is located. If the parties cannot agree on the choice of a neutral arbitrator from the panel within a reasonable time, the American Arbitration Association shall select a neutral arbitrator from the panel.*

Ten Arbitrators for Each Exchange Area

(d)—*Costs of Arbitration—The arbitrator shall award costs against either party or apportion them among the parties as he may deem proper. Costs shall be limited to the arbitrator's fee and the filing fee.*

(e)—*Administration of Arbitration Machinery—The maintenance and functioning of the arbitration offices and personnel in each exchange district shall be under the jurisdiction of the American Arbitration Association. Among the responsibilities of the American Arbitration Association, it shall have the duty of budgeting the cost of operating the arbitration machinery, renting and maintaining offices, engaging personnel, etc. The American Arbitration Association shall prepare a budget setting forth the maximum annual cost of the arbitration machinery, which shall be submitted to the department of justice for its approval. Any increase in the amounts so fixed shall be made only after a majority of the companies have approved, except that the Court may, on the application of the petitioner, order such an increase if it finds that such increase is necessary for the effective operation of the arbitration machinery.*

(f)—*Financing—The cost of the arbitration machinery shall be met out of a fund made up of (1) ..... per cent of the gross receipts of each distributor and (2) a reasonable filing fee for each arbitration proceeding to be paid by the party filing the complaint.*



Outcome of Decree On Escape Clause

(Continued from page 4)

5" went along. On such a basis, the suit would be continued against Paramount and the company brought to trial, probably with the "Little 3"—Columbia, Universal and UA—as co-defendants.

As soon as members of the "Big 5" reach an agreement among themselves, provided they do, they will request another conference with the government, which is waiting on them. These sessions will concern themselves with an effort to iron out kinks in the latest proposals. Once those kinks are removed, the negotiators are expected to direct their attention toward the development of arbitration machinery. Thereafter will come the task of finally reducing the agreed upon formulas into formal decree language for submission to the federal court.

Meanwhile, there is plenty of guesswork afoot as to the time necessary to mount all these hurdles. Speculation ranges from a minimum of 30 days to several months. It all depends on who indulges in the speculation. For instance, one legal quarter subscribes to the belief that, because of the nature and far-reaching importance of the final document, there will be no disposition to rush it through to completion.

Sidney R. Kent, president of 20th Century-Fox, interrupted his vacation at the Thousand Islands to return to New York early in the week to personally direct formulation of his company's stand.

Western, Action and Foreign Explained

New York—Generally following the outline employed in the ill-fated trade practice code, the August 3 decree proposals include this definition of westerns, action pictures and foreigns:

"Westerns are those western pictures which are not of the usual character and type of, and are inexpensively produced as compared with, the distributor's general line of features.

"Foreigns are features produced outside of the United States except such as were produced in the English language by the distributor or a subsidiary or affiliate thereof."

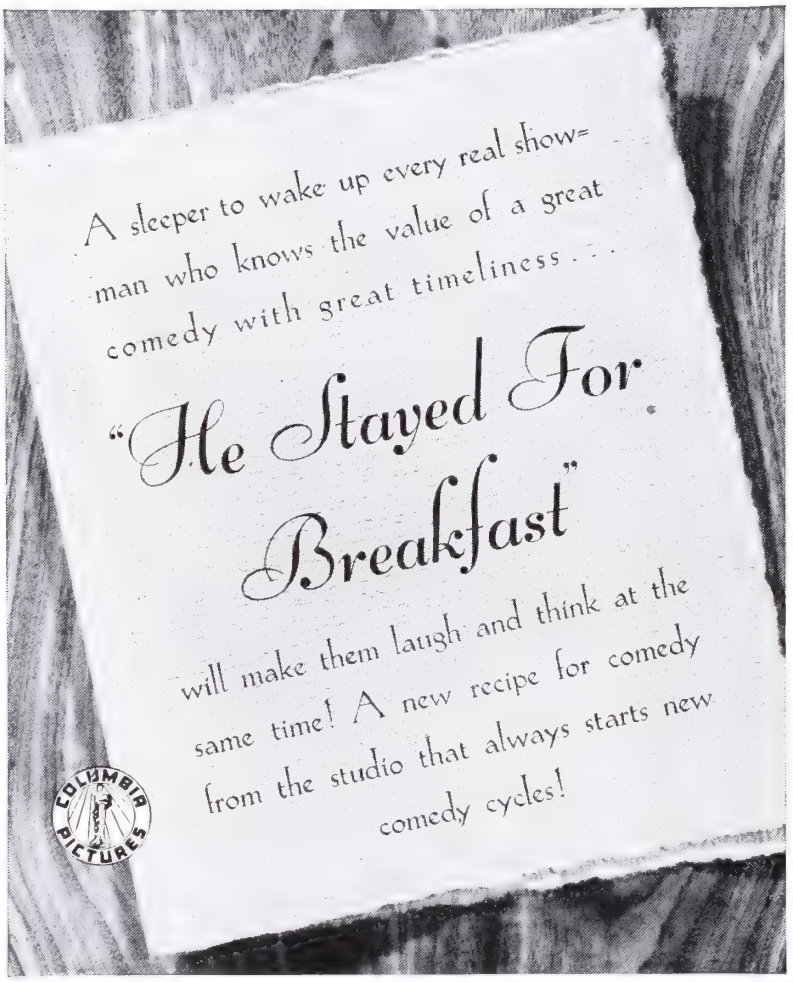
Consolidated Net

NEW YORK—Consolidated Film Industries, Inc., reports a net of $374,767 for itself and subsidiaries in the first six months of 1940. After the usual tax deductions, this represents earnings of 93½ cents a share on the 400,000 shares of $2 preferred outstanding.

Second quarter net is $195,468, equal to earnings of 49 cents a share on the same outstanding preferred.

Marking Time

NEW YORK—David O. Selznick's future production plans are uncertain because of unsettled conditions. He is spending the summer at his Torrington, Conn., farm with his family.



Sees Rentals Hiked Up the Line to 50%

(Continued from page 4)

tirely since the distributor would sell in blocks of five. This, it is my opinion, would mean block booking with a vengeance since the distributor could always group one or two very desirable attractions in a block and hook on two or three clucks.

"3—The plan would afford the distributor an opportunity to make cheaper and worse 'B' and 'C' pictures since the mediocre film could be passed on to the exhibitor from time to time with the top attractions of such desirability that the exhibitor would be reluctant to refuse buying the block even with the aforehand knowledge he would have to absorb the duds.

"4—The distributor would use an excuse that this plan would cost him more to sell. Naturally, the uppage would be passed along to the exhibitor by requiring him to pay higher rentals for top bracket pictures which means 40 and 50 per cent would be demanded.

"5—There would be a terrific disadvantage to the independent in the outlying territory because he would not always be in a position to make a quick deal while those closer or closest to the exchange center could buy immediately on release date which means they will automatically play them ahead of the outlying operator. This is particularly true where franchises are in effect. Obviously, exhibitors holding franchises will receive the product as quickly as it is available.

"6—There will be a constant danger signal staring the exhibitor in the face because, under this plan, any person could step into the picture by bidding for blocks every time they are available. This would constitute a constant menace in the nature of unfair competition because there are many towns already overseated although the outsider doesn't know it and normally thinks all he has to do is to open a picture show as a means to a quick fortune. Finding how easy it would be to enter the market for films, this eventuality would wreck the business for many worthwhile exhibitors. With this situation in mind, the producer would have an unfair club to wield over the exhibitor under the blocks of five method."

Spyros Skouras Delays NT Tour Till Aug. 19

NEW YORK—Spyros Skouras, head of National Theatres, has delayed his departure for Milwaukee, Kansas City, Denver, Seattle and Los Angeles until August 19. The tour is to distribute awards in connection with the second annual Spyros Skouras Showmanship Campaign, which wound up last month, and also to announce the fifth annual business drive.

Harold J. Fitzgerald's Milwaukee division was leader in the SSSC until last week, but no announcements will be made of the winner listings until the Los Angeles meeting, which is to be the last of five. Charles Skouras, head of FWC and field marshal in the SSSC, will accompany his brother.

One Version Why RKO Is for the Decree

New York—RKO is among the "have nots."

When an executive of the company was asked why, in face of the objections by UA, Universal, Columbia, Paramount and 20th-Fox, RKO was going along with M-G-M and Warner in favor of the consent decree, he answered:

"We are among the have nots. The government has nothing to take away from us, so what the hell!"

Old RKO Corporation Formally Dissolved

NEW YORK—Most important court news of a dull week was the formal signing of an order by Federal Judge William O. Bondy dissolving the old RKO corporation. The petition was made by Irving Trust, former trustee, which stated that, since all assets had been transferred to the new company on Jan. 26, 1940, the old company did not actually exist in fact. The dissolution will be in conformity with the laws of the state of Maryland, under which RKO was incorporated. The company filed its petition for reorganization on Jan. 27, 1933, and Judge Bondy's decision on allowances will close out the reorganization, longest of any in film history, this month.

Sue Mayer and Burstyn

Sylvia Shafran, assignee of the Societe Parisienne de Production de Films, producers of Grace Moore's "Louise," has filed a supreme court suit against Arthur Mayer and Joseph Burstyn, American distributors of the film, seeking arbitration on an accounting of the gross. The plaintiff claims she was entitled to various splits up to $100,000 and 50 per cent over that amount, but the defendants refused to pay, saying they had been given a defective sound track with the film. Justice Kenneth O'Brien ordered arbitration.

Application has been made to the supreme court by Mary Orr for permission to examine officers of 20th-Fox in a suit for $75,000 against the company, Pictorial Review Co., and Herbert R. Mayes. Miss Orr claims infringement of the title of her story, "Battle of Broadway," in the picture of the same name.

Serge Adelheim, assignee of a Russian composer called Beresonsky, has filed a $5,000 suit against Warner in supreme court, claiming the unauthorized use of Beresonsky's song, "Be Still My Grief, Be Still," in "British Agent."

Lee Shubert was ordered by Supreme Court Justice Felix Benvenga to appear for examination before trial August 15 in connection with a $25,000 suit by Sidney Wilmer and Walter Vincent against the Shubert Theatre Corp. Action claims defendants have realized over $250,000 from the sale of the film rights to "Countess Maritza" of which they were supposed to pay the plaintiffs 10 per cent.

Max G. Felder and Ben Braudie's suit against Joseph Silverman and Charles Carroll of the Motion Picture Division of the Theatrical Managers, Agents, and Treasurers' Union has been discontinued in the supreme court. The suit sought an accounting and appointment of a receiver for the union, claiming waste and misappropriation of funds by Silverman and Carroll.

Opposes National Defense Plea As Basis for Ending Big Suit

WASHINGTON—Department of justice officials are reported prepared to counter any effort of the industry to use the national defense program as a suggested reason for dropping the New York suit.

On the heels of publicity given the disclosure that the national defense advisory commission has urged the department to withhold its broad anti-trust action against the oil industry because the cooperation of the companies which would be named is vital to the defense program, reports reached Washington that the film industry was preparing to make representations that it, too, played an important part in the national defense and should be freed from harassment during the emergency.

Acknowledging that war preparations may make it necessary to waive the anti-trust laws, as they were waived when we entered the first World War, Assistant Attorney General Thurman Arnold, nevertheless, is reluctant to abandon actions which he has prepared against not only the oil, but other industries which are based, not upon their activities under the defense program but upon their control of normal, peace-time trade.

Need for Pictures

Reports to Washington said that the film industry would point out that the administration shortly would have great need of all motion picture outlets for the dissemination of propaganda and that the department of justice is attempting to break down the system whereby those outlets are maintained, and that, in the catch-as-catch-can which would follow the government's success in eliminating block booking and divorcing exhibition from production, it might not be possible to follow the methods pursued successfully in the past in getting administration messages to the public, particularly during the World War.

These representations carry no intimation that the producers will not cooperate by putting out shorts or any other propaganda films which the government may desire. The point that the companies seek to make is that under present conditions they have contracts with large numbers of theatres under which patriotic films can be distributed without any red tape, whereas under the government's plan of reorganization of industry methods they would be making contracts for a very limited number of pictures at a time, each contract calling for certain specified films.

Anticipating that such a drive might be made after it became known that there was a controversy with the national defense advisory commission over the oil suits, anti-trust officials are said to have been preparing the answers they will make to any such claims.

They will point out that the suit in New York deals with the normal operations of the industry and that it is not healthy for a democracy to permit any important industry to be dominated by a few large companies. They will contend that the results of the suit will not eliminate any physical properties—in other words, the theatres still will be there—so that there will be no reason why exhibitors should be deprived of the opportunity to participate in any defense program which may need their cooperation.

The department of justice is represented as ready to fight any suggestion that anti-trust enforcement be abandoned because of the defense emergency. It is said to be willing to close its eyes to any infractions of the law which may be necessary to carry the defense program out, provided they are approved by responsible officials of the war or navy departments, but not willing to hold up any prosecutions based on the normal business methods of industries under attack.

Following the suspension of all monopoly prosecutions during the first World War, it is argued, it took the department of justice two decades to get anti-trust enforcement well under way again, critics contending the federal trade commission never has succeeded in attaining the important position as industry policeman for which it was intended. Arnold, it is said, will not permit a recurrence of that situation without resistance, and it is quite probable the whole matter will go to the White House soon for a decision by President Roosevelt on the policy to be followed.

Ask Exhibitors to Advance Prices for "Boom Town"

NEW YORK—After a number of test runs, M-G-M is asking exhibitors to increase admissions for children five cents on runs of "Boom Town." In addition, the distributor is requesting 25 per cent advances in matinee prices and 33 1/3 per cent at evening shows.

Some theatre owners, while willing to take a chance on the adult admission, are balking at the increase for children on the ground the story deals with the oil industry and holds no special appeal for youngsters.

Assured Cooperation on "Sea Hawk" Playdates

NEW YORK—Warner is assured fullest cooperation on "The Sea Hawk" playdates as a result of enthusiasm over the coast-to-coast series of trade shows, the home office declares. Response was said to be manifested in exhibitors' willingness to increase advertising budgets to merchandise the film, as well as offering preferred playing time and holdovers, it is said.

RCA, Rockefeller and Atlas Heavy in RKO

WASHINGTON — Radio-Keith-Orpheum, whose registration became effective on June 14, last, is held largely by the RCA, Rockefeller and Atlas interests, it is revealed in the semi-monthly summary of the securities and exchange commission.

The latest SEC report shows that the Atlas Company acquired 28,800 shares of RKO common stock during the month, giving it a total of 268,230 shares held through the American Company and 564,189 shares held direct, in addition to 327,812 warrants for common stock and 29,881 shares of preferred.

Other large holders of RKO securities were Rockefeller Center, with 563,629 shares of common, and Radio Corp. of America, with 316,328 shares of common, 555,254 warrants for common and 44,757 shares of preferred. The only director reported to hold equity stocks was R. C. Patterson jr., New York, with 589 shares of common.

General Theatres Equipment Corp.: Acquisition by Edward C. Delafield, New York, director, of 100 shares of capital stock, giving him a total of 200 shares; acquisition by Walter E. Green, New York, officer, of 20 shares in December, 1939; 10 shares in March, 1940; 20 shares in April and 210 shares in May, giving him a total interest of 260 shares.

Loew's Boston Theatres: Acquisition of 30 shares of common stock by Loew's, Inc., making total holdings 117,436 shares.

Loew's, Inc.: Disposition by J. Robert Rubin, New York, officer, of 2,000 shares of common stock, reducing his interest to 25,615 shares.

Pathe Film Corp.: Disposition by Kenneth M. Young, New York, officer, of 100 shares of common stock, reducing his interest to 400 shares.

Radio-Keith-Orpheum: Disposition by L. Lawrence Green, New York, director, of 1,000 shares of common stock, reducing his interest to 4,250 shares.

Twentieth Century-Fox: Acquisition by Sidney R. Kent, New York, officer, of 25 shares of common stock, increasing his holdings to 3,180 shares.

Says Atlas RKO Holdings Show "Satisfactory Progress"

NEW YORK—Atlas Corp.'s investments in RKO as well as other special holdings have "generally speaking, shown satisfactory progress in the last half year," Floyd B. Odlum, president of the banking firm, states in a letter to stockholders revealing a net profit of $3,920,055 for the half year ended June 30.

The report lists Atlas holdings in RKO of 29,981 shares of preferred valued at $1,075,725, and 832,418 shares of common with a market value of $2,497,256 as well as 327,811 "option warrants" of common valued at $122,929.

There are also listed holdings in Paramount of 3,400 shares of six per cent cumulative first preferred valued at $231,200 at the market price as of June 29, and 5,000 shares of six per cent cumulative second preferred listed at $36,875.

Sees British Benefit Film Cycle Starter

NEW YORK—Production of "The Rafters Ring" for British and American charities, and principally the former, may result in a cycle of benefit pictures as Tom Pettey, Hollywood correspondent for *PM*, views it. Already he reports powerful American charities have made demands such a picture be made with American players.

"The Rafters Ring" is the proposed contribution of the British members of the Hollywood colony toward war relief, but Pettey believes "it might be cheaper for the industry to write the British a check" instead. How he figures it:

"When you put a score or more big names into one picture it does things to mere two and three-name pictures that follow. It also is tough on theatres playing in competition with the house showing the super-production. This picture cannot be made with its cast of 100 Hollywood Britishers unless shooting schedules are disrupted in studios where many of the players are under contract."

Seventy-five per cent of the net will go to British charities and the remainder to American charities.

Theatres Pledged to Aid In Red Cross Fund Drive

NEW YORK—The country's theatres have pledged their support to the 1940 Annual Roll Call of the American Red Cross, which gets under way November 11. Plans for a nationwide campaign were set in motion at a meeting of the Red Cross Theatre Campaign Committee, of which Major L. E. Thompson is chairman, attended by representatives of exhibitor associations, national circuits, producers and distributors.

In cooperation with the local chapter of the Red Cross in every city and town, it is the intention of the committee, through various sub-committees, to enlist every theatre in celebration of Red Cross Week, urging patrons to join the organization as a member. Meanwhile, the committee will establish and organize regional and city committees to coordinate the drive.

Those serving with Thompson are E. L. Kuykendall, Walter Vincent, Harry A. Cole, Nathan Yamins, Harry Brandt, Robert H. Poole, C. C. Moskowitz, Spyros Skouras, Leonard Goldenson and Joseph Bernhard.

Charges "Pastor Hall" An Infringement

NEW YORK—George Garfield, as administrator of the goods of Ernest Toller, deceased writer, has filed suit in federal court seeking an injunction, an accounting of profits and damages against "Pastor Hall." Defendants are Charter Film Productions, Ltd., Grand National Pictures, Ltd., James Roosevelt, United Artists and H. E. R. Laboratories.

The plaintiff claims Toller wrote a dramatic composition known as "Pastor Hall" in April, 1939, and copyrighted it. It is asserted Charter Film Productions infringed the story late in 1939 and early in 1940 by making a film entitled "Pastor Hall," using much of Toller's material. The other defendants are accused of having distributed the film in England and here.

Nazi Ban Occasions No Surprise at M-G-M

NEW YORK—M-G-M home office foreign executives are not surprised at the ultimatum taken by the German government banning all of the company's pictures in Germany, effective August 2, and in Czechoslovakia, Denmark, Holland, Norway, Belgium and France, effective August 9, because of "Escape" and "The Mortal Storm."

The distributing company states it had been warned officially and unofficially for some time what was to come in the event M-G-M went ahead with the two pictures. However, the home office advises the studio has been determined "to make good pictures whether they deal with the Nazis or not."

Revenue from the countries barred has been infinitesimal since the war, it is held at M-G-M headquarters. No new prints have been shipped since the blockade and only old releases were being booked.

M-G-M still is operating in Sweden, Switzerland, Spain, Portugal, Finland, Hungary, Roumania, Yugoslavia, Bulgaria, Greece and Turkey, it is stated.

Managers in the countries barred to the company's pictures will start immediate liquidation of assets, which involve copyrights. These include the following: Svere Dulin, Norway; J. Hlinomaz, Czechoslovakia; S. Habbib, Belgium; Hans Hemmes, Holland; Fritz Strengholt, general manager of the Germanic countries, and Tage Dahlerup, Denmark.

Alan Byre, formerly supervisor of France, is a refugee in England. Ludwig Lawrence, general manager of continental operations, has been in New York the past few weeks, his future plans uncertain.

France's Film Industry May Revive on Riviera

NEW YORK—French newspapers hint their country's industry, a wreck as a result of the war, may be revived on the Riviera, according to a dispatch to the New York *Times* from Vichy, France.

It is admitted, however, that resumption of production activity depends largely on the acceptance of French product in occupied areas.

To this end, German authorities are taking inventories and investigating French film companies in the occupied zones where up to now only Ufa product is being shown since French operators have not yet been given licenses, the story states. Racial questions are on the top of the list.

When and if the French industry has been reorganized it will be subjected to censorship and rigid control, it is believed. It is felt that outside films will also be restricted, although a liberal policy is expected to be extended toward American newsreels, which are currently operating under the premise they were produced by foreign branches of French companies.

ALL-INDUSTRY DECREE LOOMS AS GOVERNMENT INDICATES MAJORS CAN "WRITE OWN TICKET"

Boards Must Pass On Consent Formula

New York—Before any decree is signed by Loew, Paramount, 20th-Fox, RKO and Warner, executives of the company will put the matter up to their respective boards for decision. Recommendations on action to be taken by the boards quite naturally will be made by the company representatives who have been in the thick of negotiations these past months with the government. Whatever the action by the boards, this information will be passed on to stockholders eventually.

Schines Undecided On Decree Assent

By BILL ORNSTEIN

BUFFALO—Whether or not J. Myer and Louis W. Schine will accept a consent decree, similar to the one being drafted for the defendants in the all-industry suit, as a settlement of the government's anti-trust action against the Schine circuit remains a moot question.

Paul Williams, government prosecutor, has stated he would offer the same arrangement to the Schines, in the event the distributors signed it, but the question raised by Schine counsel is what will there be to settle with the independent circuit if a new method of selling is established on a basis of groups of five.

Schine lawyers feel the principal issue in the government suit against the circuit is its buying power. Break up block buying into groups of five and the so-called buying advantage of any circuit is eliminated, it is held.

Then again, the fact that the government would set up a system of selling in units of five at one time, with pictures to be screened in advance of their sale, is viewed as perhaps bordering on conspiracy by the companies involved. The theory behind this is that four or five companies are getting together on a selling plan which may restrain trade, particularly in the event the other three companies, UA, Universal and Columbia are not parties to the plan.

The fact that the government endorses such a plan with official sanction does not alter the situation any, it is maintained. In this regard, the lawyers point to the oil case, which failed to help the interests involved, although the government was instrumental in ordering certain changes.

There have been differences of opinion by New York lawyers close to the settlement proceedings on the limitations by the government. If, the attorneys say, a

(Continued on page 22-A)

Could Proceed Along Lines Outlined by the Majors, Provided Terms Proposed Are Not Unreasonable; Would Include "Little 3" Along With "Big 5"

New York—Decree negotiations may take an unexpected and highly sensational turn leading to an agreement acceptable to the "Little 3" as well as the "Big 5" and a lightning-like washup of the government suit as the direct consequence of a change in attitude by the department of justice conveyed late in the week to the defendant companies in New York.

It is understood word stemming from Washington, either directly from, or authoritatively presented on behalf of, Thurman Arnold, informed the litigants the government now would agree to a settlement along lines outlined by the defendant companies provided terms proposed were not unreasonable.

This message, naturally viewed as highly significant by the majors—big and little—appears destined to have a vitally important bearing on settlement proceedings and to a degree which conceivably will hasten an accord in short order.

Those familiar with this admittedly startling and entirely unforeseen development are frank to observe they do not understand what is behind it. However, there are theories, including these:

1.—That the government, impressed by rising protests over suggested decree proposals and largely the blocks of five selling plan, feels it cannot arrive at a formula acceptable to sufficient companies or sufficient exhibitors to make it stick as a pattern for the entire industry. On this basis, it would be confronted with a trial which will be costly, lengthy and dubious as to outcome.

2.—That the insistence of Paramount and 20th Century-Fox on an escape clause which will provide a genuine "escape" and not merely from the block of five plan reduces signatory companies to three—Loew's, RKO and Warner—which do not establish a sufficiently broad base on which to rear a settlement structure.

3.—That the administration from whose higherups Arnold may have given the appeasement word wants to make certain of industry support, or cooperation at least, in the forthcoming national political campaign and realizes it will meet opposition, perhaps of the passive design, unless the suit is adjudicated along lines widely accepted by the major portions of the industry.

4.—Tying in with Theory 3 by way of straight political ramifications is support desired to keep developments in the national defense program before the public.

"Howards" in Richmond Bow at Three Houses

NEW YORK—An elaborate pre-release premiere for "The Howards of Virginia" has been set by Columbia for Richmond, September 4, at three theatres, the Byrd, State and Westhampton. Plans call for the attendance of Producer-Director Frank Lloyd, Martha Scott, who has the feminine role opposite Cary Grant, Associate Producer Jack H. Skirball, state officials and home office executives. Interest also attaches through the National Tobacco Festival, to be held at South Boston, Va., Sept. 5-6, over which Miss Scott will preside.

Ex-Miami Operator to Build in Manhattan

NEW YORK—Herman Weingarten, who recently sold the Surf and Cameo in Miami Beach to Wometco and thereby ended an anti-trust suit against the independent circuit and Paramount's theatre partner in that area, is building a new 600-seat theatre on Eighth Ave. and Greene St., Manhattan. The house is expected to be ready in the next three weeks and will probably be called the Art. Before entering the exhibition business in Florida, Weingarten operated and built a number of Brooklyn theatres.

57% Against, 43% for Duals, Gallup Poll to Public Shows

PRINCETON, N. J.—By a vote of 57 to 43 per cent, the American public appears to have cast its lot against double bills. But even more significant, according to Dr. George Gallup, director of the American Institute of Public Opinion, which conducted the survey, "is the fact that an estimated total of 32,000,000 persons, financially able to attend pictures frequently, actually go less than once a month."

The results of the survey, conducted in all 48 states, Dr. Gallup declares, go a long way toward explaining a seeming paradox in the industry. "Theatre owners," he says, "have long known that most people say they prefer single features; yet when individual exhibitors have changed from a double to a single policy, their business has declined.

"Theatres which draw a large part of their business from children and the poorer classes, and theatres located in a part of the country which favors double features, would obviously suffer by changing to single features, particularly if the single features are not of sufficient quality to attract customers in the higher age and income levels.

A Tip for the Industry

"From the point of view of the industry," Dr. Gallup concludes, "the single feature policy is clearly indicated. Only by making pictures of greater appeal to those people who have sufficient money and who could attend theatres more often can the revenues of the industry be materially increased; and it is precisely these people in the higher age and income levels who register the greatest opposition to double features."

This is borne out in the table prepared by the institute, labeled "Income Groups," which shows:

	% for Single Features	% for Double Features
Upper income group	75	25
Middle income group	63	37
Lower income group	47	53
On relief	42	58

The survey takes issue with the department of commerce estimate of 85,000,000 weekly admissions with the observation "the figure is of questionable accuracy," and states that during the week of July 13 to July 19, the institute's estimate of tickets sold was 54,000,000.

Although the figures show a majority of the population prefers single features, the survey shows striking variations between different age groups. For instance, double features are more popular than single among persons under 18 years of age, and among persons in lower income levels.

As the following table indicates, the youngest age group, composed of youngsters six to 12, vote for double features by a ratio of more than three to one:

AGE GROUPS	% for Single Features	% for Double Features
Ages 6 to 12	23	77
Ages 12 to 17	42	58
Ages 18 to 24	60	40
Ages 25 up	68	32

This variation, according to the survey, is the more important in light of the fact that better than 60 per cent of theatre admissions each week throughout the country are accounted for by persons under 30.

Another finding brought out in the survey, and hardly new, is that New England is the only section of the country where a majority of the whole population votes in favor of double bills. The vote for different sections of the country follows:

	% Prefer Single Features	% Prefer Double Features
New England	43	57
Middle Atlantic	55	45
East Central	62	38
West Central	57	43
South	58	42
Rocky Mountain	62	38
Pacific Coast	56	44

Even in light of the preference for single bills, "it would be untrue to say that double features are directly responsible for keeping many persons away from the boxoffice; the reasons go deeper," the survey states. The adverse vote on duals, it adds, is more a reaction to "poor" pictures commonly found on such programs than to the fatigue and length of time involved in seeing a double bill.

"Persons interviewed who disliked double features," the survey claims, "were asked whether they would change their attitude if both pictures on a double bill were good. When this qualification is added, opinion divides 64 to 36 in favor of double features. However, the public seems to believe that this is an impossible hypothesis."

The building of programs of greater appeal to the public is necessary to offset competition from other forms of entertainment, particularly radio, the survey states. It is claimed that among all persons interviewed, 55 per cent say they are spending more time listening to the radio this year than last year, whereas only 15 per cent report listening less. Another indication of the influence of the economic factor is seen in the vote for single and dual features according to admission scales, which the report offers as follows:

	% Prefer Singles	% Prefer Doubles
Those who pay less than 30 cents	51	49
Those who pay more than 30 cents	67	33

The report states there is little difference in the attitudes of the two sexes on the question of double versus single features, men registering a 56 per cent vote for singles and 44 per cent for duals, with women polling 58 per cent for singles and 42 per cent for twin shows.

Exports to Europe Show Sharp Decline

WASHINGTON—American exports of negative and positive film to Europe alone for the first six months of 1940 show a 6,000,000-foot decrease as compared for the same period of 1939. However, this is made up largely in the increase to Latin American countries, with the net result of a slight decrease of all exports to 78,230,583 linear feet in 1940 from an aggregate of 79,402,568 linear feet for the corresponding period in 1939, a preliminary report compiled by Nathan D. Golden, chief of the motion picture division of the Bureau of Foreign and Domestic Commerce reveals.

The largest decrease is shown in exports to the United Kingdom, which imported 413 feature prints aggregating 3,421,186 feet in 1940, as compared with 786 feature prints totaling 5,486,761 feet for the first six months of 1939. France, too, dropped from 491 feature prints for the first half of 1939 to 206 over the same period this year.

These losses have been made up for the greater part in the following countries, a breakdown and comparison of which follows:

	Year	Feature Prints	Feet
Argentina	1940	971	8,007,814
	1939	947	7,367,995
Brazil	1940	953	7,549,807
	1939	843	6,700,413
Mexico	1940	606	4,895,902
	1939	535	4,255,908
Cuba	1940	389	2,998,675
	1939	330	2,376,716

Sharp increases in 1940 imports over those in 1939 are also noted in other British West Indies, Venezuela and Canada.

Exports of raw film to Europe during 1940 are but one-fourth as compared to the same period in 1939, dropping from 61,452,025 feet to 15,347,068. Total exports of raw film (not exposed) to all markets of the world show a drop from 88,850,319 feet in 1939 to 46,726,830 feet in 1940.

Sound reproducing equipment has also decreased. For the period under review the figure has dropped from $515,529 for 1939 to $432,453 for 1940. Comparative figures for sound recording equipment totaled $57,741 as compared with $102,119 for 1939.

For and Against in Capsule

Princeton, N. J.—The reasons for and against duals, as given most frequently by those surveyed in the Gallup poll, are these:

FOR

1—A double bill gives moviegoers more for their money.
2—If one picture is inferior, the other is likely to be good and, in any event, adds variety.
3—A double feature gives those who attend a chance to "kill more time."

AGAINST

1—Either one or both of the features is likely to be a "poor" picture.
2—Sitting through a double feature is fatiguing and takes too much time.
3—Seeing two full length features is confusing because, as one woman put it, "You generally think about a picture when you get home and a double feature gets you mixed up."

COMPLETING THE PICTURE

DRAMATIC lighting and unusual camera angles are only partly responsible for the startling beauty of modern screen productions. It takes Eastman negative films to do full justice to the cameraman's wizardry — to really complete the picture. Eastman Kodak Company, Rochester, N. Y.

J. E. BRULATOUR, INC., *Distributors*

Fort Lee Chicago Hollywood

PLUS-X
for general studio use

SUPER-XX
when little light is available

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

BROADWAY

JAMES R. GRAINGER, Republic president, is due back Tuesday from a business trip to Detroit, Chicago, Buffalo and Boston . . . Sylvia Chock, Neil F. Agnew's secretary, is vacationing . . . Ditto Gilbert Josephson, operator of the World, who is up near Winthrop, Me., where the fish usually bite . . . Ditto Jack Levin of the Copyright Protection Bureau, who has gone hossy at the Horseshoe Lake Ranch at Horseshoe, N. Y. . . . Will Hays is not expected from the coast for some time . . . . . Charles E. McCarthy is back from a quickie to the studios . . . S. Barret McCormick arrived from the same locale over the weekend . . . Al Wilkie took a flock of newspapermen down to Charlottesville, Va., to see Paramount's "Virginia" in the making . . . Sidney Franklin, operator of the Little, Newark, is trying to rest for four weeks while his house is closed for the warm spell . . . Peter Levathes, secretary to Spyros Skouras, is back on the job after a vacation and a period of convalescence.

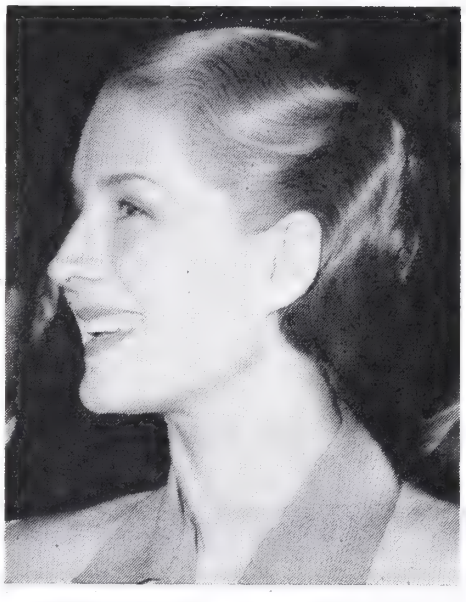
Laraine Day is here from the coast . . . So are Walter Wanger and Joan Bennett. The producer will set off next week on a visit to 15 *eastern cities as the guest of various film and business organizations where he will speak on production trends . . . Anna Neagle came in from the coast to participate in the regular weekly "Information, Please" broadcast . . . Victor Jurgens, March of Time cameraman, is on assignment in Mexico and Central America . . . The opening of the new Airlines News Theatre in the Airlines Terminal has been postponed to early September . . . Charles Stern, UA's eastern district manager, has returned from a business trip to New England . . . Leon Netter, Paramount theatre executive, is in the south conferring with partners in Asheville, N. C., and Atlanta, Ga. . . . Rick Ricketson has completed three round trips to Denver since he has been visiting the National Theatres headquarters here.*

Dave Bernstein, Loew treasurer, did not return last week from his Broker, Me., vacation. It will probably be the end of August before he resumes his desk . . . Irving Barry of National Theatres was the guest of Bob Coleman, *Mirror* critic, for a weekend at Westport, Conn. . . . Louis Phillips is back from a week at Lake George . . . Henry Armetta, standing by the Music Hall side entrance the other afternoon, apparently waiting for someone to recognize him. A colored fellow did and handed him a leaflet to autograph. The comedian complied . . . Charles Sonin, Loew-M-G-M purchasing agent, is on a week's trip to Buffalo, Pittsburgh, Detroit and Cleveland exchanges.

J. S. MacLeod was in Portland, Ore. during the week looking over the mountain division exchange system for M-G-M . . . Al Kaufman, assistant to Max Wolff at M-G-M, caught quite a few fish at Fire Island during his week's siesta there . . . Henry Reiner of National Screen will have surprising news shortly . . . Martin Smith, Toledo exhibitor, was in town for a few days last week . . . Harry C. Arthur will be back from St. Louis August 19 *. . . W. Ray Johnston is due from the coast in about a week . . . Ed Raftery delayed his vacation end until Thursday when he finally gave up being a New Jersey farmer . . . Harold Auten returns Monday from a holiday in Pennsylvania.*

A. W. Smith jr., Bob Wolff and Irving Wheeler spent the weekend on Joe Seider's yacht *Betty Bee* fishing off Fire Island Lightship. The catch comprised five tuna and a mess of bonita . . . Col. Bill Donovan returned from abroad on a British plane which was camouflaged . . . Russell Emde, RKO circuit district manager, is back from his vacation in Vermont . . . Arthur Willi, RKO talent scout, was in Connecticut a few days and next Tuesday leaves for Maine, New Hampshire and Vermont. He intends to spend three weeks on this trip which will climax his tour of summer stock shows. At the end of the tour he will have covered more than 100 summer theatres . . . Fred James Smith of *Liberty* was among the national magazine writers returning from Charlottsville, Va., where Paramount is producing "Virginia" . . . E. C. Grainger got back Tuesday from Manchester, N. H., after a looksee at the Strand, which reopened August 3 after extensive remodeling . . . Jack Shea has a vacation at Naples, Me., behind him.

Jack Bellman, Buffalo Republic branch manager, celebrates his first year in that post very soon. He was in town recently for a regional session and a reunion with his daughters . . . A. A. Schubart, RKO exchange operations head, has returned from a quick trip to Seattle, Portland, San Francisco and Los Angeles . . . Eddie Rugoff of Rugoff & Becker has been spending a bit of time in Vermont vacationing and playing golf . . . Marie McCarthy of the RKO circuit home office film booking department is lolling on the Rockaway shores during her two weeks' respite . . . Max Fellerman and the missus spend their weekends at Camp Roosevelt, near Monticello . . . Morris Helprin is back on the coast after five weeks in New York on campaigns for "The Thief of Bagdad" . . . Norma Shearer and Mervyn Le Roy and his wife are at Saratoga.



Profile to Camera—

Which is Norma Shearer's usual pose when the photographers are about. This was taken as she arrived at Grand Central from the coast where she had completed "Escape."

Irving Shiffrin of the RKO publicity department is back from a vacation while Harry Goldberg, in charge of ads and publicity for the Warner circuit, is taking it easy at his farm in Bucks County, Pa. . . . Betty Hildebrandt, Hale Horne's secretary, is another vacationist. She's on the coast looking over the studios . . . Harry Carey has gone back to the RKO studios after visiting his son at Skowhegan, Me. . . . Joe Hazen, Joseph Bernhard and Mort Blumenstock flew back from the coast early in the week after an eight-day visit to the Warner studios for conferences with Harry M. and Jack L. Warner.

Si Fabian is at home recuperating from a recent illness, having left the hospital after several weeks . . . Clarence Ericksen, Walter Wanger executive, is in from the coast . . . Si Rechetnick of Warner's publicity department leaves Friday for his vacation which will probably be a boat ride to Miami with a side trip to Havana . . . Eddie Golden, Monogram sales head, is on a tour of exchanges and will not be back for several weeks . . . I. J. Hoffman, Warner New England zone manager, was in town from New Haven the middle of the week . . . Gerrett J. Lloyd, in town briefly from the coast on advance campaigns for "Spring Parade," has New Haven and Boston on his schedule next week, to be followed by visits to Illinois, Indiana and Nebraska.

Arthur Lee, H. J. Yates and Phil Reisman made a luncheon threesome the other day . . . Louis Weinberg visited A. C. Hayman, Buffalo independent exhibitor, this week. Hayman's son recently suffered a broken leg in an auto accident and will be in a hospital for the next ten weeks . . . Bill Scully toured Universal situations in Charlotte, Asheville and Atlanta during the week on product deals . . . Bill Jaffe is handling the legal work on Phonovision for Vic Orsatti . . . Myron Selznick has been visiting brother Dave and his mother . . . Lynn Farnol is back from a quick trip to the coast . . . Herman Gluckman has been vacationing since he sold out his interest in Republic exchanges in New York and Philadelphia. No word yet on reports he will line up with Nat Levine on independent production.

"Linger with Lindy, Where It's Cool," seems to be the motto these hot days. For lunch lately, there, the lingerers included Jules Levey, John J. O'Connor, Dave Weinstock, Harry, Billy and "Bingo" Brandt, Aubrey Schenck, Irving Barry, George Baldson, Nat Wachsberger, Harry Gold, Arthur Silverstone, James Mulvey, Ed Stein, B. S. Moss, Jack Schlaifer, "Jackson" Milstein, A. P. Waxman, Harry Mandel, Adolph Haas, Sol Schwartz and E. Thornton Kelly . . . Sam Boverman of the Paramount legal department is aboard the

Kungsholm *for a 12-day West Indies cruise . . . Murray Silverstone arrived Saturday after a coast conference with Charles Chaplin on the latter's "The Great Dictator," which is the final title of the variously titled film . . . Leon J. Bamberger, RKO sales promotion manager and Ampa president, is touring New England on vacation.*

Harry Graham, Universal's Atlanta district manager, is visiting the home office . . . Martha Vargas, secretary to Louis Phillips at Paramount, sends a winter-scene postcard from Saranac Lake, the while "wishing time would stand still" . . . "Bucky" Harris, RKO circuit press agent, is fishing up near Quimby, Vt. . . . Leo Jaffe, assistant to Abe Schneider at Columbia, is a papa for the second time. It's a son again, totaling six and a half pounds, titled Stanley Richard. Mrs. Jaffe doing very well at the Royal Hospital in the Bronx . . . Selma Klein, secretary to Leonard Picker, Columbia attorney, has gone into hiding on her vacation.

Irving Cohen of the Paramount legal staff and Howard Levinson of Warner counsel were in Erie, Pa., conducting examinations before trial in an anti-trust suit . . . Al Szekler, Universal's general manager in Brazil, is at the home office for conferences with Joseph H. Seidelman. He'll stop off at the studios before he returns in six weeks . . . There's a new and very absorbing novel on the market called "Tom." It is authored by Don Prince, former UA exploiteer. In an autographed copy to Monroe Greenthal, Prince has written on the flap: "To M—— G——, who, though he does not know it, was one of the few folk who kept the author of this tome alive when he needed it most."

Homer Harman, publicity head for the Roxy, is vacationing in St. Louis . . . Sam Berkowitz has arrived from the coast . . . Louis Schine is back from a vacation tour of the studios . . . Ben Y. Cammack of RKO's foreign department is heading toward Buenos Aires . . . Fritz Lang, the director, is in town . . . Joe Seidelman has a coast trip in the immediate offing . . . E. K. O'Shea visited a few of his southern M-G-M offices during the week . . . Max A. Cohen has no dates set for the opening of the remodeled Wallack's Theatre on 42nd St. and the West End in Harlem . . . Harry Carlin, well known booking agent, dropped dead in the Palace building Wednesday afternoon.

The Walter Reades, senior and junior; Tom Gerety, Perry Charles and Mel Heyman among the initiates at the new Toffenetti's restaurant in Times Square . . . Len Daly, UA's Spanish advertising expert, has returned to his desk after a siege of poison ivy. He says the pest has enhanced his "poison-ality" . . . Among the out-of-towners visiting the RKO Exhibitor's Lounge were Alex Schreiber, Detroit; Bernard E. Smith of Butterfield, Detroit; C. V. Jones, Robb & Rowley, Dallas; Sol M. Sachs, Dallas; Max Fogel of the Webster, Rochester . . . Robert Mintz, with offices in the RKO Building, declares he has purchased the rights to the French film, "Le Chemineau," starring Victor Francen . . . Members of the Paramount Ping Pong Club will celebrate their first anniversary with a tournament early in September . . . Robert M. Gillham left for the coast over the weekend on routine studio conferences. Colleague Alec Moss is in the south on a business trip . . . Hal LeRoy is in town from the coast after a role in "Too Many Girls" for RKO . . . Ditto William Gargan . . . Howard Dietz has shifted activities to the coast again, this time to early September.

George Dillon, Warner sales supervisor for Australia, New Zealand, Fiji Islands, Tahiti and other countries and with headquarters at Wellington, N. Z., is visiting old exhibitor friends during his vacation. He reports he's not allowed to play golf, swim or partake of other exercise . . . Arthur Abeles jr., Warner manager in Trinidad, is another home office visitor and vacationist. He is the son of the South American general manager . . . Dr. Herbert Kalmus and his wife are in town from the coast . . . Col. H. A. Cole is due in Washington and New York in a few days . . . Louis Frisch returned from a Saratoga Spa vacation Sunday . . . Henry Krecke of M-G-M's foreign department celebrated another birthday Thursday.

Kitty Flynn, chief Paramount New York exchange booker, leaves Friday for a vacation, but won't say where . . . Harold Friedman, who operates the Terrace, Yonkers, has taken over the Cameo, same city. He is changing the name to Kent and will open in a few days . . . Ed Sullivan and his Harvest Moon winners open at the State, Thursday . . . I. Seider and Joe Hornstein caught 63 bonitos off Long Branch in 14 hours over the weekend. The catch took place on Seider's smack, Two Pals.

See 25-30 Per Cent Hike in Inventories

New York—With the exception of Loew-M-G-M, the four other producer-distributor-exhibitor companies considering signing a consent decree figure inventories would be increased from 25 to 30 per cent the moment a decree is signed.

The added inventories would provide for necessary financing to have at least five pictures on hand for sale, five in work all the time and at least five in the preparation stage.

Schines Undecided On Decree Assent

(Continued from page 19)

new selling plan is adopted and reflects a restraint of trade, the government blessing does not necessarily mean it is legal. The government angle cannot be regarded as a defense by the distributors if exhibitors file anti-trust suits against film companies because of hardships which may be imposed on them if an onerous consent decree is enforced.

In all probability, the Schines will first wait to see what comes out of the many negotiations now under way to end the all-industry suit before definite moves are taken on their part.

Meanwhile, the government has served a bill of particulars on the independent circuit. This was done July 8, when co-defendant distributors were also serviced. Time to answer is 40 days, which means the distributors and Schine have until September 3 to either answer or seek additional facts.

Williams and Grainger To Discuss Protest

WASHINGTON—Paul Williams is expected to meet with E. C. Grainger, general manager of Shea Theatres, operating 50 units in Ohio, Pennsylvania and upper New York, in about 10 days in connection with Grainger's letter of complaint over selling in blocks of five and discrimination clauses in the proposed consent decree.

Williams is understood to have requested that Grainger meet with Seymour Krieger, FBI investigator, instead, but the exhibitor is believed willing to wait until Williams is available.

Court of Appeals Upholds Dismissal of Westway Case

BALTIMORE—The circuit court of appeals Friday affirmed a lower court judgment dismissing the Westway anti-trust action against the majors.

The court, in a one-sentence ruling, declared: "Judgment in this case is affirmed upon the grounds set out in the opinion of the district judge."

Invite to Opening

LARKSVILLE, PA.—Mr. and Mrs. Joseph Emashowski have sent out invitations for the opening of the New Larksville, Aug. 14.

Clothing Manufacturer Backs Biblical Films

HOLLYWOOD—Backed by Charles A. Bond, clothing manufacturer, a tieup has been effected between Biblical Photoplays, a Maryland corporation, and Harry S. Webb of Metropolitan Pictures for the latter to produce 50 three-reel religious subjects annually for the next five years, all 16mm and all in Cinecolor. The sponsors estimate 100,000 churches of all denominations throughout the country as a potential market. A staff of retired ministers will act as the sales force for both pictures and projection equipment, which Bond will offer for sale on long-term installments.

Warner Executives Set Deal With RKO Chain

NEW YORK—Gradwell L. Sears, Carl Leserman, Roy H. Haines and Edward M. Schnitzer, for Warner, have closed a one-year RKO circuit deal with John J. O'Connor, Fred Meyers and Max Fellerman. Although RKO is understood to have asked for a long term arrangement, the distributor limited the deal to the 1940-41 season.

Tom Mix P. A.'s Draw

ALBANY—Tom Mix has been making personal appearances at Smalley theatres. Packed them in at Fort Plain and other spots, it is reported.

PHILADELPHIA

SEEN around town: Bill Bethel, of the Colonnade, Millersburg, looking practically the same as when he was a Columbia salesman here; Pete Marinos, Wyoming, Wyoming, looking cool on sweltering streets; a couple of Jimmies—Humphries, of the Palm, Palmerton, and Dukas, Grand, Edwardsville; George Reister, Capitol, Shamokin; Vic Austin, Grand, East Stroudsburg, and Perry Hoffman, 19th Street, Allentown . . . Most vociferous rooters at Scranton baseball games, all observers say, are Johnny Roberts, head Comerford booker, and his wife.

Rose Fox, 20th-Fox clerk, is back from the seashore . . . Jack Bergin, booker, is showing a decided Canuck accent since his tour through Canada . . . Also back from the Canadian wilds is Jim Flynn, Columbia booker . . . Lester Wurtele announces a screening of Columbia's "He Stayed for Breakfast" at the Boyd, Monday midnight. Says it's considered Columbia's best comedy to date . . . Ben Greene's Towne is closed for alterations.

Lewen Pizor, UMPTO, is a proud grandpappy. Daughter Dorothy presented him with a granddaughter . . . Vine Streeters are planning a clambake near Boyertown, August 14 . . . Sam Rosen, Monogram head, is getting a round of praise for his new window display, based on a race track motif . . . Samuel Finestone, father of Actor Ezra Stone, has started building the Unruh . . . A record number of pretty pretties are parading their charms at the Variety Club Mondays, Wednesdays and Fridays in the tryouts for Miss Philadelphia. Presiding with wide-open eyes are Oscar Neufeld, Horlacher, assisted by Max Leven, Hillary Brown, ASCAP, and Jack Kraker, Ross Federal. Earle Sweigert, Paramount, represents the American Beauty Pageant.

METRO MOVIES: *C. C. Pippin, city salesman, suffered a fractured arm in an auto accident, was confined at Stroudsburg General Hospital . . . Florence Averell is nursing a spectacular sunburn, which she acquired on an Atlantic City weekend with Betty Chambers—who escaped unscathed . . . Mary Parker is on vacation trip, planning a stopover at the World's Fair . . . Also on vacation are Ben Hayney, circuit booker, and Marie Connell, Charlie Baines' secretary . . . Mildred Rudo is back with romantic tales from Scaroon Manor, Lake George . . . Wedding bells will ring out a summons for Helen Alter September 8. Scene will be Hotel Philadelphia . . . Half a dozen of the fellows went out on a fishing trip last week-end, came back with as much sunburn as fish.*

Mae Burns and Jinny O'Brien of the Warner exchange have gone on a vacation . . . Leo Hannan, booker, has just got back from a week of fishing at Wildwood, with enough fish stories to keep Ripley supplied for a month . . . Richard Mayer, Studio, used a bit of artistic persuasion to get the *Record* to editorialize on the revival of "Lost Horizon" . . . Mary Dougherty, Republic, looks pretty busy, filling in for Mary Meadowcroft on the booking desk.

A lot of the Warner theatre boys are away, sprawling their distinguished carcasses on New Jersey sands. Going up and down the coast, you'll find Jack Flynn, district manager; Dominic Lucente, Alhambra; Matty Rosenbluth, Colney; Jay King, Yorktown; Bill Kanefsky, publicity whizz . . . Back on the job are Ev Callow, publicity chief; Ellis Shipman, contact head; Barney Fellman, booking; George Lawson, artist, and Joe Feldman, personnel director . . . Ted Minsky left with a party of six on an auto tour . . . Edgar Wolf, Wynne, is writing cards from a place called Lake Wangumbaug, Conn. . . . The Warnerites promise a record-breaking campaign for the twin premiere (Stanley and Earle) of "The Sea Hawk."

Sunday Show Issue Is Hot in Penn.

Philadelphia—Tempo of the campaign for and against Sunday shows is stepping up throughout the state, reports here indicate.

Petitions to have the question put on the ballot are being circulated in Philadelphia, Conshohocken, Allentown, Harrisburg, Northampton, Lebanon, Morristown, Lock Haven, Boyertown and Pottstown.

Phillips Dismissal Case Set for Arbitration

NEW YORK—Arbitration proceedings of the Sam Phillips case will get under way August 21 with Edward C. Raftery and E. C. Grainger as arbitrators for Universal, and two union representatives for the Bookers' Union. Phillips, head booker at the Big U exchange in New York, was discharged some months ago, following which it was agreed to arbitrate the pros and cons of the dismissal order.

Eastman 24-Week Net Pays Common $3.63

ROCHESTER, N. Y.—Eastman Kokak net for the 24 weeks ending June 15 totals $9,179,170 as against $8,070,457 for the same period last year. Current earnings are equivalent to $3.63 a share on outstanding common as against $3.18 a share for the comparable period. The latest report allows for taxes and charges, but does not include subsidiaries in the British Isles, continental Europe, Asia and Africa.

Loew Dividend Action At Next Board Meet

NEW YORK—Action on the Loew common dividend will be taken at the next board meeting to be held September 4. The regular monthly meeting held August 7 was declared to be "routine," as expected.

BALTIMORE

BERNIE SEAMAN, genial manager of the Hippodrome, who just returned from a vacation in Delmar, N. J., really made up for lost time in handling the record-breaking crowds that stormed the theatre to see Orrin Tucker and Bonnie Baker . . . William K. Saxton, Loew's Century chief, is away on a Florida vacation and Robert Etchberger and James Dixon are keeping things in shape during his absence . . . A purse-snatcher robbed Miss Marie W. Presstmann, secretary of the Board of Motion Picture Censors, while she was hailing a taxi in front of her house . . . Mac Cluster, Cluster, who became ill suddenly, was taken to Sinai Hospital . . . Betty Lee McGreevey, daughter of Leo, manager of the Cameo, celebrated her third birthday with a party last Tuesday.

Mr. and Mrs. Sam Soltz (Howard) are pleasure-bound to New York . . . Just back from New York is Mac Weinberg, manager of the Little, with a swell tan . . . Bill Donovan is pinch-hitting at the Howard during Sam Soltz's absence . . . Seen at the Oasis last Tuesday night was August Nolte, manager of the Patterson, and a party of friends . . . "Fixer" Cohen, Essex, is going to bed early these days; he is also planning to buy the house next to his home . . . Tom Goldberg has had new carpets installed on the balcony steps at the Walbrook . . . Mrs. Helen Oden of the Maryland censor board is at Union Memorial Hospital . . . Ed Wyatt, Preferred Cinema Service, is vacationing in the mountains.

Lou Yockelle, former supervisor of Ross Federal here and now manager of the Highland, reports that last Monday he enjoyed a bowl of "checker" soup . . . Ben Flax, Lincoln, is in New York vacationing and visiting friends . . . Morris Flax just returned from Atlantic City . . . Duke Lowenberg, ace film salesman, was in Washington last week . . . Allen Sherman has been appointed doorman at the Howard . . . Mac Weinberg, Little, has been writing a series of articles for a local magazine . . . Another writer in the film colony here is Holmes Alexander, vice-chairman of the censor board, who just completed a serial for the *Saturday Evening Post* . . . The Junior Association of Commerce is making another attempt to resurrect daylight savings.

Wilson Keeps North Troy House Closed to Sept.

ALBANY—Charles Wilson's Lansing, North Troy, which reopened May 1 after being closed since last summer, is dark until September. Wilson extensively remodeled, redecorated and re-equipped the theatre.

Town Hall, Bainbridge, which had been operated by Donald Mullen, closed. Mullen is now running a theatre in Geneva.

RKO Buys Half Republic

NEW YORK—Republic has closed with the RKO metropolitan circuit for 50 per cent of its 1940-41 program.

ALBANY

EXHIBITORS and bookers on Filmrow: Morris Shulman, Gaiety, Inlet, and Grange, Chadwick; Maurice Kronick, Orpheum, Amsterdam; Harry Savett, the Greene, Greene, the Port, Port Leyden, and Adirondack, Tupper Lake Junction; Mrs. Inez Ferguson, Copake, Copake; Dave Willig, Rivoli, Schenectady; Jimmy LaBelle, manager of Family, Watervliet; Sid Dwore, Cameo and Lincoln, Schenectady; Sam Milberg, Ritz, Scotia, and Family, Watervliet; George Thornton, Orpheum, Saugerties, and Orpheum, Tannersville; Bill Kraemer, Schine booker; Frank Williams, Benton date setter.

Milt Kusell, Paramount district manager, in for confab with Manager Clayton Eastman . . . Chick Mlinarik, Columbia shipper, left with Bill Barney, operator of Grand, Watervliet, on latter's boat for a cruise to Lake Champlain. Barney is Commodore of Watervliet Yacht Club. Another exhibitor-yacht owner is Cecil Patten, State, Adams . . . Edward J. Wall, former assistant to president of Ross Federal Service and now an officer of recently incorporated American Public Opinion Forecasts, Inc., visited Ralph Unks, Ross manager, in Albany territory. Ross Service will do field work for new organization, it is reported. K. R. Traver, Ross representative in Glenn Falls, was away.

John Cooney, Union Square, Pittsfield, Mass., weekended at Lake George . . . Louis Prima's orchestra an added attraction for one day at Schine's Rialto, Glens Falls . . . Kadevan Chain Theatres, Inc., has been formed to conduct business, with offices in Utica. Lawrence J. Carkey, operator of Family, Utica, Empress, Norwood and Star, Norfolk (latter just taken over from Amos Cury), has an address at 467 Trenton Road, Utica. Other incorporators: Stuart A. Lever, 1428 Neilson St., and Jay L. Katzman, 2 Emerson Ave. Capital: $10,000, $100 par. Attorney: R. R. Galli, 502 Bleecker St., Utica.

James R. Grainger, president of Republic, and Mrs. Grainger stopped at the local branch en route to Lake George for the weekend. Grainger is a familiar, popular figure on Filmrow . . . Ann Joyce, Republic biller, on vacation . . . Mary Hawkins, cashier, is back after one that started in Catskills and ended at Lake George . . . Fred Duffy, Republic salesman, is a veteran who works hard but quietly . . . Mrs. John Moran, former Ann Hawkins, now assists in the same office where she worked for Grand National. Monogram occupies the quarters . . . Edward A. Golden, Monogram general sales manager, in with Harry Berkson, upstate franchise holder, for a day. Nate Sodikman, branch manager, and Mitch Panzer, booker, also present . . . Daughter born to Joseph Firlik jr., Firlik Film Service, and Mrs. Firlik. Their second child.

Maurice Silver, Warner Theatres zone manager; Ralph A. Pielow, Metro branch boss; Charles A. Smakwitz, Warner district manager, and Max Friedman, head booker, were at depot in early morning to greet Director Mervyn LeRoy and Mrs. LeRoy when they came in from the coast en route to Saratoga. LeRoy, an annual visitor to Saratoga, told newshawks he had two films scheduled for fall: "Ziegfeld Girl" and "World We Make."

Walter E. Reade, who operates the Community, Saratoga, and Mrs. Reade have been at the track . . . Mrs. Jules Mastbaum, Philadelphia, also at Saratoga. Ditto, Phyllis Brooks and Erik Rhodes, who appeared with Spa Players . . . Stanley Goldberg, Columbia booker, moved from Watervliet to Nassau. His assistant, Camille Allie, returned from two weeks at Lake George. Laverne Winne, from whom Ernest Dolphey recently took over the Cherry Valley, Cherry Valley, visited his friend, Tom Mix, when latter was in Fort Plains.

Para't Alters Radio's Role In Plugging Premieres

NEW YORK—The part radio will play henceforth in enhancing publicity values of Paramount product will be confined to situations only where a logical tie-up with an air program presents itself. Robert M. Gillham, director of publicity and advertising, has decided to drop the company's policy of holding openings in conjunction with local fetes in individual cities in favor of a plan of giving each premiere a nationwide plug on the air.

A program has been mapped out in this respect embracing sendoffs for forthcoming product. The first got under way in Nashville, Saturday, in behalf of "Comin' Round the Mountain." An elaborate radio premiere takes place August 16 at California's Del Mar race track for "Rhythm on the River."

Selznick Forms New Company

HOLLYWOOD—David O. Selznick Productions, Inc., has filed incorporation papers in Sacramento. The new company will probably replace Selznick International, now being dissolved in the east.

20th-Fox Earnings Decline $2,218,312

NEW YORK—Twentieth Century-Fox's net profit for the 26 weeks ended June 29 is $2,218,312 less than for a comparable period last year. The figures are: 1940—$117,213. 1939—$2,325,525. The second quarter ended June 29 showed net loss, after all charges, of $236,163 compared with first quarter profit of $353,376, and a profit of $1,101,275 for the second quarter of 1939.

The 26-week figure includes a provision of $800,000 for reserve against foreign assets which are profits earned during the period in foreign currencies, principally sterling, which are not currently realizable in United States dollars and are therefore "not available for use in the corporation's operations in the United States," the report declares.

No portion of the earnings of National Theatres is included in the report since "no dividends were declared by the corporation during the first half of either year," it adds.

WASHINGTON

JOHN J. PAYETTE, Warner general zone manager, assisted by executives and district managers, presided at the annual meeting of the Warner Theatre managers of the entire territory. The meeting was followed with an outing at Baur's, Bay Ridge, Md., to which all the branch managers were invited guests . . . Bill Fischer, Schine booker for this territory, is en route to the annual Schine convention in Gloversville . . . Curtis Hildebrand was a weekend visitor . . . Elmore Heins of Roanoke is steaming out a bad cold at White Sulphur Springs . . . Mrs. Harry Brown, wife of Monogram's branch manager, planed to the bedside of her father, who is dangerously ill in Cleveland . . . Jim Goebel of Bristol, Va., has returned from his Virginia Beach sojourn . . . Sam Tabor, Universal salesman, is sporting a new car—same brand, too.

Warner Theatre Tidbits: An invitation trade screening of "The Sea Hawk" was held at the Ambassador . . . Isabelle Baugh has returned from her vacation at Orkney Springs . . . Kay McGlynn has returned from her vacation stay in the Nutmeg state with a nut brown complexion . . . Mrs. Alice Anderson's on hers . . . Mrs. Jack Forney, wife of the Tivoli (Frederick) manager, is relating her six-week coast and studio visit to her friends . . . Telephone greeter Frances McCormick surprised her co-workers when her likeness was featured in the Times-Herald *following a church benefit cruise . . . "Rusty" Duncan, secretary to Publicity Chief Frank LaFalce, will silence the alarm clock for the next two weeks and manage a World's Fair visit in the interim . . . "Vin" Flaherty, sports writer for the* Times-Herald, *is heading his daily column with a west coast date line and is concentrating on his Warner studio visit, his introduction to Ann Sheridan and his appearance on the "Life of John Doe" set which deals to a degree with a "Washington Senator" pitcher.*

"Mack" Goldstein, manager of the E. M. Loew Open Air in Alexandria and *Esquire* exponent of sport ensembles, will have to wait until November for that Beantown visit, and need we say distance lends enchantment? . . . Columbia's Joe Kushner is back with authentic fish stories . . . Clark Film's Estelle Tabb is riding the surf at Atlantic City. Her co-worker, Angie Luzi, will join her this week . . . Monogram's Harry Crull and "Bud" Hansen have interchanged territories, with Harry covering Maryland and "Bud" in Virginia . . . Jules Lapidus, Universal district manager, was a visitor . . . Jack Klein of advertising accessories and Irving Specht, assistant Universal shipper, have interchanged jobs . . . Edgar Moss, 20th Century-Fox district manager, was a visitor . . . Stanley Summers, 20th Century-Fox head shipper, is convalescing nicely following an operation at Garfield Hospital.

Metro Items: Harriet Kenworthy and Irene Sweigenhaft will celebrate birthdays August 11 and 12 respectively . . . Mrs. Jack Goldberg and mother are vacationing at Atlantic City . . . Mrs. R. Geldfeld and Mrs. Bertha Zuckerman are vacationing . . . Exploiteer Carlton Duffus is making a swing along the Eastern Shore.

RICHMOND

MARTHA SCOTT, who plays the lead opposite Cary Grant in "The Howards of Virginia," has been invited to reign as queen of the sixth annual Tobacco Festival to be held in South Boston next month . . . Charlie August, stepson of Frank Ponton and manager of the State in Martinsville, W. Va., spent a week of his vacation here and the other week with Keith Caudle at Virginia Beach . . . Horlacher has opened a Richmond office at 2807 West Clay and the phone is 58984 . . . Dick Morien, National service staff, is recuperating from double pneumonia at the Memorial Hospital.

John Taylor, operator of the reopened Capitol, is mighty proud of that new son, James Stewart, who arrived July 13 . . . *Bob Coulter, manager of the Byrd, has sent his son, Bobbie, to Ohio for a vacation . . . Joe Fields and Gordon Pulliam, Byrd service staff, visited Washington . . . Eugene Jett, owner of the Reidsville, is only opening three days weekly during the summer with one change of program . . . Olmstead Knox, RKO salesman, was in town . . . Eddie Martin, Republic salesman, also here . . . Jerry Murphy, Fox salesman, has recovered from the peritonitis attack and has gone home to Washington.*

Leath Cardona, cashier at Loew's, has announced her intention of marrying on August 16. The fellow is Virgil Nichols . . . Henry Saunders, projectionist at the State, is daddy of a new son, born on July 31. He has been named Allen Wallace . . . The Eaco and Lee, Framville, opened under the management of Neighborhood Theatres August 1. Russell Williams, formerly of Pulaski, is manager of both houses . . . Keith Caudle, relief manager for Wilmer and Vincent, and Miss Dorothy Gibson will be married in November.

William Booker is new usher at the Byrd . . . Mrs. Lillian Ballenger, wife of the manager of the Grand, is spending two weeks visiting her daughter in Pittsburgh . . . Ralph Binns, Horlacher Washington manager, was in town . . . Harley Davidson, Paramount salesman, also here . . . Ruth Kelsh, cashier of the Grand, is vacationing at the beach . . . Alex Ravdin, manager of the Capitol, spent several weeks at Virginia Beach while the house was closed . . . Pete Stainback, Loew's, will motor to Canada this month . . . Al Nowitsky expects to fly up to Canada with Bill Attmore, RCA engineer.

John Reid, Byrd service staff, vacationed at Buckroe Beach . . . Jim Owens, RCA salesman, sold sound to Hal Lyons for his new house in Waverly . . . Georgie Farthing, secretary to Dave Kamsky, Neighborhood Theatres, was out for several days on account of sickness . . . William Pierce is a new usher at the National . . . Arthur Deekins is back after a three weeks training course with the National Guard at Fort Storey . . . Harriet Elsner, cashier, Byrd, vacationed at "Sommaview" on the Rappahannock . . . Lonnie Chambliss, usher at the State, vacationed at Buckroe Beach.

Floyd Stawls, manager of the Carillon, visited Norfolk and Virginia Beach . . . Addie Stewart, projectionist at the Colonial, vacationed at Buckroe Beach . . . Also Tripple Caldwell . . . Stewart Tucker, manager of the State, is taking his family to New York to see more of the Fair . . . Elizabeth Quisenberry, cashier at the State, visited Bowlers Wharf . . . Charlie Yerby, assistant manager, Loew's, is in Norfolk relieving Roscoe Drissell at the State for two weeks . . . Eddie Weaver, organist at Loew's, is vacationing up north . . . Ira Ellis, engineer, Grand and State, is still limping around on account of that accident to his foot.

American Film Replaces Masterpiece Exchange

PHILADELPHIA—The 25-year-old Masterpiece exchange has been succeeded by American Film Co., headed by Ben Harris, who was booker for Masterpiece. Louis "Pop" Korson, who was head of Masterpiece and one of the industry's veterans, has retired from business.

All franchises held by Masterpiece have been taken over by the new company, Harris said.

Warner Theatres Zone Meeting September 12

PHILADELPHIA—Warner Theatres annual zone meeting has been set for September 12 at the Ritz-Carlton Hotel. Joseph Bernhard, general manager; Ted Schlanger, zone head, and other Warner officials will discuss new product and all phases of operation.

Republic Signs With SPG

HOLLYWOOD—Republic has signed a contract with the Screen Publicists Guild.

Alliance's 'False Rapture' For Loew's Met Circuit

NEW YORK—Sol Edwards, Film Alliance sales head, has closed with Loew's metropolitan circuit for "False Rapture," first of the distributor's 1940-41 releases. He has also closed with Loew's Poli units in New England and with Feiber and Shea for the new season product.

Cohen and Kutcher Open 700-Seater in Liberty

LIBERTY, N. Y.—Cohen & Kutcher, independent circuit operators, have opened the new 700-seat Academy. Joe Hornstein installed the equipment. The exhibitors also operate the Liberty, here, Roscoe, Roscoe; Manor, Livingston Manor; Broadway and Rialto, Monticello.

An NT Outing

NEW YORK—Spyros Skouras, head of National Theatres, will stage the first annual outing of the circuit's home office employes September 6 at Bonnie Briar Country Club, Larchmont.

Prudence Lodge of Masons To Honor Lester Isaacs

NEW YORK—Lester Isaacs, chief projectionist for the Loew circuit, will be tendered a dinner by the Prudence Lodge of the Masons at Edison Hotel, October 30. Isaacs is a former master of the lodge which comprises 90 per cent membership of Loew and M-G-M employes. Charles K. Stern, assistant treasurer of Loew's, also is a past master.

Levey on "Hellzapoppin" For Universal Release

NEW YORK—Universal will release the film version of "Hellzapoppin," sensationally successful Broadway musical with Olsen and Johnson, which Jules Levey will make as his second picture.

The film is designed for release next season, according to present plans. The stage leads will appear in it.

ROCHESTER

PLANS are set for the annual picnic of Schine employes here, to be held Tuesday, August 20, at the Newport House on Irondequoit Bay. Some 400 employes and their families are expected to attend the all-day outing. Bob Meagher, Schine advertising manager, and Wallace Folkins, State manager, are in charge.

Frank Boucher, assistant general manager to L. W. Schine, was a visitor here last week . . . Bob Meagher of the Schine office is on his vacation, spending it at his home town, Silver Creek, N. Y. . . . Winners in the Schine bathing beauty contest are now in Atlantic City . . . Party was staged for Eugene Chiaramonte, Madison manager, and Elsie Bonaville, who'll be married next month.

Louis Levitch, Riviera manager, staged a couple of promotion stunts last week. In one, patrons guessed how long it would take a 300-pound cake of ice, placed in front of the theatre, to melt. In the other, a tieup with Seven-Up, the theatre gave its patrons soft drinks at a bar setup in the lobby.

The Lyric in nearby Bolivar is being enlarged and remodeled following a fire that damaged it several weeks ago. The job will cost about $25,000 *and will be completed about September* 10, *according to Owner Samuel Gandel. Auditorium will be enlarged, a stage added, and* 150 *additional seats included.*

Rochester friends mourn the death of Burtis M. Jordan, former Rochesterian and one-time vaudeville dancer and comedian, who died in New York City at 78. He was last seen here with the Fred Stone Company . . . Actors from the Gregory Street Playhouse entertained youngsters at the Rotary Club Sunshine Camp for Crippled Children.

"All This, and Heaven Too" was held over for a third week at the Regent . . . The original Gae Foster Roxyettes, Broadway ballet corps, will be the nucleus of an out-door stage production at the Airport Stadium next week.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Barnstorming Tour Hinges on Drive

Upon the final outcome of the Motion Picture Red Cross campaign will hinge the decision as to whether or not a nationwide barnstorming tour involving scores of Hollywood personalities will be the next move in the film colony's current gigantic charity effort.

This was disclosed by a spokesman for the Red Cross committee headed by Samuel Goldwyn, coupled with an unofficial estimate that pledges from the various studios so far are in excess of $270,000. Although admitting that "one or two" studios thus far have failed to "hit their stride," this spokesman reiterated that the drive as a whole has already "exceeded expectations," at the same time announcing final results will not be tabulated and released for another two weeks.

Plans for a series of roadshows in key cities throughout the nation, for which several dozen stars have already volunteered, are to be held in abeyance pending release of complete figures on the drive, and will be abandoned entirely, it was said, should the results of the local campaign prove sufficiently satisfactory.

British Relief Activity

Meantime Hollywoodians are maintaining a hectic clip in their activities in behalf of the British War Relief Fund and diverse other charities.

For benefit of the British-American Ambulance Corps, a number of stars—including Richard Arlen, Mary Astor, Gene Lockhart and Richard Barthelmess—will appear at Sycamore Grove, August 11, and pass out their autographs at 10 cents per signature. The BAAC, whose west coast chairman is Author Louis Bromfield, has already collected more than $100,000 to purchase field equipment for the British army.

Employes of the Walt Disney cartoon plant raised more than $8,000 for the Red Cross at a carnival-jamboree held at the new Burbank studio. Fifteen hundred dollars worth of merchandise and $2,000 worth of paintings by Disney artists were auctioned off.

For the third and last week in the cycle, beginning August 19, Brian Aherne has been set to star in "Ways and Means," one of a group of Noel Coward plays being presented at the El Capitan Theatre by the Theatre Guild of So. Calif. for the British War Relief Fund. Spokesmen for Dudley Murphy, who is in charge of the event, declare it has met with spectacular success.

The Mount Sinai Hospital and Theatre Authority benefited substantially when several hundred thousand dollars worth of screen talent deserted the sound stages to participate in an alleged baseball game August 9—the annual Comedians vs. Leading Men tangle. George Marshall and George Raft staged the affair at Wrigley Field and the spectators, in addition to viewing the antics of two dozen leading comics and screen heroes, were given an added thrill when Marlene Dietrich, Jane Withers, Helen Parrish and other actresses turned out as sideline coaches.

Film Colony Little Concerned By Charges of Communism

With the exception of quick lightning drawn from the Screen Actors Guild, Hollywood apparently is showing little concern over declarations that it is a "hotbed of Communism," made in connection with the action of District Attorney Buron Fitts in launching an alleged expose of "alarming" fifth column and Communist infiltration in Southern California. Subpoenaed by Fitts to appear before the Los Angeles county grand jury and testify —on subjects as yet undisclosed but presumably connected with the district attorney's "boring from within" charges—were Lionel Stander, Gale Sondergaard, Director Herbert Biberman, Clifford Odets, Samuel Ornitz and his wife, Mrs. Sadie Ornitz.

Testimony from these industry figures may, however, be postponed until August 14 as Fitts disclosed he has issued nearly 40 other subpoenas naming various political and civic figures here.

Charges that the Hollywood Anti-Nazi League, now known as the Hollywood League for Democratic Action, was formed by a Communist Party committee and that, at one time, it had nearly 3,000 members in Hollywood alone, highlighted the first day's grand jury session. These accusations were made by John L. Leech, at one time a Communist organizer for Los Angeles county.

Comments on the fact they had been subpoenaed were forthcoming from Stander and Biberman, the former declaring "it's all news to me" and adding he has just returned from a New York stage engagement. "It's beyond me what they want me to testify about," Stander said.

Biberman pointed out he has been "publicly active" in opposing Fitts' re-election and that he "denounced him (Fitts) on the steps of the city hall before 20,000 people . . . I am a property owner and have been in the city directory for five years and extremely easy to reach."

Fitts' reference to actors in his expose was strongly protested in a statement prepared and released by the SAG board of directors.

SPG and Republic Tangle Averted by New Pact

A strike threat at the studio was averted when Republic signed a contract with the Screen Publicists Guild, effective as of August 5. A formal okay of the pact was expected at a general meeting of the SPG Thursday.

The Screen Actors Guild has suspended 2,053 players, principally extras, for nonpayment of dues. Many of those eliminated are "casual" workers not dependent on extra work for their livelihood, Guild officials pointed out. Class B members are in receipt of 6,500 ballots mailed out to select 15 council members, results of which will be tabulated and announced about August 12. A total of 52 candidates are vying for the positions. Senior SAG members have appointed the nominating committee which will name candidates as 1941 senior officers. Committee includes Ralph Byrd, Elisabeth Risdon, Howard Hickman, Robert Armstrong, Joseph Crehan, Margaret Hamilton, Donald Woods, Pierre Watkin and Adolphe Menjou.

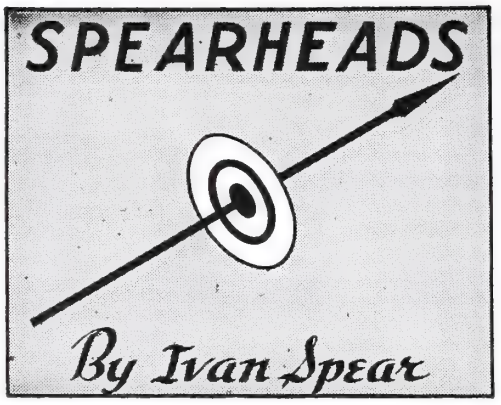
At a National Labor Relations Board hearing, producers agreed to a consent election to determine collective bargaining representatives for studio scenic artists, control of whom is disputed by Scenic Artists Ass'n and the Moving Picture Painters.

"Wild Geese" to Hellman

Sam Hellman is adapting "Wild Geese Calling" for 20th-Fox. Harry Joe Brown will produce.

Lead in "High Sierra"

Warner has borrowed Henry Hull from Metro for one of the leads in "High Sierra," starring Humphrey Bogart.



IF FURTHER evidence were needed to establish the praiseworthy efficiency and effectiveness of the Screen Actors Guild, such proof was supplied by the prompt manner in which the organization, through its board of directors, challenged the indictment of the entire motion picture industry, which screaming headlines implied when District Attorney Buron Fitts subpoenaed a half-dozen film personalities to testify in a projected grand jury investigation of alleged "fifth column" Communist plots to overthrow the government.

The guild's protesting statement, in full, follows:

→

"The Screen Actors Guild protests the current general attacks on film actors, in connection with the Los Angeles County Grand Jury's announced intention of investigating certain activities charged to 'Communists.'

"There are more than 8,000 men and women in the acting branch of the motion picture industry, all of whom are represented by the Screen Actors Guild.

"Under such misleading bannerlines as 'Film Stars Sought in Red Investigation,' and 'Film Leaders Called in Communist Probe,' appear news articles which say two of the 8,000 motion picture actors and extras are named in subpoenas.

"The newspaper articles, credited at lease by implication to the authority of the district attorney's office, approach, if they do not cross, the borderline of libel against members of the Screen Actors Guild.

"In time of patriotic appeal, the first group called upon for contributions of time, talent and money is the motion picture actors. By their response to such appeals, as well as in many other ways, actors have proved that no more patriotic, no more American group exists in this nation.

"We believe to malign actors generally, under circumstances such as the present ones, is unjust, unwarranted, and un-American."

→

The guild board might have gone further.

It might have called to Mr. Fitts' attention the undeniable fact that the misleading headlines—what with the public always eager to believe the worst of film folks—must, of necessity, further damage the public relations of a great industry. One, parenthetically, which has given much financial and political support to Mr. Fitts.

It might have called attention to the fact that there is a Federal Bureau of Investigation which seems to be doing a rather effectual job in tracking down and curtailing dangerous "fifth column" and "subversive" elements—without the aid or interference of countless thousands of county district attorneys.

It might have called attention to the fact that Buron Fitts is a servant of Los Angeles county, elected and paid to serve to the best interests of that limited territory, in which, significantly, the film industry and its people probably constitute the largest individual tax-paying group.

It might have emphasized the fact that in causing the industry to be further lampooned by headlines, as a result of his making political capital of a possible isolated case or two, Mr. Fitts was taking a substantial nibble at the hand that is feeding him.

There was no necessity, however, for calling attention to the fact that Mr. Fitts will soon stand for re-election. His characteristic play for black headlines—a case of history repeating itself—narrates, more eloquently than the guild statement might have, that he is fond of his job as a servant of the people of Los Angeles county and would like to have his option picked up.

→

The Dining Car Employes Union, comprising Pullman porters, cooks and waiters, has picked "They Drive by Night" as the initial winner in a projected "sleeper of the month" award which henceforth will go to the book, picture or play that, arriving unheralded, receives public acclaim.

If the action sets an example for other organizations, it may be a new and in exhaustible source of kudos for Hollywood:

How about the "cleanup of the month" as selected by the International Society of White Wings?

Or the "turkey of the month" by the Amalgamated Brotherhood of Poultry Workers?

And the organized stockyard workers should certainly be qualified to pick the "stinkeroo of the month."

→

Next picture to be produced by the Frank Capra-Robert Riskin combination will be "Don Quixote," by Cervantes. The proposed epic might easily have a Hollywood locale, considering how many producers are constantly fighting windmills.

→

Forgotten Men Dept.:

Whatever happened to Producer Douglas MacLean?

Where is John Trent, erstwhile flier-turned-actor?

→

Sidney Toler breaks into local gossip column with a wild yarn to the effect that he has been lifting his eyebrows so much in his screen assignments as "Charlie Chan" that his scalp has loosened up and blossomed out with a new crop of hair.

The imaginative Mr. Toler could put the bobbing eyebrows to additional and more useful service by attaching bells to them. That would keep the cash customers awake while "Chan" pictures are shown.

→

BALLYHOODLUMS—Would the following publicity release from Warner be classified as cooperation or needles?—"Ida Lupino's smash hit in Warner Bros. picture, 'They Drive by Night,' has caused Paramount to reissue 'The Light That Failed.' Now Miss Lupino is given stellar billing in that picture" . . . Jean Arthur's press agent is still trying to have her ride to glory—and into print—on the back of a donkey, as evidence by the following—"Lazarus Ward, the baby burro Jean Arthur adopted in Arizona, has been passed by California-Arizona border officials and is on his way to the star's home in Hollywood . . . there was nothing wrong with the playful little animal, it seems." The story failed to report whether Miss Arthur also was passed . . . Albeit John Joseph and his able assistants in Universal's gardenia patch are, with characteristic modesty, reluctant to take bows for it, the full-page story on the lives of the Daltons which broke in Hearst s *American Weekly* simultaneous with the release of "When the Daltons Rode" was as outstanding a piece of publicity enterprise as the film capital has seen in many months.

Gushers, Guffaws, Grinds

Metro's "Boom Town" so far overshadowed everything that Hollywood has produced in the past many months that there can be no hesitancy in naming it the outstanding best among ten features which constituted the preview week.

By every yardstick the feature measures up as the most potentially profitable and widely acclaimed film coming from Metro—or, for that matter, from any other company—since "Gone With the Wind." It should bring a flow of gold into every theatre where it plays. Marquee dynamite, nothing less, is the four-barreled cast—Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr—each in a smash performance. A roaring, surging script by John Lee Mahin, from James Edward Grant's story, zooms along with the speed and power of a stratoliner, paced at every step by the sterling direction of Jack Conway and backed to the utmost in every department by Producer

(Continued on page 26)

COMPLETING THE PICTURE

DRAMATIC lighting and unusual camera angles are only partly responsible for the startling beauty of modern screen productions. It takes Eastman negative films to do full justice to the cameraman's wizardry — to really complete the picture. Eastman Kodak Company, Rochester, N. Y.

J. E. BRULATOUR, INC., *Distributors*

Fort Lee Chicago Hollywood

PLUS-X
for general studio use

SUPER-XX
when little light is available

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

SPEARHEADS

(Continued from page 24)

Sam Zimbalist, who drew heavily on M-G-M's vast resources to turn out a certain winner. It's packed with everything an audience demands—action, adventure, romance and spectacle—and delivers them all with never a letdown.

* * *

If it hadn't been for the terrific competition of the oil epic, any one of three comedies might have qualified to lead the hit parade. Two came from Columbia, the third was another contribution from Leo's lair.

Substantially enhanced in "He Stayed for Breakfast" is Columbia's enviable reputation for presenting topflight sophisticated comedy. A cunning blend of farce, satire and subtlety, it is delightful entertainment for discriminating tastes and the masses alike. A timely and thoroughly splendid screenplay was fashioned by P. J. Wolfson, Ernest Vajda and Michael Fessier from Sidney Howard's adaptation of a French play, in which Communism is mercilessly lampooned and which should, in these days of anti-ism agitation, be received with delight. B. P. Schulberg scores solidly in his first production for this company and Alexander Hall adds another to his long list of directorial successes.

If wisely merchandised, the same studio's "The Lady in Question" should fare almost equally as well as general audience entertainment. That it will be appreciated and enjoyed by more sophisticated customers goes almost without saying when its many assets are considered. Lewis Meltzer's script sparkles with subtle humor, underscored with touches of pathos and tragedy, while production and direction by B. B. Kahane and Charles Vidor respectively are of the highest calibre.

Metro has a laugh-a-minute farce in "I Love You Again," reuniting Myrna Loy and William Powell as a romantic duo and for that reason, if no other, almost certain to have the fans out in droves. The hilarious story of a marital entanglement is broadly penned by Charles Lederer, George Oppenheimer and Harry Kurnitz, who used an original by Leon Gordon and Maurine Watkins stemming from a novel by Octavus Roy Cohen. Opulent best describes Lawrence Weingarten's production guidance and W. S. Van Dyke's direction is, as usual, brisk and competent.

* * *

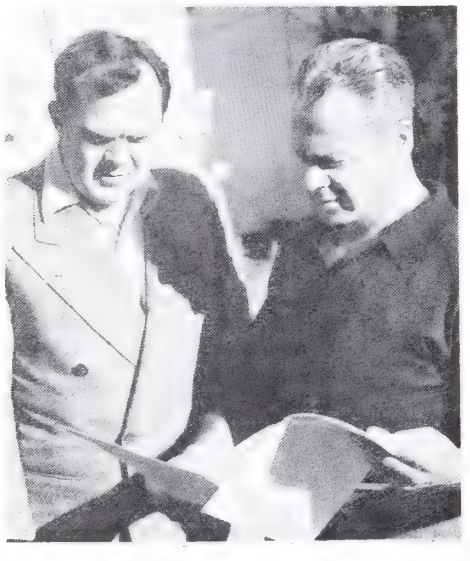
An average sextet of programmers included Monogram's "Doomed to Die," another in the "Detective Wong" series and developed along routine but satisfactory lines. William Nigh directed for Producer Paul Malvern from a script by Michel Jacoby.

From the same studio came "Laughing at Danger," which also stacks up very creditably for a low-budget production and which should meet all requirements for adolescent audiences and the general run of action fans. The Frankie Darro starrer was produced by Lindsley Parsons and directed by Howard Bretherton. Joseph West and John Krafft scripted from West's original.

A compact, well-mounted and efficiently turned-out entry is Universal's "I'm Nobody's Sweetheart Now," latest in this company's chain of diverting comedies with musical backgrounds fashioned from the titles of past song hits. Arthur Lubin directed for Producer Joseph Sanford. Scott Darling, Erna Lazarus and Hal Block collaborated on the screenplay, original for which was written by Darling and Miss Lazarus.

Two others came from out Universal City way. "Slightly Tempted" should be found satisfactory by most audiences seeking light, diverting entertainment. Ken Goldsmith produced, Lew Landers directed and Arthur T. Horman wrote the script from an original by Manny Seff and Max Marcin. Likewise acceptable in the adventure category is "South to Karanga," a vivid blend of comedy, romance and excitement in the tropics, ably directed by Harold Schuster and produced with competence by Marshall Grant. Edmund L. Hartman and Stanley Rubin wrote the original screenplay.

More expensively mounted than most previous Jane Withers films is 20th Century-Fox's "The Girl From Avenue A." With a better-than-usual story, impressive backgrounds and a strong supporting cast, it should thoroughly please family and child patrons. Otto Brower directed for the Sol Wurtzel unit from a script by Frances Hyland, based on a play by Maud Fulton.



In Recognition—

Already winner of an Academy award for the role, Thomas Mitchell (left) receives another citation presented him by Producer Walter Wanger in behalf of the National Film Critics of America for his portrayal in "Stagecoach." He was deemed best supporting player of the year in the Wanger production for United Artists.



For His Westerns—

George Marshall, director of Universal's "When the Daltons Rode," displays the symbolic silver statue presented him on the occasion of his 25th anniversary as a director. Shown here with Marshall are Johnny Mack Brown (left) and John Wayne. Others attending included Leo Carrillo, Col. Tim McCoy, Buck Jones, William Desmond, Lane Chandler, Eddie Polo, Fuzzy Knight, Jack Boyle, Big Boy Williams, Dick Foran, Bill Elliott, Nell O'Day, Yakima Canutt, Kermit Maynard, Russell Hayden, Monty Montana, Will James, Lorene Curtis, Mark Smith and the Texas Rangers.

Nearly Score of Cowboys Honor George Marshall

Nearly a score of top western stars turned out for appearances at the Pantages and Hillstreet theatres when Universal staged a celebration in honor of George Marshall's 25th anniversary as a film director. On hand were John Wayne, Johnny Mack Brown, Tim McCoy, Buck Jones, Russell Hayden, Kermit Maynard, Guinn Williams, Fuzzy Knight, Bill Elliott and others.

Through design or coincidence the two theatres were screening "When the Daltons Rode," which Marshall directed for Universal.

Says Films Foster Amity In Western Hemisphere

American motion pictures are a potent factor in furthering the spirit of friendship among the 21 republics of the western hemisphere, Walter Wanger told the Institute of Latin-American Affairs in the opening address at that organization's initial session August 1.

Speaking at the University of California at Los Angeles, Wanger predicted films will be of immense importance in welding a bond of amity and understanding and declared it is the American film industry's "obligation" to help their Latin neighbors develop a motion picture industry of their own.

Wanger Undertakes a Tour to the Trade

To make a personal study of the film market and inform interested groups of the new trends in film making and industry advancement, Walter Wanger, United Artists producer, has embarked on an extensive tour of the east and south, during the course of which he will talk with theatre, radio and newspapermen in ten key cities. His schedule includes addresses before 20 different organizations and participation in 16 radio broadcasts before returning to Hollywood.

Mrs. Wanger (Joan Bennett) is accompanying her husband east and will stay in New York while the producer goes to Dallas, New Orleans, St. Louis, Cincinnati, Cleveland, Chicago, Pittsburgh, Washington, Boston and Toronto. Variety Clubs and various businessmen's organizations are sponsoring Wanger's tour.

Other Travelers

Cancelling previous plans for a Honolulu vacation, Jack L. Warner will instead head for New York for homeoffice conferences. He was preceded east by Joseph Bernhard, head of the Warner Theatre circuit, and Mort Blumenstock, head of the company's New York advertising-publicity department, who spent several days here conferring with Warner, Hal Wallis and Charlie Einfeld on forthcoming releases.

Other departures include:

Dr. Herbert T. Kalmus, president of Technicolor, Inc., and his wife, Natalie Kalmus, who trained for New York for a stay of several weeks on company business.

Laudy Lawrence, Metro's continental manager, who headed east following a series of conferences with executives at the Culver City plant on the foreign and domestic outlook.

Charles McCarthy, advertising-publicity director for 20th Century-Fox, and one of his aides, Rodney Bush. They returned to New York after a series of huddles at the studio concerning the advertising and exploitation campaign being mapped for "Brigham Young." McCarthy and Bush were accompanied here by Herman Wobber, general sales manager, after a stopover in Salt Lake City, Utah, where "Brigham Young" will be world-premiered. Wobber will linger on for several days.

Expected in at Paramount from New York within the next few days is Robert M. Gillham, the company's advertising-publicity director, who is scheduled to check into product either completed or currently in work and draft preliminary campaigns on a number of films. He will remain about a week, according to local Paramount attaches.

Joining Murray Silverstone, United Artists chieftain, here for conferences with various UA producers, was Lynn Farnol, the corporation's advertising-publicity head. Among topics being discussed are the sales setup for Charles Chaplin's "The Great Dictator," setting of a definite release date on the feature, and campaigns to be worked out on other forthcoming UA releases.

Howard Dietz, Metro's advertising-publicity head, came in from New York for a stay of three to four weeks. He will draft sales campaigns on new pictures.

Jock Lawrence, Samuel Goldwyn's executive assistant, returned from Fort Worth, Tex., where he has been working out details of the premiere there of Goldwyn's "The Westerner" September 19. Lawrence goes back to Texas in about two weeks to complete the arrangements.

To discuss exploitation and sales plans for "Fantasia," Walt Disney's next feature-length cartoon release, Hal Horne, Disney's New York representative, and Dick Condon, his assistant, are here from the east.

Sigmund Neufeld, production head for Producers Releasing Corp., has returned from New York, where he attended a four-day meeting of PRC branch managers, presided over by Harry Rathner, company head.

"Brigham Young" Is Set For Salt Lake Debut

Most details have now been ironed out whereby 20th Century-Fox will stage a four-theatre premiere of "Brigham Young" in Salt Lake City August 23. The film is to make its debut in the Centre, Capitol, Paramount and Utah theatres, continuing its run thereafter at the Centre at increased admission scales. Herman Wobber, the company's general sales manager, who has checked in from New York after a stopover in Salt Lake City, declares admission prices on the feature will be boosted in all first-run showings.

Now ironing out the arrangements in the Utah metropolis are Harry Brand, studio publicity director; Jack Cooper and George Weiss. Tyrone Power, Dean Jagger, Linda Darnell and other players in the film will make personal appearances and Salt Lake civic leaders are planning a celebration to coincide with the premiere.

Other Premiere Activity

Returning from Fort Worth, Tex., was Jock Lawrence, executive aide to Samuel Goldwyn, where he spent several days arranging details of the premiere of Goldwyn's "The Westerner" at the Worth and Hollywood on September 19. Picture opens the following day at the Palace and Majestic in Dallas. Lawrence returns to Fort Worth in about two weeks to resume conferences with R. J. O'Donnell, general manager of the Interstate Circuit.

Currently in Denver setting details for the world premiere of "Kit Carson" is Edward Small's publicity-advertising director, Murphy McHenry. Both Trinidad and La Junta are bidding for the affair, with McHenry and George Gomperts, UA representative in Denver, now huddling as to which town will be the winner. No definite date for the premiere has been set as yet.

Also on schedule for the next few weeks are the projected premiere of 20th Century-Fox's "The Return of Frank James," to be held in Kansas City, and of Columbia's "Arizona," probably for Tucson some time in October.

Independent Trying For Church Market

With 100,000 churches of all denominations throughout the country as its potential expected market, a tieup has been effected between Biblical Photoplays, Inc., a Maryland corporation, and Harry S. Webb of Metropolitan Pictures whereby the latter will turn out 50 three-reel religious short subjects annually for the next five years, all 16mm and all to be processed by Cinecolor.

Backer of the project is Charles A. Bond, clothing manufacturer, who has been investigating the field for the past three years. Subjects will be based around the life of Christ, with musical interludes, and will be rented to churches for about $10 weekly. A staff of retired ministers will act as the sales force for both pictures and projection equipment, which Bond will permit churches not now having such equipment to purchase on long-term installments.

After interviewing some 1,000 ministers, Bond asserts churches can attract enough additional attendance to pay rental on the films. First in the series is to be delivered to Bond by Webb on September 15.

Frank Lloyd has moved his production headquarters to the Universal lot, where he is set to remain for the next two years to turn out six pictures independently for that company. His initialer, rolling about mid-October, will be "The Lady From Cheyenne," to be followed by "The Flying Yorkshireman" and "Captain Bligh," a sequel to "Mutiny on the Bounty."

Sam Berkowitz, president of the newly-organized Forum Films, headed for New York to complete the distribution setup for its program of 16mm educational subjects. Sam Nathanson, sales manager, is arranging franchise deals in key cities.

New Selznick Company

David O. Selznick Productions, Inc., has filed incorporation papers in Sacramento. The new company will probably replace Selznick International, now being dissolved in the east.

"In Old Missouri" Is Entertainment

All the entertainment elements to hit all the segments of the audience are to be found in "In Old Missouri," a farcical story of sharecroppers who visit their landlord to learn why they are always in desperate straits at the end of each year. He, with a screwy family and conniving business partners, is worse off than they. They change places, with resultant knockout comedy. The Weaver Brothers and Elviry carry the main story thread. Frank McDonald directed the Republic picture.—SPEAR.

Hollywood—
—Personnelities

Cleffers

—Paramount

SIGMUND KRUMGOLD and ANDREA SETARO begin recording background music for "Rangers of Fortune."

SIGMUND KRUMGOLD scoring "North West Mounted Police," with VICTOR YOUNG conducting the recording orchestra.

—RKO Radio

ANTHONY COLLINS, attached to Herbert Wilcox's staff as composer, conductor and arranger, conducted a series of concerts at the Hollywood Bowl during the week of July 29.

JIMMY MCHUGH and JOHNNY MERCER doing lyrics and music on seven songs for "You'll Find Out," forthcoming Kay Kyser starrer which David Butler will produce and direct.

ANTHONY COLLINS, musical director attached to the Herbert Wilcox production unit, conducted a concert at the Hollywood Bowl recently.

—Republic

PETER TINTURIN doing music and lyrics for "Border Legion," a Roy Rogers western.

—Edward Small

EDWARD WARD completes scoring on "Kit Carson." He used a 60-piece symphony orchestra.

—20th Century-Fox

HARRY WARREN teamed with MACK GORDON on tunes for "Tin Pan Alley."

CHARLES HENDERSON handling vocal work on "Tin Pan Alley" under supervision of ALFRED NEWMAN.

—Walter Wanger

ALFRED NEWMAN completes scoring "Foreign Correspondent."

Meggers

—Columbia

SIDNEY SALKOW to "Alias the Lone Wolf." Warren William stars.

—Globe Productions

GEORGE MARSHALL to "Pot O' Gold," featuring Horace Heidt and his orchestra. It rolls September 15 for United Artists release.

—Metro

EDWARD CAHN to "Fightin' Fools," an Our Gang two-reeler.

—Paramount

MITCHELL LEISEN to "New York Town," next Mary Martin starrer, which Anthony Veiller will produce. It rolls October 1 from a script by Jo Swerling.

—RKO Radio

ALFRED HITCHCOCK to "Before the Fact" as second in a two-picture deal. His initialer will be "Mr. and Mrs. Smith."

—Harry Sherman

LESLEY SELANDER to "The Roundup," for Paramount release.

—20th Century-Fox

LYNN SHORES handling second unit on "The Californian."

—Universal

ARTHUR LUBIN to "Meet the Wildcat," from a story by Alex Gottlieb.

EDWARD SUTHERLAND to "Riviera." Leonard Spigelgass produces.

CHARLES LAMONT to "Give Us Wings" for Producer Ken Goldsmith.

—Warner

LEW SEILER to "South of Suez," co-starring George Raft and Geraldine Fitzgerald. It rolls August 20 from a script by Barry Trivers.

NOEL SMITH to "Father Knows Best" for Producer William Jacobs. Robert Kent is scripting.

Options

—Metro

WALTER PIDGEON given new term acting contract. His next assignment is in "Flight Command."

CHILL WILLS, comedian, handed term contract.

GEORGE LESSEY, stage player, handed long term contract.

WALDO SALT, writer, held for another term.

BONITA GRANVILLE handed new acting ticket.

—Paramount

WAYNE MORRIS, on loan from Warner for "Touchdown," held for a leading spot in "I Wanted Wings."

—RKO Radio

JAMES STEPHENSON given new contract as costume designer.

—20th Century-Fox

HENRY FONDA given new acting ticket, going next into "Chad Hanna."

WALTER GUY PIERCE named head of makeup department, succeeding CLAY CAMPBELL.

—Warner

ARTHUR KENNEDY, stage player who made his film debut in "City for Conquest," held for another term. He goes next into "King's Row."

BRUCE LESTER, English actor who appeared in "The Letter," given term contract.

ANTHONY QUINN signed for supporting spot in "City for Conquest."

Scripters

—Columbia

LEWIS MELTZER to "And So Goodbye," from James Hilton's novel, which Charles Vidor will direct for Producer Lester Cowan.

HAROLD SHUMATE to "Vigilantes" for Producer Sam Bischoff.

—Samuel Goldwyn

MICHAEL FOSTER to "Seventh Cavalry," which will star Gary Cooper.

—Sol Lesser

ROSE FRANKEN and WILLIAM BROWN MELONEY to "Strange Victory," from their own original.

—Metro

CHRISTOPHER ISHERWOOD teamed with LESSER SAMUELS on "A Woman's Face," in which Joan Crawford will star.

JOHN HIGGINS to "How to Get Tough About It," from a play by Robert Ardrey. Pandro S. Berman is the producer.

ARNOLD AUERBACH and HERMAN WOUK to "Feeling Like a Million," an Arthur Freed production. They have been writers for the Fred Allen airshow for several years.

JOSEPH A. FIELD and JEROME CHODOROV to "Broadway Melody of 1941" for Producer Jack Cummings.

ELIZABETH PAGE and JANE MURFIN teamed on "Dawn's Early Light" for Producer Sam Zimbalist.

DORE SCHARY to "Osborne of Sing Sing." Clark Gable will star in the John W. Considine jr. production.

—Paramount

RICHARD CONNELL and GLADYS LEHMAN to "Las Vegas Nights," musical western to co-star Allen Jones and Bert Wheeler.

SIG HERZIG to "I Wanted Wings," based on a book by Beirne Lay jr., to be directed by Jay Theodore Reed. Arthur Hornblow jr. produces.

WILLIAM JOYCE COWEN to "Queen of Queens," forthcoming Cecil B. DeMille production.

STUART ANTHONY to "Driftwood" for Producer Jack Moss.

—RKO Radio

HERBERT FIELDS to "Father Takes a Wife." The Lee Marcus unit will produce.

LOUIS BROMFIELD to "The Unbreakable Mrs. Doll," a Carole Lombard starrer.

STEPHEN SHADEGGE teamed with BARTLETT CORMACK on "Valley of the Sun."

—Republic

OLIVE COOPER to "Border Legion," a Roy Rogers western.

EDWARD ADAMSON and TAYLOR CAVEN complete "Meet the Missus," forthcoming Higgins Family feature.

EARL SNELL to "In Old Cheyenne," a Roy Rogers western.

HARRY KRONMAN to "Bowery Boy" for Producer Armand Schaefer.

—20th Century-Fox

GINA KAUS to "Breach of Discipline."

VERA CASPARY to "A Very Young Lady," starring Jane Withers. Robert Kane, former British production chief for the company, will produce.

GEORGE SEATON to an untitled musical for Producer Fred Kohlmar. He has just completed "Bedtime Story" for Columbia.

SAM HELLMAN to "Wild Geese Calling." Harry Joe Brown will produce.

HORACE MCCOY teamed with SHEPARD TRAUBE on "Dance Hall." Traube will direct.

—Universal

VIC MCLEOD to "Paradise Trail," a Johnny Mack Brown western. He has just completed "Masked Rider," also for Brown.

—Vogue Productions

TYLER JOHNSON and CHARLES KERR to "Li'l Abner," which Lou Ostrow will turn out for RKO Radio release.

—Warner

JEAN NEGULESCO to an untitled short starring Cliff Edwards.

JOHN WEXLEY completes "Danger Signal," from the Phyllis Bottome novel.

HAL LONG to "Bad Man From Missouri."

RICHARD MACAULAY and JERRY WALD to "Maid in Havana," to co-star Ann Sheridan and George Raft.

CHARLES TEDFORD to "The Magnificent Andersons," from the Booth Tarkington novel.

ROBERT BUCKNER to "Out of Gas," from the Nordhoff-Hall story.

OWEN CRUMP to "Anchors Aweigh," a national preparedness short dealing with the U. S. Navy.

NAT HIKEN to "Here Come the Girls," two-reel comedy in Technicolor.

Strive for Group Theatre Attendance

LOS ANGELES—First steps toward launching a campaign for encouraging group and family attendance at motion pictures were taken here in the initial session of a projected series of producer-exhibitor round-table conferences presided over by Robert E. Sherwood, independent producer, and attended by more than a dozen Southern California showmen.

Many phases of boxoffice ailments were touched upon by those attending, including Harry Rackin, of Exhibitors' Service; Al Galston, of the Hawaii and Marcal theatres, Hollywood; Murray Hawkins, general manager of the Swan circuit; M. Ellsworth of the Gore Brothers chain; Mrs. Jenne Dodge, Ventura exhibitor; George Bromley, of the Campus; Jack T. Berman, president of the Eastland circuit; Robert Whitson, of the Whitson-Los Angeles theatres; Lou Bard, Colorado Theatre Corp., and Seth Perkins, president, California Drive-In Theatres.

Unanimous agreement with Galston's declaration that the public is ignored in the selection of pictures to be filmed and that the theatre should be built up as a community center highlighted the session. Attending exhibitors told Sherwood that star names will bring in the customers but that business cannot be sustained without a good story. Hawkins declared in favor of developing new talent, while all participants condemned dual billing.

Sherwood is shortly to begin production on "Legacy," with Warner Baxter and Constance Bennett, for Columbia release.

PCCITO's Trustees Formulate Consent Decree Proposals

Seattle Theatre Union Schedules an Election

SEATTLE—The next meeting of the Theatre Employes Union, Local B-22, will be devoted to election of officers for the year, says George T. Hood, secretary-business agent.

Nominees include: President, Earl Stanley, Ed Windsor; vice-president, Paul Batie, Frank Gibson; secretary-business agent, George Hood, this post to be opened for further nominations. Betty Berger and Mary McCool contest for usherettes representative on the executive board; Wallace Stiller and Clarke Bowen for the outdoor amusement post. Officers unopposed are Margy Madem, treasurer; Helen Ludwig, cashiers' representative on executive board; Dan Anthony, executive board post for doormen.

Parker Handles Alliance In Seattle & Portland

PORTLAND—Budd Rogers, vice-president and general manager of Alliance Films Corp., has closed a deal with Ted Parker of Film Distributors Exchange here to handle the current program of ten Alliance feature releases in the Portland-Seattle territory.

Termer to Chill Wills

HOLLYWOOD—Metro has handed Chill Wills, comedian, a term contract.

SEATTLE—Following a special trustees' meeting here of the ITO of Washington, Alaska and Idaho, R. H. Poole, executive secretary of the Pacific Coast Conference of ITO, airmailed to Paul Williams, special assistant in the attorney-general's department, the following message:

"Relative to your suggestion that we forward you any concrete suggestions which we believe should be embraced in a consent decree, we are having a meeting of the trustees of our organization in Seattle August 8 and 9 at which time we will forward you such constructive suggestions. In the event, however, you should wish these suggestions forwarded to you prior to that time, we shall be most happy to do so."

Questions of zoning and clearance were taken up at the meeting, and the trustees' "concrete" proposals were to be presented at a general meeting of the organization August 8.

ITO Activities Awaiting The Return of Poole

LOS ANGELES—In the absence of R. H. Poole, executive secretary, little or no activity has been recorded in the headquarters of the Independent Theatre Owners of So. Calif. and Ariz. Poole, doubling as secretary of the Pacific Coast Conference of Independent Theatre Owners, checked out for Seattle to attend a meeting of that organization's board of trustees August 8-9 and it is not expected to return here until around August 15.

At that time, local attaches declare, a meeting of the ITO's executive committee probably will be called by Poole to hear a report on the PCCITO trustee meeting. Until then no ITO sessions are scheduled.

Skourases to Make Tour Of NT Operating Units

LOS ANGELES—President Charles P. Skouras of Fox West Coast has left for Milwaukee to meet his brother Spyros, president of National Theatres, Inc. They will tour NT's various operating divisions, going from Milwaukee to Kansas City, Denver, Seattle, San Francisco and completing their trek here.

Prizes for the third Spyros Skouras showmanship drive will be awarded in each district during the trip. Accompanying the Skouras brothers will be Andy Krappman, aide to the FWC chieftain.

The Savoy in San Diego Shuttered Temporarily

SAN DIEGO—The Savoy, owned by Bryan Foy—Warner producer—and George Calderas, has been closed temporarily. It had been in operation since May 15.



Cooperation in the Making—

In the first of a projected series of producer-exhibitor round-table conferences designed to examine boxoffice problems and create a "motion picture-going habit" in American families, Robert E. Sherwood (second from right), independent producer, is palavering here with a trio of Southern California showmen. The lineup includes Harry Rackin (left), president of Exhibitors' Service; Murray Hawkins, general manager of the Swan Theatres, and Al Galston, operator of the Marcal and Hawaii in Hollywood.

Small Block Sales No Remedy, Stein Writes U. S. Counsel

WICKENBURG, ARIZ.—In a letter to government counsel presently engaged in shaping a consent decree for the industry with its representatives, Ewald A. Stein, operating the Out-Wickenburg-Way Theatre here, contends elimination of block booking for a system of selling in blocks of five "will effect no remedy for the basic trouble" of the industry.

Selling in small blocks, Stein points out, "will only serve to increase selling costs to the distributor and buying costs to the exhibitor.

"If the distributor can and must sell five pictures in a block, one of the five will be good and the other four will be poor, and the necessity of paying for the four without being able to use them will continue," he writes.

The "basic evil" of block booking would be eliminated, in Stein's opinion, "if each exhibitor can force the distributor to refrain from forcing more pictures on him than what he can play at a profit.

"Let the practice of making a contract for one year's commitment at a time stand," he recommends, "but eliminate the forcing of too many pictures from that year's production and you will not only solve a problem for the exhibitor-distributor relation, but you will also give the production of better pictures the only practical encouragement it can understand, that of returning a profit.

"National figures," he continues, "show that on the average . . . the exhibitor pays approximately one-third of his yearly gross to the distributors for film rental. A set of rules covering selling based on this fact and local profit and loss records should be workable, even if the exhibitor had to meet the demands of the distributor at the beginning of the season but had the privilege of suing him for a rebate after he had played the pictures."

Stein views producer-exhibitors as a "stabilizing factor in the industry, if held within certain limits" since such a setup "acts as an incentive to the producer to make better product (which he must play in his own theatres) to the benefit of the whole industry."

Also, he finds no fault with the system of establishing clearance so long as it is "dependent on admission prices charged regardless of the size of theatre or affiliated circuit."

FWC Managerial Shifts Announced by Skouras

LOS ANGELES—Several managerial shifts have been announced at Fox West Coast by Charles P. Skouras, president.

Lew Harris, manager of the Alexander in Glendale, goes to the La Reina in Van Nuys. Stan Meyer moves from the United Artists in Pasadena with Terry McDaniel replacing him and Meyer assuming supervision of all theatres in that city. J. D. Richardson goes from the La Reina to the Washington in Pasadena and George Topper jr. takes over the Valley in North Hollywood, replacing O. Wise, the latter going to the Park in Pasadena.

FWC Personnel Changes In Montana Sector

SALT LAKE CITY—The newly appointed district manager here for Fox West Coast, Hal Baetz, who just returned from a ten-day trip through Montana, predicts an improvement in business in this section in the fall.

Also, circuit officials announce some personnel changes made recently in the territory.

Burt Henson has been transferred from the Liberty, Great Falls, to Rialto, Butte, as manager; Jack Edwards, manager at the Rialto, Butte, has been transferred to the Marlo at Helena; Derling Wayne has been moved from the Marlo to the Lotus, Sheridan, Wyo.; Irving Simpson, formerly of the Lotus, goes to the Judith at Lewistown, Mont.; Charles E. Doty has been transferred from the Judith to Fox West Coast's Los Angeles office; Will Steege has been transferred to Great Falls where he succeeds Burt Henson as manager of the Liberty.

SALT LAKE

STAN WORTHEN, chief of the moving picture operators union here, is at Kanab, Utah, relative to business in conjunction with the filming of a picture there . . . Director Irvin Pichel, Actor Laird Cregar and a company of 36 are headed by train for McCall, Ida., to film scenes for the 20th Century-Fox picture, "Hudson's Bay Company."

"All This, and Heaven Too" has been transferred from the Centre to the Studio for an additional week's run. Lou Sorenson is in charge at the Studio and Ray Hendry is at the Centre.

"Gone With the Wind," playing in the Salt Lake area for the second time at roadshow prices, is drawing crowds to the Murray at Murray . . . The Broadway, operated here by Dan Kostopolus, reopens this week after a remodeling program.

R. P. Haase, branch manager here for National Theatre Supply, has returned from a business trip to San Francisco. The company is going to equip the Bluebird for Joe English of Anaconda, Mont.

"Leopard Men" Deal

DENVER—E. L. McEvoy, general sales manager of Select Attractions, Inc., has completed a deal with the Fox Intermountain circuit for "Leonard Men of Africa" in the Salt Lake and Denver territory for 35 situations.

Screen Club Picnic Prospects Cheery

DENVER—With the annual Fox Intermountain Theatres convention set for August 21-22-23 and the sixth annual picnic of the Rocky Mountain Screen Club set for August 23, a larger attendance than ever is expected at the latter event. About 75 will attend the Fox gathering, including managers and personnel of the headquarters office in Denver. In attendance for the opening day will be both Spyros and Charles Skouras. Rick Ricketson, division manager, will have charge of the convention. Matters pertaining to theatre operation will occupy the time, with especial attention being paid to individual problems. The meeting will be held at the Cosmopolitan Hotel.

The film club picnic will be held again at Eddie Ott's On-the-Lake with the golf tournament being played on the Evergreen course nearby. Location is 40 miles west of Denver right in the mountains. Besides the golf tournament there will be a bridge tournament, fly casting, horseback riding, baseball game between the distributors and exhibitors, horse-shoe tourney, and a dinner and dance. Numerous prizes, more than ever before, will be offered in the various events. Exhibitors from the Denver area, besides visiting exhibitors and film men, are invited.

Langan Chairman

Jack Langan is general chairman, with the following committees: Arrangements, Robt. Selig; tickets, Ross Bluck; gifts, Lon Fidler, Jap Morgan, Earl Collins, Henry Friedel, C. J. Duer and Fred Brown; finance, Joe Ashby, Buzz Briggs; banquet, Joe Dekker, Henry Friedel, Duke Dunbar, Lou Finske; entertainment, Bill Ahren, Duke Dunbar, Jim Morrison and Fred Zekman; bridge, Mrs. Henry Friedel. Tickets are $3.00 per person, with golf at $2 extra. Shoot in your check to Ross Bluck, 807 Twenty-first St., Denver.

Attending the Fox Intermountain convention, besides the Skouras Bros., will be:

Rick Ricketson, Harry Huffman, Ray Davis, Bob Selig, Robert Garland, Bernie Hynes, Harold Rice, Virgel O'Dell, Jack Copeland, Frank Culp, Harry Goodridge, Roy Nothies, Ralph Lee, Verne Austin, Johnny Denhan, Press Woods, Roy Nelson, Ralph Batchelette, William Agren, Si Sanders, Vern Fletcher, William Dollison, George Frantz, I. Weiner, Elwood Kieth, Marvin Catchpole, Charles Lewis, Hall Baetz, Herschel Stuart, Bert Henson, Andy Cowan, Bill Fowers, Eddie Sharp, Bill Steege, Harold Jones, Jack Edwards.

Clyde Anderson, Don Sheedy, Frank Larson, John Taylor, John O'Neil, Irving Simpson, Lloyd Boring, Tom Berta, Wilford Williams, Arney Eichenlaub, Sterling Way, Jack McGee, Fred Glass, Chet Miller, Charles Moorehead, Harry Aston, George Paper, Jim Hughes, A. C. Staleup, Ray Search, Les Newkirk, Mike Zalesney, Elwood Voorhees, Jack Bruno, C. W. O'Brien, Vincent Byrne, Roland Frankenburger, W. E. Gallagher, Ned Collins, Ed Nelson, Bob Nelson, Robert Pennock, Ted Kirkmeyer.

SAN FRANCISCO

ROBERT MONTGOMERY made three appearances in the Bay area this week with pictures being exhibited by the San Francisco Committee of the Allied Relief Fund. The films were taken by the actor himself during his recent work as an ambulance driver in France. His each appearance brought out capacity crowds. Another worker for the Red Cross was Gertrude Lawrence, who appeared in various department stores helping the British Relief Fund.

Bill Mitchell, veteran theatre manager formerly with the Golden State and Fox chains, has been appointed manager of the Amazon here . . . Newsreel cameramen were boycotting the Fair because a couple of their fraternity had been pushed around by Exposition guards. When General Manager Monahan heard about it, the matter was quickly straightened out, with the guilty guards receiving a bit of pushing around themselves . . . Frank Noege is the new assistant shipper at Warner's replacing Bert Geeling who has deserted this city for Seattle . . . Sid Klein has been appointed circuit booker for Harvey Theatres.

Roy Cooper, Golden State division manager, vacationed at Santa Cruz with his family . . . Rotus Harvey and Ed Roy are off to Seattle for the PCCITO meeting . . . Joe Blumenfeld is remodeling his Davies and is contemplating going on a first-run sluff and first run reissue policy . . . Coast Pictures are planning a big selling campaign on the new 16mm film which will be ready for distribution soon. Coast took over 50 pictures from All-Star this week.

That was a nice party Nate Stein, Gayway concessionaire, tossed as a surprise on the birthday of Bud Carpenter. Hollywood guests included John Garfield, Morton Downey, Jean Hersholt, Charlie Dreyfuss, Johnny Weissmuller, Paul Lukas and Linda Darnell. The shindig was at the Bal Tabarin . . . Bob Syversten, Irving manager, spent his vacation "just driving" . . . Loren Emmick of the Parkside is off to Indiana for three weeks . . . National Theatre Supply held a meeting of their western branch managers this week . . . Mrs. Don Beekman of Seattle was on the Row saying hello . . . Red Williams, jovial Kroehler Co. representative, in town on business.

One of the funniest stories of the week was the trouble Charlie Starrett, cowboy star, got himself into via the loyalty of his son. Young Starrett, aged seven, was talking to another boy of about the same age during a visit here, and when the boy expressed a preference for Gene Autry, Starrett's son and true fan punched his friend (?) in the eye. Charlie had a rough half hour trying to straighten out the affair with the parents of his son's rival.

Elsa Hartikka was married to Aubrey Coffman on August 3. She still works for M-G-M, however . . . A. A. Schubart, RKO manager of exchange operation, visited the local branch . . . Florence Allingham of the same office is vacationing . . . Dan McLean is moving to a new apartment at Yacht Harbor so he can be near his yacht —his second love . . . Ben Levin is reopening the White in Fresno . . . Jerome Safran dropped in on the local Columbia gang.

Willis Bell has been moved up to ad sales manager at 20th-Fox. He replaces Bill Lewis jr., who has deserted the Row for a job selling cash registers . . . Evelyn Sanders, 20th-Fox inspectress, is vacationing . . . Jack Redman began operation of the Half Moon Bay this week . . . Mischa Auer guest starred on a Sunday night radio broadcast last Sunday . . . Reek Feliziani of the Midtown is vacationing at Catalina . . . Joe Healy has been transferred from the Noe to the Parkside as assistant manager . . . Frank Burton of the Noe will be a papa any time now . . . Walton Emmick has been appointed assistant manager of the Midtown, succeeding Murray Stureman, who goes to the State in San Jose.

A most successful goodwill gesture was conducted by Golden State Theatres in conjunction with the second anniversary of Giant Ten-O-Win in the houses. Every lady attending on the anniversary received a box of chocolates. The turnout was big . . . Edgar Bergen was an inconspicuous visitor.

SEATTLE

OLD SOL continues to take a whack at show business by turning on the heat day after day. Weekends find the town practically deserted and the lakes doing the SRO . . . The Red Cross received a tidy sum for its fund when the Music Hall packed in the patrons to witness the antics of Bob Hope, Jerry Colonna, Brenda and Cobina. Two performances were given and the house was a sellout both times.

After weeks of pondering, judges acting for the Liberty Theatre, Hal Roach studios, and United Artists Corp., co-sponsors of the recent "One Million B. C." dress-naming contest, have reached their decisions. The winning name for the dress worn in the picture was "Dinasarong."

Mr. and Mrs. Don Glover of the Audion, Pullman, are vacationing on the McKenzie River . . . Funeral services were held this week for Harry Struppler, brother of Bill, the owner of the Cordova in Pullman . . . A. A. Schubart, manager of branch operations for RKO, was a visitor for a few days this week . . . Girls of the M-G-M exchange gave a shower for Doris White at the home of Lillian Powers on Lake Washington . . . Word from Portland tells that Harry Akin, for ten years manager of the Capitol there, has resigned.

Robert Poole, executive secretary of the Independent Theatre Owners of California, is here from Los Angeles to attend the meeting of the board of trustees of the Pacific Coast Conference to be held August 8 and 9 in the New Washington Hotel. L. O. Lukan, chairman, has extended an invitation to the Portland group to attend.

Lou Smith, director of publicity for Columbia, in town in the interest of two of the studio's important pictures, "The Howards of Virginia" and"Arizona" . . . Morrie Nimmer is vacationing in California from Wenatchee, while the Liberty there is being remodeled. Kenny Schultz, purchasing agent for the Hamrick-Evergreen theatres, is in Wenatchee looking after the work . . . Mrs. J. T. Sheffield and daughter, Mary, write that they are enjoying their trip through Canada . . . Many of Washington's theatremen are planning to attend the Portland annual golf tournament August 13-14, sponsored by the Oregon members of the show business.

Pauline Martin, cashier at the Music Box, has resigned to be married to Ronald Howser . . . Charley Laidlaw of the Liberty in Dayton has acquired the Plaza in Waitsburg . . . Mrs. Laura Ewing has sold her Rex in Newport, Wash., to M. W. and M. C. Bennett who operate the Roxy in Priest River, Ida. . . . Lee Kirby of Monroe and Eddie Miller of RCA have returned from their vacation in Seaside.

Howard Stubbins, western division manager for Monogram, back to San Francisco after spending a few days here on business . . . Jules Levy writes from New York that he could use a bit of Puget Sound breeze just now . . . Jack O'Bryan and Jack Kloepper up from Portland and Al Bloom over from Spokane for a United Artists staff meeting . . . Ralph Abbett, representative for the Jam Handy series, here for a spell . . . Joe Durant back from a month spent in Bozeman, Mont. Joe was busy on a lot of drape work for B. F. Shearer.

Senior and Beryl Mercy in town from Yakima . . . J. T. Sheffield off for a month's tour of his exchanges in Portland, Butte, Salt Lake and Denver . . . Lewis Smith jr., who has just joined the staff of the Princess, Edmonds, for the summer, lunching on the Row with Mrs. Tom Berry and Corrine Brown . . . Catherine Higgins, first time out since her recent illness, greeting friends on the Row.

The World's Finest
BURCH
Super Showman Popcorn
MACHINES
ALL OVER THE WORLD
POPCORN SMITH
BOX 284 — SEATTLE

PORTLAND

HARRY MOYER of the Gresham and Sellwood, Portland, was more than a little surprised the other day when he received this remarkable epistle from Watertown, S. D.: "God's peace. Is the present management of the Gresham Theatre the same management as in 1933-34? If so, I would like to pay for sneaking into a few shows without paying. Also, once I got two of my brothers and two friends to follow me. I was at Gresham about one year. If it is not under the same management could you tell me the name of the person who managed it at that time so I can pay him?" Moyer sent the repentant the desired information, and "Banjo" Miller of Independent Theatre Owners has added the letter to his collection of "believe it or not."

They'll swing the golf clubs out at Portland Golf and Country Club August 14-15 *in the sixth annual Oregon motion picture golf tournament. The executive committee includes W. A. Graeper, Ted Gamble, A. J. Finke, Tom Shearer, M. E. Cory. In charge of handicap flights are M. E. Cory, R. O. Wilson and J. R. Beale. Some beautiful trophies presented by motion picture firms, Oregon firms,* BOXOFFICE *and others are in charge of Tom Shearer, C. F. Powers, Vete Stewart, Howard Mapes, F. J. Becker and H. S. McLeod. For entertainment, not including the golf foursomes, there will be informal entertainment the first evening evening, and a sport dinner dance with a floor show the second evening.*

Ted Gamble, Lou Amacher and James Sheffield are in charge of entertainment. A. H. Kloepper, Walter Westling and Al Anderson are in charge of the ladies tournament—picked for their looks . . . To maintain the proper law and order, Chief-of-Police-for-the-Day Eddie Hudson patrols the grounds.

Portland went to town in turning out for a benefit for the British-Ambulance Corps which featured Anna Neagle, Herbert Wilcox, who have fallen in love with the City of Roses, and Sir Cedric Hardwicke, in personal appearances with the premiere of "Queen of Destiny" at the Paramount. Enough was raised to purchase three ambulances.

Baritone John C. Thomas and Mayor Joseph K. Carson did a little harmonizing at the Bohemian Grove, but when Thomas appeared here for concert Mayor Joe backed out on the public appearance at Multnomah Stadium. They did, however, play their 12th golf match with Thomas now three up on the series.

J. T. Sheffield, owner of Sheffield-Republic exchanges in Portland, Seattle, Salt Lake and Denver, was along Filmrow.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

Add Four Film Figures to Those on Wall of Honor

NEW YORK—The list of film names on the Wall of Honor at the American Common of the World's Fair has been lengthened by the addition of those of Frank Capra, Charles Chaplin, Claudette Colbert and Walter Huston. The honor was bestowed on the quartet for adding importantly to the arts of their adopted country.

Capra is a native of Italy, Chaplin is from England, Miss Colbert was born in France and Huston came to America from Canada.

Other film figures listed on the Wall of Honor include: The late Carl Laemmle and Ernst Lubitsch, Germany; Sam Goldwyn, Poland; May Robson, Australia; Mary Pickford, Canada; Marlene Dietrich, Germany; Jean Hersholt, Denmark; Paul Muni, Austria, and Edward G. Robinson, Rumania.

Bill Robinson is listed because of his contribution to American art as a member of an individual culture group.

Flurry in Salt Lake Over "Brigham Young" Debut

SALT LAKE CITY—The news that Salt Lake City had been given the world's premiere of "Brigham Young" brought a hum of activity at the Centre Theatre where it will be held August 23.

Artists rushed posters announcing the red letter date and the fact that seats for the premiere will be reserved, going on sale next Thursday.

The premiere will mark Tyrone Power's first appearance here, although his father, distinguished star of the American stage, made many appearances at the old Salt Lake Theatre. Complete information, however, on the number of stars who will make personal appearances, awaits a conference between studio publicity chiefs and the staff of Intermountain Theatres.

Goldstein's Exchange Interest to Monogram

LOS ANGELES—A. M. Goldstein has disposed of his interests in Monogram Pictures of the Northwest, operating exchanges in Seattle and Portland, to Monogram, according to an announcement received here from President W. Ray Johnston. The two exchanges will be operated in conjunction with Monogram Pictures of California, Inc., of which Howard Stubbins is president.

"Riviera" for Sutherland

HOLLYWOOD—Edward Sutherland will direct Universal's "Riviera" for Producer Leonard Spigelgass.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

LOS ANGELES

IN FOR a few days of conference with local executives are G. L. Carrington, vice-president of Altec Service, and Harry M. Bessey, secretary-treasurer . . . Mike Levinson, independent distributor, reached New York after a 12-day motoring trip . . . In for bookings: P. Enriquez, Lyric Theatre; Phil Greenbaum, Castle and Mecca theatres; George Harter of the Arlin.

Ella Lang, booker-secretary at M-G-M, was home sick . . . Altec's vice-president, G. L. Carrington, in from New York on a business-pleasure jaunt . . . Bruce Fowler, manager of FWC's Four Star, vacationing . . . Wayne Ball, branch manager at Columbia, checked out for Arizona on business.

Bill Watson, Altec engineer, pulled out for a New York vacation. Plans to stop off in Detroit on the way home for a new car . . . Herb MacIntyre, RKO's new district manager, is in Seattle . . . Due for distribution shortly by Producers Releasing Corp. is "Marked Men," with Warren Hull, just completed by Sigmund Neufeld Productions.

Spyros Cardas is back on the job as Grauman's Chinese manager after a holiday . . . Visiting here is Elmer Hollander, manager of the Stanton Theatre in Philadelphia . . . Booking: Wade Loudermilk, who operates the Roxy in Buckeye and the El Rey in Glendale, Ariz.; Earl Strebe of Arrowhead; Myrl Kavanagh, booker for the Jimmy Edwards circuit.

Ben Peskay, of the Banner and Palms theatres, checked in for bookings . . . Ditto Ben and Sol Mohi, Century and Princess theatres; Dick Sims, Drive-In Theatre, Burbank.

Ken McKaig, United Artists salesman, stopped off in Pismo Beach as the last town on his barnstorming trip through the territory . . . Warner's "The Sea Hawk," starring Errol Flynn, was given a trade screening at the Fox Blvd.

Alma Lang, booker-secretary at M-G-M, is back on the job after an illness of two weeks . . . The B'nai B'rith "Shield," edited by Nat Tanchuck, has been awarded grand prize, Class A publications, by the National B'nai B'rith. Nat is connected with the PCCITO.

Les MacCracken, exploitation manager for Mike Levinson, independent distributor, checked out for San Diego to handle the opening of "White Zombie" there . . . Jean Pastor, M-G-M secretary, took the day off—feeling under the weather, she reported.

Jerome Safron, Columbia's western district manager, back from a jaunt around his territory . . . Leo Adler, traveling auditor for United Artists, will make the local UA branch his headquarters for the next couple of months . . . Booking visitors: Daddy Hines of the Ambassador; Boris Posner, operator of the Arlington . . . Also visiting was Dave Rector, former owner of the Ebell in Long Beach, who is looking for a new house to take over.

Details Shortly by Arthur on Pool

ST. LOUIS—Harry C. Arthur jr., ranking Fanchon & Marco executive, is expected to whip into final shape within two weeks details of the new pooling arrangements with Ansell Bros., Bess Schulter and Sam Shuchart and associates.

It is anticipated a number of St. Louis Amusement Co. houses will be operated in conjunction with the Ansell, Schulter and Shuchart houses along the same lines as the previous arrangement with the Ansells and Mrs. Schulter that prevailed until a few years ago.

The Ansells are interested in the Empress, Ritz and Varsity here, while houses in which Bess Schulter is interested include the Columbia, Avalon, Roxy and Whiteway, all in St. Louis, and the Powhattan, Maplewood, Mo. Shuchart controls the Esquire, Richmond Heights. In recent months it has been booking pictures in conjunction with the Norside and Uptown, and the Ritz and Varsity of the Ansell circuit. The interests controlling the Esquire and Norside are also interested in the local Will Rogers.

Whether all of these houses will be brought into the pooling deal has not been announced.

Although it was contended the new pool is intended to checkmate the recent merger of houses controlled by Fred Wehrenberg and Clarence Kaimann, who are interested in the Esquire and Norside, this was denied by F&M spokesmen.

At the time the merger of the Wehrenberg and Kaimann houses was announced, it was stated an effort would be made to bring some 35 other independent houses into that combination.

The Fanchon & Marco interests control the Ambassador, Fox, Missouri and St. Louis theatres in the first run field, while the St. Louis Amusement Co. includes the Hi-Pointe, Lindell, Shady Oak, West End, Granada, Shenandoah, Tivoli, Union, Rio, Aubert, Kingsland, Lafayette, Pageant, Capitol, Congress, Florissant, Gravois, Maplewood, Mikado, Shaw, Maffitt, Manchester, Richmond and Yale in St. Louis and St. Louis county and also the Washington in Granite City, Ill.

Indianapolis Premieres Metro's "Boom Town"

INDIANAPOLIS—Ward Farrar, manager of Loew's Theatre here, received word last week that Indianapolis has been chosen as one of the five first cities throughout the country to premiere M-G-M's new production, "Boom Town." The film opened August 9 on a continuous performance basis at only slightly advanced prices.

Van DerVeer Opens

MORRIS, ILL.—Edward Van DerVeer of Wilmington has opened his new State which has been under construction for three months.

B&K's Triples Policy Spurs Independents to Combat

By GENE RICH

CHICAGO—Allied of Illinois members are on the warpath again against B&K's continued use of triple features at its ace northwest side house, the Belmont.

"We feel that B&K should certainly feel for the health of its patrons if not for the morale of the motion picture industry in general," said A. Van Nomikos, vice-president of Allied. "I stood outside the Belmont for fully an hour one night last week. And you should have seen how dopey and punch-drunk the patrons looked after spending four hours and 40 minutes watching three features, trailers, two newsreels, an 'Information Please' short and a cartoon."

The particular triple-bill Allied was complaining of this week was last week's bill of "My Son, My Son," (UA); "Irene," (RKO), and "Typhoon," (Para't).

"All of those pictures are top pictures that will cost independent exhibitors top-bracket money if not percentage," said another Allied member, "and they couldn't possibly afford to triple them on one program and pay the cost, even if they wanted to and could get the same pictures in the same week of release."

That is another bone of contention of the independent exhibitors. They contend that B&K, with the Belmont a "B" week of release, have choice of top bracket product to run for one week, while when the pictures become available to the independent exhibitors the films are in different weeks of release and could not even be coupled in double features, let alone run in triple groups because they are either percentage or top-bracket allocation films.

New Nat'l Screen Division Headed by Van Praag

NEW YORK—What amounts to the creation of a fourth division in its sales setup is the designation by National Screen of Morton Van Praag as midwest division manager, with headquarters in Chicago. This is a promotion from the post of Chicago district manager, which has been given to Harris Silverberg, former Detroit manager. Van Praag's jurisdiction now embraces Chicago, Kansas City, Des Moines, St. Louis, Minneapolis and three new territories—Milwaukee, Indianapolis and Omaha.

J. R. McPherson, who had left the company for a period, has been re-engaged to take charge of the Detroit district. A. J. Aronson remains as west coast division manager; Jack Cohen in the east and Charles Lester in the south.

Social, Benevolent Frat For Chicago Salesmen

CHICAGO—Salesmen of the various companies in the Chicago territory have organized a social and benevolent organization to be known as the Reel Fellows Club. The next meeting will be Sunday, August 18, at the temporary headquarters, Sherman Hotel. Until fall, all meetings will begin at 1 p. m. on Sundays.

Officers are William Weinshencker, Universal, president; Lou Goldberg, Paramount, vice-president; Irwin Joseph, Columbia, secretary; and Bob Funk, Universal, treasurer. Harry Goldman of Warner Bros., Milt Simon of 20th Century-Fox, Morris Hellman of Monogram, Harold Wirthwein of Paramount and Mike Kassell of RKO are members of the board of directors.

Chicago Takes Spotty; "Daltons" Does Well

CHICAGO—Business was spotty over the last weekend, boxoffice takes depending upon the type of product and houses.

Surprise of the week was the strong opening at the RKO Palace, where Universal's "When the Daltons Rode" and "Private Affairs" opened to excellent business.

Adapting Lombard Starrer

HOLLYWOOD — "The Unbreakable Mrs. Doll," a Carole Lombard starrer for RKO, is being adapted by Louis Bromfield.

Extend Singles as Adoption Date Nears in Milwaukee

MILWAUKEE—With Labor Day, the date set for the switch to single feature programs in Milwaukee county drawing near, Fox has been spotting single features in its theatres in various cities to get public reaction to the proposed change.

Exhibitors generally expect that the policy change will result at the outset in a business dip and it is possible that Fox believes that by the time the switch becomes general here, the public will have become acclimated to the single programs, in a measure at least, and the drop at the boxoffice may not be so sharp.

Fox is currently playing a single bill at its Wisconsin here and has spotted single features in its Uptown at Racine, Fox and Lyric in Stevens Point; Fond du Lac at Fond du Lac and Myers at Janesville. Advertising copy has carried the catchline, "For perfect summer entertainment enjoy this great single feature program."

The Drive-In Theatre, which has operated as a single feature house since its opening in June, has been spotting in dual programs. Whether this theatre will follow suit on the single feature set-up starting Labor Day has not yet been definitely established.

Harry Perlewitz, business manager of the ITPA of Wisconsin, has been signing up exhibitors pledging their co-operation in the proposed new policy. Current indications are that all but two houses will go along with the new set-up.



When Warner Screened "The Sea Hawk"—

At the Esquire in Chicago, the above scenes resulted. At the top is Walter Immerman (left), general manager of the Balaban & Katz circuit, as he is greeted by Tom Gilliam, Warner Chicago branch manager. Below that is a group of Warner theatre managers. Left to right are Jerry McWhorter, Hamilton; Ted Turrell, Beverly; Larry Stein, publicity director and district manager, Hammond; Mrs. Turrell; Robert Bush, Shore, and Robert Kennedy, Oakland Square. Then comes a group sprinkled with exhibitors. Top row, left to right, holds Carroll Morton, Niles Center, Niles Center, Ill.; Joe Kaufman, B&K; Lou Reinheimer, and Tom Gilliam. In the second row are Charlie Auerbach, Eddie Grossman, Gene Rich, Ray Goldstein and Bill Brumberg. At the bottom are the hostesses for the screening. In the back row are Terry Porter, Lillian Palast and Lorraine Gratza. In front are Lorraine Giannoti, Jean O'Daniell and Marge Kosman.

WB's Chicago Area Units Solo 'ATAHT,' 'Sea Hawk'

CHICAGO—All of the Warner Theatres in the Chicago and Milwaukee territories are planning to run as single feature attractions both "All This, and Heaven Too," and "The Sea Hawk."

Week-to-Week Basis Keeps Warner House Running

CHICAGO—The Warner Symphony, reported ready to close for the summer more than a month ago, has continued to remain open on a week-to-week basis and probably will keep up the policy.

Schwartz Cards 70 To Gain Trophy

CHICAGO—Scoring a par 70 over the White Pines course, R. Schwartz walked off with the championship trophy at the Balaban & Katz Employes Club outing.

W. Ennis, who also carded a 70, led the non-member contingent which participated in the tournament.

Low net winners and their scores: Adolph Eisner, 59.5; Al Burne, 62.3; E. Dlouhy jr., 63.8; A. Fraley, 64.8; Joe Kaufman, 65; Ray Thompson, 65.8; Nate Platt, 66; Ben Bloomfield, 67.8; Jack Katz, 68.3; De Wiggins, 68.5; E. O'Donnell, 68.8 and J. Kearns, 68.8.

Winners of the blind bogey drawings were Howard Anderson, John Immerman, Vic Davis and H. Odendhal.

Others who participated and their scores:

Player—	Net
Edgerly	69.5
Cooper	69.5
Davis	69.8
Regelin	70.3
Anderson	70.3
Bole	70.3
Parsons	70.5
Lynch	70.5
H. Balaban	70.5
Russ	70.5
Trebow	70.8
J. Immerman	70.8
Lustgarten	71
Granert	71.8
Martina	71.8
Kurland	72
Waits	72.3
Bryant	72.5
Gardner	72.8
Bagnall	73.3
Feldman	73.5
Warren	73.8
Odendhal	74
Finkler	74.3
Bailer	74.5
Holden	75.3
Stout	75.3
Burndahl	75.5
Dickson	75.5
Scott	75.5
Hilton	76.5
Keir	77
A. Platt	77.5
Adelman	77.8
S. Katz	79
Tucker	79.8
McGinnis	79.8
Stott	80.3
Cherney	81
Ander	81
Rainey	81.3
Kerz	82.5
Nixon	83.8
Maas	86
Cobb	87
Waldman	89
Pappas	89
V. Herman	89
Officer	90.5
Ermilio	96.3

Kiddie Club Anniversary Party Being Prepared

INDIANAPOLIS—Claude Allison, manager of Olson's Strand, is preparing for the fourth annual birthday party of the Strandites Kiddie Club.

For more than three years the kids have been jamming the Strand on Saturday afternoons to see a show and to join in games and contests. Between 30 and 40 prizes are given away each Saturday to winners.

The club roster contains the names and addresses of 1,700 children. Many come from other neighborhoods and each child has a membership card which is punched on attending the show. Four punches mean a free show.

MILWAUKEE

VARIETY'S annual golf outing scheduled for July 29 at the Brynwood Country club has been postponed until August 12 because of E. L. Weisner's death.

Wisconsin's 1940 dairy "queen," who is to be selected on Dairy Day, August 23, at the state fair, will have an opportunity to appear in Republic Pictures' "Barnyard Follies," according to Ralph E. Ammon, director of the state department of agriculture.

A. C. Berkholtz's West Bend was robbed last week of about $85 . . . Mr. and Mrs. Cecil Knott of Munising, Mich., have now assumed complete management of the Salem at West Salem, Wis.

Peter G. Thielen, former manager of the Orpheum and Capitol in Manitowoc, has announced his candidacy for sheriff in that city . . . Gilbert Courshon, manager for Fox in Neenah and Menasha, lost his mother, Mrs. Yetta Courshon, who passed away last week at Miami Beach, Fla.

William Exton reported a 12 per cent increase in business for the first week of his second year at his Roosevelt in Kenosha as compared with a like period in his first year as operator of the house.

The Bay at Green Bay is now permitting smoking in its balcony. F. B. Schlax, manager of the house, recently offered a money-back guarantee in connection with a revival program consisting of "White Woman" and "College Swing."

A radio quiz program being aired over WTAQ from the stage of the Rialto at Kaukauna each week is under the sponsorship of the local advancement association.

Tom Reilly, manager of Standard's Gateway in Kenosha, staged a theatre picnic for kids on a Friday afternoon from 1 to 6 p. m. with free gifts and favors.

Gene Krupa's band and Sammy Kaye's orchestra have been booked for the weeks of August 9 and 22 at the Riverside, respectively . . . Stan Gross promoted a tie-up with the local daily to plug "Our Town" at the Rio in Appleton, in connection with which 80 guest tickets were given to classified section readers.

RKO Breach of Contract Suit Against J-L-S Near

CHICAGO—An RKO suit against Jones, Linick and Schaefer, alleging breach of contract in the failure on the part of the circuit to take four pictures for their Oriental under the contracted admission price of 60 cents top, is expected this week.

The charges contend J-L-S used two features at the top admission and then attempted to use the other four at the B-week top of 40 cents. Also a suit on back theatre rental allegedly due from J-L-S on the Palace, is pending. Spitz and Adcock are the RKO attorneys.

Illinois UTO Undertakes Action Directed Against Itinerants

CHICAGO—Questionnaires have been sent to all members of the United Theatre Owners of Illinois concerning the competition of free show gypsy operators throughout the state.

The questionnaires are intended to obtain all information possible on the activities of the gypsy operators, according to Bill Crouch, executive secretary of the UTOI. Included in the data sought is the following:

Where the operators obtain the film they show.

Where the free shows are presented and near what established motion picture theatres.

What companies' product is used.

Among the reports coming in, exhibitors have informed the UTOI office that in several spots the itinerant operators show pictures from which the title and credit copy, together with the end copy, have been clipped, so as to give no clew as to what company has furnished the film.

It is also reported that downstate in several towns, film has been brought in in beer cases instead of regular film cans.

In one spot, a gypsy operator ran a free show on a vacant lot just 10 feet from the city limits of McHenry, Ill., just six blocks from the regular town theatre.

Another exhibitor suffering from the competition is Fred LeKander, who operates the house at Genoa, Ill. There are six little towns within a radius of eight miles of Genoa, where there is a free show every night a week.

Recently, outside Joliet, at the crossroads of two main highways, Nos. 66 and 53, next to a beer garden, a free show was presented, which attracted 2,400 persons. The traffic tieup was so great that state police were needed.

"All such cases are being reported and investigated by our offices," said Eddie Zorn, president, this week. "We hope to be able to spare exhibitors all of the trouble and competition from this source before long."

Zorn said that the organization still is making plans to combat the forthcoming attempt to place a three per cent tax on theatre admissions at the next session of the state legislature in Springfield this coming January.

Granada Is Darkened Due To Lack of Good Product

INDIANAPOLIS—Earl Cunningham, general manager of the Fountain Square Theatre Co., operators of the Fountain Square, Granada and Sanders theatres, announces the Granada will be closed for an indefinite period.

Difficulty in obtaining enough good pictures to operate two "A" theatres in the same neighborhood, is given as the reason for closing the theatre. All of the best product purchased for the Granada will be played at the Fountain Square.

Several Exhibitors Attend Luncheon for Donlevy

CHICAGO—Several exhibitors attended a luncheon held by Paramount in honor of Brian Donlevy, star of "The Great McGinty" at the Blackstone Hotel. Prior to the luncheon the film was screened. Among those attending: Sam Meyers, Bill Hollander, Dave Wallerstein, Jack Kirsch, Lou Harrison, Carl Goodman, Joe Koppel, Larry Stein, Frank Williams, Al Raymer, Al Teplitz, Sam Halper, John Semadalas, Henry and Sam Schoenstadt.



Greet "The Great McGinty"—

Among those at the luncheon for Brian Donlevy, given by Paramount at the Blackstone Hotel, following the screening of "The Great McGinty," were, standing, left to right: Harold Wirthwein, Paramount salesman; John Semadalas, Dick Sachsel, and Jim Donohue, Paramount branch manager. Seated, left to right: Sam Halper, Donlevy, and Jack Kirsch.

: The Print Goes Through :

So grateful is C. W. Massy of the State at Worthington, Ind., for a favor done him by Bill Sherman, Universal salesman, that he sings Bill's praises in a letter to BOXOFFICE as follows:

"One day about two weeks ago we were to receive a print of 'Alias the Deacon' from Universal in Indianapolis by express. Upon arrival of the express train we found that the wrong print had been shipped. We called the exchange and discovered that by some mistake the print still was in their shipping room.

"The exchange booker went into action at once, called me back in about ten minutes to say that they had located one of their salesmen, Bill Sherman, and that he was going to drive the print down to us. This incident struck me as being one of the swellest things that a film man could do for an exhibitor. We were just about out of business with no film to run, and the exchange 80 miles away.

"This is the first time we have heard of a film salesman delivering prints to theatres and we wish to go on record with a much better feeling toward salesmen. With this kind of cooperation between exhibitors and film men, greater things can be accomplished. Many thanks to Bill Sherman for making this cross-country hike. It is things like this that will take Bill to greater things."

Mervyn Leroy Announces New Starrer for Shearer

CHICAGO—Mervyn Leroy, M-G-M producer, through here with his wife, the former Doris Warner, and Norma Shearer, en route to Saratoga for a vacation, said that his next production for Metro will probably be "The World We Make." Shearer will also star in this picture. Leroy has just finished "Escape," which stars Shearer and Robert Taylor.

Screen Attractions Buys Judell Screen Attractions

CHICAGO—Screen Attractions of New York purchased for $2,000 all remaining assets of Ben Judell's exchanges in Chicago, Indianapolis and Milwaukee at the federal receiver's sale on Monday.

Johnson Ups Friederstorf To Helm Rensselaer Duo

RENSSELAER, IND.—Burkert Friederstorf, formerly manager of the Ohio, Madison, Ind., for the Johnson circuit, has been named manager of the circuit's two houses here, the Ritz and Palace.

Star on Radio

CHICAGO—Al Jolson, Martha Raye and others from the cast in "Hold on to Your Hats," stage hit current at the Grand Opera House, appeared in one of the weekly broadcasts of "In Chicago Tonite" over WGN and the Mutual radio network.

Will Legally Take Name Of Scattergood Bains

RUSHVILLE, IND.—Jesse M. Pugh, Chicago radio actor and former resident here, was to appear in Rush circuit court to ask that his name be changed legally to Scattergood Bains, the shrewd, lovable, small-town character which he has portrayed in a radio dramatic serial the last several years.

Pugh is a Rushville native and worked as a clerk in the Rush Country National Bank before he left a number of years ago to become a singer and reader on Chautauqua circuits. From this, he graduated into radio acting.

His attorney, John Titsworth of this city, said one reason Pugh wished his name changed to Scattergood Bains is that he plans to make a motion picture with that title.

Union Charges Officers Neglected Accounting

ST. LOUIS—Charges that the Theatrical Employes Union, Local B-2, has collected about $23,000 from its members since it was organized in 1937 and that the officers have never made an accounting to the membership, are made in a petition signed by 22 members of the local.

The petition was addressed to William Brandt, secretary of the Central Trades and Labor Union, and officers of the International Association of Theatrical and Stage Employes, with which Local B-2 is affiliated.

An IA Resignation

CHICAGO—Nate Gross, columnist for the *Herald-American*, this week reported that Nick Dean, operator of the swank Colony Club here, has resigned as personal representative of George Browne, who is president of the IATSE.

Connors Is a Grandfather

MARION, IND.—Billy Connors, operator of the Indiana and Lyric theatres here, is now the proud grandfather of a 7-pound boy born July 28 to his only daughter, Mrs. Robert Moritz, also of Marion.

Keeping in Touch Effectively

Chicago—When theatre executives write a note to their secretaries, and travel 20 miles to mail it to ask for a copy of BOXOFFICE they did not receive while on their vacation, that's NEWS. And that's just what Charlie Ryan, assistant zone manager for Warner Theatres did last week, while on vacation at Druce Lake, Ill.

Charlie failed to get the copy of BOXOFFICE which Arline Callies, his secretary, had sent him. So, he drove the 20 miles to the nearest postoffice, Waukegan, and mailed a postcard, which read in part: "Back on job Thursday. Did not receive BOXOFFICE . . ."

: SPRINGFIELD :

WILLIAM USHMAN, chief of service at the State, a baritone who has won several local singing contests, sang over the Morris B. Sachs amateur program over station WENR, Chicago, August 4, in competition for the $75 first prize.

George Kerasotes, of the Kerasotes interests, was in Chicago on a business trip last week . . . M. E. Berman, manager of the Orpheum, has received a check for $25 for having the best exploitation in the Great States circuit on "Pinocchio." The prize was one of four in the country.

Max Tschauder, manager of the Roxy, returned from his vacation in the northern Iowa lake country reporting that he caught no fish, went swimming only a couple of times, and slept under blankets at night.

Dave Jones, manager of the Senate Theatre, is enjoying a two-week vacation on Greenwood Lake, near Grand Marias, in northern Minnesota.

A new thermometer on the front of the Roxy calls attention to the fact that it's 74 degrees inside even if the outside temperature registers 95 degrees.

Howard Moore, assistant manager of the Roxy, exploited "They Drive by Night" by placing "Drive Carefully" signs about the city calling attention to the picture.

Remember Charles Lamb As Life-Long Showman

MT. MORRIS, ILL.—Charles Lamb, pioneer showman who died recently in Chicago at the age of 73 after complications following an operation, was one of the best known exhibitors in Illinois. His new Lamb which had just been opened March 23 was one of the most modern smaller theatres in northern Illinois and was constructed at a cost of $50,000.

Lamb spent all his life in show business, starting with the Buffalo Bill show. Later he became associated with the famous Murray & Mack comedy team, which he later bought in partnership with Russell Smith. Deciding to quit the road, he was offered the job of manager for Chamberlain and Harris of the old Opera House in Aurora, Ill. After seven years, he was transferred to the old Grand Opera House in Rockford, Ill. A year later, 1913, he built the Palm in Rockford, the first theatre built for motion pictures outside of Chicago in the state. In partnership with ex-Governor Sterling and others, he acquired the Midway and Strand also in Rockford. He was active until a serious auto accident compelled his retirement in 1928. But, in 1932, he again entered the business by acquiring the Granada here, which he operated until he opened the Lamb last March.

Associated with him was his son, Charles Lamb, who operates the Oregon, Oregon, Ill.

Mitterling in Sycamore

SYCAMORE, ILL.—Eber Mitterling, formerly manager of the Rex at Rockford, has opened the State here. This was formerly the Fargo.

INDIANAPOLIS

VISITORS: Sam W. Neall, Sipe, Kokomo; A. McCarty, Roxy, Pendleton; John Dixon, Flora, Flora; Harold V. Neese, Dana, Dana; Harry Van Noy, Paramount, Anderson; E. R. Crouch, Fairmount, Fairmount; C. C. Wallace, Boone, Thorntown; Lowell Moore, Orpheum, Mitchell; Wally Furnace, Browny, Brownsburg; Art Clark, Indiana, Bloomington; Max Page, State, Greenfield.

Also C. W. Massey, State, Worthington; C. E. Rogers, Rio, Columbus; Walter Easley, Tree, Greensburg; Dallas E. Cannon, Kent, Kentland; H. G. Reckley, Chateau, Greencastle; Robert Hudson, Tivoli, Richmond; H. H. Johnson, Ohio, Madison; Mrs. H. P. Long, Hippodrome, Sheridan; George Heliotes, Rialto, Fort Wayne; D. D. Lee, Rex, Montezuma; Harmon Allison, Ritz, Mooresville; Merrill Moore, Palace, Kokomo; John Doerr, booker, Alliance Theatres, Chicago.

Dick Frank, manager of United Artists, was confined several days in St. Vincent's Hospital with a bad case of poison ivy. He is now recuperating at home . . . Morris Cantor, manager of the Esquire, started a Saturday matinee last week which will continue through the summer . . . Marc J. Wolf and wife, Bee, are vacationing at their cottage on Lake Wawasee for two weeks . . . Marie Kreilein, secretary to Wade Willman, local manager of M-G-M, will make a trip to California on her vacation.

Bert Stern, district manager of United Artists, was in town . . . James Ackron, formerly with the Ritz at Tipton, is now assistant manager at the Roxy in Peru for Alliance Theatres Corp. of Chicago . . . The father of Bill Wallace, booker at Warner Bros., has acquired the Cozy at Dugger from Harry Douglas.

Carl Niesse, operator of the Vogue, reports parking the largest number of automobiles in the theatre's history on his lot last Sunday—a total of 930. Seating capacity of the Vogue is 500. The total included 27 out-of-state cars. Kenneth Stockman, son of the late Louis Stockman, well known dance master, has charge of the parking lot boys at the Vogue. Tommy Wright, formerly of the Ritz, has been substituting for Joe Clark at the Vogue as doorman. Clark is recuperating from an operation.

Al Wingate, manager of the Old Trails, advises he will go on a double-feature policy on each change of program hereafter. For the last two months the Old Trails had tried a single-feature idea on Tuesday, Wednesday and Thursday . . . Don Mayer, manager of Cantor's Sheridan, has put in a checking system for the youngsters who come to the theatre on skates.

C. E. McConaughy of the Dream announces a special free show for the kiddies this Thursday afternoon . . . Mrs. Nelle Orr, operator of the Speedway, says the theatre is 15 per cent cooler since the Speedway Water Co.'s new pumps are in operation.

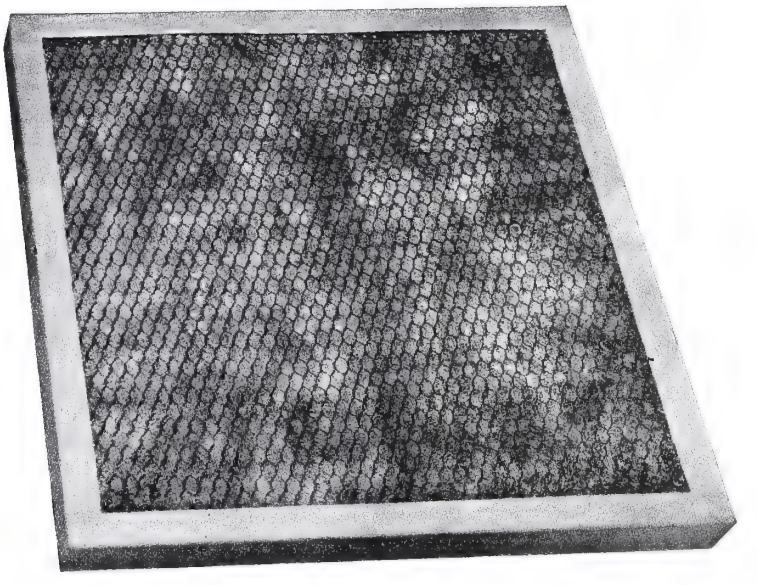
Jimmy Richardson, head usher for Al Ackerman at the Tacoma, is being noticed for his stance while on duty, which he gets from his drills in the National Guard. Jimmy is also studying to become a radio operator . . . Shorty Phillips, manager of the Drive-In, has a lad who believes it pays to advertise. While wandering among the cars selling pop, he carries a bottle of orange lit from below with a flashlight. It's quite eerie to see the illuminated bottle floating along the ramps.

David Thomas and wife, Dorothy, are the proud parents of a girl, named Judith Ann, born last week at the Methodist Hospital. Thomas is assistant manager at the Lyric . . . The Indiana opened here with a bang last Friday after a shutdown of several weeks. Ken Collins is back at the helm after subbing for Art Baker at the Circle. The Circle is holding "Maryland" over for another week . . . Little Chester Horn of Anderson will leave shortly for Hollywood with his mother where he will make a short for Universal.

The ATOI office announces a new member for their happy family, S. W. Goodman of the Marion Theatre, Poseyville.

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ST. LOUIS

ARNOLD BERGER, manager of the Drive-In Theatre on Manchester Road in St. Louis county, has physicians attending the show leave their automobile location with an attendant, so in case of an emergency call he can be easily located.

Patricia Poster, pretty cashier at the Granada down on Gravois Avenue, is spending a two-week vacation in New York City . . . Ted Fio Rito gave a musical program at the Veterans Hospital, August 5. It was arranged by Dr. John O'Connell, St. Louis county coroner.

Sterling Holloway, motion picture comedian, has the leading comedy role in Sigmund's Romberg's "East Wind," the current attraction of the Municipal Opera Ass'n. It opened a week's run August 5 in the Municipal Theatre at Forest Park. . . . Tony Martin made a one-night stand at the Forest Park Highlands Ballroom. He returns to Hollywood soon to begin work in "Broadway Melody of 1941."

American Legion Posts, St. Louis and St. Louis county hospitals and other institutions have been invited by Arnold Berger, manager of the Drive-In Theatre on Manchester Road in St. Louis county, to send shut-ins and underprivileged children to the ozoner as his guests. The invitation was inspired, Berger said, by the experience of one practically bed-ridden patient who recently was able to enjoy his first motion picture in 17 years when he was placed in a friend's automobile and driven to the outdoor theatre.

Joe Goldstein, manager of the Mikado out on Easton Ave., spent his two-week vacation at Rockaway Beach, Mo. . . . Sammy Kaye also swings a wicked golf club. In fact he plays pasture pool in much the same style that has made him famous on stage, ballroom floor and over the air. Between shows at the Missouri he journeyed out to Meadowbrook to take on Chauncey B. Nelson and Eddie Arthur, F&M executives.

TRADE DIRECTORY

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Chances of Amending Tax Law Are Slim

ST. LOUIS — While several members of Congress have indicated they favor the suggestion of the MPTO of St. Louis, Eastern Missouri and Southern Illinois, that the present national defense tax on theatre admissions be extended to all tickets, regardless of price, replies received by Fred Wehrenberg, president of the organization, indicate no attempt will be made to amend the 1940 revenue act at this session of Congress.

The suggestion for an all-inclusive tax —to checkmate those who have cut prices to avoid the tax—has met with much favor, a number of other theatre organizations throughout the coutry having come out in favor of it. But as is pointed out by Congressman R. M. Duncan, there is absolutely no chance of amending the revenue act at this session because the bill as it was finally passed, was prepared on a give-and-take basis.

The communication of the MPTO, however, has been presented to the ways and means committee and will receive due consideration when a new revenue bill comes up for consideration by that body. This is expected to be early in the first session of the new Congress, to be elected at the general elections in November. Similar consideration will be given by the senate committee that will be assigned the new revenue act.

Wehrenberg and Kaimann Close St. Louis Lee

ST. LOUIS—The Lee at Newstead and Lee Avenue, a 580-seater, is the third unit in the Greater Independent circuit controlled by Fred Wehrenberg and Clarence Kaimann to close since those independent operators pooled their houses several weeks ago. Others that closed shortly after the merger were the Dakota, a 500-seater, and the Normandy, another 500-seater in Normandy, St. Louis county.

It is understood several other independent theatre owners are considering joining the Wehrenberg-Kaimann pool. They are expected to reach a final decision shortly after the terms of the proposed pooling of certain of the St. Louis Amusement Co. theatres with the houses of Ansell Bros., Bess Schulter and Sam Shuchart and aassociates are revealed.

Wehrenberg has indicated he is not interested in the St. Louis Amusement-Schulter-Ansell-Shuchart pooling of houses, saying it will have no bearing on the operations of the Wehrenberg-Kaimann circuit.

Hal Tate's "Movie Quiz" Weekly Peoria Feature

CHICAGO—Great States is using Hal Tate's "Movie Quiz" show in its Palace in Peoria, beginning Tuesday night, August 20. The program will be broadcast every Tuesday night from the stage over the Peoria radio station, WMBC, a CBS affiliate.

CHICAGO

LOU ABRAMSON of Allied is vacationing at Elkhart Lake, Wis. . . . Universal exchange is being air-conditioned . . . Dorothy Banford, of the RKO exchange, and daughter of W. E. Banford, M-G-M branch manager, and Mrs. Banford is to be married August 24.

Archie Herzoff, of B&K's publicity staff, is resting comfortably at Michael Reese Hospital after a gall bladder operation . . . Al Burne, John Balaban's secretary at B&K, is still telling everyone about that 90 round of golf he shot recently.

Charlie Reagan of Paramount was through here last week en route back to New York, and stopped off for conferences with B&K executives.

Harry Turrell, Warner theatre district manager, and Mrs. Turrell are motoring to the west coast and back . . . Florence Latch, hello girl at Warner theatres, is vacationing at her home, Decatur, Ill. . . . John Kemptgen, M-G-M office manager, is vacationing in Wisconsin; while Bill Potts, M-G-M checking supervisor, leaves next Friday for his home, Detroit, to spend his vacation with his parents.

Numerous exhibitors were at the Warner screening on Monday. The Grad Sears trailer on "The Sea Hawk" was shown, while short talks were made by Tom Gilliam, branch manager, and Bill Brumberg, assistant branch manager.

Al Dezel was in Detroit this week, from where he planned to drive to New York to see several independent distributors as well as take in the Fair . . . Fred Mindlin, who has been publicity agent for Bob Hartman's International Enterprises, has been upped to the post of sales manager of the eastern territory for the company.

The young son born recently to Mr. and Mrs. Aaron Jones jr. has been named Johnny Jones. Mother, baby and pop—who is a member of the firm of Jones, Linick and Schaefer—are all doing nicely.

Bishop on Air

CHICAGO—Russ Bishop, a well-known theatre organist, has been named staff organist for WBBM-CBS in Chicago by Musical Director Milton Charles. Bishop played organs in theatres for B&K, Publix Theatres, Schoenstadt circuit, Ascher Brothers' Theatres and the Keith-Albee-Orpheum circuit.

Wahls Equip

CHICAGO — Droll Theatre Supply has equipped the Varsity at Champaign, Ill., operated by Mr. and Mrs. Wahl, with new projectors and sound. They have also installed new seats in the Zenith, Davenport, Ia., for Julian Geertz.

Team Raft and Sheridan

HOLLYWOOD—"Maid in Havana," to co-star George Raft and Ann Sheridan, is being adapted for Warner by Richard Macaulay and Jerry Wald.

DUAL BILLS, PREMIUMS AND LOW PRICES MAKE "SORRY" THEATRE SITUATION IN KANSAS CITY

Yet a Corrective Movement, Started by Independents, Is Permitted to Stall

By B. O. TELLER

KANSAS CITY—For several weeks exhibitors here have had under consideration a proposal to eliminate or cut down on double bills and premiums. While negotiations may be taken up again in late summer or early fall, temporarily at least they are stalled.

The proposal was put forward by independent exhibitors, who are suffering most from the fact that for six months receipts generally have been declining in the face of increasing expenditures for longer programs and premiums and giveaways. But the independents aren't the only theatres suffering from bargains which the public apparently won't buy, the situation generally affecting all theatres in the city.

Started by one theatre, then taken up by another to meet the competition, the double bill-premium circle has now reached its highest peak in Kansas City while income has reached one of its lowest points. The public may, as some exhibitors contend, vote against double bills but continue to patronize theatres showing them. However, facts reveal the public certainly isn't buying the multiple-bill programs Kansas City is offering—at least not in sufficient quantity to keep the theatres going at the present level of business.

Business since the first of the year is reportedly off 25 per cent in the Kansas City area. Nevertheless, more theatres in Kansas City today are giving away premiums and other items than ever before; more are showing double and triple bills, and more are playing for a dime than ever before.

Here's the situation as it applies to subsequent runs.

On 308 show days of 44 subsequent run theatres during a typical week of July, 1940, 642 feature picture were presented, or an average of over two for every subsequent run in town.

Forty-four subsequent runs in seven days —a typical week in July, 1940—presented 642 features, or over two for each of the 308 aggregate show days. Of this number 39 of the show-day programs were triples, 258 doubles, and nine singles. Only nine out of 308 shows the public could have attended were single bills, or less than 4 per cent.

Sixty-seven of the programs shown were offered at 10 cents, and of these 15 were triple bills, three triples with some kind of giveaway, and four double bills with some sort of giveaway. Only two of the programs with premiums were single feature.

Eighty-three of the programs offered giveaways.

Four theatres had one giveaway night for the week; five had two; ten had three; three, four; four, five; and one, seven.

Twenty-seven of the 44 subsequents offered giveaways, all of them as a regular policy. Some have more regular giveaway nights per week than the figures here indicate. Ninety per cent of the giveaways are premiums of the houseware type.

It is estimated that on the average each theatre offering premiums will give away about $35 worth of merchandise on a giveaway night. Thus, with 83 giveaway nights a week in Kansas City (this does not include occasional giveaways such as radios, refrigerators, automobiles, etc., a part of the cost of which is promoted) the amount spent by local exhibitors each week runs over $2,900, or $150,800 a year. This figure is considered conservative.

Though theatremen occupy the position of "retailer" in the motion picture industry, Kansas City exhibitors offer their film product at wholesale prices. Of the 44 houses, five get an average price of 10 cents; 13 charge an average admission of less than 15 cents, though more than 10 cents; three charge 15 cents straight; eight get less than 20 cents, but more than 15 cents; seven get 20 cents; seven, 25 cents, and one, 30 cents. Looking at the figures again, 29 theatres get less than 20 cents, while 36 get 20 cents or less. Only eight charge more than 20 cents.

How They Operate in Kaycee

KANSAS CITY—*The policy trend in Kansas City, Mo., subsequent runs as of August 1. The number of features are shown in the first figure of the two-figure columns; giveaways are indicated by the second figure. "O" indicates no giveaways. Asterisk indicates ten-cent admission. Letters over the columns indicate days of the week.*

Theatre	S	M	T	W	T	F	S	Top Adm.	Av. Adm.
Plaza	1-O	1-O	1-O	1-O	1-O	1-O	1-O	35c	30c
Lindbergh	2-O	2-G	3-O*	3-O*	3-O*	2-G	2-O	20c	12-13c
Isis	2-O	2-O	2-O	2-O	2-O	2-O	2-G	25c	25c
Waldo	2-O	2-O	2-G	2-G	2-G	2-G	2-O	20c	20c
Warwick	2-O	2-O	2-O	2-O	2-O	2-O	2-O	25c	25c
Rockhill	2-O	2-O	2-O	2-G	2-O	2-O	2-O	25c	25c
Madrid	2-O	2-O	2-O	2-G	2-O	2-O	2-O	25c	25c
Brookside	2-O	2-O	2-O	2-O	2-O	2-O	2-O	25c	25c
Linwood	2-O	2-O	1-G	1-G	2-G	2-O	2-O	20c	20c
Colonial	3-G*	3-G*	2-O	3-O	2-O	2-G	2-G	15c	13-14c
Oak Park	2-G	2-G	2-G	2-G	2-G	2-G	2-G	25c	25c
Southtown	2-O	2-G	2-G	2-G	2-O	2-G	3-G	20c	20c
Vogue	2-O*	2-O*	2-O*	2-O*	2-O*	2-O*	2-O*	10c	10c
Strand	2-O*	2-O*	2-O*	2-O*	2-O*	2-O*	2-O*	10c	10c
Tivoli	2-O	2-O	2-G	2-GG	2-GG	2-G	2-G	20c	20c
Giles	2-G	2-O	2-O	2-G	2-G	3-O	3-O	15c	13-14c
Central	3-O	3-G	3-O	2-G*	2-G*	2-G	3-O	15c	13-14c
Westport	2-O	2-G	2-G	2-G	2-Gx	2-O*	2-O	25c	20c
Gillham	3-O	3-G	3-O*	3-O*	3-O*	2-O	2-O	15c	11-12c
Sun	2-O	2-G	2-G	2-G	2-G	2-G	2-O	20c	18-19c
Circle	3-O	3-G	3-O	2-O	2-O	2-O	2-O	20c	18-19c
Roanoke	3-O	3-O	2-O	2-O	3-O*	3-O*	3-O	15c	11-12c
Summit	2-O	2-O	2-O	2-O	2-O	2-O	3-O	15c	15c
Murray	3-G	3-G	2-G	2-G	2-G	2-O	2-O	20c	16-17c
Baltis	2-O	2-G	2-O	2-O	2-Gx	2-G	2-O	20c	16-17c
Mary Lue	2-O	2-G	2-G	2-G	2-O	2-O	2-O	20c	20c
Carrol	3-O	3-O*	3-O*	3-O*	2-O	2-O	2-O	15c	13-14c
Prospect	2-O*	2-O*	2-O*	2-O*	2-O*	3-O*	3-O*	10c	10c
Bijou	3-O	3-O	2-O	2-O	2-O	2-O	2-O	15c	15c
Paseo	2-O	2-O	2-Ox	2-Ox	2-O	2-O	2-O	15c	13c
Aladdin	2-O	2-O	2-O*	2-O*	2-G	2-O	2-O	25c	18-19c
Ashland	2-O	2-O	2-O	2-O*	2-G	2-G	2-G	20c	11-12c
Belmont	2-O	2-O	2-Os	2-O	2-O*	2-O*	2-O	15c	13-14c
Admiral	2-O	2-O	2-G	2-G	2-G	2-O*	2-O*	20c	16-17c
Ritz	2-O	2-O	2-G	2-G	2-G	2-O	2-O	20c	18-19c
St. John	2-O	2-O	2-G	2-G	2-O*	2-O*	2-O*	15c	13-14c
National	2-O	2-O	2-G	2-G	2-O*	2-O*	2-O*	15c	13-14c
Vista	2-O	2-O	2-G	2-O	2-O	2-G	2-O	25c	25c
Gladstone	2-O	2-O	2-G	2-G	2-O	2-G	2-O	20c	20c
Benton	2-O	2-O	2-O	2-G	2-G	2-O*	2-G*	15c	11-12c
State	2-O*	2-O*	2-O*	2-O*	2-O*	2-O*	2-O*	10c	10c
Regent	3-G	3-O	2-O	2-O	2-O	2-O	3-O	15c	15c
Liberty	2-O	2-O	2-O	2-O	2-O	2-O	2-O	20c	17-18c
Palace	2-O*	2-O*	2-O*	2-O*	2-O*	2-O*	2-O*	10c	10c

"x" indicates admission scheme: 2 for 1, 1c sale, etc., but there are a good many more than indicated here. "s" indicates stage show.

OMAHA

MR. AND MRS. Ralph Hintz, Chief, Tecumseh, Neb., are back from a vacation trip to California . . . Don Allen, Omaha Theatre boss, back from the lakes with a lot of fish he bought or caught. Jack Kolbo did a swell job as Omaha manager while Don was gone . . . Bernie Evans, United Artists tub-thumper, in Omaha on business.

Evelyn Knudsen, secretary to Evert Cummings, Tri-States district boss, is now Mrs. Harold Martin, wife of the Warner accessories department master mind . . . Fred Thortsen, Metro salesman, recently had a birthday . . . Frank Good, Iowan, Red Oak, Ia., had his car stolen, and it's been recovered.

Hank Keller, Altec engineer from Lincoln, and the Omaha arm of BOXOFFICE have been unjustly accused as fifth columnists because of their short summer haircuts . . . A few exhibitors looked at Monogram's "Orphans of the North" the other day and reported the picture as "great." Filmed in Alaska, it has an all-native cast . . . Columbia exchange employes celebrated their annual picnic at Linoma, even to the extent of signs on the cars.

Karl Silkebakken, Princess, Odebolt, Ia., was in town to buy a lot of cigars he expects to pass out one of these days . . . Bruce Holdridge and wife were here from Shenandoah, Ia. They'll open the Iowa about September 1; it's been closed during the summer . . . Harold Neumann is vacationing in New York.

Jake Shwedilson, formerly of the Iowa at Sioux City, Ia., has taken over the Park Theatre, Omaha, formerly operated by Charlie Williams. The house will be renamed the Cass . . . Harry Coine of Western Theatre went to Texas for a few weeks . . . H. J. Lankhorst and family, exhibitors at Hawarden, Ia., were on Davenport Street . . . Leo Doty, UA office manager, is on the west coast on a trip.

Frank Rubel, formerly vice-president of Pioneer Theatres in Des Moines, is now in California where he organized a theatre seat company He's the president . . . Glenn Rogers still on crutches . . . Ed Stengel, RKO salesman, slipped on the porch while visiting Walt Bradley, Moon, Neligh, Neb., and had to have a cut in his head stitched . . . Bert Beams, Auditorium, Red Cloud, Neb., was on Filmrow.

Glenn Fratt and Pinky McIlvaine of the Brandeis, Omaha, are vacationing in the mountains. Glenn's wife, Merle, former cashier at the Orpheum, is with them . . . Odes A. B. Hilton, Park, Sioux City, Ia., was in town, accompanied by his father . . . Eddie Shafton, film industry attorney, says he's no longer a bachelor. Using present-day terms, he says he's an isolationist.

Rumored along Filmrow a 450-seater may be opened at Denison, Ia. . . . Helen Getchell, Orpheum cashier, moved to Denver when her husband was transferred . . . Joe Smith's brother is visiting here.

Mr. and Mrs. C. C. Goodrich, Stromsburg, Neb., were on Davenport Street . . . Hazel McLaughlin, RKO inspectress, went to Colorado for a vacation . . . Congrats to Bill Haskell for the chariot stunt . . . Don Shane went to the lakes for a vacation and stopped in Sioux City to see his girl friend . . . Lucille Kruse is the new steno at RKO.

Mrs. W. W. Small, Decatur, Neb., on Filmrow. Her husband is the implement dealer there . . . Mort Troxell of the DeWitt Troxells failed to appear on Filmrow this week . . . A. Burrus, exhibitor at Crete, Neb., takes the film salesmen into a nearby tavern for a card game. The boys call him Jim . . . Art Olsen, Omaha Theatre treasurer, has resigned to take up aviation.

New Offices Opened By N. W. Allied

Minneapolis—Northwest Allied has opened new offices at 100 7th St., north, Suite 400, for board meetings and for the use of both Twin City and out-of-town exhibitors. A second office provides quarters for Fred Strom, executive secretary, and there is additional space for exhibitor meetings.

The large quarters have been newly decorated and are central in location, being only a half block away from the World Theatre and diagonally across the street from the bus depot.

Minnesota Amusement Co. Opens Palace in Sept.

MINNEAPOLIS—The Minnesota Amusement Co., which recently leased the 1,900-seat lower loop Palace from the Benz brothers at a reported $15,000 a year rental, will reopen the house, which has been closed for more than a year, in September. The policy will be subsequent runs at 15 cents, similar to that of Pantages and the Seventh Street, which latter house now is being razed for a garage and business structure.

In consequence of the Palace deal, the Benzes have withdrawn from the theatre exhibition field in the Twin Cities and abandoned their threatened suits against the Minnesota Amusement Co. and major distributors based on their inability to obtain major film product during their recent operation of the 4,000-seat Minnesota and to get major film servicing for a dime dual-feature policy at the Palace.

St. Paul Centre Helm To George Aurelius

ST. PAUL—George M. Aurelius, former manager of the Broadway, New York, and more recently assistant manager at the Paramount and Orpheum here, has been appointed manager of the new Minnesota Amusement Co., $125,000 neighborhood house, the Centre, which opened this week with "If I Had My Way."

Gets "Magnificent Andersons"

HOLLYWOOD—Charles Tedford is adapting "The Magnificent Andersons," from the Booth Tarkington novel, for Warner.

MINNEAPOLIS

BILL SCHOLL, RKO exploiteer, is laid up in the hospital with an injured shoulder. He was in an auto smashup at Hampton, Ia. . . . Irving Gillman, Esquire Theatre owner, passing around the cigars. It's a seven-pound boy—his second. Incidentally, Irving, after a long siege of recuperation following his second serious major operation, is up and around again and looking fine . . . Many of the film bunch are much in evidence at the Roller Derby holding forth for 28 days at the Auditorium. The popular Harry Hirsch, burlesque impresario, is managing this show.

Alex Quam, Twin City Variety Club assistant steward, daddy of a seven-pound girl and called to Ft. Riley for three weeks' National Guard training . . . Jack Cohn, 20th-Fox salesman, cut his foot so badly while bathing at one of the public beaches that he had to go to the hospital and have a number of stitches taken in it. Later he was given an anti-tetanus vaccination . . . Aster Theatre canopy getting a painting . . . Moe Levy, 20th-Fox district manager, due back at his post here in a fortnight after his second swing around the country as S. R. Kent drive leader.

Mrs. Henry Anderson, sister-in-law of Charlie Jackson, Warner salesman, had her name drawn in the Pot O' Gold radio program and would have received $1,900 if her telephone line hadn't been busy at the time. But she was talking to her mother-in-law. As it was, she was sent $100 . . . A big crowd of exhibitors turned out for the Warner screening of "The Sea Hawk" at the St. Louis Park Theatre Monday afternoon.

LeRoy Miller, Universal branch manager, accompanied Salesman Pat Halloran on a trip through North Dakota . . . After a trip through southern Minnesota, Joe Podoloff, 20th-Fox branch manager, visited Fargo, N. D., and contacted the trade . . . Mrs. A. Mendenhall, wife of Paramount's branch manager in Omaha, visited Minneapolis with her son . . . Phil Dunas, Columbia district manager, in town . . . Max Torodor, local independent exhibitor, joining the wife and daughter at Breezy Point resort.

Ben Blotcky, Paramount branch manager and Twin City Variety Club chief barker, has the sympathy of local filmdom in the loss of his brother, Max, a resident of Omaha . . . Betty Dee, United Artists' secretary, keeping her vacation destination a secret . . . Paramount screened "The Great McGinty" and the boys are raving . . . Mrs. D. R. Augustine, St. Louis United Artists' secretary, visited the local branch.

Out-of-town exhibitors visiting Filmrow included Carl Sather, Annandale; C. King, Adrian; Lou Hummel, Pine Island; Don Buckley, Redwood Falls; Lot Campion, Chatfield; W. L. Lakie, Barnesville; Tom Novak, Glencoe; Al Molitor, Steward, and Paul Swanson, Lewiston. After spending two days with Gilbert Nathanson, Republic branch manager, fishing in northern Minnesota, following his rodeo engagement here, Gene Autry flew back to Hollywood.

DES MOINES

HUSH-HUSH Department: Not heard at Warner's but rumored all over the rest of the Row is the chewy bit of gossip that Elmer Tilton is to hook up with good old Vitagraph . . . Then there's the story that Billy Elson, former manager of the RKO Seventh St. house in Minneapolis, hopped into DM looking for some idle shekels presumably to drop into the roomy Minnesota in Minneapolis . . . And we heard that Hale Cavanaugh, one-time Orpheum manager in DM and more recently publicity man for this same Minnesota, is going to visit DM friends soon.

Sy Harlan was arrested for speeding and he doesn't want his wife to find it out, so he'd better see that she doesn't read this issue of BOXOFFICE *. . . We haven't seen Paul Walsh for a long time but he popped up waltzing about in a white suit at the Val-Air last Saturday . . . Ed Smith from NY is the new salesman who replaced Danny Matin over at RKO . . . Danny is seeking his fortune out west in Portland.*

If Barney Oldfield thought Bill Scholl's Chevie was second-hand, he ought to see it now. Bill was hurrying down from Minneapolis, intent on watching the "Ramparts" stack 'em in DM, when a pair of lights decided to come down the same side of the pavement Bill was driving up. Bill found himself in the ditch, the Chevie on one leg, one hand honking the horn, and himself staring curiously at his own shoulder bone jabbed outside the shoulder where he'd never encountered it before.

Bill spent a few days in the Hampton, Ia., hospital so he could find out that the guys in the film biz are the biggest-hearted sonuvaguns in the world . . . BOXOFFICE & *Co. were discussing Bill's hospital callers with him and got a fine imitation of Joe Smith showing the pre-historic size of the fish he was going to catch; heard again that Milt Goodman is tops; discovered with alarm that Harry Gottlieb grows on you; and heard a glowing account of the wonders of the Peterson establishment in Hampton, and the kindness of the Petersons themselves.*

Walt Peterson's wife occupied the room right next door to Bill in the hospital . . . Terry Turner telegraphed, and Nicky Goldhammer telephoned . . . and, Bill, Ruth up in Minneapolis is crying . . . she'd cry some more if she could see you trying to scratch a match on that piece of the cover you had to paste on the inside of your heel . . . but dry your tears, Ruth, Bill is looking hale and hearty and that ugly burn on the side of his forehead is healing very quickly . . . Tim Evans drove to Hampton on Saturday and fetched Bill back to DM.

Mitzi carried this bit of news all the way from Walker, Minnesota where she vacationed at Leech Lake: Buzz Dewey, Lincoln's top projectionist and long-time bachelor, has at last taken a wife.

When the Orpheum called up Lou Elman's RKO warehouse here and asked for the "booking agent," the Row knew Emil Franke was out of town . . . But it didn't take Assistant Allen long to lose his formality. Emil and his handsome wife have been visiting Brother-in-Law Morgan Ames, the Mort Singer circuit man in Chicago. Emil bobbed back into town for a day, Tuesday, to see that the crowds jamming in to see "They Drive by Night" hadn't wrecked the house and to complete negotiations delaying "The Ramparts We Watch" a week to give more people a chance to hear about it. "Ramparts" had been booked in Thursday, but "All This, and Heaven Too" was shoved in instead, at popular prices, on the assumption that after Charlie Curran's back-breaking toil here, everyone had heard of "ATAHT."

Harry Holdsberg of the Des Moines Theatre was still west coasting last week and Ray Blank joined the ranks of the westerners for a couple of weeks at the studios. Hungry looks on the Tri-States force was a result of the news that Marvin Graybeal was on his annual Minnesota fishing trek . . . Marv loves to catch 'em, but won't eat 'em . . . He brings his entire catch back on ice, just for his coworkers . . . They're dieting and waiting now.

Tri-States executed a difficult marching maneuver on "The Man I Married," by doing an about face on national emphasis by including the original "I Married a Nazi" title in publicity on the film, feeling that mass appeal of the yarn in *Liberty* made it advisable to plug the Nazi angle . . . Latest debate unsettled at this writing, was over whether to ballyhoo or blackout the togas in photos released on "The Boys From Syracuse."

Motion picture entertainment will be available at the Iowa State Fair. The R&T *and Tri-States are dickering over a deal on a showing of Paramount's January recap of major events of* 1939 *at the* R&T *building.*

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

HARRY HIERHSTEINER in a new straw sailor (sale price $1.00, he says) won't believe that anybody (including A. E. Thiele) can't beat Morris Smith playing pitch . . . Harry left his Family Theatre in DM to tell us how Morris threw down a three-bid hand when Harry mentioned that he had only six cards . . . "Why, six is right," screamed Morris as the prize hand was lost in the shuffle.

While Abe Frankle is painting the Casino in DM brown and then more brown, Lillian Rittenmier is coolly vacationing in Quebec, Canada.

Rudy Elman of the Amuzu in DM just left Bob Hildreth's sign shoppe a few minutes before we arrived . . . Did you notice that new summer haircut Bob's wearing, Rudy?

Tinker to Evers to Chance nuthin'. It's Hipp to Loop to Rialto in Sioux City, Ia. At any rate, Earl Engstrom, who has been handling the Hipp and Loop theatres there now has the Rialto and the Loop, while Mal Murray, who had the Rialto before now presides at the Hipp.

You read (here) that Johnny McCay had resigned at the LeClaire Theatre in Moline, Ia., and that Francis Gillon had moved over from the Garden in Davenport to fill the spot. Now we've discovered that it's Fred Danico who's moving in to take the place of Gillon at the Garden.

Johnny Dostal of the Orpheum in Waterloo wheeled that lengthy limousine down Highway 218, vacation-bound. But he didn't tell a soul where he was headed.

Hal Sheridan landed back at the Paramount in Cedar Rapids last Sunday after junketing through Quebec and the Empire state. Hal stopped in DM "on his way back," though how he can get Iowa's capital "on the way" from New York to Cedar Rapids beats Rand, McNally.

No admen need apply to Herman Levy of the Sioux City, Ia., Orpheum. Herman makes layouts with the same deftness with which he markets theatre tickets. In fact his layouts market the pasteboards. There was a time when he wrote the ballyhoo for the Orpheum in DM, too.

Art Anderson's to blame for the dearth of exhibitors along the Row Monday morning. The Warner potentate staged a trade screening of "The Sea Hawk" out at the Roosevelt and had 'em all out there watching Errol Flynn parry thrusts instead of fencing with bookers themselves. Central States had the heaviest representation with Harry Warren, Don West, Cannonball Lee and Lionel Wasson pulling for Flynn from the audience.

Carroll Lane of Carroll brought his father to DM for the "Sea Hawk" screening. Among other Iowa exhibs observed at the Roosevelt were Bob Bernau of Lake City, Mrs. J. W. Davis of the Monte in Montezuma, Bruce Powell of Nora Springs, Howard Pollard, who polices the Reinbeck at Reinbeck, M. C. Rice of Algona, Paul Anderson of the Beaver in DM, Fay West of the Lyric in West Des Moines and Mr. and Mrs. Gibbs of the Strand in Marengo.

If Simmy Heller in Grand Rapids, Minn., tells you he could teach Judy Garland a thing or two, don't argue. Simmy did it. He was Judy's school principal before he went into theatre biz and started selling her songs for cash at the boxoffice.

This fella tells us the Sharon Theatre exhibitor at New Sharon, Ia., comes from Minnesota. That fella says he used to run a dry goods store. We're still looking for the guy who can tell us his name.

Cooper-Dent Deal Is Again Tripped Up

LINCOLN—Long sought deal between J. H. Cooper and L. L. Dent, who have been opposing each other in Colorado, Nebraska and Oklahoma for nearly six years, failed to jell last week with a final round-table in Colorado.

Agreement would have resulted in an even trade in holdings in Oklahoma City and Lincoln, splits in management, and a better distribution of product which now finds Dent short-ended.

Plan was to take the Nebraska here from the Cooper-Paramount operation, allowing them to retain 50 per cent interest, but Dent to manage. In line with that exchange, the State, Dent's Oklahoma City house, was to split up 50-50 and be managed by Cooper-Warner. Cooper was also to have a hand in the remodeled Liberty, which is to open around September 4, as the New Varsity.

Failure was laid to inability to get together on the boot in the deal, no money arrangements satisfactory to either side.

Immediate proof that the opposition is on again full steam is the Dent side's announcement of prices, in conjunction with the downtown subsequent running Capitol (Bob Livington, inde). Livingston, who has been running for 15-cent matinees and nights in the balcony, 20 cents main floor nights, ups to 20 cents all over at night. H. C. Federer, Dent's man, says the New Varsity will be scaled 25-cent matinees, and 40 cents nights. This will be used to show film companies of intent to re-arrange prices, in hopes they'll pressure Cooper out of balcony prices at the Stuart and Nebraska.

New Product Finds Path Clear to Minny Screens

MINNEAPOLIS—There were no holdovers at the big de luxe loop houses the past week for the first time in months, all of the film attractions being newcomers. "All This, And Heaven Too" had concluded a three-week engagement at the Century and "Andy Hardy Meets Debutante" a fortnight State run the week previously. Although business warranted a third week, the latter was not moved over to the Century, as expected.

Optimism Prevails

MINNEAPOLIS—Exhibitors are increasingly optimistic and in a receptive mood as far as buying is concerned, according to Phil Dunas and "Hy" Chapman, Columbia district and branch manager, respectively, who have just finished a tour of the territory. While business in recent weeks has not been up to standard, the theatre owners are confident that there will be a sharp pick-up by September 1, according to Chapman.

Rostvold Opens Anew

HARMONY, MINN.—J. M. Rostvold is opening a new theatre here. It will replace the one which was destroyed by fire some months ago.

Travel Curb Hits Border Houses

Minneapolis—Theatre attendance in Minnesota towns on the Canadian border has been wrecked as the result of revised immigration laws which restrict travel between the two countries.

At International Falls, Minn., it is reported, Canadian attendance at the two Baehr houses dropped from 2,000 two weeks ago to five last Sunday. One of the houses will be closed.

LINCOLN

VACATION STUFF: R. E. Falkinburg, and the family, are forgetting boxoffice reports, drouth, etc., by taking it easy on the banks of Lake Kornis, near Paynesville, Minn. When home, he's at Lexington, Neb. . . . Ed Vaughan, of the Lincoln, shagged fast out of town for the west coast with his girl . . . Vincent DiFiore and Margie Hart, the burlesque strip-teaser, were reported seen in New York—Margie on the stage at the Gayety, and Vinnie in the front row . . . Mike Roth claims to know what makes the wild west wild, anyway he's wild about it after a single exposure . . . Bob Livingston is going to take Roy McGraw, one of his operators, into Chicago for a baseball game or two.

Bob Huffman reported shooting a 74 on 18 holes, and the rest of the gang is threatening to audit his book . . . George O. Monroe, his Mrs., and their son, Don, went to Kearney for the opening of the Fort Theatre. George "Hodge" Wright, who has been with the building from the ground up, is manager. George jr., from the Westland Theatres of Colorado (Greeley, Colo.), came on to attend the blowout . . . Slim Fraser, who runs Lincoln's one suburban, the Joyo, is now going for a shot of radio advertising.

Ted Mendenhall and Ike Rubin whizzed through bragging about "Great McGinty," then sent down a print for screening, which proved their opinion not so much exaggerated as honest. Ted says every town on the map is a "whistle stop" to him these days. He drives up in front of the theatre, whistles for the manager, yells "got any dates," and if the answer is no, drives on. If the answer is yes, he'll figure out something, by the time it happens.

New boys turned in executives here this week are Robert Bell and Paul Anderson. Here's to success! . . . Bill Knight is a stamp-scalper. He buys airmails from the government for six cents and tries to get a dime for them from the hard-pressed, like the BOXOFFICE *man, and others . . . Robert Boller is pretty proud of the job he's turning in on the New Variety (alias the old Liberty) . . . Howard Federer says it's been going on so long, he can't remember when the city wasn't going to tear the old Varsity down. Originally bet to go this summer, the old place may have another year . . . Alvin Hendricks finally got the $25 T. B. Noble jr. short-changed him out of three months ago. T. B. said he just did it to teach him a lesson, but Alvin lost a handful of hair worrying about it.*

Either the traveling men, or film salesmen, can take a bow. They're supposed to be the ones who go for farmer's daughters. Margie Hart, the take-offer from Lathrop, Mo., wrote Barney Oldfield of the *Journal* that she'd like to do a guest column for him while he's vacationing on "Why She, (Margie) Would Rather Be a Farmer's Daughter." Considering the drouth, cheap wheat, no corn, hens not laying, and hired men on the oldish side, it must be the traveling men who are her reason.

DM First-Runs Open, But Keep Remodeling

DES MOINES—Though first run houses in Des Moines are maintaining an open door policy through the summer to capitalize on air conditioning, there's some remodeling evident.

Attracting the most public comment so far are the electrically lighted (vigorously so) signs that went up on the Paramount and Orpheum last week, blazoning the 30-cent matinee price at those houses.

In the second run field, Hayden Peterson is counting on the most complete job. He's closed his State while it gets a complete new set of workings that he can advertise as "new from sidewalk to screen."

Abe Frankle is having the lobby of the Casino redecorated with brown and more brown and is anticipating a heavy tread of customers past the ticket-taker by installing a new floor.

Next door at the Family, Harry Hiersteiner is building a fancier boxoffice to entice the dimes from the hesitant and before the snow flies there'll be a new front on the house if Harry's plans don't go awry.

Lincoln Theatres Corp. Managerial Realignment

LINCOLN—Lincoln Theatres Corp. (J. H. Cooper-Para't) has realigned its managerial staff during the past week. City Manager R. K. "Bob" Huffman was handed the resignation of M. E. Lofgren, who went to York, Neb., and Luke Smith, assistant to Ed Vaughan at the Lincoln, within the last month.

Robert Bell has been named Vaughan's assistant replacing Smith. Eugene Shanahan, formerly Harvey Traylor's assistant at the Stuart, moved over to the Nebraska as manager, and he has been subbed by Paul Anderson.

Fire Guts Ted Allen's Guthrie Center House

GUTHRIE CENTER, IA.—Flames gutted the Garden here Saturday morning. Ted Allen, operator of the house, has not revealed his future plans.

KANSAS CITY

UNCONFIRMED rumor: Bud Truog of National Screen Service is thinking about that middle aisle (not theatre aisle). At least so we gather from his notification of Martin Stone that Stone should have $5 ready. The two some time ago agreed that five bucks goes to the one who marries first.

Bill Bradfield and Sammy Naster recently moved from the LaSalle to the Villa Serena, "where it is cooler." But the rumor is it got pretty hot at the V. S. one night last week—hot for them.

Speaking of marriages, August 31 has been set as the date for the nuptials of John Scott of Republic-Midwest and Helen Green.

Film Delivery branched out last week in the Wichita division when they extended the line to Ashland, Coldwater, Greensburg, Protection and Meade. The express company reduced service, and Film Delivery came to the rescue.

A. J. Simmons and Warren Weber are installing new RCA sound in their Plaza at Burlington, Kas.—via Don Davis.

Martin Flesher, manager of the Dickinson at Lawrence, Kas., for Commonwealth Theatres, Inc., has joined the Naval Reserve and will leave shortly on a 30-day cruise to South America. He will then go to Annapolis for four months and come out as Ensign Flesher. Bill Lenhart, son of Wendell Lenhart, exhibitor at Trenton, Mo., will accompany Flesher and go through the same procedure, emerging as Ensign Lenhart.

William C. Johnson jr., six months old, visited Filmrow Monday accompanied by his mother, Ethel Morrow Johnson, and sponsored (plenty!) by his grandfather, Ralph Morrow of Universal. U bookers turned over all discussion of "dates" to the Universal feminine staff during jr's visit.

Heat isn't the only thing that causes red faces. C. H. Potter, local exhibitor, now on vacation in the north, recently had a birthday. Ed Hartman, booker for the Potter houses, arranged a singing telegram for Charley, which was "delivered" at the Potter home in the midst of "company." Charley was really embarrassed . . . Mrs. Frank Warkene at Universal stuck her thumb in a fan last week and hardly got it all back. It's no fun.

On the Row: Paul Taylor, Farris, Richmond, Mo.; George Nescher, Rio, Valley Falls, Kas.; Mr. and Mrs. Glen Moskau, Regal, St. Joseph, Mo.; Charles Thomas, Uptown, Sweet Springs, Mo.; Ray Miner, Ralston, Moren, Kas.; F. L. Lisbona, Maitland, Maitland, Mo.; George Hayob, Mary Lou, Marshall, Mo.; J. W. Grantham, Ritz and New Baxter, Baxter Springs, Kas.; Paul Oetting, Lyric, Concordia, Mo.; Jerry Drake, Ritz, Bolivar, Mo.; Lee Sproule, Rex, Newton, Kas.; Mr. and Mrs. J. T. Ghosen, Sedalia, Mo.; J. Bye Coverston, Gravette, Ark.; A. J. Simmons, Plaza at Burlington and Plaza at Howard, Kas., who is leaving on a vacation to California; Bill Leonard, Mystic, Cedarvale, Kas., who doesn't get in often, and who was here to visit relatives.

Charles Brooks of the Ritz, Marshfield, Mo., reports that a skating rink is moving into town . . . Charley Oliver, who was on Filmrow here for many years, until recently as booker at Universal, has sold his grocery store at Springfield, Mo., and entered the Veteran's Hospital at Fayetteville, Ark., to undergo a serious operation. Drop him a line at the hospital.

Jay Means, Oak Park and Carrol, and chief barker of Variety, is on vacation . . . O. K. Mason of Commonwealth and Mrs. Mason are in Estes Park, Colo. . . . Lawrence Parrott of Commonwealth is vacationing in Creston, Ia., and Columbus, Neb. . . . Charley Lewis of Republic-Midwest has just returned from a vacation in Tulsa and Cape Girardeau, the latter his old home town . . . Hazeljoy Ralph of Commonwealth is in Newton, Kas.

M. B. Smith, western Kansas supervisor for Commonwealth Theatres, Garden City, was here this week . . . Dates on the Commonwealth managers' meetings have been changed from September 4 and 5 to September 11 and 12, same place—President Hotel, here.

Zack Beiser, head booker and office manager at Columbia, is off to Minnesota with the Fourth Field Army. As a member of the 110th Engineers, Zack will be Lieut. Beiser the next three weeks at Wahkon, Minn. . . . "The Ramparts We Watch" will open the Orpheum after its summer closing on August 15. Lawrence Lehman is managing.

Tom Edwards of the Ozark, Eldon, Mo., did a good business with a pet parade August 3 (Sat. p. m.), and gave passes for the "prettiest dog," "ugliest dog," etc. Entries included the dog with the saddest and brightest eyes, longest tail, crookedest tail, and so on. All to promote "The Biscuit Eater."

Reminiscences on the premiere of "When the Daltons Rode," at Coffeyville, recently: Andy Devine was made a member of the Delaware Indian tribe—Whoopee! The crowd in to see the picture was so large the two Fox houses re-ran the picture after 11 p. m. During the two hours of the first showing, a stage was rigged up on the street and some impromptu entertainment put on for the crowd, which was estimated by state police at 35,000. David A. Lipton, Universal's studio publicity man, did a nice job with the premiere . . . And the picture is taking money.

Paul Hannon, who has just taken over the Lyric at Plattsburg, Mo., has been with Paramount 21 years. That's quite a spell, and he doesn't look it. It'll be hard for Paul to get out of the habit of going out every Monday (or almost every Monday) to call on exhibitors in western Missouri

(Continued on next page)

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
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A. A. Electric Machinery Co.
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Holmes Projector Sales Co.
Projectors and Sound for the Largest and Smallest Theatre. John A. Muchmore and R. H. Patt.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Oklahoma Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
126 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

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VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: Hlland 2694

Kaycee Variety Maps An Active Program

KANSAS CITY—Opening gun in a new program of activities for Variety Club this fall will be the combination picnic, golf tournament and "Days of '49" celebration at Ivanhoe Country Club.

Charley Gregory of National Screen Service, assistant chief barker, is general chairman of the executive committee in charge of the big doings. Other members of the committee are O. K. Mason, Commonwealth Theatres; C. H. Shafer, Fox Midwest Theatres; Sam Abend, Film Delivery; Earl Jameson, Film Delivery; Bev Miller, Book Nite; Jerry Zigmond, Newman; Arthur Cole, Paramount, and Frank Hensler, M-G-M.

Other committees and their personnel are:

Sweepstakes: Homer Blackwell, Advertising Accessories, chairman; Charley Gregory; Max Barewin, Price Theatre Premium Company; Jack Barnett, 20th-Fox; Russ Borg, WB; Reube Finkelstein, Byam and Jayhawk; Leo Finkelstein, Keystone Press; Harry McClure, Fox Midwest.

Golf: Robert E. Withers, Republic-Midwest, chairman; Charles Knickerbocker, 20th-Fox; Leon Abraham, RKO; T. R. Thompson, RKO; M. G. McKinney, Griffith Theatres; Jim Lewis, RKO; Don Woods, WB; Benny Benjamin, Monogram; Frank Ritter, Uptown Theatre.

Entertainment: Zigmond, chairman; Leland Allen, Commonwealth; Hal Perrin, American Seating Co.; Barney Joffee, Tower; Jim McConnell, KMBC; Douglas Desch; O. K. Mason, and Nat Hechtman, Hollywood Advertising.

Days of '49: Bev Miller, chairman; Blackwell; Norris Cresswell, photographer; Hensler; Abraham; W. E. Gregory, Altec; Lon Cox, Fox Midwest, and Mason.

Picnic: Sam Abend, chairman, Reube Melcher, Popper's Supply; Fred Meyn, Park, Kansas City, Kas.; Gus Kubitzki, 20th-Fox, and Lawrence Parrott, Commonwealth.

Turtle Race: R. R. Biechele, Osage, chairman; George Baker, Baker Enterprises; W. E. Gregory; E. L. Harris, Alexander Film, and George Harttmann, Armour, North Kansas City.

Attendance and Publicity: E. C. Rhoden, Fox Midwest, chairman; Senn Lawler, Fox Midwest; George Hinton, Paramount; H. J. Griffith, Griffith Theatres; C. A. Schultz, Commonwealth; Don Davis, RCA; Finton Jones, Travelers Insurance; Ward Scott, 20th-Fox; Ralph Morrow, Universal, and W. O. Williamson jr.

Twin City 25-Centers Want Admission Tax Extended

MINNEAPOLIS—A number of the 25-cent Twin City independent exhibitors are trying to line up support among Congressional candidates from this section for extension of the theatre defense admission tax to all admissions starting at a dime and they are confident that the proposal will have substantial backing at the next session of Congress.

New Piedmont House May Be Ready by Aug. 28

PIEDMONT, MO.—The new 400-seat house being built here by Mr. and Mrs. A. B. Jefferis is expected to be completed and ready for operation by August 28. The Jefferises presently operate the Piedmont here.

Columbia Screening

KANSAS CITY—Columbia will hold a trade showing of "He Stayed for Breakfast" at Edison Hall, Power & Light Building, Monday evening, August 12. Exhibitors here and in the territory and members of the industry are being invited by Ben Marcus, exchange manager.

Popcorn Seasoning
THAT TALKS FOR ITSELF



ALSO IOWA'S FINEST CORN
Superb South American.....$4.50
Supreme South American..... 3.50
All Products Guaranteed
Give Us a Trial
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RUBE MELCHER—GR. 0672
1717 Wyandotte St. — Kansas City, Mo.



KAYCEE

(Continued from preceding page)

and northwest Arkansas, many of whom had become real friends in that time.

Johnny Sanders, new manager for H. J. Griffith's Junction in Junction City, Kas., writes to BOXOFFICE to keep the records straight. He says his initials are J. A. instead of J. L. and prefers to be called Johnny, "as people won't know whom you're talking about if you use just the initials." Okay, Johnny, we stand corrected.

Eugene C. Zackman has been named manager of the Municipal Auditorium in Kansas City. He has been in the job "temporarily" for almost a year.

Two Distributors Assailed At Valley City Parley

VALLEY CITY, N. D.—Speakers at a Northwest Allied meeting here vigorously denounced Universal and 20th-Fox. The former was taken to task for withdrawing a Dunne and a Durbin picture from 1939-40 contracts. Exhibitors found fault with 20th-Fox selling tactics.

Until 20th-Fox "will write contracts and initiate trade practices which are uniform as to like situations and fair and equitable as to rental terms, allocations, clearances, etc.," it was declared by some of the exhibitors, they would refrain from buying the product.

Julius Overmoe, Hillsboro, was chosen district governor for the Northwest Allied eastern North Dakota division and, in that capacity will represent the section on the board.

Northwest Allied has set August 13 as a tentative date for a meeting of western North Dakota exhibitors at Mandan for organizational purposes. Fred Strom, the organization's executive secretary, will be the principal speaker.

Film buying problems will be considered at a meeting of the Northwest Allied ninth district at Detroit Lakes, Minn., August 15. Andy Anderson, the district's governor, will preside.

New Holmes Operators

KANSAS CITY—John A. Muchmore and R. H. Patt now are operating the Holmes Projector Sales Co. at 1820 Wyandotte Street. L. S. Brown, former local manager, is now representing Holmes on the west coast.

Trade Screen "Sea Hawk"

KANSAS CITY—Warner Bros. presented its big picture, "Sea Hawk," at a trade showing last Monday (August 5) at the Vogue.

MISSOURI FILM LABORATORY
110 West 18th St.
Under New Ownership
CHAS. O. SIEBENTHALER
Offers Fast, Efficient and Complete Trailer Service Without Hidden Charges for Cards, Backgrounds, Etc.—THINK THIS OVER!!!

Broder's Version of Detroit Situation

DETROIT—In response to a letter to David O. Selznick by Alex Schreiber of Associated Theatres decrying the five- and six-feature programs at the Times Square Theatre here for 15 cents, Jack Broder, manager of the Times Square, writes BOXOFFICE his version of the Detroit situation which Schreiber discussed in his letter covered by this publication on July 27.

"In your article," Broder writes, "Mr. Schreiber is given quite a buildup as being a crusader against bad practices in motion picture exhibition. For your information, the first giveaway that ever saw the light of day in a motion picture theatre in Detroit was a 'Country Store' night which this same Mr. Schreiber put on at his Frontenac Theatre quite a few years ago. In this early effort he gave away baskets of groceries, poultry, etc., from the stage of the theatre. Mr. Schreiber has long been credited with being the father of giveaways in motion picture theatres in the city of Detroit.

Time Square Cost

"His letter specifically complains about the Times Square Theatre which is in direct competition to Mr. Schreiber's Loop Theatre. The Times Square Theatre was built by local capital at a cost of about $300,000 for Mr. Schreiber and was leased to him or to a corporation controlled by him. The operation of this theatre was not successful and bankruptcy proceedings resulted. Since that time the Times Square has been closed more than it has been open and the receivers of the property most naturally try to get all they can out of it rather than keep it closed for Mr. Schreiber's benefit.

"The Loop Theatre, although it has less than one-half the seats the Times Square has, is in control of the major product first run in the situation. This is accomplished through the superior buying power of Co-Operative Theatres of Michigan, Inc., which organization Mr. Schreiber mentions in his letter.

Reminds of Duals

"I hasten to assure you that I will be very glad to adhere to a straight double bill policy if I am given any kind of equitable split of the product. Furthermore, the Loop Theatre has always run four features for one admission on the changeover night whether the Times Square Theatre was open or closed.

"Mr. Schreiber also operates two theatres in the city of Flint, Mich. Last winter the exhibitors got together and agreed to cut out double bills, that is, they all agreed except Mr. Schreiber, who contended he was compelled to double bill at his Rialto Theatre because he did not have first run pictures for that theatre. As a consequence, this constructive movement in Flint was kicked over by Mr. Schreiber because of the same situation that he complains of between the Loop and Times Square.

"Mr. Schreiber says in his letter that he has appealed to Co-Operative Theatres of Michigan, Inc., for assistance and also makes reference to Wm. F. Rodgers' statement that 'triple bills are indefensible.' I am listing here a triple bill that three large key run theatres, who enjoy clearance over all subsequent runs in Detroit, played Saturday, July 20: 'If I Had My Way,' with Bing Crosby and Gloria Jean; 'Pinocchio,' and 'Waterloo Bridge' with Vivien Leigh and Robert Taylor.

"I imagine Mr. Rodgers will also find this bill indefensible. Tne theatres that played this program are the Eastown, which is the largest subsequent run house in Detroit, the Mack-Uptown and the Tuxedo, all operated by the Wisper & Wetsman circuit who are the mainstay of Co-Operative Theatres of Michigan, Inc.

"There is no doubt but that numerous reforms are badly needed in Detroit and the writer will be very glad to join hands with Mr. Schreiber in eliminating these many evils that he complains of."

Selznick's Representative Decries Situation

DETROIT—A reply to the letter sent by Alex Schreiber of Associated Theatres to David O. Selznick has been made in Selznick's absence by Dan O'Shea, vice-president of Selznick International Pictures. He writes:

"Mr. Selznick is at present out of town on an extended vacation. However, I will see that your letter is brought to his attention shortly after his return. I know that he will deplore a situation which permits of the inclusion of a picture of which he has been as proud as he is of 'Rebecca' in a bill with four or five other features. In his absence, I will register our protest to the proper officers of the United Artists Corporation. Thank you very much for calling this matter to our attention."

Schreiber's original complaint was on bills with four, five or six features for one admission at the opposition Times Square Theatre, according to his statement published in BOXOFFICE. He stated that an unusual volume of replies has been received from numerous trade sources, indicating widespread interest in his situation.

Pitt Variety's Annual Picnic on August 25

PITTSBURGH—The annual Variety Club picnic will be held Sunday, August 25, at Camp O'Connell. Variety Post of the American Legion will hold a basket picnic at Camp O'Connell, Sunday, August 11.

Chesbro Staff Outing

COLUMBUS, OHIO—Employes of the Chesbro chain held their annual outing recently at Zoo Park. A program of games and contests and a picnic dinner featured the event.

Associated Circuit New Price Policy Lure to Young Trade

DETROIT — An "Adolescent Admission" schedule has been started in the state by Associated Theatres, operating houses in Detroit, Flint, Trenton and Wyandotte. It applies to children between 13 and 15 years of age, inclusive, and is 15 cents at all times. The schedule applies where the adult admission is 20 cents or higher.

Under it, Alex Schreiber, manager of the circuit, reports that families are becoming more regular patrons. People having youngsters in these age groups tend to stay away from the theatre, Schreiber says, because they do not like to leave the children at home all the time, but also feel that they do not enjoy the show enough to justify paying the full adult admission as regularly as the parents themselves would like to attend.

The new price schedule allows them to bring the youngsters at a very low cost. In addition, it builds up a definite interest in show-going on the part of an important age-group of future patrons, and enables them to pay out their own spending money, in many cases, for shows.

Warren, Ohio, Drive-In Nearing Completion

WARREN, OHIO—A $35,000 drive-in theatre on Route 422 just west of Eckerts corners is nearly completed and will be put into operation within the next week or ten days, it has been announced by the Drive-In Theatre management of Cleveland, holder of franchises to build similar units in Toledo, Buffalo and the Youngstown district.

The ozoner is constructed on a 15-acre site, and has facilities for parking about 500 cars. It will be operated by J. Stuart Cangney. Lavern Groff, local merchant, is an officer in the new corporation.

Decision on Sound Volume At Riverside Due Soon

COLUMBUS, OHIO—Question of whether or not the Riverside Auto Theatre will operate in the future with its customary volume of sound reproduction will be decided within a few days in common pleas court, Judge Charles A. Leach has announced.

Judge Leach said he continued the case because a sound expert had reduced the amount of noise from loud speakers and had promised to make further reductions.

Windsor Keeps Kids Off Streets After 9 p. m.

DETROIT—A new curfew law went into effect this week in Windsor, Ont., across the river from Detroit. Under it, all children under 16 will be kept off the streets after 9 p. m. and they may not attend a theatre after this hour if not accompanied by parents or guardians.

Councilman in Detroit Acts To Regulate Coin Projectors

DETROIT—Legal regulation of coin-controlled projectors in Detroit night clubs and other locations is sought through an ordinance introduced by City Councilman John Hamilton. Provisions of the ordinance are:

1. Each machine to be licensed for $2 annually.

2. Each machine must be owned by the owner or operator of the store or other location where it is placed, not by a regular coin machine operator.

3. Distributors of the machines to pay an annual license of $50 each.

4. Police will have power to enforce regulations against exhibition of immoral, obscene, or indecent pictures—essentially the same powers now defining local censorship.

5. Fine of $500 or imprisonment of 90 days provided for violations.

Several UDT Houses to Thursday Openings

DETROIT—Predicted switch from Friday to Thursday openings for second and key runs went into effect this week at United Detroit houses.

The Fisher, Riviera, Cinderella and Broadway-Capitol, rated as second runs, made the switch with these subsequents—the Regent, Varsity, Annex, Ramona, and Vogue—slated to follow suit.

The change is also being made by the Hollywood, a second run and the third largest theatre in the city operated by the Cohen Brothers.

John Wagner Wed

AKRON, OHIO—Norma M. Lewis and John Wagner were married in the rectory of St. Martha's church here. Wagner is assistant manager of Keith's Palace.

Cleveland Club Is Formed on Coast

Cleveland—Milton Harris, who resigned as publicity director of Loew's Theatres to establish his own publicity firm in Hollywood, writes that the latest social group out there is the Cleveland-Hollywood Club.

Duke Clark, recently transferred from the Paramount managership here to branch manager in Los Angeles, is president of the club. Vice-president is Lew Wasserman, who was in charge of publicity for the late Mayfair Casino before going to the coast. The other officers are Milton Krasny, former head of the Cleveland Musicians Local, and Harris, in the capacity of director of public relations.

Business of the club consists of sharing Cleveland news.

CINCINNATI

FOUR-STAR THEATRES, INC., filed articles in Covington, Ky., with J. E. Crawford, Joseph M. Luhn and John R. Loofbourow incorporators. The new company will operate the new theatre nearing completion at Dixie Highway and Horse Branch Road, Fort Mitchell, Ky. . . . Other theatre news includes the closing of M. M. Rothstein's East Columbus, Ohio, house indefinitely, and the definite closing of H. C. Geesing's Times at Roseville . . . Jim Rogers will break ground within a few days for a new theatre at East Huntington, W. Va.

Openings include RKO Shubert, set for mid-August; also the new Grand and Times theatres, in down town Cincinnati, rapidly nearing completion . . . Cecil Tipton, manager of the Orpheum and State, Huntington, has returned from a vacation at Port Huron on St. Claire River . . . Queen City Variety Club met August 5 at the Netherland Plaza to further plans for the annual golf tournament which looms as the major event of the late summer season.

Warner trade screening of "The Sea Hawk" at the RKO Palace was the mecca for an unusually large number of exhibitors . . . Carl Rohs, Cynthiana, Ky., visited the Row well pleased with the progress on his new house at Cynthiana which will be opened by fall . . . Popular Roy Wells, St. Paul, Dayton, stopped in to pick up available features, taking time out from his vacation camp at Buckeye Lake where he is settled for the summer with his family.

Paramount's screening of "The Great McGinty" was excellently received by an enthusiastic audience of exhibitors and the press . . . Claudia Miller, Avon, New Vienna, Ohio, visited . . . Warner's Chester Stacey is touring Ohio on his vacation. Paramount's Mary McGee is in New York City. Universal's Frank Schreiber is off on a fishing jaunt . . . Mrs. Turner and Mr. and Mrs. Kurt Childress have opened a modern 500-seat house at Jackson, Ky.

Jimmy, twin son of Lawrence Keathley, Martin, Martin, Ky., is suffering from a rare streptococcic infection in his arm . . . Special publicity will inaugurate UA's feature, "Pastor Hall," now ready for release. Metro is booming "Boom Town," and special publicity also will inaugurate its showing here next week . . . 20th-Fox's J. J. Grady announces "Brigham Young" is expected any day now . . . Ed Keyesling, Freeman & Newbold circuit, has returned from an extensive motor trip with his family through the west and northwest . . . William Devanney announces a meeting of the Metro Pep Club to lay plans for an outing and picnic.

Anthony on "Driftwood"

HOLLYWOOD—Stuart Anthony is adapting "Driftwood" for Producer Jack Moss at Paramount.

Detroit Shells Out For "Proven Hits"

DETROIT—Three months of steadily increasing patronage have proved the success of the new Madison policy of "proven hits." Background of the setup is a card listing features available for bookings at the house. All have proved moneymakers in the past for UDT theatres.

The list is mailed to a select group of downtown offices and are distributed in the theatre lobby as a guide to bookings at the house. The cards on which the list appears provide a space to check off the films each patron wishes to see, and may be mailed back to the management at no cost to the patron.

Harris and Gould Will Plug Movie Machines

HOLLYWOOD—Publicity Associates, formed recently by Milton Harris and Howard Gould of Cleveland, announces it has made a connection with Globe Productions, headed by James Roosevelt and Henry Henigson, whereby Harris and Gould will each take one of the Globe movie machines on a press preview tour of the nation starting early in the fall.

They plan to visit all key cities, inviting to the preview members of the press, hotel managers and cafe owners to secure advance publicity prior to the release of the machines for public patronage.

Velas Will Build

BRIDGEPORT, OHIO—C. G. Velas of the Affiliated Theatres Corp. has acquired the property on which the new Home Theatre stands and has closed the house. Following razing of the building, he plans to build a modern theatre on the site.

Bride for Henry Fetzer

PLYMOUTH, OHIO—Henry Fetzer, ex-operator of the Plymouth here, has taken as his bride the former Janice Ann Volk of Shelby, Ohio.

So, Crestfallen, They Retired

Detroit—The "Invisible Man" almost got shot at the Krim Brothers' Harmony the other night.

Manager Eddie Jacobson, after displaying a dummy, minus hands and head, in the lobby for "The Invisible Man Returns," tossed it in the basement for storage.

Then somebody forgot to lock a door at night and the policeman on the beat went in to investigate. In the basement he saw somebody's legs, pulled his gun and warned, "Stick 'em up or I'll plug ya."

When no action resulted the officer and his companion, who entered the scene through another door, found the dummy had no hands to put up and retired crestfallen.

Goldberg on West Coast For Directors' Meeting

CINCINNATI—Lee Goldberg, local branch head of Producers Distributing Corp., is on the coast attending a directors' meeting. Goldberg recently returned from a franchise holders' meeting in New York.

Before his departure for the coast, a meeting of managers and salesmen from mid-eastern offices was held here. Among those present were Sam Abrams, sales manager, and John W. Bohn, office manager, Indianapolis; Joseph Goldberg, sales representative for Kentucky; Bernie Rubins, manager, and Maurice Kinzler, salesman, Cleveland; Don Duff, office manager and J. M. Goldberg, Cincinnati.

PDC will release 38 pictures this coming year.

Goldberg was accompanied by his wife and son Jay on the western trip, which will last a month.

Excellent Pictures Becomes PRC Outlet in Auto City

DETROIT—Excellent Pictures, oldest-established local independent distributor, became the branch office for Producers Releasing Corp. this week upon the return of William Flemion and Anne O'Donnell from the PRC franchise holders' meeting in New York. As a result of the deal, the company will have a list of 38 features to distribute in this territory. In addition, all Excellent contracts and product will be liquidated through the office.

Flemion remains as branch manager with the same personnel as before. Bill Kent, brother of James Kent, Ross Federal manager, has been added to the sales staff to cover the state.

Leftons Foresee Bright Independent Future

PITTSBURGH—Future of independent production is more than satisfactory, stated Lew and Milt Lefton upon their return from a convention of Producers Releasing Corp. which was held in New York last week.

Early Cleveland Buying Reported by 20th-Fox

CLEVELAND—The usual Cleveland policy of late buying has been broken.

It has generally been the rule for independent circuit owners to hold off buying until late fall. However, this year, 20th Century-Fox has smashed that policy, Branch Manager I. J. Schmertz announcing that 1940-41 product deals have already been closed with the Community and Washington circuits. Schmertz also states his office has closed approximately 70 per cent of the independent situations in the city as well as practically all key spots throughout the territory.

Another 20th Century-Fox precedent is being established on release dates of new season product. "The Man I Married" opened at Warner's Hippodrome on August 9 and "The Return of Frank James," another 1940-41 picture, opens August 17. The final week in August has heretofore been the earliest release date of new product.



On the Job—

W. L. Wilson, manager of the State Findlay Theatre Corp. in Findlay and Wellington, Ohio, visits Allan Jones (right) on the set of "There's Magic in Music" at Paramount. Wilson is covering films for the Findlay Publishing Corp. during his Hollywood holiday.

Bingo Paying Off In Merchandise

DETROIT—Present trend in Bingo games here is toward merchandise prizes, rather than cash. This is generally true of games operated by churches, which are the principal kind here at present.

Indoor games during the winter were largely for cash, but the outdoor games now in use have to be for merchandise, being under police surveillance. It is believed the trend toward merchandise will continue when the churches move their games indoors this winter.

This is confirmed by the prevailing trend toward novel giveaways in theatres, including bicycles, women's hosiery and books. Cash games, while occasionally used in some theatre spots, are sharply restricted, usually in connection with a legitimate contest such as Questo-Quiz at the Colonial.

Summer Layoff at Big Auto Plants

Detroit—Detroit's big auto industry is in the midst of its annual summer layoff, due primarily to the usual change of models, belying the prevailing impression throughout the country that things are booming here.

Show business here is way off but the blame generally is attributed to the hot weather rather than to the employment trend. It is likely, however, that the effects of the labor situation will be fully felt when cool weather once again returns.

Put Houses in Order as Fall Season Approaches

CLEVELAND—With the start of the new fall season in sight, exhibitors are beginning to put their houses in order, anticipating a revival of business.

In Toledo, W. N. Skirball and associates are spending approximately $45,000 to put the Rivoli and Palace in shape. A new front is being built at the Rivoli, while both houses are in the process of getting new marquees and carpet. New sound was recently installed. The Granada, also a Skirball house, has just been reseated. It was completely redecorated and recarpeted in the spring, and only last year it got a new marquee.

In Cleveland, Paul Gusdanovic bought from L. H. Walters, National Theatre Supply manager, new chairs, carpet and fluorescent lighting fixtures for his Regent. Walters also announces that in the new Drive-In just east of Warren, he has installed lamps, generator, projectors, and special open air sound equipment. The Drive-In, built by R. C. Manley, accommodates 800 cars.

Number of Improvement Projects in Detroit

DETROIT—A number of theatre improvement projects are reported in the Detroit territory.

American Engineering Co. is completing around $100,000 worth of air conditioning installations in nine theatres in Detroit and suburbs. Houses involved are:

Wayne, Wayne, Mich., Shafer circuit; Shafer, Garden City, Shafer circuit; Harper, Wisper & Wetsman, Detroit; Van Dyke, Moss Brothers, Detroit; Ace, Wisper & Wetsman, Detroit; Atlas, Stanley Oleskowicz, Detroit; Calvin, Wisper & Wetsman, Dearborn; Dawn, Kilbride circuit, Detroit.

McArthur Theatre Equipment Co. installed new equipment in the reopened Colonial at Sutton's Bay, for Herman Happy, and a new front and "crying room" for Mrs. Harold Martin in the Sun at Marion. McArthur also rebuilt the amplifier in the State at Lake Orion for Harry Hansen.

Oliver Theatre Supply completed installation of new drapes, sound, screen and projectors in the Grant, Detroit, operated by Moe Teitel and Saul Korman.

National Theatre Supply installed new sound, projectors, porcelain enamel front, marquee, carpeting, drapes and fluorescent lighting in the new Lincoln at Sebewaing, Mich.

National also installed lamps and rectifiers for Cass R. Beechler in the Clinton, St. Johns, and the Eaton, Charlotte, and for Ashman Brothers in the Family, East Tawas.

E. V. Smith, RCA Photophone manager, installed sound in the new theatre being erected at Roscommon and in the Temple, East Jordan, for Hollis Drew.

Smith also reports installation of sound, projection, complete equipment for hard-of-hearing and a crying room in the Parkside, Detroit, for Moss Brothers; projectors and sound in the Holly at Holly for A. Krikorian, and sound in the Temple, East, Jordan, for Hollis Drew, the Palace, Charlevoix, for Mrs. Elizabeth Moon, and the Grant, Detroit, for Korman and Teitel.

Take to the Streets on "Tag Day" in Detroit

DETROIT—The Variety Club will go out on the streets October 15 with its second annual "Tag Day" for the School Children's Food and Clothing Fund. It hopes to raise $50,000, or $15,000 more than last year.

Mayor Edward J. Jeffries and Frank W. Cody, superintendent of schools, will be the drive's honorary chairman, according to Edgar E. Kirchner, general chairman. Kirchner is owner of the Family Theatre.

CLEVELAND

PETER WELLMAN, that indefatigable exhibitor of Girard, has received so many compliments from the boys who attended his personally-sponsored Film Folks Frolic at the Mahoning Country Club, that he is already laying plans for a repeat engagement to be held at the same place on Tuesday, September 10. You can get your tickets at any Cleveland or Pittsburgh exchange, or at Mahoning Country Club. There'll be golf and games and dancing and eating.

Annual Variety Club golf tournament will be held Friday, August 23, at the Grantwood Country Club . . . Everett Steinbuck, State Theatre manager, had to make changes in his vacation plans when he was informed that the boat on which he and his wife were to travel down the St. Lawrence River was damaged.

Lou Walters, manager of National Theatre Supply Co., is now selling Rowe Candy and Advance Popcorn machines in addition to the standard theatre equipment. Both are on display . . . William N. Skirball is back from a vacation trip that took him to the cooler climes . . . "Pop" (stands for popular) Johnson, who takes folks up and down the Warner elevator, is vacationing at one of the nearby lake resorts . . . As usual, Charlie Albert, Warner booker, was in charge of tickets for the Variety Club picnic which took place last Friday at Willough Beach on the Lake.

Herbert Ochs, the Real Art man, his son Jack, Dick Deutsch of the Dick Deutsch Printing Co., Mrs. Deutsch and their son Jeffrey, went to New York via automobile. The fathers transacted business while Mrs. Deutsch and the two boys visited the Fair . . . Dorsey Brown, M-G-M head booker, and Miss Lucille Spencer of this city, were married last Saturday morning at St. Coleman's Catholic Church. The entire M-G-M force turned out for the ceremony. They had previously given a party for the bride and groom and presented them with a complete flat silver service set.

Warner Bros. held a trade screening of "Sea Hawk" last Tuesday afternoon at the Colony . . . George Roberts, 20th-Fox district manager, fully recovered from his recent illness, has returned from Atlantic City and is doing a full time job again . . . Domenic Grillo closed the Penn Square, home of foreign pictures, for lack of product . . . Peelee Island, located in Lake Erie, drew several leading exhibitors from the sweltering city last week, including John Kalafat, Meyer Fine and Perc Essick.

Nat L. Lefton, Republic franchise owner, with his branch managers, S. P. Gorrel of Cleveland and George Kirby of Cincinnati, were in New York attending a regional sales meeting. Object of the meeting was to get first hand information about Republic pictures soon to be released . . . If you want to get a smile out of Republic Booker Leonard Mishkind, just ask him how he likes his new pearl grey Plymouth . . . Sally Cousins of the Republic office staff returned from a New York vacation, bringing back with her, among other things, one of the thickest coats of tan you ever saw.

Philip Russo notified exchanges that he has closed his Plaza, Youngstown, until further notice . . . Charles Raymond, Loew State Theatre manager, is getting ready to join his family on the Massachusetts coast most any day now . . . Mae Pollen, secretary to RKO Great Lakes district manager, Nat Holt, left Saturday to vacation for two weeks at Wernersville, Pa.

John Himmelein, in addition to being a crackerjack film salesman, is an amateur boat builder, mostly toy size . . . "ATAHT" was held over a fourth week downtown. It played two weeks at the Hippodrome and then moved over to the Allen for another two without a break . . . The Norman Levins were weekend guests of the Matt Goodmans at their summer home in Canada . . . Peggy Pastor, the little girl with the big job at Metro Premium, is vacationing in Detroit and Canada, leaving Manager Charles Winet in sole charge.

Lee Chapman, independent distributor, has bought a new issue of "Damaged Goods" for Ohio release . . . Charlotte Bobin, secretary to Bob Bial of Art Guild Studios, was a World's Fair visitor . . . Record heat the fore part of the week caused a dearth of exhibitors along Filmrow. However, we lamped a few of the more hardy ones, among them being: Joe Trunk and Walter Schwartz, Youngstown; Joe Shagrin, Youngstown; Leo Burkhart, Crestline; R. A. Momm, Loudenville; Earl Gibbs, Andover; Maurice Brown, Lorain; George Fettig, Sothio booker for the circuit's houses in Clyde, Bellevue, Fremont and Marion.

Martin Printz booked "Wagons Westward" for four days at the Alhambra and held the Republic picture over a full week, proving that even the hottest weather can't kill a picture if the public wants to see it . . . Miss "L," secretary to G. W. Erdmann of CMPEA, left Saturday for a two-week vacation which includes a lake trip . . . Another vacationist is Miss Lenore Schultz of Monogram and sister of the big boss. She is spending some time at Indian Lake . . . Sid Cohn, booker for Milt Mooney's Cooperative Theatres of Ohio, failed to leave a forwarding address when he departed for an unknown vacation spot.

When Ted Teschner completes his pinch-hitting session for Loew State manager, Everett Steinbuck, he will do managerial substituting at Loew's Canton for a week and then a week at Loew's Akron, after which he will probably return to Cleveland . . . "Sly" Pierce of Loew's State has only 11 months to wait for his next vacation . . . J. J. Maloney, M-G-M district manager, and Frank Drew, local branch manager, were home office visitors.

A Drivers' Strike Halts Fox Flesh

Detroit—Detroit's truck drivers' strike was responsible for the Fox, largest local house, dropping vaudeville and going to straight double bills this week. While hot weather was a contributing factor, the attendant slump was not enough to justify the change in policy.

One act was unable to open in time for the first show because baggage was held up by the strike. The baggage was released in time for the second show, but the Fox management decided to drop stage shows for the duration of the strike to avoid the possible recurrence of a slipup in schedule.

Megs "I Wanted Wings"

HOLLYWOOD—Jay Theodore Reed will direct "I Wanted Wings" for Paramount. The Arthur Hornblow jr. production will be based on a book by Beirne Lay jr.

Adapts Maugham Story

HOLLYWOOD—Warren Duff is adapting "The House on the Hill," from the W. Somerset Maugham story, for Warner.

COLUMBUS

CURT LITTMAN has left Republic's sales ranks and expects to announce another connection soon.

What with the hottest weather ever recorded here it is apropos to report new air conditioning equipment in the Empress . . . That wedding on the stage of the Lancaster Palace went over with a bang . . . Clint Wander, formerly manager of Loew's Broad, is leaving the Arabian Gardens . . . Louie Martin will take over personal management of his Circle in Circleville while the regular manager takes in the Wisconsin ONG war games.

Attention fishermen: Bill Johnson, manager of the Castle in Williamsport, advises the fishing in Deer Creek is no less than sensational!

Herb Kneller, Broad in Lancaster, is doing plenty OK with cartoon book giveaways for the kids at Saturday matinees . . . The Ohio's assistant manager, Kennedy, vacations this week, reliefer John Hardgrove continuing . . . Johnny Barcroft, Ken Rader & Co. are planning a Buckeye Lake outing for their summer siesta.

Bill Settos, Springfield theatre operator, won his fight with the union in the second district court of appeals, the court ruling a union cannot picket an employer in absence of a labor dispute to force said employer to sign a union contract.

With the assistance of a sound engineer, Frank Yassenoff and Harold Beck have cut the "noise" down to a point at their drive-in that the court in all probability will refuse a permanent injunction closing the theatre.

DETROIT

CARROLL F. KEMP, manager of Bill Schulte's Carlton, is leaving for a three-week vacation in California . . . Thomas G. Picha, manager of the Carlton, rates as a commuter. He lives in Garden City.

Neighborhood rumor says the Alpine, projected by Saul Sloan, may be built shortly by new interests . . . Mrs. Eddie Jacobson, ex-secretary to Ed at the Capitol, announces celebration of their first wedding anniversary, Tuesday.

Jacobson's Harmonians played Jerry Siddock's Timers—result of that challenge in this column—two games—each nine won a game—each score was 7-2. (P. S.—The Krims didn't play).

Mike Ames of the Book-Cadillac has been elected president of the Detroit American Business Club . . . L. C. Hughes-Hallett, former close associate of Detroit Variety, arrived in New York en route to Guatemala where he will be his Britannic Majesty's consul.

Bill Flemion and Anne O'Donnell of Excellent Pictures flew to New York and back for the PDC franchise holders' meeting. Carl Zipper was in charge during their absence . . . Gertrude Pearson and Sally Glass, operating as Pearson and Glass, are going into the theatre uniform business.

Raymond E. Williams, formerly advance man for commercially sponsored pictures in the east, is new field representative in the southwest for Jam Handy . . . Leo Adler is organizing the Forest Corp. as a new amusement company, with offices in the Buhl Building. Capitalization is $5,000.

Frank C. Cook, attorney for a majority of owners of the Downtown, reports no plans for reopening at present . . . S. S. Grosner, Ascap representative, reports everything quiet here on that front.

Dave Newman of the Pasadena engineered the post-bachelor dinner for benedict Jack Saxe, aided by the Thursday Gang . . . Ed Kirchner of the Family says he has his taxes and insurance all paid up.

The Ray W. Springers, sr. and jr., and Ezra H. Frye are incorporating Paragon Pictures as a new commercial motion picture company here, with capitalization of $100,000.

Wade Allen is repainting the marquee of the Fine Arts a bright orange. It used to be black . . . Jack L. Saxe, the "eternal bachelor," and his bride, the former Mabel J. Birchard, are honeymooning after their "elopement" at Watsazbee Lodge, Belle River, Ont.

Warren and Pat Slee strolling down Washington Boulevard to cool off . . . Art Knapp over at 20th-Fox counting up Willkie votes.

Moe Levy, drive leader for 20th-Fox, here for the first S. R. Kent meet . . . Helen Rose, Lester Sturm's secretary, says "when things go smoothly, it's a sign of good business."

Today's Biggest Event: Leo's lads and lassies lithely lolling at the lake. It's M-G-M's picnic at Little Silver Lake—grounds of the Upper Peninsula Club of which Art Koskie, Butterfield booker, is president.

Mr. and Mrs. Charlie Perry deserting the Adams for a vacation upstate with Harris Silverberg of National Screen and his wife before the latter move to Chicago.

Summertime is a good time for film salesmen's vacations, we opine—and most of 'em agreed during the heat wave . . . Irving Belinsky keeps right on eating soup all summer long.

Harlan Starr, Monogram manager, is keeping up a sideline interest in publicity . . . Lloyd Turrell and his youngest down on Filmrow Thursday . . . Rosella Greenbaum (Rosie to you) needs about six more hands, come lunch time.

Ben J. Marshall, former coin machine operator who planned to take over the Detroit franchise for one of the nickel-in-the-slot movies systems, and Philip Gorelick, builder of the projected Carmen in Dearborn, are incorporating the Greater Detroit Theatres with a capitalization of $50,000.

Moe Teitel of the Warfield and Grant was held up by two bandits near his home and robbed of $1,500.

Jim Bennett of the Amusement Booking Service is distributing "The Great Train Robbery" nationally . . . Bill Napier, operator at Joe G. Portell's Virginia, is vacationing in New York, visiting the RCA plant at Camden, and celebrating his wife's birthday.

Sam Ackerman of the East Side strolling along Filmrow with his hound again . . . Jack Flynn, M-G-M district manager, "back home" and off to lunch with Frank Downey and Harris Silverberg . . . The Moss Bros. are going to have the first "crying room" in Detroit at the Parkside . . . Saul Korman and Moe Teitel are going ahead with modernization at the Grant.

Theatrical Post notes: Owen Blough, Pop Stolz and Max Kolin rewired the locomotive of the 40-and-8 . . . Harry Carson slated for a trip to Boston . . . Buddy Fields must be all melted away by now . . . Louis Hoffman playing the park band concerts . . . Jack Ferentz again caught no fish at Indian River.

Joe Watson and wife were aboard the "Waunetta" Saturday night, but missed Ollie Brooks, Butterfield booker, at Thomas . . . Jack Saxe, Variety Dough Guy, was called out of bed at 11 p. m. at Watsaxbee Lodge. Watsaxbee, by the way, means Watson-Saxe-Brooks . . . Charlie Snyder, film censor, with a big party on the big D and C cruise with the Shriners . . . Bill Carlson, Carlson Studios, hailing his fellow-film mariners from the stateroom deck . . . Lew Wisper, another skipper, was a visitor to the Filmrow Fleet on Fairview Ave. around the corner from Tom Moule's Jefferson.

Bill Napier of the Virginia evidently missed the storm by leaving on his vacation . . . Other film skippers we know—Ben Cohen of the Hollywood and Bruce Harsen of the Roseville . . . Jack Davis of the Bryden office is getting down his weight in anticipation of an appendectomy . . . Your scribe's typewriter tapping is being slowed up by a sprained right arm.

W. G. (Bill) Sturgess, Republic salesman, is imbibing pineapple sodas as his strongest beverage. His daughter, Mrs. Irene Simonds, former cashier at the Adams, is vacationing at East Tawas . . . Hank Garish, manager of Jack Broder's Times Square, is back from vacationing in Milwaukee and Chicago with his family. George Fredericks, assistant, was in charge in his absence . . . Sam Seplowin, Republic manager, lost a dime at a soda fountain.

Claire Townsend, Columbia salesman, is already a devotee of pool bowling . . . Bernard Hoyt, book-nighter, finds parking space right across from Filmrow . . . Charles T. Danke, who used to manage the Krims, Harmony, is opening an office in the Majestic Hotel for Questo-Quiz, which he has already sold to the Colonial, Esquire and Wyandotte . . . Joe Portel of the Greenwood and Virginia wants his friends to know he lunched Monday at Belinsky's.

Richard Flemion is interested in suitcases now . . . Al Westaway of the Willis says he wants to get under the rock "with the worms." P. S.—He's booking pictures . . . Jack Hurford, manager of the Fox, moved his dinner hour up to 4 p. m. Tea, we calls it . . . Jack Efrusy, Fox treasurer, vacationing, partly at Algonac . . . Bill Jackson, veteran major-domo, vacationing in parts undisclosed . . . C. C. Bradner was in serious condition in Alexander Blain Hospital, suffering from a collapsed lung.

Jack Goldhar has bought a new yacht. He's UA district manager from New York to the Rockies. Moe Dudelson, UA branch manager, and Eddie Weingarden, salesman, were his first guests . . . Floyd Chrysler can now take his 66-footer in any waters on the Great Lakes or any ocean. He got a real test Sunday when he was caught in the hurricane that capsized a dozen boats on Lake St. Clair.

WOLVERINE DOINGS:

Philip Gorelick has taken over sole ownership of the projected Carmen in Dearborn. Joseph Miskinis jr., whose father

(Continued on next page)

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PITTSBURGH

AMPTO's corn roast at Dr. C. E. Herman's farm, Campbell's Run Road, Carnegie, Sunday, August 18, promises to be the biggest and best of the all-industry picnics to date. This will be the eighth annual corn roast and outing, and it is a stag affair, as usual. Tickets are $1.50, you can take it from anyone who has attended any of the past picnics, that you've never received more for your money.

Abe Rottenstein is seen around wearing one of his West Aliquippa Theatre mushball league shirts. Says he's advertising his theatre and his mushballers . . . Several of the local area film men expect to attend the sixth annual convention of the West Virginia Managers' Ass'n at the Greenbrier, White Sulphur Springs, August 27 and 28. The MPTOA members and friends who frequent this beautiful resort in the spacious upland valley of the picturesque Allegheny Mountains are boosters for the Greenbrier.

Jim Slanicus, former Midland exhibitor, will erect an 850-seat theatre at Chambersburg, the cost of which will be upwards of $50,000 . . . The William R. Wheat juniors departed for their annual Canadian vacation . . . Mort England has a new Buick eight . . . Eugene L. Connelly has again been named chairman of the Variety Club's national humanitarian award committee . . . The Floyd Benders are vacationing at Geneva-on-the-Lake for two weeks, but the Millvale exhibitor will return in time to attend the AMPTO corn roast.

Homer Michael has a new Dodge club coupe . . . Art England is getting the once-over at the Mayo Clinic in Rochester, Minn. . . . Bill Clark, Warner circuit short subject booker, is vacationing . . . At the Warner stag picnic held at the Westmoreland Country Club, Harry Kalmine was presented with a Remington rifle, in honor of his eighth anniversary in Pittsburgh as circuit zone manager. Guests included district managers, John J. Maloney, M-G-M; Harry Goldstein, Paramount; Bert M. Stearn, UA, and Dave Miller, Universal . . . George Schaeffer is scrubbing up the Casino for an early opening.

Daughter to J. Wolfes

CARROLLTON, KY.—A daughter was born a fortnight ago to Mrs. J. Wolfe, wife of the chief operator at the Richland here. The newcomer has been named Marie, for the wife of J. G. Howe, owner of the theatre.

20th-Fox Extends Foster

HOLLYWOOD—Twentieth-Fox has extended the director-writer contract of Norman Foster.

This Theatre Goes To the Cats

Alliance, Ohio—It was "family night" in a neighborhood theatre here when a stray cat launched a family of four in the boxoffice.

$230,182 Judgment Awarded to Seitz

SANDUSKY, OHIO—Judge E. H. Savord returned a finding of $162,000 plus interest in favor of the Seitz Theatre Co. of Sandusky against the General Theatre Co., New York, subsidiary of Warner Bros. The finding, including interest from Aug. 1, 1933, to Aug. 1, 1940, at six per cent, made a total of $230,182.

It was based on a suit brought by the Seitz company alleging breach of a lease. The local company leased the theatre building to a predecessor of the General Theatre Co. in 1928 for a total rental of $372,000 on a lease expiring in 1943. In 1933, when the lease had more than ten years to run, the tenant was evicted by the Seitz company for failure to pay three months rent, which was eventually paid. Later, the Seitz company leased the theatre to the present local operators of the State Theatre Co. for $18,000 annually. The Seitz company maintained it had the right to retain all furnishings and equipment in the building installed by the former tenant.

In the finding, Judge Savord took the balance between the old and new leases representing the Seitz company losses by the deal, and from this took $15,000 which he declared the value of the equipment.

The suit had been submitted to Judge Savord some weeks ago with jury waived. Flynn, Froham, Buckingham, Py and Kruse appeared for the plaintiff. Defendant was represented by Square, Sanders and Dempsey of Cleveland and Krueger, Rosino, Moyer and Moore.

John Harris Is Named Presidential Elector

PITTSBURGH—John H. Harris, theatre magnate and national president of the Variety Clubs of America, has been named Republican presidential elector, who with 35 others will cast Pennsylvania's votes in the electoral college next December if Wendell L. Willkie wins the November election.

Harris, who is a nephew of Allegheny County Republican Chairman Frank J. Harris, was named as an elector by Willkie on recommendation of James F. Torrance, Pennsylvania Republican chairman.

Mahoningtown Crescent Dark for Remodeling

MAHONINGTOWN, PA.—The Crescent has closed for remodeling and modernization which will include the erection of a "V" marquee with two lines of silhouette letters and a porcelain front, both furnished by Artkraft Sign Co.

Interior changes will be made, new front doors will be installed and the "step" in front of the theatre will be eliminated. Louis Perretta states that the modernization will be completed within three weeks.

Renews With Altec

DETROIT—Alex Schreiber, president of Associated Theatres, Inc., has renewed service contracts with Altec Service Corp.

DETROIT

(Continued from preceding page)

operates the Alden, has withdrawn from the enterprise in which he was a partner.

Dan Hayes, who was the prominent gentleman in topper and whiskers at the Edison premiere at Port Huron, died last week . . . Jack Conway, director of "Boom Town," used to be a railroad brakeman in Michigan.

Beryl (O'Bie) O'Bryan of the Butterfield office thinks her vacation wasn't long enough. She needs to get that memory rested . . . Clive Waxman, Grand Rapids independent booker, in Friday lunching with Irwin Pollard of Republic and not golfing.

George Smith has decided to name that new one at Lapeer the "Pix" . . . A. Krikorian is revamping the Holly at Holly.

Hollis Drew of the Temple, East Jordan, and Mrs. Elizabeth Moon of the Palace, Charlevoix, are neighbors in the resort area. Both are re-equipping their houses.

October 1 has been set as tentative opening date for the new unnamed house at South Lansing and the completely rebuilt Bijou at Battle Creek by Ed Beatty, Butterfield president.

Prolonged Illness Fatal

DETROIT—Henry Reynolds, 44, driver for Film Truck Service, died after a prolonged illness at Grand Rapids where his brother, Howard, operates the Family and Vogue theatres. His widow and two children survive. Interment was in Roselawn Cemetery.

Go for Narcotics Film

PITTSBURGH—Attendance records have been shattered at the Art Cinema by "The Burning Question," narcotics film, now in its eighth week at the Liberty Avenue house.

Frank Reardon Recuperates

ALLIANCE, OHIO—Frank Reardon, business agent of the Alliance IATSE, local and stage manager of the Columbia, who has been seriously ill for several months is back on the job.

To Develop Garbo Story

HOLLYWOOD—Salka Viertel has joined the Metro writing staff to develop a story for Greta Garbo.

Picha in a Move for Patriotic Music

Detroit—A move for the playing of patriotic music in local theatres has been started by Thomas G. Picha, manager of the Carlton for the Schulte circuit, who plays "The Star-Spangled Banner" before opening and at the end of the final feature in addition to "God Bless America" at every intermission.

Joe Cohen Wins Low Gross Friars Prize

BOSTON—Joe Cohen, Morris Pouzzner booker, won the low gross prize for Friars members at the organization's film golf tournament at Kernwood Country Club last week with a score of 79.

Maurice Green was second with a gross of 80. Joe Naminon came in third with a score of 84.

William Canning, manager for Interstate in Fall River and former tournament winner, took an 83 this year to place second for non-members. W. Sampson of the Warner circuit captured low gross for the meet and low gross for non-members with a 76 tally. Ed Lebovitch came in third for non-members with an 84.

George S. Ryan, anti-trust lawyer, captured a prize for being nearest to the pin on tries to the ninth hole. Ryan was put out of running for low gross scores by being caught in the rain.

Joe Mathieu, circuit owner with headquarters in Winchendon, took an electric cooker for scoring the best low gross for exhibitors.

Norman Ayers, Warner branch manager, was low for branch managers when he carded 90. Cecil Rudnick of National Screen Service took home a pair of golf shoes as a result of capturing the long drive contest with a biff of 245 yards.

Maurice Goldstein, M-G-M city salesman who was chairman in charge of the golf tournament, has, in behalf of the Boston Friars Club, acknowledged with thanks the prizes which were contributed by such members and friends as: Capitol Theatre Supply Co., Altec Sound Service, the Film Exchange Transfer, Four Star Printing, Louis Gordon, Arthur Lockwood, Nate Goldstein, Sam Goldstein, I. J. Hoffman, Interstate Candy.

Interstate Theatres, Burt Lazarus, Joe Levenson, Max Levenson, Master Motion Picture Co., Motion Picture Salesmen's Club, Monogram Pictures, Charles Morse, Louis Rothenberg, Marty Mullin, Sam Pinanski, National Screen Service, National Theatre Supply Co.

Morris Pouzzner, R. C. A., Herman Rifkin, Harry Segal, Phil Smith, Ralph Snider, Standard Theatre Supply Co., Stanley Sumner, Al Swerdlove, Murray Weiss and Nate Yamins.

Bernard Payne Fined $330 For Conducting Lottery

NORTH ADAMS, MASS.—Bernard Payne, manager of the Mohawk here, was fined $330 in district court for conducting a lottery. The Mohawk is an E. M. Loew house.

Reopens With Duals

MANCHESTER, N. H.—The Strand here is open after being closed for improvements. With the reopening, the theatre started a double-bill policy.

Ticket Sales Brisk for Boston Film Outing

BOSTON—Several hundred tickets for the Boston Motion Picture and Allied Industry Outing have already been sold, the committee in charge has informed this publication. This year's affair, the third annual of the sort, will be held Tuesday, August 20, at Silver Beach in Falmouth. The subscription of two dollars, according to Secretary William Cuddy of RKO, scarcely covers the cost of the meal. Film district organizations are contributing prizes to be given out at the affair. Parties begin leaving the Church St. stem of the film circle at 11 a. m. on the day of the outing.

Barbershop Quartet Contest May Feature Outing

BOSTON—One result of the Motion Picture and Allied Industry Outing to be held in Falmouth on August 20, may be the determination as to which local film organization has the best barbershop quartet. Al Kenney, chairman of the events committee, has asked local film heads to recruit quartets from their organizations. Kenney will undertake to suggest titles to the songsters selected.

Each quartet will be allowed four minutes, it is tentatively planned, no accompaniment will be played, although appropriate chords will be sounded to start the warblers off. Judges will be named later if the innovation goes through. Prizes, in addition to honor, will be conferred upon the first three teams.

DiMaura, Guarino Unionize Shrewsbury Drive-In

BOSTON—Thomas DiMaura and James Guarino have unionized the booth of the drive-in theatre in Shrewsbury. Saugus was previously unionized. Weymouth drive-in, first of New England's ozoners, continues non-union, however.

In Boston, the Moving Picture Operators Union, Local 182, AFL, has signed a contract for union operators at a new house soon to be opened on Washington St. in the downtown Hub.

E. M. Loew Will Open Ozoner in St. Louis

BOSTON—E. M. Loew, owner of New England's largest independent theatre circuit and operator of ozoners from Maine to Florida and Louisiana, will soon open a new drive-in at St. Louis. Phil Smith, also New England independent circuit owner, already operates an outdoor situation in the Missouri city.

A new motion picture theatre is being put up in Lawrence. It is expected that the house will open about Labor Day.

Pickus to Improve

STRATFORD, CONN.—Albert Pickus will close his 550-seat Stratford August 15 for a ten-day period for reseating, air-conditioning, laying of a new floor and carpeting, and lining of interior with acoustone. The house will also be slightly enlarged.

Lydon Enumerates Allied's Services

BOSTON—Frank Lydon, president of the Independent Exhibitors, Inc., this week stressed the various points of service offered by the local Allied States Association affiliate to New England members in good standing. Lydon outlined 15 organizational aids which included:

"Product information regarding every company; emergency changes in bookings (one call to the office will save calling two or three exchanges); assistance in settling contract disputes with exchanges.

"Service aimed toward the elimination of overbuying or unreasonable clearance situations; legal advice from capable attorneys connected with the business; legal advice on problems involving federal law from our general counsel, A. F. Myers; service to protect you against town, municipal, city or state rules, regulations and legislation . . . advice on existing or new department rulings of federal, state and local agencies; projectionists for emergencies.

"An electric cost control service which does not require you to spend one cent to save money on your electric current; a public liability insurance deal which will provide you with the cheapest rates obtainable; our window card deal will give you the best cards at the cheapest prices; service on renovation construction and supplies; cheaper oil rates; advice on current premium and game deals which are meeting with success or otherwise."

August 26 Meet Slated By Connecticut MPTO

NEW HAVEN—Connecticut MPTO will meet at 12:30 p. m. Monday, August 26, at Ceriani's Cafe Mellone, with Arthur H. Lockwood presiding. Herman M. Levy, executive secretary, and his committee will report on the fifth annual film golf tournament held August 6, and results of the survey on exhibitor opinion regarding the lowering of the tax exemption base will be given.

Boston Stays Ninth

BOSTON—Local theatremen took interest in the announcement that, according to the recently completed census, Boston has remained in ninth place, where it was in 1930, in the ranking of the big cities. Sixty years ago, Boston was the fourth largest city in the country, and even as recently as 1910 it was practically tied with St. Louis for fourth place. Metropolitan Boston, corresponding in area to most other large cities, is actually the third largest in the country, being exceeded only by New York and Chicago, respectively.

Vacation in Connecticut

PITTSFIELD, MASS.—Mr. and Mrs. William F. Shea, owners of the Tyler here, spent their vacation in Connecticut.

NEW HAVEN

FIFTH ANNUAL film golf tournament is now a fond memory of batting around the little white ball so dear to all film men, of socializing and banter on the greens and in the clubhouse, and of the gala dinner party where prizes went to almost half the crowd. Next comes the Warner Club outing, annual get-together for theatre and exchange department personnel, to be staged at Ye Castle Inn, Saybrook, August 15 . . . The Loew-Poli corn roast has been postponed until August 28 . . . Mike Sirica is painting the front and lobby of his Capitol, Waterbury . . . Another Waterbury house considering dressing up.

The bookers are still talking about the cruise on the Perakos cabin cruiser Happy. *Sperie and John Perakos were hosts and Mrs. Perakos fixed the turkey and other delectables. The boat anchored at Indian Neck while the boys showed their expert swimming form—with life-preservers . . . Was Angelo surprised when he aimed at the bounding main and hit a window . . . The boys felt like seasoned mariners after a squall and a few other weather changes . . . There can be no doubt that Sid Swirsky is partial to turkey legs . . . When it was all over the guests all signed a letter to their hosts for a real treat . . . J. R. Mahan, Warner exchange manager, Mrs. Mahan and Roger jr. spent a day with Peter Perakos on the boat . . . Perakos and I. J. Hoffman, Warner zone manager, sailed to Block Island via* Happy *for some tuna and sword fishing.*

When William Pavone married Muriel Broderick of New Haven last week, Jerry Massimino, Warner accessories manager, was best man. When August 21 rolls around, it will be Jerry's turn to become a benedict with Gertrude Sullivan of RKO as the lucky girl. Again St. Mary's will be the scene of the joining, and this time Billy Pavone will be best man . . . Lieut. Gov. Dr. McConaughy is a regular patron at the Colonial, Canaan. Elizabeth Knickerbocker of the theatre is spending a few days at Milford Beach . . . Joe Bendiner of Advertising Accessories, Inc., will be off for some swimming and handball at the New York beaches this week.

The J. B. Fishmans spent a few days in New Hampshire . . . Monk Maloney, former Poli manager here now at Worcester, and Mrs. Maloney stopped in at New Haven on their vacation, which they will spend in Hyannis and Yarmouth . . . George Freeman of the Poli, Springfield, is in New Hampshire while Lou Cohen takes over at the theatre . . . Belle Sheffren of 20th-Fox is seeing the sights in Boston . . . Mary Fappiano, Metro biller, is an early August vacationer . . . Also Rosemary Patterson, inspectress . . . The Jack Schwartzes of the West End, Bridgeport, had a short respite from the theatre in Provincetown . . . Sam Weber is also bound for the Cape town for his vacation.

The 550-seat Shelton reopened August 9 with "Edison, the Man" . . . Steve Barsansky of Modern is off for the hills of New Hampshire . . . Sam Seletsky, Republic manager, in New York for a special meeting . . . Rose Romanoff of the Universal will vacation at Laurel Country Club in the Catskills . . . Eva Cooperstack, Universal booker, off for an unknown destination . . . First invitation trade screening of the new season was J. R. Mahan's showing of "Sea Hawk" Monday morning at the Roger Sherman, simultaneously with trade shows in 30 other exchange centers. Picture was well received. In their spare time, exhibitors can browse through the new "million dollar book shelf" of imposing titles in Mahan's office and get all excited about the new pictures.

Ernest Grecula, former assistant at the Avon, Stamford, is now manager at Strand Amusement's State, Torrington, succeeding H. Parkhurst, resigned . . . Jack Gamble, formerly at the Avon, is looking for a new connection . . . Herbert Hillman, chief of service at the College, has been promoted to student assistant, replacing H. S. Alpert, resigned . . . Edward Aaron of the RKO home office was in town for a sales meeting . . . Joe Rost, traveling auditor, is visiting with the Warnerites . . . An enthusiastic meeting opened the 20th-Fox drive, and on the basis of past accomplishments, Earl Wright was once more appointed local drive leader . . . Customers all but hang from the rafters at the Bijou on Bathing Beauty nights, and Harry Shaw may run the finals at the Poli. And now the Poli houses are tackling Jitterbug contests . . . Four weeks and finals at the Globe, Bridgeport, are added to three acts on vaude night . . . Springfield also starts jitters, August 20.

Exhibs still chuckling over Gerry Lester's "With every set of dishes, we are going to give away a theatre" . . . Sheldon Rose, son of the Globe, Bridgeport manager, is working part-time at the Poli during school vacation, not to mention leading a boy's swing orchestra . . . Howard starts Dick Cohen's Standard American encyclopedia deal end of this month. Dick has sold Joe Faith special window cards for his circuit . . . Matt Saunders capitalized on Marsha Hunt's former residence in Connecticut for a big story in the press *re* "Pride and Prejudice" . . . In connection with "Black Diamonds," Harry Rose had a display of shellacked coal in the lobby of the Globe, Bridgeport, guarded by a man with a gun . . . Bill Reisinger using mechanical animal display in lobby and as truck ballyhoo in advance of "Leopard Men of Africa" at the Bijou. Reisinger is also using Nat Rubin's tropical decorations from "Pago Pago" for African atmosphere.

Bob Schwartz's Park Playhouse (Thomaston) softball team won the first round of the city championship, and may be eligible for the Naugatuck Valley playoff . . . Ben Lourie cracked 80 *on the golf course last Sunday . . . Harold Rubin of Metro entertained guests at Ciello's . . . Irene Silverman of Warner's will leave August* 10 *on an auto trip through upper New York . . . Gladys Rocks, William Hutchins' secretary, is off for Otis, Mass. . . . Ann Corio, burlesque queen of these parts, surprised critics with her dramatic ability at the Guilford strawhat presentation of "The Barker" . . . Mr. and Mrs. C. D. Hess in town from Moosup and happy about the* 600*-house federal project going up in Groton.*

All hands will be back at 20th-Fox desks by August 12 except Bob Hoffman, who leaves August 17 . . . Angelo Lombardi spending some time at the Fair during his second week's leave . . . Fishman Theatres' site in Fairfield at the southwest corner of Boston Post Road and South Benson Road, was acquired from heirs of Annie B. Jennings. It fronts on Post Road 355 feet and is 465 feet deep. Film and stage presentations are planned, with a large parking lot for patrons . . . Roy Phelps, photographer of "Dark Rapture" and New Havener, expects to have new picture, "Wheels Across India," ready shortly, perhaps for World Fair premiere . . . Fred Stone, Mrs. Stone, Carol Stone and Frankie Thomas were among the notables at the Montowese House last week.

NEW HAMPSHIRE

"OUR TOWN" came home to Peterborough, July 31 to August 3, when the famous play which Thornton Wilder wrote about Peterborough folks while at the McDowell Colony there, was presented by the Peterborough Players. Local residents, many of whom enjoyed the film version, were thus afforded another opportunity to see themselves as the playwright sees them. Besides the professional cast, three local residents were given roles. Wilder himself was in town and helped to supervise the rehearsals. Included in the regular cast were Jennifer Holt, daughter of Film Star Jack Holt, and Harrison Ford, well known screen actor.

It was "Tex Ritter Day" at the Scenic in Rochester, August 3, *when the singing cowboy appeared there in person, as well as in one of his latest films, "Rhythm of the Rio Grande."*

Bob Ripley, the "Believe It or Not" man, has presented a valuable Oriental collection to the Dartmouth College museum in Hanover.

Many Granite Staters, caught on the streets, scooted into film houses when an electrical storm, accompanied by a gale described as "almost as severe" as the 1938 *hurricane, hit many parts of New Hampshire, July* 30. *Lightning struck in many places, thousands of dollars worth of crops were damaged, and electric light and telephone service was crippled.*

Earl Griffen has resigned as projectionist at the Capitol in Hillsborough after 10 years in that post.

"They Drive by Night" Undergoes Deletions

BOSTON—"They Drive By Night," which had its New England premiere last week at the Metropolitan in Boston, was the only motion picture in a list of 30 to undergo deletions per Massachusetts Sunday entertainment provisions, according to a bulletin released last week by State Public Safety Commissioner Eugene M. McSweeney. Only elimination on the First National release was the first-reel dialogue from "not a bad thing to know . . .," to and including ". . . pay for the headlights!"

M-G-M's "Gold Rush Maisie," 20th-Fox's "The Man I Married," and 20th-Fox's "Pier 13" were among the features approved without cuts for exhibition on Sunday.

Freddie Lewis, Ruth Watts, and Lew Carron were returned to the approved Sunday vaudeville list as eight acts received Sabbath okays. Cuts were made on the Al Deloge Trio and on Dell Ohrel. Three acts were put on the disapproved list for Sunday.

Frank McManus Will Helm Brighton 1,200-Seater

BOSTON—Frank McManus, M&P Theatres Corp. district manager, will have charge of the new Circle at Cleveland Circle in Brighton when the house opens within the next few weeks. The 1,200-seat structure, the newest and most modern in the territory, has incorporated among its features a seating device enabling patrons to push out of the way without necessitating rising to allow other patrons to pass.

The house is expected to draw from Newton, West Roxbury, Roslindale, Allston, Jamaica Plain, Brighton, Brookline and Boston itself.

Granted Permit to Build New Bridgeport Station

BRIDGEPORT—Harold Thomas of Waterbury has been granted permission by the FCC to build a broadcasting station here. Construction will start within 90 days, and the station will be ready for operation next January. Heretofore, John Shepard's Yankee Network WICC has been Bridgeport's only station. Thomas owns WATR, Waterbury, and WBRK, Pittsfield.

Additional Dividend

BOSTON—Loew's Boston Theatres Co. paid Thursday to stockholders of record July 20 an additional dividend of 15 cents. This equaled the regular quarterly dividend, also sent out on the same date. Similar payments were made a year ago.

Tear Down Hub Brown Derby

BOSTON—The Brown Derby, film district night club on Arlington St. where National Screen accessories branch and paint shop were formerly housed up to the time of a fire several weeks ago, is being torn down. It is understood that the space may be utilized as a parking spot.

BRIDGEPORT

HARRY SHAW has a new system for his screening room in New Haven. All who enter now pay a dime, with Lou Brown being the treasurer. When enough money has been collected Harry will use the fund to toss a party for the contributors. The first night's take was $1.10 and with all the new season shows coming along it won't take long to raise a substantial sum.

The YMCA is showing free outdoor films one night a week . . . Orchestra Leader Paul Barron in town to pay Michael Carroll, American manager, a visit . . . Russell Bros., circus is due here August 9 . . . Cashier Dorothy Peddle and Chief-of-Service Bonnie Jackson are back at the Loew-Poli after a trip to Worcester.

Phil Oliver has succeeded Dominick Dallarocco as manager of the Strand. He is a brother-in-law of James Fensore, Loew-Poli projectionist and business agent for the local operators union . . . Manager Sam Haddleman of the Capitol is back from a trip to Massachusetts.

Morris Schuman, Connecticut Allied head and owner of the Black Rock, is back from a rest at his sisters' farm in New Hope, N. J. During his absence his wife, Maude, has been running the theatre and entertaining three nieces from Montgomery, Ala., who are summering with her. Later her newly married sister and husband, Mr. and Mrs. Donald Boseman, also of Montgomery.

Matt L. Saunders tied up with a tropical soft drink firm to serve free drinks in the lobby of the Loew-Poli during the run of "South of Pago Pago." A girl in a grass skirt (they couldn't find a sarong in town) was in attendance and Mr. Saunders placed two Red Cross containers on the counter for voluntary contributions . . . Nate Nathson has succeeded Lew Harmon as press agent at the Clinton Playhouse, Clinton. Harmon is touring Connecticut and Massachusetts by bicycle.

Al Smith, former Lyric manager here, now is manager of the Windsor in the Bronx . . . Mike Jacobson, manager of the Strand-Palace, his wife Ethel and two children are back from a week at the New York World's Fair . . . Michael Carroll of the American and his wife, Marjorie, were one-day visitors to the Fair.

Areste Tomassetti's petted and pampered fig tree is finally bearing a crop—something like 200 figs. "Tommy" is chief projectionist at the Loew-Poli . . . Ernie Gracula, manager of the State, Torrington, was in town . . . Sheldon Rose, son of Manager Harry Rose of the Globe, is leading his own band in the pit of the theatre for the jitterbug contest . . . Murray Kaufman, Rialto manager, is vacationing.

The heat wave resulted in an unexpected pickup in business at the summer theatres, but hurt the local houses with the exception of the air-conditioned Warner which had its biggest week in months . . . Stephen Zvonkovic, projectionist at the Ridgefield, was recently married in East Haven and is now back on the job.

Abraham Fishman Codicil Includes $1,300 in Gifts

NEW HAVEN—The late Abraham Fishman, president and founder of Fishman Theatres, Inc., had instructed his attorneys to draft a codicil to his will including $1,300 in charitable bequests shortly before his death, it has been learned. Although the codicil was never signed, his heirs have instructed that the bequests be made.

The gifts include $100 each to New Haven, Grace and St. Raphael Hospitals, Jewish Center, St. Francis Orphanage, Jewish Home for Children, Jewish Home for the Aged, Community Chest, Red Cross, Jewish Welfare Fund, Congregation B'nai Jacob and YMCA. The *Register* Fresh Air Camp and the Jewish Center Camp each receive $50. The Fishmans will dispose of an estate in excess of $10,000.

Civil Rights Group Takes Up Fight for Radio Time

NEW HAVEN—Connecticut Civil Rights Committee has taken up WBRY's refusal to let the New Haven Committee for Democratic Action have radio time and is attempting to win over the station without resorting to the law, although the law is being investigated to determine whether the station's refusal constitutes "an illegal or unconstitutional act." WBRY, it is reported, stated the national broadcasting code prohibits sale of time for discussion of "controversial" issues.

Some Improvement Noted In Connecticut Report

NEW HAVEN—The state labor department's monthly employment survey shows conditions slow or unchanged in Meriden, Norwalk, Danielson, Stamford, New Haven, Ansonia and Middletown. Business stayed good, however, in Bridgeport, New London, Hartford and New Britain. Improved industrial conditions were noted in Waterbury, Bristol, Thompsonville, Danbury, Norwich and Torrington.

Morey and Seletsky Back From Republic Regional

BOSTON—M. E. Morey of Boston and Sam Seletsky of New Haven were in New York last week to attend Republic's third regional convention of 1940. James R. Grainger, president, reviewed serious results for the past few months. "Earl of Puddleston" was screened.

Post Meets Tuesdays

BOSTON—William H. McLaughlin, operator of the Stoneham in Stoneham and commander of the Theatrical Post of American Legion, has changed the meeting day of the local film fraternity from Monday to Tuesday for the summer months. The organization met this week at new film district headquarters on Broadway.

HARTFORD

BERNARD M. LEVY, manager of the main stem Proven Pictures and also district supervisor for the Lieberman houses in Hartford and Holyoke, has returned from a vacation in the White Mountains of New Hampshire. Accompanying Levy was Charlie Kellerman of the Lieberman circuit Boston offices . . . Lou Cohen, Loew-Poli Palace manager who has been subbing for George E. Freeman of the Loew-Poli, Springfield, was in town . . . Olive Mendelsohn, cashier at the M&P's Allyn, was in New York . . . The Harris Brothers, owners and operators of the State, one of New England's biggest vaudeville houses, are busy planning that proposed late August opening . . . Employment at Pratt & Whitney Aircraft Co. is nearly 15,000 and mounting all the time . . . Flavia Sloat, M&P's Allyn cashier, went blueberrying the other day . . . Keith Southern, assistant manager at the Proven Pictures, spent most of his vacation in his home town of Boston.

Manager George E. Landers of the E. M. Loew's was in New Haven and Boston . . . Ditto Mike Daly . . . Back from a visit to relatives in Delaware are Wallace J. Cooper, Loew-Poli assistant manager, and his missus . . . Manager James F. McCarthy of the WB's Strand was on vacation . . . Elihu Brooks, Loew-Poli doorman, has returned from a Sound View vacation, looking very tanned and rested . . . Russell Brothers' three-ring circus was in town August 6 . . . Alexander Kirkland presented Grace George in "Kind Lady" at the Clinton Playhouse, Clinton . . . Hartford's Ann Corio, strip-tease artist, appeared in "The Barker" at the Chapel Playhouse, Guilford . . . Milton Stiefel Co. had "The Road to Rome" on the boards at the Ivoryton Playhouse, Ivoryton . . . Jerry Waasaw, Loew-Poli Palace doorman, was in New York.

Anne Randazzo and Yolando Pitkin are new usherettes at Proven Pictures . . . Vacations at the Astor, East Hartford, are slated to start about September 1 . . . Tommy Maller, manager of WB's Lenox, on his vacation, visited "All points north, south, east and west" . . . Martin Kelleher (Princess), Charlie Repass (Crown), and Maurice Schulman (Webster, Rivoli and Plaza-Windsor) were in New Haven on business . . . Alice Murray, bookkeeper for Mike Daly, is contemplating visiting the New York World's Fair with her sisters . . . Mother of Josephine Moraski, Lyric cashier, is dead . . . Morris Kindle, Lyric assistant manager, is in St. Francis Hospital recuperating from an appendicitis operation . . . Charlie Williams, Strand porter, was on vacation.

Daughter of Mrs. May Stanton, Rialto cashier, visited here during the latter's vacation . . . James J. Barrett, former member of the service staff at the Lenox, is now working on tobacco farms in the Connecticut valley . . . Schulmans' new Wethersfield, Wethersfield, will have bowling alleys in its basement when it opens in the near future. Store and office space are also planned in the building . . . Mrs. M. Oakley Christoph, film columnist for the Hartford Courant, *visited in New York . . . Kenneth Faye, assistant to Manager James F. McCarthy at the Strand, filled in for Tommy Maller at the Lenox while the latter was on vacation.*

State, Jewett City, offers gold glassware to its lady patrons . . . In Sound View to visit Manager Loring Lorenzi of the New Colony there were Carl Jamroga of the Forest Park Phillips, Springfield, and Charlie Lane of Western Electric . . . Moosup Theatre, Moosup, had a "Tak-a-Chanc-Nite" and patrons were invited to "Come and see (for the regular admission prices). Oh, Boy, What a Show . . . What Is the Picture?" . . . Albert Poulton, one of the operators of the New Colony, Sound View, was in Springfield . . . Ray Salo of the Art, Springfield, tripped to Meigs Point, Hamonassett State Park.

Mother of Joseph Samartano, Loew-Poli, Meriden, died . . . Ted and Joe Markoff have completed installation of a new ventilating system at the Moodus, Moodus . . . Harold H. Maloney of the Loew-Poli, Worcester, went on vacation . . . Alexander Preview Co. of Colorado Springs, Colo., has contracted with the Colonial, Southington, and Rialto, Windsor Locks, on trailers . . . Lee Kugull of Selection Attractions, Boston, visited Frank Morin at the Regal in regard to "Leopard Men of Africa" exploitation . . . Robert McNary is a new usher at E. M. Loew's . . . Hilmer D. Robinson, assistant manager at E. M. Loew's, got in some sword fishing while on vacation at Pleasure Beach, Watertown . . . Walter Medwick has joined the service staff at the Regal, succeeding Jimmy Maddigan, resigned.

Regards are in order for Frankie Morris, Hippodrome (Bridgeport) assistant manager, who is now the proud papa of a girl . . . Walter Pidgeon has been at his home in Weston . . . Loew-Poli Meriden, held a "School's Out" Saturday morning affair . . . Al Domain filled in for William Scanlon, assistant manager of the Loew-Poli, Meriden, while the latter was on vacation . . . Ann Rock, Majestic cashier, Bridgeport, was on vacation . . . Broadway, Springfield, held an all-cartoon show, August 3, and distributed free comic books . . . Jim Memery, artist for Loew-Poli, New Haven, left August 2 on his vacation . . . August 3 was R. Elliano's (Palace, Torrington) vacation date.

Hollis Sweeney, Loew-Poli Palace chief of service, has returned from a two-week vacation spent in the vicinity of Boston. While Sweeney was on leave, Warren Hills, doorman, took over his duties . . . Joseph McSweegan is a new usher at the Allyn . . . Al Gould's Majestic, West Springfield, which has been completely remodeled, has reopened . . . Frank Gerry, former usher at the Allyn, has been upped to doorman, succeeding Paul Hammill, who has left for other fields . . . John Wayne has turned down a proposed stage appearance with a New England stock company to co-star with Marlene Dietrich in "Seven Sinners" . . . John Cooney closed the Union Square, Pittsfield, for interior alterations.



On Vacation—

Norman Ayres, Warner branch manager in Boston, welcomes Bette Davis to the Hub. Over 5,000 fans turned out in South Station to greet the Warner star on her arrival here for a vacation, after completing work in her latest starrer, "The Letter."

Remodeled Empire Again Open in Lewiston, Me.

PORTLAND, ME.—After being closed all summer, the Empire Theatre, Lewiston, Me., has reopened. The house, a Maine-New Hampshire unit, has been completely remodeled and slightly enlarged. It now seats 1,350, 100 more than formerly.

The Empire, the only first-run theatre in Lewiston, is managed by Kenneth Connor, assisted by Edward Fournier.

Change in Plans Causes Delay in Wethersfield

WETHERSFIELD, CONN.—Construction of this town's new theatre at the corner of Church St. and the Silas Deane Highway will be resumed by September or October. Delay in construction has been occasioned by several changes in plans which are now being drafted and will provide for the addition of 14 bowling alleys in the basement.

Behind the proposed house are the Schulmans, operators of the Webster and Rivoli, Hartford, and the recently built Plaza, Windsor.

New Booking Form

BOSTON—Harry Kirchgessner, New England manager of National Screen Service, has sent New England exhibitors a new booking form covering prevues and accessories. Kirchgessner termed it of utmost importance that this form be used in the submitting of bookings together with play dates and that each sheet be used for one week's bookings only.

BOSTON

IRVING GREEN has unionized the Humboldt, Roxbury house which he recently took over from Irving Isaacs . . . Marty Sheridan, New England publicity manager for Monogram, and Mrs. Sheridan have been in Provincetown . . . Jeanne Finklestein of Specialty Pictures, Inc., left for a sojourn at Cedar Country Club in Lakeville, Conn. . . . W. C. Ament, general manager for Pathe News, has been resting in Connecticut.

Joe Mekelburg, formerly with Century Film and recently booker for the Drive-In Theatres Corp., is now selling out of the Harry Segal office . . . Ed Murby, operator of an ozoner at Taunton, has changed his picture policy with the booking in of a roadshow attraction, possibly for the remainder of the season.

Florence Turner, key pin in the Sunday censorship bureau of the Massachusetts Department of Public Safety where she is secretary to Major Patrick F. Healey, was out ill.

Max Burlone of National Screen Service will wed Sunday . . . Another wedding is scheduled for the near future at the same office but details are being omitted by request . . . Lloyd Bridgham, operator of the State at Presquie Isle, Me., hoped for a State Fair there to increase night business . . . Carol Montgomery Stone, daughter of Fred Stone, and William McCahon of Montpelier, Vt., were married this week.

Lin Curtis, for some time manager of the Star in St. Johnsbury, Vt., for Interstate Theatres Corp., is now covering the Strong . . . George French, manager for RKO at the Albee in Providence, is scheduled to open the house on August 29 following its regular seasonal darkening.

Mary Coogan of Universal is heading toward a September wedding . . . James Robert McCormick of Filmad Service has been in from Chicago on two theatre promotion deals involving tootsie rolls and bubble gum. McCormick, recommended by Sid Samuelson, tied in with the Independent Exhibitors, Inc.

Steve Broidy, president of the Boston Friars Club, called a meeting of the members at 11:00 a. m. Monday at the Hotel Statler for discussion of plans for the forthcoming Frolic . . . Norbert Murray, booker, will be the local leader in 20th-Fox's eighth annual Sidney R. Kent Drive, which will run for approximately four months, beginning August 12.

Mary Brady of Monogram left this week on vacation . . . Maynard Sickles, Capitol Theatre Supply Co. salesman, planned to move to Selkirk Road in Brookline. His vacation started Monday . . . Michael J. Hurney, Bank Night salesman, is still in the market for a name for his new daughter.

Jack Wolfberg, manager of the Poli in Springfield, and Margaret Tatten of Kansas City have become one . . . Bunny Rosenberg, formerly of Hub Film and Bay State Film and present secretary to Max Melincoff of the Warner Theatres, is back from a west coast trip . . . Martha W. Ferris caught a 16-lb. square tailed trout on a recent trip to Moosehead Lake in Maine.

Adolph Johnson of New Haven has a new theatre premium; silk stockings . . . Frank Borrelli, equipment man, has acquired a second new Packard within a year. He left last week for Pennsylvania to break in his latest one.

Arthur K. Howard, business manager for the Independent Exhibitors, Inc., is now living in Wellesley where he has acquired a new home. The Howard's weekend in Plymouth . . . Morris Perlstein, Edward Ansin, E. Harold Stoneman, Ken Forkey, and Fred Lieberman were hard put to it in Brockton because of a competing Knights of Columbus carnival at which Plymouth automobiles were given away.

Harry Brandt plans to open the Alhambra in Torrington, Conn., about Labor Day with films and flesh. The house was formerly controlled by Warner, the circuit operating it only briefly . . . Vaughn K. R. O'Neill of Loew's State in Providence took to the high seas to exploit "South of Pago Pago," bannering a sailboat entry in a local regatta with ballyhoo for the film.

Walter Brown, local MPTO director and general manager of Boston Garden, and Marjorie Hall of local radio station WBZ have married and left for a motor honeymoon to Hollywood and points north . . . S. R. Graves has been rejuvenating the Plymouth in the New Hampshire community of the same name.

Richard Aldrich is operating the playhouse at Dennis for the summer . . . Charles Fish returned to the Capitol Theatre Supply Co. staff after a fortnight of fishing in the Mt. Katahdin vicinity where, among other catches, he netted a 16-lb. togue . . . Ethel Moore of Capitol has gone on a summer sojourn to Lake Winnepesaukee.

Robert Portle, manager of the Plaza in Worcester, is following bathing girl contests with dancing competitions . . . J. W. Knapp, operator of the Ricker in Stratton, Me., is putting up a new house in Gorham . . . William Miles is operating the Berkshire Playhouse in Stockbridge for the summer.

E. M. Loew and Joe Cifre have put an individual speaker system into the automobile theatre at Methuen . . . Thomas DiMaura was forced to close the Shrewsbury Drive-In on the Worcester Turnpike one night last week when a storm disrupted the electrical system.

Homer Graves has been rejuvenating the Rialto in Lancaster, N. H. . . . Russ Barrett, manager of the Strand in Woburn, returned from vacation . . . Harold Cummings, manager of the Warner in Lynn, was also back Monday, as was J. R. Shields of the Capitol in Ansonia, Conn.

William Cuddy, secretary for the Boston Motion Picture and Allied Industry Outing, called a committee meeting at the RKO exchange.

Walter Silverman, local Columbia booker, went on vacation Monday . . . Sara Lourie of the same office also left this week on her annual summer sojourn . . . Bucky Levin, Columbia accessories manager in Boston, is vacationing at Nantasket . . . Herman Rifkin will rejuvenate the Strand in Springfield with a new marquee, it is planned.

Frank Calvi, formerly projectionist at the Capitol in Arlington, is now in the booth at the drive-in at Salisbury, Mass., and is also selling insurance.

"Goodwill is the disposition of the customer to return to the place where he has been well served."
—U. S. Supreme Court

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CAPITOL THEATRE SUPPLY COMPANY

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: SPRINGFIELD :

HARRY F. SHAW, division manager; Lou Brown, publicist, and Nat Rubin of Loew-Poli, New Haven, stopped in to see Lou Cohen at the local Loew-Poli the other day . . . Andy Sette, manager of the Capitol, has been vacationing in Far Rockaway, L. I. . . . Manager Al Anders of the Bijou, for the run of "Leopard Men of Africa," had two caged animals in front of the theatre and one in the lobby . . . Kitty Carlisle appeared in "Tonight at 8:30" at the Kirby, Amherst . . . Ray Title of the Art was in Boston the other day.

Robert B. Gutzwiller, doorman at the Capitol, went on a cruise from Boston to Provincetown . . . Nita Bocash Greene, Loew-Poli cashier, married about four months now, is plenty happy . . . Melvin M. Aronson, chief of service at the Paramount, visited Boston and Worcester while on vacation . . . Ernest W. Whitford, assistant manager at the Court Square, left August 3 for the Mohawk, North Adams, another E. M. Loew house, where he filled in for vacationing Bernard Payne, Mohawk manager. While Whitford was out of town, his duties at the Court Square were taken over by Anthony DeCarro, chief of service.

Jimmy Bloom filled in for Gilbert Bevins, Paramount assistant manager, while the latter was on vacation . . . Mary Manning, receptionist at Western Massachusetts Theatres, took a trip to Hampton Beach, N. H. . . . Emcee for the Loew-Poli bathing beauty contests is Harry F. Shaw, Loew-Poli division manager from New Haven . . . Maurice Druker, Loew-Poli manager in Worcester, has been making tieups with local broadcasting stations on picture exploitation . . . John O'Connor is having the Plaza-Fall River renovated . . . Ditto Curtis Morse at the Orpheum, Gardner . . . Paul Wenzller of the Strand, Newburyport, was on vacation.

Western Massachusetts circuit chatter and matter: Leah Greenberg, secretary to Nathan Goldstein, is on her vacation . . . Betty Wheeler, office clerk, went visiting in Great Barrington while off on her days of office leave . . . William E. Kennedy, office manager, and his family left August 3 for a Hampton Beach, N. H., vacation . . . Harry Smith, division manager, packed up his family and tripped through Maine and New Hampshire . . . Peter Vito, doorman at the Paramount, was in Hampton Beach during his vacation . . . Mr. and Mrs. William B. Teague of the Bijou hope to go on a month's auto trip during their joint vacation.

Harry Furst, manager of the Palace, Lawrence, has returned from his vacation . . . Nita Bocash Greene, cashier at the Loew-Poli, is quite a roller skating fan, even in the summertime . . . Elwin Bowker, Loew-Poli chief of service, is back from his days of rest and ease . . . Nathan Goldstein of Western Massachusetts Theatres has been visiting in Spofford Lake, N. H., on weekends where his family is spending the summer . . . Jay Raymond, assistant to Manager Charles R. Smith at the Broadway, visited New York and other spots while on his vacation . . . A visitor of Manager Don Barhytd at the Court Square the other day was L. W. Richmond, E. M. Loew's district manager . . . Alfred Paige, former manager of the Strand, Holyoke, is now at the U. S. Armory here . . . The darkened Garden is slated to reopen in the fall . . . Don Barhytd now plans to take that long-awaited Maine vacation about August 25.

Eddie Powers, Art assistant manager, has been a regular Hampton Beach vacationer for some years now . . . Ray Lawson, Arcade usher, visited Ausable Chasm, N. Y., during his vacation . . . Henry Ferris, ex-manager of the now-darkened Garden, is now filling in for Rifkin house managers on vacation. He's scheduled to handle the Garden when it reopens in September . . . M. L. Weinstein of Northampton filled in for George C. Coleman of the Arcade while the latter vacationed in the vicinity of Boston . . . Loretta L. McDonald, cashier at the Arcade, hopes to visit relatives in Rutland, Vt., during her vacation . . . Hymie H. Nozak, Arcade assistant manager, visited Ocean Beach Park and Sound View.

Moses M. Lawler, Capitol doorman, has joined the National Guard. Michael Vatousiou, usher, has been upped to Lawler's post, while Tom Kenney, part-time usher, has been placed on a full-time basis . . . Anthony DeCarro, Court Square chief of service, is hoping to take a trip to Muncie, Ind., this September . . . Earl DeForge, usher at the same theatre, just returned from his vacation . . . Frankie Baker is a new member of the service staff at the Court Square.

Ray Long, Art usher, has resigned . . . Charlie Lane of Western Electric is looking for a new apartment for his family . . . Katharine Eastman, Phillips cashier, attended her sister's wedding here last Sunday . . . John Mahoney, doorman at the Phillips, has hopes of entering Harvard this fall. Just to help him along on the optimism side, he now has a "butch," which makes him look like a prospective Cambridge man.

PROVIDENCE

SULKY RACE season and Grand circuit races held at Narragansett during the last fortnight gave but little opposition to theatres, in contrast with severe competition offered when the track is operating with its normal racing. Hot weather, however, has played havoc with those theatres not air conditioned.

Bill Brown, two seasons ago manager of RKO-Albee, returns to Providence as manager for Associated Theatres' Metropolitan and Playhouse. Both houses will be opened in September, with the Met scheduled to use vaudeville programs on a four-day weekend booking and Playhouse to take care of legit stage shows.

Greenwich Theatre, East Greenwich, displayed a model of a proposed super highway, projected to pass through the town, in its lobby last week. Road if built would eliminate ten railroad grade crossings—and relieve through traffic which now passes through the town's main street and by the theatre.

E. M. Loew's Drive-In is now spending $10,000 in installing 550 individual speakers which will hang in patrons' cars. W. D. McGhee, manager of the Drive-In, says the season has been very satisfactory to date.

Edward L. Reed, manager of the Strand, is passing his vacation in his usual manner fishing for sword-fish off Block Island. Assistant Manager John Hodge is holding the rein's in Reed's absence.

George Devon, chief usher at the Strand the past ten years, has resigned to take employment with a large oil concern. Albert Seiner, once at the Strand for Publix eight years ago, succeeds Devon.

Teamed on "Blossoms"

HOLLYWOOD—Hugo Butler and Dorothy Yost are collaborating on the script of "Blossoms in the Dust," Irving Asher production for Metro.

PORTLAND

BEANO was revived briefly this week when operators with the Endy Bros. Shows attempted to conduct the game on the outskirts of the city. The game was shut down after the third night. The seven-day carnival attracted approximately 5,000 persons.

A birthday party celebrated the sixth birthday of Al Moreau jr., son of A. J. Moreau, district M&P manager for Maine, New Hampshire and Vermont, Wednesday afternoon. Filmites who attended were Mr. and Mrs. Harry Botwick of the State Theatre and their young daughter, Lennye. Mrs. Botwick has just returned from a four-week visit in New Haven, Conn.

Returning vacationers: Eleanor Morahan, candy girl at the State, August 5, and John Divney, manager of the Maine Theatre, who also returned August 5 . . . Peggy Seyford, State cashier, will spend the greater part of her vacation in the Leahy Clinic in Boston.

To add variety to his weekly bills, Manager Leo Young of the Strand spiced up "South of Pago Pago" with a fashion show. Young gained plenty of publicity for one of his "14 living models" by loading her down with $25,000 worth of jewelry from a local firm and securing a policeman as her body guard. The stunt rated a two-column six-inch picture with cut lines in the Evening Express.

Brian Donlevy, Hollywood star, delayed by mechanical trouble in a Boston airport recently, chartered a special plane in order to reach Portland in time for two scheduled appearances at the State Theatre in connection with his latest picture, "The Great McGinty."

The Maine Civic Theatre, Portland's only legit, has closed for the month of August.

Overflow Crowd as New Tyler Bows

By V. W. CRISP

TYLER, TEX.—The new Tyler Theatre here opened to an overflow crowd as prominent citizens were introduced over a microphone and they spoke briefly in praise of the theatre to a crowd geared high with anticipation.

Out of the ordinary was the introduction of S. G. Fry, owner of the Joy Theatre, who lauded the new Tyler, urging the public to patronize it well because "it fills all the requirements of an outstanding theatre."

In turn, William O'Donnell, district manager of Texas Consolidated Theatres, owners of the Tyler, complimented Fry on a recent remodeling of the Joy and spoke well of him as a competitor.

The program began with Ray Beall, publicity head of Texas Consolidated, introducing Frank Starz, publicity director for Interstate circuit.

Then came Robert J. O'Donnell, vice-president of Interstate, who marked up another of his singular accomplishments in the role of master of ceremonies. He introduced the president and manager of the chamber of commerce, the president of the Texas Rose Festival Ass'n, the city manager of Tyler and other civic leaders all of whom agreed that the new Tyler represented a forward step for the city.

O'Donnell highlighted the main features of the theatre, felicitating the architects, contractor, technicians and skilled labor who produced the theatre. He then introduced Brian Donlevy, star of "The Great McGinty," who came to Tyler for the opening.

No one was more proud of the new theatre than W. M. Shieldes, a partner and city manager of the circuit's theatres. He said the show was a realization of his dream come true as he presented it to the people.

Tyler was crowded with visiting film and theatre men throughout the day. A luncheon was given for them by the chamber of commerce, and the facilities of Willow Brook Country Club were made available. Later in the evening a party was held at the Blackstone Hotel for visitors and civic leaders.

Start Work on 1,000-Seat Theatre in Montgomery

MONTGOMERY, ALA.—Work has begun on the new Charles Theatre here. It will open about October 1.

Architect William J. Okel said the structure would present a 54½-foot streamlined front of white paneled glass, worked in with colorful designs in mosaic.

The building will accommodate 1,000, said Okel.

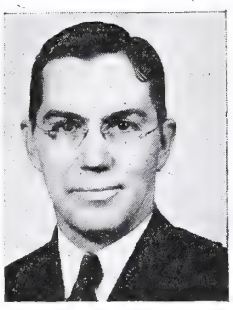
The theatre, to be owned by Myer and Lenore Gerson, will be leased by Charles J. Rook of Oklahoma.

Douglas Opening Set

DOUGLAS, GA.—The new Martin will open Monday, August 12.

S. G. Frys Observe 25th Wedding Anniversary

TYLER, TEX.—The S. G. Frys celebrated their 25th wedding anniversary at home, at Willow Brook Country Club and at the home of his mother in Paris over the weekend. Gifts of silver from many friends were arranged on the family's dining room table.



S. G. FRY

The couple gave an elaborate dinner in the evening at the country club. Following the dinner, the celebration continued the next day at the opening of the new Tyler Theatre with all guests attending that event. V. W. Crisp of BOXOFFICE and Mrs. Crisp were guests from Dallas.

In the family circle were Siegle Fry, manager of the men's furnishing store known as S. G. Fry, Inc., his wife, their young son, Siegle George, and two sons of the exhibitor, Robert and Victor.

There are two Fry theatres in Tyler and one each in Grand Saline, Brownsboro, Van and Canton. The circuit's business is conducted from an office in the home and Mrs. Fry handles a major part of the executive detail.

Stern Rejoins Standard as Advertising Director

OKLAHOMA CITY—Bert Stern, formerly connected here with Standard Theatres Corp. chain for 10 years and for the past two years concert and theatrical manager of the Shrine and Oklahoma City municipal auditoriums, August 3 rejoined the Standard Theatres staff in the capacity of director of advertising for the eight Standard houses here. In addition, he will become active manager of the Criterion, downtown first-run ace house, succeeding Forrest Swiger.

Swiger will take over management of four northside suburban theatres including the Plaza, Ritz and Tower, and the dark Victoria which is scheduled for reopening when school starts.

Standard plans to close the Criterion for about two weeks some time in September to undergo repairs and redecoration. It has been six years since the Criterion was refurnished. Plans call for revamping of the mezzanine, including new lounge furniture, new lighting fixtures and enlarged restrooms. The lobby, building front and marquees will get a new face. The Criterion seats 1,500 persons.

Openings Abound

DALLAS—Three other Interstate openings follow closely on the heels of the new Rio at Denison and the Tyler at Tyler. The Ideal at Corsicana, M. L. Levine's old house, but now completely rebuilt by Texas Consolidated, opened on August 3. The new Alameda in Houston, a neighborhood house, was ready to open Friday night. The new Queen in McAllen opens on August 16.

Interrogatories Are Filed by Momand

OKLAHOMA CITY—Dormant since last December, the A. B. Momand vs. Griffith Amusement Co., et al. federal anti-trust suit in which Momand, the plaintiff, seeks $4,500,000 triple damages alleging violation of the Sherman anti-trust act, moved a step nearer trial with filing of voluminous interrogatories by Momand to be answered by the defendants.

The interrogatories totaled 243 questions in the A. B. Momand vs. 20th Century-Fox suit and 342 questions in the Momand vs. Griffith Amusement Co. suit. These two cases, numbered 6516 and 6517, respectively, in the federal district court files, are being conducted as one case because of the similarity of complaints in both cases.

The questions sought detailed information in regard to the contracts which were in force between 1926 and 1932 with many of them concerning the contracts covering film product in the Oklahoma cities in which Momand operated a chain of 18 theatres.

The defendants have until September 15 to either answer or object to the questions, according to court records. The questions are propounded by the plaintiff to each of the defendant producers and distributors including 20th Century-Fox Film Corp., Vitagraph, Inc., RKO Radio Pictures, Inc., United Artists Corp., Universal Film Exchanges, Inc., Columbia Pictures Corp., Paramount Pictures, Inc., Warner Bros. Pictures, Inc., the Vitaphone Corp., Pathe Exchanges, Inc., and Educational Film Exchanges, Inc.

R&R-United Considering Building in San Angelo

DALLAS—Robb & Rowley-United Theatres will build one and possibly two new theatres in San Angelo within the near future, according to an announcement made this week. D. G. Bell, engineer for the circuit, has made a survey in the west Texas city where he selected two lots for the expansion.

Adoption of final plans will be handled here by H. B. Robb, E. H. Rowley and C. V. Jones, with the probability that one of the houses will be a neighborhood proposition.

Product Suit Involving Two Drive-Ins Brews

DALLAS—Controversy looms and a suit is talked over the product situation for the Texas Drive-In theatres at Corpus and Houston. Col. H. A. Cole is negotiating these matters for the owners. Basis for the suit, if filed, will include a contract with RKO for Corpus on which there was no service for nine months, according to Cole. The Houston Drive-In is now using Universal and Monogram product.

A third Drive-In for Texas will be opened in San Antonio next month by W. G. Underwood and C. C. Ezell.

MEMPHIS

BILL BUGIE'S Paramount contingent is now comfortably settled in their new exchange on South Second St. . . . B. K. Kaver is installing new screen and projection equipment in his Von at Booneville, Miss. . . . Exhibitors seen along the Row were M. B. Hasty, Joy, Dardanelle, Ark.; W. O. Ringer, Gem, Leachville, Ark.; Earl Vandiver, Vandiver, Kennett, Mo.; R. X. Williams, Lyric, Oxford, Miss.; B. Haberfeld, Varsity, Amory, Miss.; W. A. Rush, Houston, Houston, Miss.; Lawrence Landers, Landers, Batesville, Ark.; John Shannon, Maxon, Portageville, Mo.; W. T. Ellis, Ellis, Cleveland, Miss.; W. R. Lee, Gem, Heber Springs, Ark.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn. . . . Mildred Taylor, booker for Loew houses, is back at her post after a vacation in Nashville.

James Winn, Warner's district manager, spent several days in Memphis and announced Ed Williamson, former booker at 20th-Fox, becomes WB office manager, replacing John Tomlinson, resigned . . . Bob Ashmore has been transferred from Atlanta's 20th-Fox booking department to fill the vacancy caused by Ed Williamson's move to Warner . . . Filmrow was saddened to learn of the death of F. Frank Willingham's mother. She was approximately 80 years old and made her home in Dallas. Willingham is Metro's local chief . . . Two very unusual Filmrow visitors were Miss Ethel Lobdell and Polly Coppege of the Talisman and Rosedale at Rosedale, Miss. . . . L. J. Dening of the YMCA, Bemis, Tenn., was another unusual visitor . . . Don Wahl of the ad sales department at 20th-Fox is recuperating at home from a recent emergency appendectomy . . . Col. Howard Waugh, skipper at the local Warner, postcards from Florida that he and Mrs. Waugh are continuing their vacation trip to the Bahamas. They expect to be gone another ten days . . . Mrs. Louise Holland is the new secretary at the Malco Theatres office.



Tom Young, Fox's branch manager, was host at a recent weekend party at Reelfoot lake for his entire personnel . . . Lawrence Landers of the Landers, Batesville, Ark., is happy over the prospect of extraordinary business during the White River Water Carnival, which will be held for three days in his town this week . . . E. R. Gillette of the Bristol, Memphis, who has personally been supervising the construction of his new home, is now happily located in same with new furniture throughout . . . Ralph Noble, R&R's city manager in Little Rock, was a guest at the Variety Club luncheon, Monday . . . M. A. Lightman jr., manager of the Malco, Memphis, and Mrs. Lightman and brother Dick, are vacationing in Maine . . . C. H. Collier of Drew, Charles Collier of Shaw and B. F. Jackson of Ruleville, Miss., hosted members of their theatre organization at an all-day picnic and barbecue at the new Sardis Dam near Sardis, Miss.

Harry Graham, Universal's district manager, spent several days in Memphis with his local manager before leaving by plane for New York . . . R. B. Gooch will call his newly purchased house in Savannah the "Savannah." He is now installing new chairs, projection equipment, screen and cooling equipment . . . H. K. Perry, Universal's district booker in Atlanta, is vacationing in Memphis . . . Norman Fair of Somerville, Tenn., is installing new cooling equipment in his theatre . . . Homer Hisey and Winfield Snelson were "Kings for the Day" at the Ladies' Day Variety luncheon . . . Many exhibitors were in town for the trade screening of "The Sea Hawk" at the Ritz. It was preceded by a luncheon . . . Tommy Cocke, Warner's cashier, and Frank Norman, shipper, are enjoying vacations . . . Norman Colquohoun, RKO's salesman out of New Orleans, was a weekend visitor.

Dave Flexer, who owns several theatres in Mississippi, was on hand for the dedication of the new Sardis Dam . . . Monday, August 5, was M. A. Lightman's birthday. He didn't say how many . . . Elsie Wagner, secretary-treasurer of Film Transit, Inc., is back at her post after a combination business and pleasure trip to New York . . . Claude Gentry of the Lyric at Baldwyn, Miss., says his new home is practically completed and he will move in before September 1 . . . H. K. Kinney of the Hays at Hughes, Ark., advises Mrs. Kinney gave him and his twin boys a surprise birthday party and barbecue at their cottage at Hardy, Ark. recently. Incidentally, this served a three-fold purpose, since all their birthdays come on the same day . . . Bailey Prichard, NSS salesman, and Mrs. Prichard and son Bill, are among those vacationing at Miami Beach . . . J. R. Stewart has taken over operation of the Shelby, Shelby, Miss.



Callers at RKO Quarters—

Recent visitors from the south to RKO's exhibitor lounge in New York City were (upper photo), S. M. Sachs, RKO branch manager in Dallas, and C. V. Jones of the Robb and Rowley Theatres in Dallas. In the lower photo are Miss Louise Baskin of Bishopville, S. C., Mrs. C. B. Andrews, C. B. Andrews, of the Lyric at Bishopville, and Miss Tressa Driggers, Greenwood, Fla.

"Dreaming Out Loud" Premiere for Ark.

LITTLE ROCK, ARK.—Lum and Abner's first picture, "Dreaming Out Loud," will be premiered by RKO in nine cities throughout Arkansas early in September.

The cities where arrangements are being undertaken to conduct the showing are Little Rock, Ft. Smith, Pine Bluff, Hot Springs, Jonesboro, Harrison, Searcy, El Dorado and Meno. Bud Gray of Terry Turner's field force is in charge..

A proclamation by the governor and the declaration of holidays by the various mayors will highlight the event.

'The Westerner' Premieres In Ft. Worth Sept. 19

FORT WORTH—September 19 is the date picked for the world premiere of "The Westerner" which will be shown at the Hollywood and Worth here.

National release date follows the next day, September 20, starting with special showings at the Majestic and Palace in Dallas.

The Goldwyn production, starring Gary Cooper and with Texas as its background, dramatizes the activities of the notorious Judge Roy Bean and his love for the fabulous Lily Langtry.

Bantex Being Remodeled

BANDERA, TEX.—The Bantex is being remodeled and new seats are being installed.

JOHN JENKINS

Distributor for

SUPREME PICTURES CORP.

and

MILLION DOLLAR PRODUCTIONS, Inc.

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"A DEMON for TROUBLE"
With
BOB STEELE — — "GABBY" HAYES

"BRAND OF HATE"
With
BOB STEELE — — "GABBY" HAYES

"TOMBSTONE TERROR"
With
BOB STEELE — — "GABBY" HAYES

"BIG CALIBRE"
With BOB STEELE

"WESTERN JUSTICE"
With BOB STEELE

"KID COURAGEOUS"
With BOB STEELE

"SMOKEY SMITH"
BOB STEELE — — "GABBY" HAYES

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BUCK AND BUBBLES
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FIRST RELEASE

"WHILE THOUSANDS CHEER"

WITH THE GREAT ALL-AMERICAN FOOTBALL STAR
KENNEY WASHINGTON
and
MANTAN MORELAND
Release Date Sept. 15

SECOND RELEASE
"FOUR SHALL DIE"
Release Date Oct. 15

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Says Defense Tax Makes "Slackers"

KANSAS CITY—The "unfairness" of the new defense tax as it pertains to theatres charging an admission of 30 cents or more is censured by Sydney C. Lackland, manager of the Hargill, Hargill, Tex., in a letter to BOXOFFICE.

"The shows that are in the 25-cent class, and there are thousands of them, make downright slackers of themselves by reducing their admissions to 20 cents to keep their patrons from paying their part of a tax that is for the protection of their country, homes and places of business," he writes.

"It is very unfair, also, to the 30-cent and better class shows to let go untaxed the thousands of both traveling and local shows in the 5- to 20-cent class, for they are in direct, and in this case, bad competition to the 30-cent and better class shows.

"These 5- to 20-cent class traveling and local shows go scott free. Neither they nor their patrons pay anything to the support of their country. It is a shame to put all this tax on the patrons of shows of the 30 cents or better class and make pure SLACKERS of the shows that reduce to 20 cents to keep from having to add the tax and thereby cheat the American government they profess to love out of the tax that goes for their defense in time of war."

Wins With 81

FORT SAM HOUSTON, TEX.—Benno Kusenburger, motion picture projectionist, won the weekly golf sweepstakes on the Army Post course Monday by using a handicap of eight to go with his gross of 81. His net was 73. Next 18-hole event will be played at the Starcke Park links, Seguin.

An "Appreciation Month" Is Set for Jack Adams



JACK K. ADAMS

DALLAS—In observance of his 20th anniversary in the distribution of independent product, employes of Adams Film Exchanges have designated the month from September 26 through October 26 as "Appreciative Month for Jack K. Adams."

Appreciation for Jack Adams, according to the announcement, is because of "his consistent and unceasing efforts in keeping the independent film market in operation, increasing the quality of the product and in every other way possible extending a helping hand to the exhibitor—and because of his fine record of fair play and square dealing."

SANTONE

SEEN at the Tillet-Luttrall wrestling match: Eddie E. Collins, Henry Bergman and Homer LeTempt . . . Marcel Robin back from Houston where he did the interior decorating for the new Alameda . . . Gertrude Lawrence has been booked by Interstate to do some "Skylarking" here at the Texas on October 31.

Localisms: Alfred W. Rohde jr., who is taking a camera training course with March of Time, was in New London, Conn., "on location" with the "The Ramparts We Watch" company . . . Another San Antonian, Miss Anne Gwynne, again was seen locally via "Sandy Is a Lady" at the Texas last week . . . Interstate's 24's on MPAYBE, displayed prominently all around these parts, are helping to up attendance during the summer slump.

Ruby Price, cashier at the Palace, is back on duty minus her appendix . . . Prior to the Turtle Derby held in Dallas, the boys at the Empire here last week charged a small fee on all okays at the door in order to enter a sea-tortoise in the contest of speed.

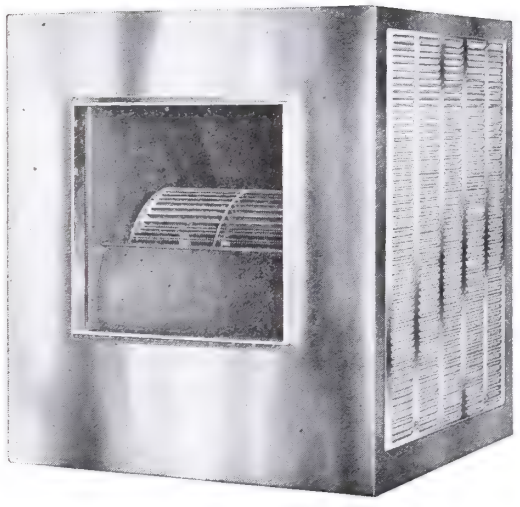
Visitors at the Azteca office were the Rodriguez brothers, producers and sound technicians of Mexico City, and J. A. Farr, tent show, Kennedy, Tex. . . . It was a most happy birthday, August 4, for Manager Johnny T. Floore of the Majestic, who is now 42.

Last Sunday we galloped over to Gonzales. Noted that the Pix there is having a "Moovey Award Nite" as a business stimulator. From there, Douglas Largen, his mother and Lucille Thorman drove up to Seguin where we spent most of the day. That evening, Manager Daniels extended us the courtesy of the Texas. This 450-seat house has been playing Spanish films as Saturday midnighters.

BOXOFFICE *welcomes a new subscriber into its fold. He is Billy Sharp, erstwhile tabster and producer who is now teaching dancing. Mr. and Mrs. Sharp will be glad to see any of their old friends by calling at 115 Pleasanton Road where their studio is located.*

With the vacationists: Mrs. Doris Wise Sidelman, personal secretary to Interstate City Manager Edward E. Collins, is taking it easy down Corpus Christi way . . . George Johnson, KTSA; Hugh A. L. Halff, WOAI, and Gene Roth, KONO, are taking in the NAB convention up in San Francisco . . . Benny Mitchell, Texas chief of service, did some "exploring" around the hill country . . . Ernie Ehilers, Empire doorman, spent his two weeks fishing in the gulf coast waters.

The Majestic fashion plate, Raymond McKay, passed another milestone and feels a year younger . . . Lloyd Harris, local boy who made good in the big city, has returned to the New York Civic Opera after visiting his mother, Mrs. Gay Donovan, here.



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: Dixie Doin's :

By AL HENDERSON

YOUR rambling correspondent has been inactive for the past several weeks and therefore didn't manage to get the news for this column but hope to gather the news each week from now on.

Mrs. Willingham Wood, who has the Strand at Washington, Ga., tells me that she has re-seated her theatre and also remodeled the stage and the rest rooms.

Friend McPike who manages Saenger's Majestic at Jackson, Miss., tells us that he is installing cooling equipment to replace the present washed air unit. H. C. Schmidt is the engineer in charge of installation.

Louis Ramm, for many years publicity man for United Artists, but now at liberty, is visiting his brother at Aiken, S. C. It was a pleasure to see him.

Carl Medlock who manages Colonel Orr's new house at Boaz, Ala., showed me through the new Rialto which opened the first of July. It is certainly a credit to the town.

Herman McDowell who operates the Princess at South Pittsburg, Tenn., tells me that they are expecting a new addition to the family early in the fall. Had the pleasure of meeting Mrs. McDowell and Barbara, aged 4½ years.

While at Memphis recently, Dave Woolner told me that they had opened their new Drive-In on Hiway 70 in North Little Rock, Ark. The setup will accommodate 400 cars.

D. K. Stevens who formerly managed the Strand at New Orleans for Joy Houck has been transferred to the Joy at Rolling Fork, Miss.

Harry Beekner who manages the Capitol at Greenville, Tenn., advises that he has returned to his duties after having the old appendix removed. Had the pleasure of meeting Beekner junior while there. Hope you get along O. K., Harry.

Sorry, folks, but this is the crop at this time but hope to see you regularly again each week. Hope to get into Georgia and Florida and gather some notes within the next couple of weeks.

Cameron Opens

DALLAS—The new Airway Theatre at Love Field was scheduled to be opened by P. G. Cameron on Friday night. Guy Cameron, son of the owner, will be manager of the Airway. P. G. also is owner of the Peak Theatre here.

Perlman Builds

VALDOSTA, GA.—J. Perlman, owner and operator of the Harlem, is building a new 500-seat theatre here.



After the Screening—

M. A. Lightman (left), president of Malco Theatres of Memphis, and Rube Jackter, Columbia assistant sales manager, have lunch with Osa Johnson, after looking at her current starrer, "I Married Adventure."

Wilby-Kincey Carolina Houses Sign With RKO

CHARLOTTE — Thirty-one Wilby-Kincey houses in North and South Carolina will play RKO's entire new season product.

The deal was closed through the company's eastern sales manager, Robert Mochrie, with the cooperation of the southeastern district manager, J. J. Brecheen of Charlotte.

Leon Netter South to Confer With Partners

ATLANTA—Leon Netter, Paramount theatre executive, was here and in Asheville during the week to confer with southern partners including Robert Wilby, Arthur Lucas, William Jenkins, E. J. Sparks and S. A. Lynch.

NEW ORLEANS

IMPASSABLE roads deterred many exhibitors from visiting the city the past week. However, L. W. Watts of the Watts circuit, Oil City, La., and Pete Cilladino of the Liberty, Independence, La., braved the elements and registered on the Row. . . . Miss Evalgine Pailhes of the Affiliated inspection rooms has returned from her vacation . . . Miss N. Leslie of Altec is back at her desk after a visit to Florida and the Gulf Coast.

Out of a field of 16, *Miss Pauline Powell,* 18, *was chosen "Miss New Orleans for* 1940" *and the winner of a trip to Atlantic City to compete in the Miss America contest there. She was entered by the United chain, at the Tivoli Theatre.*

Sam Coslow of Hollywood spent a few days in the city last week . . . Film offers have been made to Miss Dorothy Shepard by 20th Century-Fox and David Selznick. Says she may go to New York for a screen test after graduation next June. She is a graduate of Newcomb College and is now enrolled in Vassar.

The storm of Monday and Tuesday temporarily put many of the up-state theatres out of business. Roads were impassable for patrons and deliveries were delayed both by the film delivery companies and the railroads. Down in the Plaquemine parishes several towns were flooded.

Edward Herbert not so long ago was publicity man for the Orpheum Theatre. Later he resigned to be a columnist on the *Daily States.* Now he is running for Congress on the powerful Jones-Noe ticket.

Charlotte Boy Wins UA Contest

CHARLOTTE, N. C.—Top Payne of this city won UA's national "My Son, My Son" contest, which netted him a four year college scholarship and $500.

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NATIONAL THEATRE SUPPLY COMPANY
Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

OKLA. CITY

JOE COOPER, president of Standard Theatres Corp. of Oklahoma City, and Joe Phillipson, his aide, have returned to New York City after a swing through Colorado, Nebraska and Oklahoma visiting situations in which Cooper holds interests . . . W. J. Kupper, western division manager from New York City, and Ward Scott, Kansas City district manager for 20th-Fox, were here to confer with Griffith Amusement film buyers concerning product for the coming season.

C. L. Dees, acting manager of the Paramount exchange, returns from two weeks' relaxation at Mineral Wells, Tex. . . . Sol Davis, Republic franchise holder, is back by air from Austin, Tex., where he flew to spend his birthday with his sister.

Carl Burton, operator of the Amusu and Nuart at Cordell, sold those houses effective August 1 to John Jay, formerly exhibitor at Yale, Okla. Burton leaves for a month of fishing and rest in Wyoming before returning to Oklahoma to look for some new activity. The Amusu seats 450 and the Nuart 400.

Mr. and Mrs. D. I. Johnston have returned from an extended western trip, including Santa Fe, Pacific coast resorts, western Canada and Yellowstone National Park. Mr. Johnston is legal counsel for the Midwest Enterprises of Oklahoma City and for various film companies here.

F. R. "Buddy" Moran, formerly office manager and booker for Republic here, now exchange manager of the Republic Des Moines, Ia., branch, writes back that his new address there is 3834 Lanewood Drive, Des Moines. He and his wife, Isla Moran, formerly secretary to Jack Curry, Paramount branch manager here, and their daughter Patty Lou expect to be settled there by August 10.

W. P. "Bill" Moran, formerly secretary-treasurer of Southwestern Theatres, Inc., of Oklahoma City and Tulsa, and wife have returned by plane from Temple, Tex., where they went for a complete physical checkup at a clinic there . . . Buddy Harris, formerly with Alexander Film Co., and Tad Screen Advertising and now an exhibitor operating two houses at Midlothian, Tex., was here for a few days with his brother, E. L. Harris of Kansas City.

For "Mad Men of Europe" Bob Galman promoted a parachute and tied a dummy dressed in a German uniform at the bottom in the harness and hung the whole affair from the banner pole high over the marquee of the State.

Sam Caporal, Oklahoma City independent exhibitor who operates the Yale and Mayflower here, August 1 began operation of a new cooling system in the Mayflower.

Dee Fuller, Circle manager, is back from two weeks of loafing in town and nearby while on vacation. Gordon Derrick, his assistant, held down things while he was absent . . . Martin Cooper Smith manager of the Ritz, left August 4 for Pitkin, La., where he will remain three weeks for national guard training at the annual camp there. He holds a second lieutenant's commission in the guard.

Joe B. Wallace, assistant manager of the State, was married to Lela Bess Stone, August 2, in the Draper Park Christian Church.

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Tri-State Managers to Meet

ATLANTA, TEX. — The second monthly managers' meeting of the Tri-State circuit will be held here August 15.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

DALLAS

LOUIS CHARNINSKY, manager of the Rialto and Capitol, on the road to recovery from pneumonia, now battles a complication diagnosed as typhus fever. His condition has been serious but his chances to win the fight are said to be good. Charninsky is in St. Paul's Hospital.

H. H. Stroud, owner of the Gem and Strand in Hamilton, is well along in the building of a fine new theatre there for which plans were drawn by Corgan & Moore. One of the existing houses will be closed when the new theatre opens, Stroud said, while in town on one of his regular booking trips.

Just to let you know that that big watermelon from DeLeon turned out to be an extra fine sample after three days in the ice house, so its annual thanks, we hope, to M. D. Stewart of the Texas who brought it to us.

With vacation time still in full swing, we find Don C. Douglas of the R&R circuit off on a long trip with his family and the Fred R. Hansens (he of National Theatre Supply Co.) taking a well earned two weeks.

Down Mexico way went Miss Bonnie Long, executive secretary of the Variety Club, and Mrs. Elizabeth Hawley, cashier for Monogram, who have been writing a few cards to friends here from Mexico City. They stopped at the Hotel Reforma which looked to be the best on our card. Although an interpreter isn't handy, we are sure their writing in Spanish was some sort of greeting.

Henry Reeve, the Menard exhibitor and chamber of commerce head, was here on a two-day booking trip. He was seen during an evening patronizing Buddy Rogers orchestra at the Baker.

A. P. Brashear, general manager of the American Desk Manufacturing Co., paid his Dallas office a brief visit and met several out-of-town exhibitors. He told of the approaching marriage of his eldest daughter.

Harold Cunyus, owner of the Gem for Colored at Waco, was here to pick up a few attractions suitable for his type of audience. The Gem is a going concern which he opened about two years ago.

Jack Deakins, Palace at Floydada, and Mrs. Deakins stopped off on the Row on their way to Galveston along with other west Texas friends in the party. His uncle, Burt King, RCA representative, planned to be in Houston, Friday night, for the opening of the Alameda and then join the west Texans for angling in the Gulf.

Rubin Frels was here this week from his headquarters at Victoria booking for his chain of south Texas houses . . . Jack Hurst of the Rita in Abernathy and Ben C. Ray of Petersburg were in town.

EXPERIENCED theatre man wants partner. Know two towns in South. No theatre. Must have at least $5,000 for each town. You furnish the money; I'll do the work. Don't bother me for details if no money. Write B-1277, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Turtle Derby's Success Promises Perpetuation

DALLAS—Counted as one of the most successful and entertaining enterprises ever attempted by the Dallas Variety Club, the National Turtle Derby run here last week is expected to become an annual event.

Over 1,200 turtles were entered and names of sponsors were almost as numerous from New York and Hollywood as they were from Dallas and Texas. The derby was staged entirely for charity, with the funds going as payment for Variety's swimming pool for underprivileged kids in south Dallas.

Mrs. R. E. Griffith, wife of the Texas circuit operator, who entered the terrapin from west Texas called "Marcello," after winning a previous heat, triumphed in the finals to win a check for $1,000 in addition to $100 for the first race. Columbia's Abe Montague entered "Sweetheart" which placed third in the runoff. "Marcello" won the seventh race by winning over "Susie," entered by Mrs. Lynn Stocker.

R. J. O'Donnell acted as field judge for the races. Announcers were Frank Starz and Walter Henschel of the Interstate circuit.

Winners of $100 checks in the ten preliminary races were also presented with their terrapins but all the others were shipped to Pittsburgh where a similar turtle race will be staged in September by Variety's Tent No. 1.

Responsible mainly for the success of the derby was Ben Ferguson of Dallas who handled details in promotion and staging of the event. Ferguson will go to Pittsburgh to handle the races there.

Ben Ferguson Receiver in Walker vs. Hyman Suit

DALLAS—Following a suit filed by V. A. Walker vs. Sam Hyman seeking a receivership for the Campus Theatre at College Station, Ben Ferguson was appointed as the receiver by Judge Claude McCallum. Ferguson is now in charge of the theatre. Walker is interested in the Campus and has been its manager. Hyman, who lives in Lufkin and who operates the Jackson in Jacksonville and the Sabine in Port Arthur, is also one of the owners of the College Station house.

NTS Sells Three

DALLAS—The local National Theatre Supply branch has sold projectors, pedestals, magazines, reel end alarms and generator to the Majestic. Interstate house in Fort Worth; projectors, magazines, super pedestals and changeovers to the Tyler, Texas Consolidated house in Tyler, and virtually all new equipment to the Robb & Rowley Ritz in Crockett.

Named Joyce Ann

CHARLOTTE—The daughter born July 28 to Mrs. C. G. Lawing, has been named Joyce Ann. Mr. C. G. is a North Carolina exhibitor.



—Photo by Frank Shelby

"The Winnah!"—

R. J. O'Donnell, chief barker of the Dallas Variety Club, holding "Marcello" immediately after the little amphibian had won a $1,000 purse for Mrs. R. E. Griffith who made the entry. The terrapin and check were sent by airplane to Mrs. Griffith who is visiting in California. Judging from O'Donnell's fingers the turtle either snapped or was going to.

Circle Holds Another In Patriotic Series

OKLAHOMA CITY—Another in the series of free patriotic shows was held last Saturday at the Circle Theatre in Capitol Hill. Featured were "The Monroe Doctrine" and "The Man Without a Country."

Preceding the motion pictures, the children sang a group of patriotic songs and gave the flag salute. The first 15 minutes of the program, which included the singing, was carried over radio station WKY, co-sponsor of the program with Warner Bros., Inc.

Screen "Sea Hawk"

DALLAS—A trade screening of Warner's "The Sea Hawk" was held Monday at the Melrose Theatre before a representative crowd of exhibitors. General Sales Manager Gradwell L. Sears, in a screen appearance, declared efforts put forth by exhibitors in selling the picture will govern future production of this type of feature.

EXPERIENCED MANAGER and publicity man can offer any number of references; can report for duty at once. Give complete details in first letter. Age 30, married, sober, reliable. Take any town if salary o. k. Prefer connection with circuit, but will consider independent. Will consider lease of theatre on percentage basis only. Write B-1276, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

M I A M I

WITH the return to Hollywood of two operators who have been vacationing, West Keffe, relief operator, goes back to Winter Haven. Returning vacationers are Harry Segler and Maurice Schaaven. Segler and his family went to California. Schaaven and his family spent their vacation in Jacksonville.

Two other staff members of Hollywood houses now vacationing are Jean Parkell and Anthony Ross, both of whom are enrolled in the CAA classes at the Ft. Lauderdale airport.

Francis McMillan is taking his cue from his younger brother, Monroe, and taking advantage of the fact that he lives in "America's all the year around playground."

Paul Robinson is wondering, with extra question marks, just why a delegation of theatremen from Ft. Lauderdale descended upon him last Wednesday evening. There was Alex Ninninger, city manager and manager of the Florida, and Cick Ludwig, manager, and Charley Martin, assistant manager of the Sunset.

Biggest crowd of the summer at Paul Robinson's Florida thronged that house Thursday afternoon when a local drug store played host to local youngsters.

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Outstanding Musical Action Westerns with the

MYSTERIOUS LONE RIDER

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6—BILLY THE KIDS with Bob Steele

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ATLANTA

M E. WIMAN, salesman for Monogram Southern Exchange, was injured in an automobile accident last week, but is now getting along nicely . . . Leonard Seligman, manager, Empire Theatre, who has been taking flying for about two months, is spending all of his extra time at Candler Field, trying to get in the hours required for a pilot's license.

Vacationists: W. R. Lehmann, cashier, and C. H. Robuck, shipping clerk, Columbia Pictures; Mrs. Frances Wilson and Mrs. Edna Cooper, 20th Century-Fox; F. L. Stowe, booker; Mildred Matthews and Helen Kilpatrick, RKO, and Mrs. Kay Norton, W. S. Sewell and Mrs. Snyder of Warner Bros., also Mrs. Jeanette Edmonds, Bobby Hames and Louise Wynn of Republic.

Jack Goldsmith, Warner's publicity representative, is on his way to the coast to vacation. Going along with him were Margaret and Lee Rogers . . . Mary Armstrong of the Warner office is wearing a ring presented by her fiance, Andy Nations, assistant cashier at the exchange.

Mr. and Mrs. Ernest Pelegrin of the Poster exchange will leave this weekend for New Orleans, to visit their family . . . Al Rook, Republic salesman, is the father of a baby girl, born August 3, weighing five pounds, four ounces, and who has been named Rhonda Marie.

Colonel Thomas E. Orr entered his cabin cruiser in the flotilla parade at Decatur, Ala., last weekend . . . Pat Flack, shorts booker for L&J, is enjoying her vacation this week.

Bernice Stogner, Empire cashier, is back from her vacation . . . Harry Willard, special representative of the Jam Handy organization of Detroit, in town for a few days.

Mrs. Irma Lane, a familiar face on Filmrow, is substituting for Mrs. Ethel Bullard, Monogram Southern Exchange, while she is on her vacation . . . Mr. and Mrs. Carl Mott of the Flager Theatre, Miami, Fla., are guests of the Joe Abercrombies of the Emory.

Rae Jett, booker for Lucas & Jenkins suburban theatres, had an automobile accident this week and completely tore up his car. However, he escaped with only a few bruises.

Malcolm Taylor is erecting a new 400-seat theatre in Kingsport, Tenn., to be called the "Fox," which will open within a short time.

"Doug" Avey, West End Theatre manager, has gone to the National Guard Camp for three weeks training. Johnny Burke, assistant manager of the Techwood, is subbing for him, and Buddy Bowden is switched to the Techwood for this period.

Visitors: Mrs. Violet Edwards, Royal, Monticello; A. E. Adams, Hugh Martin, R. E. Martin, Martin Theatres, Columbus; J. H. Thompson, Martin-Thompson, Hawkinsville; A. L. Cowart, Cartersville; J. C. H. Wink, Crescent, Dalton; J. F. Camp, Ritz, Barnesville; Art Barry, Macon; Frank Miller, Augusta; Bill Yarbrough, Emily, Hartwell; Mr. and Mrs. Fred Weis, Savannah, and R. A. Hughes, Francis Theatre, Cummings, all of Georgia. From Alabama came Fred McLendon, Union Springs; R. L. Curry, East Gadsden, and T. E. Watson, Montevallo.

Jimmy Campbell, formerly with Paramount Pictures, has joined the staff of RKO as salesman . . . Thomas Brandon, Magnolia Theatre, Titusville, Ga., stopped over for a few days on his way back from a Virginia vacation.

T. E. Dillard, auditor for Martin Theatres of Columbus, lost his father this past week.

Mrs. D. R. Regan and children of the Roxy, Selma, Ala., were recent guests of Mrs. J. V. Elwell of Amity Exchange . . . John Jenkins, Million Dollar Productions, is on his way to Dallas, to make preparations for opening his new office around August 15.

D. B. Dukehart, Dukehart Printing Co., came back from Knoxville, Tenn., after having broken two world records with his motor boat.

John Jenkins Opens New Exchange in Dallas

DALLAS—John Jenkins, distributor for Supreme and Million Dollar all-colored pictures plus a lineup of regular westerns, has opened a Dallas exchange to supplement his Atlanta exchange for handling distribution throughout the southern states.



JOHN JENKINS

Jenkins, a former Texas exhibitor, arrived in Dallas three years ago with the first Hollywood-produced all-colored cast picture by Million Dollar Productions, which since that time has produced eight. On the 1940-41 program there are to be eight more. The first two are ready and titled, "While Thousands Cheer" and "Four Shall Die."

On his last trip to Hollywood he made a deal with Supreme for four Ralph Cooper pictures. From Supreme he also secured eight short subjects, two reelers, starring Pigmeat Markham.

Ted Malone has been employed to sell westerns in the southwestern field and Jenkins will handle the Negro picture deals. In Atlanta, Mrs. Jenkins is in charge of the office, Bill Specht will sell the westerns and Jenkins will divide time there on sales of Negro product.

Start on Drive-In

SAN ANTONIO—Work has been started on San Antonio's new Drive-In. Architects are Spillman & Spillman, and consulting engineer is Reynolds Andricks.

AUSTIN

WEDDING BELLS are ringing their loudest for Francis Vickers, skipper of the Austin, and Mary K. Barton, the girl in the gilded cage at the Capitol, who took the vows in San Marcos, Tex., last Tuesday.

Louis Novy, Interstate's genial city manager, nursing a sore jaw, left for the West Coast where he will join his wife and kids for a vacation. Local managers gave him a big sendoff.

Helen Evans, cashier at the State, was riding a bicycle in North Austin the other evening, minding her own business, when a city bus crashed into her. Nothing serious, she says, trying to be brave; but in the meantime Sammie Russell is substituting for her in the State boxoffice.

Local theatres were well represented at the National Turtle Derby in Dallas . . . Dotty Velez, the Mexican film actress, and her mother, Senora Raquel Vda. De Velez, stopped over here briefly en route to Hollywood, via Braniff Airlines.

Vacation stuff: Dick Waite back from a swing around New York and New England . . . Mose Macow has returned from Galveston . . . Jesse Melinger once more in Austin after a taste of Dallas and Borger, Tex. . . . J. T. Wood says he had a lot of fun on his vacation . . . Ditto for Joyce McIlroy . . . J. R. Franchey, the film fan mag writer, from Austin to Dallas to the Coast . . . Sadye May is spending her two weeks at several Texas points . . . George Hielscher on vacation.

Happy birthday to you: Bobbye Meredith . . . Ramsey Yelvington, San Antonio writer, in town for a coupla days . . . F. L. Winship, the high school play authority, back from a trip to Nebraska . . . Anice Hayes is forming a Kenny Baker Fan Club here . . . Mary Murchison, the Interstate "hello girl," undisturbed by this hot weather.

Poster Exchange in Dallas Opened by 'Buddy' Harris

DALLAS—J. O. "Buddy" Harris has announced the opening of the Buddy Harris Poster Exchange located at 312½ S. Harwood St., handling, it is said, everything but 40x60s.

Harris is well known throughout the South because of a former connection of many years with Alexander Film. Since then he has been in the theatre business, owning the Ritz in Celina and the Key in Midlothian.

Harris said his exchange is operated independently and owned entirely by himself.

"Hell's Angels" Is Popular

ATLANTA — "Hell's Angels," issued by Savini Films, is playing to capacity audiences over the territory. The Wilby circuit has extended all of their playdates on the feature to double time.

Circumstances Merge To Wallop Grosses

TORONTO — A combination of circumstances that may never happen again put a crimp in the theatre business generally during the past few weeks.

First of all, there was a heat wave which was all the more oppressive because of previously cool weather.

Comparatively few people went to summer resorts while the weather remained cool but the heat and humidity sent them to the country in droves.

Others also decided to go to the country to escape the talk about the impending invasion of Great Britain.

Some have been busy laying in supplies of all kinds because of rising prices due to new taxes and scarcity of raw products and had little money for other things.

Then came the announcement about national registration for service for all persons from 16 up. Immediately almost everybody and his brother decided it was high time to take the annual vacation because there might never be a chance for holidays once the government began calling the numbers for service in the armed forces.

On top of all these factors, the industrial plants began putting on the pressure in the turning out of munitions and there was a broad hint that annual vacations would be cancelled for the duration of the war.

All these developments combined to put a kink in boxoffice receipts in the Toronto territory for several weeks.

As one manager put it: "If business were twice as good as it is, it would still be 37½ per cent less than it should be."

But there is little squawking on the part of exhibitors because they have become both philosophical and reconciled to war conditions.

They say: "Think what business must be like in Europe."

N. A. Taylor Interests to Reopen Lyric, Hamilton

HAMILTON, ONT.—The Lyric is scheduled to reopen in the near future as the Century, following the completion of extensive remodeling after it had been acquired by new interests headed by N. A. Taylor, vice-president of the Independent Theatres Association of Ontario. The theatre had previously been operated many years by R. T. Stewart.

Arrange for Premiere Of "Convoy" Aug. 16

TORONTO—Arrangements have been completed for the Canadian premiere of the British film, "Convoy," at the Imperial, Toronto, the largest theatre in the Dominion, commencing August 16 when there will be a turnout of units of the naval services and representatives of patriotic organizations. This picture is being released by Esquire Films through British-Empire Films, Ltd.

Unit Show Recommended as Avenue Out of Dualling

TORONTO—An open letter has been addressed to the producers and distributors of America by the Independent Theatres Association of Ontario, signed by President Harry Alexander and Vice-President N. A. Taylor, both of Toronto, in which the suggestion is thrown out that the development of "unit shows" would and could replace the double bill practice without upsetting the theatre business generally. Declaring that the public has been trained to expect two attractions in a show and that it would take years of losses to educate the public otherwise, the ITA has recommended a unit show plan consisting of one high-class feature, a second featurette of quality, both of which could not run more than two hours and which would be sold to first and subsequent-runs as a complete program to which the exhibitor would have the privilege of adding a newsreel or short comedy. The recommendation is that the distributor would sell both pictures as a show on a set percentage or rental, allowing a part of such rental for the smaller feature. The latter should have some boxoffice star or a worthwhile plot.

According to the ITA declaration, the following results would be achieved:

1. Your show will not be double-billed.
2. The running time of your show will enable theatres to get a better turnover.
3. A great deal of business which is now being lost because people have seen one picture of a double bill will be regained.
4. Better business will result in the theatres.
5. Better rentals will accrue to you.
6. Better showmanship will result all around.
7. A better motion picture industry will be born.

The statement is made that "Double bills lead to repetition of plots, mediocrity and loss of interest on the part of the public, resulting in cut-throat competition of all kinds. It must all end in an industry cataclysm, unless the producers and distributors do something about it." It is declared that producers, distributors and exhibitors alike find alibis to put the blame for duals on the other fellow but all are to blame to some extent. The letter concludes with a challenge to the producers and distributors of the United States to try this plan "or a better one" and asks "Who will accept?"

Current Events Relegate Golf Tourney to Past

TORONTO—No move has been made to organize the Canadian film industry's golf tournament this year and it begins to look as if the summer will slip past without a competition for the N. L. Nathanson trophy on account of the war.

The trophy reposes in the private office of H. M. Masters, general manager of United Artists Corp., Ltd., the foursome from this organization having captured the film championship of the links for the first time last year. The memorable tourney was played on the Oakdale course near Toronto to the tune of a lively pre-war celebration. The names on the distinctive memento are : H. M. Masters, D. W. Axler, P. Myers and R. Tarshis.

There is just the possibility that the tournament will be held under the auspices of the Canadian Red Cross of which Col. John A. Cooper is an executive official.

The cancellation of the annual convention of Famous Players Canadian Corp. has also left another handsome piece of silverware on the shelf for the time being, this being the prize provided last year by C. A. Dentelbeck, supervisor of projection for the circuit to be emblematic of the golf championship among the chain managers. A great deal has happened in the past 12 months and there is just a hazy recollection that the winner was Manager K. Craig, now of the Capitol, St. Catharines, with Jack Arthur, Bob Eves, Leon Bishop and Jack Troyer being among the top-flight aspirants. What with the strenuous Win the War campaign and other wartime work, there hasn't been the same thought for golfing.

Industry's Campaign Earns Much Space

TORONTO—Canadian news publications, daily and weekly, devoted 200,000 lines of space to publicity for the Win the War campaign of the Canadian theatres under the auspices of the Canadian Picture Pioneers to promote the sale of 25-cent war saving stamps, according to an interim report compiled at Toronto campaign headquarters. This represents approximately 800 columns of space or close to 100 solid pages of newspaper size for the cause and a great proportion of the campaign news and comment was distinctly favorable to the Canadian moving picture industry. In other words, goodwill space for the theatremen. It has been found that more than 900 newspapers, both urban and rural, cooperated with the publication of campaign news and announcements and were, of course, an important factor in making the drive a big success.

Some more theatres have yet to make their returns for the national theatre party which was held in 975 theatres on the one night, the admission being the purchase of at least two 25-cent war stamps with which the patron started his accumulation of stamps in exchange for a war certificate. The latest totals show that $705,000 was turned into the government coffers in the sale of war stamps on the one night while subsequent sales have been very heavy as a direct result of the patriotic performances. The theatres' drive is still the talk of Canada.

TORONTO

L. W. PAYNE, proprietor of the Capitol, Listowell, Ont., is having a very busy summer. At intervals he is staking a patriotic show, the proceeds of which are turned over to war charities, and he was also a participant in the Win-the-War Campaign, of course. Two daughters are preparing for a double wedding, while a son has joined the colors and is training with the troops at Petawawa Camp prior to going overseas.

Tom Walton, proprietor of the Rio, has just returned from the finest outing of his career, consisting of an 18-day cruise in a power boat through the Trent and Rideau water systems of Ontario during which the party loafed and fished. Some photos of Walton in the act of sunbathing are charming—but could not be published. His only complaint was that he could not get anybody to clean the fish. It is the proud boast of Walton, who is an officer of the Independent Theatres Ass'n, that he has never given a premium at his theatre.

Among the pallbearers for the funeral of William James Robson, pioneer Toronto showman and brother of Clarence Robson, were Vice-President J. J. Fitzgibbons and Secretary T. J. Bragg of Famous Players Canadian Corp.

Hon. J. Earl Lawson, former member of the Dominion Cabinet and a charter member of the Canadian Picture Pioneers, and Mrs. Lawson have returned to Toronto after attending the Lions Clubs International convention in Havana, Cuba, to which they took a personal message of greetings from Rt. Hon. W. L. King, Prime Minister of Canada. While in Havana, the Lawsons dined with Sir George Forbes, British Minister to Cuba.

The offices of Empire-Universal Films, Ltd., have not been the same for the past two weeks with Walter Kennedy, goodwill distributor (exploiteer) on vacation at a remote spot in the Huntsville Lake district. Joe Simon, head booker of Regal's Toronto branch, is holidaying at the backwoods camp in the Laurentain Mountains of Bill O'Regan, manager of the Francais and Victoria theatres, Ottawa, and the Laurier in Hull. Claude Hunter, assistant manager of the Toronto Uptown, has also been away and business at the theatre has been very good. Manager Al Sedgwick of the Toronto Belsize has returned from Lake Simcoe.

President A. J. Laurie of Esquire Films has announced he is too busy for a vacation this summer but has resumed golfing and has reached the second flight of the club championship at the Summit Golf and Country Club.

Solly Ginsler, manager of the Iola, Danforth Ave., has announced that his parents, Mr. and Mrs. Harry Ginsler, have celebrated their 25th wedding anniversary. Syd Taube, who has been touring the country for the Canadian Picture Pioneers, and Mrs. Taube have observed the 28th anniversary of their marriage which practically coincided with his entry into the film business.

Callers along Toronto's Filmrow: Mrs. H. Z. Marks of the Bellard, Fort Erie; Jack Allen, Tivoli, Thorold; Mrs. H. J. Sutherland of St. Marys; Abe Rappaport, Hollywood, Campbellford; L. B. Ritza, assistant general manager, Ottawa Valley Amusement Co., Renfrew; Louis Rousson and Ted Soucie of the Cinema Rousson-Trudeau Limitee, operating the La Salle at Kirkland Lake and the Cartier at Timmins in northern Ontario. Abe Rappaport brought along some tall fishing stories, as per annual summer custom, to promote his summer hotel.

Away from home: Harry Paynter, general sales manager of Empire-Universal, has been calling on exhibitors east of Toronto; Lou Guimond, recently appointed exploiteer for United Artists Corp., Ltd., Toronto, has been in Montreal. Jack Arthur, district manager of Famous Players, checked his theatres in northern Ontario and immediately proceeded on a tour of the chain houses in western Ontario.

Reports received in Toronto tell that W. M. "Bill" Seavill, proprietor of the Esquire at Penetang in the Georgian Bay District, is seriously ill at his home. His visit to the Toronto exchanges was during the Win the War campaign.

After doing a good job in exploitation work at the Capitol in St. Thomas, Ont., H. Jolley has been appointed in charge of the staff of the Capitol at London and has been temporarily engaged as assistant manager to W. K. Trudell . . . W. A. Summerville, manager of the Prince of Wales in Toronto's East End, donated a handsome trophy for the beauty contest at the 20th annual community picnic of the Danforth Business Men's Association at Withrow Park, during which $1,000 was presented to Mayor Ralph Day for the Toronto war fund.

WINNIPEG

WINNIPEG is becoming a gathering place for film stars through the activities attendant on the filming of the British film, "The 49th Parallel." In addition to Elisabeth Bergner and Tamara Desni, who arrived last week, other members of the company who have appeared in the last few days include: Roland Gillett, producer of the film; Eric Portman, John Chandos, Peter Moore and Nial McInnes, actors; Michael Powell, director; Skeets Kelly, cameraman; David Mason, assistant cameraman; George Blackler, make-up man, and Betty Curtis, secretary to Powell . . . Eddie Newman of the Lyceum has been making possible the screening of rushes made out west at his house.

In addition to British film stars already present in the city, a contingent of American stars is expected in October when Harold Bishop will scoop the city by presenting in personal appearances Madeleine Carroll, Gary Cooper, Robert Preston and Cecil B. De Mille, who will walk the Capitol stage in connection with the showing of "Northwest Mounted Police." The four Hollywood personalities will appear in Regina in connection with the world premiere of the film and Bishop has arranged to have them present at the Capitol with his showing of the same picture.

With the reopening of the remodeled Park Theatre, Manager R. Besler turned over four days' take to the Red Cross and the war savings committee. Last Saturday's take amounting to $222 was turned over to the Red Cross and the next three days boxoffice in the form of the sale of war savings stamps mounted up to $2,480. When the war savings effort was being staged by all other houses here the Park was closed for renovations. Besler chose this method to do his part.

Harold Bishop held a private previewing of "Pride and Prejudice" which was attended by members of the press and representatives of acting organizations of the city. Judging by their reaction, Bishop's film should receive intensive favorable publicity in advance of its public showing.

At the Lyceum Eddie Newman hit the jackpot on his opening night with a bill featuring "Green Hell." Splendid weather conditions and the coincidence of opening night with pay day for the boys in the army worked together to give Newman a record-breaking first night.

Harold Gray should garner a fine return at the boxoffice with his coming showing of the British thriller, "They Came by Night." Gray is working hard at the Tivoli where he is making a success of the new policy of first run British films. Harold's efforts are turning the house into a de luxe neighborhood theatre.

Tom Pacey is holding over for the third week Mademoiselle Inez, a fan dancer who has been bringing the crowds into the Beacon. Right now Mademoiselle Inez looks good to run for ever or at least until the cold weather.

Live talent that is going to knock local boxoffices on the head with a terrific wallop is already featured in newspaper advertisements of the coming appearance here of Gracie Fields. Her show will be held at the Amphitheatre, which is not ideal for singers but holds more people than any other place in town, and as it is, the sponsors expect to have the big hall jammed tight both nights of her stay here.

Jack Fitzgibbons' stunt of putting a bear cub in the window of Moore's, a downtown eating place, captured the eyes of thousands on the avenue during the week . . . Syl Gunn returned from his vacation, leaving Jack Fitzgibbons free to depart on his.

VANCOUVER

THE FAMOUS PLAYERS Vancouver office is eagerly anticipating and planning for the premiere of "North West Mounted Police," which will take place early in October with several of the cast in attendance, headed by Cecil DeMille, director.

Levy Graham was in town for a few days, principally in connection with construction of the theatre on which he has already started work at Wells, B. C., and which he will operate in addition to his present house, the Strand, at Prince George.

Public interest was centered on the flying field where Miss Carla Lehman was doing her stuff as stewardess of an airliner in "49th Parallel," scenes for which are being shot in all parts of the Dominion.

Mr. and Mrs. George McEwan have sold their house and are now living in apartments, with more time to devote to the management of the Music Box . . . William Harper and his wife are here taking a well-earned vacation away from the management of the Strand, Trail, B. C.

Richard Greene is due here to sign up with the Canadian forces, an addition to a list of several who are forsaking Hollywood to do their bit with their fellow countrymen . . . Charles Ramage is back at his desk in Regal Films after a short vacation on which he became more interested than ever in golf.

Steve Ralston, Paramount booker, is developing many neglected muscles in handling the cans during the absence of Owen Bird, the shipper, who is taking his vacation.

While Ben Plottel is away on the Island on business, the Empire Universal traveling auditor is checking up things in the office.

Nat Levant made a trip to the Island in the interest of Columbia Pictures . . . Sam Trout, projectionist of the Zeballos Theatre, returned to his home here. It appears that a part of the equipment was rescued at the fire but some cans of film were lost.

Audo-Visual Education Course On at Regina

REGINA, SASK. — Nine Saskatchewan teachers are attending a summer course on Audio-Visual education in Regina under the direction of Prof. W. G. Hart, A.M., research department of Ohio State University. The course emphasizes the place of visual aids in education.

Graham McInnes, script writer with the national film board and art editor of *New World Illustrated*, Toronto, recently addressed the group. He said that the national film board is planning a documentary film on the plight of the farmers in western Canada and what is being done to help them through the Prairie Farm Rehabilitation administration. In addition, the board is preparing a film on ice hockey and two on the work of the youth training classes.

For the Duration

TORONTO—The collective face of Toronto theatre managers is of reddish hue —and it isn't the summer heat.

It's all because something hasn't happened—as promised faithfully.

At the time of the Win-the-War Campaign to boost the sale of War Savings Stamps, very special permission was granted by the civic authorities for the stencilling of the sidewalks in front of theatres to announce the sale of war stamps at the boxoffice inside. The city papas were told that the paint would be washed off right after the holding of the patriotic performances—it would be that kind of paint.

But the sidewalk signs are still there and they won't rub off, wash off or scrape off. And every time that the cop walks along the street, the words stand out so prominently that you could almost trip over them.

P. S.—The cop is getting all the passes he needs.

"Sea Hawk" Will Launch New Season in Toronto

TORONTO—The lid has been lifted on the first news of new season openings with the divulging of information that the autumn series will get under way at the Uptown, Toronto, key house of the Famous Players' chain, with the gala presentation of "The Sea Hawk."

The Uptown, in the hands of Manager Fred Trebilcock, has been doing very nicely with "All This, and Heaven Too" all during the hot spell, this picture having been held for a third week which included Civic Holiday, August 5. There is a possibility that the run may go to a fourth week. This will be followed by "My Love Came Back" and "Tom Brown's School Days," with "The Sea Hawk" dated for August 29 tentatively. According to word along Filmrow, "All This, and Heaven Too" has been registering the highest grosses of any theatre in Canada during the hot stretch.

Another extended first-run in Toronto was "The Mortal Storm" which has been playing on a double bill at Loew's, the second picture being "Five Little Peppers." This was held for a second week.

Enlistments Depleting Theatre Staff Ranks

TORONTO—A wave of enlistments for active service with Canadian forces is rapidly depleting the ranks of ushers, doormen and other employes of the Famous Players' chain. At the same time, a number of managers have donned the uniform of the Militia for service in Canada in which they are required to parade two nights each week and spend two weeks at a training camp each year—with the prospect that camp service will be extended to 30 days.

The loss of ushers has been so extensive that consideration is being given to the hiring of girl ushers as replacements.

EDMONTON

WAR SAVING certificates to the amount of $14,800 were sold at Edmonton theatres at the special shows given to assist in Canada's war effort recently. The entire cost of the campaign as well as the production of the shows was undertaken by local theatres. All down town theatres were obliged to turn away would-be patrons while at the Capitol and Strand theatres, where special stage shows had been arranged, Managers Walter Wilson and Arnold Entwistle were warmly congratulated.

Edmonton's newest neighborhood theatre, the Varscona, opened recently with an excellent house. Situated on Edmonton's south side the name was chosen from the first and last syllables of "varsity" and Strathcona in which district it is located. Erected at a cost of $50,000, the theatre contains all the most up-to-date equipment of the modern film house.

Under the management of Walter Wilson the eighth annual rose show at the Capitol opened with a record number of entries. Interest in this advertising feature, which was an original idea of Wilson's, has gained with each successive year, the manager reports. Now it is regarded as one of the outstanding floral shows of the year in Edmonton. Now entries come in ever-increasing numbers. Manager Wilson is able to recall with some amusement the inauguration of the rose show when, by the morning of the opening day not a single entry had been made. "I was in a quandary and thought probably I'd have to go out and buy roses for the show," recalled Wilson. Fortunately the entries were merely belated and by the time the show was due to open there was an ample display.

All-comedy week opened at the Capitol this week with "The Doctor Takes a Wife." Comedy weeks are very popular with patrons, states Manager Wilson, especially since Canada entered the war.

Show changes are made on Thursdays now at the Capitol instead of Saturdays, as previously.

Recent visitors to Edmonton were Frank Kershaw, Calgary, district manager of Famous Players; Haskell Masters, H. Harnich, of Columbia; A. Feinstein, United Artists; Al Iscove, and George Lynch, Paramount, all of Calgary.

Larry Graburn Judges a Civic Amateur Contest

REGINA, SASK.—Larry Graburn, manager of the Capitol, Regina, played a "Laugh, Clown, Laugh" sort of role the other night. Chosen as one of the judges at city-sponsored amateur hour in one of the parks, Larry had to announce the winners. He gave his announcement a few humorous twists, but inwardly he winced everytime he looked past the microphone at the thousands of people who were on hand and who might have been attending one of Regina's five theatres, preferably the Capitol. The crowd turned out despite cool weather.

MONTREAL

INCREASING popularity of British films, particularly comedies, is attested by the long runs with capacity houses given these pictures at the Snowdon, United Amusement theatre, which inaugurated a policy of showing leading British films a few months ago.

John Grierson, commissioner of the national film board, visited Associated Screen News studios to preview "Front of Steel," latest in the government's series of war shorts. The short is currently playing across Canada in leading theatres.

Sidney Lewis Bernstein, head of the 32 Granada theatres in Great Britain, has resigned all his film directorships in order to become unpaid technical director of the films department of the British Ministry of Information where he will make propaganda shorts of the type of "Behind the Guns" which has just been released. He will use his United States contacts to ensure these British films being given wide distribution on this hemisphere. "I hope to harness all the resources of the film industry to the national chariot," he said.

Several interiors for the British feature picture, "Forty-Ninth Parallel," will be shot in Montreal at Associated Screen News studios. Mrs. Somerset Maugham has arrived in Canada to report on the placing of British refugee children here and in the United States. Elisabeth Bergner, star of "Forty-Ninth Parallel," is setting summer fashions. On arrival she wore wedge shoes, a cream flannel sports coat, and a handkerchief around her head.

Richard Greene, who was to star in "Hudson's Bay Company," 20th-Fox production, is instead offering his services to the Canadian Army. Miles Mander, another British star, tried unsuccessfully to enlist in the Canadian Active Service Force, being told he was above the age limit. He has returned to Hollywood.

Mickey Rooney is traveling east following a holiday at Victoria and Banff . . . Montreal Repertory Theatre took its "Tin Hat" revue to Petawawa camp where the soldiers greeted it with much enthusiasm.

William James Robinson, for many years engaged in Toronto in theatrical and concert booking, and one of the pioneers of motion picture entertainment in Ontario, died July 30. For three years he was assistant manager of the Royal Alexandra and latterly was in the advertising business. Clarence M. Robson, of Famous Players Canadian Corp., is a brother.

Gracie Fields entertained 5,000 soldiers at Victoria as a commencement to her trans-Canada tour . . . Lady Hardwicke, wife of Sir Cedric Hardwicke, film actor, has arrived here with their seven-year-old son, and will proceed to Hollywood . . . W. J. Singleton, sales manager of Associated Screen News, has returned from Quebec . . . Jack Chisholm is in charge of an ASN unit working in Windsor and other Ontario points completing a film for showing at the Canadian National Exhibition . . . Colin Munro, of Associated Screen News, Montreal, who has been acting as an artillery instructor here, has received notice to join his battery at Petawawa camp and will be with the Active Service Force for the duration.

"Flagships of the Air," a sound picture, was shown to Montreal Lions Club by Fred J. Robinson jr., manager of the agency and steamship department of American Airlines, Inc., New York City . . . Motion pictures are the most popular entertainment with sailors visiting the Port of Montreal who invariably take in the latest shows uptown. They are also provided with film fare at the various sailors' clubs, where travel views of Canada are in great demand.

ASSOCIATED SCREEN NEWS UNDERTAKINGS:

A production crew headed by J. McDougall has returned to Montreal after completing Ontario sequences for the National Film Board picture, "Workshops in War."

Anxious parents in England will have visual assurance of the well being of their evacuee children so far as Canada is concerned, for ASN newsreelmen have secured excellent pictures of them passing through Montreal. The children all appeared contented and happy in their new environment.

Everyone is talking of the new home defense movement in Canada, but the town of Oakville, Ont., claims to be the first to do something about it. Reports of activity in that center filtered through to ASN and Roy Tash hurried down to investigate. He obtained a fine newsreel coverage of the formation of the Oakville Civil Guard.

Up among the snow-capped mountains at Banff, Norman Hull was industriously engaged in filming the glorious beauty of a secluded lake, when, within the viewfinder he noticed another cameraman just as industriously taking the same scene. Investigation showed that the second cameraman was John Alexander, who, unbeknownst to Hull, was also in charge of a crew making a color picture for ASN at the popular resort.

Harvey Bassett, chief of the still department, essayed a new role at the Seigniory Club when he temporarily assumed the guise of a newsreel man. Bassett was making some portrait studies of Crown Princess Juliana and her two charming children when it occurred to him that conditions were ideal for making a newsreel story of the royal family. Assent was graciously given and by one of those strange coincidences, a fully equipped truck happened to be hovering in the vicinity.

F-P Installing New Floor, Reseating at Hamilton

TORONTO—Famous Players are installing a new concrete floor and reseating the Capitol at Hamilton. Architects on the job are Kaplan & Sprachman.

Achievement Record Col. W. A. Grant's

By ROY CARMICHAEL

MONTREAL—Col. W. A. Grant, president of the Associated Screen News, died Saturday morning, July 27, in his 73rd year in the Western Division of the Montreal General Hospital. The recurrence of a heart attack was the cause of death.

Well known to railway officials of a generation ago, later connected with several industrial concerns, in eastern Canada, Col. Grant served with distinction on a government war board during the world conflict of 1914-18. For the past 15 years he has been prominent in the Canadian business world as president of Associated Screen News, Ltd.

Sir Edward Beatty, G.B.E., K.C., LL.D., chairman and president Canadian Pacific Railway, paid a tribute to him in the following words:

"For many years Col. W. A. Grant had been in close association with the C.P.R., having started his career with that company in 1885. He was later secretary to the president, Sir William Van Horne. Latterly Col. Grant had been president of Associated Screen News over a period which has seen that company rise to a high point of efficiency. Our association over the years has been of a very pleasant character and it is with deep regret that his wide circle of friends will have learned of his death."

Col. Grant's career had its beginnings with the Canadian Pacific Railway on October 26, 1885, a few weeks before the driving of the last spike at Craigellachie in the Canadian Rockies completed the line across Canada. He served in the office of the general superintendent, Montreal, the president's office and the vice-president's office before resigning in 1896 to follow other paths of endeavor.

His contribution to the Canadian war effort during the great war was notable and within a few years of his return to civilian life he became president of Associated Screen News, the office he held at the time of his death.

A native of Guelph, Ontario, Col. Grant was married to the former Emmaline Fraser, of Toronto, who died a few years ago. There are no children. His home was "The Manior" at Coteau du Lac. He was a member of the Mount Royal Club.

William James Robson Dies at 72 in Toronto

TORONTO—One of the real old-timers of the theatre business in the Dominion is gone in the passing of William James Robson in his 72nd year.

William Robson, who died of a heart attack at his Toronto home, was one of the first to put on a moving picture show in Canada, this being of the itinerant type. He also managed Canadian tours of great artists and concert companies for years and became resident manager of the Royal Alexandra and Massey Music Hall, Toronto. He was also identified with the publishing business.

M-G-M (48) 116 Minutes Rel. Aug. 30, '40

There can be no doubt this will be the biggest grosser and most widely acclaimed feature offered by Metro—or any other company—since "Gone With the Wind," possessing every proven element to bring in a record-shattering boxoffice gusher. Of first importance, probably, is its stellar cast, topped by Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr—any one of whom normally packs sufficient appeal to command customer attention. With each contributing a superlative performance, the total is marquee dynamite. Throughout, the feature measures to its cast's extravagant promise, roaring with action, adventure, romance, spectacle and bristling dialogue. The story is of oil men, their lives, their loves and, principally, their fights. Not for a second is there a letdown and no production detail or expense was overlooked. Jack Conway's direction is faultless.

Clark Gable, Spencer Tracy, Claudette Colbert, Hedy Lamarr, Frank Morgan, Lionel Atwill, Chill Wills.

Boom Town F Melodrama

20th Century-Fox (104) 70 Minutes Rel. Aug. 9, '40

Evidently Fox has decided to give Jane Withers the backing of more expensively mounted vehicles than has been the custom in the past, for this one, laid in the period at the turn of the century, boasts a stronger supporting cast, impressive backgrounds and a better story than the adolescent star has probably ever had before. The effort is aimed at family and child audiences and, it seems certain, will delight them. As usual, Jane is given ample opportunity to display her Thespic talents, as well as her prowess as a dancer and singer. The story finds her as a tough kid from the Bowery, picked up and given a home by wealthy Kent Taylor, who finds her mannerisms and outlook on life rich material for a play he is writing. She wins over the society set with her sterling qualities. Otto Brower directed.

Jane Withers, Kent Taylor, Elyse Knox, Laura Hope Crews, Rand Brooks, Jessie Ralph, Harry Shannon.

The Girl From Avenue A F Comedy Drama

Monogram (3908) 67 Minutes Rel. Aug. 5, '40

The amiable and suave Mr. Wong, affably portrayed by Boris Karloff, solves with skill a case that appears a closed book. But, of course, there are other angles which Grant Withers overlooks in the formulized fashion of the dumb detective. Completing the stock approach to a murder mystery is attractive Marjorie Reynolds, who is the ever-present and heckling female reporter. The film to a moderate degree maintains a melodramatic pitch, but is inclined to depend on the dialogue which neither sparkles nor shines. The plot concerns the murder of a shipping magnate with the finger pointed at the fiance of the magnate's daughter. As the mystery deepens, suspicion is diverted to a number of sources. The imperturbable Wong, however, is not misled and uncovers the real criminal in the person of the attorney of the deceased. William Nigh directed.

Boris Karloff, Grant Withers, Marjorie Reynolds, Kenneth Harlan, Gerry Usher, Catherine Craig.

Doomed to Die F Melodrama

United Artists (——) 85 Minutes Rel. Aug. 9, '40

From the very inception of motion pictures, sea stories have been a reliable standard source for features in which blood-tingling action and adventure are meant to predominate. Few predecessors have more competently and completely ensnared those popular ingredients than Hal Roach's picturization of Kenneth Roberts' nautical narrative, which comes off the assembly line as a robust melodrama to satisfy the appetites of all who relish red meat on their celluloid menus. A lack of marquee magnetism in the cast—which couldn't have done better had it been loaded with established star names—is the only possible stumbling block to record grosses; which possibility should be minimized through audience reaction and subsequent favorable word-of-mouth. Directed by Richard Wallace.

Victor Mature, Louise Platt, Leo Carrillo, Bruce Cabot, Vivienne Osborne, El Brendel, Roscoe Ates.

Captain Caution F Melodrama

Paramount (3943) 75 Minutes Rel. Aug. 9, '40

There's plenty of excitement and suspense for the action addicts and the Saturday matinee trade in this melodrama, which boasts the additional asset of timeliness, inasmuch as its plot deals with German submarine warfare on neutral shipping in Caribbean waters. In every respect, the feature is a splendid job technically but it could have been considerably bolstered by better performances. Story concerns an American merchant ship which is seized by the Germans, disguised by new paint and false funnels, and used as a "mother ship" by sea raiders. Henry Wilcoxon portrays the captain of the boat who finally outwits Onslow Stevens, German agent who engineered the capture, and Carole Landis is cast as the skipper's sweetheart. Directed by Edward Dmytryk.

Carole Landis, Henry Wilcoxon, Onslow Stevens, Kathleen Howard, Wallace Rairden, Sven-Hugo Borg, Henry Victor.

Mystery Sea Raider F Melodrama

Monogram (——) 59 Minutes Rel. July 29, '40

Tex Ritter fans and all the other customers who like action in large doses won't quibble about this one. It is pretty stock stuff, but it's aimed at a special market and knows what that market wants—even if it has to sacrifice plausibility. Anyway, it gets down to cases early and maintains a brisk clip until the bad men get their just due. Ritter is given all the necessary opportunity to come from behind to take the play away from a flock of horse thieves and he performs exactly as he's told to. There's a song or two and a like number of lulls when the action switches to romance, but these are brief when compared to the long and repeated stretches of hard riding, pistol duels and challenging threats between the law and the outlaws, who try to keep a young rancher from fulfilling a government contract. Al Herman directed.

Tex Ritter, Dorothy Fay, Warner Richmond, Jim Pierce, Slim Andrews, Chuck Morrison.

Rainbow Over the Range F Western

Columbia (——) 76 Minutes Rel. ————

A finely-etched characterization by Brian Aherne highlights this delightful comedy of French family life. The feature's subtle humor, undertoned with touches of tragedy and pathos, will be appreciated and thoroughly enjoyed by discriminating patrons. Its fate with the masses, however, is not so easily predictable and will probably hinge upon how wisely the film is merchandised. Production, direction and acting are all of high calibre, the supporting cast timing its efforts to the pace set by Aherne, who portrays a Parisian shopkeeper who is summoned for jury duty and is responsible for the acquittal of a girl charged with murder. Sympathetically moved, he brings her home to work in his shop and live with his family, which creates the subsequent plot situations. Directed by Charles Vidor.

Brian Aherne, Rita Hayworth, Glenn Ford, Irene Rich, Evelyn Keyes, Edward Norris, Curt Bois.

The Lady in Question F Comedy

Universal (——) 64 Minutes Rel. ————

Another in the chain of diverting comedies with musical backgrounds, which Universal is conjuring out of the titles of past song hits. Like its predecessors, this is a compact parcel of acceptable entertainment, excellent for supporting fare and qualified to stand on its own in the top spot of average dual programs. The feature is well-mounted, efficiently directed and the cast, while comparatively unimportant as to marquee value, delivers sincerely and pleasingly. The story concerns two college football heroes, rivals on the gridiron and who are also constantly battling for the same girls. In order to circumvent objecting parents, they make a pact for a temporary switch in sweethearts. Everything works out well when Cupid intervenes and the switch is made permanent. Arthur Lubin directed.

Dennis O'Keefe, Constance Moore, Helen Parrish, Lewis Howard, Marjorie Gateson, Laura Hope Crews.

I'm Nobody's Sweetheart Now F Comedy

Monogram (3913) 62 Minutes Rel. Aug. 12, '40

Frankie Darro goes sleuthing again, and as per custom out-thinks the police to capture a gang of blackmailers which has accounted for three murders. The result stacks up very creditably for a low-budget production and will probably meet all requirements for adolescent audiences and action fans in general. Darro turns in a competent acting job with the able comedy assistance of dusky Mantan Moreland. This time the youngster portrays a page-boy and general handy-man in an exclusive beauty parlor. When, in rapid succession, a feminine attendant, a male hairdresser and a wealthy customer meet their doom, Darro and Moreland get on the trail, blundering into and out of trouble, and uncovering enough clues to solve a dozen murders. Directed by Howard Bretherton.

Frankie Darro, Mantan Moreland, Joy Hodges, George Houston, Kay Sutton, Guy Usher, Rolfe Sedan.

Laughing at Danger F Mystery Drama

SELLING ANGLES: **"Doomed to Die"**

Since the film is based on the Mr. Wong stories appearing in "Colliers," tieups should be made with local newsdealers. If possible, have one of the delivery services use poster cards on the sides of the trucks. For a lobby display, have one of the staff men make a compo replica of the front cover of the magazine with a cutout of Karloff emerging. Top billing should go to Karloff. A newspaper contest in which readers are asked to identify from stills the roles which Karloff made famous might be planted in the local papers.

CATCHLINES:

Caught in the Web of a Ruthless Murderer.

Death in Chinatown Holds No Terrors for Mr. Wong.

SELLING ANGLES: **"Rainbow Over the Range"**

Possibly nothing will be of greater interest to the Ritter fans than Ritter himself. Therefore, get up a large cut-out of the cowboy star in a two-fisted, shootin' pose for your front. It will always come in handy. The kids particularly should get a kick out of sequences showing youngsters attending school and being entertained by Ritter's partner, "Slim." In order to capitalize on this offer "autographed" photos of Ritter to youngsters who bring along a school report card showing above average marks. Plug the fact that Ritter sings two new songs in the film. Perhaps you can borrow a mule for a street ballyhoo.

CATCHLINES:

He Was One Against a Mob—But He Had the Law on His Side.

There's a Rainbow Over Every Range When Tex Ritter Swings His Fists.

SELLING ANGLES: **"Laughing at Danger"**

Frankie Darro is a pre-sold name for many action fans. Give supporting billing to Joy Hodges as his "girl friend" in the picture. Many stills of Darro as a page in a beauty shop can be planted in the windows of beauty parlor and cosmetics dealers. Use the title in a merchandise tieup with tire dealers on the angle that "Mr. Motorist can 'Laugh at Danger' if he's riding on a new set of tires." Start a Frankie Darro Fan Club, distributing inexpensive badges and holding meetings at the theatre every Saturday matinee.

CATCHLINES:

Frankie Darro at His Best . . . As a Would-Be Detective Who Almost Kills Himself Trying to Solve Three Murders.

Death Strikes in a Beauty Parlor . . . And the Police Are Baffled Until Frankie Darro Steps In.

SELLING ANGLES: **"The Girl From Avenue A"**

Contact the 20th Century-Fox exchange for a list of the many commercial tieups arranged on Jane Withers. Plant stills of her seated in a 1900 vintage horseless carriage in automobile showrooms. Contrasting 1900 and 1940 styles in clothing can be tied into window displays with local department stores and dress shops. Give the marquee credits to young Miss Withers and Kent Taylor. If there isn't a Jane Withers Fan Club in your community undertake to launch one, scheduling its meetings whenever a Withers picture is booked.

CATCHLINES:

When a Red-Blooded Girl From the Bowery Moves in on the Blue-Bloods . . . She Blows Up With a Bang.

It's a Frolicking Free-for-All . . . As Jane Hobnobs With the Snobs . . . And Brings the High Hats Down to Earth.

SELLING ANGLES: **"Mystery Sea Raider"**

Give the marquee credits to Carole Landis and Henry Wilcoxon. Obtain a number of headlines concerning Allied and German shipping losses in the current war and blow them up for lobby easels, studded with stills from the picture. Obtain spot radio announcements in news broadcast style relating the discovery of a "mystery sea raider." A recent issue of "Life" Magazine carried a layout on German-British sea warfare. Use tearsheets from it for mailing pieces. Make over the lobby in nautical fashion, dressing attendants as seafarers.

CATCHLINES:

The Most Breathlessly Exciting Story Yet to Come Out of This War . . . Inspired by Current Headlines.

A Mystery Vessel . . . Spawning Weapons of Death . . . Defeated Through the Courage of One Man . . . And a Woman.

SELLING ANGLES: **"I'm Nobody's Sweetheart Now"**

Marquee credits should go to Helen Parrish, Dennis O'Keefe and Constance Moore. Title, taken from a popular song, can be exploited in a number of ways. Plug it with orchestra leaders, in music shows on displays of sheet music and records, and over the air. Hold an amateur singing contest on the stage with prizes going to those who give the best rendition of the tune. The title also can be tied into drugstore window displays of various soaps and antiseptics on the "B. O." and "Halitosis" angle.

CATCHLINES:

She Couldn't Make Up Her Mind Between Two Rival Suitors . . . So She Solved Her Problem by Double-Crossing Her Real Romance . . . And Marrying Him.

Pawns in a Plot to Grab the Governorship . . . Including a Family Merger to Grab Votes.

SELLING ANGLES: **"Boom Town"**

There shouldn't be much of a selling problem here with four top names headlining the cast and such players as Frank Morgan and Lionel Atwill to list in support. Local cooperative tieups can be worked out on the oil-fields angle with service stations and garages. Perhaps gasoline distributors can be persuaded to carry picture billing on their trucks. Construct a miniature oil derrick above the marquee or in the lobby and, with oil company cooperation, arrange a display of drilling equipment.

CATCHLINES:

Wildcatters . . . Staking Their Very Lives for the Flow of Black Gold . . . That Means Fortune and Fame.

Crackling, Surging Action . . . With the Biggest Cast Ever Assembled in One Picture . . . And the Year's Greatest Entertainment Treat.

SELLING ANGLES: **"Captain Caution"**

The name of Kenneth Roberts, who wrote "Northwest Passage," probably will mean as much or more on the marquee as do the players. Have house artist construct a large compo-board facsimile of a book to be mounted above the marquee. Arrange with libraries to stage a "Kenneth Roberts Week" with "Captain Caution" receiving the most attention. The maritime background suggests a model ship-building contest for younger patrons. A copy of "Captain Caution" might be awarded to the winner.

CATCHLINES:

A Heroic Period in Our Nation's History Becomes a Thrill-Packed Picture That You Won't Want to Miss.

It's by the Man Who Wrote "Northwest Passage" . . . Your Guarantee of Vivid Romance . . . And Sweeping Action.

SELLING ANGLES: **"The Lady in Question"**

Brian Aherne and Rita Hayworth are the selling names here, the latter in particular, as she now is the object of an extensive publicity buildup by her studio. Mount a huge compo-board question-mark above the marquee or as the lobby center-piece, studding it with portraits of the principals. As a teaser campaign, snipe the town with posters imprinted only with a large question-mark. A week later add picture and theatre billing to the posters. In your advertising campaign, give the film your personal "money-back" guarantee.

CATCHLINES:

She Was Suspected of Murder . . . But This Kindly Shopkeeper Ignored That When He Took Her Home to Live With His Family.

A Comedy Delight . . . Is This Gay Story of Romance and Intrigue in the Paris That Was.

Short Subject Reviews

Spoils of Conquest

RKO (March of Time) 17 *Mins.*

A war theme backgrounds this issue and, although it is focused on a pertinent chapter of current events and is executed with skill and informative material, it remains whether patrons want this war—war—war thing thrust at them. The locale is the Netherlands East Indies, vast colonial empire of the Dutch. By off-screen voice and pictorial matter, the observer is led to believe the islands are hopeful the United States will come to its rescue should either Germany or Japan carry out threatened invasions. The very interesting native industrial accomplishments, coupled with effective sequences dealing with defense preparations, administration, social pursuits and the like make for an otherwise absorbing subject.

IN THE MAKING

COLUMBIA

The Little Professor—Paul Kelly, Rochelle Hudson. Director: Max Nosseck. Producer: Ralph Cohn. **(Starting)**

I'm for Rent—Anita Louise, Roger Pryor, Frances Robinson, Don Beddoe. Director: D. Ross Lederman. Producer: Wallace MacDonald. **(Completed)**

MONOGRAM

Untitled—Ray Corrigan, John King, Max Terhune. Producer: George Weeks. **(Starting)**

That Gang of Mine—Bobby Jordan, Leo Gorcey, Joyce Bryant, Clarence Muse. Director: Joseph H. Lewis. Producer: Sam Katzman. **(Starting)**

PARAMOUNT

There's Magic in Music—Allan Jones, Susanna Foster, Lynne Overman, Grace Bradley, Margaret Lindsay. Producer-Director: Andrew L. Stone. **(Completed)**

The Quarterback—Wayne Morris, Virginia Dale, Alan Mowbray, Edgar Kennedy, William Frawley. Director: H. Bruce Humberstone. Producer: Anthony Veiller. Original Screenplay: Robert Pirosh. **(Completed)**

RKO RADIO

Citizen Kane—Orson Welles, Linda Winters, Ruth Warwick. Producer-Director: Orson Welles. Original: Orson Welles. Screenplay: Orson Welles, Herman Mankiewicz. **(Starting)**

You'll Find Out—Kay Kyser and Orchestra, Peter Lorre, Boris Karloff, Bela Lugosi, Ginny Simms. Producer-Director: David Butler. **(Starting)**

I'm Still Alive—Kent Taylor, Linda Hayes, Grant Withers, Clay Clement. Director: Irving Reis. Producer: Frederic Ullman jr. Original Screenplay: Edmund North. **(Completed)**

Too Many Girls—Richard Carlson, Ann Miller, Lucille Ball, Eddie Bracken, Hal LeRoy, Frances Langford, Ernest Truex. Producer-Director: George Abbott. Original: George Marion jr. Screenplay: John Twist. **(Completed)**

REPUBLIC

Border Legion—Roy Rogers, George (Gabby) Hayes. Producer-Director: Joe Kane. **(Starting)**

Hit Parade of 1941—Frances Langford, Kenny Baker, Ann Miller, Hugh Herbert, Mary Boland, Lionel Stander, Patsy Kelly, Jan Garber and Orchestra. Director: John H. Auer. Producer: Sol C. Siegel. **(Starting)**

The Girl From Havana—Claire Carleton, Dennis O'Keefe, Steffi Duna, Victor Jory, Gordon Jones. Director: Lew Landers. Producer: Robert North. Original Screenplay: Karl Brown. **(Completed)**

20TH CENTURY-FOX

Jennie—Virginia Gilmore, George Montgomery, Joan Valerie, Ludwig Stossel. Director: David Burton. Producer: Sol M. Wurtzel. **(Starting)**

Youth Will Be Served—Jane Withers, Jane Darwell, Joe Brown jr., Robert Conway. Director: Otto Brower. Producer: Lucien Hubbard. **(Completed)**

Charter Pilot—Lloyd Nolan, Arleen Whelan, George Montgomery, Lynn Bari. Director: Eugene Forde. Producer: Sol M. Wurtzel. **(Completed)**

Charlie Chan in New York—Sidney Toler, Sen Yung, Marjorie Weaver, John Sutton, Ricardo Cortez, Donald MacBride. Director: Harry Lachman. **(Completed)**

UNITED ARTISTS

Son of Monte Cristo—Louis Hayward, Joan Bennett, George Sanders, Montagu Love, Clayton Moore, Ralph Byrd. Director: Rowland V. Lee. Producer: Edward Small. Original: Alexander Dumas. Screenplay: George Bruce. **(Completed)**

UNIVERSAL

Meet the Wildcat—Margaret Lindsay, Ralph Bellamy, Allen Jenkins. Director: Arthur Lubin. Producer: Joseph G. Sanford. Original Screenplay: Alex Gottlieb. **(Starting)**

Pony Post—Johnny Mack Brown, Fuzzy Knight, Nell O'Day. Director: Ray Taylor. Producer: Joseph G. Sanford. **(Starting)**

WARNER-FN

High Sierra—Humphrey Bogart, Ida Lupino, Anthony Quinn, Willie Best. Director: Raoul Walsh. Producer: Mark Hellinger. Original: W. R. Burnett. **(Starting)**

City for Conquest—James Cagney, Ann Sheridan, Donald Crisp, Bob Steele, Frank Craven. Director: Anatole Litvak. Producer: William Cagney. Original: Aben Kandel. **(Completed)**

Corralling a Schoolmarm

RKO (Western Musical) 20 *Mins.*

A feature boiled down to two reels with plenty of music and singing for audiences to forget their cares. Set in the wide open spaces, the story is about a singing cowboy who is in love with the teacher and too bashful to pop the question. The kids will love it because there is a schoolroom full of them. An ideal subject for the youngsters with a simple plot. If you depend on children's patronage certain days of the week, here is a natural. Roy Whitley and his six Bar Cowboys provide music and song.

Information Please, No. 13

RKO-Pathe 9 *Mins.*

With Elmer Davis, radio news commentator and newspaper man as guest star, Oscar Levant, John Kieran, Franklin P. Adams and M. C. Clifton Fadiman frolic in their inimitable style for a lot of laughs. The ad lib stuff continues to be the great asset of this series and there are plenty of unrehearsed remarks which are bound to get the audience in the proper frame of mind. Frank Donovan produced.

Donald's Vacation

Disney-RKO (Cartoon) 8 *Mins.*

Here's a treat not only for the children, but for adults as well. A subject well deserving of playing time in any theatre. It's all about Donald Duck going on vacation—and how miserable a vacation can be under certain unforeseen conditions. Everything Donald does is wrong. His greatest trouble is a collapsible camp chair. Should get marquee billing.

Streamlined

RKO-Pathe (Reelisms) 9 *Mins.*

Strictly a commercial in disguise of entertainment. The story of the progress of transportation on rail has been done time and time again, much better than this reel.

NEWSREELS

TUESDAY, JULY 30

Movietone News, No. 93

British and Italian warships battle in Mediterranean; Nazi planes downed in convoy attack; Roosevelt visits naval base at Norfolk; munitions production at Philadelphia; "America" arrives in New York on maiden trip; tennis matches; horse racing in Hollywood; Lew Lehr.

News of the Day, No. 291

British and Italian ships battle in Mediterranean; air raids over English Channel; defenses inspected by Roosevelt; munitions production speeded up; "America" welcomed by New York; wrestling bouts; horse racing.

Paramount News, No. 96

Luxembourg royal refugees arrive Annapolis; Utah greets Willkie; Oklahoma City police quartet wins contest; gay reception greets "America" on first trip; Roosevelt sees defenses progress; Mediterranean battle between English and Italians; planes against convoy in Channel battle.

RKO Pathe News, No. 108

Nazi planes attack British convoy; U. S. defense goes full speed ahead; Norfolk navy yard inspected by Roosevelt; German raiders burn English lumber yards; Liner "America" arrives New York; racing at Inglewood, Cal.; Willkie in Salt Lake City; Georgia kids vie in soap box derby.

Universal News, No. 897

British convoy routs Nazi bombers; F. D. R. visits Chesapeake Bay defenses and Norfolk Navy Yard; Willkie hailed in Salt Lake City; production of automatic rifles speeded; production firearms speeded up in Philadelphia; New York welcomes "America;" turf classic at Inglewood, Cal.; ancient statue found in Mexico; wrestling; timber yards destroyed in London by fire.

THURSDAY, AUGUST 1

Movietone News, No. 94

President Roosevelt inspects army air power at Langley Field; spectacular explosions at Camden factory; end of the Third Republic of France; French soldiers and sailors commemorate Bastille Day in London; King George reviews Welsh Guards; royal princesses of England go for boat ride; Secretary Stimson declares need for conscription; production of tanks and guns speeded up at Rock Island; outboard motorboat racing at Long Beach, Cal.; swimming contest off La Jolla; dude cowgirls vacationing.

News of the Day, No. 292

$2,000,000 blast spreads havoc in spectacular fire at Camden; Petain holds last rites for French Republic at Vichy; General DeGaulle commemorates Bastille Day in London; President Roosevelt ends inspection tour at Langley Field and Ft. Monroe; new vertical flying autogiro at Philadelphia; Stimson urges action on conscription; Saratoga opening.

Paramount News, No. 97

Spectacular fire in Camden factory costs seven lives; new French government convenes at Vichy; Jones Beach, Coney Island and Palisades Park during heat wave; wrestling at Washington; the President visits Langley Field and Fort Monroe on inspection tour; Congress opens hearings on conscription bill; William Allen White and committee urge sale of destroyers to England; production of rifles at Springfield stepped up; munitions supplies speeded up at Philadelphia; Rock Island speeds up production guns and tanks.

RKO Pathe News, No. 109

Marshal Petain takes over France; army staff chief backs draft bill; U. S. steps up armament machinery at Moline; $2,000,000 fire hits Jersey plant; British royal family separated; new autogiro jumps for take-off; President tours bay defense units; sail regatta at Newport Bay; Ohio club sponsors beauty contest.

Universal News, No. 898

Nation speeds defense at Rock Island and Washington; President inspects air defenses at Langley Field; new French government meets at Vichy; several dead in paint factory blast at Camden; Willkie at Colorado Springs; autogiro take-off at Willow Grove; premiere of "When the Daltons Rode" at Coffeyville; "Miss America 1900" chosen at Coney Island; rough-water swimming race; rodeo at Salinas.

"WIND" SUSTAINS POWER IN PROLONGED RUN

AVERAGE IS 100%

BOSTON

Fenway—**All This, and Heaven Too** (FN); **Pop Always Pays** (RKO), 2nd run 65
Keith's Memorial—**When the Daltons Rode** (Univ); **Anne of Windy Poplars** (RKO)..... 70
Loew's Orpheum—**Andy Hardy Meets Debutante** (M-G-M); **The Captain Is a Lady** (M-G-M)..135
Loew's State—Same as Orpheum.....125
Metropolitan—**Maryland** (20th-Fox); **Golden Gloves** (Para't) 75
Paramount—Same as Fenway 50

CHARLOTTE

Broadway—**Earthbound** (20th-Fox), 1st half.. 90
Broadway—**The Human Monster** (Mono), 2nd half 100
Carolina—**All This, and Heaven Too** (FN).....110
Imperial—**The Man Who Talked Too Much** (WB), 1st half 100
Imperial—**Safari** (Para't), 2nd half 100
State—**Fugitive From Justice** (WB), 1st half..100
State—**Oregon Trail** (Univ), 2nd half.....110

CHICAGO

Apollo—**New Moon** (M-G-M), 3rd loop wk.....100
Chicago—**Maryland** (20th-Fox), plus stage show. 90
Garrick—**Untamed** (Para't), 2nd loop wk..... 90
Oriental—**Florian** (M-G-M), plus stage show.. 90
Roosevelt—**South of Pago Pago** (UA)..... 85
State-Lake—**You're Not So Tough** (Univ), plus stage show 115
Studio—**Scatterbrain** (Rep) 110
United Artists—**Our Town** (UA) 100
Woods—**Gone With the Wind** (M-G-M), held 28th wk. 225

CINCINNATI

Albee—**My Love Came Back** (FN).....120
Capitol—**All This, and Heaven Too** (FN), 3rd wk. 100
Keith's—**Maryland** (20th-Fox), 2nd wk.....100
Lyric—**Anne of Windy Poplars** (RKO)..... 75
Palace—**South of Pago Pago** (UA)..... 90

CLEVELAND

Allen—**All This, and Heaven Too** (FN), 3rd wk. 125
Hippodrome—**Maryland** (20th-Fox) 80
Palace—**My Love Came Back** (WB)..... 95
State—**South of Pago Pago** (UA)..... 70
Stillman—**Our Town** (UA) 150

DALLAS

Capitol—**Gaucho Serenade** (Rep), 1st part.....110
Capitol—**Those Were the Days** (Para't), 2nd part 85
Capitol—**You're Not So Tough** (Univ), 3rd part 90
Majestic—**Andy Hardy Meets Debutante** (M-G-M) 125
Palace—**Untamed** (Para't) 100
Rialto—**Ladies Must Live** (FN), 1st half.....100
Rialto—**Way of All Flesh** (Para't), 2nd half... 90
Tower—**All This, and Heaven Too** (FN).....100

DENVER

Aladdin—**Maryland** (20th-Fox), after wk. at the Denver 110
Broadway—**Andy Hardy Meets Debutante** (M-G-M); **Cross Country Romance** (RKO), after 2 wks. at Orpheum 100
Denham—**The Great McGinty** (Para't).....115
Denver—**Our Town** (UA); **My Love Came Back** (FN) 115
Orpheum—**Sporting Blood** (M-G-M); **Tom Brown's School Days** (RKO)..... 80
Paramount—**Gambling on the High Seas** (WB); **Manhattan Heartbeat** (20th-Fox) 100

DETROIT

Adams—**You're Not So Tough** (Univ); **Scatterbrain** (Rep) 85
Fox—**Maryland** (20th-Fox), plus stage show... 95
Michigan—**Safari** (Para't), plus stage show....110
Palms-State—**My Love Came Back** (FN); **The Man Who Talked Too Much** (WB), after wk. at Michigan 90
United Artists—**Pride and Prejudice** (M-G-M); **Anne of Windy Poplars** (RKO).....110

INDIANAPOLIS

Alamo—**Billy, the Kid Outlawed** (PRC); **Two Girls on Broadway** (M-G-M), 1st half..... 60
Alamo—**Bad Man From Red Butte** (Univ); **Murder on the Yukon** (Mono), 2nd half..... 80
Circle—**Maryland** (20th-Fox); **Sailor's Lady** (20th-Fox) 120
Loew's—**South of Pago Pago** (UA); **Military Academy** (Col) 100
Lyric—**Wagons Westward** (Rep), plus Red Nichols band on stage 95

KANSAS CITY

Esquire—**When the Daltons Rode** (Univ).....130
Midland—**Gold Rush Maisie** (M-G-M); **One Million B. C.** (UA) 105
Newman—**The Man Who Talked Too Much** (WB) 70

Top Hits of the Week

GONE WITH THE WIND—
Chicago 225

THEY DRIVE BY NIGHT—
Los Angeles (dual) 175

OUR TOWN—
Cleveland 150

MY LOVE CAME BACK—
New Orleans 150

SNOW WHITE AND THE SEVEN DWARFS—
New York City (reissue).....150

EXTENDED RUNS

Gone With the Wind, 33rd wk., New York City; 28th wk., Chicago.

All This, and Heaven Too, 4th wk., Cincinnati, New York City.

Andy Hardy Meets Debutante, 4th wk., Seattle.

New Moon, 3rd wk., Chicago.

Tower—**Cross-Country Romance** (RKO), plus stage show 115
Uptown—Same as Esquire 140

LOS ANGELES

Chinese—**Gold Rush Maisie** (M-G-M); **Sporting Blood** (M-G-M) 90
Downtown—**They Drive by Night** (WB); **Scatterbrain** (Rep) 175
Four Star—**The Mortal Storm** (M-G-M), 2nd wk. 100
Hillstreet—**When the Daltons Rode** (Univ); **You Can't Fool Your Wife** (RKO).....125
Hollywood—Same as Downtown 175
Paramount—**Untamed** (Para't), plus stage show 135
Pantages—Same as Hillstreet 125
State—Same as Chinese 100

MILWAUKEE

Palace—**Banjo on My Knee** (20th-Fox); **Golden Gloves** (Para't) 80
Riverside—**Love, Honor and Oh, Baby!** (Univ), plus Bill Carlsen on stage 120
Strand—**Maryland** (20th-Fox); **Untamed** (Para't) 85
Warner—**South of Pago Pago** (UA); **The Man Who Talked Too Much** (WB).....125
Wisconsin—**We Who Are Young** (M-G-M); **Gold Rush Maisie** (M-G-M) 100

MINNEAPOLIS

Aster—**Girls of the Road** (Col); **I Can't Give You Anything But Love** (Univ)..... 90
Century—**21 Days Together** (Col)..... 80
Gopher—**Gold Rush Maisie** (M-G-M) 90
Esquire—**Sky Devils** (reissue), 2nd wk..... 90
Orpheum—**Boys From Syracuse** (Univ) 90
State—**Maryland** (20th-Fox) 95
World—**Cross Country Romance** (RKO)..... 80

NEW HAVEN

College—**Sporting Blood** (M-G-M); **Sailor's Lady** (20th-Fox) 70
Loew-Poli—**South of Pago Pago** (UA); **Over the Moon** (UA) 70
Paramount—**Untamed** (Para't); **I Can't Give You Anything But Love** (Univ)..... 85
Roger Sherman—**All This, and Heaven Too** (FN); **Saps at Sea** (UA) 60

NEW ORLEANS

Center—**Island of Lost Men** (Col).....100
Globe—**Waterloo Bridge** (M-G-M) 95
Liberty—**Millionaires in Prison** (RKO)..... 90
Orpheum—**The Man Who Talked Too Much** (WB) 100
Saenger—**My Love Came Back** (FN).....150
State—**Turnabout** (UA) 135
Tudor—**Edison, the Man** (M-G-M).....130

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 33rd roadshow wk. 100
Capitol—**New Moon** (M-G-M), 2nd wk.....100
Criterion—**Snow White and the Seven Dwarfs** (RKO), reissue 150
Paramount—**Untamed** (Para't), plus stage show 90
Radio City Music Hall—**All This, and Heaven Too** (FN), 4th wk., plus stage show.....100
Roxy—**Turnabout** (UA), plus stage show..... 85
Strand—**They Drive by Night** (WB), plus stage show 130

OKLAHOMA CITY

Criterion—**My Favorite Wife** (RKO).....120
Liberty—**Flight Angels** (FN); **Fugitive From Justice** (WB) 90
Midwest—**Brother Orchid** (WB) 90
State—**Island of Doomed Men** (Col); **Fugitive at Large** (Col), 1st part 100
State—**Wagons Westward** (Rep); **Son of the Navy** (Mono), 2nd part 100
Tower—**Saturday's Children** (WB)..... 95
Warner—**Florian** (M-G-M); **Little Orvie** (RKO) 85

OMAHA

Brandeis—**They Drive by Night** (WB); **Pop Always Pays** (RKO), 2nd wk. 90
Omaha—**South of Pago Pago** (UA); **Private Affairs** (Univ) 125
Orpheum—**Boys From Syracuse** (Univ); **Sandy Is a Lady** (Univ) 120

PHILADELPHIA

Boyd—**All This, and Heaven Too** (FN), 2nd wk. 125
Earle—**Untamed** (Para't) 70
Fox—**They Drive by Night** (WB) 115
Karlton—**My Love Came Back** (FN), 2nd run.. 95
Keith's—**Andy Hardy Meets Debutante** (M-G-M), 2nd run 95
Stanley—**Maryland** (20th-Fox) 80
Stanton—**You're Not So Tough** (Univ)..... 85

PITTSBURGH

Alvin—**Lost Horizon** (Col); **The Awful Truth** (Col), reissue 50
Barry—**Girls of the Road** (Col); **On the Spot** (Mono) 75
Penn—**Andy Hardy Meets Debutante** (M-G-M).120
Ritz—**Cross-Country Romance** (RKO); **Captain Is a Lady** (M-G-M) 50
Stanley—**All This, and Heaven Too** (FN), 2nd wk. 50
Warner—**Man Who Talked Too Much** (WB); **Anne of Windy Poplars** (RKO) 85

PROVIDENCE

Carlton—**Hell Below** (M-G-M); **You Can't Fool Your Wife** (RKO) 60
Fays—**Wagons Westward** (Rep); **Special Inspector** (RKO) 70
Majestic—**They Drive by Night** (WB); **Ladies Must Live** (FN) 90
State—**South of Pago Pago** (UA); **Captain Is a Lady** (M-G-M) 90
Strand—**Girls of the Road** (Col); **Military Academy** (Col) 100

SALT LAKE CITY

Centre—**The Mortal Storm** (M-G-M) 115
Studio—**All This, and Heaven Too** (FN), 2nd wk. 110
Utah—**South of Pago Pago** (UA) 95
Victory—**Riders of Pasco Basin** (Univ)..... 95

SEATTLE

Blue Mouse—**Gold Rush Maisie** (M-G-M); **We Who Are Young** (M-G-M), 2nd wk..... 85
Fifth Avenue—**Pride and Prejudice** (M-G-M); **Manhattan Heartbeat** (20th-Fox) 90
Liberty—**South of Pago Pago** (UA)..... 90
Music Box—**Andy Hardy Meets Debutante** (M-G-M); **Phantom Raiders** (M-G-M), 4th wk. 85
Orpheum—**The Great McGinty** (Para't); **Zanzibar** (Univ) 90
Palomar—**Man Who Talked Too Much** (WB), plus French Revue on stage 90
Paramount—**The Boys From Syracuse** (Univ); **Dr. Christian Meets the Women** (RKO)..... 90

Selling Seats

Merchandises Duo Horror Show Three Weeks Ahead

ALBANY, N. Y.—The double horror show of "The Walking Dead" and "The Old Dark House" brought forth a full quota of exploitation effort by Eddie Selette, manager of the Warner Albany here.

Preceding the engagement, stage announcements informed the public of the forthcoming dualler three weeks in advance of the run. Two weeks before the show two one-sheets inside the theatre, two 22x28s at the entrance by the doorman along with a first aid case, false teeth, hair dye, etc., informed of the impending event; and the final week before the show two 40x60s adorned the lobby, a combination trailer did its selling from the screen, an operating table with a wrapped dummy thereon inside the entrance whipped up curiosity, and a slide on the wall plus one-sheets, sandwich board fashion, on the sidewalk, did its clinching.

When the engagement finally opened the whole horror paraphernalia was given the hypo with a special front lighted in green, and covered with green cellophane; green flares at night, paper skeletons dangling from the marquee; illuminated skeleton masks charting the entrance to the theatre; headless dummies at each side of the boxoffice; the dummy on the operating table moved to the sidewalk, and the cashiers, ushers and doorman all were in nurses' and internes' uniforms to drive the crowds into the show.

Ample Newspaper Space For "ATAHT" in Kaycee

KANSAS CITY—The local campaign for "All this, and Heaven Too," roadshowed at the Orpheum, was signalized by its skillful procurement of newspaper space, through well placed stories; through tieups with leading stores and a judiciously picked invitation list.

The newspaper campaign started with a strong ad program in both dailies two weeks in advance. Publicity buildup started with the life story of Bette Davis and included a feature on June Lockhart in a Sunday issue. Full page rotos were run in both papers three days before opening. Fashion layouts, tied in with displays at a leading department store, featuring styles labeled, "All This and Heaven Blue" had full page space in one of the papers and a tie with the want ads got 400 lines free advertising space.

Store tieups, beside the fashion displays, included all important book shops, with newspaper space won on the book page; and beauty shop ads and coiffure displays.

Spot announcements on the air augmented the exploitation as did twenty four 24-sheets, posted 10 days in advance. Newspaper executives, film and society leaders were wired invitations.

Broadcast From Plane Ballyhoos "Wings"

Huntington, W. Va.—A first-time-for-Huntington broadcast from an airplane was arranged by the Palace Theatre here for its run of "The Lion Has Wings." Newspaper ads called attention to the stunt and gave the station's name which was cooperating. Readers were instructed to watch the skies at 7:55 one evening before the show, for a display of battle flares. At the time stated, the plane dropped Very lights that signalled it was in the air and that in five minutes the broadcast would follow. The broadcast described Britain's war on air raids (theme of the picture). To further insure interest, 25 lucky numbers were announced, entitling the winner to two free tickets.

Metro Supplement Relays New Merchandising Ideas

NEW YORK—A new Metro publicity service, directed at 60 key city first-runs, is "Key Town Topics," a bulletin that follows closely on the heels of a picture's release. This letter reports developments that will aid in the marketing of the picture, as for example, an author's comment or the reception accorded the film by critics and civic leaders; it lists effective selling ideas developed by the Metro and Loew's publicists; available serializations or feature stories are reported in the bulletin and similar last minute developments that help sell.

"Key Town Topics" further requests its addressees to relay their campaigns and stunts on new releases for incorporation in the press book supplement. The ideas presented in the bulletin, plus those developed by the key centers themselves are made available to subsequents in the press book supplement.



Free Drinks for Hot Fans—

A Royal Crown Cola bar as promoted for the St. George by Edgar Goth, Fabian Staten Island publicity manager. The beverage company also has tied in with similar bars in the seven other Fabian Island units.

School days will soon be here again. Planning a campaign to profit thereby?

Makes Excellent Use Of "Fifth Column"

Chicago—The fifth column of the "Auburn Parker," community newspaper, was left blank recently, with the following explanation given by the editors in the center of the column and in bold type:

"We have eliminated the fifth column in the 'Auburn Parker' this week because of international conditions.

"Ray Kenny, manager of the Warner Bros. Cosmo Theatre, 7940 S. Halsted, has requested us to eliminate the fifth column during the showing of the 'fifth column' expose, 'Confessions of a Nazi Spy.'"

Weekly Swing Show Does SRO in Meriden, Conn.

MERIDEN, CONN.—A swing show, staged and emceed by Joe Samartano, manager of Loew's Palace, has replaced the weekly Friday night vaudeville and is doing SRO business.

Calling it the "Surprise Swing Show," Samartano offers a local name band, plus several swing acts by local entertainers.

Titled Turtles

CLEVELAND—Several turtles, each bearing on its back one letter from the title "South of Pago Pago," were used by Joe Longo, head of Loew publicity here, to exploit the film for the State Theatre. A free ticket went to the person or persons who were present before the store window which harbored the turtles when the latter so arranged themselves as to spell the picture's title.

NUGGETS

ADDING four name band shorts to a run-of-the-mill swing feature, gave the Palace at Huntington, W. Va., the opportunity to advertise the city's first 100 per cent swing show. Way over normal business was the result.

•

Combine a pair of mystery thrillers—one new, one old. Build up the run with a series of teaser ads. Suggest the chills will overcome the heat. This procedure worked last summer for the Palace at Huntington, W. Va., to record-smashing business.

•

Preceding the run of "Maryland," Nat Rubin of the Loew-Poli in New Haven, had a little colored boy riding a hobby horse before a corner lobby set piece for several hours afternoons.

•

Jack Edwards, of the Rialto at Butte, Mont., placed a "New Moon" display card high on the side of a five-story building. A man with a telescope, stationed in the street below, invited passersby to look through the sight and tell what stars they saw.

•

Al Mayes of the Palace at Graham, Tex., let the town know "It's a Date" was current at his theatre by having a girl phone the men in town and ask them to take her to the show that night. Regardless of how the man took the call, the girl ended the conversation with "It's a Date."

•

Leon Robertson of the Fox at Springfield, Mo., mounted a 24-sheet on his front curtain for "Waterloo Bridge" and several times a day lowered the curtain, spotlighting it with an anti-aircraft beam, while running a sound-on-film strip carrying the roar of a plane.

•

"Park your guns here, pardner." That sign, on a rough-hewn table in the lobby of "Pop" Graver's Grove, at Willow Grove, Pa., got plenty of laughs as a build-up for "Virginia City."

•

A series of huge blowups of pre-historic monsters has been set up in the lobby of the Palms-State, in Detroit, to exploit "One Million B. C." An usher, dressed cave-man fashion, works on the ticket box, and wears a banner advising that he would be Glamour Boy No. 1 of the era of the picture, and gives playdates.

•

In connection with the Hardy Family's third anniversary, the Metro press department offers a special feature story on the Hardy family history, to be run in three installments or one full-page newspaper story. A set of stills to illustrate the story also is available.

Markets "Biscuit Eater" From Curiosity Angle

DETROIT—Two-way exploitation was carried out for "The Biscuit Eater" by Don Kuhn, manager of UDT's Palms-State here. Faced with a picture of merit but without usual selling angles, Kuhn decided to exploit the mystery angle, and have the public guess about it.

Newspaper teaser advertising, trailers, lobby cards, and pamphlets were all utilized, with the typical themes being:

1. "What is a biscuit eater?"
2. "Would you be seen in public with a biscuit eater?"
3. "Do biscuit eaters walk, crawl, or fly?"
4. "Warning, there may be a biscuit eater in the seat next to you."

Numerous phone calls came to both the offices and the local newspapers asking for information on the unknown new animal.

Second angle of the promotion was a tieup with numerous sports and hunt clubs in the local area. These were contacted and special promotions directed to their members.

Usherette Jockeys Parade Streets for "Maryland"

KANSAS CITY — Three usherette-jockeys directed theatre patrons at the Esquire before and during the showing of "Maryland" for Manager Joe Redmond. The "jockeys" paraded during peak traffic hours each with a sign on her back: one, "Join the Happy Throng;" two, "Follow Us to See;" three, "'Maryland' at the Esquire and Uptown."

Issues Three Trailers

HOLLYWOOD—Walter Wanger will issue trailers in connection with the openings of "Foreign Correspondent," throughout the country. They will run three weeks, two weeks, and one week prior to the openings.

"The Mortal Storm" Is Well Marketed

PITTSBURGH—Under the guidance of Charles Baron, Metro publicist, aggressive campaigns for "The Mortal Storm" were undertaken by several Pennsylvania exhibitors, among them Louis Gudetti, of the State, Charleroi; E. M. Dock, Casino, Vandergrift; R. Robertson, State, College, and Robert Taylor of the Harris, DuBois.

Newspaper advertising (both in the town where the film was to show, and in the surrounding towns) marked all the campaigns.

At the State in Charleroi Manager Gudetti, besides reaching the public with ads and scene mats, also mailed 500 postcards to a selected list. This, too, was done by Manager Robert Taylor at DuBois.

Among the displays that were arranged at Charleroi was an entire window at a leading book shop, displaying the novel and stills from the film version, as well as one in a furniture store. Window space was also procured at a florist shop, a men's wear shop, a department store, and a bakery—the latter tying in on a co-operative ad. This bakery tieup was duplicated in Vandergrift by Manager Dock.

Manager Gudetti had his cashiers call patrons both in town and in towns close by to inform them of the film's opening date.

At the Casino in Vandergrift, Manager E. M. Dock augmented his newspaper publicity with a movie astrology contest that ran five days, a departure that was followed by Manager Robertson of the State at College, also. This called for the proper identification of several stars, whose pictures were run in the paper, and the naming of the last features in which they appeared. Passes went to a specified number of the accurate.

A giant book cover, simulating that of the novel, was paraded through the streets of Vandergrift and displayed at a ball-game. Window displays in Vandergrift, too, were abundant, including men's shops, sport shops, a music store, a news stand and a store displaying materials for the building of model planes.

Cards were placed on the bulletin board of the public library and stills on several of the shelves. Two drug stores tied in with displays of grape juice and stills from the picture.

At Robertson's State in College, besides the library tieup, newspaper ads and store-window displays, 300 postcards were mailed to faculty heads, civic and club officials of the town. Grape juice displays were set up at a local restaurant and a soda-fountain.

The publicity policies that were followed at Charleroi, Vandergrift, and College also served Manager Robert Taylor of the Harris at DuBois, but with the added merchandising of distributing match books, imprinted with the theatre and playdates, at hotels. A street ballyhoo, composed of four boys who carried sandwich boards, further marketed the picture.

A special tieup was made at the airport where stills of the stars surrounded a schedule of flights which also bore a schedule of shows at the State. A parade of boy scouts, bearing flags and banners, and of the VFW Junior band, came on opening day and the paraders were guests of the theatre.

Exhibitor Cooperates With Radio

Harrisonburg, Va.—Jack W. Fretwell of the State Theatre is a manager who happens to have a baritone voice which was some time ago discovered by WSVA, the Harrisonburg station. Fretwell comes on for 15 minutes every weekday, at 5:45 p. m. His repertoire? You guessed it—songs from the pictures current at his State.

Honeymoon Contest Draws for Circuit

By B. O. TELLER

HOOPESTON, ILL. — Showmanship—that elusive word—is something that need not be confined to metropolitan centers.

One of the best examples is the current Honeymoon Contest being sponsored by the McCollum circuit in the six towns in which the organization has theatres. This is a popularity voting contest for the most popular married couple in each of the six towns. There is no age limit to the couples entering, and the couple receiving the largest number of votes in each town at the end of the contest, August 1, was declared the winner.

Votes were given each adult patron when purchasing tickets. They were in four denominations—50, 100, 500 and 1,000 votes —the larger ones being given on the nights when business is poorest to stimulate the boxoffice returns. At the end of the first week the top 30 couples in each town were retained for the remainder of the contest.

The honeymoon trip consists of a five-day free vacation trip to the six winning couples to Canada and Niagara Falls. Co-operative tieups were secured by E. W. Cupp, manager of the Paxtonian, Paxton, who handled all plans for the contest, including transportation, hotel reservations and entertainment. Among the tieups were those obtained from the Canadian National Railway; Hotel King Edward, Toronto; General Brock Hotel, Niagara; Gray Lines; Chicago Roosevelt Steamship Company; D&C Navigation Co.; and Ford Motor Company. The trip covers 1,500 miles by rail and water and begins Sunday, August 11 from Chicago.

Besides Cupp, McCollum managers participating were A. J. Nelson, Hoopeston, general manager of the circuit and supervisor of the Hoopeston; George Gordon, Blackstone, Dwight; E. N. Nelson, Watseka, Watseka; Tony Fratia, Central, Fairbury, and Jens C. Nelson, Clintonia, Clinton. Members of the contest committee were Cupp and E. N. and A. J. Nelson.

Several Window Displays For "Edison" in Winnipeg

WINNIPEG—Syl Gunn, working in cooperation with Jack Fitzgibbons and Bobby Smythe, carried out a big campaign in connection with his recent showing of "Edison, the Man." Tieups were effected with the big firms of the city resulting in window displays of various types. These windows included: The Eastman Kodak Co., which was in the form of a display of old and modern projectors; the Winnipeg Piano Co., showing an old model Edison cylindrical phonograph; the Winnipeg Electric shows, in a tie with General Electric, showed a model of the original Edison lamp working up in progression to a 10,000 watt lamp; Picardy's store put on an Edison special of milk and apple pie; Eaton's had three windows featuring electrical appliances. Gunn emphasized the able assistance offered by Fitzgibbons and Smythe in carrying out the campaign.



Enter the Lobby Primeval—

Almost monopolizing the attention drawn to "I Married Adventure" by the various exploitation stunts launched in the film's behalf, was the Orpheum front in San Francisco. Under the direction of Mike Newman, Columbia director of exploitation, the front of the theatre was made up in jungle style, with several stuffed animals, borrowed from a returned expedition, on display.

Zoo Screening Launches "I Married Adventure"

WASHINGTON, D. C.—Starting off with trailers two weeks in advance, Ed Rosenbaum, Columbia exploiteer, aiding Manager C. Grimes and Publicist William Ewing to sell "I Married Adventure" at the Metropolitan, arranged for a special screening at the zoo before the jungle animals. Lest the audience be too limited, the invitation was extended to the city's dramatic editors, to the Boy Scouts, and to Senator Capper and the members of Congress from Kansas, Author Osa Johnson's home state.

Rosenbaum's newspaper campaign included special stories and photos in all papers; a jungle cooking feature for the food editor of the Washington *Post;* a fashion story on Osa Johnson and a contest whereby prizes were offered for the correct identification of ten jungle animal footprints printed in the paper.

Other exploitation included the distribution of 5,000 heralds through insertion in *Adventure* magazine; banners on news trucks; the paging of Miss Osa Johnson at meal times in leading hotels during the picture's run; window and counter displays with stills and cards in leading bookshops; a toy animal display, properly placarded, in several stores; the distribution of 4,000 bookmarks in the public library and its branches, and the presentation of copies of the book to the libraries in return for still and card display space.

A week in advance of the run, the Met's ushers, cashiers, and ticket takers wore jungle helmets and the lobby held a display of ones, threes and eight-sheets on a board, while a special front was built according to suggestions in the press sheet. Also displayed in the lobby was a blow-up of the king and queen of England posing with Osa Johnson in the jungle.

Several radio plugs, a broadcast contest whereby the best list of ten women married to adventurers netted its compiler a book as prize, and increased space in the dailies rounded out the campaign.

"Captain Caution" to Have Big Magazine Campaign

NEW YORK—Magazine ads placed to reach 20 million American readers have been contracted for by United Artists to launch "Captain Caution." This campaign of color and black and white ads is exclusive of newspaper campaign planned for key cities.

The magazines and the respective issues in which the ads will appear, follow: *Saturday Evening Post,* August 31; *American Weekly,* September 1; *Cosmopolitan,* October; *Christian Science Monitor,* August 31; *Screen Guide,* October; *Movies, Movie Life, Personal Romances,* October; *Picture Play,* September.

UA Broadside Out

NEW YORK—UA has issued an attractive advance broadside on "The Thief of Bagdad," which is going to exhibitors all over the country and which the exploitation force will use to impress newspaper critics. The broadside gives a pictorial account of the scenes shot at the Grand Canyon.

Match Book Thowaways

SOUND VIEW, CONN.—The New Colony here gave out match books while showing "Our Sinful Daughters." On the match book covers was the drawing of a nude girl with the words above, "Danger—Girls!—Beware of the Road to Ruin!"

Music Stores Cooperate

YORK, PA. — A MacDonald-Eddy Week, celebrated among local music stores, paved the way for displays plugging "New Moon" during its showing at the Strand, managed by Edward Moore.

Intermission Eases Strain of Duals

PHILADELPHIA—Because double features sometimes are a "terrible strain" on the customers, the Tioga Theatre is trying to ease things with an intermission.

Between the two main features at the evening show, there is a 15-minute layoff when lights go on, and patrons may adjourn to the terrace for cigarettes and soft drinks.

REMEMBER—Silhouette letters need cleaning too.

BUSINESS IS EASIER TO GET, HOLD AND SERVICE

WHEN YOU USE POSTAL TELEGRAMS!

WHEN PEOPLE ARE "TOO BUSY," remember this: A Postal Telegram is not kept waiting in an outer office. Postal messengers are trained to get a *signed receipt!*

WHEN A DEAL'S ALMOST CLOSED, speed last-minute, important facts via Postal Telegraph. You can be sure they will be transmitted *accurately!*

WHEN THE UNEXPECTED HAPPENS, notify all concerned by Postal Telegraph. It costs surprisingly little, thanks to new low Postal Telegraph rates!

WHENEVER SPEED IS ESSENTIAL, count on the nation-wide Postal Telegraph system—for helpful, personal service. Just phone Postal Telegraph. Charges for telegrams phoned in appear on your telephone bill.

PHONE—

Postal Telegraph

"1st when Seconds count!"

Korda in a Tie With TWA For "Thief of Bagdad"

HOLLYWOOD — An extensive promotion and advertising tieup on Alexander Korda's "The Thief of Bagdad" has been worked out with Jack Frye and Leland Hayward of TWA wherein the air line's new stratoliner flight between Chicago and New York has been dubbed "the flying carpet" after one of the sequences in the United Artists release.

The stratosphere plane making the initial "flying carpet" flight will be christened in Chicago shortly by Sabu and June Duprez, who head the cast of Korda's picture. Included in the exploitation campaign will be appearances by Sabu throughout the country and the formation of "Flying Carpet" clubs to further interest in passenger air travel.

Offer an Annual Pass in Anniversary Contest

SPRINGFIELD, TENN.—A candle burning contest, something new in this section, is being used by Manager A. L. Hancock to promote "Anniversary Week" at the Capitol. A huge candle in the lobby has been lighted and an annual pass will be given to the person guessing nearest to the length of time it will burn.

At the end of the week a huge birthday cake will be cut and distributed (with coffee) to everyone present.

Adam Hat Stores Name A Hat "Pago Pago"

NEW YORK—Adam Hat stores have tied in with UA's campaign on "South of Pago Pago" by registering the title of "Pago Pago" for one of their new hats. In the metropolitan area, more than 200 stores will display window streamers featuring a photo of Jon Hall, tying in with the Radio City Music Hall opening. Plugs will also be made on the Adam Hat sports parade radio program.

Gives Away 50 Prizes in Contest for "Nazi Spy"

CHICAGO—Manager Ray Kenny of the Warner Cosmo built patronage for "Confessions of a Nazi Spy" by offering 50 prizes (fifteen $1 "lucky bucks" and 35 theatre passes) for the best written opinions on the three outstanding stars of the film. He conducted the contest through the columns of the *Auburn Parker*, a community newspaper of 25,000 circulation.

Animated Hula Dancers Albany Window Display

ALBANY, N. Y.—An unusual window tieup was arranged for by Manager Eddie Selette of the Albany as part of his campaign on "The Road to Singapore." In the background of a store selling women's shoes, a thatched hut with three mechanical hula dancers was erected. The three figures were always in motion to the tune of recordings played over a loud speaker.

: *Gets a New Sage* :

ALBANY—Catching the quotation phrase a bit on the downbeat (but nonetheless effectively), Eddie Selette, manager of the Albany, comes across with this stand which "created a lot of comment and is very eye-catching in front of the box-office, causing people to stop and read." Since you can't read it in this reproduction, which appears here for its layout value, here is the text: "Confucius Talk Too Much. BUDDHA He Say: Week After Week the Albany Has the Hits."



Lobby Ballyhoo Emphasis On March of Time

NEWARK, N. J.—Manager Bob Ungerfeld of RKO's Proctor used a lobby ballyhoo for March of Time's "The U. S. Navy—1940" that took up more than double the space given over to the two feature attractions. With a patriotic theme in which inquiries were printed as to defense, Ungerfeld spotted a submarine model in the setup, a miniature of the so-called suicide submarine. Two youths versed in the workings of the submarine were on hand to explain details to onlookers attracted by the display.

Photographed Smiles Net Passes to "Andy Hardy"

HOUSTON—Guest tickets to "Andy Hardy Meets Debutante" were awarded to the "smilingest" citizens as part of the campaign staged for the picture by Manager Francis Deering of the Loew's State and Homer MacCallom, publicity director. They arranged for the *Post* to send a cameraman through the streets. The photographer made pictures of smiling persons and a number of these were reproduced in the paper.

Stirs the Casanova In His Customers

Parsons, Kas.—A small live elm tree, planted in a tub, made a unique lobby display a week before the run of "New Moon" at Dave Dallas' Kansan. Alongside the tree, a compo board, mounted on an easel, bore the message—"Tell your troubles to the 'Trouble Tree.' All who touch this tree and make a silent wish will be more successful in affairs of the heart." Below this followed the picture title and playdate. Crescent moons, caricaturing a face, adorned the corners of the compo board, and behind the tree hung a "New Moon" valance.

The Exhibitor Has His Say

Columbia

Too Many Husbands

Good comedy with plenty of laughs. Give it your best date. Plenty good comment from the patrons. Sun., Mon. Weather: O. K. Admission: 30-10. Small town patronage. Population: 1,500. Capacity: 337.—Felix H. Tisdale, Ga-Ana, Georgiana, Ala.

First National

Flight Angels

This is good but only program material. Tuesday. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

Torrid Zone

A swell show that will do O. K. on any date. Wed., Thurs. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

Metro-Goldwyn-Mayer

And One Was Beautiful

A good picture that did very little business in spite of the pulchritudinous Laraine Day. The usual excellent photography and mounting that distinguishes Metro was present and direction was good. Another well known name or two would have lifted the show into the profit column. Wed., Thurs. Capacity: 400.—R. Evans, Melodian, Cheney, Wash.

Edison, the Man

Another fine Spencer Tracy picture that pleased all. It takes a little extra effort to sell it but it will please them. Sun., Mon. Weather: Good. Admission: 28-10. Rural patronage. Population: 1,500. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

40 Little Mothers

Cantor died in pictures four years ago. The exhibitor pays for these mistakes. Fri., Sat. Weather: Hot. Admission: 30-10. General patronage. Population: 1,600. Capacity: 400.—L. Z. Henry, Stuart, Stuart, Ia.

40 Little Mothers

Cantor or no Cantor the baby and the old maid stole this one, and did my patrons go for it! Don't pass it! Wed., Thurs. Weather: Good. Admission: 28-10. Rural patronage. Population: 1,500. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Man From Dakota, The

Not so hot. Film rental is about all you can expect. Wed., Thurs. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

Strange Cargo

Did slightly above normal business on a Friday-Saturday date. The picture is not exactly the kind that the public expects to see from the advertising material which conveys the impression that it is a tropical paradise type of picture. Admission: 28-10. Rural patronage. Population: 700. Capacity: 275—W. D. Rasmussen, Tivoli, LeRoy, Minn.

20 Mule Team

Beery always O. K. Good picture. Pleased all. Fri., Sat. Weather: Hot. Admission: 30-10. General patronage. Population: 1,600. Capacity: 400.—L. Z. Henry, Stuart, Stuart, Ia.

20 Mule Team

Wallace Beery good as usual. Story a little weak but his fans liked it and it did O. K. at boxoffice. Sun., Mon. Weather: Good. Admission: 28-10. Rural patronage. Population: 1,500. Capacity: 250.—C. W. Ritenour, Milford, Milford, Ill.

Young Tom Edison

Mickey Rooney will do it every time. Good picture and good acting. Above average business. That's what tickles all of us. Wed., Thurs. Weather: Rain. Admission: 30-10. Small town patronage. Population: 1,500. Capacity: 337.—Felix H. Tisdale, Ga-Ana, Georgiana, Ala.

Waterloo Bridge

Good picture. Poor business. About 50 per cent of normal. Sun., Mon., Tues. Weather: Hot. Admission: 30-10. General patronage. Population: 1,600. Capacity: 400.—L. Z. Henry, Stuart, Stuart, Ia.

Monogram

Pals of the Silver Sage

Played on a Monday to a full house in conjunction with a stage appearance by Tex Ritter. Only regret I didn't play the show three days. Would have packed 'em in every day. This Ritter western will draw on a weekend. After seeing and hearing him, there is no question but what Ritter will continue to climb to the top.—Frank T. LePage, Millinocket, Millinocket, Me.

Paramount

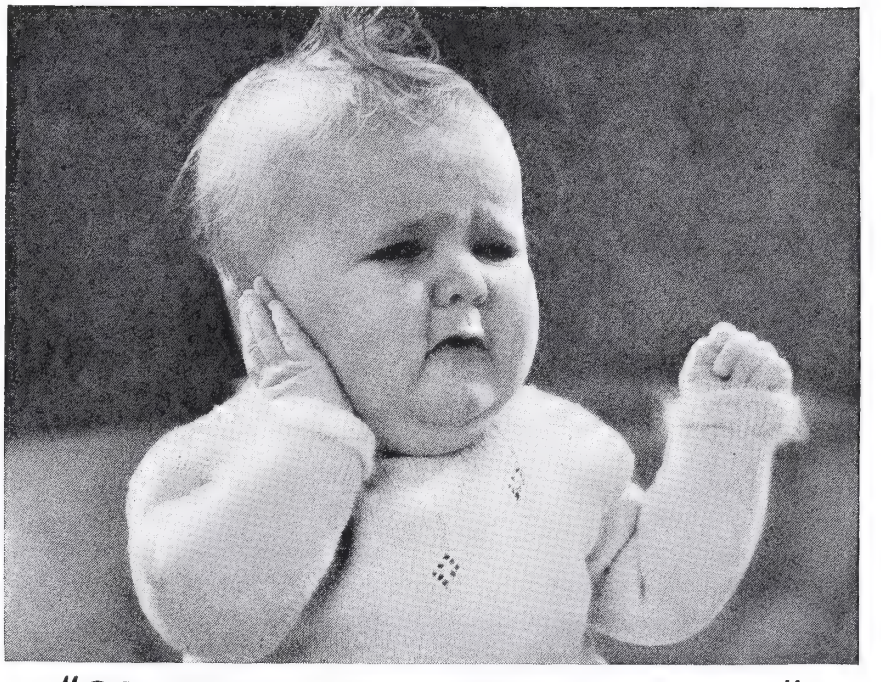
Buck Benny Rides Again

O. K. in every respect. What the public wants is entertainment to laugh at. Sun., Mon., Tues. Weather: Hot. Admission: 30-10. General patronage. Population: 1,600. Capacity: 400.—L. Z. Henry, Stuart, Stuart, Ia.

Opened by Mistake

A good small package of entertainment that did average midweek business. The kind that people drop in on if they haven't any place else to go; and feel that they have gotten their money's worth when

(Continued on next page)



"OH, THAT SOUNDS TERRIBLE!"

Yes, Baby, and that's what theatre patrons say when the sound reproduction is allowed to develop distortion. To prevent distortion—enemy of entertainment and relaxation—modern exhibitors protect their patrons' enjoyment with an Altec sound service agreement and an Altec booth repair and replacement contract. Change to Altec today!

ALTEC SERVICE CORPORATION

250 West 57th Street • New York City

CHANGE TO ALTEC SERVICE · A CHANGE FOR THE BETTER

YOUR GRACIOUS HOST
FROM COAST TO COAST

IN NEW YORK..



The Gotham

IN CHICAGO..



The Drake

The Blackstone

IN LOS ANGELES..



The Town House

IN BELLEAIR, FLA..



Belleview Biltmore

A.S. KIRKEBY, *Managing Director*

KIRKEBY HOTELS

The Exhibitor Has His Say

(Continued from preceding page)

they leave. Wed., Thurs. Capacity: 400. —R. Evans, Melodian, Cheney, Wash.

St. Louis Blues

A show that will go over in any small town. If you have already played it, repeat. It will go over. Thursday. Weather: Good. Admission: 20-10. Rural patronage. Population: 700. Capacity: 384.—R. M. Enloe, Wahoo, Dubach, La.

Showdown, The

Good old "Hoppy" brings them in for us and generally pleases. Other exhibitors may double feature these Hopalongs, but here they can stand on their own with a short or two. Wed., Thurs. Weather: Warm. Admission: 28-10. Rural patronage. Population: 700. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Typhoon

Nearly normal business. Pleased O. K Sun., Mon., Tues. Weather: Good. Admission: 30-10. General patronage Population: 1,600. Capacity: 400.—L. Z. Henry, Stuart, Stuart, Ia.

Republic

Colorado Sunset

Autry always good, but this one a little above average. Good draw. Everybody liked it. Saturday. Weather: Rain. Admission: 20-10. Rural patronage. Population: 700. Capacity: 384.—R. M. Enloe, Wahoo, Dubach, La.

Covered Trailer

A fairly entertaining picture that pleased those who came. We double billed this with "Colorado Sunset" for Friday and Saturday. The gate was fair. The addition of a really attractive girl would pep up the boxoffice appeal of this series. Capacity: 400.—R. Evans, Melodian, Cheney, Wash.

20th Century-Fox

Earthbound

Another colossal flop from Fox this season. Better leave it canned for no one will enjoy it or even know what it's about. Tuesday. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

He Married His Wife

A nice comedy that pleased well. Business slightly above average. Mon., Tues. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

ohnny Apollo

One of the better types of prison pictures that pleased my patrons fairly well. The story was well written and the acting good. Attendance satisfactory. Wed., Thurs. Weather: Hot. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Lillian Russell

One of the biggest, most sensational, colossal, stupendous, outstanding, gigantic FLOPS of the year. Your ticket sales will tell you. Too long and lacked interest everywhere. Wed., Thurs. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

Sailor's Lady

Showed to empty seats. First time we've seen Jon Hall since "The Hurricane" and I'd say if they can't cast him in a better picture, it would be as well for him if he had perished in "The Hurricane." Weakest picture from Fox since we played "As You Like It." Sunday. Weather: Good. Admission: 40-15. Summer resort patronage. Population: 1,500. Capacity: 500. —J. Sherman Hoar, Lakeside, Rangeley Lakes, Me.

Swanee River

This is the best draw from Fox this season. A swell show. Mon., Tues. Weather: Fair. Admission: 20-10. Rural patronage. Population: 1,000. Capacity: 184.—R. C. Vantrease, Rex, Watertown, Tenn.

United Artists

Our Town

It's the same story about UA pictures. Too deep for our class of trade and lacking in star value. Sun., Mon. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

Saps at Sea

A very silly show that pleased just a few and did meagre business. About the only thing that a picture like that is good for is to balance off a heavy program; and even there its value is questionable. Fri., Sat. Capacity: 400.—R. Evans, Melodian, Cheney, Wash.

Universal

If I Had My Way

We were surprised at our Sunday-Monday business on this one. It was terribly low and we can't see any fault with the picture. It's good entertainment and maybe you can have better luck convincing your patrons than we did. Weather: Fair. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

Warner Bros.

Brother Orchid

It's a fair picture but business is naturally low now and we had only a small amount to see it. Sat., Sun. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

Saturday's Children

A fair show. No draw. Sun., Mon., Tues. Weather: Hot. Admission: 30-10. General patronage. Population: 1,600. Capacity: 400.—L. Z. Henry, Stuart, Stuart, Ia.

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where our compiler is unable to form any opinion from the review the sign "o" is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. Listings cover reviews appearing by the Saturday preceding date of this issue. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A										
Abe Lincoln in Illinois (RKO)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Adventure in Diamonds (Para)		−	±	−	±	±	∓	±	±	6+ 8−
Alias the Deacon (Univ)		±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too (FN)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante (M-G-M)		+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Anne of Windy Poplars (RKO)		−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas (FN)		+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful (M-G-M)		±	±	∓	∓	∓	o	±	±	7+ 7−
B										
Babies for Sale (Col)		±		±	−	±			+	4+ 4−
Bad Man From Red Butte (Univ)		+		±	±	+				4+ 2−
Beyond Tomorrow (RKO)		±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement (RKO)		±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The (Para)		+	+	+	+	ǂ	+	ǂ	+	10+
Black Diamonds (Univ)		±			+		±	±		4+ 3−
Black Friday (Univ)		+	±	±	+	+	+	+	+	8+ 2−
Blazing Six Shooters (Col)		±		±	+	+				4+ 2−
Blondie Has Servant Trouble (Col)		+	+			+	+	+	+	6+
Blondie on a Budget (Col)		+	+	+	+	±	+	−	+	7+ 2−
Blue Bird, The (20th-Fox)		+	∓	±	ǂ	+	ǂ	ǂ	+	11+ 2−
Boom Town (M-G-M)							ǂ	ǂ	ǂ	6+
Boys From Syracuse (Univ)		+	+	ǂ	ǂ	ǂ	+	+	ǂ	12+
Boys of the City (Mono)			+			+				2+
Bride Wore Crutches (20th-Fox)		±		−	∓			±	−	3+ 5−
Brother Orchid (WB)		+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again (Para)		ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Bullet Code (RKO)		+	+	+	+	+		+	+	7+
Bullets for Rustlers (Col)		∓		±		±				3+ 3−
Busman's Honeymoon (M-G-M)							+			1+
C										
Captain Caution (UA)					ǂ	+	+	+	+	6+
Captain Is a Lady (M-G-M)		+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon (Rep)		∓		±	+	+				4+ 2−
Carson City Kid (Rep)		±		±	+	+				4+ 2−
Castle on the Hudson (FN)		∓	±	±	+	±	+	+	+	8+ 4−
Chamber of Horrors (Mono)		±								1+ 1−
Charlie Chan at the Wax Museum (20th-Fox)		+			±	+	o	+	+	5+ 1−
C. Chan in Panama (20th-Fox)		+	+	+	+	+	+	+		7+
Chan's Murder Cruise (20-Fox)		+		+	+	+	+		+	6+
Cheyenne Kid (Mono)		±		∓						2+ 2−
Chump at Oxford, A (UA)		∓	+	±	±	+	+			6+ 3−
Code of the Cactus (SR)		−								1−
Courageous Dr. Christian (RKO)		±	±	∓	±	±	±	+	+	8+ 6−
Covered Wagon Days (Rep)		+		±	±	+				4+ 2−
Covered Wagon Trails (Mono)		=		∓	±	∓				3+ 5−
Cowboy From Sundown (Mono)		∓			−					1+ 2−
Crooked Road, The (Rep)		+	∓	∓	+	+			−	5+ 3−
Cross Country Romance (RKO)		+	±	+	+	+	±	+	+	8+ 2−
Curtain Call (RKO)		±	∓	∓	+	+	+	±	+	8+ 4−
D										
Danger Ahead (Mono)		−			−	−	+			1+ 3−
Dark Command (Rep)		ǂ	+	+	+	+	+	ǂ	+	10+
Devil's Island (WB)				∓		+				2+ 1−
Dr. Christian Meets the Women (RKO)		±	±	∓	+		+	+	+	7+ 3−
Dr. Cyclops (Para)		−	±	∓	+	±	+	+	∓	7+ 5−
Dr. Kildare's Strange Case (M-G-M)		±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife (Col)		ǂ	+	+	ǂ	ǂ	+	ǂ	+	12+
Doomed to Die (Mono)					±					1+ 1−
Double Alibi (Univ)		+	+	±	+	+	+		±	7+ 2−
E										
Earthbound (20th-Fox)		∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man (M-G-M)		ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Enemy Agent (Univ)		+	±	±	±	±	±	±	±	8+ 7−
F										
Farmer's Daughter (Para)		+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The (Col)		+			+					2+
Flight Angels (FN)		+	∓	∓	±	±	+	+	±	8+ 5−
Florian (M-G-M)		+	+	±	+	+	+	ǂ	±	9+ 2−
Forgotten Girls (Rep)		±	∓	−	±	+	o			4+ 4−
Four Sons (20th-Fox)		ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers (M-G-M)		+	+	±	+	+	+	±		7+ 2−
Framed (Univ)		+		∓	−	∓		−	+	4+ 4−
Free, Blonde and 21 (20th-Fox)		∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears (Para)		+	∓			+	+	±	∓	6+ 3−
Frontier Crusader (PRC)		±		−		±				2+ 3−
Fugitive, The (Univ)		−	±		+	ǂ	±	+	±	7+ 4−
Fugitive From Justice (WB)		±	∓	+	−	+	+		−	5+ 4−
G										
Gambling on High Seas (WB)			±	±	+			∓	±	5+ 4−
Gangs of Chicago (Rep)		±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade (Rep)		±		∓	±	∓				4+ 4−
Ghost Breakers (Para)		ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Ghost Comes Home (M-G-M)		+	±	±	±		∓	−	∓	6+ 6−
Ghost Valley Raiders (Rep)		∓		−	±	±	±			4+ 5−
Girl From God's Country (Rep)		+		+	+		+	+	+	6+
Girl in 313 (20th-Fox)		∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road (Col)		±	−	±	±	∓				4+ 5−
Golden Gloves (Para)		+			+		ǂ	+	±	6+ 1−
Golden Trail, The (Mono)		=				∓	∓	±	±	4+ 6−
Gold Rush Maisie (M-G-M)		+	±	+	+		+	+	+	7+ 1−
Grand Ole Opry (Rep)		∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town (Rep)		∓	+	+	±	+	+	±	+	8+ 3−
Grapes of Wrath (20th-Fox)		ǂ	+	ǂ	+	ǂ	ǂ	ǂ	ǂ	14+
Great McGinty, The (Para)		ǂ	±	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 1−
H										
Half a Sinner (Univ)		+	+	±	+	±			±	6+ 2−
Haunted House (Mono)		±		+	+		o	+	+	5+ 1−
Hi-Yo Silver (Rep)		+		+	+	+	+			5+
Hidden Gold (Para)		±		±	+	+	+	+	+	7+ 2−
Hold That Woman (PRC)					+	±		+	−	3+ 2−
Honeymoon Deferred (Univ)		+	±	−	∓	+		+	±	6+ 4−
Hot Steel (Univ)			±	±	∓	±		+	±	6+ 5−
House Across the Bay (UA)		±	=	∓	±	±	∓	∓	−	6+ 9−
House of Seven Gables (Univ)		+	+	+	+	+	+	+	∓	8+ 1−
Human Monster (Mono)		±	±	±	±	±	±	∓	∓	8+ 8−
I										
I Can't Give You Anything But Love (Univ)		∓	+		+	−	±	+	+	6+ 3−
I Married Adventure (Col)		+			ǂ		ǂ			5+
I Take This Oath (PRC)		±		∓		+				3+ 2−
I Was an Adventuress (20-Fox)		±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way (Univ)		+	±	−	+	+	o	±	+	6+ 3−
In Disguise (20th-Fox)					±					1+ 1−
In Old Missouri (Rep)				∓	∓	∓	∓	∓	±	7+ 7−
Irene (RKO)		+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men (Col)		∓		∓	±	+		−	∓	5+ 5−
Isle of Destiny (RKO)		+	−	∓	±	±	±	±	±	7+ 7−
It All Came True (WB)		+	±	∓	+	+	+	+	+	8+ 2−
It's a Date (Univ)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
J										
Johnny Apollo (20th-Fox)		+	+	+	+	+	+	+	ǂ	9+
K										
King of Lumberjacks (WB)		∓	∓	−	±	±		±	−	5+ 7−
Knights of the Range (Para)		+		+	+	+	+	+	+	7+
L										
LaConga Nights (Univ)		∓	±	∓	±	∓	±	±	±	8+ 8−
Lady in Question, The (Col)								±	+	2+ 1−
Ladies Must Live (FN)		+								1+
Lambeth Walk (M-G-M)		±			∓			+	∓	4+ 3−
Land of Six Guns (Mono)		∓		∓	±	±				4+ 4−
Last Alarm (Mono)		±	∓		+	+	±	±	+	7+ 4−
Laughing at Danger (Mono)					±		+	+	+	4+ 1−
Leopard Men of Africa (SR)		±		+						2+ 1−

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor In the summary ǂ is rated as 2 pluses; = as 2 minuses.

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Lightning Strikes West (SR)		∓		∓						2+ 2−
Light of Western Stars Para)		+		±	+	+	∓	+	±	7+ 3−
Lillian Russell (20th-Fox)		ǂ	±	±	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 2−
Little Orvie (RKO)		+	±	+	+	+	+	+	+	8+ 1−
Lone Wolf Meets a Lady (Col)		+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby (Univ)		=			±		o	±	−	2+ 5−
Lucky Cisco Kid (20th-Fox)		−		±	±	+	∓	∓	±	6+ 6−
M										
Ma, He's Making Eyes at Me (Univ)		−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe (Col)		+	±	∓	+	+				5+ 2−
Man From Dakota (M-G-M)		±	∓	∓	∓	+	±	±	−	7+ 7−
Man From Tumbleweeds (Col)		±		±		+				3+ 2−
Man I Married (20th-Fox)		+	+	+	ǂ	+	+	+	+	9+
Man Who Talked Too Much, The (WB)		+	±	∓	+	±	+	±	+	8+ 4−
Man With Nine Lives (Col)		±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbeat (20-Fox)		−	±	∓	+	+	o	+	+	6+ 3−
Maryland (20th-Fox)		+	±	±	+	ǂ	o	+	+	8+ 2−
Men Without Souls (Col)		−	∓	∓	∓	∓	+	+	∓	5+ 6−
Midnight Limited (Mono)		±	∓		±	+				4+ 3−
Military Academy (Col)		±			+			+	+	4+ 1−
Millionaire Playboy (RKO)		−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison (RKO)		+	±	+	+	+	o	±	+	7+ 2−
Mortal Storm, The (M-G-M)		+	ǂ	ǂ	ǂ	ǂ	+	ǂ	+	13+
Murder in the Air (FN)		+	±	∓	+	±	o	∓		6+ 4−
Murder in the Night (SR)		=		−	∓	±				2+ 5−
Murder on the Yukon (Mono)		±				+				2+ 1−
My Favorite Wife (RKO)		ǂ	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+
My Love Came Back (FN)		+	+	ǂ	+	ǂ		+	+	9+
My Son, My Son (UA)		ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Mysterious Mr. Reeder (Mono)		±	±	∓	±	+				5+ 4−
Mystery Sea Raider (Para)							+	+	∓	3+ 1−
N										
New Moon (M-G-M)		+	ǂ	+	ǂ	ǂ	+	+	ǂ	12+
Northwest Passage (M-G-M)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
O										
On the Spot (Mono)		+		−	∓	+	o	+	±	5+ 3−
On Their Own (20th-Fox)		±	±	±	±	±	±	+	±	8+ 7−
One Came Home (M-G-M)										
One Crowded Night (RKO)		±			+			+	+	4+ 1−
One Man's Law (Rep)		±		∓	+	+	±			5+ 3−
One Million B. C. (UA)		±	±	−	±	+	o	±	∓	6+ 6−
One Night in Paris (Alliance)		−								1−
Opened by Mistake (Para)		±	±	∓	±	+	o		∓	6+ 5−
Our Town (UA)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Out West With the Peppers (Col)		−	±	−	+			=	−	2+ 6−
Outside the Three Mile Limit (Col)		±	±	±	+	+	+	+	±	8+ 4−
Over the Moon (UA)		±	±							2+ 2−
P										
Pals of the Silver Sage (Mono)		∓		±	+	+				4+ 2−
Passport to Alcatraz (Col)		+	−	±	+	+		∓	−	5+ 4−
Pastor Hall (UA)		±		±	+	+	+	ǂ	+	8+ 2−
Phantom Raiders (M-G-M)		+	+	+	+	ǂ		+	±	8+ 1−
Phantom Wagon, The (Col)		+								1+
Pier 13 (20th-Fox)			±							1+ 1−
Pinocchio (RKO)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Pioneers of the West (Rep)		±		+	+	+				4+ 1−
Pop Always Pays (RKO)		+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law (RKO)		+	±	+	+	+	o		+	6+ 1−
Pride and Prejudice (M-G-M)		+	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	13+
Primrose Path (RKO)		+	∓	±	±	+	+	ǂ	+	9+ 3−
Private Affairs (Univ)		±	+	±	±	+	+	+	+	8+ 3−
Q										
Queen of Destiny (RKO)								ǂ	ǂ	4+
Queen of the Mob (Para)		±	∓	+	+	+	±	±	−	7+ 5−
R										
Rainbow Over the Range (Mono)					+		±			2+ 1−
Ramparts We Watch (RKO)		o		+	ǂ	+	±	ǂ	+	8+ 1−
Rancho Grande (Rep)		∓		∓	+	+	∓	+	=	6+ 5−
Ranger and the Lady (Rep)		±		+	+	+				4+ 1−
Rebecca (UA)		ǂ	+	+	ǂ	ǂ	ǂ	+	+	12+
Return of Wild Bill (Col)		+		−	+	+				3+ 1−
Rhythm on the Rio Grande (Mono)		∓		±	±	±	+	+	+	7+ 4−
Riders From Nowhere (Mono)				±						1+ 1−
Riders of Pasco Basin (Univ)		∓		∓	±	±				4+ 4−
Road to Singapore (Para)		ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Rocky Mountain Rangers (Rep)		+		+	+	+				4−

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S										
Safari (Para)		±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady (20th-Fox)		∓	±	±	∓	+	+	=	∓	7+ 7−
Saint Takes Over (RKO)		+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)		+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea (UA)		±	+	+	±	+	+	±	+	8+ 3−
Saturday's Children (WB)		+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain (Rep)		+	+	±	+	+	+	+	+	8+ 1−
Sea Hawk, The (WB)		ǂ	±	+	ǂ	ǂ	ǂ	ǂ	+	13+ 1−
Seventeen (Para)		+	±	+	+	+	+	+	+	8+ 1−
Shooting High (20th-Fox)		+	∓	∓	±	+	+	±	+	8+ 4−
Showdown (Para)		+		+	+	+	o	+	+	6+
Sidewalks of London (Para)		+	+	+	+	+		+	+	7+
Sing, Dance, Plenty Hot (Rep)		±			+		+	+	+	5+ 1−
Ski Patrol (Univ)		∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits (Mono)		±								1+ 1−
Slightly Tempted (Univ)		±						+	±	3+ 2−
So This Is London (20th-Fox)		±				±			=	2+ 4−
Son of the Navy (Mono)		+	+	±	+	±	+	+	+	8+ 2−
South of Pago Pago (UA)		+	+	+	ǂ		o	∓	+	7+ 1−
South to Karanga (Univ)		+	±					±	±	4+ 3−
Spies in the Air (SR)		−				±				1+ 2−
Sporting Blood (M-G-M)		o	±	±	+	±	±	+	±	7+ 5−
Stage to Chino (RKO)			ǂ		+			+	+	5+
Stagecoach War (Para)		+		∓	+	+	+		+	6+ 1−
Star Dust (20th-Fox)		+	+	+	+	+	+	+	+	8+
Story of Dr. Ehrlich's Magic Bullet (FN)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Strange Cargo (M-G-M)		±	−	∓	+	+	o	±	±	6+ 5−
Street of Memories (20th-Fox)		±		−	∓	+	o		∓	4+ 4−
Susan and God (M-G-M)		±		+	+	ǂ	+	ǂ	+	9+ 1−
Swiss Family Robinson (RKO)		ǂ	+	+	+	ǂ	ǂ	+	ǂ	12+
T										
Tear Gas Squad (WB)		±	−	−	±	±		=		3+ 7−
Tevya (SR)		±					+			2+ 1−
Texas Stagecoach (Col)		±	±		+	+				4+ 2−
They Came by Night (20th-Fox)		+	±	−	∓		+			4+ 3−
They Drive by Night (WB)		ǂ	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	14+
Those Were the Days (Para)		+	+	∓	+	+	+	+	+	8+ 1−
Three Cheers for the Irish (FN)		±	+	+	+	+	+	+	+	8+ 1−
Three Faces West (Rep)		±	+	±	+	+	+	+	ǂ	9+ 2−
'Til We Meet Again (FN)		+	+	+	+	ǂ	+	ǂ	+	10+
Tomboy (Mono)		±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days (RKO)		ǂ	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	14+
Too Many Husbands (Col)		ǂ	+	ǂ	ǂ	+	+	ǂ	ǂ	13+
Torpedo Raider (Mono)		∓			+					2+ 1−
Torrid Zone (FN)		ǂ	+	+	ǂ	+	+	+		9+
Tulsa Kid, The (Rep)		±		∓	+		+	+	±	6+ 3−
Turnabout (UA)		+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team (M-G-M)		+	±	+	±	+	±	+	+	8+ 3−
21 Days Together (Col)		∓	∓	∓	∓	∓	+	∓		7+ 6−
Two Girls on B'way (M-G-M)		±	±	+	+	+	±	+	+	8+ 3−
Typhoon (Para)		±	±	±	±	+	+		+	7+ 4−
U										
Untamed (Para)		−	±	±	+	+	o	±	∓	6+ 5−
V										
Vengeance of the Deep (SR)		=		=	∓	±				2+ 6−
Villain Still Pursued Her, The (RKO)		±		−	−	±	o	±	∓	4+ 6−
Virginia City (WB)		+	±	±	ǂ	ǂ	ǂ	+	+	11+ 2−
Viva Cisco Kid (20th-Fox)		−	∓	=	∓	±	+	±	=	5+ 9−
W										
Wagons Westward (Rep)		+	+	±	+	+	+	−	∓	7+ 3−
Waterloo Bridge (M-G-M)		+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Way of All Flesh (Para)		±	∓	−	∓	−	∓	−	∓	5+ 8−
We Who Are Young (M-G-M)		±	±	∓	ǂ	ǂ	+	+	∓	10+ 4−
West of Abilene (Col)		+		±	±	+				4+ 2−
Westerner, The (UA)		±								1+ 1−
When the Daltons Rode (Univ)		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Wild Horse Range (Mono)		∓			±	±				3+ 3−
Women in War (Rep)		+	+	±	+	+	+	+	+	8+ 1−
Women Without Names (Para)		±	±	±	±	+	+	+	±	8+ 5−
Y										
You Can't Fool Your Wife (RKO)		+	∓	±	∓	±	o	+	∓	7+ 5−
Young as You Feel (20th-Fox)		−	−	+	+	+	±	+	±	6+ 4−
Young People (20th-Fox)		+		+	ǂ	ǂ	+	+	+	9+
Young Tom Edison (M-G-M)		+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Young Buffalo Bill (Rep)		+		+	+	±				4+ 1−
You're Not So Tough (Univ)		±	±	−	+	±	o	+	+	6+ 4−
Yukon Flight (Mono)					∓	+				2+ 1−
Z										
Zanzibar (Univ)		±	±	±	∓	+	±	+	±	8+ 6−

PRODUCTION INDEX

A CHECK-UP ON FEATURE RELEASES

Releases of 1939-40 for a five-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ◎ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ⊛ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.

Columbia

Babies for Sale..1029..(64) .....May 9
Melodrama. Expose of an adoption racket. Rochelle Hudson, Glenn Ford. Director: Charles Barton.

Blazing Six-Shooters..1205..(61) .....Apr. 4
Western. Co-owners of a ranch manage to outwit scheming real estate manipulators. Charles Starrett, Iris Meredith. Director: Joseph Lewis.

Blondie Has Servant Trouble..1012..(66)..July 25
Comedy. The Bumsteads, installed in an estate of which Dagwood's boss is executor, soon get around to believing the place haunted. Penny Singleton, Arthur Lake, Larry Simms. Director: Frank R. Strayer.

Doctor Takes a Wife..1005..(88).....Apr. 27
Comedy. An unmarried pair who think they hate each other, pose as man and wife to serve individual financial interests. Loretta Young, Ray Milland. Director: Alexander Hall.

Fight for Life, The..(69).....U. S. Film Service
Documentary Drama. A young doctor develops into a skilled obstetrician and queries the world on the ills and vile conditions in which maternal welfare still exists. Pare Lorentz produced. 4-40

Girls of the Road..1037..(61).....June 20
Drama. The governor's daughter, by becoming a girl hobo, persuades her father to achieve establishment of a camp for these wanderers. Ann Dvorak, Helen Mack, Lola Lane. Director: Nick Grinde.

I Married Adventure..1110..(75).....July 24
Adventure. Twelve years of big game exploring with the camera as done by the Martin Johnsons.

Island of Doomed Men..(A)..1023..(70)...May 20
Drama. A G-Man brings about the downfall of a tyrant who has enslaved paroled persons on his island. Peter Lorre, Rochelle Hudson, Robert Wilcox. Director: Charles Barton.

Lady in Question, The..(76).....Aug. 7
Drama. A juror who helped acquit a girl accused of murder, proves her innocent when his son falls in love with her. Brian Aherne, Rita Hayworth, Irene Rich. Director: Charles Vidor.

Lone Wolf Meets a Lady, The..1016..(71)..May 30
Melodrama. A diamond necklace, stolen, is traced but proves to be a paste copy of one stolen earlier by an old friend. Warren William, Jean Muir. Director: Sidney Salkow.

Mad Men of Europe..(A)..1112..(73).....June 3
Drama. Parachutists and bombers drive on England after a foreign agent ingratiates himself into an English home. Edmund Gwenn, Mary Maguire. Director: Albert De Courville.

Man From Tumbleweeds..1213..(59).....May 2
Western. Wild Bill routs the outlaws who have virtually captured a community, by a posse of to-be-pardoned prisoners. Bill Elliott. Director: Joseph Lewis.

Man With Nine Lives..1017..(73).....Apr. 18
Melodrama. A scientist experiments upon his patients with long-time freezing sleep. Boris Karloff, Roger Pryor, Jo Ann Sayers. Director: Nick Grinde.

Men Without Souls..1035..(62) .....Mar. 16
Melodrama. A parson who believes in rehabilitation becomes chaplain of a prison noted for brutality. John Litel, Rochelle Hudson, Barton MacLane. Director: Nick Grinde.

Military Academy..1038..(66).....July 18
Melodrama. A youngster in a military school overcomes the fact he is the son of a gangster. Tommy Kelly, Jackie Searl, David Holt. Director: D. Ross Lederman.

Out West With the Peppers..1021..(61)....June 30
Comedy-Drama. An uncle with whom the five little Peppers are staying overcomes his dislike of them when he rescues them from a raft. Edith Fellows, Victor Kilian, Dorothy Peterson. Director: Charles Barton.

Outside the 3-Mile Limit..1027..(64).....Mar. 7
Melodrama. Counterfeiters are traced to a gambling ship. Jack Holt, Harry Carey, Sig Rumann. Director: Lewis D. Collins.

Passport to Alcatraz..1028..(60).....June 6
Melodrama. Special investigator tracks down enemy aliens who sabotage munitions plants. Jack Holt, Noah Beery jr. Director: Lewis D. Collins.

Return of Wild Bill..1214..(61).....June 29
Western. A cowboy comes home in time to rid the county of a gang of vigilantes who execute justice to their own ends. Bill Elliott, Luana Walters. Director: Joseph H. Lewis.

Texas Stagecoach..9206..(59) .....June 6
Western. Friendly rivals in the stagecoach business are saved from being victimized by an unscrupulous banker. Charles Starrett, Iris Meredith. Director: Joseph Lewis.

Too Many Husbands..1004..(84) .....Mar. 21
Comedy Drama. A man thought drowned, returns to find his wife married to his best friend. Jean Arthur, Melvyn Douglas, Fred MacMurray. Director: Wesley Ruggles.

21 Days Together..(A)..1111..(75) .....May 16
Drama. Fate intervenes when the man who killed the scoundrelly husband of the woman he loved, is about to give himself up. Laurence Olivier, Vivien Leigh. Director: Basil Dean.

First National

◎All This, and Heaven Too..454..(143)...July 13
Drama. A spiritual love is victimized by jealousy but is not overcome even by death. Bette Davis, Charles Boyer. Director: Anatole Litvak.

An Angel From Texas..468..(69).....Apr. 29
Comedy. A country bumpkin, inveigled into financing a dubious production, outsmarts the slickers. Eddie Albert, Rosemary Lane, Wayne Morris. Director: Ray Enright.

Flight Angels..466..(74) .....May 18
Comedy-Drama. Airline Casanovas, romancing stewardesses and experimental aviation. Wayne Morris, Virginia Bruce, Jane Wyman, Dennis Morgan. Director: Lewis Seiler.

Fugitive From Justice..473..(53).....June 15
Melodrama. The company which has insured a man for a million dollars finds him a safe place when his life is threatened by gangsters. Roger Pryor, Lucille Fairbanks. Director: Terry Morse.

Ladies Must Live..474..(58).....July 27
Comedy-Romance. A newly rich country lad falls for a night club singer who proves to be no gold digger as the country boy's friend at first suspected. Wayne Morris, Rosemary Lane. Director: Noel Smith.

Man Who Talked Too Much..467..(75).....July 6
Drama. A criminal lawyer gains a confession from a crook which saves his brother from a murder charge. George Brent, Virginia Bruce. Director: Vincent Sherman.

Murder in the Air..472..(55).....June 2
Spy Melodrama. A G-man thwarts a foreign ring from obtaining a device that is able to halt machines in motion. Ronald Reagan, Lya Lys. Director: Lewis Seiler.

They Drive by Night..460..(93).....Aug. 3
Melodrama. Lives, loves and adventures of truck drivers. George Raft, Ann Sheridan, Ida Lupino. Director: Raoul Walsh.

Three Cheers for the Irish..465..(100)....Mar. 16
Comedy Drama. A veteran policeman forgives his daughter's marriage to a rookie, his successor, when the twins are born. Thomas Mitchell, Priscilla Lane, Dennis Morgan. Director: Lloyd Bacon.

'Til We Meet Again..456..(98).....Apr. 20
Drama. Two, doomed to a quick death, experience a great love in the short time allotted them. Merle Oberon, George Brent, Geraldine Fitzgerald, Pat O'Brien. Director: Edmund Goulding.

Torrid Zone..455..(87) .....May 25
Comedy Drama. A persistent stowaway on a banana plantation finally wins the manager. James Cagney, Ann Sheridan, Pat O'Brien. Director: William Keighley.

Metro-Goldwyn-Mayer

And One Was Beautiful..32..(70).....Apr. 5
Melodrama. Released from prison after covering up for the girl he courted, the suitor marries the girl's less glamorous, but more honest sister. Robert Cummings, Laraine Day, Jean Muir. Director: Robert B. Sinclair.

Andy Hardy Meets Debutante..43..(87).....July 5
Comedy. Andy manages to get his picture taken with a debutante after he had told his friends they were in love. Mickey Rooney, Lewis Stone, Judy Garland. Director: George B. Seitz.

Captain Is a Lady..42..(65) .....June 21
Comedy Drama. A retired sea captain, only male inmate of an old ladies' home, is helped by them to regain his ship. Charles Coburn, Virginia Grey, Billie Burke. Director: Robert S. Sinclair.

Dr. Kildare's Strange Case..30..(76).....Apr. 12
Drama. The treatment of a patient who is losing his mind, by administering insulin shock treatment. Lew Ayres, Lionel Barrymore, Laraine Day. Director: Harold S. Bucquet.

◎Edison, the Man..36..(106).....May 10
Drama. The inventor obtains the backing of Western Union for his stock ticker. The talking machine and light by electricity follow. Spencer Tracy, Rita Johnson. Director: Clarence Brown.

Florian..29..(91) .....Mar. 29
Drama. Common ground in their love for a horse unites a groom and a duchess, after revolution in Austria, in New York. Robert Young, Helen Gilbert. Director: Edwin L. Marin.

Forty Little Mothers..34...(87).....Apr. 26
Comedy. The girls of his school come to the professor's aid when he undertakes to care for an abandoned baby. Eddie Cantor, Rita Johnson, Judith Anderson. Director: Busby Berkeley.

Gold Rush Maisie..47..(82).....July 26
Comedy Drama. The wise-cracking, soft-hearted showgirl finds land for a family of migrant crop-pickers after participating in a gold strike that doesn't pan out. Ann Sothern, Lee Bowman, Virginia Weidler. Director: Edwin L. Marin.

I Love You Again..50..(..).....Aug. 9
Comedy Drama. A blow on the head changes a leading citizen into the confidence man he once was, but his wife, who was about to divorce him, now finds him fascinating. William Powell, Myrna Loy, Frank McHugh. Director: W. S. Van Dyke II.

◎Mortal Storm, The..41..(99).....June 14
Drama. Clouds gather over a German family when the Nazis rise to power, and their life is disrupted. Margaret Sullavan, James Stewart, Robert Young. Director: Frank Borzage.

New Moon..31..(105) .....June 28
Operetta. Romance and music in colonial New Orleans. Jeanette MacDonald, Nelson Eddy. Director: Robert Z. Leonard.

Phantom Raiders..40..(70) .....May 31
Melodrama. Nick Carter breaks up a Central American sabotage and insurance racket. Walter Pidgeon, Donald Meek, Florence Rice. Director: Jacques Tourneur.

Pride and Prejudice..46..(118).....Aug. 2
Costume Comedy. The connivances of a mother to get her five daughters married off. Greer Garson, Laurence Olivier, Mary Boland, Maureen O'Sullivan, Edna May Oliver. Director: Robert Z. Leonard.

Sporting Blood..44..(80) .....July 12
Drama. Love and a horse race dissolve a feud between two families. Robert Young, Maureen O'Sullivan. Director: S. Sylvan Simon.

Susan and God..39..(115) .....June 7
Drama. A frivolous woman, who adopts religion as a fad, finds it stands her in good stead when she has to face a crisis in her own life. Joan Crawford, Fredric March. Director: George Cukor.

20 Mule Team..35..(85) .....May 3
Western. Stealing, fighting, killing for borax in the desert. Wallace Beery, Leo Carrillo. Director: Richard Thorpe.

Two Girls on Broadway..33..(71).....Apr. 19
Comedy Drama. In love with her sister's suitor, a girl turns to a man-about-town. The sister, to save her, gives up her fiance. Lana Turner, Joan Blondell, George Murphy. Director: S. Sylvan Simon.

Waterloo Bridge..37..(103) .....May 17
Drama. A girl who becomes anybody's girl when she believes her soldier-lover to have been killed, refuses to burden him when he returns, desiring to marry her. Vivien Leigh, Robert Taylor, Maria Ouspenskaya. Director: Mervyn LeRoy.

We Who Are Young..45...(79)..(A).....July 19
Drama. Struggles of a young couple, whose mar-

riage discovered, costs the girl her job. Lana Turner, John Shelton. Director: Harold S. Bucquet.

Monogram

Boys of the City..4020..(63).....July 15
Melodrama. Headed for camp, the East Side Kids, take refuge in a haunted chateau during a storm and find there a murdered man and a girl, bound and gagged. They postpone vacation to solve the mystery. Bobby Jordan, Leo Gorcey, Dave O'Brien. Director: Joe Lewis.

Chamber of Horrors..3909..(A)..(83).....Aug.12
Melodrama. A detective helps an heiress locate the fortune left her after tracking down the criminals who would block her. Leslie Banks, Lilli Palmer. Director: Norman Lee.

Covered Wagon Trails..3963..(53).....Apr. 10
Western. The cattlemen are convinced that settlers will not interfere with their business. Jack Randall. Director: Raymond Johnson.

Cowboy From Sundown..3955..(58).....May 9
Western. A sheriff solves a financially crippling quarantine when he apprehends the banker poisoning cattle. Tex Ritter. Director: Spencer Bennet.

Doomed to Die..3908..(..).....Aug. 5
Mystery-Melodrama. Several other murders impel the sleuth to release his original suspect and round up the guilty ones. Boris Karloff, Grant Withers, Marjorie Reynolds. Director: William Nigh.

Golden Trail, The..3956..(52).....July 3
Western. A gang that kills miners as they strike pay dirt, is tracked down. Tex Ritter. Director: Al Herman.

Haunted House..3910..(68).....July 17
Murder Mystery. An office boy in a small town newspaper office proves the innocence of his friend, charged with murder. Jackie Moran Marcia Mae Jones, Christian Rub. Director: Bob McGowan.

Kid From Santa Fe, The..3965..(50).....May 23
Western. A sheriff and his daughter help an innocent man, charged with murder, escape that he may find the real killer. Jack Randall. Director: Raymond K. Johnson.

Land of Six Guns..3964..(54).....May 2
Western. Getting involved by smugglers makes a peaceful rancher again take up his guns. Jack Randall. Director: Raymond K. Johnson.

Last Alarm, The..3927..(61).....June 25
Melodrama. A retired fireman tracks down a dangerous incendiary. J. Farrell MacDonald, Warren Hull, Polly Ann Young. Director: William West.

Mysterious Mr. Reeder..3926..(77).....Apr. 30
Melodrama. An elderly eccentric unmasks a counterfeiting gang. Will Fyffe. Director: Jack Raymond.

On the Spot..3915..(62).....June 11
Melodrama. A soda-jerk solves a murder when a wounded gangster staggers into his store. Frankie Darro, Mantan Moreland. Director: Howard Bretherton.

Orphans of the North..(..).....July 29
Melodrama. Adventures in the far north where at times nature's harshness makes man and beast friends in their own interest. Bob Webster, Mary Joyce, Ann Henning.

Pals of the Silver Sage..3954..(52).....Apr. 20
Western. Discovering the rustlers who are stealing his hostess' cattle, Ritter joins and apprehends them. Tex Ritter. Director: Al Herman.

Rainbow Over the Range..3957..(..).....July 29
Western. A gang of horse thieves who also control town politics are cleaned up. Tex Ritter, Dorothy Fay. Director: Al Herman.

Riders From Nowhere..3966..(45).....May 30
Western. Posing as a ranger whose body he found, a man is accused of murder, but unmasks the real killer and stays as sheriff. Jack Randall, Margaret Roach. Director: Raymond K. Johnson.

Sky Bandits..3928..(56).....Apr. 15
Western. The unwitting aide of a gang of plane thieves brings about their capture. James Newill. Director: Ralph Staub.

Son of the Navy..3902..(72).....Mar. 30
Comedy-Drama. A runaway orphan finds a sailor and a girl to adopt him. James Dunn, Jean Parker. Director: William Nigh.

Tomboy..11..(70).....Apr. 5
Comedy-Drama. A mean uncle makes amends when his nephew tackles two tramps, saving his uncle from harm and retrieving his money. Jackie Moran, Marcia Mae Jones, Grant Withers. Director: Robert McGowan.

Wild Horse Range..3960..(51).....June 18
Western. Two pals escape from a gang of horse thieves they have discovered and succeed in corraling the culprits. Jack Randall, Frank Yaconelli. Director: Raymond K. Johnson.

Paramount

Adventure in Diamonds..3928..(80).....Apr. 5
Melodrama. Diamond thieves who smuggle the gems out of South African mines are apprehended. George Brent, Isa Miranda. Director: George Fitzmaurice.

Biscuit Eater, The..3931..(80).....May 24
Drama. Story of a boy's love for his dog. Billy Lee, Cordell Hickman. Director: Stuart Heisler.

Buck Benny Rides Again..3932..(82).....May 3
Comedy. Benny on a dude ranch, bribes the hands to let him insult them, thereby impressing the girl, who is fond of "tough" men. Jack Benny, Ellen Drew. Director: Mark Sandrich.

©Dr. Cyclops..3929..(79).....Apr. 12
Melodrama. A mad scientist reduces living beings to diminutive proportions. Albert Dekker, Janice Logan. Director: Ernest Schoedsack.

Farmer's Daughter, The..3927..(60).....Mar. 29
Comedy. A summer theatre on her father's farm brings Martha romance, and when the star goes temperamental, success on the stage. Martha Raye, Charlie Ruggles, Gertrude Michael. Director: James Hogan.

French Without Tears.....3930..(67).....Apr. 26
Farce Comedy. The routine of a group of English students in a school near Paris is pretty well shattered when the sister of one of them arrives and proves a heart-breaker. Ray Milland, Ellen Drew. Director: Anthony Asquith.

Ghost Breakers, The..3938..(82).....June 21
Mystery-Comedy. Adventures of an heiress in an allegedly haunted castle. Bob Hope, Paulette Goddard, Richard Carlson. Director: George Marshall.

Golden Gloves..3942..(67).....Aug. 2
Melodrama. A reporter and a promising amateur expose the operation of a crooked boxing arena. Richard Denning, Jean Cagney, Robert Paige. Director: Edward Dmytryk.

Hidden Gold..3958..(61).....June 7
Western. A gang who are stealing gold from a mine are trapped. William Boyd. Director: Lesley Selander.

Light of Western Stars..3931..(63).....Apr. 19
Western. Framed by gun-runners and sought by officials, a ranch foreman, in love with the ranch mistress, cleans up the villains. Victor Jory, Jo Ann Sayers, Noah Beery jr. Director: Lesley Selander.

Mystery Sea Raider..3943..(75).....Aug. 9
Melodrama. A boat seized by foreign agents, posing as export businessmen, and used as a supply ship for raiders, is regained by the captured crew. Henry Wilcoxon, Carole Landis, Onslow Stevens. Director: Edward Dmytryk.

Opened by Mistake..3933..(66).....May 10
Mystery Drama. A reporter and his buddy become involved in a murder which they solve with the aid of a girl. Charlie Ruggles, Janice Logan. Director: George Archainbaud.

Queen of the Mob..3939..(61).....June 28
Drama. A mother trains three of her sons to become outlaws; the fourth becomes an attorney and is responsibe for the gang's apprehension. Blanche Yurka, Ralph Bellamy. Director: James Hogan.

Road to Singapore..3926..(84).....Mar. 22
Comedy with Music. Two confirmed bachelors flee marriage and work but fall in love with the same girl on a South Sea island. Bing Crosby, Bob Hope, Dorothy Lamour. Director: Victor Schertzinger.

Safari..3937..(81).....June 14
Drama. The guest on a yachting trip falls for a game hunter whom she finally bags despite the opposition of her host. Madeleine Carroll, Douglas Fairbanks jr., Tullio Carminati. Director: Edward H. Griffith.

Stagecoach War..3959..(61).....July 12
Western. A battle between two stagecoach lines for the Wells-Fargo franchise occupies Hoppy and his pals. Bill Boyd, Russell Hayden. Director: Lesley Selander.

Those Were the Days..3936..(70).....May 31
Romantic Comedy. American college-campus life during the horse and buggy age. William Holden, Bonita Granville. Director: J. Theodore Reed.

Typhoon..3934..(70).....May 17
Melodrama. A pearl-hunting American and a strange white princess find romance in the south seas. Dorothy Lamour, Robert Preston. Director: Louis King.

©Untamed..3941..(83).....July 26
Melodrama. A society doctor who flees to the far north to sober up falls in love with the wife of a woodsman. Ray Milland, Patricia Morison, Akim Tamiroff. Director: George Archainbaud.

Way of All Flesh..3940..(82).....July 5
Melodrama. Years after a man has forsaken his family to save them humiliation, he returns to find them happy, and he leaves, without disclosing himself. Akim Tamiroff, Gladys George. Director: Louis King.

Republic

Carolina Moon..944..(65).....July 15
Western. A cowboy saves several southern plantation owners from losing their homes. Gene Autry, Smiley Burnette. Director: Frank McDonald.

Carson City Kid..(57).....July 17
Western. Posing as a desperado, the hero tracks down the murderer of his brother. Roy Rogers, Bob Steele. Joe Kane directed.

Covered Wagon Days..965..(56).....Apr. 22
Western. The Three Mesquiteers find the guilty party in a silver smuggling episode on the border. Director: George Sherman.

Crooked Road, The..923..(66).....May 10
Drama. A man is freed from involvement in the killing of an extortioner, but loses his girl to his friend. Edmund Lowe, Irene Hervey. Director: Phil Rosen.

Dark Command..901..(92).....Apr. 15
Historical Drama. The looting of Kansas during the early days of the Civil War by guerillas. Claire Trevor, John Wayne, Walter Pidgeon. Director: Raoul Walsh.

Gangs of Chicago..924..(66).....May 19
Action Drama. A trapped racketeer sacrifices himself to save his school-days friend, a lawyer. Lloyd Nolan, Barton MacLane, Lola Lane. Director: Arthur Lubin.

Gaucho Serenade..943..(66).....May 10
Musical Western. Two pals prove the benefactors of a man framed for an embezzling and a society girl. Gene Autry, Smiley Burnette. Director: Frank McDonald.

Ghost Valley Raiders..991..(57).....Mar. 26
Western. The man responsible for repeated stagecoach robberies is discovered. Donald Barry, Lona Andre. Director: George Sherman.

Girl From God's Country..(71).....July 30
Melodrama. Law and romance overtake a doctor who, as the ministering friend of settlers and natives, had found sanctuary from an unjust murder indictment in the far north. Chester Morris, Jany Wyatt, Charles Bickford. Director: Sidney Salkow.

Grand Ole Opry..908..(67).....June 25
Western. A mayor runs for governor, outsmarting the crooked politician who was bossing the state. Weaver Bros., Elviry. Director: Frank McDonald.

Grandpa Goes to Town..922..(65).....Apr. 19
Comedy. Finding a real gold mine just when the rumor they mistakenly spread about a false one damages, saves the Higginses from irate westerners. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

Hi-Yo, Silver..129..(65).....Apr. 10
Western. The lone ranger frees a small town of an outlaw's rule. Lee Powell, Herman Briggs, Chief Thundercloud, Lynn Roberts. Directors: William Whitney, John English.

In Old Missouri..921..(67).....Apr. 17
Musical. Sharecroppers change places with their landlord who then discovers his partners are crooked. Weaver Bros. and Elviry. Director: Frank McDonald.

One Man's Law..992..(57).....June 29
Western. Two wanderers overcome the opposition in a town that would halt a railroad from coming in. Don Barry. Director: George Sherman.

Rancho Grande..942..(66).....Mar. 22
Western. The foreman trustee of a ranch saves it from a lawyer's clutches by bringing irrigation. Gene Autry, Smiley Burnette, June Storey. Director: Frank McDonald.

Ranger and the Lady..956..(59).....July 30
Western. A ranger fights racketeers who toll wagon trains on the Santa Fe trail. Roy Rogers, George Hayes, Jacqueline Wells. Director: Joseph Kane.

Rocky Mountain Rangers..966..(58).....May 24
Western. Western terrorists are tracked down by the Three Mesquiteers when one of them poses as an outlaw. Director: George Sherman.

Scatterbrain..909..(72).....July 20
Comedy. A hillbilly songstress, signed up for a film by mistake, proves a sensation. Judy Canova, Alan Mowbray. Director: Gus Meins.

Sing, Dance, Plenty Hot..910..(70).....Aug. 10
Musical Comedy. A theatrical agent's partner walks out with the funds realized in a charity show, leaving his partner to carry on. Ruth Terry, Johnny Downs, Billy Gilbert. Director: Lew Landers.

Three Faces West..903..(81).....July 3
Drama. An Austrian surgeon and his daughters aid midwestern farmers in their fight against dust and drought. Charles Coburn, John Wayne, Sigrid Gurie. Director: Bernard Vorhaus.

Wagons Westward..907..(70) .....June 19
Western. A good twin sets out to save the family name, about which his bad counterpart cares nothing. Chester Morris, Buck Jones. Director: Lew Landers.

Women in War..902..(70) .....June 6
Melodrama. Lives of nurses behind the front line trenches. Elsie Janis, Wendy Barrie, Patric Knowles. Director: John H. Auer.

Young Buffalo Bill..954..(59) .....Apr. 12
Western. The government's investigation of early Spanish land grants is aided by the scout despite Indians and villains. Roy Rogers. Director: Joe Kane.

RKO Radio

A Bill of Divorcement..025..(74) .....May 31
Drama. The issues precipitated by divorce and hereditary insanity are met by a refined English family. Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall. Director: John Farrow.

Abe Lincoln in Illinois..009..(112) .....Apr. 19
Historical Drama. Lincoln as the peace-loving backwoodsman; his love for Ann Rutledge; and his checkered romance with Mary Todd who will settle for nothing else than Lincoln as president. Raymond Massey, Ruth Gordon. Director: John Cromwell.

Anne of Windy Poplars..035..(85) .....June 28
Drama. A school teacher overcomes obstacles in a community prejudiced against her. Anne Shirley, James Ellison. Director: Jack Hively.

Beyond Tomorrow..031..(83) .....May 10
Melodrama. Three benevolent spirits succeed in reuniting a couple—not unaided by a jealous spouse's shooting. Charles Winninger, Jean Parker, Maria Ouspenskaya. Director: Lee Garmes.

Bullet Code..083..(59) .....Apr. 5
Western. A cattleman's efforts to make amends for a crime he thinks he committed. George O'Brien, Virginia Vale. Director: David Howard.

Courageous Dr. Christian..030..(67).....Apr. 5
Drama. A doctor wins proper housing quarters for squatters only when an epidemic threatens the entire town. Jean Hersholt, Dorothy Lovett. Director: Bernard Vorhaus.

Cross Country Romance..039..(66) .....July 12
Comedy-Drama. A spoiled runaway heiress hides in the trailer of a doctor headed for China, and they fall in love. Gene Raymond, Wendy Barrie. Director: Frank Woodruff.

Curtain Call..027..(60) Apr.26
Comedy. A manuscript producers thought to use as a cudgel over their star turns out to please her immensely and proves a hit. Barbara Read, Alan Mowbray. Director: Frank Woodruff.

Dr. Christian Meets the Women..036..(65)..July 5
Comedy Drama. Dr. Christian works to restore health to the city's women who flocked to a quack diet specialist. Jean Hersholt, Dorothy Lovett, Rod La Rocque. Director: William McGann.

Irene..024..(101) .....May 3
Musical Comedy. A case of mistaken identity is solved for a girl before it becomes a predicament, by the fellow responsible. Anna Neagle, Ray Milland. Director: Herbert Wilcox.

Millionaires in Prison..037..(63).....July 26
Comedy Drama. A research doctor, in for manslaughter, works with the prison doctor to discover a cure for a rare fever. Lee Tracy, Linda Hayes. Director: Ray McCarey.

My Favorite Wife..025..(88) .....May 17
Comedy. An explorer-wife returns to find her husband married again, but manages to get him back. Irene Dunne, Cary Grant, Randolph Scott. Director: Garson Kanin.

One Crowded Night..042..(66).....Aug. 9
Melodrama. An escaped convict-husband hides in the desert auto court of his wife's family and gunplay follows until matters are straightened. Billie Seward, Paul Guilfoyle. Director: Irving Reis.

Pop Always Pays..034..(66).....June 21
Comedy-Drama. An irascible father gets in a jam when he has to make good his promise of $1,000 to his daughter's suitor when the latter saves an equal sum. Leon Errol, Dennis O'Keefe. Director: Leslie Goodwin.

Prairie Law..084..(59) .....June 7
Western. A land shark gets away with invading ranchers lands, but runs into trouble when he kills the friend of a hitherto peaceful onlooker. George O'Brien, Virginia Vale. Director: David Howard.

Primrose Path..023..(95) .....Mar. 22
Drama. A girl-bride tries to escape the influence of an easy-moraled mother. Ginger Rogers, Joel McCrea, Marjorie Rambeau. Director: Gregory LaCava.

◎Queen of Destiny..061..(95).....Aug. 2
Drama. The reign of Queen Victoria. Anna Neagle, Anton Walbrook. Director: Herbert Wilcox.

Saint Takes Over..033..(68).....June 7
Comedy Melodrama. The Saint goes to America to solve the murders of which his friend is wrongly accused. George Sanders, Wendy Barrie. Director: Jack Hively.

Stage to Chino..085..(59).....July 26
Western. A postal inspector discovers that a rival stage line owner is behind the bandits that victimize other lines. George O'Brien, Virginia Vale. Director: Edward Killy.

Tom Brown's School Days..029..(82).....July 19
Drama. English school life during the 19th century. James Lydon, Freddie Bartholomew, Cedric Hardwicke. Director: Robert Stevenson.

You Can't Fool Your Wife..032..(65).....May 24
Comedy. Sudden entanglements with wine, women and song, pull a married couple out of a marital rut. Lucille Ball, James Ellison. Director: Ray McCarey.

20th Century-Fox

Blue Bird, The..025..(83) .....Mar. 22
Fantasy. The blue bird of happiness is pursued through past and future, only to be found at home. Shirley Temple. Director: Walter Lang.

Charlie Chan's Murder Cruise..048..(75)...June 21
Mystery-Melodrama. A mysterious strangler on a world cruise is captured after four or five murders. Sidney Toler, Marjorie Weaver, Lionel Atwill. Director: Eugene Forde.

Earthbound..034..(67) .....June 7
Drama. Killed on his second honeymoon by a former flame, a man cannot leave the earth until his spirit is able to vindicate his love for his wife. Warner Baxter, Andrea Leeds, Lynn Bari. Director: Irving Pichel.

Four Sons..047..(89) .....June 14
Drama. Invasion in Czechoslovakia divides four brothers and brings destruction to a home. Don Ameche, Eugenie Leontovich, Mary Beth Hughes. Director: Archie Mayo.

Free, Blonde and 21..037..(67).....Mar. 29
Drama. A fellow doctor exposes an unscrupulous young woman as a gangster's pal before his friend falls in love with her. Lynn Bari, Henry Wilcoxon. Director: Ricardo Cortez.

Girl From Avenue A, The..104..(.....)....Aug. 9
Comedy Drama. A waif picked up by an author, leaves when she discovers his book ridicules her, but returns when the author and his family reveal they love the child. Jane Withers, Kent Taylor. Director: Otto Brower.

I Was an Adventuress..038..(81).....May 10
Comedy-Drama. International intrigue and jewel-thievery. Zorina, Richard Greene, Peter Lorre. Director: Gregory Ratoff.

Johnny Apollo..042..(93) .....Apr. 19
Drama. Railroaded to prison where his father, whom he spurned, is confined for embezzlement, father and son frustrate a prison break and are reconciled. Tyrone Power, Dorothy Lamour, Edward Arnold. Director: Henry Hathaway.

Lillian Russell..045..(127) .....May 24
Biographical Drama. Story of the colorful woman who dominated the American theatre during the closing decades of the last century. Alice Faye, Henry Fonda, Edward Arnold, Don Ameche. Director: Irving Cummings.

Lucky Cisco Kid..049..(67).....June 28
Western. A corrupt judge, who has designs on a widow's ranch which controls the water supply, is exposed. Cesar Romero, Mary Beth Hughes. Director: H. Bruce Humberstone.

Manhattan Heartbeat..046..(71) .....July 12
Drama. A woman hater and a girl who thinks marriage is slavery fall in love, and emerge through quarrel and struggle, happy. Virginia Gilmore, Robert Sterling, Joan Davis. Director: David Burton.

Man I Married, The..101..(77).....Aug. 2
Drama. An American wife, married to a Nazi, learns the bitter tragedy of the German philosophy. Joan Bennett, Francis Lederer, Marie Ouspenskaya. Director: Irving Pichel.

◎Maryland..050..(91) .....July 19
Drama. An enthusiastic horsewoman foreswears riding when her husband is killed; but is rewon when her son rides the winner in the big race. Walter Brennan, Fay Bainter, Brenda Joyce. Director: Henry King.

On Their Own..044..(65) .....May 10
Comedy Drama. The Joneses trek to California to recoup their fortune. Spring Byington, Ken Howell. Director: Otto Brower.

Sailor's Lady..052..(66) .....July 5
Comedy. For a while a baby messes up romance for a couple. Nancy Kelly, Jon Hall. Director: Allan Dwan.

Shooting High..041..(65) .....Apr. 26
Comedy-Western. Apprehending bank robbers smoothes out an old feud and helps the grandson of a famous sheriff get his girl. Jane Withers, Gene Autry, Marjorie Weaver. Director: Alfred E. Green.

So This Is London ..043..(84) .....May 3
Comedy. Children of an English and an American businessman who can't get together on a deal, become engaged and join the squabbles. George Sanders. Director: Thornton Freeland.

Star Dust..036..(85) .....Apr. 5
Comedy-Drama. A talent scout's discovery and development of a film star. Linda Darnell, John Payne. Director: Walter Lang.

Viva Cisco Kid..039..(65) .....Apr. 12
Outdoor Drama. Father of a beautiful girl is rescued from a gang of bad men. Cesar Romero, Chris-Pin Martin, Jean Rogers. Director: Norman Foster.

United Artists

Captain Caution..(85) .....Aug. 9
Melodrama. Slavers who come into control of an American vessel during the war of 1812 are defeated when the officers break through. Victor Mature, Leo Carrillo, Bruce Cabot, Louise Platt. Director: Richard Wallace.

My Son, My Son..(115) .....Mar. 22
Drama. The depths of a love with which he but toyed, awaken a wastrel to redeeming himself. Madeleine Carroll, Brian Aherne, Louis Hayward. Director: Charles Vidor.

One Million B. C...(78) .....Apr. 5
Fantasy. Two prehistoric tribes, faced by a monster, their common enemy, discover the value of cooperation. The story is told flashback by a scientist, deciphering cave carvings. Victor Mature, Lon Chaney jr. Director: Hal Roach.

Our Town..(90) .....May 24
Drama. One decade in the life of ordinary Americans at the turn of the century. William Holden, Martha Scott. Director: Sam Wood.

◎Over the Moon..(78) .....Mar. 29
Comedy. Sudden wealth takes the heiress from her fiance, but the mad whirl is not satisfying and she returns to him. Merle Oberon, Rex Harrison. Director: Thornton Freeland.

Rebecca..(127) .....Apr. 12
Drama. How a second wife fought the mystery of the strange personality of a dead first wife, which menace threatened her happiness. Laurence Olivier, Joan Fontaine, Judith Anderson. Director: Alfred Hitchcock.

Saps at Sea..(57) .....May 3
Comedy. An escaping gangster comes aboard the decrepit boat of a pair of would-be yachtsmen. Stan Laurel, Oliver Hardy. Director: Gordon Douglas.

South of Pago Pago..(96) .....July 18
Melodrama. A dance hall girl saves the life of a native chief's son from a piratical captain. Victor McLaglen, Jon Hall, Frances Farmer. Director: Alfred E. Green.

Turnabout..(A)..(83) .....May 17
Comedy. A scrappy husband and wife find they have exchanged bodies. Carole Landis, John Hubbard, Adolphe Menjou. Director: Hal Roach.

Universal

Alias the Deacon..4015..(73) .....May 17
Comedy. A card shark, posing as a deacon, thwarts an oil town's villain. Bob Burns, Mischa Auer, Dennis O'Keefe, Peggy Moran. Director: Christy Cabanne.

Bad Man From Red Butte..4063..(58).....May 31
Western. The lawless element kill the man who led them, but the latter's brother cleans them up. Johnny Mack Brown, Bob Baker. Director: Ray Taylor.

Black Diamonds..4057..(52) .....July 19
Melodrama. Unsafe mine operation is brought to an end when a newspaperman's father is injured. Richard Arlen, Andy Devine. Director: Christy Cabanne.

Black Friday..4018..(70) .....Apr. 12
Melodrama. A surgeon saves a friend's life with a brain replacement which turns out to be the brain of a criminal. Boris Karloff, Bela Lugosi. Director: Arthur Lubin.

Features

THE COMPLETE CHECK-UP ON CURRENT RELEASES

Boys From Syracuse..4003..(72).....Aug. 9
Comedy. Modern day modes are spoofed by their counterpart in classical Greece. Allan Jones, Martha Raye, Joe Penner, Charles Butterworth. Director: Edward Sutherland.

Enemy Agent..4033..(61).....Apr. 19
Melodrama. A draftsman in an airplane factory finds the espionage ring stealing the plans. Richard Cromwell, Helen Vinson. Director: Lew Landers.

Fugitive, The..5046..(77).....June 28
Drama. A barber who commits robbery and murder is hounded by his conscience. Ralph Richardson, Diana Wynyard. Director: Brian Desmond Hurst.

Half a Sinner..4040..(61).....Apr. 5
Comedy Romance. A school teacher, driving off in someone else's car picks up a hitch-hiker and her adventures begin. Heather Angel, John King. Director: Al Christie.

Hot Steel..4056..(61).....May 24
Melodrama. Discoverers of a new formula for finer steel lure the man who stole their sample bar into a police trap. Richard Arlen, Andy Devine. Director: Christy Cabanne.

House of Seven Gables..4013..(89).....Apr. 12
Drama. A money-mad man is caught in the same trap he set for another. Margaret Lindsay, George Sanders, Vincent Price. Director: Joe May.

I Can't Give You Anything But Love..4037..(61).....June 21
Comedy. A gangster kidnaps a composer for his lyrics and with racketeer tactics boosts his song to the top. Broderick Crawford, Johnny Downs. Director: Albert S. Rogell.

If I Had My Way..4005..(94).....May 3
Comedy with Music. Adopting an orphan soon leads to Crosby and his friends entrance into business, which turns out successfully. Bing Crosby, Gloria Jean. Director: David Butler.

It's a Date..4001..(102).....Mar. 22
Comedy with Music. Feigning a love affair saves a coveted role in a play for Deanna when her mother was reaching for the part. Deanna Durbin, Kay Francis, Walter Pidgeon. Director: Walter Selter.

La Conga Nights..4029..(61).....May 31
Comedy with Music. A boarding house is saved when the mortgage holder, a swing fan, is persuaded to turn it into a night club. Hugh Herbert, Dennis O'Keefe, Constance Moore. Director: Lew Landers.

Love, Honor and Oh, Baby..4036..(60).....June 7
Drama. A fellow finds a new girl just as he was about to get himself killed when the first girl jilted him. The two later track down the professional killers. Wallace Ford, Kathryn Adams, Donald Woods. Director: Charles Lamont.

Private Affairs..4007..(75).....July 5
Comedy Drama. The black sheep of a straight-laced family returns to help his daughter marry the man she loves. Nancy Kelly, Roland Young, Hugh Herbert. Director: Albert S. Rogell.

Riders of Pasco Basin..4062..(57).....Apr. 5
Western. The ranchers money, gathered for a crooked irrigation project, is retrieved. Johnny Mack Brown, Bob Baker. Director: Ray Taylor.

Sandy Is a Lady..4008..(64).....June 14
Comedy. Lost Baby Sandy comes home in time to help her daddy get a contract from his boss. Baby Sandy, Nan Grey, Tom Brown, Mischa Auer.

Ski Patrol..4031..(62).....May 10
Melodrama. A Finn and a Russian, great friends at the Olympic games, meet as foes on the battlefield. Philip Dorn, Luli Deste. Director: Lew Landers.

Son of Roaring Dan..4064..(60).....July 26
Western. A man discovers the killer of his father, and with the ranchers, rounds up the gang of rustlers the murderer leads. Johnny Mack Brown. Director: Ford Beebe.

South to Karanga..4039..(69).....Aug. 2
Melodrama. An assortment of tropical types and their adventures, climaxed by a native attack upon a train and mining settlement in Africa. Charles Bickford, James Craig, Lull Deste. Director: Harold Shuster.

When the Daltons Rode..4006..(81).....July 26
Outdoor Drama. A semi-historical action yarn of the famous bandits of the last century. Randolph Scott, Kay Francis, Brian Donlevy. Director: George Marshall.

You're Not So Tough..4023..(72).....July 26
Comedy-Melodrama. The kids of shanty-town discover law and justice merit a soft spot in their hearts. Billy Halop, Huntz Hall, Nan Grey. Director: Joe May.

Warner Bros.

Brother Orchid..405..(91).....June 8
Comedy Drama. A racketeer searches for "class" in Europe but in vain, and finds it only when his successor is taking him for a ride. Edward G. Robinson, Ann Sothern, Humphrey Bogart. Director: Lloyd Bacon.

Gambling on the High Seas..424..(56).....June 22
Melodrama. A newspaper apprehends the skipper of a gambling ship when murder is committed. Wayne Morris, Jane Wyman. Director: George Amy.

It All Came True..407..(97).....Apr. 6
Comedy-Drama. The son and daughter of partners who run a boarding house fall in love and the boarders remove the temporary obstacles. Ann Sheridan, Jeffrey Lynn, Humphrey Bogart, ZaSu Pitts. Director: Lew Seiler.

King of the Lumberjacks..422..(59).....Apr. 13
Outdoor Melodrama. A lumber crew boss marries a girl he befriends, discovers she loves another, and when about to kill them, relents and grants her a divorce. John Payne, Gloria Dickson, Stanley Fields. Director: William Clemens.

My Love Came Back..407..(81).....July 20
Comedy with Music. The tug-of-war between the classics and swing in an academy of music with its youthful students and rich patrons. Olivia de Havilland, Jeffrey Lynn, Jane Wyman. Director: Kurt Bernhardt.

River's End..414..(..).....Aug. 10
Action Drama. A dying mountie is convinced of the innocence of the man he captures, and the latter resembling the mountie, is persuaded to pose as such and track down the real criminal. Dennis Morgan, Elizabeth Earl, Victor Jory. Director: Ray Enright.

Saturday's Children..410..(100).....May 11
Drama. Tricked into marriage, but not sorry, lack of money later separates a young husband from his wife, but they finally are reunited. John Garfield, Anne Shirley. Director: Vincent Sherman.

Tear Gas Squad..423..(55).....May 4
Drama. A night club singer who joins the police force to please his girl, becomes a real officer when his brother is murdered. Dennis Morgan, Gloria Dickson. Director: Terry Morse.

Virginia City..404..(120).....Mar. 23
Historical Western. Opposing Civil War officers vie for military objectives and for a western belle. Errol Flynn, Miriam Hopkins, Randolph Scott. Director: Michael Curtiz.

State Rights

American Gang Busters (A)..(60)..Times Pictures
Documentary. Assorted clips tracing the careers of such criminals as Clyde Barrow, John Dillinger, Machine Gun Kelly, Pretty Boy Floyd, Bruno Hauptmann, Alvin Karpis. 4-40

Captain Moonlight..(58).....Atlas Films
Musical Drama. A girl is saved from marrying a card sharp when the hero unmasks him as a bigamist. John Garrick, Winifred Shotter. 5-40

Face Behind the Scar, The..(71).....Alliance
Mystery Drama. An innocent fugitive returns but is hounded by the man who married his fiancee. Justice ultimately prevails. Griffith Jones, Rosalyn Boulter. 4-40

Frontier Crusader..(62).....P-R-C
Western. A fellow handy with gun and fists cleans up a town. Tim McCoy. 6-40

George Washington Carver..(61).....Bryant
Negro Semi-Documentary. The life of the Negro scientist. Director: Ben Parker. 5-40

Hidden Menace..(58).....Alliance Films
Drama. A magician in love with a dancer seeks to do away with the acrobat she loves. Otto Kruger, Gertrude Michael. 5-40

Horrors of War (A)..(51).....Merit Pictures
Drama. Several war scenes accenting the ravages. 4-40

I Take This Oath..(67).....Syndicate
Drama. The son of an inspector tracks down the racketeers who murdered his father. Gordon Jones, Joyce Compton, J. Farrell MacDonald. Director: Sherman Scott. 5-40

Killers of the Wild..(58).....Times
Outdoor Drama. Story of a group of people who live outdoors. Joan Valeria, James Bush. 4-40

Lightning Strikes West..(56).....Colony
Western. A special investigator traces a released criminal to where he has concealed stolen gold. Ken Maynard. 6-40

Lights Out in Europe..A..(70)....Mayer-Burstyn
Documentary. A story of nations at war; of people murdered and property destroyed. A study of the events which led to the present armed state. Narration by Fredric March. Script by James Hilton. 4-40

Macushla..(60).....Stellar Attrac.
Melodrama. Romance of a girl and an Irish border guard who is hunting her brother for gun running. Pamela Wood, Liam Gaffney. 5-40

Mercy Plane..(72).....Syndicate
Drama. A wizard flyer traps his girl's brother selling stolen planes to foreign powers. James Dunn, Frances Gifford. 5-40

Mr. Washington Goes to Town..(65)...Dixie-Nat'l
All-Negro Comedy. Sennett-type slapstick with all the gags in the book. F. E. Miller, Manton Moreland. Director: Jed Buell. 5-40

Outsider, The (A)..(90).....Alliance
Drama. Blocked by the medical profession, the inventor of a machine eventually cures a crippled girl. George Sanders, Mary Maguire. 4-40

Phantom Rancher..(61).....Colony
Western. Maynard has to pose as a phantom rider to bring help to the farmers in a valley near his ranch. Ken Maynard, Dorothy Short. 4-40

Secrets of a Model..(60).....Times Pictures
Melodrama. True love finally comes to the girl who fell victim to the villain. Sharon Lee, Phyllis Barry. 5-40

Son of Ingagi..(66).....Sack
All-Negro Melodrama. A laboratory-created monster kills his woman doctor captor and several others before the place is burned down. Alfred Grant, Daisy Bufford. Director: Richard C. Kahn. 4-40

Suicide Legion..(54).....Film Alliance
Drama An Italian officer meets his estranged Austrian wife years after the war which divided them. Tullio Carminati, Lilli Palmer. Director: Herbert Wilcox. 5-40

Texas Renegades..(59).....Syndicate
Western. Posing as an outlaw, a marshal rounds up the evildoers in a western town. Tim McCoy. 5-40

Two's Company..(68).....Times Pictures
Comedy. The hero takes his girl and her mother to England, hoping she will grow romantic, which she does, but for somebody else. Ned Sparks, Mary Brian. Director: Tim Whelan. 3-40

Foreign Dialogue

Baker's Wife, The..French..(97).....B. W. Inc.
Drama. The village's need for bread brings back the baker's trifling wife. Raimu, Ginette Leclerc. Director: Marcel Pagnol. 3-40

Claudine (A)..(French)..(82).....French M. P.
Comedy Drama. The hopeless love of a 16-year-old schoolgirl for an older man. Blanchette Brunoy, Max Dearly. 4-40

Friendship (Italian)..(74).....Esperia
Comedy. A gay bachelor thinks he's in love with his friend's wife; so does his friend; and so does the wife, until she breaks up the friendship —then returning to her husband. Mario Besozzi, Elsa Merlini. 4-40

Great Light, The (Italian)..(80).....Esperia
Drama. The religious atmosphere of a shrine dissuades a man from avenging himself upon one who had railroaded him for a crime he did not commit. Amedeo Nazzari, Leda Gloria. 4-40

I Condottieri..Italian..(89).....Esperia
Historical Drama. The historical beginnings of a united Italy. Luis Trenker. 3-40

Life of Giuseppe Verdi, The (Italian) (115).....Esperia
Drama with Music. Biography of the opera composer. Gaby Morlay, Fosco Giachetti. Director: Carmine Gallone. 4-40

Overture to Glory..Yiddish..(87).....G&L
Melodrama with Music. Leaving the synagogue for opera, a young cantor, years later, atones. Moishe Oysher, Helen Beverly. Director: Max Nosseck. 3-40

Skeleton on Horseback..Czech..(78).....Mindlin
Drama. A doctor, headed to save a dictator and his coterie with his unique remedy, is killed by the forces they unloosed. 3-40

They Wanted Peace..Russian..(73).....Amkino
Historical Drama. The Bolshevik overthrow of the Kerensky government. F. Bagashvili, Tamara Markarova. 3-40

We Were Seven Widows..Italian..(80)....Esperia
Comedy. A lawyer shipwrecked with seven women is left alone as each one's husband turns up. Antonie Gandusio, Nino Taranto. 3-40

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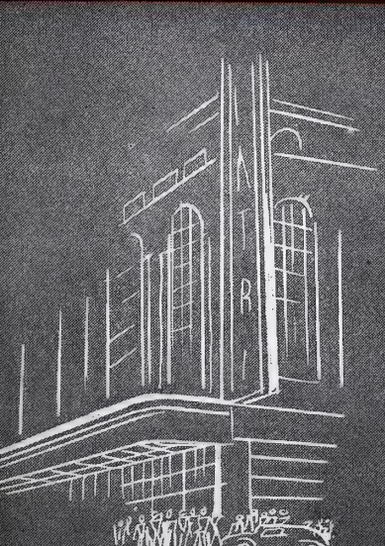
N. B.—The capitals are Mr. Dickson's, the underscoring ours.

That's SERVICE *from* *The Pulse of the Motion Picture Industry* BOXOFFICE

The Pulse of the Motion Picture Industry

BOXOFFICE

AUGUST 17, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year, $7.50. NATIONAL EDITION



The MODERN THEATRE

"Boom Town" is off to a terrific start. Advanced Price engagements tremendous everywhere!

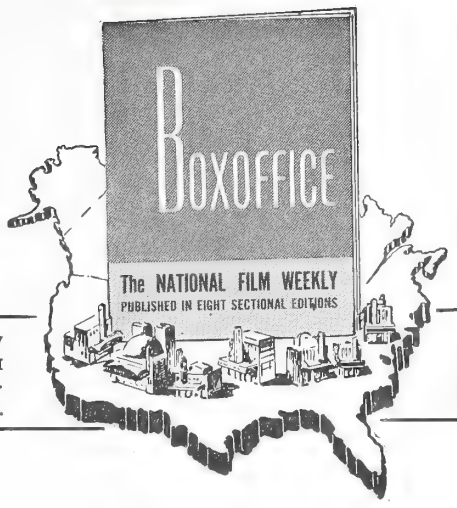
"Pride and Prejudice" opening day at Radio City Music Hall biggest gross of entire summer and tops every M-G-M hit, even Thanksgiving and Holiday Attractions, that played there!

"I Love You Again" biz sensational! It's the funniest William Powell Myrna Loy comedy ever made!

"Andy Hardy Meets Debutante" and "New Moon" packing 'em in!

It's a typical M-G-M Summer!

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COMPLETING THE CIRCLE AGAIN

THE GALLUP poll on double features, recording a fifty-seven per cent vote against and a forty-three per cent vote for, makes clear one important point. It is this:

> "While a majority of the American public prefers single features, it would be untrue to say that double features are directly responsible for keeping many persons away from the boxoffice. The reasons go deeper.
>
> "The adverse vote on double bills is more a reaction to 'poor' pictures commonly found on double bills than to the fatigue and length of time involved in seeing a double bill.
>
> "Persons interviewed who disliked double features were asked whether they would change their attitude if both pictures on a double bill were good. When this qualification is added, opinion divides sixty-four to thirty-six in favor of double features. However, the public seems to believe that this is an impossible hypothesis."

Thus is established in terms of this investigation anyway that it is not length and it is not fatigue which comprise opposition to duals, but lack of quality. No one within the industry will be surprised.

It is this department's prediction the survey conducted by the American Institute of Public Opinion will be noted with interest and nothing done about it. For it is hardly likely in these upset times that any experimentation will be undertaken by way of disturbing the status quo for a hop, whether mild or otherwise, into the unknown and its unpredictable hazards. Not when children are more than three to one for doubles and the lower income group fifty-three per cent in favor.

But the immediate, and also the obvious, thought which, nevertheless, follows leads to a consideration of the second feature in terms of production. That consideration automatically encompasses the question if the "B," so plotted on studio paper and thereafter turned out in its allotted groove, need be as lack lustre a finished job as it now is; whether, at the same budget, more discrimination in story and cast selection, plus greater attention and less indifference stemming from the top, might not bring about a better result.

This is no suggestion the focal power intensified on the "A" be diffused to a point where topline product would suffer. No studio would countenance such an idea; no studio should. The general thought, however, is one swinging around the feasibility of nurturing Hollywood's production step-children to the end they get less kicking around when they arrive at the theatre.

If, through any such plan, the quality equation could be strengthened, the result at the boxoffice finally will reflect an upsurge. Your visionary is quite aware this is asking for, and hoping for, a great deal from an industry which rushes along with little time for stops at way stations. He understands also that it is sounding off on the oldest of chromos to write about better pictures. In fact, to do so appears suspiciously like a mid-summer editorial slump and a feeble leap toward the bottom of the page where this typewriter ends its chore.

But if double features continue—and Gallup poll or no, we believe they will—it makes some sense to ponder ways and means of making the best of the situation. This, we take it, becomes a problem with several angles.

For instance, it might be dangerous to assume that duals, of and by themselves, will continue to draw merely because they are so definitely of the bargain counter variety. Theatre grosses, even with duals, show a wide fluctuation up and down the line and there is, of course, the instance of the triple feature to remember and to worry over. Therefore, and as paradoxical as it may appear to be, the industry is confronted with the serious job of keeping the twin bill situation attractive enough so that it does not deteriorate into something worse.

As we see it, this suggests the standard of the "B" will have to be improved simply for the purpose of maintaining what the business now has and, to repeat it, to ward off further retrogression in the guise of an additional feature slapped on top of the existing two.

In any process of making the minor feature more attractive, however, there is the seed of something else. If, in the doing, it is possible gradually to raise the entire level of production so that the public ultimately will become aware it is getting a good "B" along with the presumably superior "A," it does not seem too remote or too far-fetched to conclude more people will go to theatres with greater regularity. Thereby, the total weekly audience figure might be raised from the approximately 54,000,000 to 60,000,000 it currently enjoys to something gratifyingly beyond.

Kann

MAJORS SEEK TO HAVE APPEAL BOARD UNDER DECREE MAINTAIN HEADQUARTERS IN NEW YORK

Also Consider Rotation Plan; Government Set For Capital Locale

NEW YORK—Every effort will be made by distributor counsel before any consent decree is signed by the five majors to have the appeal board of three, under the arbitration setup, sit in New York instead of Washington, as proposed in the August 3 document.

Lawyers contend that 35 per cent of the country's revenue is derived from New York, the New England states, Washington and Philadelphia, hence, an appeal board should be quartered in New York, the focal point of these operations.

There is also under consideration by the majors a plan to rotate the appeal board, if necessary, to such cities as Chicago and other points where a plethora of appeals originate and for convenience to exhibitors and distributors in those areas.

An Earlier Desire

Attorneys for the film companies have previously sought to have the seat of operations of the appeal board shifted to New York, but such governmental figures as A. H. Feller and Paul Williams have insisted on Washington. These men have told distributors point blank they want to keep it out of range of home office operations. Washington is also handy for Allied which has its headquarters in that city. Abram F. Myers, general counsel, resides there.

In the changeover of sales operations, if and when the selling plan in groups of five goes into effect, an M-G-M spokesman states it will cost his company at least $500,000 in additional selling costs and bookkeeping charges work. This spokesman declares each of the other four companies figure on the identical amount and more as additional expenditures.

Salesmen would have to make more trips to the field, it is stated, and when pictures are sold in blocks of five that means for each five pictures a separate contract must be written. Regardless of how many groups of five an exhibitor buys in one negotiation, the fact remains that a company selling 50 pictures would have 10 contracts to work on whereas in the past he may have had one. Also a salesman may have to visit exhibitors three or four times after the theatre operator sees the pictures in order to sell them.

At any rate, there is no violent objection to this in face of the amount of money to be saved on legal fees in the event the suit is settled.

See Huge Cost

In other words, it is pointed out, rough estimates computed legal fees for the five major companies would run $5,000,000 or better, if the case went to trial, then appealed in the various courts until a supreme court decision was handed down. This figure, as against the approximate $2,500,000 it would cost the same distributors to change over on new sales policies, at least represents a saving of $2,500,000. In times as these, it is held, these savings could very well be regarded as a profit.

Reports that pressure was being brought to bear in an effort to get a quick decree are denied by all counsel. Col. William J. Donovan of Donovan, Leisure, Lumbard and Newton is said to have used his political influence to hasten a signing of the decree. His trip abroad on government business, plus his recent weekend visit with President Roosevelt gave credence to the rumors, but his associates and colleagues adamantly deny he has had anything to do with the all-industry suit since he went to Europe several weeks ago.

Replacing Donovan in negotiations on the decree are his partners O. C. Doering and R. R. Irvine with John Howley of his office and William Zimmerman of the RKO home office sitting in.

There have been no meetings at the Bar Association Building by the major attorneys since the August 3 draft was completed. None is contemplated unless something develops which requires immediate attention.

To quote one attorney, "We are sitting quietly on the August 3 draft."

It is known Austin C. Keough, vice-president and general counsel for Paramount, and Richard E. Dwight of Dwight, Harris, Koegel & Caskey, representing 20th-Fox, spent the weekend in Washington in connection with changes in the escape clause. On Tuesday afternoon 20th-Fox board met and discussed the revived escape clause, but took no action.

After the meeting, Dwight told BOXOFFICE the other companies have been in touch with him on the changes and that he saw no objection by them "when anything is more favorable to them." However, important counsel at M-G-M and RKO refute this, adding they had not seen or heard of the revised escape clause.

Dwight indicated further changes would be made in the questionable clause before

(Continued on page 18)

Clam-Like Is the Way

New York—Nobody will admit to anything. Those who ought to know, when they talk at all, say they don't believe it.

But persistent continues the report that a lightning-like washup of the government suit may develop out of Washington's desire to clean up the situation, forget about it and turn to other matters, chief among them, perhaps, the cross-patent situation which is delaying the national defense program.

To this end, the understanding is the government is willing to bend as far back as it reasonably can by way of meeting objections of various defendant distributors on the theory this attitude will hasten an accord among the sued companies. From such an accord, the anticipation is there would stem a decree acceptable to all hands.

This, in turn, sets up the hypothesis that a decree could be worked out to embrace the "Little 3" as well as the "Big 5." However and insofar as any comment is concerned, there isn't any. This circumstance embraces those who, by their high posts and otherwise, are, or ought to be, aware of what is happening, but also it includes those who think they know, but may not.

One angle heard in New York during the week was an unconfirmed report the President had written Attorney General Robert Jackson a letter suggesting, and perhaps urging, an attitude on the part of the department of justice which would permit an adjudication of the issues on mutually satisfactory ground.

Kent Expects Consent Dicker to Continue

New York—Text of the cryptic statement issued by 20th Century-Fox follows:

"The board of directors of 20th Century-Fox today (August 13) considered drafts of the more important sections of the proposed consent decree in the pending anti-trust suit (U. S. versus Paramount, et al.). S. R. Kent, president of the company, stated that he expected that negotiations with the government would continue and that the company would have no public statement to make until the matter was finally disposed of, one way or the other."

Skouras Strong for Decree Settlement

New York—Spyros Skouras, operating head of National Theatres, exhibition arm of 20th Century-Fox, is serving as a sort of one-man committee urging all and sundry involved in the government anti-trust suit to reach an agreement on a decree and then accept it as a quick means out of the litigation. His arguments include the cost if the case goes to trial, the time element and the lack of any assurance over trial outcome.

The situation is interesting in view of the objections over decree proposals and acceptance raised by the National's associated distributing company.

LONG-ANTICIPATED DRIVE FOR ADMISSION HIKE ON BIG PICTURES LAUNCHED BY DISTRIBUTORS

"Boom Town" Is Lead-off Film; Other "Feelers" Are Being Readied

NEW YORK—The race for increased admissions on "big" pictures is on in earnest. It started, but faltered, with "All This, and Heaven Too." It is on again, stronger than ever, with "Boom Town." Sure starters within the next few weeks are "Arizona," "The Thief of Bagdad," "Brigham Young" and "The Great Dictator."

While the momentum of new entrants may take on unexpected proportions, the idea will not come as a surprise to any one, much less the exhibitor. He has been forewarned that sales executives were on the lookout for a stop-gap to European losses and they figure this is it. But the exhibitor has no cause for alarm, if M-G-M's experiences with "Boom Town" are any criterion.

Dates Termed Profitable

The film, which has been sold on regular contracts at 40 per cent, is said to be returning those operators who booked it in the first 18 test engagements anywhere from 30 to 50 per cent over the best previous grosses on any M-G-M picture for the past few years. With anywhere from $500 to $3,000 increase in business in a week the 60 per cent enjoyed by the exhibitor looks like, and is, real money. Likewise, the distributor's 40 per cent cut entitles him to well over what would have been his share under a regular boxoffice scale.

It is this attraction that is tempting most majors to get into the race. They have begun to extend "feelers" to the trade and so far have not caused their positions to change. Independent exhibitor spokesmen here say they are amenable to higher scales if distributors back up the experiment with well-prepared advance publicity, but in the next breath assail the purported thought of some distributors to "force" certain films into the extended price field.

More Bookings Set

The efficacy of the experiment with "Boom Town" is immediately seen in the decision of Loew's to book it into 25 out-of-town theatres between August 30 and September 8. Scales will be increased, as in the test engagements, 25 per cent for matinees and 33 1/3 per cent at night. The hike is automatic above normal increased weekend scales.

While M-G-M is not demanding that exhibitors increase prices, William F. Rodgers, general sales manager, states theatremen will be asked to do so. He pointed out that in nine engagements, business for the first few days on "Boom Town" totaled $105,300 as compared with figures for the identical days in the same houses of $79,655 for "Test Pilot," $77,521 for "San Francisco," $75,451 for "Boys Town," $69,235 for "Babes in Arms," and $66,701 for "Northwest Passage."

Rodgers adds, "We are submitting the results to exhibitors and asking them to raise their prices proportionately. The response of circuit buyers and independents to date makes it apparent that the policy will be adopted nationally on its merits."

And in "Dog Days"

The interesting part of the "Boom Town" test runs is the fact the film is playing during mid-summer, while the two previous high grossers which the film is topping in each engagement—"Boys Town" and "Babes in Arms"—were in general release in September and October of their respective years. Williamsport, Pa., reports the biggest opening day with the exception of "Gone With the Wind." In Los Angeles, where the Chinese and State play it day and date, the opening week was 90 per cent over previous high grossers from M-G-M.

A distributor spokesman declares the most significant fact attending the film's performances is that the number of paid admissions has increased in every test run engagement with the exception of two. This, of course, means the "dollars and cents are taking care of themselves." Protests from the public over the price hike are scattered and minor, M-G-M says.

In Los Angeles:

LOS ANGELES—Amount of business done by M-G-M's "Boom Town" in the first four days of its first-run bookings here indicates the public, in this territory at least, will pay advanced prices for what they consider superior film entertainment.

The film opened day-date and single-billed at Grauman's Chinese and Loew's State theatres, August 8, to a combined take of $8,010, an estimated $2,500 more than the previous high grosser, "Alexander's Ragtime Band," also single-billed. An approximate $6,500 for August 9, plus a $17,972 weekend brought the total gross in the two houses to $32,482 for the initial four days. This is higher by some $2,000 than the average gross for an entire week in the two houses for a dual program.

Thus far the picture has topped "Test Pilot," "New Moon," "Babes in Arms," "Jesse James" and other high grossers in addition to "Alexander's Ragtime Band," according to Fox West Coast executives, who estimated the amount of business, in dollars and cents, to be about 200 per cent of average.

Taking into consideration a price increase of about 35 per cent, this means the film has probably showed to about 50 per cent more patrons than have normal, run-of-the-mill dualers in the two houses.

In New Orleans:

NEW ORLEANS—"Boom Town's" southern premiere proved a big success at Loew's State. A slight advance in admissions instead of roadshow prices, marked the present performance. Daylight prices have been advanced to 31 cents instead of 29 cents; the evening prices have advanced to 52 cents instead of 46 cents.

As early as 10:00 o'clock on the morning of the opening date, August 9, patrons began to line up. The matinees were crowded, and for the evening performance patrons stood in line, after they secured their tickets, waiting for vacant seats.

The second and third days, Saturday and Sunday, brought even larger crowds to the matinee performances while the night shows were on a par with the opening date.

Opening day's take was spurred by a "breakfast matinee" at 7 a. m. at Loew's State, at which coffee and doughnuts were served early patrons. Prices jumped from 30 to 40 cents before noon; from 40 to 55 cents until 6 p. m.; and from 55 to 75 cents through the evening.

Drive Yields $716,104

TORONTO — The "Win the War" campaign, sponsored by the Canadian industry, yielded $716,104, a final report reveals.

To Line Up Plaints Aimed at Decree

NEW YORK—At the behest of Max Cohen, president of Allied of New York, Ed Kuykendall, MPTOA president, has issued a call for a meeting of his executive committee in about a week to line up independent exhibitor objections to the proposed consent decree in the government suit.

It is planned to inform the government lawyers that such independents will not accept conditions they think onerous. Number one objection is said to be the plan to sell product in blocks of five.

The meeting will be either in Washington or New York, the place and exact date to be selected later.

Columbia in Three-Year Deal With Music Hall

NEW YORK—Columbia is set with the Music Hall on a three-year deal providing for a minimum of 16 weeks a year playing time. The contract, similar to one which expired with the current season's product, is awaiting the return of W. G. Van Schmus, managing director of the Music Hall, for signature.

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REGINA, SASK.—The Leader-Post. Bruce Peacock.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

MR. HEARST'S "New York Journal-American" and presumably others of his newspapers around the country, direct an uncertain lance at the film industry again. It's periodic, chronic and once more inconclusive. In full:

"That motion pictures be deliberately employed to further domestic and international political proposals has recently been suggested and recommended by some American producers of films.

"This, of course, is a euphemism. In plain language, the proposal means using the screen for propaganda. It means a miscalculation of the purpose and the strength of the motion picture. It means a radical departure from the sound principles that cause films to be a great art and a great industry.

"After all, the first purpose of films is entertainment.

"The second purpose, accuracy of information.

"The third purpose, education.

"There is no place for propaganda in the films. Propaganda not only offends the public, but weakens public respect for and confidence in the screen.

"Propaganda is neither entertainment, information nor education.

"It is special pleading for ulterior motives and that, in the end, is vitiation of entertainment, distortion of information and falsity of education.

"The screen has teemed with communist propaganda, war propaganda and alien propaganda of all kinds. And this has made the films both dull and disagreeable. People would rather stay at home than be bored by propaganda.

"Must motion picture producers go broke before they develop a little American common sense?

"If producers cannot conquer the itch for proselyting, if the screen must be made to preach the prejudice of producers, let certain theatres be set apart for propaganda and let the other theatres give the legitimate entertainment the public desires.

"What sense is there in wearying theatre patrons and irritating the public against all pictures?"

Here is another excellent example of the sort of attack to which this industry is submitted at the hands of editorialists writing to round out a pattern regardless of how circumspectly they survey the truth.

The intent in this instance is clear. It endeavors to accuse the producer at large with some sort of a diabolic plot to make propaganda, not entertainment, pictures, and, as such, must at once be laughed out of any mature consideration in the eyes of the industry itself. Yet while those on the inside, if they have paid any attention to this latest Hearstian outburst, will have tossed it aside as utter trash, the unfortunate circumstance is there can be no measure of the extent to which the public at large will believe, now that it has read. This makes the possibility of damage an equation defying calculation. Therefore, the harm.

A Pretty Pass

Sam Rinzler, partner with Louis Frisch in the Randforce circuit in neighboring Brooklyn, met a brother exhibitor the other day. Naturally, the conversation turned to business. Rinzler argued the lull was seasonal; he pointed out producers continued to spend millions on pictures.

Sam is not easy to floor in any conversation, but when the party of the second part pulled this, it marked the end:

"Business is not off? I have a sister who has four kids. They don't even use their passes any more."

Restless, Like Waves

Presumably privately held, and yet not so exclusively at that, is a report involving two Hollywood personalities, their business flirtations and their reputed intentions.

The case is one of the pastures that look greener elsewhere. Both, currently and very gainfully employed quite naturally, are looking beyond their present studio gates in other directions. Either change would be headline stuff. Both changes would be undeniably terrific. And, for once at least, this would be no understatement.

Well, Who?

The invasion and conquest of the Low Countries gave Hitler prints of a large number of American pictures. According to pretty well substantiated report, these prints have been sent into Germany for regular theatre distribution.

Guilty of many crimes, the Fuehrer now bicycles films as well. Big problem for the Copyright Protection Bureau is who to send over to clear up the situation?

THE GREAT AMERICAN MOTION PICTURE

DARRYL F. ZANUCK'S

BRI
Y

Written for the screen by

Production of

GHAM
OUNG

LOUIS BROMFIELD

WITH THIS CAST!...

starring

TYRONE POWER

with

LINDA DARNELL

BRIAN DONLEVY · JANE DARWELL · JOHN CARRADINE

MARY ASTOR · VINCENT PRICE

JEAN ROGERS · ANN TODD

and **DEAN JAGGER**

as Brigham Young

Directed by Henry Hathaway

Associate Producer Kenneth Macgowan · Screen Play by Lamar Trotti

20th CENTURY FOX

PRINTED IN U.S.A.

GALLUP FINDINGS AGAINST DOUBLES INTEREST MAJORS, BUT WON'T MAKE THEM GO TO SINGLES

Point to Close Division In Poll; Reluctant to Try "Experiments"

NEW YORK—"Interesting, but what of it?"

This is the cross-sectional reaction among upper crust executives of the major companies to the results of the Gallup poll on double features. That poll, conducted by the American Institute of Public Opinion, shows a 57 per cent vote against doubles and 43 per cent for. As a consequence, the attitude is one of "noted, and filed."

Conditions are too uncertain to warrant indulging in experiments with approximately half of the domestic market, general repercussions to the survey go. Executives, in some instances, made much of the point that there can be no guarantee current audience levels will be maintained, if single bills prevailed generally. "The Gallup poll emphasizes the 57 per cent equation against duals, but what about the 43 per cent for them? How could there be any assurance the latter bracket will not shrink if it were possible to swing the nation from the double to the single standard? The answer is pretty obviously a negative one. These are not the days in which any company can afford to gamble on the outcome."

"Public the Judge"

The public continues to be the judge of whether or not it wants duals and a small segment reached by the Gallup poll is not necessarily representative of the whole, is another point registered. Circuit men, for instance, express the opinion theatre policies are not determined by them but by the ticket-buying public. "What's the use of horsing around with the issue, if it is an issue?" one remarks. "Duals now hold the boards in about half of the nation because in those areas single features simply refused to hold up. So the public gets two features. Elsewhere where the public is satisfied with one feature, that's exactly what it gets. If the public wanted vaudeville with one picture, it would get that combination. However, we long ago found vaudeville was out and that the customer would rather have a second feature."

"An Old Story"

It is an old story, the one of how theatres were losing money on singles and recouped sharply, and at the outset of the new policy at least, by swinging over to duals. By way of comment on the Gallup investigation, as many are being revived here as one might care to hear. John J. O'Connor, vice-president in charge of RKO's theatres, for instance, says his circuit was the last to go double in New England. "This was forced upon us, although we tried to stem the adoption of the double bill," he said. But by way of indicating how policy can vary in the one city, he cites Trenton, N. J., where one RKO theatre plays singles and a comparable RKO house runs duals as opposition.

At Loew's, the chief case in point is the Ziegfeld. "We tried singles there, much to our ultimate regret. At the boxoffice, all we ran into was grief. Then we decided to get rid of the grief. We did. We went back to doubles," it is observed.

One sales manager, personally strongly in favor of singles, remarks:

"Nine out of every ten who say they are for singles don't go when they get the chance."

Urges "Local Option"

In a discussion of double features, E. L. Kuykendall, MPTOA president, renews his organization's argument that the problem had best be determined by local option. He questions the advisability of any plan to kill off duals completely and points out that in certain situations "the local exhibitors are thoroughly convinced that there are sound reasons for the use of double feature programs, reasons that cannot be ignored."

However, on the local option angle, Kuykendall suggests this:

"Let the local exhibitors by a substantial majority vote decide how much or how little they want to regulate and restrain double feature competition. That means home rule, to fit local conditions, rather than having it decided for you arbitrarily in New York or Hollywood.

"The one thing that will stop double featuring is for the theatre-going public to throw its patronage to single feature theatres where they have a choice. Whenever it is clearly demonstrated that a single feature policy does more business than a double feature policy at a competing theatre can do, the theatres will quit showing double features at once no matter what the producers or the exhibitors think of the practice. So far that has not happened."

Circuit Forecaster Envisions Reduction in Deliveries

An unnamed circuit, with an annual film buy running into seven figures, as early as this computes major distributors will not deliver the numbers of pictures they have announced. The chain, therefore, is making its plans accordingly.

Its conclusions, of course, are predicated on estimates. Events, the circuit's heads realize, may prove their own analysis wrong. Nevertheless, their current calculations, and it is on the strength of these conclusions that plans for the new season are being made, reveal a possible total of 308 features, exclusive of westerns, from nine companies who officially declared themselves for an aggregate of from 362 to 388 releases for 1940-41.

The drift, if it turns out to be that, is apparently in consonance with announcements versus deliveries for the 1939-40 year. The same circuit computes nine distributors promised from 398 to 418 this year, but will deliver only 336.

The two season comparison follows:

	1939-1940		1940-1941	
	Announced	Delivered	Announced	To Deliver
Columbia	40	35	44	30
M-G-M	44-52	46	44-52	50
Paramount	52-54	42	38-46	40
Republic	26	19	26	20
RKO	46	43	47	40
20th-Fox	42-52	49	42-52	40
United Artists	26	13	26	18
Universal	44	43	45	30
Warner	48	46	50	40
Totals	398-418	336	362-388	308

Kirsch Points to Poll As Blow to Duals

By GENE RICH

CHICAGO—Shortly before leaving for New York this week, Jack Kirsch of Allied took occasion to give the Gallup poll double feature results a pat on the back.

"By this time, the general public has come to accept the Gallup poll as a standard," Kirsch told BOXOFFICE, "and for that reason I believe we can rely upon the results. And they were exactly as we at Allied have always contended; that a majority of the public wants single feature entertainment.

"What has the big fellow got to lose by going to single features?" he asked. "According to the poll, the patrons in the lower income groups are those who favor duals. Those who pay 30-cent admissions or more are the ones that are reported favoring single features. So, B&K, with its predominance of higher admission bracket theatres, cannot lose a thing. If anyone

(Continued on page 22)

Wait till your fans see

LOOKING FOR
ROMANCE...
ON THEIR
MAKE-BELIEVE
HONEYMOON...



IN

THE FIRST OF THE NEW PARADE OF
BIG HIT SHOWS FROM RKO-RADIO!.....

them together...



Ronald COLMAN ★ *Ginger* ROGERS

LUCKY PARTNERS

WITH

SPRING BYINGTON • JACK CARSON

CECILIA LOFTUS • HARRY DAVENPORT • HUGH O'CONNELL

HARRY EDINGTON *Executive Producer* • *Directed by* LEWIS MILESTONE

Produced by GEORGE HAIGHT

SCREEN PLAY BY ALLAN SCOTT & JOHN VAN DRUTEN • ADAPTED FROM THE STORY, "BONNE CHANCE" BY SACHA GUITRY

RKO RADIO PICTURES

A New BOXOFFICE Service

At the request of many exhibitors who desire release information on pictures set beyond the calendar of dates covered in The Booking Chart, BOXOFFICE with this issue inaugurates a new service, LOOKING AHEAD, covering this need. It appears as the fourth page of The Booking Chart. Arranged according to companies, it carries production number, title, running time, date of release (where set) and date of review in BOXOFFICE. It will be brought up to date weekly. Filling out LOOKING AHEAD, is IN THE MAKING, a column of data on features as they start into production and as they emerge from the studio lots.

Sees Doubles and Admissions Licked by Better Attractions

NEW YORK—The industry has two formidable problems—duals and admission prices—and both can be conquered, in the opinion of Murray Silverstone, chief of world-wide operations for UA.

While taking the position it would be "unwise" for the industry to "risk" experimenting with the 43 per cent domestic patronage which voted in favor of double bills in the recent Gallup poll, the practice could be "abolished logically" through "great pictures," which, by their own momentum, would wean patronage away from twin film shows, is his first observation. "Fewer, but greater, pictures and gamble hard to crack the situation" is exactly the way he puts it.

Fellow traveler to the dual situation—increased admissions—is treated like this: "There is still a great market here and with great pictures exhibitors have a right to demand increased admissions. The public would expect something out of the ordinary and they would get it, but they will be willing to pay for it."

"Dictator" Details Soon

Otherwise, Silverstone dwells rather particularly with matters concerning his company's operations. He says "The Great Dictator" will undoubtedly be roadshowed at above regular scales, but that all details await a final conference between Harry Gold and Jack Schlaifer, sales executives, with Charles Chaplin, which will take place on the coast shortly. The picture, which cost in the neighborhood of $2,200,000 is due for general release the first or second week in September. Running time is two hours and 10 minutes.

A policy of higher admissions is also under consideration for "The Thief of Bagdad," he adds. That film's cost he put at $1,700,000.

Because of the necessity of confining distribution to the United States and countries in South America and keeping the high standard of quality intact "there will be fewer pictures next season," Silverstone observes. This goes for UA as well as the major producers, he states, making the point he personally has advised Alexander Korda and Walter Wanger not to produce all the pictures they had intended. The UA program for 1940-41 stacks up as 22 pictures from 13 producers. Two new producers, whose identity he would not reveal, will join next season, assuming negotiations for their product are successful.

Silverstone says the company is not interested in "isolated" producers, and will henceforth stipulate that all long-term contracts call for the delivery of at least 10 pictures over a five-year contract period.

He took occasion to castigate exhibitors for dissipating product by sponsoring triple-bill shows, "especially when there's hardly enough product to go around," and added he will "put up a helluva fight" before permitting the delivery of UA pictures, even where there are bonafide contracts, to exhibitors who plan to run the films on triple-bill shows.

When asked to comment on the report that a settlement of the Goldwyn suit was imminent, Silverstone at first declined to "discuss" the matter, but was drawn out to the point of denying there are "any negotiations" pending toward a settlement. Likewise, he denied there are any negotiations pending for the sale of the stock of the late Douglas Fairbanks, now held by his estate, the Elton Co. "Why should there be?" he asked.

Johnston and Dunlap At Eastern Meeting

NEW YORK—W. Ray Johnston, president, and Scott R. Dunlap, vice-president in charge of production, arrived by plane from the coast Thursday and the following day attended a regular Monogram board meeting at the home office. Johnston will spend most of his time at the studios, making periodic trips east, but there is no intention of shifting executives sales to the coast, it is stated. The board meeting was described as "routine."

"Lucky Partners" A "Cinch Smash"

Hollywood—With Ronald Colman and Ginger Rogers, both of whom sparkle in finely-etched comedy portrayals, at the head of the cast, RKO's "Lucky Partners" should be a cinch for smash grosses in the de luxe houses.

The vehicle is farce in its broadest interpretation, so broad in fact, that the story development, particularly in the latter sequences, veers toward the ludicrous, which may prove a stumbling block in selling the feature to neighborhood audiences.

The picture is handsomely produced by George Haight, and Lewis Milestone's direction reasserts his flare for subtlety.—SPEAR.

Suit Reveals Data On Chicago Rentals

CHICAGO — An approximation of what first runs net film companies in rentals in the Chicago loop may be had from the recent suit filed by RKO Radio Pictures against Jones, Linick & Schaefer here for breach of contract in connection with several pictures contracted for the JLS Oriental.

The suit, charging breach of contract, is on file in federal court here, but is not expected to be called for hearing for several months.

Approximate damages of $25,000 are sought. Actual damages are listed as follows:

Rental of $9,171.46 due on "My Favorite Wife," which ran two weeks at the Oriental on a deal of 25 per cent of the gross for the first week, and 20 per cent of the gross for the second week.

Rental—flat—of $3,000 on "Anne of Windy Poplars," which ran one week at the theatre.

Rental of $2,500 each on two other pictures, "Tom Brown's School Days" and "Queen of Destiny," which RKO did not permit JLS to exhibit at the Oriental when the company failed to pay the rental on the other two pictures, and also when the theatre admission price was changed from that of a first run to a "B"-week theatre.

Of the newsreels contracted for, 14 were played and paid for, while six remain unplayed and unpaid. There were six "Information, Please" shorts contracted for, of which three were played and paid for while three remain unplayed and unpaid.

The theatre's original first run price was a 65-cent top when the five-picture deal was made May 7 of this year. One picture of the group which has been played and paid for is "Irene."

It was "on or about July 5" that the house dropped its price to a 40-cent top, placing it in a "B"-week category. RKO contends this drop in price, forcing it to withdraw the pictures from the Oriental, caused a delay in the Chicago city release of the pictures and subsequent damages to RKO.

Cites BOXOFFICE Story On Circuit Giveaways

COLUMBUS, OHIO—P. J. Wood, secretary of the ITO Ohio, in a bulletin urges exhibitors to note an August 3rd story in BOXOFFICE pointing out four of the national circuits are disinclined to cut out giveaways and other forms of cash stimulants. He observes:

"Surely if these large circuits—Loew's, RKO, Warner and National Theatres—who buy practically all of the pictures produced and who receive all of the advantages due to large buying power, admit that they cannot profitably market pictures unless some kind of premium is offered to their patrons, then what legitimate reason have the distributors for asking more money for their 1940-41 product?"

Cold Facts!

(Such a pleasure in this weather!)

The only show now playing to triple-time holdovers (in Radio City 4 weeks) is

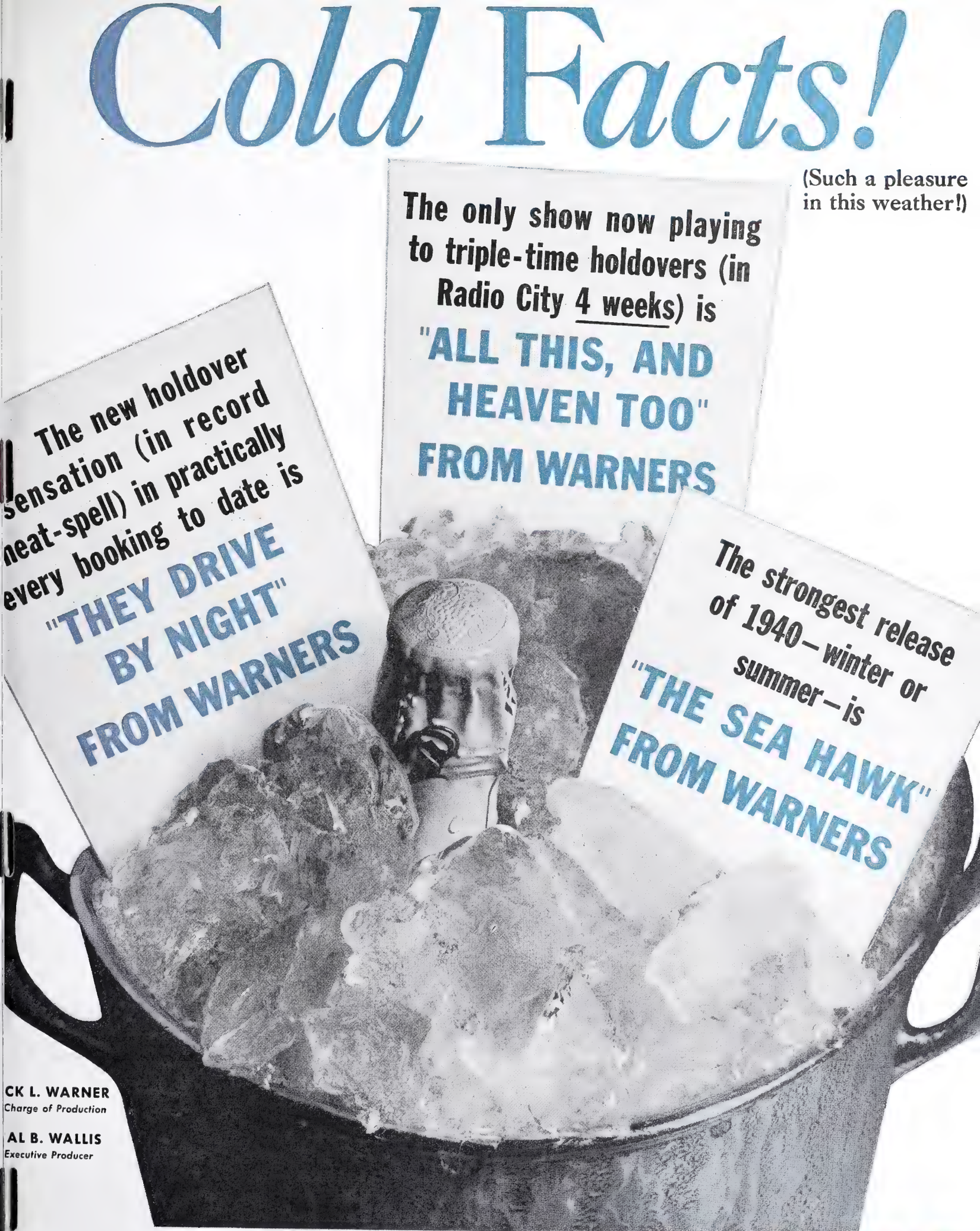
"ALL THIS, AND HEAVEN TOO"
FROM WARNERS

The new holdover sensation (in record neat-spell) in practically every booking to date is

"THEY DRIVE BY NIGHT"
FROM WARNERS

The strongest release of 1940—winter or summer—is

"THE SEA HAWK"
FROM WARNERS



CK L. WARNER
Charge of Production

AL B. WALLIS
Executive Producer

THIS ONE IS HOT! A preview sensation! John Garfield (*great!*), Frances Farmer (*a honey!*), Pat O'Brien (*dynamic!*) in Rex Beach's **"FLOWING GOLD"**

Kuykendall Hits Hard at Plan To Market in Blocks of Five

NEW YORK—The plan of buying and selling pictures, as proposed in the consent decree negotiations, "destroys the cancellation privilege at the time pictures are booked, for which MPTOA has fought for years, and gives you compulsory block booking with a vengeance, but in smaller blocks," says Ed Kuykendall, MPTOA president, in a current bulletin.

He shows his personal displeasure with the decree provisions, although reserving the observation that it is futile to pass final judgment until it "actually exists," by directing "you fellows with small theatres" to give a lot of thought to the idea. He also asks these questions:

"How much do you think it will increase selling costs, and who will pay for the increased sales cost?"

"How much will it increase your film costs?"

Raps Block Sales

"How much do you think this cumbersome method of buying and selling films will delay your playing the pictures?"

Kuykendall takes particular exception to the proposed plan of selling in blocks of five with these observations:

"The distributor can and probably will offer you these blocks of five on a 'take it or leave it' basis. If you don't want one or two of the pictures, you won't get any cancellation to exercise on them. If two or three blocks of five each are offered, the distributor can always reject the contract for any particular block, or withhold approval while he tries to sell you the other blocks.

"In effect, the smaller independent theatre that uses five feature pictures a week will be forced to make a film deal at least once every week the year around, negotiate prices and terms on a block of five pictures, sign a contract, have it sent in to New York for approval, perhaps have it rejected, negotiate a new contract at higher prices, have it sent to New York, receive the approved contract, and only then be able to book the first picture.

Sees Product Muddle

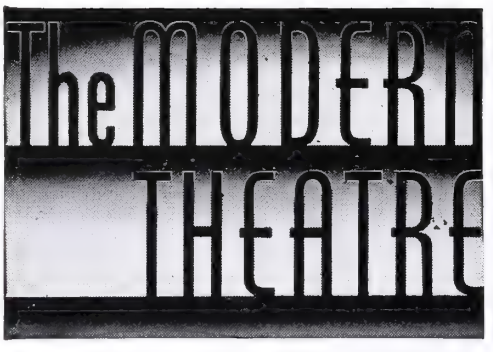
"Can you imagine what will happen if you are short of product, do not have enough pictures under contract ahead to fill early playdates for your theatre, and the distributor knows you desperately need his five pictures to keep running? Do you think you will be able to buy better pictures for less money under this system? Why shouldn't the big distributors go for this scheme?"

Kuykendall sums up the decree negotiations with the point "it is unfortunate that it is being drawn entirely by the lawyers representing the parties to the law suit, in secret conferences in New York, and that the vast rank and file of independent exhibitors throughout the country, both organized and unorganized, who will have these restrictions imposed upon them by law are not being consulted or considered. In effect, our business is being cut up and rearranged in star chamber sessions and we will not really know what they are doing to us until the final decree is officially announced." The MPTOA president states that, while it has been unofficially announced that public hearings will be held on the final proposals, he is not aware "when or where" they are to be held.

He takes the position that, while "everybody endorses arbitration in principle, it is extremely difficult to work out in practice, particularly in disputes with multiple interests involved."

Kuykendall also takes to task those responsible for remarks tending to give the public the impression "Hollywood is sick, that there are no good pictures any more because of double features, of boxoffice poison, that the industry has collapsed, that television will put us out of business." This is a thinly disguised criticism of Samuel Goldwyn.

In This Issue . . .



ECONOMY: "The Employment of Thrift in Community Theatre Planning"

•

REFINEMENT: "Another Answer to the Pleas of the White-Collared Patronage"

•

AILMENTS: "These Daily Double Troubles and What They've Done to Us"

•

DECORATING: "A Trio of Versatile Floorings with Smart Decorative Values"

•

IMPROVEMENT: "Remarkable Progress in Small-Town Theatre Planning"

•

AIR CONDITIONING: "A Bit More Functional Planning Might Help Here Too"

•

LIGHTING EFFECT: "Coffers of Color—A Practical Formula for Functional Planning"

•

SAFETY: "The Personal Safety Factor in Projection Practice"

•

PUBLIC INFLUENCE: "The Marked Influence of the Movies on the More Abundant Life"

•

INFORMATION: "News of What's New in Modern Theatre Equipment"

. . start reading on page 27

See Europe Lost If Germany Wins

NEW YORK—Private opinion among foreign sales executives veers toward the belief all sources of revenue from Europe will be virtually eliminated if Great Britain loses the war. Any examination of the situation, they contend, leads to the conclusion that, with Continental European markets as they are at present, the only hope of maintaining even a shadow of past revenue levels rests with the British Empire, and view this as not a hopeful outlook.

Although American branch offices in the unoccupied areas of France are open and Hollywood films continue to be shown, no currency has been exchanged and none is expected to be, spokesmen claim. In this connection it is pointed out the only reason shipments are continued to unoccupied France is an attempt to "hold" to the market. Then, too, even if the new government should approve export of currency to pay for film rentals, which is held "most unlikely," the aggregate would be infinitesimal as compared to past figures.

Mostly German Now

Foreign observers point to the fact that three quarters of the country that was France is now under German rule and theatres in this area were the largest revenue producers. Paris alone is said to have contributed 25 per cent of all the revenue taken out of France in the past and, although some American offices are open there it is not known if German authorities will permit the showing of Hollywood product, despite the fact efforts are being made along these lines.

While shipments to England are being maintained and 50 per cent of the currency on rentals is arriving with more or less regularity, the immediate future is fraught with uncertainty—at least—and much pessimism.

Harold Smith, Hays office representative in Paris who has been here since July 18, had a conference with the MPPDA head Tuesday. Although Smith was non-commital on the results it seems likely he is not envisioning a return abroad since he dwelt at length on the fact that he has finally managed to settle his family here.

Complaint Not Formal Over Nazi Film Ban

NEW YORK—Although M-G-M and 20th Century-Fox are reported to have protested to the state department over the banning of their product in Germany and occupied countries, spokesmen for both companies are non-committal when asked if a formal protest had been lodged. The Hays office, through which such protests usually clear, admits no such action has taken place.

Allied's Product Survey Ahead in New England

BOSTON—Allied's product survey is well under way in New England, according to Arthur K. Howard, business manager of Independent Exhibitors, Inc., and a committee member of national Allied Information Department.

A PREDICTION...

"Plenty of exploitation possibilities... one of the best potential money-makers of the season." —*Daily Variety*

THE RESULT...

Edward Small's

SOUTH OF PAGO PAGO

has grossed 147% of average in its first 250 key engagements.

Another Prediction...

Watch Edward Small's production, KIT CARSON, at its world premiere August 26th, Paramount and Denver Theatres, Denver...as it blazes another trail of big business!

Released thru

UNITED ARTISTS

Want Appeal Board In New York City

(Continued from page 4)

it is sent to Washington for incorporation in the decree draft. When these changes would be made and the new escape clause forwarded to the department of justice were vague.

"We must have a sure-fire escape clause," he concluded, "before we approve the decree draft."

Among those who attended the 20th-Fox board meeting, in addition to Dwight, were Sidney R. Kent, William R. Philips, Sidney Towell, Felix Jenkins, John F. Caskey and others. Kent interrupted his vacation at the Thousand Islands and Jenkins his at New Hampshire.

Considerable objection has been raised by 20th-Fox as to the "better theatre" provision in Section 7 of the decree proposals. The government, time and again, rejected the suggestions propounded by Bertram F. Shipman, Chase Bank counsel, and others in relation to this clause.

Objection on Principle

The objection by the government is on principle and not on trading. Representatives for the department of justice, including A. H. Feller, head of the consent decree division, have insisted that, if an independent has a theatre equal to that of a circuit, he has the right to trade on even terms for the product and run.

The argument presented by 20th-Fox counsel is that the arbitrator, before deciding on a run for an independent exhibitor, must first find the circuit theatre inferior to the complainant's house.

Paramount is understood to be pretty well lined up with 20th-Fox, although there may be a slight disagreement about new language in the escape clause.

No Quick Solution

That a decree is far from the signature stage is indicated by what must yet take place before it is presented to Federal Judge Henry Warren Goddard on October 7, the date set for the next court hearing.

After Paramount and 20th-Fox get together on final language for the escape clause, they will sound out the other three companies, Warner, M-G-M and RKO, on changes effected. If the other three, or any of them, object, they are free to rewrite any clause and submit it to the others for approval.

After all five have assented to whatever may be the final language in their collective minds, the draft will be submitted then to Washington for acceptance and approval by the department of justice, which means Robert Jackson and Thurman Arnold.

These approvals will be in principle only and at that juncture will open the way for an official document in the form of a decree, where commas and periods count.

There is as much difference of opinion within company forces as there is among attorneys. For instance, an executive of one company which is rewriting the escape clause is reported making the rounds and urging other company executives to "get the decree over with and signed as soon as possible."

Sees Inventory Hike

Another executive, the treasurer of a major company which is included in the five potential signers, estimates the signing of the decree would mean an automatic addition of 35 per cent to the inventories.

Whether or not a consent decree will be ready by October 7 is a matter of conjecture and finds different answers in various camps. Some say it will be completed by then and others hold another year may pass before all the elements get together and line up to the right for signing.

Yet, the cost of outsider legal talent is piling up. It is understood men such as John W. Davis, Joseph M. Proskauer, Col. Donovan and Thomas D. Thacher are not on a per diem, but on a retainer basis. In any event, these men are prepared to go ahead with the trial, but would rather see it nipped in the bud than spend the next year or more in court.

"Cannot Risk Its Future"

New York—Twentieth Century-Fox's refusal to subscribe to an escape clause in the proposed consent decree that would provide an "out" only in the event gross business declined abnormally is based on the theory that the company "cannot risk its future on theoretical, mathematical formulas," an authoritative source declares.

This source represents the distributor as taking the position an equitable escape clause should be based on factors other than mere selling. Among the factors that would have no bearing directly on the decline in sales, per se, as a basis for seeking relief from the proposed decree are some which deal with somewhat extraneous subjects but which would in themselves cause a drop in revenue.

This is the way it is explained: "For argument's sake, let's say that a non-signatory feels rather smug in its position that it can make deals any way it wants to and for this reason goes out and sells $1,000,000 worth of long-term franchises. Let's also say the company wants to invest this money and get a profit on it and loans it to a producer to make a picture for distribution. And then the picture is a flop. And the $1,000,000 is lost. You see, the loss was not a result of a normal decline in sales.

"Let's take it another way," the source continued. "Suppose a couple of companies lost several of their top-flight directors or production executives. You can bet this would have an effect on their sales, but it would not be for the reason the sales department wasn't doing its best job. Suppose another, which has long depended as much on the foreign market as domestic, has a tough time making up the foreign loss in this country and its sales drop; there's another reason you can't ask a company to go on indefinitely without risking something it has no control over."

Chicago Warner Fall Drive Depends on Decree Result

NEW YORK—James Coston, Warner theatre zone manager for Chicago and Milwaukee, is contemplating a fall drive. While in New York during the week, he said the realization of the drive depends on whether or not the consent decree is signed by that time. After almost a week in town with his wife and daughter, he left for Chicago Thursday night.

Para't Only Company in Nazi Occupied Areas

NEW YORK—With the cessation of operations by M-G-M and 20th-Fox, Paramount is the only major continuing in business in Germany and Nazi-occupied countries. Paramount has been releasing 12 to 18 pictures a year, but for the last year has been unable to ship because of the blockade. "Kontingent" requirements for the three majors total 30 a year.

Several rejections of Paramount films by the Nazi government have been approved in the last year, although the company has been unable to get any money out of the country. Fred W. Lange, general manager for Germany and other continental countries, is here and is indefinite about his return.

70 to 80 Trust Suits Pend

New York—There are between 70 to 80 private anti-trust cases pending against the major distributors, it was revealed during a meeting of attorneys at the Hays office on current litigation. Legal fees to local attorneys engaged to defend the bulk of these cases, including expenses and a consideration of the time consumed by branch personnel in aiding the preparation of the defense, is said to total in the neighborhood of $1,000,000 annually. This is based merely on the filing of suits in the 12-month period even though many are not adjudicated until years later.

It was decided to seek permission to take depositions of Harvey Immerman, Erie, Pa., exhibitor, who is a plaintiff in a pending anti-trust suit. He will probably be examined early next month.

WB Chain Near Two-Year Deal With 20th-Fox

NEW YORK—The Warner circuit has concluded basic negotiations with 20th-Fox on a two-year deal with details now being worked out. Several Warner zone managers have been in town for a number of days conferring with out-of-town district and branch managers of 20th-Fox.

You know it's a HIT!

NOW TURN THIS QUESTIONNAIRE INTO MONEY!

Are you giving it the best playing time? ✓

Are you planning extra playing time? ✓

Are you starting advertising well in advance? ✓

Are you doing everything you can...to get the most profit out of the most laughs you ever had in your theatre? ✓

MOTION PICTURE DAILY says: *"A sure-fire cure for the troubled box-office!"*



LORETTA YOUNG and MELVYN DOUGLAS

HE STAYED FOR BREAKFAST

with ALAN MARSHAL • Eugene Pallette • Una O'Connor

Based upon Sidney Howard's adaptation of the French play, "Liberte' Provisoire", by Michel Duran · Screen play by P. J. Wolfson, Michael Fessier, Ernest Vajda

Produced by B. P. SCHULBERG

Directed by ALEXANDER HALL

COLUMBIA PICTURES

Loew to Hold Jobs For Its Conscripts

NEW YORK—Loew's is the first major company under the line with a pledge to employes called up for military service that their positions will be kept for them.

"We had not intended making any announcement as to our emergency policies at this time," states Nicholas M. Schenck, "but since some of our employes may be worrying about the matter, we want to set their minds at ease. Naturally, we will give our utmost cooperation to our employes and our country."

The president of Loew's made the statement in connection with his reply to H. Russell Gaus, film salesman in Oklahoma City who holds a commission in the Officers' Reserve Corp and who had evidenced concern over his job in the event he is called up. To him, Schenck wrote:

"You will be welcomed back to the Loew organization when you have completed your military services."

BOXOFFICE, in an attempt to survey company headquarters' opinion in New York on jobs for the conscripted under the impending Burke-Wadsworth measure, for several weeks now has been meeting with indifferent success. Reactions, covering a wide and uncertain range, have included this:

"We haven't given the matter any thought as yet and probably won't worry about it until the time comes. After all, the compulsory military service bill hasn't even been enacted into law thus far."

WB Circuit Policies Zone Meeting Topic

NEW YORK—Operating policies and problems of the Warner circuit were discussed by Joseph Bernhard, general manager, with nine out-of-town zone heads and 12 home office representatives the early part of the week.

The meeting was the summer quarterly session and was attended by the following: James Coston, Chicago; Nat Wolf, Cleveland; I. J. Hoffman, New Haven; Don Jacocks, Newark; Moe Silver, Albany; Ted Schlanger, Philadelphia; Harry Kalmine, Pittsburgh; John J. Payette, Washington; Herb Copelan, Atlantic City. Among the home office representatives sitting in were Clayton Bond, Ed Hinchey, Leonard Schlesinger, Harry Goldberg, Frank Phelps, Nat Fellman, Abel Vigard, W. S. McDonald, Harry Rosenquest, Louis Kaufman, Herman Maier and Frank Cahill.

To Quit Exhibition

NEW YORK—Edmund Mantell, operator of the Tiffany and Art, Bronx, will quit the exhibition field the end of September when he will leave for Orlando, Fla., to settle there permanently. He plans to enter the manufacturing business, but will not reveal details at this time. The two theatres will be turned over to Joseph Rosenbloom, his son-in-law, now manager of the duo.

Coston to Spyros: Fish From Mid-West

New York—When Greek meets Greek, the new deal calls for fish.

On his recent visit to New York, James Coston, Warner Chicago and Milwaukee theatre zone head, gifted Spyros Skouras with 25 pounds of bass he had shipped from the Rainbow Club of Milwaukee. The five fish were packed in ice and sea weeds. Coston delivered the batch in person after it arrived at the home office, via express.

Chicago Meet First in Nat'l Theatres Series

CHICAGO—Spyros Skouras is due Monday from New York on the 20th Century and Charles Skouras and Andy Krappman by plane from the coast at the same time, following which the trio will leave for Milwaukee to hold the first of a series of National Theatres divisional conventions. The midwest tour will mark the first time the Skourases have been together on a visit to this territory.

After the Milwaukee meeting Monday, the second convention will be held in Kansas City, August 20, to be followed by one in Denver, August 21; Portland, August 23; and Los Angeles, August 26.

Prize winners in the second Spyros Skouras Showmanship Campaign and awards will be announced at the various conventions in addition to the fifth annual sales drive which will get under way Labor Day and continue until the day before Christmas.

Another Skouras Flies

NEW YORK—Athonos Skouras, in charge of Skouras interests in Greece, plans to take the Clipper for Lisbon August 24 on his first lap to Athens. He has been here several months conferring with Spyros and George Skouras. The entire return trip will be by plane and will take about a week.

Do You Want

INCREASED PATRONAGE ?

See Back Cover

Now It's Denver's Turn at Premieres

DENVER—The Syracuses, the Scrantons, the Omahas, Dodge Cities and Virginia Cities, among others, having had their day, it is now about to become Denver's turn.

August 26 is the date, "Kit Carson" the film and UA and Edward Small the sponsors in friendly collusion with the Rocky Mountain Screen Club, an organization composed of film men and women employed in this area.

Harry E. Huffman, city manager of Fox Inter-Mountain Theatres, is chairman of a general committee. Cooperating will be the Denver Chamber of Commerce, the Denver Retail Merchants' Ass'n and other civic groups. Governor Ralph Carr is acting in a general advisory capacity. Tentatively, the program calls for three broadcasts, a parade through the business district, a luncheon sponsored by the C. of C. and a civic ball. The film will be shown simultaneously at the Denver and Paramount.

From Hollywood will come a group of studio lights. From New York, newspaper and trade paper representatives.

Confer in Albany on Harmanus Hall Plans

ALBANY—Edward C. Raftery, attorney for Chris Buckley, spent Monday and Tuesday here conferring with the exhibitor on plans for rebuilding the recently destroyed Harmanus Bleecker Hall, local landmark. Si Fabian, who operated until the time of the fire, may take over the management again, if and when the theatre is reconstructed.

From here, Raftery joined E. C. Grainger, vice-president and general manager of Shea Theatres, on a swing of Ohio properties.

Arthur to East After St. Louis Pool Talk

ST. LOUIS—Harry C. Arthur jr., head of F&M, left for New York by plane over the weekend to spend the balance of the summer there.

While here for the past two weeks he has been conferring with Ansell Bros., Bess Schulter and Sam Schuchart on the pooling of 16 neighborhood houses, eight of which are operated by St. Louis Amusement Co., and the balance by the three other independents.

Feiber and Shea Heads On Inspection Tour

PITTSBURGH—E. C. Grainger and Jack Shea of Feiber & Shea were here during the week checking up on the circuit's theatres. From here Grainger went to Newark, Zanesville, Lancaster, Dover, New Philadelphia, Akron, Youngstown, Cleveland and Ashtubula, in Ohio, and Erie, Jamestown and Bradford, Pa. Shea came on from Cleveland and Cincinnati.

Hays Ass'n Ponders Institutional Ads

NEW YORK—The MPPDA is seriously pondering the fact that the industry's annual $75,000,000 advertising bill does not include appropriations for institutional advertising.

To this end discussions are under way toward setting up a group of good-will traveling representatives who would operate on a national scale. Just who would pay for their services is under debate, as are the duties each would perform. The details are being worked out on the coast by Francis Harmon, executive assistant to Will Hays, and Roy Norr, MPPDA public relations counsel.

The plan is said to have come into being quite by accident. This was when Hays went to the coast about three weeks ago to select a successor to Tom Pettey, MPPDA coast public and press relations director. Pettey created the vacancy when he joined *PM's* Hollywood staff. He long was charged with the responsibility of toning down among the hundreds of Hollywood newspaper correspondents the specter of adverse publicity that created antipathy among newspaper readers toward Hollywood and most of its occupants.

Studio heads, consulted for advice on a Pettey successor, are said to have come up with the idea that there should be a couple of Petteys, operating from both coasts. In its formative stages the plan embraces the creation of two new committees, each with a personnel of three trained public relations men, to operate from New York and Hollywood. Final details await the return of Hays to the coast. He was expected to return over the weekend after coming in Tuesday from Gallipolis, Ohio, where he attended the memorial services for O. O. McIntyre.

"GWTW" Hits $400,000 In 36 B'way Weeks

New York—"Gone With the Wind" grossed approximately $400,000 in its first 36 weeks at two-a-day at the Astor. The Broadway showing is the only one in town and, since advertised as such, receipts at the Astor have jumped in the past week to close to $8,000, or better, a week.

Estimated national gross revenue on the $4,000,000 production is figured at $27,000,000. Loew-M-G-M executives expect the film to continue at the Astor until the end of the year by which time the gross for that house probably will reach $500,000.

Few Chicago Closings Despite Competition

CHICAGO—Theatre closings this summer have held to a minimum and, while competition from other directions has been keen, theatremen at large stand by their unassailable conviction that their business holds up when the product warrants it.

In the ring as contenders for the public's money are night softball, occasional night baseball, free open air concerts at Grant Park and, of course, the lakeside beaches.

"Land of Liberty" Handling Not Set

HOLLYWOOD—The question of what to do with "Land of Liberty," industry contribution to the New York World's Fair, is still a question. As shown at the Fair, the film ran two hours and 15 minutes. It is now undergoing condensation under the direction of Francis Harmon, executive assistant to Will Hays, who cooperated with Cecil B. DeMille in its preparation. The running time is being reduced to about 90 minutes, but the method of distribution has yet to be worked out.

Harmon is deliberating a plan that either would see one major distributor handle it over the country, or a few of them taking responsibility for distribution in alloted areas. Whatever plan is adopted calls for a fee to exhibitors that will merely cover cost of transportation; no profit is intended in its release. However, it is hoped some exhibitor circles may see fit to apportion a percentage of grosses to the MPPDA, which, in turn, would hand over everything that is clear to charity, possibly the Red Cross.



Poll "Interests," but Duals Not Menaced

(Continued from page 11)

is to be injured by a return to singles, it would apparently be the 'little fellows.' But, we independents are willing to take a chance, so certain are we that all of the public will readily accept single features again."

Kirsch said that only eight B&K houses in the city have less than 30-cent admissions. In the other groups, the B&K houses, according to Kirsch, are allocated as follows: Seven A-week houses, 50 cent top admission; 11 B-week houses, 40-cent top admission, and nine C-week houses, 30-cent top admission; while there are five first-runs in the loop.

The Allied head, whose current campaign against B&K duals and triples remains unabated, is preparing full data on all theatres in Chicago, including seating capacities, admissions, and clearance, to be presented to industry leaders. Already he has contacted by wire or open letter, Eddie Small, Frank Freeman, Ned Depinet and David Selznick.

John Balaban Silent on Gallup Poll Report

CHICAGO—John Balaban of B&K had "no comment" this week, when questioned in regard to the Gallup poll, showing the general public in favor of single features.

B&K is using double features throughout the Chicago area in its suburban houses and runs triples at its Belmont on the northwest side, which has been the object of a continued tirade by independent exhibitors the last several months.

Will Debate Duals Via National Network

NEW YORK—Double features, pro and con, will take the air at 7 p. m., E. D. T., August 24 over the CBS when Samuel Goldwyn, Karl Hoblitzelle of the Interstate circuit and Mrs. Leo B. Hedges, state chairman of the motion picture division of the Parent-Teachers' Ass'n of California, will debate against them. For duals will be I. E. Chadwick and Trem Carr, representing independent producers, and Mrs. Arthur Beck, described as a "housewife."

Designed to be informal and unrehearsed, the debate will be chairmanned by Professor F. P. Wellner of U. C. L. A.

Drop "Charlie Chan" From Titles of Sleuth Series

HOLLYWOOD—In the belief the use of the principal character's name as part of the title tends to confuse the public as to which picture in the group they are seeing, 20th Century-Fox has decided to drop "Charlie Chan" from the names of future films in the sleuth series. A similar policy was recently adopted in connection with the company's "Cisco Kid" sagas.

REVIEW FLASHES

OKLAHOMA RENEGADES (Rep)—Veterans of the Spanish-American war, out to homestead a valley in Oklahoma, find opposition from the cattlemen. There is enough action and thrills to make the boxoffice machinery ring profitably and send the customers away satisfied.

WILDCAT BUS (RKO)—So tediously is this unfolded that it is hard to believe a major company is responsible for its production. Among the most naive of kid audiences it may get by, but the feeble and laboring script, lack of marquee names and general air of anemia don't give it much of a chance otherwise. Frank Woodruff directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

Momand's Questions Probing Deeply

BOSTON—As another step in the long-pending Momand anti-trust suit which seeks $5,000,000 in damages, George S. Ryan, attorney for the Oklahoma theatre owner, has filed extensive interrogatories here and in Oklahoma City. Each of the eight majors is asked 260 questions, many of them broken down into as many as seven sub-divisions.

If the latest move is maintained, the total of separate replies will run to 2,144. Ryan's purpose appears to be to demonstrate that the majors cooperate closely with one another.

Major Counsel Discuss Momand Interrogatories

NEW YORK—Major company counsel met at the Hays office Thursday to discuss the voluminous interrogatories filed by A. B. Momand in Oklahoma City in his anti-trust suit. Defendants have until September 15 to answer.

Purpose of the local session was to go over each of the questions to find which are proper and which should be objected to at the scheduled date. Information sought by the plaintiff deals with contracts in force between 1926 and 1932.

Co-Star Shearer and Raft In 'The World We Make'

HOLLYWOOD—Norma Shearer and George Raft are to be co-starred by M-G-M in "The World We Make," Sidney Kingsley's dramatization of the Millen Brand novel, "The Outward Room." Hunt Stromberg will produce from a script being prepared by John Lee Mahin. Camera work starts shortly.

Northwest Allied Is Firm in Allegiance

MINNEAPOLIS—Northwest Allied will remain a loyal member of national Allied States. Putting a quietus on talk that it would sever the relationship entirely, or at least loosen the ties, the board of governors, at its very first meeting, lost no time in "reaffirming and approving its allegiance."

With a new setup and several anti-Steffes exhibitors holding down top offices, the organization's policy with regard to national Allied States' affiliation was a topic of much interest among the trade here. The fact that at least one of the newly elected present officers was known to be antagonistic to national Allied and had made no secret of his wish to cut adrift from it and the further fact that the body ignored the plug that Abram F. Myers, general counsel, gave to Ben Ashe and, instead, elected Fred Strom executive secretary, gave rise to various rumors.

The prompt action of former President W. A. Steffes, now retired because of ill health, in denying that he planned to step out and form another organization, reported in one trade paper, is believed to have been another reason for the board making its position clear so promptly. Steffes long has been a national Allied States leader and one of its most ardent devotees. He has put himself on record that he will remain loyal to Northwest Allied and he has praised its new president, E. L. Peaslee, his successor.

Steffes Silences Rumors He Encouraged a Rift

MINNEAPOLIS—W. A. Steffes, who resigned as Northwest Allied president because of ill health, is not encouraging any rift in the association because Ben Ashe, candidate of his former business partner, Bennie Berger, was defeated for executive secretary and some of his opponents are now in the saddle. Berger has resigned from the organization.

In a public statement, Steffes announces he intends to remain a loyal Northwest Allied member as long as he is in show business, and, moreover, he praises the organization's present leadership—particularly President E. L. Peaslee—and denies emphatically a published report that he planned to come out of retirement to organize Twin City independents into a separate unit.

North Dakota Independents Join Northwest Allied

VALLEY CITY, N. D.—Meeting here at John Pillar's theatre, Eastern North Dakota Independent Exhibitors voted affiliation with Northwest Allied, electing Julius Overmoe of Hillsboro as governor to represent it on the Allied board.

Back in October

HOLLYWOOD—Nate J. Blumberg, president of Universal, is expected to remain here until late fall. He is due back in New York the latter part of October.

Arbitration "Fair" In Kirsch's View

NEW YORK—Declaring it is the "fairest plan" he has ever seen, Jack Kirsch, president of Allied of Illinois, is heartily in favor of the arbitration system as set forth in the tentative proposals for a consent decree. He praises the idea of neutral men without any relationship to the industry as the deciding factors in all disputes which may arise.

As for the other parts of the proposed decree, Kirsch states he has only glanced over them and has not paid much attention to the provisions because they are constantly being changed.

As soon as a final and completed draft is approved by the distributors and government, Allied of Illinois members will be called into session for a full discussion, and action, on the suit settlement.

Speaking for himself and a number of his members, Kirsch does not expect the plan of selling in groups of five to work any hardships.

"I'll bet you that M-G-M and RKO each have at least 10 or 15 pictures on next season's program in their vaults right now," he says. He believes all majors will gear their production sufficiently in advance to the effective date of the decree whereby each company will have enough pictures always on hand to sell at least five at a time.

He had no comment to make about the effectiveness and reaction to the "Little Three," who, because of their withdrawal from settlement negotiations, will be in a position to offer full groups and long term deals. The reason for his silence is that he does not know enough about the details to discuss them.

The fight against B&K's triple featuring in Chicago continues unabated, according to Kirsch, who is happy over Murray Silverstone's recent remarks against such practices.

The Allied of Illinois head briefly attended the Washington board meeting of national Allied and flew to New York Tuesday night. Col. H. A. Cole, president of Allied, arrived from Washington on Thursday.

"Hellzapopin'" Stars for Levey's Screen Version

NEW YORK—Jules Levey, who has signed Olsen & Johnson, stars of "Hellzapopin'," to appear in the screen version for Universal, cannot start production until the show closes when the leads will be free to appear in the film. Meanwhile, Levey is active on campaigns for "The Boys From Syracuse," his first Universal effort.

Allied of Connecticut Against Small Blocks

NEW HAVEN—Allied Theatre Owners of Connecticut, unanimous in their disapproval of the block of five selling method described in the consent decree proposals, expressed their preference for the selling method outlined in the Neely bill, at their regular luncheon-meeting at the Hofbrau Haus here. A long discussion was held on the various problems of the current buying season. Charles Repass, operator of the Crown, Hartford, presided in the absence of A. M. Schuman, president.

Buying Combine for Chicago Allied Again

CHICAGO—Possibility that Allied may revive talk of a buying and booking combine in the Windy City—such as that heard a year ago this time—is seen in the announcement to its members that its present booking department is being made available to more members.

Jack Kirsch, president, sent notices to members that facilities of the booking department, handled by E. J. "Red" Mager, will be available to member theatres up to 749 seats for $5 per week, and to theatres over 750 seats for $7.50 per week.

During the summer of 1939 there were persistent reports that the Allied unit might form a buying and booking combine of its own, similar in operation to that of the successful Cooperative Theatres of Michigan in Detroit. However, though it was considered by the board of directors, it never got further than the discussion stage.

In its present setup, the Allied booking department could not become a full-time buying combine for its members. Its services at present, according to the bulletin sent out by Kirsch, is mainly of a clerical and assistance nature.

Rumors Circulating Of Buying Combine

CHICAGO—Rumors are circulating along the Row that one or two booking and buying organizations may be formed in time for 1940-41 buying in the Windy City.

Exchange managers and exhibitor leaders professed little knowledge of any actual plans, however.



Seventeen Men Surrounded by a Lone Girl—

Judy Canova, starred in "Scatterbrain," represents her sex at Republic's New York regional. Seated are Max Gillis, Philadelphia; Sam Seplowin, Detroit; Miss Canova, James R. Grainger, president of the company; S. P. Gorrel, Cleveland and Morris Epstein, New York. Standing, left to right naturally, are J. J. O'Connell, treasurer; Sam Flax, Washington; G. C. Schaefer, vice-president; J. H. Alexander, Pittsburgh; Arthur Newman, Albany; Morris Goodman, vice-president in charge of foreign sales; George Kirby, Cincinnati; Nat Lefton, Cleveland and Cincinnati; Jake Flax, Washington; Sam Seletsky, New Haven; Jack Bellman, Buffalo and M. E. Morey, Boston. Grainger and H. J. Yates, head of Consolidated Film Industries, were in Washington briefly during the middle of the week. Yates flew to the coast from here chiefly for a three-week vacation, while Grainger continued on to Memphis for a southern regional meeting held Thursday. Attending the Memphis session were William G. Underwood and Claude C. Ezell, Dallas franchise holders; Arthur C. Bromberg, southeastern franchise holder; Henry Glover, Atlanta branch manager; Harold Laird, Tampa manager; J. H. Dillon, Charlotte manager; L. V. Seicshnaydre, New Orleans exchange head; William N. Snelson, Memphis manager; Sol Davis and Morris Loewenstein, Oklahoma City franchise holders. Grainger was due to return to New York Saturday.

Justice Dep't May Drop Plans To Hear Exhibitors on Decree

WASHINGTON—Whether the department of justice will proceed with plans to hear independent exhibitors air their views of proposals suggested for the consent decree appears to be in question now with indications the idea may be dropped "in the interest of expediency."

Interest in the consent decree shifted here this week, where the department of justice was due to receive a "final" draft of proposals and, also, to be informed officially of the attitude toward those proposals by the 20th Century-Fox and Paramount companies.

Members of the Allied executive committee met in Washington August 13 for an all-day discussion of the situation, but no statement was forthcoming when the conference broke up late in the afternoon. There were indications, however, that the situation had been fully canvassed, although the committee followed the policy of silence which for some weeks it has maintained.

Department of justice officials also refused to make any comment on the matter and indicated that they had no intention of taking the public or the industry generally into their confidence, leading to the belief that matters were nearing a showdown and that a decision will shortly be made as to whether a consent decree will be accepted from some of the defendants and the trial continued with respect to the others.

Such a move would not be unprecedented. Within the past year the department accepted a consent decree from some of the defendants in the automobile financing case and carried a non-signatory to trial, where the government secured a favorable verdict.

Walter Wanger Host at Painting Exhibition

NEW YORK—Another of those "first of its kind" events took place Thursday when Walter Wanger was host to screen personalities, artists and the press at a reception and preview of an exhibition of the group of paintings recently executed for him by nine leading American artists during the filming of "The Long Voyage Home."

The exhibition and reception took place at the Associated American Artists galleries where the paintings will remain on public view through September 10. The canvases were created during production by Thomas Hart Benton, Grant Wood, Ernest Fiene, Luis Quintanilla, Robert Philipp, George Biddle, Raphael Soyer, Georges Schreiber and James Chapin, who were brought to Hollywood by Wanger on a $50,000 commission.

The collection will be sent on a two-year tour of principal museums throughout the country. It includes portraits of John Ford, John Wayne, Thomas Mitchell, Ian Hunter and John Qualen.

Rivoli Reopener Set

NEW YORK — "Foreign Correspondent" will reopen the Rivoli on August 28.

Western Exchange Share Acquired by Monogram

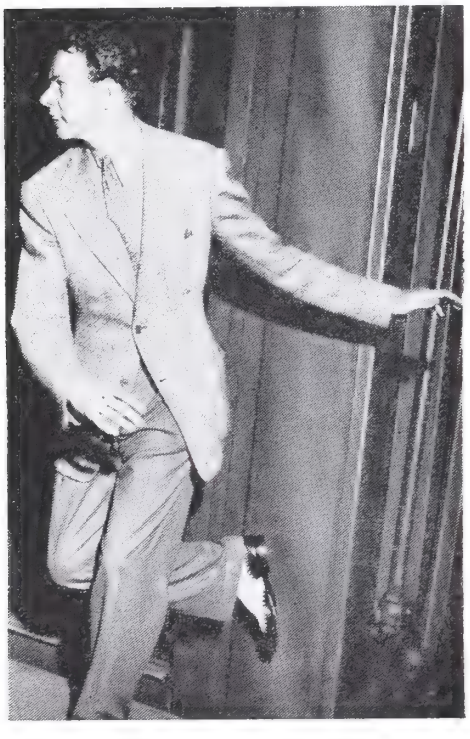
NEW YORK—Monogram has acquired A. M. Goldstein's interest in Monogram of the Northwest, Inc., operating in Seattle and Portland. The two exchanges will be operated in conjunction with Monogram of California of which Howard Stubbins is president. W. Ray Johnston, president of the national company, has been named to the board of Monogram of California.

Rites in Los Angeles for Mother of Louis Pollock

LOS ANGELES—Funeral services were held here Wednesday for Mrs. Pauline Pollock, wife of Max and mother of Louis Pollock, Universal eastern advertising manager, who died at Cedars of Lebanon Hospital. Also surviving are a daughter, Ethel, and another son, Benjamin. Louis flew west for the funeral services.

Hays West Again

HOLLYWOOD — Will Hays, who made a hurried trip east, is due momentarily from New York.



—Metropolitan Photos

Danced Into Town—

But, naturally, Hal Le Roy would in view of the manner in which he earns his living. He's in New York now after completing a role in "Too Many Girls."

New Jersey Allied Dinner for Myers

NEW YORK—Abram F. Myers, chairman of the Allied board, will be tendered a testimonial banquet "for his untiring efforts in behalf of independent theatre owners throughout the country" in connection with the Allied of New Jersey annual convention at the President Hotel, Atlantic City, September 25-27.

"This gives a national aspect to the convention," declares E. Thornton Kelly, convention arrangements director. "Every Allied unit will have a large attendance to do honor to their general counsel."

Rosenblatt-Welt Buy for Highland Falls House

NEW YORK—The Rosenblatt-Welt circuit has added the City, Highland Falls, N. Y., to its roster in that the upstate theatre's film buying and booking will be supervised by Bernie Brooks, R-W buyer and booker. A similar arrangement exists with the Boro Hall, Brooklyn, and others are in the stages of negotiation. The City is owned by Pete Bekros.

Brandt Is Replacing Legit With Vaude in Two Spots

NEW YORK—Vaudeville will replace legit shows at the Flatbush, Brooklyn, September 12, and at the Windsor, Bronx, a week later, according to William Brandt.



—Metropolitan Photos

To Explore Brooklyn—

A perilous argosy faces William Gargan and his two sons, Barry (11) and Leslie (7). Gargan was born on the other side of the bridges and the idea of six weeks in New York is to acquaint the offsprings with the town, including Brooklyn.

HOLDOUTS FACE "LAST CHANCE" TO CLAMBER ABOARD DECREE BANDWAGON; DEADLINE NEAR

Government Seen Firm For Acceptance of August 3 Draft

NEW YORK—Paul Williams and his retinue of aides will arrive Monday from Washington and on that day and the two succeeding will sound out 20th-Fox, Paramount and the "Little Three" on acceptance or rejection of the original August 3 tentative proposals of the consent decree.

Both 20th-Fox and Paramount have objected and have rewritten the escape clause in that draft, but the department of justice is determined not to countenance any shift from the originally prepared clause. As to the "Little Three," UA, Universal and Columbia have not been advised officially by the department of the final terms the government is willing to accept in its suit against them.

Paramount and 20th-Fox again will be asked whether or not they will accept, or go to trial October 7. The "Little Three" will be given the same alternative.

Upon his arrival, Williams is expected to resume immediate preparation of the all-industry suit where he and his assistants left off some weeks ago. Later in the week and after he surveys the five holdouts, he will confer with Federal Judge Henry Warren Goddard and advise him informally what to expect the first week in October.

Three Set to Accept

M-G-M, Warner and RKO are definitely set to accept the decree proposals as they stand now and there are a number of executives observing the current developments who are willing to wager that 20th-Fox and Paramount will come into line either before October 7, or shortly thereafter in the event these companies hold out beyond that date.

The government has made it very clear to all defendants it does not intend to change any of the proposals in the original August 3 draft, with probably the exception of arbitration which was not fully completely outlined.

If 20th-Fox and Paramount and the "Little Three" continue adamant and stay out, the burden of arbitration expenses will be divided among the three signatory companies.

While there is a belief in many quarters that M-G-M, Warner and RKO will sign the decree and at the same time ask the government not to make it operative until the suit against the other holdout companies is tried in the local court, one executive states this may not be necessary because the 1941-42 selling season will not have started by the time a decision is handed down.

If the suit goes to trial without M-G-M, Warner and RKO as defendants, it is

(Continued on page 26)

"16,000 Different Viewpoints"

Washington—Department of justice officials, in decrying reports they would hold a hearing, or hearings, at which exhibitors would be permitted to express their view on the consent decree before finally accepted by the government, maintain such a procedure would be unwieldy, possibly unprofitable and more or less representative of "16,000 different viewpoints."

Copies of the proposals, it is now revealed, have been sent to various exhibitor organizations and their views, as well as those of individual exhibitors, welcomed although the department "normally" does not hold a vote on such matters. However, it is stressed, an effort will be made to see that any decree meets the views of theatremen generally through the organizations which have been invited to comment.

20th-Fox, Para't Told to Join Loew, RKO, WB or Face Trial

WASHINGTON—The department of justice lost patience with 20th Century-Fox and Paramount and, in effect, told them to come in with Metro-Goldwyn-Mayer, Warner Bros. and RKO in the consent decree the latter three have worked out or get ready for trial October 7.

Department officials made it clear that they would accept a consent decree from any number of the defendants involved in the New York suit and proceed with the trial of any others who did not accept it, following a precedent of long standing and not long ago resorted to in the automobile finance case, where three out of four defendants accepted a decree and the fourth was sent to a trial which resulted in a favorable verdict for the government.

At the department it was explained that proposals had been received from 20th Century-Fox for a consent decree differing in important points from that accepted by the M-G-M-WB-RKO group, that the department had rejected those proposals and "decided to proceed with trial against Fox and the three small companies" and take into consideration the question of accepting a decree from the three other companies.

No proposals had been received from Paramount, understood to be siding with 20th Century, but that company also was warned to "come in out of the rain" or take its chances in court.

It was said that the consent decree proposals of the three companies still lacked final acceptance by Attorney General Robert Jackson, but it was indicated rather clearly that he would give his approval to this method of shortening proceedings which bid fair to be exceedingly expensive to both the government and the companies.

Whether the final three of the eight companies involved—the "small companies"—also would avoid trial by means of a consent decree was not developed at the department, but it was indicated that they, too, might in this manner save themselves the expense of the litigation.

Unofficial comment in Washington was that Paramount and 20th-Fox would find themselves under something of a handicap if the other companies accepted a consent decree and they stood trial, since the consent decree is more or less an admission that the practices complained of by the government have been in use and it remains only to tie them to the companies under fire.

There have been indications for some time that Assistant Attorney General Thurman Arnold and Paul Williams, special assistant to the attorney general in charge of the all-industry suit, have been losing patience with the efforts of the companies to write a consent decree which would be "practically painless." The department's curt advice to the two hold-outs to join the other three or make ready for trial was seen as a demonstration of its intention to close the matter, one way or the other.

It was explained that if the government put a witness on the stand and he testified to the practices complained of, the defendants would be liable to triple-damage suits, a danger that would be averted by a consent decree before the trial proceeded further.

Indications are that when the current recess ends October 7, counsel for the companies and the government will go into court with a consent decree which will terminate one of the most long-drawn-out proceedings the department of justice has ever undertaken.

20th-Fox Silent on Justice Dep't Stand

New York—Rejection of the decree proposals advanced by 20th Century-Fox at the department of justice, was met by a "no statement" attitude on the part of the distributing company at press time.

Richey Leaves RKO; Joins Loew Sept. 1

NEW YORK—Henderson M. Richey on September 1 joins Loew's, Inc. as a special contact man between the distributing end of that organization and exhibitors at large. Actually, Richey officially will be designated an assistant to William F. Rodgers, general sales manager.



H. M. RICHEY

On Saturday, he terminated his post with RKO where he had been in charge of exhibitor contacts and left for a vacation at his cottage in Canada. Upon his return in a couple of weeks, his association with Loew's will get under way.

While with RKO, Richey has been a sort of pivotal figure in straightening out disputes between distributors at large and complaining exhibitors. A substantial portion of his activities has never been publicized, the concentration having been directed toward a series of addresses made before various exhibitor conventions. Richey's general keynote has been the need for a rapprochement between exhibitor and distributor on the general theory both are integral parts of the one industry and that one progresses or retrogresses in ratio to the degree of understanding and cooperation engendered on both sides.

It is understood this keynote will continue to mark his new post at Loew's. Additionally, he will concern himself with efforts to improve the public relations of the industry in its contacts with outside groups.

For years, business manager of Allied of Michigan and a ranking leader with national Allied, Richey is widely known in theatre circles throughout the nation.

No one will succeed him at RKO. Ned E. Depinet, vice-president in charge of distribution there, states, "The work will be divided among other members of the organization here."

"Kit Carson" to Bow in Five Denver Theatres

DENVER—"The public be pleased" apparantly is the motto of those behind the world premiere of "Kit Carson" here August 26, so the original two theatres that were to have accommodated the customers, have been upped to five. Now it's the Denver, Paramount, Broadway, Rialto and Aladdin. Everything else remains as is, except the transportation facilities that were arranged have been tripled.

Hoffberg Will Release Negro Films for Sack

NEW YORK—J. H. Hoffberg has closed a deal with Alfred N. Sack to release all Negro films formerly handled by the latter in the Greater New York area and eastern belt. Sack will move his offices to 1600 Broadway.

Johnston Quizzical, But With Reasons

New York—W. Ray Johnston, who has been reading a lot of stories about the Stratoliner flying above the clouds and safe from all kinds of weather, arrived from the coast Thursday by this type of plane, but with a different viewpoint.

Flying 15,000 feet at 275 miles an hour, the west-to-east plane was grounded 15 minutes at Winslow, Ariz., in an electrical storm.

Johnston no longer believes everything he reads.

Johnston Arrives With a Rosy Production Report

NEW YORK—Monogram has four in the cutting room. "Drums of the Desert" starts Monday, and next Wednesday the cameras will start grinding on "Gypsy Cavalier." W. Ray Johnston, president, so stated on his arrival from the coast for a month's stay. On August 28, "Phantom of Chinatown," with Keye Luke, will get under way and a week later "The Sky's the Limit," with Frankie Darro. On September 3, Jackie Moran and Marcia Mae Jones will begin work in "The Ol' Swimmin' Hole."

"Business is tops with Monogram," Johnston added. "Sales have held up ever since the drive in March. All releases for September have been completed." During the three and a half months he has spent on the coast, 17 pictures were finished.

Trem Carr stopped off in St. Louis to visit his mother before arriving here Friday to attend the quarterly board meeting. Scott R. Dunlap, vice-president in charge of production, came in by train Friday morning.

There have been no changes in Monogram's production plans. Johnston is optimistic over the company's future and so stated to the board Friday.

Pathe Film's Six Month Net Shows an Increase

NEW YORK—Pathe Film's net for the six months ended June 30 shows an increase of $18,412 over the corresponding period of 1939. Current six months' earnings total $53,722 as compared with $35,310 in the comparable period last year.

Du Pont Film Manufacturing Co., the common stock of which Pathe Film owns, has a net of $909,210 for the same period as against $826,412 the identical period last year after allowing for all charges.

The portion of Du Pont net which accrued to Pathe's 35 per cent common stock interest totals $318,223 in 1940 as compared with $289,244 in 1939. Of these earnings, $248,223 were undistributed in 1940 and $219,244 in 1939. These undistributed amounts are not reflected in the net profit of this company as cited in the current report.

Agnew on Coast

HOLLYWOOD—Neil F. Agnew, vice-president in charge of Paramount distribution, is here to take a look at "North West Mounted Police." He returns to New York by mid-week.

Seek $250,000 From UA Over "Emperor"

NEW YORK—Court news of the week was highlighted by a $250,000 action against UA by John Krimsky and Gifford Cochran in which damages are sought for alleged failure to devote "its best interests in distributing 'Emperor Jones'." It is alleged UA leased the film at low rentals, offering it as an inducement to exhibitors to take other pictures. It is claimed contracts were cancelled, that UA refused to reissue the picture, and did not exploit the 16mm rights. UA's seven-year distributing contract ran out Dec. 22, 1939, but it is claimed the company refused to allow the plaintiffs to arrange with another distributor to reissue. It is asserted profits totaling the sued-for amount would have been obtained had distribution been proper.

Federal Judge John W. Clancy has ordered the examination before trial in California on September 5 of M. J. Siegel, president of Republic Productions; Wells Root, E. E. Paramore jr., Jan Fortune and Harold Shumate, writers, in connection with Marquis James' suit against Republic, claiming infringement of his book, "The Raven," a biography of Sam Houston, in "Man of Conquest."

Supreme Court Justice J. Sidney Bernstein has denied an application by Arthur Ziehm, Inc., for a temporary injunction against Leo Films, Inc.'s distribution of a French film, "Serenade," starring Lillian Harvey, and ordered trial for October 1. Suit claims Ziehm purchased distribution rights in the United States for $5,000 and the defendants are attempting to release the picture. The defense claims it purchased the rights for 87,000 francs and has the sole right to distribute here. Rights are valued at $100,000.

Examination before trial of Joseph D. Basson, president of Local 306, in connection with a suit against the union by Dorothy Pressman, has been ordered for August 21 by Supreme Court Justice J. Sidney Bernstein. Miss Pressman, daughter of a deceased member of the union, seeks to recover $4,000 on a death benefit fund, with the union claiming its former member was suspended at the time of his death and not eligible for the funds' benefits.

UA Is Negotiating With Loew's on a New Deal

NEW YORK—Harry Gold and Arthur Silverstone of UA are negotiating with C. C. Moskowitz, Joe Vogel and Eugene Picker of Loew's on a new product deal. There is a possibility of the contract being extended over a period of years, although UA sources are non-committal on the terms of the deal.

Hugh Owen Dickering With R. E. Griffith

NEW YORK—Hugh Owen, southern UA district manager, arrived by plane Wednesday from Dallas to negotiate a deal with R. E. Griffith for the latter's string of theatres in the south.

BROADWAY

WILL HAYS returned to the coast over the weekend. He dropped into the office for a few days after attending the memorial services to O. O. McIntyre at Gallipolis, Ohio . . . W. G. Van Schmus is reported coming along very nicely at St. Luke's Hospital where he underwent an abdominal operation a month ago . . . The combined local units of the Warner Club will hold their annual golf tournament at the Old Oaks Country Club at Purchase, N. Y., September 12. The committee on arrangements comprises Jerry Keyser, chairman; Harold Rodner, Arthur Sachson, Leonard Palumbo and Abe Kronenberg . . . Al Sindlinger, MOT's advertising and promotion director, was in Buffalo for the opening of "Ramparts" at the Great Lakes.

Earl Wingart, publicity manager for 20th Century-Fox, terminates his role of Long Beach-comber, Wednesday . . . Arthur A. Detitta, assistant European director for Movietone News, was in Washington . . . Most of Universal's home office personnel, from board chairman to office boy, turned out to congratulate Ethel Black, purchasing department aide, on her 25th anniversary with the company. Among other things was a surprise lunch and a check for "long and loyal service" . . . Ruth Weisberg, Warner publicity department office manager, is vacationing in California.

National Defense News *(Uncensored)*— Jack LeVein, RKO Pathe contact man, is in active duty for a month as press liaison officer at the U. S. army maneuvers at Ogdensburg . . . Lester S. Tobias, New Jersey representative for Monogram, has been placed in charge of the Civilian Air Reserve for the New York area . . . Len Daly of the UA foreign advertising staff says Charlie Chaplin in "The Great Dictator" is sure to create a feuhrer (spelling Daly's) . . . Louis Smith, brother of M-G-M's Pete, has taken temporary leave from his post as checker at the M-G-M exchange to join the reserve army in Binghamton.

Of a Thursday at Toots Shor's restaurant: Assembled at the various tables are Bob O'Donnell and Eddie Meade, manager for Henry Armstrong, and Jimmy Cannon, sports writer; R. E. Griffith and Ray Higdon, from Dallas; Cresson E. Smith with Edward Zabel, Larry Kent, Bill Powers and Milton S. Hossfeld; Bill Heineman and J. J. Jordan, Charles L. O'Reilly and Sam Roth, Leo Justin, W. Ray Johnston and Tom Loach, Everett Crosby, Charles Casanave, and several others . . . Charles Stern, UA district manager, was in Boston the latter part of the week . . . Walter Reade jr. has been a Saratoga visitor . . . Laraine Day of the "Dr. Kildare" series took time off to say "hello" to M-G-M exchange employes.

Frederick James Smith has written a special article on Jake Wilk for *Liberty* . . . Bill Goldman, Quaker City independent exhibitor, a regular Astor visitor . . . Morris and Mrs. Jacks spent a few days at Monticello which is close by the camp housing their son and daughter for the summer . . . Fred Williams of the Consolidated circuit in Honolulu, and Allan Brody, western representative for De Luxe Laboratories, in by plane from the coast . . . Jay Eisenberg of Loew's legal staff returns Monday from a New Hampshire vacation . . . Dave Snaper has bought out his partners in two New Jersey situations . . . E. Thornton Kelly says Allied will hold its eastern regional conference and information department meetings simultaneously with the Allied of N. J. convention.



—Photo by Cosmo-Sileo

It's All About a Literary Property—

Or Harold Dunn, Warner supervisor in the Far East with headquarters in Hong Kong, discussing one of the books to be filmed by his company next season. In the middle is Joseph Hummell, foreign manager, and on the right is Karl MacDonald of the home office foreign staff.



—Metropolitan Photos

Instead of Horses—

Abe Montague, g. s. m. at Columbia, won third place in the annual turtle derby held by the Dallas Variety Club. There was a turtle as a reward, and also a check which Montague urged R. J. O'Donnell to keep in the charity fund. The point is, however, that all of this may lead to a new idea in the business: A racing stable of turtles. Horses are old stuff by this time.

Ira Cohn, 20th-Fox Pittsburgh manager, and Edgar B. Moss, district manager, accompanied Clarence D. Hill to the Warner home office early in the week on the Warner-20th-Fox deal . . . Bill Moses has been spending his weekends at Camp Horicon on Brandt Lake, N. Y. . . . Charles C. Moskowitz and his friends have been patronizing the Lido Club on Long Island . . . Si Fabian is recuperating at Atlantic City and will be there for a few weeks . . . Harry Kalmine says he is not set on reinstating stage shows in Pittsburgh since he hasn't gotten together yet with the unions . . . Joe Lee, the 20th-Fox punster, was telling some of his friends about his weekend. "The mosquitos," he explained, "were definitely anti-American."

George J. Schaefer spent the past week resting up on his yacht *Jack 'n' Jill* . . . Malcolm Kingsberg, RKO vice-president, was in Canada for a week's vacation and returns to his desk Monday . . . Joe Moskowitz is back from an extended trip to the coast . . . George Dembow is due back Monday from a week's visit to National Screen's Chicago and midwest offices . . . Al Simon has a Miami vacation behind him. He spent part of the time fishing in the gulf, and for sharks . . . Herbert Kalmus is rounding out his first week of a three-week vacation at Cape

(Continued on page 26-A)

Holdouts on Decree Face 'Last Chance'

(Continued from page 23)

figured the court hearings will be shortened and in less than six months a verdict may follow.

Meanwhile, it is understood Paramount and 20th-Fox executives are giving considerable thought to the justice department's rejection of the modified escape clause. Sidney R. Kent, president of 20th-Fox, may again interrupt his vacation at the Thousand Islands and call an emergency meeting of directors in the next few days.

George J. Schaefer, president of RKO, has been vacationing on his yacht and also is due back Monday.

Rejection by Washington of a modified escape clause is not surprising to attorneys of M-G-M, Warner and RKO who have sat in at the negotiations and who have heard A. H. Feller, head of the consent decree division, Paul Williams and others on his staff consistently reject previous proposals for changes along lines suggested by 20th-Fox and Paramount.

Answers in Schine Suit Are Filed by Majors

BUFFALO—Major distributors Saturday filed answers in the government's antitrust suit against the Schine circuit. Attorneys for the independent circuit answered separately. The film companies generally denied the allegations of conspiracy and monopoly in the government's petition.

Majors' Counsel Discuss Schine Suit Answers

NEW YORK—Counsel for the eight majors met Thursday at the Hays office and discussed the answers filed Saturday in Buffalo in connection with the government's pending suit against the Schine circuit. It is understood a four-page list of answers was prepared at the session and forwarded to counsel Friday in Buffalo.

Mohawk Closes Territorial Deals for 19 GN Features

NEW YORK—Mohawk, which is distributing 19 features acquired from Grand National, has closed territorial deals with Principal Film Exchange, for Greater New York; Pam-O-Film, for Buffalo and Albany; Imperial Pictures for Chicago, Indianapolis, Milwaukee; Sack Amusement Enterprises, for Charlotte, Dallas and Atlanta; Atlantic Pictures, for New Orleans; Excellent, for Detroit.

Ziehms Pushing Action Against Leo Films

NEW YORK—Arthur Ziehms will not discontinue his legal action against Leo Films, despite a ruling of Justice J. Sidney Bernstein denying the application of Ziehm for an injunction restraining Leo from exhibiting and distributing the French picture, "Serenade." Trial is set for October 1.

Schenck and Goetz Plan Return to Coast Soon

NEW YORK—Joseph M. Schenck, chairman of the 20th-Fox board, and William Goetz, vice-president, who have been in town for the past 10 days, are planning to head for the coast shortly. Joseph H. Moskowitz, eastern studio representative, arrived from Hollywood Friday after an extensive sojourn at the studios.

Credit Tourists for Fine Summer Trade

NEW YORK—Broadway is playing host to its country cousins and enjoying it very much.

At the rate the lads and lassies from the hinterlands are pouring into the Music Hall, Strand and Roxy it looks like a Roman holiday for all concerned. A Music Hall spokesman estimates 70 per cent of the record-breaking summer trade is made up of tourists and that goes, proportionately, of course, for the other two film-stage show combination houses.

The Sixth Avenue de-luxer may take "Pride and Prejudice" into a third week. At the end of its first seven days the film went over $100,000 and earned the distinction of the biggest non-holiday attraction for 1940. Another honor was the biggest August grosser in the theatre's eight-year history. If "Pride" holds a third week it will be followed by "Lucky Partners," which is a switch from the scheduled "Ramparts We Watch." "Partners" was booked with the understanding it run over the Labor Day weekend. If "Pride" terminates its run at the end of two weeks, "Ramparts" goes in August 22 for seven days; otherwise it follows "Partners."

Something to cheer about is the $48,322 hung up for the first week of "The Sea Hawk" at the Strand, where Phil Spitalny and his all-girl band is the stage attraction. At various intervals in the show the waiting line has reached up to 700, which is a problem for a 2,750-seater. The second week ends Thursday, but more is in sight.

No mortgage-lifter, but plenty on the comfortable side is "The Return of Frank James" and a typical F&M stage unit at the Roxy, where $37,200 passed through cashiers' hands. A statistical Roxy mind observes "Of course, it includes the federal tax." Even without the federal tax the return was enough to hang up a record opening-day gross for the year. Two weeks and maybe more, with "The Great Profile" ready to follow.

They Still Want 'Em

NEW YORK—War activity in Australia is having little effect on popular interest in films, according to Arthur W. Kelly, vice-president in charge of UA's foreign distribution.

Abbott Returns

NEW YORK—George Abbott, stage producer, is back from the coast where he produced and directed "Too Many Girls" for RKO.

"Sea Hawk" Will Lead F&M Into Singling

ST. LOUIS—Fanchon & Marco on Friday will swing to a single bill policy at the Ambassador at advanced prices and with evening seats reserved. "The Sea Hawk" will be the opening film under the change.

Matinees will be continuous from 11 a. m. to 6 p. m. with a 35 cent scale for the balcony and 50 cents for lower floor seats. Beginning 8:30 p. m., the house will operate under a single reserved seat performance at 50 cents in the balcony and 75 cents downstairs. Taxes will be included in the scale. Surrounding each feature, Harry Arthur jr. promises a program of shorts. His reasons for the switch:

"We have all theorized over the single versus double feature controversy for the past five years, but nothing has been done; no step has been taken in either direction by producer, distributor or exhibitor.

"We have mulled over this plan for months and are now ready to put it to a test. If it succeeds as we hope it will, it may well change the complexion of the entire film industry. If it fails, we shall have the satisfaction of having at least attempted to remedy a grave industrial problem.

"The one way in which producers and distributors can, and should help, is to cooperate during this test period by seeing to it that those pictures which play under this policy be afforded a pre-release of three to four weeks in this particular territory so that there will be no simultaneous runs in the territory serviced by St. Louis exchanges."

Wall Street Journal Believes Swing to Singles Near

NEW YORK—Contrary to general opinion prevailing throughout the New York end of the industry, the Wall Street *Journal* currently believes "a substantial portion of it will attempt to change the present policy of showing double features."

The financial newspaper also observes this:

"The impression in movie circles has been that adult moviegoers are not in favor of the double bills, but apparently some producers have not been convinced that the preponderance of opinion is strong enough to warrant a change. Apparently younger moviegoers like the present policy."

Bendheim Signs Altec

NEW YORK—Altec has renewed its service contract with Sam Bendheim jr., operating 24 houses in Richmond, Arlington, Clarendon, Falls Church, East Falls Church, Petersburg, Pulaski, South Boston, Va.

Hike for O'Kelly

ALBANY—John A. O'Kelly, manager of Schine's Rialto, Amsterdam, for several years, has been promoted to a district manager. He will continue to supervise the Rialto and other Amsterdam houses.

Assaults on Filmites Net Fair Play Plea

LOS ANGELES—Producers, through Y. Frank Freeman, and the Screen Actors Guild are appealing to the public for "fair play" in the current Los Angeles county grand jury investigation of "Communist" plots allegedly linking prominent industry figures.

Simultaneous with the arrival of Martin Dies, head of the congressional committee investigating subversive activities, to launch secret hearings, Freeman issued a statement welcoming "complete and impartial investigation" by a "duly appointed" federal body, and stressing the fact that 32,000 film workers will cooperate to the utmost.

Following vehement denials of Communist entanglements by every figure named—these including Lionel Stander, Jean Muir, Frank and Mrs. Tuttle, Frank Davis, Clifford Odets, Sam Ornitz, Franchot Tone, Fredric March, Gregory La Cava, James Cagney, Lester Cole, Humphrey Bogart, Frank Scully, Francis Lederer, Herbert Biberman and Buddy Schulberg, the SAG brands District Attorney Buron Fitts' tactics as "obviously unfair," smacking of "fifth columnism," and reminds that Fitts had earlier given the SAG "a clean bill of health."

: BINGHAMPTON :

THE CAPITOL now is installing new phantom microphones. Looks like it may return to vaudeville sometime in September.

Comerford Theatres' softball team finally won a league game. Harry Balin, manager of the Symphony, hit a home run that broke the team's losing streak. The team will travel to Scranton and Wilkes-Barre to play the theatre nines there in the near future.

There is no worry over the future supply of doormen and ushers at local theatres, what with the wives of Joe Hazlitt, Riviera doorman, and Eddie Charlier, Capitol doorman, presenting the boys with heirs within the last two weeks. Incidentally, Mrs. Charlier is the former Margaret Brady, former Strand cashier.

The Lyric now is using Ten-O-Win three nights weekly, Monday, Thursday and Saturday. Other local houses using games are the Jarvis, Grand, Cameo and the Endicott Lyric and Elvin.

Berenstein Brothers, former Elmira theatre entrepreneurs, opened 20 new bowling alleys here.

Jerry Burke, manager of the Star, is threatening to give up his brand of "ciggies" after many years. Claims they make him cough . . . Bud Shelton reports he is hiring girl ushers . . . Sally Lubinic, cashier of the Jarvis, has returned from a vacation in the Adirondacks.

BROADWAY

(Continued from page 25)

Cod . . . John J. O'Connor has quit golf as a pastime . . . E. C. Grainger and Edward Raftery are back from a swing of Feiber & Shea houses in Ohio . . . C. J. Sonin of Loew-M-G-M has returned from a quick trip to Detroit, Cleveland and Philadelphia branches.

Ralph Pielow, M-G-M Albany branch manager, and Lou Golding, upstate Fabian district head, were in town during the middle of the week on product negotiations . . . Jack Kirsch, head of Chicago's Allied unit, flew in from Washington Tuesday night to attend the Conn-Pastor fight. When he got here he learned the fracas was postponed until September 5. To compromise his situation, he took H. M. Richey to the Yankee stadium the following afternoon . . . Sid Rechetnick left Friday for Miami Beach by train. He had planned to go by boat, but changed his mind the last minute. Incidentally, it's his first looksee at the famous winter resort . . . Jules Brulatour, Bill German, Ted Curtis and Stanton Griffis a foursome for lunch at the Astor Hunting room the other day . . . Gradwell L. Sears, Phil Reisman, Jules Levey, Herbert J. Yates, Willard C. McKay, Walter Wanger and Lynn Farnol, not necessarily together, but grouped at "21" one afternoon for a mid-day snack . . . Bill Mansell, Warner Quaker City manager, a visitor at the home office for conferences with Roy H. Haines.

Lillian Jeffery, secretary to Joseph R. Vogel, is quite the microgenic miss. She demonstrated she's quick and interesting in her answers when she appeared as guest star Friday morning for Adelaide Hawley on her WABC network program. Miss Hawley is woman's page editor for News of the Day . . . Leon Netter is the latest convert to an air-conditioned office, assuming he finally got the engineers out . . . Harry Kugel, head cashier at the M-G-M exchange, is engaged to Ruth Feiring . . . Dave Palfreyman, theatre contact at the Hays office, is vacationing at Squaw Mountain, Me. He has with him a book: "How to Play Golf Without Practicing" . . . John Caskey took time off from the consent decree negotiations to take in the Hambletonian Stakes at Goshen, N. Y. To the uninitiated, it's sulky racing* . . . Ed Sparks, Bob O'Donnell, R. E. Griffith and Bob Wilby were out-of-towners spotted around . . . Bob Weitman, managing director of the Paramount, is back from a vacation . . . Robert Mintz has engaged Sam Datlowe to cut and edit his French film, "Le Chemineau."

By this time and unless last minute changes intervened, Charles D. Prutzman and his family are well on their way to California, via Lake Louise and Banff. The general counsel for Universal is due at the studio for huddles with Nate J. Blumberg in about 10 days . . . RKO's exhibitors' lounge had a crowded week. The register, among others, listed these exhibitors: Bernard Payne, the Mohawk, North Adams, Mass.; Clarence Walker, the Shaw, Quincy, Fla.; M. Mapier and his wife, the Virginia, Detroit; C. B. Andrews, Lyric, Bishopville, S. C.; Bee Ranger, St. Louis Amusement Co., St. Louis, and S. V. and Mrs. Maarman, the Columbia, Coldwater, Ohio . . . Murray Silverstone intends accompanying Harry L. Gold, L. Jack Schlaifer, Lynn Farnol and Monroe Greenthal to the coast shortly to see the Chaplin film and finalize selling plans.

Jesse T. Mills, Loew comptroller, has returned from a fortnight's vacation . . . Aubrey Schenck was ill the middle of the week . . . Bill Sussman gave Buffalo and Cleveland the once over during the latter part of the week . . . John Howley has gone to Maine on a cruise . . . Felix Jenkins, 20th-Fox general counsel, flew in from New Hampshire for the board meeting of his company. After the session, he flew back and returned again to the h. o. Thursday . . . Ben Pepper is another lawyer on vacation . . . R. E. Griffith has Ray Higdon with him from Dallas on new product deals . . . Al Altman, M-G-M talent scout, is on siesta . . . Florence Browning, Bob Rubin's genial secretary, is back from her country home and vacation . . . Al Hoffman, assistant to Max Wolff, retains his carrot-like burn two weeks after his vacation.

Matty Fox had a narrow squeak over the weekend. It appears he had been spending considerable Saturday and Sunday time aboard the Restless, *Major Albert Warner's 65-foot cruiser which exploded and sank in Oyster Bay harbor Sunday. In fact, he had been aboard it the day before . . . Fox, incidentally, expects to return to the Universal studio in about two weeks . . . Joe Seidelman is in Hollywood conferring with Nate Blumberg and taking a peek at Universal product, finished and on the way . . . Nat Holt, RKO's theatre divisional manager in Cleveland, was in town the fore part of the week.*

*For the further uninitiated, this, you city cliff-dwellers, is horse and buggy racing. No more, no less.

Milwaukee Quitting Duals on Sept. 3

MILWAUKEE—September 3 is the effective date voted by 69 of the 72 Milwaukee county theatres for the elimination of double features.

Harry Perlewitz, business manager of Independent Theatres Protective Ass'n of Wisconsin and Upper Michigan, said the action trailed the Gallup poll which showed duals victorious by a small margin.

"We in the film business know that the public has been overfed with motion pictures in recent years," he said.

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

WASHINGTON

WHEN Ray Bell tolled the knell of parting day and headed for the Great White Way, to serve as a first lieutenant to Howard Dietz, he carried with him the well wishes of the entire film fraternity. Now the door swings in for Dan Terrell, who is no stranger on the local scene, having done a hitch under the guiding hand of Publicity Chief Frank LaFalce, at Warner.

Lichtman Theatres' Lincoln cracked a precedent of 18 years standing by extending the run of a feature at regular prices, with "ATAHT" taking the bow . . . Ray Ashdown has returned from his Atlanta vacation . . . Ed Haley, general manager, headed for Norfolk to check on the various situations and also cast a peep at the house under construction in Portsmouth . . . Prexy Abe Lichtman celebrated a birthday August 10 and with Mrs. Lichtman joined 'Dolph and Mrs. Berger for a soiree on the Shoreham terrace.

Sam Galanty extended the well-known five to his pal, Jules Levey, on a recent visit to the Monumental city . . . The Arlington Recreational Center, a recent adjunct to the Neighborhood Theatre holdings in Arlington, Va., opened August 15 . . . A new blinker, flashing "Universal Pictures Entertain the World," designed by Bernie Kreisler, highlights the local Universal exchange.

Seen along the Row: Spud Query, Marion; Chubby Caplon, Baltimore; "Bunk" Wilson, Crewe; Herman Hable, Winchester; Captain Adams, Callao; Danny Weinberg, Bedford . . . Metro chatter: Harriet Kenworthy and Irene Sweigenhaft were well remembered on their natal days by their co-workers and friends, with Harriet being on the receiving end of a black lizard vanity hand bag and Irene a black suede bag with gloves to match, both gifts being accented with telegrams, flowers and candy . . . Phil Bobys is back from the Clinch and is keeping the office force contented with nougatines . . . Anna Ridgely is looking forward to a week's frolic at Atlantic City . . . Bertha Geldfeld postcards from Wildwood, N. J., the usual 'see you soon' . . . Carlton Duffus, exploiteer, is making a swing through the Norfolk and Richmond territories.

Movietone News: Rose Harris and Mary Hughes are both back and in the pink . . . Jerry Murphy is out of the hospital and is continuing his convalescence at home . . . Stanley Summers is doing nicely at Garfield Hospital . . . Sammy Diamond looking as though he met the sun halfway . . . Sara Young and Ann Griffin a lunch twosome at the better beaneries . . . Filmfolk regretted to hear of the death of Harry Brown's father-in-law . . . Columbia's Danny Rosenthal is spending his vacation on the fairways, with a New York trip sandwiched in . . . Elmer McKinley, UA office manager, is back with his customary fair complexion—must have rained at his vacation hide-a-way . . . RKO's Elizabeth Borgmann is home ill . . . Mary Janin left on her two week sojourn and a visit to upper New York state . . . RKO shipper, George Sullivan, favored a sprained back on his vacation . . . Dorothy Johannides wished that a bicycle had three wheels after her tidal basin spree. Park commissioners are searching for shrubbery replacements. Her pal Eudie hedged a bit too, and now Beverly Beach is their hideout.

Jo Lombardi, conductor of the Earle Theatre orchestra, is taking a short vacation. In his absence, Freddie Clark, organist and arranger, is conducting the Earle musicians.



Close Enough!—

No horseshoe-pitching match would be complete without a little measuring now and then—and here the boys go to it at the annual Warner outing held by the Washington territory at Bauer's Beach. The outing climaxed a three-day meeting of all Washington territory theatre managers. "The Sea Hawk," latest Errol Flynn starrer, and "All This, and Heaven Too" were screened on the first day; and a general meeting with addresses by all department heads was held on the second day. In the group picture above are, left to right at top: Bob Folliard, RKO; Charles Roth and Fred Biersdorf, WB. Bottom row: Bernard Kreisler, Universal; Sam Galanty, Columbia, and Bob Smeltzer, WB.

Paramount Location Crew Ends Stay in Virginia

CHARLOTTESVILLE, VA.—The on-location company for Paramount's "Virginia" has broken camp and returned to Hollywood. The troupe had been here 28 days. It included Madeleine Carroll, Fred MacMurray, Marie Wilson, Tom Rutherford, Stirling Hayden, Carolyn Lee, Producer-Director Edward H. Griffith, Unit Director Cullen Tate and Assistant Director Chico Alonzo.

Local 77 Awaits Answer From Mrs. Roosevelt

PHILADELPHIA—Local 77 (musicians' union) is awaiting an answer from Mrs. Eleanor Roosevelt to its plea that she boycott the premiere of "Pastor Hall" at the Aldine August 22, because of the union's contract dispute with Warner.

While Warner officials have had no notification of a change in Mrs. Roosevelt's plans, her secretary announced at Hyde Park she would not attend because she has already seen the film several times and is "too busy" to come to Philadelphia.

"Pastor Hall," story of an anti-Nazi German minister, is being presented by James Roosevelt, and his mother appears in it briefly, delivering a prologue.

Opened Three Days Weekly

ALBANY—Report that Charles Wilson had closed the Lansing, North Troy, until Labor Day, was incorrect. House is now open Saturday, Sunday and Monday.

RICHMOND

OFFICIALS of Neighborhood Theatres are making big preparations for the world premiere of "The Howards of Virginia" here at the Byrd, State and Westhampton, September 4. Seats go on sale Monday. Martha Scott, featured in the picture, and Frank Lloyd, director, will be here in person, with the possibility other members of the cast will come in from Hollywood for the occasion . . . Mrs. Mervin Ullman, wife of the local Altec engineer, was seriously hurt in an auto accident in Washington en route to visit her relatives in New Hampshire. Dave Peterson has been here relieving Mervin since the accident.

Leath Cardona, cashier at Loew's, was married on August 16 to Virgil Nichols . . . Leah Brewster, cashier at the State, spent most of her vacation buying furniture for the new apartment . . . Gordon Pulliam, service staff at the Byrd, vacationed on the Potomac . . . Percy Pollard, manager of the Bellevue, has been sick several weeks now . . . Keith Caudle and his fiance, Dorothy Gibson, expect to be married in November. He is relief manager for Wilmer & Vincent houses . . . Helen Boswell resigned as cashier at the Colonial after 12 years. She has moved to Indiana. Helen Porter came up from the Park to replace her.

Margaret Hay, National cashier, is spending six weeks in Canada. She's relieved by Mary Lydon . . . "Smiley" Burnette, cowboy actor, packed 'em in at the Venus for three days . . . Ben Adler is in charge of the new Horlacher office . . . Roger Gentry has taken leave of absence from the Park, being replaced by Jack Mathews . . . Pete Stainback, Loew's, and his wife are planning to vacation in Canada . . . Jimmy Owens, RCA salesman, a visitor . . . N. C. Haefele, National Theatre Supply's Baltimore manager, was in town . . . Ruth Stratton, cashier of the Venus, vacationed in the country . . . Stewart Tucker, manager of the State, is vacationing with his family in New York.

BUFFALO

SHEA publicity staff still commenting on the friendliness of Comedian Henry Armetta, here a week with Ben Bernie. Incidentally, there's another stage show on Main St.—George White's "Scandals" at the 20th Century. Both houses report favorable business . . . Bob Dame, formerly of the Buffalo, doing well at the Niagara as house manager. This theatre is being used for screenings afternoons. Last week it was Warner's "Sea Hawk," this week, Columbia's "He Stayed for Breakfast" . . . Aside to Bob Murphy, Shea booker: "The gang is screaming for a Shea Night soon at your Variety Club." Well?

Al D'Artega, conductor of the Buffalo Theatre overture for the past few months, is playing his last week here starting Friday, August 16. *Rumor has it he is starting his own band. His successor in the pit will be Ernie Fiorito . . . Other music notes—Max (violinist) Miller pitched a beautiful game, Sunday last, to nose out the once invincible Academy team of dapper Harry Dixon, "ex" of RKO but now in the Bingo business . . . George (drummer) D'Anna vacationing . . . We hear Gertrude Lutzi is doing well singing in St. Louis, while hubby Roy tends to his executive duties with the musicians' local here.*

New note in theatre catering: The free beverage bars at two of our theatres, the Buffalo and Century . . . A couple of queens, Marian Walsh and Marian Gueth, first of the Lafayette, second of MPTO . . . Exhibitors were highly pleased with Metro's "Boom Town," which was screened Monday night. After the preview, many of the patrons met at the Variety Club and a good time was had by all . . . Speaking of Variety, we miss J. Berkson and wife, formerly of Republic Distributing Co. here. Has he done that Harry Lauder interpretation for members of Filmrow in the "big city" as yet? It is a must see.

Members of the Shea service staff are planning their annual weiner roast, but are stuck as to where to have it. Why not have Jinny O'Shea ask Ralph Maw of Metro for the use of his backyard? We hear it is large enough for a circus . . . Chuck McKernan, Shea treasurer, has returned from a week's vacation. He has another week coming up . . . Buffalo Theatre house manager, Bill Brett, states his family is back at Allegany State Park this year. This place seems to be a summer rendezvous for local theatre employes . . . Mrs. O'Shea, wife of Ted, Metro district manager, here on a visit . . . Art Boldt, assistant manager of Great Lakes, motored on his vacation . . . Norb Sheu of Dipson-Basil combine vacationed in New England.

Did you know that John Doering, local stage doorman, once played under the baton of the noted Victor Herbert? . . . Tommy Licker, Lafayette Theatre junior executive, is also a tunesmith. We hear that that theatre has a lot of talented employes . . . Bob Demming, jovial as ever. He's manager of the Elmwood. Have never seen him without that big smile . . . In closing, I hope this introduction to a few of our members of Filmrow has proved satisfactory to all you readers of this edition. If so, there is more to come.

All Film Buildings Subject to Inspection

Harrisburg—A ruling from the office of Lewis G. Hines, state secretary of labor and industry, holds that any buildings used for presentation of films, whether for commercial audiences or not, must have approval of the department's inspectors.

BALTIMORE

J LOUIS ROME is vacationing in Maine . . . Last week, in conjunction with the double showing at the Hippodrome and Keith's, Abott & Costello appeared in person on the stages of both theatres . . . Bob Kantor, Astor, has a real coat of tan by fishing off Ocean City, Md. . . . Effective August 10 Ross Federal took over the Warner checking service . . . Meyer Leventhal, Lord Baltimore, was in Atlantic City last week . . . Mr. Bockman, manager, Bridge, is on the sick list . . . Mac Weinberg will no doubt take a real vacation now that the Little has closed until the fall season.

Workmen are now at work taking down the marquee of the Auditorium. Bill Hicks will have a 1,000-*seat house when improvements are made . . . Leonard Carmanatti, manager of the State, is vacationing . . . Ernie Wood, Baltimore film maker, took Charles Purcell, who conducts Loew's Parkway and WCAO Nocturne hour, for an airplane ride to St. Michels for the boat races. Incidentally, Ernie Wood passed examination for pilot's license renewed . . . Max Cluster, Cluster, is improving at the Sinai Hospital . . . Ed Wyatt, Preston manager, spent a day at Galesville, Md. where his uncle's floating show boat is docked . . . Mickey Hendricks had a falling out with his girl friend and looks very gloomy these days.*

Nathan Kress has joined the staff of Metro checkers in Baltimore . . . Ted Routson and Bernie Seaman are on their toes planning the big ninth anniversary show at the Hippodrome which has been under the direction of that master showman, I. M. Rappaport for nine years . . . Atlantic City-bound are Morris Oletsky, Republic; Mr. and Mrs. Herman Cluster, Mr. and Mrs. Abe Cohen, Essex, and Leon Back and his wife . . . The Harry Silvers, Overlea, are vacationing in the mountains . . . It's wedding bells for Bernie Byus, cashier of the Leader, who will take the fateful steps September 14 with Norbert Padersky. They plan to honeymoon at the World's Fair and Atlantic City.

Report that a new tennis club is being formed by Barry Goldman, Regent; Sidney Golaner, Sidney Goldstein, and Nat Rosen . . . Earl Martin, former operator of the Little, now is instructing students how to fly at the Curtiss Wright field . . . Raymond Maxwell went fishing the past weekend . . . Rome office's Ruth Clopper is vacationing at Front Royal, Va., and Mrs. Audry Smith is Kentucky bound . . . Both Preston and Apollo have been renovated . . . Louise Mike, cashier at Joe Field's Rivoli, is vacationing at Atlantic City.

ALBANY

ON FILMROW: Adolph Kohn, Rivoli, Troy; Kingsley T. Ryan, New Ausable Forks, Ausable Forks, and State, Keesville; Lou Golding, Fabian division manager, with Booker Joe Shure and Lou Rosenthal, manager of Fabian's Strand, Schenectady; Dave Willig, Rivoli, Schenectady; Frank Williams, Benton circuit booker; Jimmy LaBelle, manager of Family, Watervliet; Mrs. Antoinette McNamara, Bay, Alexandria Bay; Mrs. Inez Ferguson, Copake; Mrs. J. N. Van Buren, Van Buren, Cario; Sam Davis, Phoenicia; Ollie Mallory, Starr, Corinth; Mrs. Frieda Klein, Hunter; Sam Milbert, Ritz, Scotia, and Family, Schenectady; Henry Frieder and Henry Grossman of Hudson; Owen Holmes, Auto-Vision, East Greenbush; John Rossi, Strand, Schroon Lake.

Twentieth Century-Fox vacationists: Mrs. Beatrice Curley, assistant cashier; Bud Dale, assistant shipper; Mrs. Katherine Hevenor, head inspectress . . . Frances Rudnick, telephone operator at Fabian Theatres office, whose resemblance to Ann Rutherford, screen star, was noted by Edgar S. Van Olinda, critic of the Times Union, *in his gossip column, vacationed at Ellenville, Catskills.*

Following a huddle at the Albany branch, Edward A. Golden, general sales manager of Monogram, left with upstate franchise holder, Harry Berkson, for visits to Schine headquarters in Gloversville, Smalley's in Cooperstown, and Kallett's in Oneida. Thence to Buffalo . . . Tex Ritter, Monogram's cowboy star, will make personal appearances during August at Kingsley Ryan's houses in Ausable Forks and Keesville. May play some territory circuit theatres if dates can be fitted into his brief vacation from picture work . . . John McGrath of Albany Theatre Supplies Co., was at Smalley's Cooperstown quarters.

Leo Abrams, head of Universal short subjects department at the home office, was here. Went to Schine headquarters in Gloversville with Branch Manager J. J. Spandau . . . Mrs. Catherine Burke, Universal cashier, on vacation. Ditto, Howard Spencer, serviceman . . . Jane Breen, Metro cashier, and Carrie Rogers, secretary to Branch Boss Paul Krumenacker, Warner-Vitagraph, also away . . . Jimmy Moore, WB booker, back from a fortnight in other parts and full of pep. His baby girl, born a few months ago, is Moore's pride and joy . . . Sidney Stockton, Metro office manager, and Head Booker Bill Gaddoni, working on a sizzling Sunday.

Ben Smith, Pam-O salesman, and Mrs. Smith were on a trip to her home town, Toronto. Entered the Dominion via Peace Bridge at Buffalo and came back via Ogdensburg, Smith calling on customers at various points . . . Saratoga has many Hollywood visitors for the racing season. John Hay Whitney entertained Mr. and Mrs. Myron Selznick and Mr. and Mrs. Walter Wanger, Maj. Albert Warner, Norma Shearer (who birthdayed), George Raft, Joan Bennett, Mr. and Mrs. Mervyn LeRoy, Mr. and Mrs. Norman Krasna, Charles Brackett, scenarist and member of a prominent Saratoga family, and Nedda Harrigan, are among others seen at the resort.

And the Answer Was Very Constitutional

New York—An inquisitive BOXOFFICE reporter asked a 20th Century-Fox executive why the company has not invited the usual hordes of film critics, syndicate men, magazine writers, newspaper representatives, etc., to the premiere of "Brigham Young" in Salt Lake City.

He had a very constitutional answer: "Prohibition laws very strict."

Producers Releasing Corp. Name Is Taken by Given

PHILADELPHIA—Herbert Given has changed the official name of his exchange from Fine Arts to Producers Releasing Corp. The reason, he explains, is the production delay in the Fine Arts organization, and the fact he has acquired PRC's six releases, five of which have already been delivered. The releases comprise three features and three westerns.

Given continues to be local representative for Preferred and Alexander Preview.

Day-and-Date "Daltons" At 12 Loew Theatres

NEW YORK—"When the Daltons Rode" will open day-and-date in 12 Loew theatres in the metropolitan area, August 22. It will be single featured at the State, but dualled with "Our Town" in the other 11 theatres. A special exploitation campaign is under way for the simultaneous first run openings.

George West Will Bring New Game, Hi-Lo, East

NEW YORK—The new theatre game, Hi-Lo, will be introduced in the east in about a month by George West, eastern distributor for Screeno, and Monogram franchise holder in the middle west. West is en route by auto to the coast, where he has taken a residence, although he plans to conduct his business from New York.

Sells Butterfield

NEW YORK—Ned E. Depinet stated on Thursday the RKO lineup for 1940-41 had been sold to the Butterfield circuit. The deal covers 51 situations in Michigan.

Representing the distributor were A. W. Smith jr., C. Boasberg and J. F. Sharkey. E. C. Beatty, as usual, acted for Butterfield.

Meet in West End

WEST END, N. J.—The next regular meeting of Allied of New York will be held at the Hollywood Hotel here. The discussion will center around the annual convention and new season's selling.

Consolidated Dividend

NEW YORK—Consolidated Film Industries, Inc., has declared a 25 cent dividend on its preferred, payable October 1 to stockholders of record at the close of business on September 13.

PHILADELPHIA

THAT smiling face in the *Ledger* the other day was the phiz of Harry Waxman, Atlantic City exhibitor, who with Mrs. William Malamut and Jack Segal will arrange the annual "Night of Stars" for the benefit of the Community Synagogue. Affair will be at the Ritz Gardens . . . Your money's worth, and then some: The Senate is advertising "Big 4-hour family show" . . . George Keenan, former Warner ad man, and later manager of the Avalon Theatre, Avalon, N. J., is now at the Opera House, Millinocket, Me. . . . Sally Fisher, Allied, is vacationing . . . Mary Burns, head inspectress, Clark Films, became a bride August 7.

Naurice Rosen, Monogram, is off vacationing somewhere . . . Among the socialites visiting Jeff Keen at his Birdsboro estate were Max Miller, News, and George Nonamaker, UMPTO . . . C. C. Pippin, Metro salesman, is back on the job, hiding his battered arm in a sling . . . Charles Baines, Metro booker, left for a well-earned vacation over the weekend . . . Francis Kelly, 20th-Fox's veteran booker, is back from his motor tour of the east, with a bagful of stories of the road.

Hear Bill Salmons, of the Comerford organization, Scranton, is out apartment hunting . . . The Emashowski's New Larksville opened last week with plenty of fanfare . . . J. V. Schreck, Roxy, Ashland, picked up an authentic southern accent on his Texas trip . . . Bumped into a number of out-of-town visitors last week, including William Flindt, Ideal, Montrose; Henry Sork, Rio, Schuylkill Haven; Mark Rubinsky, Lyric, New Philadelphia; Henry Hirbaum, Refowich, Freeland; Eddie Jones of the Magazzu circuit; John Gribble, State, Shippensburg, and Ted Ruth, County, Doylestown.

Mary Meadowcroft, Republic's honey-voiced booker, is back on the job, after a sun-tanned vacation. Meanwhile, two of her colleagues hied themselves off to vacation-land—Edna Grotstein, cashier, who went to Pittsburgh, and Kathleen Dougherty, who hadn't made up her mind by press time . . . Steve Coppola, Republic's poster man, is also vacationing . . . The 20th-Foxers started off their section of the S. R. Kent Drive with a bang last week. They expect their exhibitor friends to boost them to the top of the list.

Several-score Vine Streeters forgot business for a good old-fashioned clambake at Pheasantland, Boyertown. The clam-eating was preceded by a softball game between the "Clam-diggers" and "Clam-eaters." Committee arranging the affair consisted of George Kline, State, Boyertown; Sam Rosen, Monogram; Tom Lark and Larry Daily, Horlacher . . . Warnerites are getting cards from "The Cedars," a Connecticut camp, where Ted Minsky, George Balkin, Joe Nevinson, Harold Brason and Dave Horowitz are vacationing.

Paul Resnick, Greenway, celebrated a wedding anniversary—his fourth—August 9 . . . Ruth Morrisey of the Charles Segall theatres, and Mrs. Allen Lewis, wife of the Dante's manager, marked birthdays on the 14th . . . Abe Frank chalked off a year on the 15th (he has the Broadway, Bridgeport), and Eddie Gabriel, Capitol Films, on the 18th . . . Myer Adelman, New Jersey Messenger, marks a wedding anniversary on the 20th . . . Mae Finlayson, Monogram's brunette telephone girl, is back from a Jersey vacation.

Sid Mesibov, Warner ad wizard, is back on the job after maneuvers with the Air Corps at Mitchell Field, L. I. He's in the Regular Army reserves . . . Skip Weshner, district manager, is back after a visit to his son Teddy at camp, where the lad's birthday was celebrated with a special screening . . . Milt Young's wife is nursing a bruised leg after a bad fall . . . District Manager Paul Castello says St. Louis isn't blue any more—at least didn't look it during his visit to his folks there . . . Publicity-Impresario Bill Kanefsky gets back to work this week, and colleague Jimmy Dormond leaves for his vacation.

The Troc is getting new seats, a refurbished exterior. Habitues of the old burlesker will probably walk past, not recognizing the place . . . The legit competition starts August 27 when Al Jolson comes to town with "Hold On to Your Hats," for a two-week stay . . . Warner houses are displaying the "Million Dollar Book Shelf," made up of books on which forthcoming Warner pictures are based.



Star Attraction—

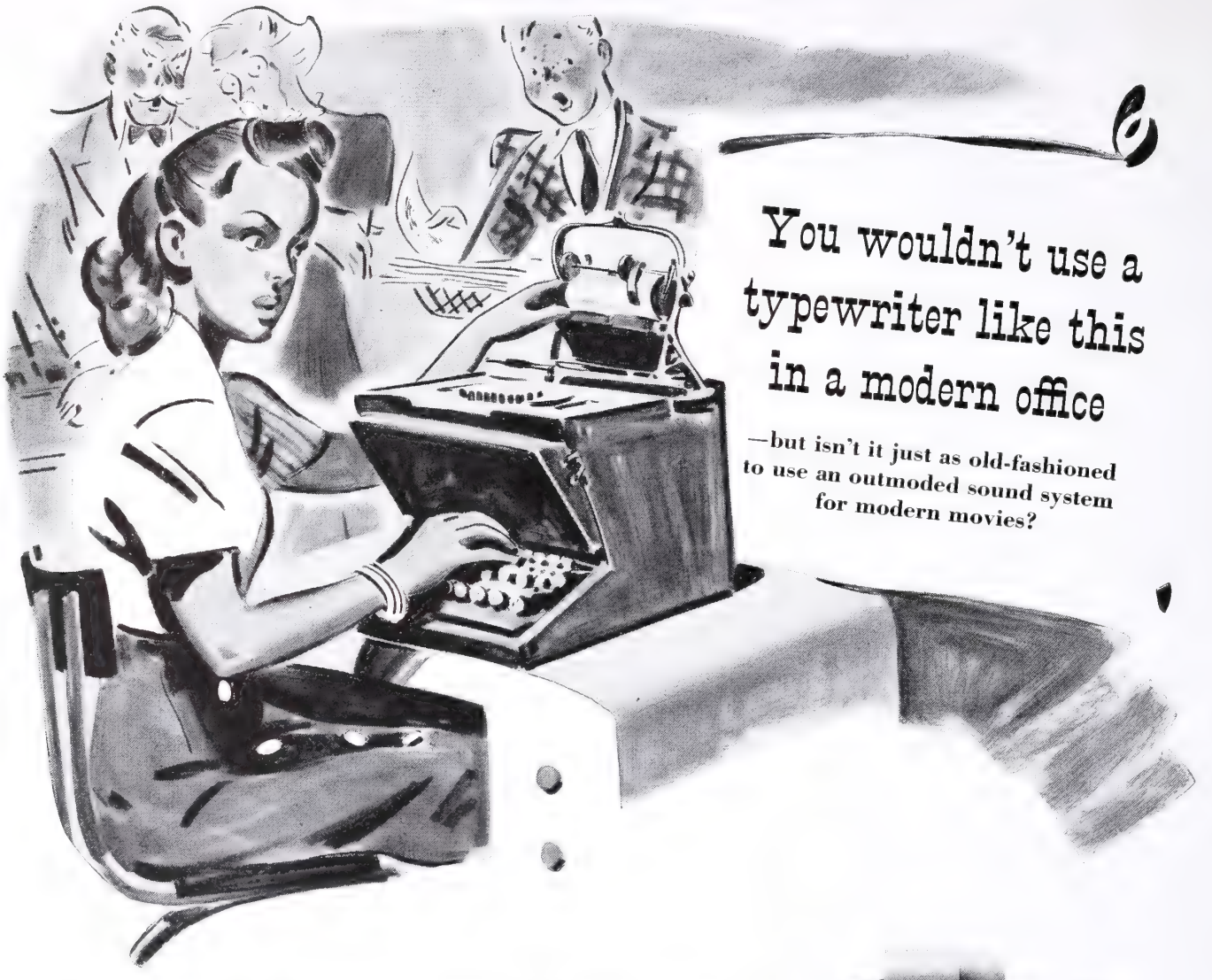
Mr. and Mrs. H. T. King, he the district manager of the Roth Valley Theatres, and she the manager of the Grottoes Theatre at Grottoes, Va., host Smiley Burnette, comedy star in Gene Autry pictures, during his visit to Grottoes. The comedian's personal appearance at the theatre, inexpensively announced by King with 100 window cards, 2,500 special heralds, trailers in three other theatres, a one-sheet on the front of his car and radio and stage announcements, brought record-breaking business.

The MODERN THEATRE



AUG. 17, 1940

. . . FUNCTIONAL PLANNING



You wouldn't use a typewriter like this in a modern office

—but isn't it just as old-fashioned to use an outmoded sound system for modern movies?

Thousands of Theatres Increase "Takes" with

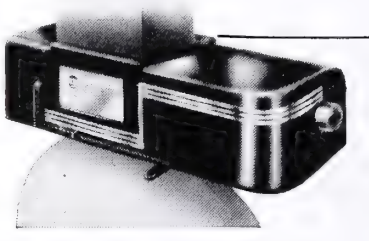
MODERN RCA PHOTOPHONE MAGIC VOICE OF THE SCREEN

TO BOOST the box office power of every picture, Hollywood studios pay a great deal of attention to sound *recording*, spend huge sums to keep their equipment modern at all times. Because they know modern movie goers are keen judges of sound quality.

You will gain greater financial benefits from this Hollywood policy by using modern sound in your theatre. The RCA Photophone Magic Voice of the Screen will help you "up" your "takes" because it reproduces modern movie sound the way your patrons like it.

Your RCA Photophone representative will give you details about the Magic Voice—*designed* and *priced* for theatres of every size.

Better sound means better box-office—and RCA Tubes mean better sound



Only the New Magic Voice of the Screen offers all these Features!

Constant film speed is assured by famous RCA Rotary Stabilizer! This new Magic Voice also offers you new styling, new protection, new convenience, new added reserve power and many other outstanding features!

• • •

RCA Photophone's service organization has a low cost theatre service plan in which you'll be interested.

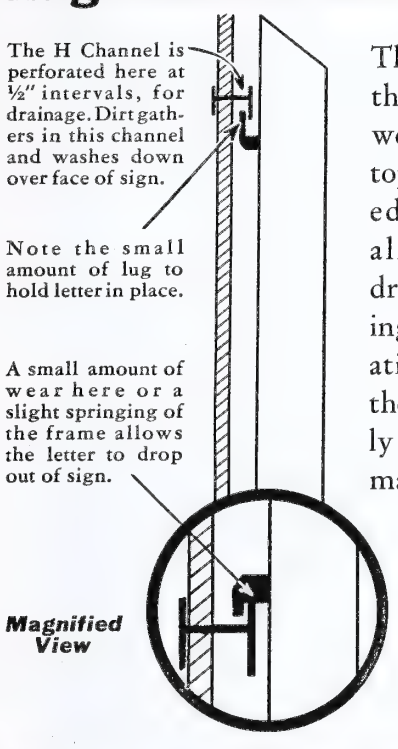
RCA **PHOTOPHONE**

MAGIC VOICE OF THE SCREEN

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

Why WAGNER DOES NOT *and* WILL NOT *make a* Lug-Type Letter

Lug Letters ARE UNSAFE!



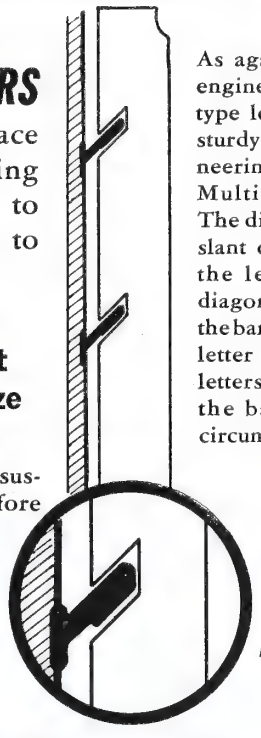
The small lugs (that hold the letter in the frame) wearing down quickly, the top lug may then clear the edge of the frame and allow the letters to start dropping out, endangering pedestrians and creating damage suits. When the frame becomes slightly sprung, the same thing may happen. Damage suits of this nature are now pending. Rain washes the dirt accumulated in the channels down over the face of the sign.

On the other hand . . WAGNER MULTI-SIZE SLOTTED LETTERS

hold securely in place — and there is nothing in the construction to gather dirt or water to deface the sign.

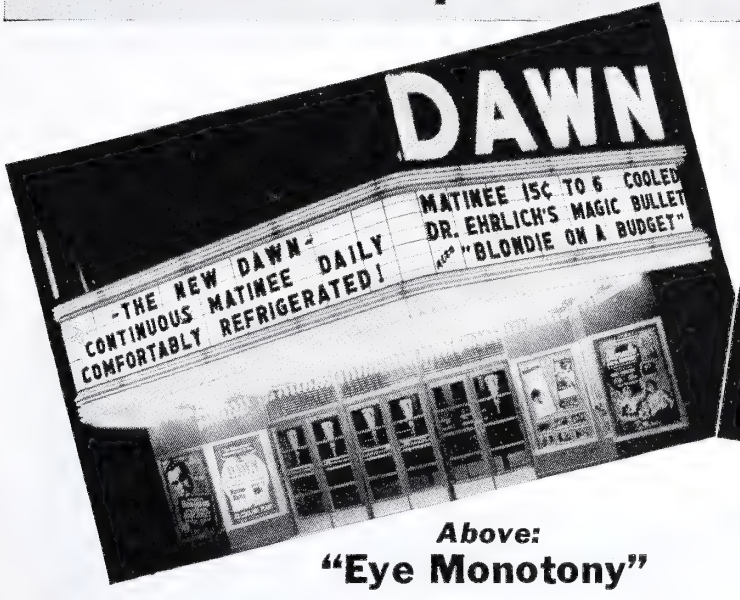
Wagner Holds Exclusive Patent On the Multi-Size Slotted Letter

This patent has been sustained in litigation before the U. S. District Court, Northern District, Eastern Division and that decision has been affirmed by the U. S. Circuit Court of Appeals, Seventh District.



As against the poor engineering of lug-type letters note the sturdy, correct engineering of WAGNER Multi-Size Letters. The diagonal down-slant of the slots in the letter and the diagonal up-slant of the bars receiving the letter slots make the letters set firmly on the bars under all circumstances.

The SAME Marquee . . . but . . . WHAT A DIFFERENCE!



Above:
"Eye Monotony"

Marquee set up with single-size letters —a monotone of form and color.



Above:
"Eye Interest"

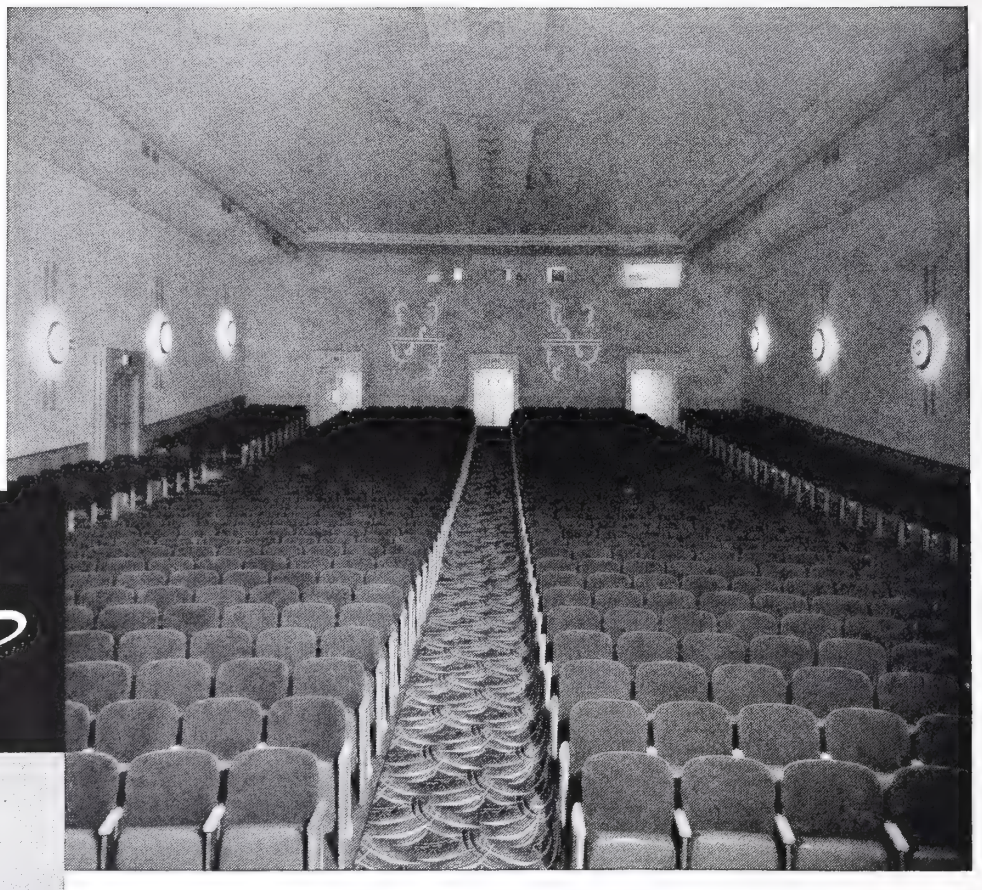
Marquee set up with Wagner Multi-Size Letters —a variation of form and "weight of color" that results from the set-up of several sizes of letters.

WAGNER SIGN SERVICE, INC.

218 South Hoyne Avenue . . . CHICAGO
123 West 64th Street . . . . NEW YORK
706 East Hancock Avenue . . DETROIT
6 Britain Street . . . . . TORONTO

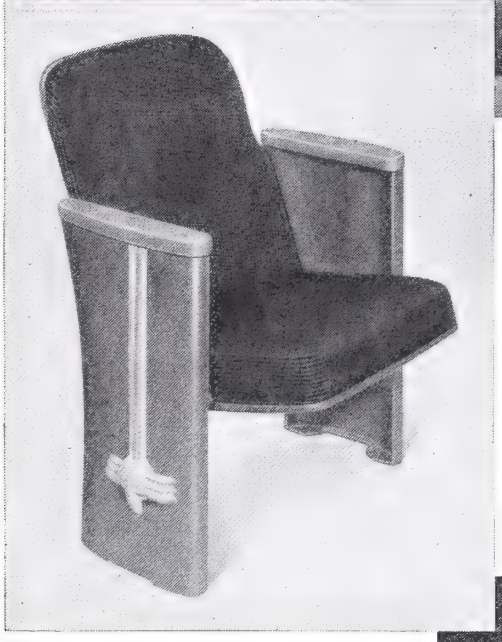
Pacific Coast Representative: **B. F. SHEARER COMPANY**

Regular attendance is increased by *AMERICAN SEATING*



1074 American Avion chairs with Coral Monroe Mohair upholstery add immensely to the appeal of this attractive State Theatre in Logansport, Indiana. Owner: *Logansport Theatre Corporation.* Architect: *Irving M. Karlin.*

AMERICAN Avion THEATRE CHAIRS



New American Avion, the theatre chair that brings a new high in value to the low price field.

THEATRE owners realize that the greater comfort, beauty and use economies of American Bodiform and American Avion theatre chairs make them both the best chairs and the best values obtainable in theatre seating.

AMERICAN Bodiform RESTFUL CHAIRS

American Seating Company

GRAND RAPIDS, MICHIGAN

Pioneers and pacemakers in theatre, auditorium, school, church, stadium and transportation seating

Branch Offices and Distributors in Principal Cities

The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

Featuring:

The Employment of Thrift in Community Theatre Planning.....28
By Helen Kent

•

Another Answer to the Pleas of the White-Collared Patronage.....32

•

These Daily Double Troubles and What They've Done to Us.....36
By Ansel M. Moore

•

A Trio of Versatile Floorings With Smart Decorative Values.....38
By Barbara McClure

•

Remarkable Progress in Small-Town Theatre Planning.....42

•

A Bit More Functional Planning Might Help Here Too.....46
By Gordon H. Simmons

•

Coffers of Color—A Practical Formula for Functional Planning.....50
By C. M. Cutler and H. J. Chanon

•

The Personal Safety Factor in Projection Practice.....52
By T. P. Hover

•

News of What's New in Modern Theatre Equipment.....58

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The Moguls Still Disdain the Most Practical Remedy

Country-wide theatre modernization and mechanical improvement is remarkably persistent in the face of poignantly expressed pessimism among many who assume to diagnose and administer to the now openly discussed "sickness of show business."

It's unfortunate, we think, that there is so much useless straining at gnats and undue gnashing of teeth in plain view of the public.

The laments of suddenly aroused Magi of the motion picture industry who view the situation with alarm and then lend little more than lip service to its alleviation must be a little amusing to the public, the original discoverer of what was and is wrong with show business.

Successful theatre owners today (and there are some) as well as those who will be more successful tomorrow are swallowing no camels in the eyes of the public. They are going about their own business, a bit too modestly we think, of restoring theatre trade in their own communities.

While others loudly moralize, mark time for miracles and quixotically lunge at windmills, the property-minded theatre owner is minding his business—going about **his job** in a safe, sane and orderly manner. He is **planning** for theatre business—not **panning** it.

And it is most unfortunate, we think, in the current and much publicized efforts to deliver show business from its doldrums, that the real cause of its illness and the practical remedy therefore is rarely referred to.

We personally join the public chorus in acclaiming the **condition of theatres** a proviso worthy of consideration in all proposed codes of better conduct. House Appeal should have a hearing.

Toler

August 17, 1940

The EMPLOYMENT OF THRIFT *in* COMMUNITY THEATRE PLANNING

By **Helen Kent**

TWO years ago, this publication presented an interview with a then newcomer to theatre management who had a lot of good ideas on the subject of House Appeal. The man interviewed was George R. Hays, manager of a somewhat ordinary but progressive small theatre in Carbondale, Illinois, and the other party to the press conference was yours truly, who remarked at that time that successful theatre management was based largely on ideas such as those evidenced by the interviewee.

Now, George Hays, after six years in theatre business with the I. W. Rodgers circuit, a highly rated concern operating 16 theatres in that district of Southern Illinois and Eastern Missouri known as "Little Egypt," has again brought to our attention something special in the way of house appeal interest. And the scene of action is still Carbondale, Illinois.

The situation has changed perceptibly, however, for George Hays now manages the quite magnificent new Varsity Theatre, latest addition to the Rodgers chain, which would seem to be the answer to any theatre manager's prayer for a house that has all the elements on which successful showmanship is built. Those hopeful ideals expressed two years earlier are now pleasing actualities in the new theatre. And if George Hays once had too little to work with in the way of an attractive theatre property, he now has an example of all to be desired in this particular. There is little doubt that he will make the most of the new condition.

A Prolific Combination

Perhaps the combination of a manager who has been in the business for only six years and a veteran showman owner is the crux of our success story. I. W. Rodgers is said to be the oldest living exhibitor of motion pictures in the country. His career in show business began in 1896 and it covers almost a half century of intimate dealings with nearly every phase of the industry. As for progress, he's seen it and made it in this business—and still is showing progress by such magnificent accomplishments as his latest theatre, the Varsity in Carbondale, which might be called his crowning achievement at this time.

The new theatre, a $100,000 project, is really a showplace, yet it is not ostentatious but merely the kind of house in which the entire community can take pride. It is a contemporary community theatre in which everything incorporated has its function and serves well to impress and invite patronage. And the citizens of Carbondale are responding with a warm welcome to this new place of entertainment provided for them.

The central attraction in a building project of the "rent payer" type, the new Varsity Theatre at Carbondale, Illinois, contributes greatly to and draws benefits directly from the community center idea which concentrates public interest and trading activity on one spot. Functional theatre planning is ideally expressed in this project.

The employment of thrift in planning and construction of the new Varsity is perhaps its most outstanding characteristic. That thrift, economy, or wiseness in the expenditure of money for best value—call it what you will—is so evident in the contemporary theatre, we think is an indication that theatre business has finally matured. No longer is lavish spectacle the rule in this business of ours. In its place has come function, with its counterparts of comfort, convenience and simplicity.

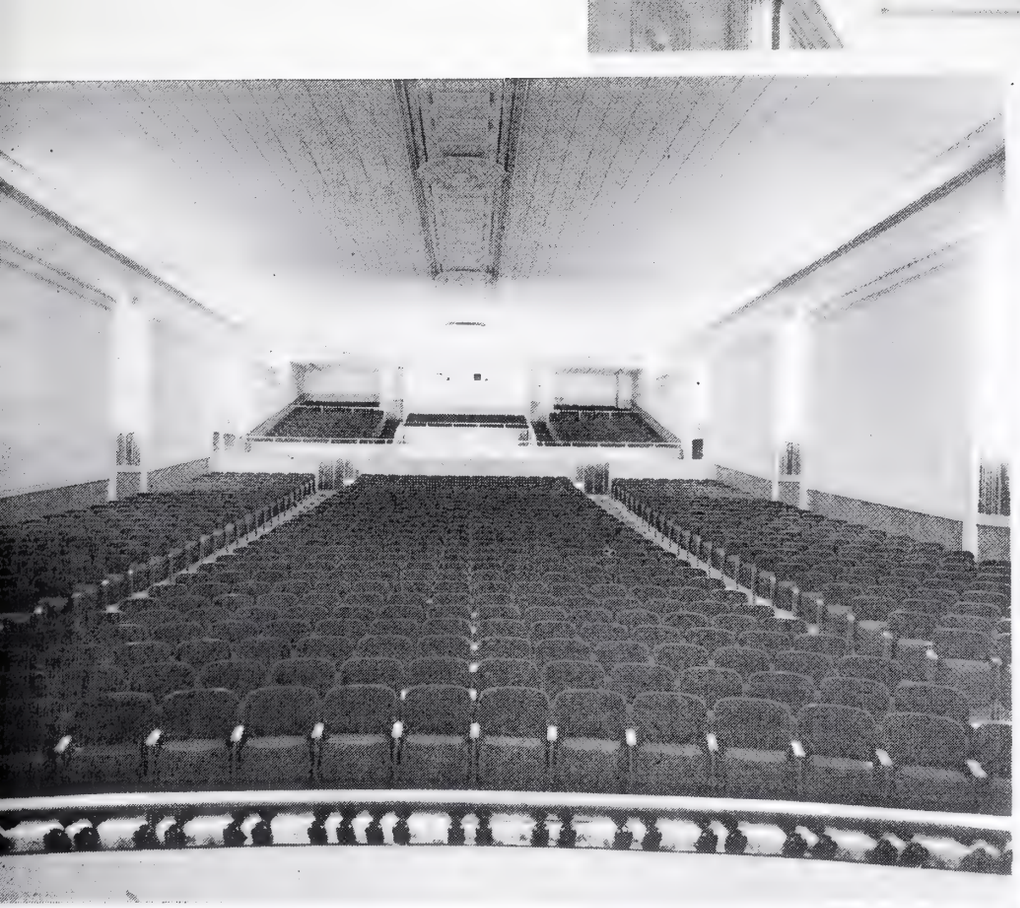
In planning the new Varsity theatre building, even extra earning possibilities were provided in the five modern shoprooms which share its frontage but which detract in no way from its attractiveness and efficiency. This is a provision which is becoming more and more common to new theatre construction in small-town and community locations. And it is one which shows great promise of a longer life for the property so planned and executed. The drawing power of such a property is six-fold in this instance, each individual, non-competing enterprise doing its part in a concerted plan to draw more prospective patronage to the vicinity of the theatre.

Description of the Theatre

The Varsity Theatre naturally predominates in its location, with an electrical display serving to heighten interest in the entire building. A tower effect formed of rear-illuminated glass blocks on a background of the high-standing facade and with name sign in large block letters is visible from almost any part of Carbondale. It is 25 feet tall and is lighted by 3,000 watts of electricity.

A triangular marquee of porcelain is brilliant with illumination at night. It is nosed with a large neon formed "V" and a wide raised channel of 158 lights extends down under the ceiling to the box-office. The marquee soffit is studded with 463 lights and display letters are backgrounded by a uniform illuminator with two bands of yellow lights. Flashing bord-









Simplicity and maximum efficiency motivated the plan for the Varsity's auditorium as shown above—modern in all details. At right above is shown a sectional view of the spacious, well-lighted and completely carpeted lobby. Below is a view of the foyer within the auditorium and with aisles and stairways to the stadium. Note functional appointments for the convenience of patrons, including entrances to rest rooms, drinking fountain, floor lighting fixtures and a clock.

ers use 280 lamps, which completes a total of 816 lighting outlets to do full justice to the brilliance of the new house.

Another unique feature of the new Varsity is an adaptation of solid glass entrance doors. These are immediately behind the centrally placed boxoffice and extend the full width of the entrance lobby. They are formed of solid glass with a very small frame of aluminum and are so unusual that they cause no end of delighted comment by patrons of the new house.

The Varsity's lobby is spacious and restful in effect, with main interest concentrated on beautiful illumination and luxurious carpeting. Graduated shades of light beige to ivory white form the background for decorative motifs in panels. The ceiling is of offset plaster in three shades and silver stars are set in the offset faces.

Indirect lighting from concealed colored fluorescent tubes in the offset ceiling makes this lobby fairly glow with warmth and depth of color. This new lighting technique is also used in the eight large fixtures of the fluorescent type which encircle the wall of the room above eye level. All in all, scientific lighting in this portion of the house has served to decorate more handsomely than could many more expensive techniques.

Enjoyable Innovations

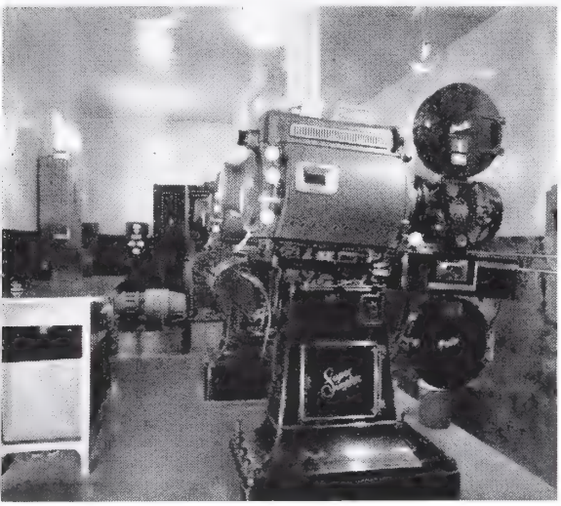
Because the auditorium of the new Varsity Theatre is of the stadium type, another innovation in planning is to be found in the foyer, which combines the functions of its name with that of standee area as well. The foyer in this case is within the auditorium proper, located midway between the main seating floor and the raised stadium portion. Yet, because of its illumination and decor it causes no distraction to those already seated and enjoying the performance.

A large aisle extends the entire width of the auditorium and in the center of this aisle is an inverted alcove beneath the overhanging balcony portion. From this small room aisles to the main floor and stairways to the raised stadium branch off in several directions. The entire foyer is lined in walnut panels, the richness and yet subdued color of which forms the entirely harmonious effect mentioned above. This room also contains entrances to rest rooms located beneath the balcony and projection room in a compact manner. And the air conditioning plant is located in this portion of the building also.

The auditorium, which seats 1,082 patrons in chairs of the very latest design, is a modern formation of the stadium type which has lately become so popular. Its beauty of atmosphere and the comfort and convenience stressed so predominantly in the fully upholstered, widely spaced chairs

(Continued on following page)





Nor was mechanical excellence overlooked in the outfitting of the Varsity. Above—The air conditioning plant for year 'round operation, a refrigeration system of latest type automatically controlled to supply fresh, filtered air of correct temperature at all times. Below—The projection room, provided with all modern equipment and accessories for better projection and sound reproduction.

The Employment of Thrift In Community Theatre Planning

(Continued from preceding page)

show the truly modern, functional trend. The sloping construction of the floor, which falls one inch to the foot from the front to the rear of the building also guarantees every patron a clear view of the screen in utmost comfort and with ample leg room. The balcony section, in this instance, is raised merely five feet above the main auditorium level.

Decoratively, the auditorium is finished in dusty rose and above the light trough completely encircling the room is an ornamental motif of Mayan design in silver and red. Blue striping is used for contrast on both the walls and ceiling. Running the entire length of the ceiling is a decorative panel from which are suspended four ornamental plaster discs to conceal the cooling and heating outlets. These are finished in dusty rose with silver and blue trim also.

For illumination, massive light fixture panels on the side walls augment the cove lighting in the auditorium. They are equipped with a color combination and white fluorescent lights which give a truly brilliant, daylight appearance when full house lights are in operation. The stage also has full modern lighting equipment and its draperies are of wine color to harmonize with other decorations in the auditorium.

MECHANICAL EXCELLENCE

Mechanical equipment in the new Varsity is entirely as appropriate and perfect in function as are the aesthetic qualities. These hidden devices and machines which keep the show going smoothly and the customers comfortable were also planned and installed with an astute employment of thrift and research for value in mind. Heating and cooling for the building are completely automatic and of the latest development for comfort and health with clean fresh air in motion the year 'round.

The projection room perhaps shows the most thoughtful expenditure of money in this entire project. Not only does it contain the very latest equipment but the room itself is an example of the utmost in safety and efficiency. It is of solid concrete with steel fire door entrances and steel shutters over all openings. All wiring is in conduits and these are embedded in the concrete walls. Fusible link equipped portholes further insure against any fire escaping from this part of the house into the auditorium.

Equipment for the presentation of Hollywood's finest productions is without a doubt the perfect finishing touch for the functional type of new theatre and that is exactly what is found in the sound and projection provisions of the Varsity. And as an added courtesy or convenience, special equipment for the hard of hearing was installed at twenty seats located in various parts of the auditorium.

This theatre was planned and supervised by Architect O. W. Stiegemeyer of St. Louis, who is well known for several outstanding theatre projects in the Middlewest. He is also a member of the Advisory Board of The Modern Theatre Planning Institute. The Varsity is a prime example of the employment of thrift and good common sense in theatre planning.

A good architect, an owner who is willing to trust the job to his hands and finally a manager who will undertake to maintain the finished product in best and most workable order are the ingredients for successful showmanship anywhere—and especially in small-town or community locations where so much of this sort of thing is going on today. This fact can't be overemphasized.

Shrewd provision of the extra "rent-paying" properties adjacent to the theatre, creating a community center with the theatre as the core of attraction, is good business, not only for the investor in theatre buildings but for those who operate theatres. Functional planning encourages the sort of procedure followed in the case of the new Varsity Theatre.

IDENTIFICATION

(Varsity Theatre)

AIR CONDITIONING: Carrier Corporation.
ARCHITECT: O. W. Stiegemeyer.
BUILDING ENGINEERS: Koerner Engineering Co.
DECORATING: Plache Decorating Co.
GENERAL CONTRACTOR: Edgar Stephens jr.
HEARING AID DEVICES: Acousticon.
INTERIOR FINISH MATERIALS: U. S. Gypsum Co.
METAL WORK & FIXTURES: Architectural Bronze Studio, Inc.
PROJECTION: International Projector Corp.
SOUND: RCA Photophone.

Additional particulars on the project may be secured upon request to The Modern Theatre Information Bureau.

Cover Illustration

FUNCTIONAL THEATRE PLANNING is a modern procedure that eliminates all surplus and protests all deficiencies. It pins the art of theatre building design and furnishing down to practical fundamentals, demanding a dramatic simplicity in architectural form and decorative effects with a strict and harmonious coherence among all elements that enter into the completion of the project—even to the least of them. It dictates a close study of use values in all things; not to enjoin beauty but to make it more enjoyable in the public eye. Illustrated—a practical combination of functional efficiency for cleanliness, safety, quietness and beauty underfoot is shown in a close-up of a new two-tone rubber rug, designed for the heaviest types of pedestrian traffic. While the floor covering actually is but one solid color, the deep, diagonal rib design gives a pleasing optical illusion of two distinct shades. (Photo courtesy The Goodyear Tire & Rubber Co.)

War Strain Relieved by Picture Entertainment

Shipments of RCA Photophone motion picture sound reproducing equipments to England during the first half of 1940 were approximately 57 per cent greater than for the same period of last year despite the economic dislocations caused by the war, according to Van Ness Philip, in charge of RCA Photophone international activities. He attributes the increase to the blackouts and war strain, which have made the entertainment provided by the cinema more important to the English than ever before.

A substantial increase in sales of sound reproducing equipments in the United States during the second quarter is also reported by RCA. "It is interesting to note that RCA Photophone sound recording apparatus is playing an increasingly important part in the production of British pictures while at the same time gaining steadily with American studios," said Mr. Philip.

"During the first half of 1940, 65 per cent of all British pictures were recorded on RCA Photophone equipment. This compares with only 40 per cent for the same period of 1939. It is also interesting to note that the next most popular recording equipment is currently being used on only about 10 per cent of the new movies."

A comfortable seat is a godsend to patrons who must endure the multiple feature program. How is your seating?



● *To the left*, a rear view of the Heywood Cameo. Note full depth, all-steel back panel which protects seat cushion . . . cold-rolled, all-steel edge around back which protects upholstery.

A SWELL Chair from ANY Angle!

THAT'S the new Heywood Cameo . . . a sleek, swanky, theatre chair from any angle. You'll like the Cameo's exclusive features; the plastic arms which look new *always*; the lustrous, lifetime Wax-O-Namel finish; the adjustable aisle lights; the distinctive standards. You'll like the Cameo's comfort . . . and so will your patrons who will endorse Cameo comfort right at your box office, week after week. That's because the Cameo is built with genuine coil springs . . . because the Cameo offers more springs; more comfort on any equal, width-for-width basis. May we furnish details?

● *The Cameo design shown below* has off-set light louvres which are entirely glareproof.



HEYWOOD-WAKEFIELD

Established 1826

GARDNER
MASSACHUSETTS

Another ANSWER TO THE PLEAS *of the* WHITE-COLLARED PATRONAGE

IN A recent issue of this journal the editor raised a question, "What Has Happened to the White-Collared Trade? He then proceeded to answer it in a manner more suggestive than positive. The immediate response and reaction to his editorial premise was sufficient, we believe, to bring forth further and more positive comment on and confirmation of the proposal made.

It was proposed therein that moving picture entertainment had lost caste with the white-collared gentry largely through acts of omission and commission which had succeeded quite obviously in alienating the support of business, professional and social leaders. Poorly conditioned and improperly equipped theatres and foolish promotional practices were given as causes.

As if in direct answer to an appeal for the managerial consideration of the more affluent class of patrons, we have been supplied with a case history of a bright exception to the rule. The new Mt. Lookout Theatre at Cincinnati, Ohio, here presented as our subject in support of the editor's premise.

The vice-president of Cincinnati's largest banking institution recently remarked to a business acquaintance, "If they are not at home or at the club, I am sure to find them over at the Mt. Lookout Theatre." Such remarks indicate that this is the sort of place "where the elite always meet," and further emphasize its adopted slogan,

"A Theatre of Distinction"

Mt. Lookout is a suburban community where people who are leaders in the business, professional and social life of Greater Cincinnati reside. Mt. Lookout Circle is a modern composite housing of all of the better shops and stores serving the residents and it forms the center of community activity. Here at the intersection of Linwood and Delta avenues, the new Mt. Lookout Theatre arises in all its artistic beauty of modern simplicity in design with a nightly brilliance that is visible for many blocks in all directions.

A heart-shaped bronze plaque and a bronze shield representing the appreciation of the local Civic Club and the Merchants Association, presented at the dedicatory exercises of the Mt. Lookout Theatre, are proudly displayed on the wall of the office of the theatre. The Mayor of Cincinnati, Superintendent of Schools, Parent-Teachers Officials and representatives of the motion picture industry as well as the leaders in all church and youth movements participated in the dedication. Truly here is a theatre of the community, for the community and supported by the community. A modern theatre with an especial attraction to the more refined patronage.

Behind it all is the dominant figure of one Jerome Mark Jackson. To those who have known him since 1904 when he listed his vocation as "actor," he is just plain Jerry Jackson. He has come along quite well since then in this ever-changing theatre industry, for he is now a builder of theatres as well as managing director of not only the new Mt. Lookout Theatre but also the Jackson Theatre and the East End, another Cincinnati suburban community house.



A cosmetic room planned functionally for the convenience of the feminine contingency.

Newcomers to theatre business are customarily given credit for innovations and advancement in operative policies and property improvement, perhaps on the theory that long experience mitigates against modern methods. This erroneous theory is completely disqualified in the case of Jerome M. Jackson.

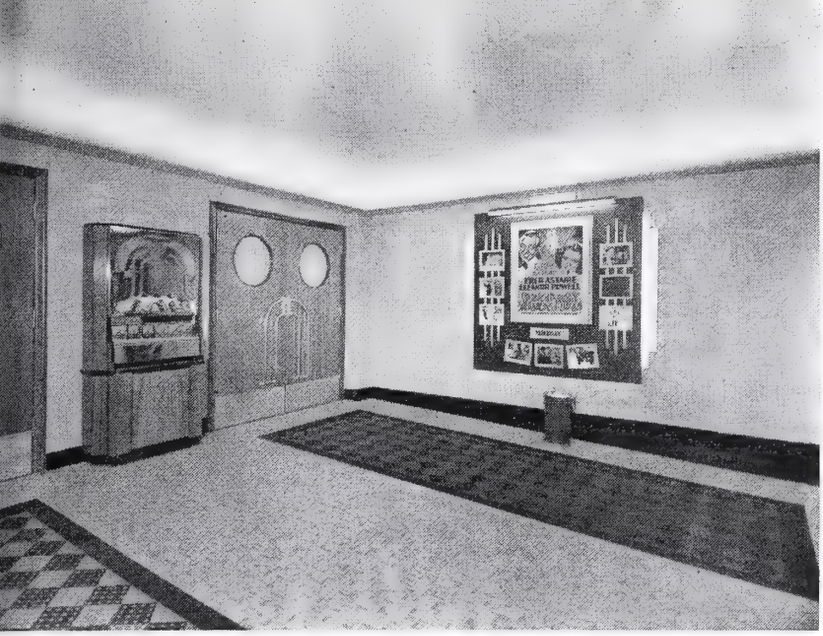


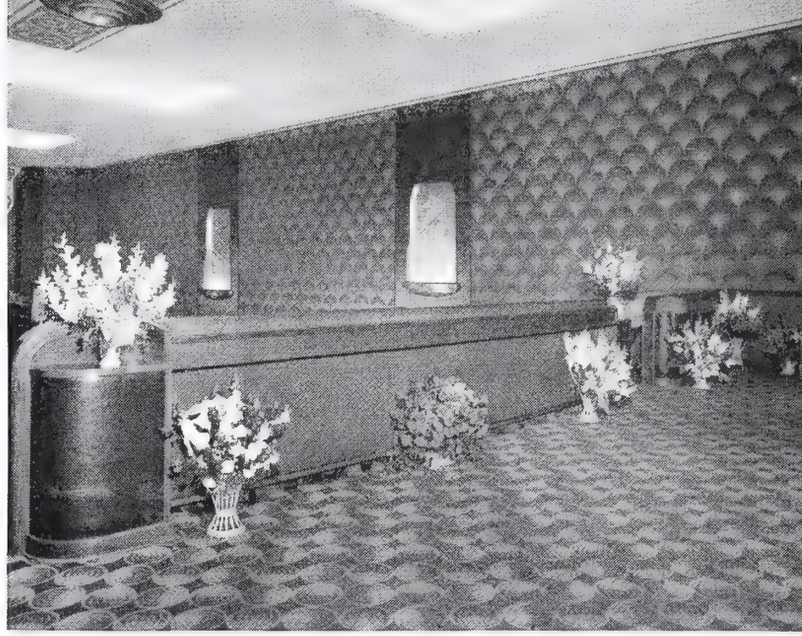
A facade that embodies most all the functions of eye appeal and attraction power without offense to the more refined tastes of the community. Modern materials artistically applied make it so.

A Veteran With Vision

Mr. Jackson claims the distinction of being the oldest living exhibitor west of Pittsburgh, having started on January 20, 1904. He pioneered in the de luxe presentation of pictures in Cincinnati when he played attractions in the Lyric Theatre (with plush seats) for an admission price of only 5 cents. He did this during the summer seasons. He leased the old Grand Opera House and operated theatres in Ohio, Kentucky and Indiana. The Gifts Theatre in downtown Cincinnati was built by him and it was in this theatre that the all-time record was established—a business of $50,000 in a 575-seat house for a seven-week run of "Over the Hill," with Mary Carr making a personal appearance, one of the first in the country.

Plus these activities, he operated a film exchange with such state rights pictures as Annette Kellermann in "Neptune's Daugh-





At left, the interior lobby of the Mt. Lookout Theatre with its fluorescent lighting on a cleverly decorated field of rose colored walls and a blue ceiling. Tiled floors with rubber matting insets, illuminated poster frames and candy vending machine that blends with the whole ensemble are to be noted. At right—a view of the standee area with the partitioning rail upholstered in blue leatherette and a reflecting element that casts light on the floor. All is functional here.

ter;" Charlie Chaplin and Marie Dressler in "Tillie's Punctured Romance;" Anna Pavlova in "The Dumb Girl of Portica" and many others. Carl Laemmle bought him out a few decades hence.

It was Jerry Jackson who brought William K. Howard, the director of productions in Hollywood, from his home in St. Mary's, Ohio, to talk to the public on the pictures being presented in the Jackson operated theatres. Harry Richman, Atlantic Ocean flyer and now of the night clubs, was a piano player in his theatre. And when Evelyn Venable was seven years old she often came to the Jackson Theatre to obtain pictures of the movie stars. The list of motion picture players who came to his theatres is a long one. The Abbey Theatre Players of Dublin, Ireland; Winston Churchill, now Prime Minister of England, appeared in Cincinnati under the management of Jerome M. Jackson at the Taft Theatre.

Space permits only a brief biography of the creator and builder of the new Mt. Lookout Theatre, his latest of a long line of progressive endeavors which represents an investment of more than $125,000.00 on a frontage of 60 feet with a depth of 175 feet and ample room for automobile parking and within two minutes of the Municipal Airport, a Jackson vision of future patronage. And now a description of the new house.

House Appeal Predominant

The front of the Mt. Lookout Theatre has glass block windows, behind which a continuous change of color lighting is effected with an automatic machine. Stainless steel is utilized with chrome in trimming, while the doors are of virgin mahogany. The interior lobby has fluorescent lighting against a wall of rose and a ceiling of blue, with sound-proofing panels and two huge picture frames.

An exceptionally large space is provided for the standee area with a new idea incorporated in the railing, which is upholstered in blue leather with indirect lighting to reflect its glow on the floor in front. Modern furniture is provided for those who care to rest while awaiting seats. Attractive smoking and powder rooms with maid and attendants are located to the right and left of the entrance to the foyer with a public telephone booth for the convenience of patrons. These rooms are in pastel shades of tile and steel.

Heavy carpet of red and beige is used throughout, harmonizing with the walls of tapestry covered paneling in red and beige shades. Glass panels with artistic designs form a relief on the side walls with changing lights to reveal their beauty. The ceiling is sound-proofed with a pastel shade of coloring broken by offsets for lighting effects. Ventilation louvres of stainless steel are located in the ceiling.

A spacious stage has been provided with

(Continued on following page)



The manager's office too suggests the air of refinement, modernity and efficiency that maintains throughout the Mt. Lookout Theatre. Inset—Jerome Mark Jackson, the man responsible for it all. A veteran showman with vision and a marked appreciation of theatre property values.

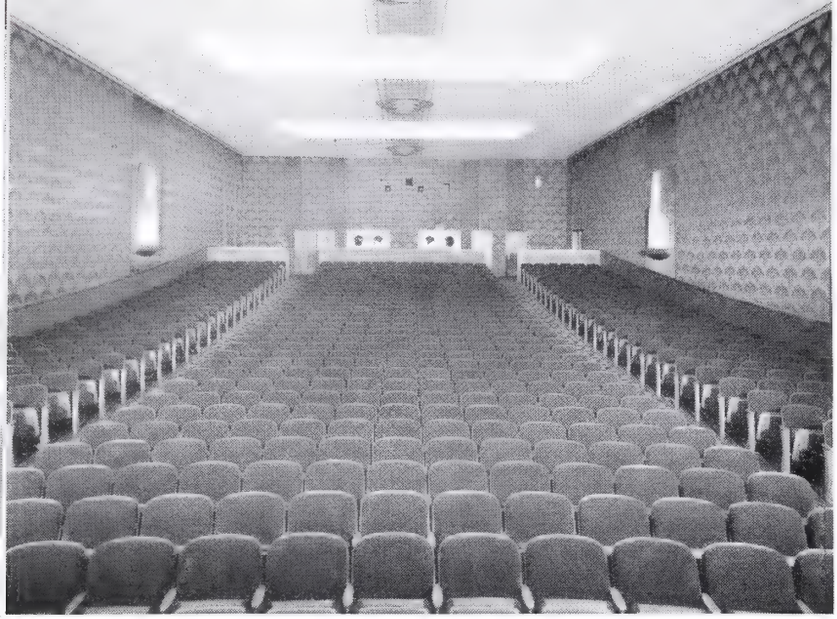


IDENTIFICATION

(Mt. Lookout Theatre)

AIR CONDITIONING: General Air Conditioning Corp.
ARCHITECTS: S. S. & George Godley.
CARPETS: National Theatre Supply Co.
DECORATING: Griewe, Inc.
ETCHED GLASS PANELS: Pittsburgh Plate Glass Co.
GENERAL CONTRACTOR: Jerome M. Jackson Realty and Building Co.
LOUNGE FURNITURE: National Theatre Supply Co.
SEATING: American Seating Co.
SOUND AND PROJECTION: National Theatre Supply Co.
STAGE EQUIPMENT: National Theatre Supply Co.
TERRA COTTA TILE: Purcell Brick Co.

Additional particulars on the project may be obtained by request to The Modern Theatre Information Bureau.





Fore and aft views of the auditorium of the Mt. Lookout Theatre where every possible provision was made for the comfort and mental relaxation of the patrons, such as body-conforming seats that retract to three-quarter position when not occupied, automatically controlled air conditioning properly diffused and many other details that invite return patronage.

Another Answer to the Plea of the White-Collared Patronage

(Continued from preceding page)

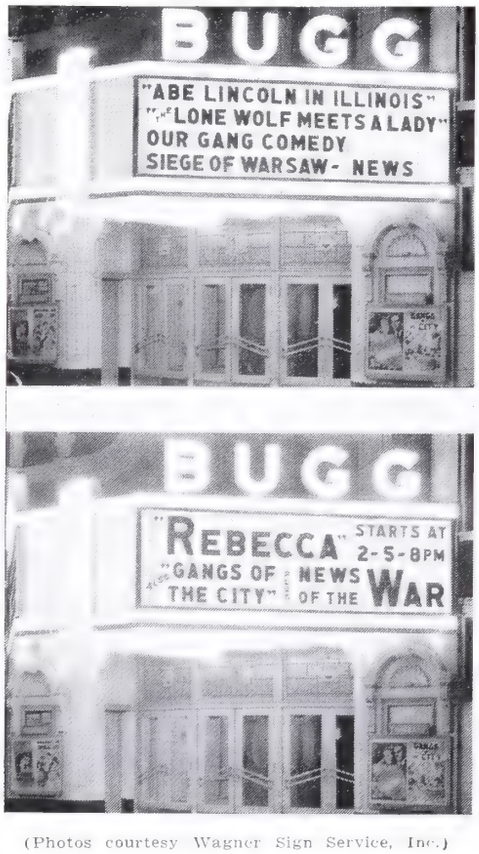
footlights, proscenium arch and tormentors, as well as a traveller curtain of silk. The sound horn is built into the rear wall, permitting a full stage and a baffle effect for perfect sound filtration through the large screen.

Comfort and Convenience

The Mt. Lookout Theatre seats only 750 persons with a very modern style of chair which automatically raises the seats until occupied. They are of spring-cushion type covered with leather in blue shading and mahogany colored arm rests. New aisle lights are also provided. A continuous change of air is created through the completely automatic year-round air conditioning system. A spacious booth was provided for the projectionists, with many accessories and comforts for the convenience of the operators (See Cine' Clinic Dept., this issue). The very latest and finest projection and sound equipment is utilized.

A public address system as well as telephonic connections to all parts of the theatre are other modern accessories. Control of the automatic heating system by thermostats distributed about the theatre and many other novel features are provided. The terra cotta walls of the exterior are easily kept clean with a series of water outlets.

The office of Jerome M. Jackson, builder and managing director of the Mt. Lookout Theatre, is directly in the rear of the theatre and reached by carpeted stairs and equipped with modern style desks and other furnishings. Steel frame windows permit a view of the business square in which the theatre is located. Arrangements have been provided in the theatre for the installation of television equipment when it arrives. The essence of functional theatre planning is to be found in this latest project of a man who won't let progress leave him behind.



(Photos courtesy Wagner Sign Service, Inc.)

GOOD NEWS FOR PATRONS WHO SHUN DUALS

THE damaging effect of double-featuring is that the practice leaves the prospective patron who doesn't like it no alternative. Unless he telephones the theatre or asks for information at the boxoffice about the starting time of the picture he wants to see, he may be unwittingly stuck with one or more "dogs" which he doesn't care for.

The remedy for this is simple—so logical in fact that one would expect to see it applied more often. Why not inform the public regarding the starting time of the various features? What better method could be employed than the attraction boards? Yet we seldom see it done.

Through the courtesy of Wagner Sign Service, Inc., who made the suggested letter layouts here shown, we are privileged to promote an idea—one of the very few that have ever been suggested to overcome the chief point of distaste for double features frequently registered by the public.

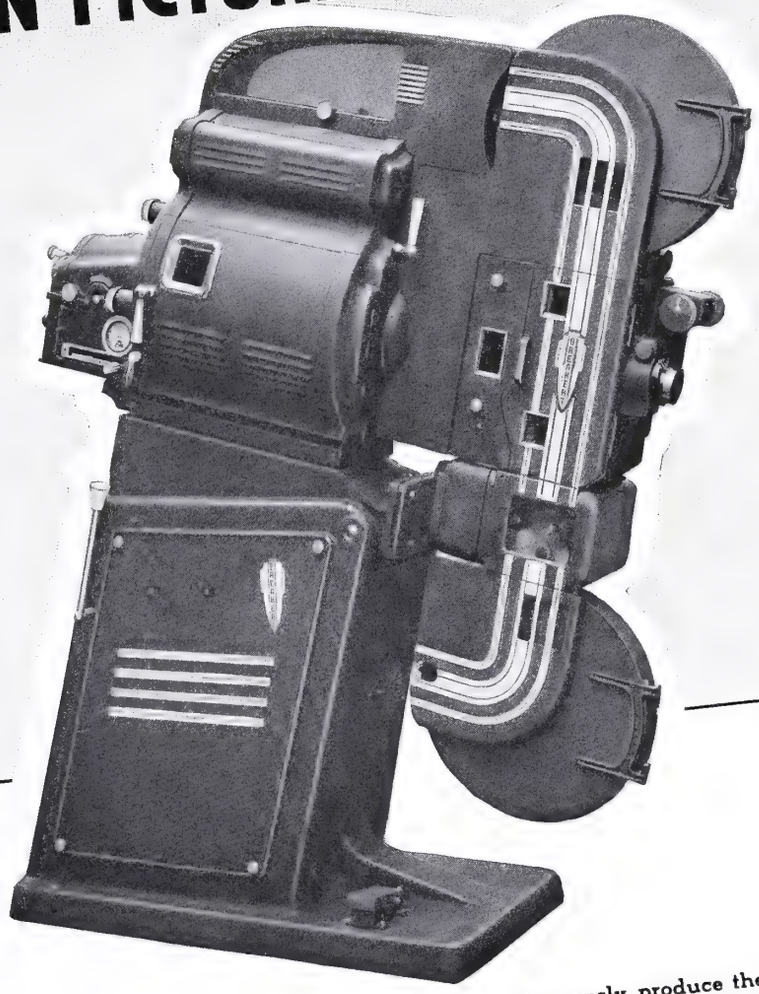
The two views show, for purposes of comparison in visual values, the customary and the modern method of marquee sign lettering. The upper view appears monotonous and intermingled with but little emphasis on anything, while the lower is informative, stressing the feature subject boldly and serving the public with notice as to the time the principal feature will be presented.

While the upper layout tells the passersby that "Abe Lincoln in Illinois," "The Lone Wolf Meets a Lady," an allusion that might serve to offend or confuse many of our patriotic citizens, further confusion is added for the near-sighted who might assume from the spacing that an Our Gang Comedy was involved in the Siege of Warsaw—and that, indeed, would be News.

It must be explained, however, that the management of the Bugg Theatre in Chicago is in no way responsible for the "marquee boners." The theatre's attraction boards, recently equipped with the new multiple size letter displays, were merely set up by the Wagner staff to illustrate the point herein expressed, i. e., that the marquee properly equipped can now render a service to patrons who are wont to shun double features.

PRESENTING THE BRENKERT "80"

THE SUPREME MOTION PICTURE PROJECTOR



Brenkert engineered and Brenkert built throughout to accomplish the specific purpose of:

1. Projecting motion pictures better than ever before.
2. Passing considerably more light to the screen.
3. Automatically and continuously lubricate every moving part.
4. To operate with an assurance of no mechanism bind-ups.
5. Avoid all possibility of oil on lens or film.
6. Run all grades of film properly.
7. To continuously produce the best projection yet attained with less attention and upkeep cost than ever before.

For this past 13 months *Brenkert "80"* Projectors are accomplishing these results and more in theatres across the nation ranging in size from 350 to over 4000 seats.

Brenkert "80" Projectors are sold and serviced by factory appointed distributors in every film distributing center. Descriptive literature on request.

BRENKERT LIGHT PROJECTION COMPANY
ENGINEERS & MANUFACTURERS • DETROIT, MICHIGAN, U. S. A.

These DAILY DOUBLE TROUBLES *and* WHAT THEY'VE DONE TO US

By **Ansel M. Moore**

WE'D like to join other scribes in roundly condemning some of the silly and short-sighted malpractices that have set up certain scrofulous conditions in show business, but since our job is restricted somewhat sharply to the material side of showmanship our remarks will have to be similarly restrained.

To begin, we want to enter a disclaimer to any tone or semblance of defeatism in what we're about to say about the moving picture business. Our optimism was never more pronounced. We are glad to observe that one of the gravest afflictions of the industry, long known to the small fry, is at last beginning to bubble over at the top and at least a few of the bellwethers of the flock are bestirring themselves audibly. With several million folks who used to be film fans and more frequent frequenters of our so-called "places of amusement," we chant, *"Well, it's about time!"*

It is not our intention herein to soften the wholesale condemnation of double features, the doling out of dishware, the disbursement of cash prizes or the doing of other dopey things that are claimed to have created a cancerous condition in the business we all love so well. Nor shall we condone them. To merely denounce would simply be to echo what others are saying—many others who condemn, but haven't the courage (guts is the word) to give up themselves what they so soundly and sonorously denounce in the other fellow. The childish roundelay of "you stop first and then I'll stop" was a bit amusing for a time, but with the public at least the condition has become provocative of a stay-away strike.

Results of a Rampage

Without taking sides with either the pot or the kettle or assuming to say who is to blame for this or that, we'd like to sort of analyze our Daily Double Troubles and see what they've done to us. Our criticism of the double feature will be less severe than our criticism of the way a poor policy in the beginning has been bungled and abused to the utter disgust of all observers.

The "dual" undoubtedly, as has often been said, came into being as a result of over-production, over-indulgence, overseating, overwrought competition and a lot of other "overs" that confront any business when supply gets too far ahead of demand and nothing is done to bolster up the latter. The climaxing result is an overdose for the consumer—a cheapening, tearing down, price ruining process ensues in which nature is allowed to take its course negatively.

The most severe indictment to be lodged against the double feature, and along with it its equally denounced cohort the prize drawing, is that it has robbed showmanship of its once inherent initiative. Our daily double troubles may have had their origin, as suggested by some, in the block booking system, but we don't subscribe to that line of thought. We think the multiple feature program got its start and has persisted purely as a consequence of the run-down condition of too many theatres, and perhaps some laziness on the part of management.

The first symptoms of the malady began to appear during the depression when house attraction was admittedly, and with some good reason, at lowest ebb. The pioneers of the property improvement idea —a few theatre men who tried constructively to climb out of the depression through investment in real property value —soon found themselves confronted with dual feature competition and other devices calculated to keep ramshackle theatres in operation without the necessity of expenditure for even a minimum of improvement.

Few Could Resist It

We've seen the effects of this creeping paralysis slowly but perilously approaching. High-minded theatre men tried valiantly to cope with it, investing their money in new buildings and the modernization of plants and improvements that immediately caught the public fancy and held it for a time with *single features.* But the "give 'em more for their money boys" working the old mob psychology gag overtime have cut in so deeply that the higher minded boys finally had to succumb (largely through fear) and so everybody's doing it now.

More and more for the money is not bad business policy if and when it accomplishes greater volume of trade *for the industry as a whole.* Business merely moved from one theatre over to another is no gain. Or it can be called good policy when the bargain sale causes no lowering in the standards of quality and service to the community. But neither of these conditions can be claimed for the double feature. It is a maverick business policy—an unbranded, illegitimate offspring of a miserly, pinch-penny attitude that impels its practitioners to "take all out of business and put nothing back in."

Why does the double feature program so terribly irk the average theatregoer? Why does the bingo-bango ceremony of the "cash or carry" giveaway bore him to tears and send him away damning the perpetrator of such fraud on the entertainment loving public? There are many reasons and remedies that have been hashed and rehashed herein and by others elsewhere heretofore. But there's one reason that has hardly been touched on and from our own personal experience it's worthy of mention to those who still think they *must* run double features.

Now We Know Why

In Kansas City a few weeks ago and in line of duty we attended one of our old haunts, a suburban house of the "B" type which we had a hand in equipping some fifteen years ago. At that time (1925) we had been proudly instrumental in providing the last word in correctness and comfort to the place and our own selfish pride prompted us to reappear on the scene after a decade and a half.

If you're expecting us to say, "My, how the old place had changed," we'll have to disappoint you. No change in appearance. Everything as it were. Same front, same marquee. Only change apparent was in the management. Formerly a rugged independent, it was now a ragged circuit house showing (you're right) double features.

But our aforementioned pride would not permit us to pass it up. Besides, we had wanted to see Colman in "The Light That Failed." So in we went, expecting at least to encounter something new that would fail to bring back memories of the past. The carpet surely must since have been changed, but we seemed to recall, and quite distinctly, that particular pattern. Otherwise, decorations had apparently not been disturbed so accurately had they been duplicated perhaps once or twice during our interim absence.

And so to our seat, where we encountered (and suffered) another surprise. Not because these were the self-same seats we had seen installed when we were fifteen years younger. Our amazement was occasioned by the change in our own conception of comfort in theatre seating. Then

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Proposal for an S. P. C. P.

The Society for Prevention of Cruelty to Pictures will be conceived and sponsored by Ansel M. Moore in the forthcoming (September 14th) issue—the "Cinema Equipment" number. Everything needs protection nowadays, so why not the picture? Ansel will tell you why, and how it may be accomplished. Are you reading him?—The Editor.

it came to us. We had changed; but the theatre had not.

Fifteen years ago those theatre chairs were the last word to us, the epitome of class and luxurious lounging comfort. Had we not had a hand in their selection? That evening a few weeks ago, they literally took all the enjoyment out of a fine picture that we had really wanted to see but which as usual was running behind one which we DIDN'T care to see; but which we might have been willing to endure or even enjoy under a more comfortable situation. The well-remembered physical contortions of the late Lon Chaney in "The Miracle Man" were forcibly recalled to us during that three-hour session of body and limb torture.

Boredom Introduced

We had changed. The theatre had not. Times had changed; but not this theatre. And right here we think is the real reason for ever-mounting public revolt against the lengthy picture program. Originally encountered in the run-down theatre and some time later introduced in the better types of houses, the double dosing has caused people to be more conscious of physical discomfort in all classes of theatres. Had House Appeal been less pinchfully provided in more of our theatres before dual features became so rampant, we might have been spared the reckoning that now so boldly confronts us. Tired bodies cause bored patrons.

It appears that in gross disregard of the simple provisions of human comfort, the whole industry grabbed a big bad bear by the stub of its tail and all but a few of the fearless are afraid to let go of it.

Our daily double troubles can't be overcome merely by denouncing dual features or by dropping them forthwith. They've done something to the movie-going habit that only House Appeal can help to repair.

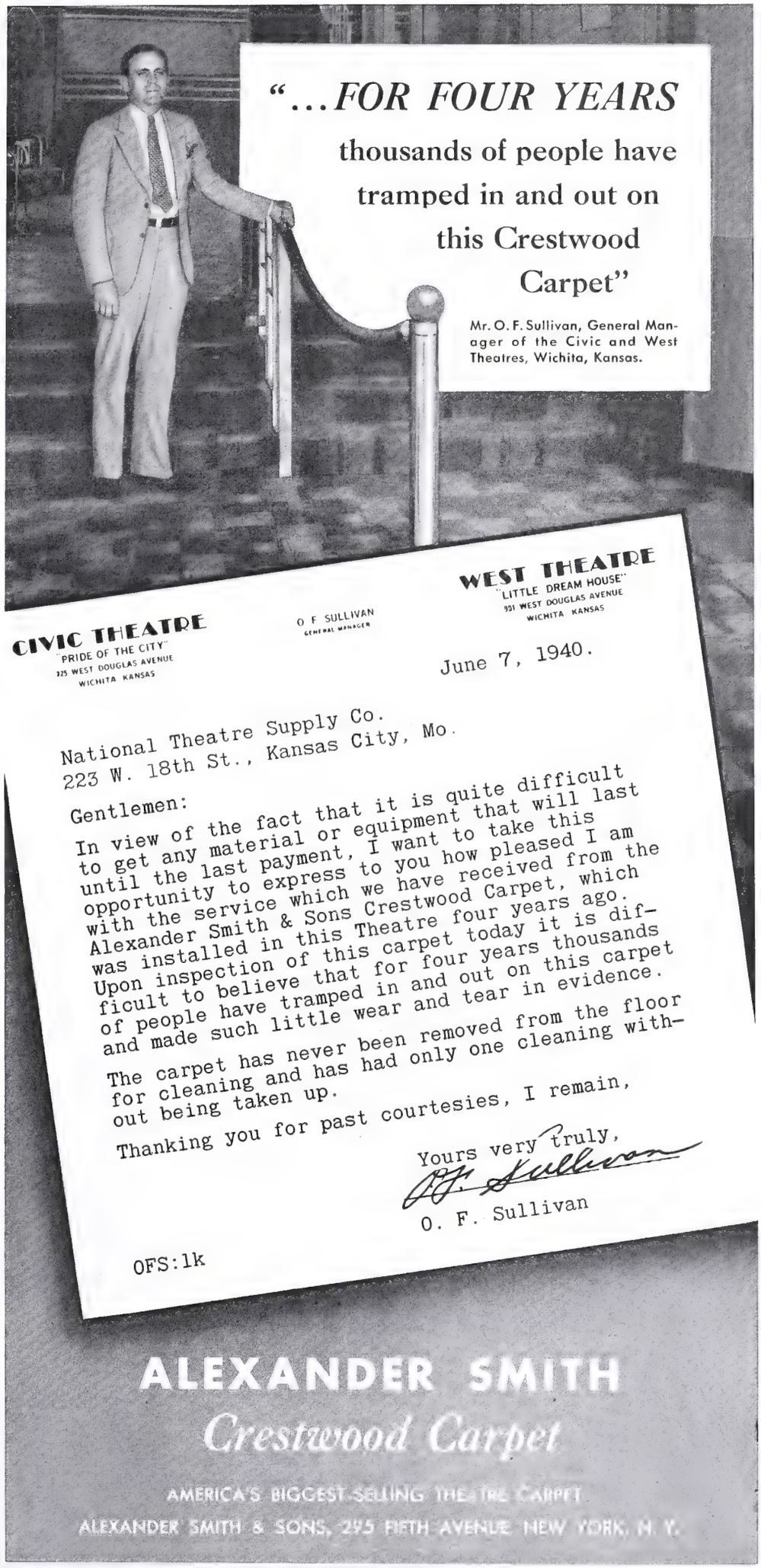
Many exhibitors are saying there's profit in popcorn sales today. The idea is worth looking into.

TELEVISIONARY

A permit to erect an experimental television station in Chicago has been granted to Balaban & Katz Corporation by the federal communications commission in Washington. The theatre chain recently announced plans to start regular transmissions of television programs early in 1941.

The location of studios and transmitter has not yet been decided upon. Receivers will be placed in many of the theatres of the big circuit in and near Chicago.

Meanwhile, the Zenith Radio Corporation has announced that it will close down temporarily its station, the only one in Chicago. The shutdown is required by the reallocation of the short wave facilities now occupied by Zenith, Radio Corporation of America and the Don Lee broadcasting interests of California for television experimentation, to frequency modulation, the new high fidelity static-free system of broadcasting. The switchover will take six weeks or two months, it is said.



DECORATING

DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS

A Trio of Versatile Floorings With Smart Decorative Values

By **Barbara McClure***

THROUGH the years the great development of the motion picture industry has occasioned definitely striking changes in the type of entertainment presented, and in keeping with this progress the grandiose, gaudily decorated "Palaces" of the early nineteen twenties have likewise become relics of yesteryear with no appeal for today's style-minded public.

Modern movie-goers' tastes are at the present more demanding than ever, because in the past few years an extensive wave of new theatre construction and modernization has been in progress throughout the country. This trend of specialized commercial building has increased with the passing of time until its current reverberations have reached even isolated small-town communities, exerting a direct influence upon all phases of theatre decoration. One predominant decorative note of the former, richly embellished houses which were radically altered by these remodeling projects, was the use of the ornate, domed ceiling heavily studded with stars and other numerous intricately detailed designs.

This sort of lavish ceiling decorative motif has been forced to yield its place of prominence to other noteworthy parts of the interior which are more in line with the public's normal eye level. Thus such factors as colorful upholstered seats, attractive aisle lights, and the more outstanding issue of theatre floorings have come to the fore.

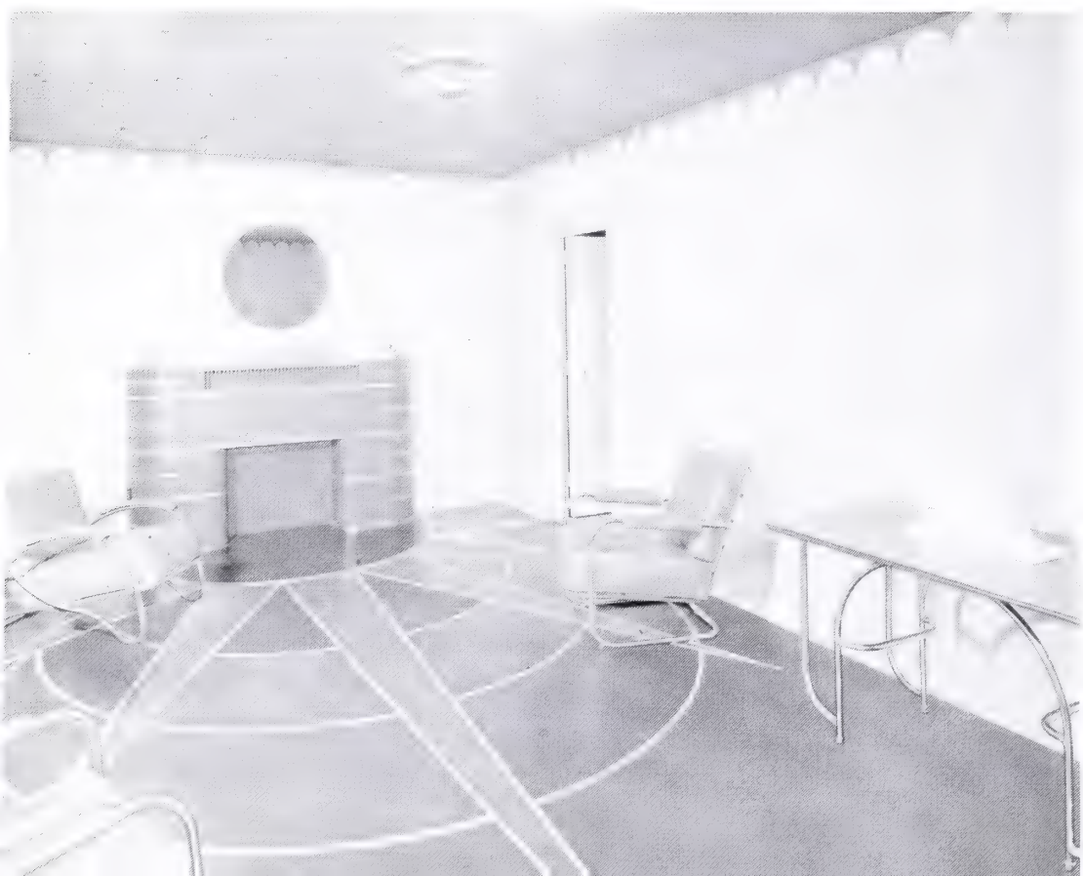
Modernization has proved the extreme importance of selecting appropriate theatre floors from the standpoints of both design and practical effects for this is by far the largest single area in any particular section of the house which lends itself to decoration. It's the part that first meets the eye and gives that all-important first impression. That is why more and more experienced decorators now begin and plan upward with this background setting as the basis of their entire scheme.

Today, there are several highly versatile flooring materials on the market particularly adapted to use in theatres, all rightfully acclaiming certain characteristics and special advantages. A general discussion of three types of finer, more practical floors which are destined to be leaders for years to come, of the theatre showmanship parade, may be a valuable guide to those

*of Armstrong Cork Company.



This smart musical instrument Linoset was created to effectively accent a luxurious grape colored rubber tile floor. The topaz harp, quaker grey French horn and robin-egg blue bass viol make a pleasing combination that denotes good color taste and ingenious planning from the standpoint of theatre decorative motifs.



This modernistic custom-designed linoleum floor makes an attractive background setting for other decorative furnishings in the lounge of the Markham Theatre at Columbus, Ohio. The deep, warm ruby hue in the floor scheme was duplicated on the unusual fireplace trimmed with horizontal strips of chrome edging. Note how cleverly the white energetic floor inset lines have been arranged for the focusing of attention. (All photos courtesy Armstrong Cork Co.)

Advisory Service



Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Hanns R. Teichert, nationally known theatre decorating specialist of Chicago, was retained to serve our readers in an advisory capacity. He will be glad to correspond with any who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to THE MODERN THEATRE, *332 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation. Please include postage for reply.*—EDITOR.

confronted with the task of making intelligent selections.

Linoleum

Because floor decoration is so important, becauses its beauty must be permanent, and because in many cases it must be accomplished without too great an outlay, modern linoleum floors provide a happy solution to the problem of what to use in lobbies, foyer areas, lounges, and even projection rooms.

This resilient material is quiet underfoot, easy to walk on, and assures a decided saving in cleaning time and expense in comparison with carpeting, which requires constant care to avoid traces of disfiguration resulting from the staggering annual aggregate of footprints. It is made by keying, under tremendous pressure, a "mix" of oxidized oil, finely ground cork, wood flour, rosin, and color pigment into a burlap back.



Here in the Strand Theatre lobby at Youngstown, Ohio, asphalt tile was skillfully installed in a traditional design destined to be stylishly correct for many years. Large blocks of alternating color give a geometrical floor effect that is livened by an inset of white. This feature strip contributes to the predominant air of neatness and adds a note of distinction. Marbleized asphalt tile has a normal tendency to hide traffic marks, but here the wise selection of ebony marble and slate grey further abets the concealment of footprints.

Linoleum is manufactured in a wide variety of colorful floors— deep, rich all-over marbleized patterns, striated jaspe effects, distinctive embossed tiles and unusual straight line arrangements. In fact, there is what might be termed almost complete freedom in the matter of linoleum floor design. For if the manufacturer's line does not include the exact type of floor desired, a special original scheme may be easily created.

Custom-craft, factory-cut Linosets, and the more highly individualized, die-cut Linosets offer thousands of artistic effects. In addition, certain scribing tools now on the market, enable linoleum mechanics to carry out any floor plan that may be visualized, and in much shorter time than was formerly required.

From the standpoint of appearance, the floor's work begins the moment the patron enters the front theatre doors. Consequently alert owners are realizing the add-

(Continued on following page)

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Your seating with that of theatres which are assuring fullest comfort through the installation of Ideal chairs.

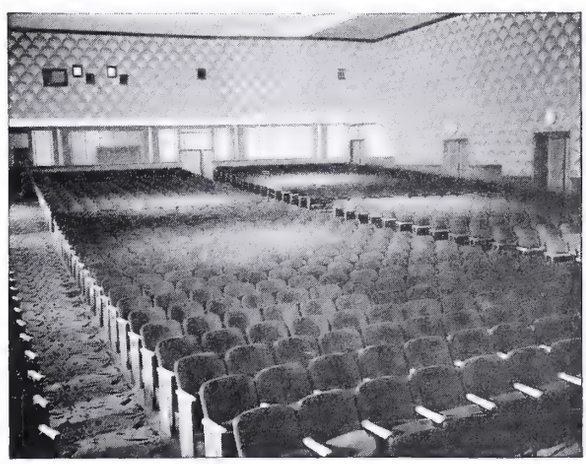


Ideal Chairs

are today the first choice of informed buyers. Shown is the recent Ideal installation in the new Warner Brothers' Astor Theatre in Philadelphia. (John Eberson, Architect).

Literature, which will be sent to you on request, describes the many exclusive features of the complete Ideal line of distinctive and differently priced chairs.

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IDEAL SEATING COMPANY

GRAND RAPIDS, MICHIGAN

EXPORT OFFICE: 334 W. 44th St. New York City Attention J. E. Robin

A Trio of Versatile Floorings With Smart Decorative Values

(Continued from preceding page)

ed appeal possibilities of an up-to-date, hospitable lobby which sets the prevailing interior theme. Of course, this does not necessarily mean that the floor plan be elaborate—it may be, for example, a simple treatment combining strips of plain chartreuse linoleum in a field of brown Monobelle, or an effective black and white marbleized arrangement. The Monobelle linoleum colorings are in particularly good taste for lobbies because they give a feeling of unusual depth and their graining effectively masks tracked in dust and dirt.

Where distinction and the creation of "atmosphere" surpass other considerations, a smartly modern linoleum floor of much more detailed design may be skillfully executed to suggest a note of luxury, such as a decorative circular motif in various hues accenting a field of rich deep grained Marbelle.

The great versatility of linoleum also permits lobby schemes that carry out the architectural theme of the house, create an illusion of spaciousness, provide directional foot-guiding lines, and ones that actually serve the more practical purpose of advertising. This latter is a worth while innovation involving the use of colorful names, trademarks, and other identifying symbols of the theatre in the form of linoleum insets.

Exemplifying the modern air which is being injected into linoleum theatre floor coverings is the accompanying photograph of the Markham Theatre Lounge, Columbus, Ohio. Here the modernistic, custom-designed floor immediately bespeaks cleanliness and tidiness, two very important factors in lounge and powder room areas. Beauty begins with the rich cadet blue linoleum background enlivened by warm ruby and striking, narrow lines of white. This floor gave clues to other room decorative touches assuring style correctness for many years. In addition, its color will retain the original intensity despite constant service, and a minimum of cleaning attention is all that is required. A periodic dry dusting, an occasional washing and waxing will keep linoleum as fresh and new lookng as the day when first installed.

Since interior decorators suggest that floor colors for the projection room run to the lighter shades, preferably battleship grey, the cleaning ease factor of linoleum takes on added significance here. In this area a plain linoleum floor without any design is usually recommended because it is less tiring for the projectionists than a painted concrete floor or a vivid figured carpet.

Asphalt Tile

This modern flooring material is another deserving of attention because it affords hundreds of attractive custom effects readily adapted to theatre areas, economy and lasting durability. Made of high quality, inert raw materials—asbestos fibre, mineral pigments, and asphaltic or resinous binder, asphalt tile is resistant to fire, abrasion and shock even under heavy traffic and severe conditions.

Bright colors and clear marbling—features heretofore lacking in asphalt tiles—have now been achieved by the manufacturer permitting suitable floors for every type of house in four different thicknesses. Besides the large assortment of plain, solid hues of sufficiently modified intensity, there is a wide range of marble effects, offering fine gradations of color with exclusive, non-directional swirl graining. For example, one well-known company includes in its asphalt tile line Antique green, Sea green, Jade green, Brushwood and Persian marble—all marbleized variations of the one particular color. Venetian Red, Florentine, Cinnabar, Burgundy and Old Rose likewise comprise a group whose genus was the primary red.

Since asphalt tile is available in standard 6", 9" and 12" squares, distinctive allover designs for both modern or traditional interiors may be achieved with ease. The accompanying photograph of the Strand Theatre Lobby, Youngstown, Ohio, demonstrates just one of the many smart decorative ideas in asphalt tile that may be inexpensively executed. Here blocks (12"x12") of ebony marble asphalt tile are artistically combined with slate gray. Colors run through the full thickness of the material assuring long wearability with surprisingly little cleaning attention.

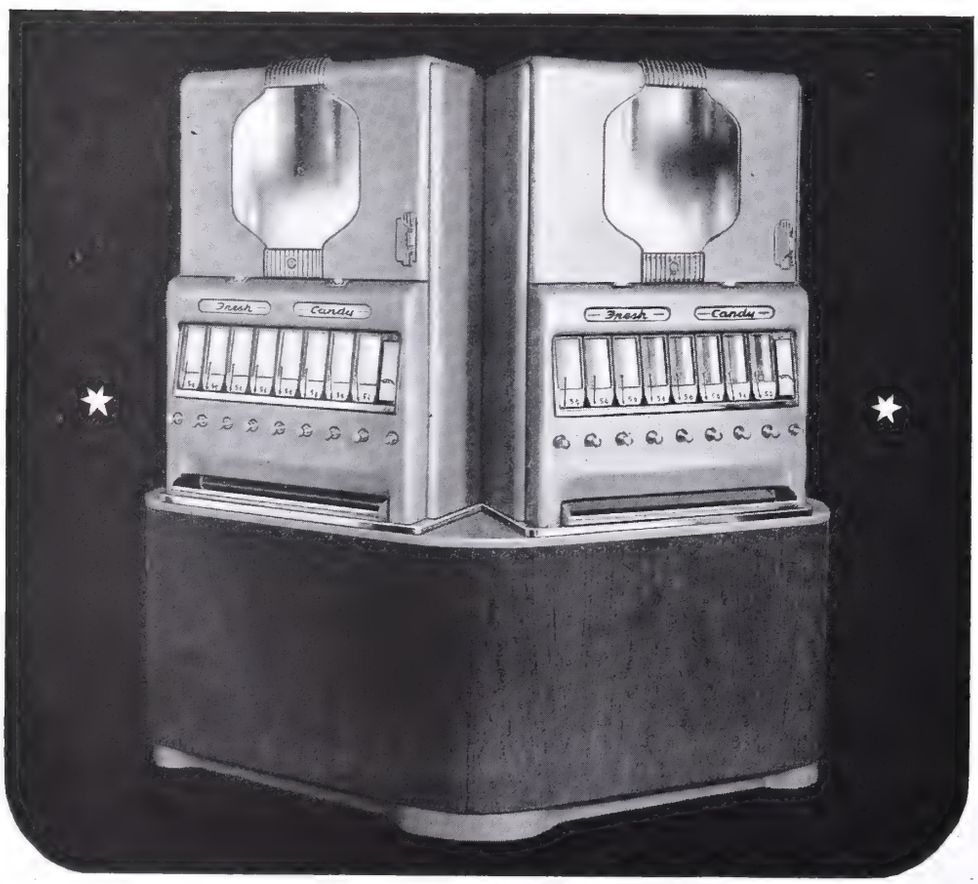
For the more highly individualized effects these Asphalt Tiles may be obtained in special sizes particularly suited to the purpose of achieving a strong third dimensional design in an allover pattern, or

Preferred . . . for its smart appearance . . . Larger Capacity . . . greater selectivity and quiet, trouble-free operation

Univendor is first choice with theatre owners everywhere. Its compact size, smart, rich design, larger capacity (320 shelves), greater selectivity (16 sections), quiet, fool-proof operation, fluorescent illumination (no heat), ample storage space, and easier servicing make it the outstanding candy vendor available to theatres today. Enhance the beauty of your lobby or foyer and increase your vendor earnings by installing Univendor now. Write for illustrated literature.

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Stoner CORPORATION, AURORA, ILLINOIS



a striking sombre effect that gives an illusion of depth.

Any appropriate linoset that appeals to the theatre owner's fancy may be cut and installed in colors harmonious with other furnishings. Even delicate monogram designs are possible in asphalt tile. For instance, imagine the smart atmosphere that can be created with a powder room floor of luxurious ivory marble accentuated by a wide ebony border and an azure blue theatre monogram inset in the field corner. This would make an unusually stylish floor and one destined to win the favor of women with discriminating tastes.

Another commendable feature of asphalt tile lies in the fact that the products used in its manufacture are not at all affected by moisture and dampness as are those used in linoleum, cork or rubber floors. Therefore this material is the only type of non-ceramic tile that should be installed on concrete subfloors in direct contact with the ground.

Rubber Tile

Rubber tile is without a doubt quite deserving of the title "The Aristocrat of Resilient Floors." This material is ideal for theatre areas in which distinction and enduring beauty are more important than a minor difference in price.

A certain brand of rubber tile today is manufactured with an invisible, interwoven cotton filament reinforcement, which makes the tile more dense and more highly resistant to deterioriation and the abrasive effects of traffic. This patented feature also adds to the tensile strength and prevents buckling and crazing due to the seasonal contraction and expansion of the underfloor.

In addition, the reinforcing insures deeper graining and a more attractive blending of colors, because it prevents the pigments from flowing during the manufacturing process.

Plain, marble, paisley, two-tone and the more recently added, unusual granitone effects in a broad variety of shades, meet every possible theatre house decorative requirement. With this unlimited choice of colorings and combinations many handsome, truly elegant custom tile floors may be designed to reflect an undeniable air of charm.

Individual units of rubber tile come in 3″, 4″, 6″, 9″, 12″, 36″ squares and those 3″ x 6″, 6″ x 12″ and 9″ x 18″. Diagonal half units and special irregular shapes for the achievement of a third dimensional effect are also available in the many up-to-the-minute colorings, some of which are Wedgwood Blue, Grape, Mocha, Brown Gold Paisley, Walnut Granitone, and two-tone Orchid.

On a preceding page is illustrated just one example of the handsome custom-design possibilities of this material as it may be employed to enhance motion picture house appeal. This illustration was taken from the "Decorator's Collection," a booklet presenting some of the manufacturing company's original resilient tile floor effects. The musical instrument Linoset—sophisticated in both design and hue—is a smart theatre decorative element that should contribute to the receptive mood for entertainment, and the colors—grape, robin egg, topaz and Quaker gray—have been selected from the Designer's Palette.

Because rubber tile is so extremely versatile; because its hues are rich enough to show up advantageously under dim lights, and because its natural resilience tends to cushion footsteps and quiet noise, this modern flooring material satisfactorily meets the most outstanding requirements of today's moving picture theatres. Colors can't wear off, and even burns from carelessly tossed cigarettes and dropped matches, can be quickly removed with exceptional ease. Rubber tile lobby and lounge room floors more than justify the added expenditure they entail from the standpoints of both style and practicability.

Although these three types of resilient flooring—linoleum, asphalt and rubber tile—leave the list of modern, hard-surface floors far from complete, they do comprise the group which decorators have predicted as those most likely to set the style pace in the current and future cycle of theatre modernization. Each offers specific advantages peculiar to its nature, and all permit individualized design in keeping with the theatre's architectural and basic decorative theme.

Alert showmen realizing how imperative it is today to establish "atmosphere" in the motion picture house, will find the correct selection of floors a great step in the public appeal building program, and one that will actually pay for itself in worth-while dividends.



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TODAY, there's a NEW Nu-Wood! It's KOLOR-FAST Nu-Wood—one of the greatest improvements ever made in insulating interior finish—with clear, rich FADEPROOF colors, to add new beauty and appeal to theatre walls and ceilings! With Kolor-Fast Nu-Wood, you can give your theatre *lasting* charm . . . plus efficient sound control and insulation!

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PLANNING

CONDUCTED IN COLLABORATION WITH LEADING THEATRE ARCHITECTS AND ENGINEERS

Remarkable Progress in Small-Town Theatre Planning

An example in point of the aggressiveness of showmen outside the metropolitan areas who have accepted property modernization as a means of expressing their faith in the future of show business.

DURING the past five years, while the theatre improvement situation in large centers has, with minor exceptions, remained static, the building and rebuilding of small theatres in small cities and towns and suburban communities has accounted for the bulk of investment in new theatre construction and renovation.

And while it is true that the latest developments in cinema equipment and fine theatre buildings reached the big cities first, the principal (and almost the only) service opportunity for architects, builders and decorators as well as theatre supply houses has been in the small cities and towns. Not that the need for property modernization was greater in these outlying spots; although partially responsible perhaps is the fact that the smaller cities and towns, chiefly dependent upon agriculture, have been a bit more stable in the run of business than have the big towns where fluctuating payrolls have been a factor. Too, there has been in the smaller town less of what the larger cities early achieved and probably always will have—a higher degree of ruinous competition.



White stucco forms the upper portion of the facade with a combination of light green and black structural glass below the V-shaped marquee. A simple yet highly effective front entrance for this size of theatre.

An Earlier Discovery

The very evident fact remains that most of the modernizing activity and the progressive spirit of plant improvement has been more extant in small towns because small-town theatre owners have discovered that a modern theatre, even though small, is the best possible medium for keeping business at home and away from the neighboring big city.

While the big circuits have bided their time, except in a few outstanding instances, small theatre operators have gone ahead, giving employment to willing architects and contractors and material manufacturers who have found the small town theatre a most useful place for the expression of their talents and the adaptation of their products. And the public has responded to the process most noticeably.

Significantly, small town and small capacity theatres today are being planned—functionally planned—to give patrons the utmost enjoyment of moving picture entertainment. While thrift in theatre planning and provisioning is necessarily practiced more assiduously in the erection or correction of small theatres, nevertheless they are being given what it takes to secure and hold the patronage which is at their disposal.

This department has long been devoted to the interests of the smaller theatre, and particularly those in the so-called "country towns," because we believe the best interests of the entire industry lie in that direction. In presenting examples and describing work well done, we have declined no opportunities to encourage by comment worthy accomplishment in out-of-way places, even though such projects may not have been in the million dollar class.

A Typical Case

We have for citation in this instance the Plaza Theatre at Burlington, Kansas (Pop. 2,673), which is a typical example of the five-year situation referred to in the opening paragraph.

Quite recently completed there at a total cost of $25,000, the house reflects the vision of two veterans in the small town exhibition field, A. J. Simmons and Warren Weber. It embodies the ideas of a veteran theatre architect, builder and exhibitor also, Larry Larsen of the Civic Theatre at Webb City, Missouri, and represents functional, purposeful theatre planning to a marked degree.

Simmons, ex-film salesman, was an exhibitor in Western Missouri for some years. He re-entered the exhibition field last fall when with Weber he took over the Plaza Theatre at Howard, Kansas. Weber, although a young man, has been in exhibition for years, ever since he was a stripling. He operates the Ritz at Stafford, the Ellin-

IDENTIFICATION

(Plaza Theatre)

AIR CONDITIONING: Todd Air Conditioning Co.
ARC LAMPS: Brenkert Light Projection Co.
ARCHITECT: Larry Larsen.
CARPETS: Alexander Smith & Sons Carpet Co.
DRAPERIES: Kansas City Scenic Co.
EQUIPMENT CONTRACTOR: Missouri Theatre Supply Co.
LIGHT FIXTURES: Summerour & Devine.
MARQUEE: Weaver Sign Co.
PROJECTION: Simplex.
SEATING: Heywood-Wakefield Co.
SOUND: RCA Photophone.

Additional particulars on the project may be secured upon request to The Modern Theatre Information Bureau.

wood at Ellinwood and the Pix at St. John, Kansas, in addition to the new Plaza at Howard with Simmons.

The new Plaza Theatre at Burlington is not expensive when compared with metropolitan standards. It dared not be. But it is beautiful and modern in the same sense that a fine metropolitan house is modern; that is, it employs color, surface, scientific arrangement of space for the best reception of sound and the best adaptation to vision, and it is bright—providing continuously its own best advertisement. Unfortunately, the pictures here shown do rather poor justice to their subject; but since small town commercial photography has not kept pace with small town cinema projection, these views will have to suffice.

The Plaza has dimensions of 25 by 120 feet and is a far cry from what in the old days would have been termed a store-room theatre—so characteristic of picture houses in this size of town. The simple yet effective front is of white stucco at the top and light green structural glass below with an inlaid black structural glass trim. Green shades at the windows just above the marquee blend with the green of the front. The marquee is equipped with high power neon and poster and photo frames are of stainless steel.

The lobby, 10 by 25 feet, is finished in three shades of tan with a silver band on the sides, a tan ceiling and all neon lighting. The foyer has 40 by 60-inch display cases relieved by a modern wood offset, which were made by Simmons and Weber themselves.

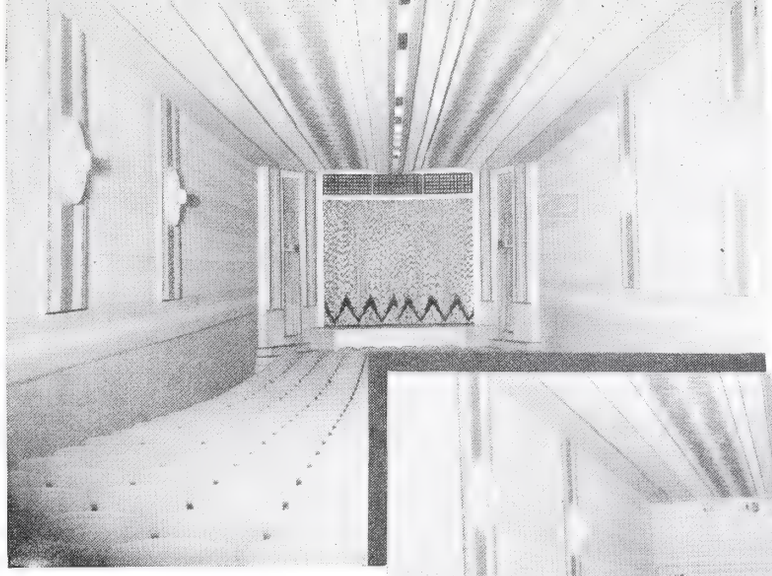
Decorative Details

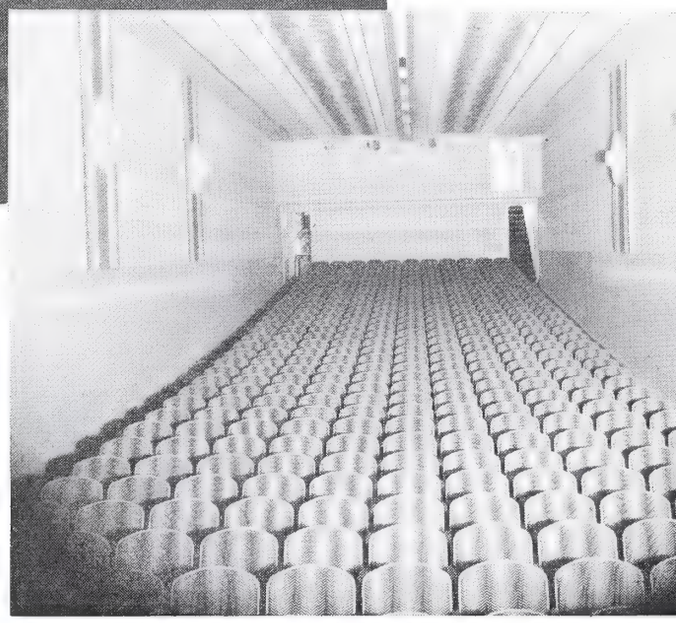
Down the center of the ceiling of the auditorium is a strip of neon lighting, which highlights effectively the color and finish in shades of tan and brown of the luxurious seating. "Wagon wheel" light fixtures, two on each sidewall, are equipped with neon tubing and they serve to give the theatre an authentic Western atmosphere. Ceiling and sidewalls are of modern interior finish material and draperies are of gold cloth. Rust colored carpeting of outstanding beauty and interest completes the attractive decorative scheme.

Well-equipped rest rooms and a spacious projection booth are located on the mezzanine. Office and janitor's storeroom are on the balcony, where no seats have been installed at present. The projection room is equipped with the latest modern projection and sound equipment and a silvered seamless screen reflects the last word in fine projection. The air conditioning is provided by a pad type washed air system housed on the roof and with air ducts down through the ceiling just above the screen.

Burlington is the county seat of Coffey

(Continued on following page)





Fore and aft views of the Plaza's auditorium, in which functional planning has made the most of limited space in producing a quiet, comfortable atmosphere for the reception of well projected film entertainment. Points of interest are explained in the text.

THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

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☐ Architectural Service	☐ Lounge Furniture	☐ Sound Equipment
☐ Carpets	☐ Plumbing Fixtures	☐ Theatre Fronts
☐ Cleaning Equipment	☐ Projectors	☐ Ticket Machines
☐ Complete Remodeling	☐ Projection Lamps	☐ Other Subjects

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Theatre ..... Seating Capacity .....

Address .....

City ..... State .....

Signed .....
(Owner-Manager)

Remarkable Progress in Small-Town Theatre Planning

(Continued from preceding page)

County in Kansas. While primarily a railroad center, the town depends largely upon the rich agricultural area of Eastern Kansas for its trade. The new Plaza is showing double bills at 25 cents for four nights a week, 10 cents on Tuesday and 10 and 20 cents on Friday and Saturday, the bulk of its weekend patronage coming from out of town and from adjacent small towns and communities.

The Plaza is a fitting example of functional planning for small theatres, where in small towns every dollar expended must be so applied as to bring the utmost value—the sort of intrinsic value that can only be expressed by returns at the boxoffice.

Interesting Prospectus on "Push-Back" Chairs

A new and impressive 16-page, profusely illustrated booklet of popular magazine size, graphically presenting the advantages of "Push-Back" principle of theatre seating construction is being distributed by the Kroehler Manufacturing Company, whose theatre seating division is under the direction of B. B. Buchanan.

The booklet explains the half-dozen or more exclusive features of the Kroehler Push-Back theatre seat in a clear and concise manner, employing many actual photographic illustrations of the advantages claimed for what is said to be "the most revolutionary improvement in theatre comfort since air conditioning."

A copy of the booklet may be obtained by merely requesting it from The Modern Theatre Information Bureau.

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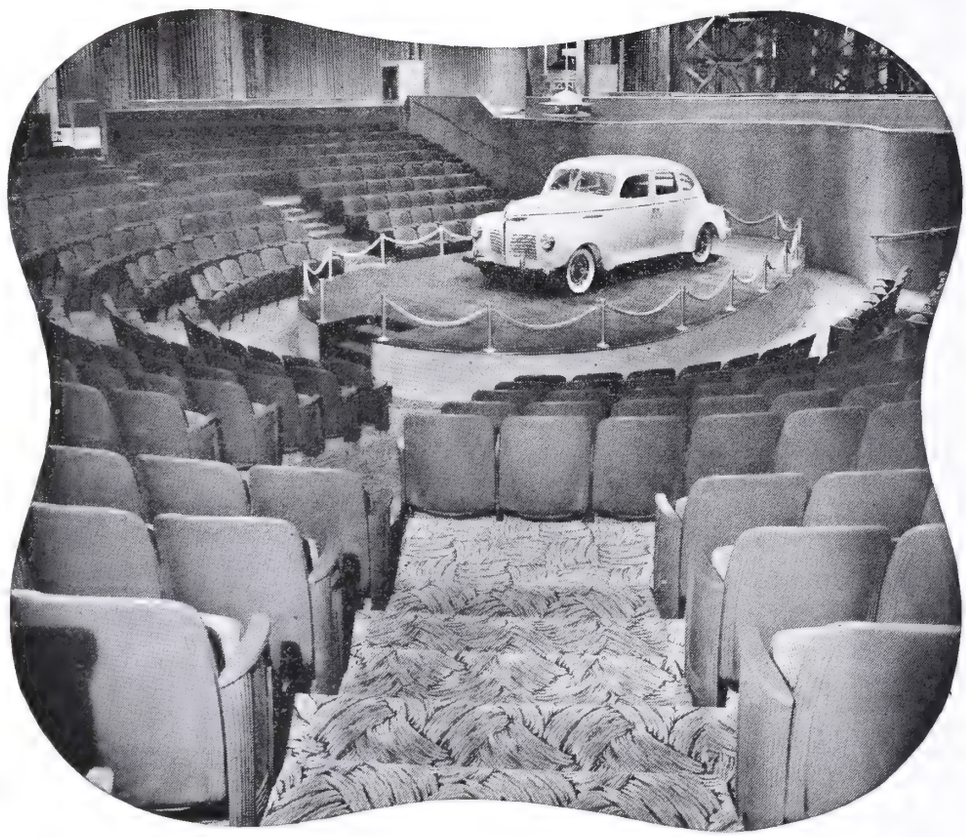
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Unusual Carpet Problems

PUT THEM UP TO COCHRANE'S THEATRE CARPET ADVISORY BUREAU



The Impressive Chrysler Motors Exhibit—New York World's Fair—Designed by Raymond Loewy. The Cochrane Barclay carpet added further glamour to the distinctive architectural effects of the "Talking Plymouth" Theatre and withstood heavy traffic without losing its clear-color beauty.

The first point to note about unusual carpet problems in theatres is that they are by no means unusual. Cochrane's Theatre Carpet Advisory Bureau has had wide experience with them.

Sometimes it is a matter of architecture. Or traffic may be exceptionally heavy at certain spots. Or lighting effects and furnishings may present unusual questions in color harmony. Regardless of what the problem is, you will find that consulting Cochrane's Theatre Carpet Advisory Bureau is well worth while. Their recommendations are practical and to the point . . . are based on forty years of experience . . . and place you under no obligation.

The style correctness and completeness of the Cochrane line—the clearness of Cochrane colors—and the precision of Cochrane weaving, are further reasons why theatre managers are more and more consulting Cochrane first.

Charles P. Cochrane Company, Manufacturers of High Grade Carpets and Rugs, Bridgeport, Penna.

Clear Color
COCHRANE
Carpets & Rugs

Huge Air Conditioning Plant for B'dway Houses

Completion of a block-long air conditioning system on Broadway from 96th to 97th Streets in New York City, serving the Riverside and Riviera Theatres, marks a "new milestone in the progress of air conditioning," according to Dr. Willis H. Carrier, chairman of the board of Carrier Corporation.

The huge system, which necessitated laying of a special power line for electricity, permits individual control of any section of either of the two buildings. A centrifugal machine of 214-ton capacity provides cooling for the system.

"This is merely a forerunner of the installations of the future," said Dr. Carrier, who continued, "It is possible to effect economies in the operation of air conditioning plants similar to this which are impossible in smaller installations."

He pointed out that a system patterned along the same lines as the Riverside and Riviera Theatre plant serves air conditioning at the New York World's Fair to both the Carrier "Igloo of Tomorrow" and the adjacent duPont Exhibit. Rockefeller Center's huge air conditioning system was also cited as an example of the coming trend in central plant installations by Dr. Carrier.

The system just completed for Skouras Theatre Corporation at the Riverside and Riviera Theatres provides a complete change of air every 30 seconds—cooled, filtered and purified.

Considered one of the most unusual installations ever constructed by Carrier engineers, the two-building system took four months to install. It was necessary to run the special power line underground from 96th to 104th Streets and across to Amsterdam Avenue because of the size of the buildings and the amount of electricity required to operate the giant plant.

"TO BE A GOOD LEADER

One Must First Have Been a Good Servant"

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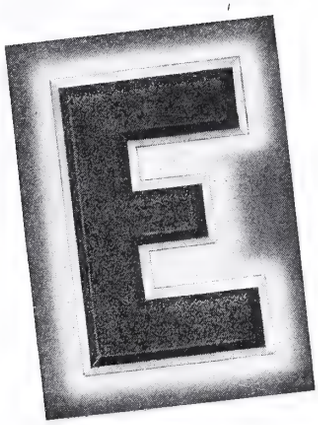
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A Bit More Functional Planning Might Help Here Too

By **Gordon H. Simmons***



SINCE the total war broke out in Europe I don't get as much fan mail as I used to. And the editor writes me that "we have enough stuff from you to last us quite some time." I suppose he too wants time off to listen to his radio just like I do.

Naturally I am worried. I not only fear that Hitler will demand a corridor through this country to Milwaukee, Cincinnati and Germantown, Pennsylvania, but that he will capture your attention to the exclusion of me. I wouldn't like that. Possibly I should do as Chamberlain did and write der Fuehrer a note.

I have just returned from quite a trip through the Midwest prior to taking another one almost immediately. My construction superintendant who travels with me swears he'll make no more trips unless I install a radio in my Zephyr. However, in his case I think it is not war news but baseball games.

Stealing My Thunder

I thought I was popular with you folks until I started to take this man along. Simply because he knows theatre construction and decoration, I am left out in the cold. I am beginning to believe that air conditioning is not the most important subject to any of you. I want my department to be interesting, and even if politics, the war and baseball games are fierce competition, I refuse to quit.

As a result of the trip just mentioned, my companion has lowered the floor of one theatre and built a completely new one, while I am minus several gallons of gasoline. I brought all of my hot air back with me—didn't have a Chinaman's chance to use it.

During the long trek home and while he sat beside me smoking a terrible stogie and allowing me to do all the driving, he became confidential. He said, "Gordon, you ain't fixed up right. You should let your hair grow until it curls out over your collar and wear a big black tie just like the famous architects do. You should have a more imposing personality and stage presence just like I've got. If you fix yourself up just like I say, *I can sell you.*" So look out folks, the next time you see me I may still look like Einstein but act more like John Barrymore.

Once in awhile I cook up an article that has repercussions among you. For instance, the one about "The Time to Look at Blueprints Is Before You Buy." I got so many blueprints that it cost me important money to return them. Oh, you sent stamps all right, but I've been guilty of malfeasance in office. I misused them. Anyhow I told you to look at blue prints; but you passed the buck to me.

Last week's mail brought a bottle of Scotch and a check for $3.26. So Herr Hitler's blitzing and the baseball games have not caused me to be forgotten entirely. Some recent letters have stated, "I will be glad to pay any reasonable charge for the service you rendered me." I appreciate this acknowledgment of a service rendered but all the tribute I exact is postage stamps in exchange for a letter of advice.

But don't think for a minute that either the bottle of Scotch or the aforementioned check will be returned. I enjoy such trinkets just as much as a three-year-old enjoys Santa Claus. And because some of you send me gifts, I am trying to think of a suitable gift for you. If air conditioning advice, which is all I have to give, is not the most important thing to you, then I am willing to expose my man Friday to your questions about general theatre construction matters.

My Structural Problems

Construction problems enter into my work, which is why I take him along. Acoustics, too, because I must never leave a noisy job behind me. Decoration, as well, simply because sometimes when I finish a job it is an eyesore. He comes in and conceals what I've done with some of these new interior finish materials you sometimes see advertised herein.

So far, so good. But when you start consulting with him about new fronts, canopies, boxoffices and poster frames, it seems that poor me and my air conditioning is plumb forgot. Sometimes I feel that I am only a chauffeur. Oh well, he helps me pay the rent so I don't mind his corresponding with you if you want him to and it can make you happy.

Air conditioning, in fact, is bound up with general construction and remodeling problems. I have been trying to discuss it with you as something quite separate and wrapped up in cellophane. But when I call on you theatre owners, you just won't have it that way.

Too many times you tell me that you are going to remodel or put up a new canopy and front and air condition as well, but that you want one man to be responsible for the entire job. You yourselves won't divorce air conditioning from the other things you have to do. You tell me that you'd like to air condition now but that other construction matters must come first since you cannot afford to do everything at once.

Then I say to you that you should *plan* your air conditioning job now and leave suitable places for ducts, grilles, pipes and what have you. Otherwise, you'll have to do some ripping up when you get around to air conditioning. But how many of you listen to me?

On one job now being done, namely the lowering of an auditorium floor, the radiators were being left "up in the air." That is, at their old location. Or anyway, they would have been left there had I not explained to the owner that the lowering of steam pipes with the floor would "trap" the steam lines and the radiators wouldn't heat. He listened and learned something.

It's Your Eight-Ball

I like to put you theatre owners on the spot by showing you the "eight-ball" you invariably get behind when you overlook practical things. In this case, the owner told us to "rip them damn radiators out and air condition too," since quite evidently he had to do it now, or forget about lowering his floor.

In the case of a new theatre to be built, some interesting points came to light. This owner had a very low price for a 400-seat house. He signed a contract and then informed us that his contractor could not make a "completion bond" required by his bank. So we looked over his drawings and this is what we found:

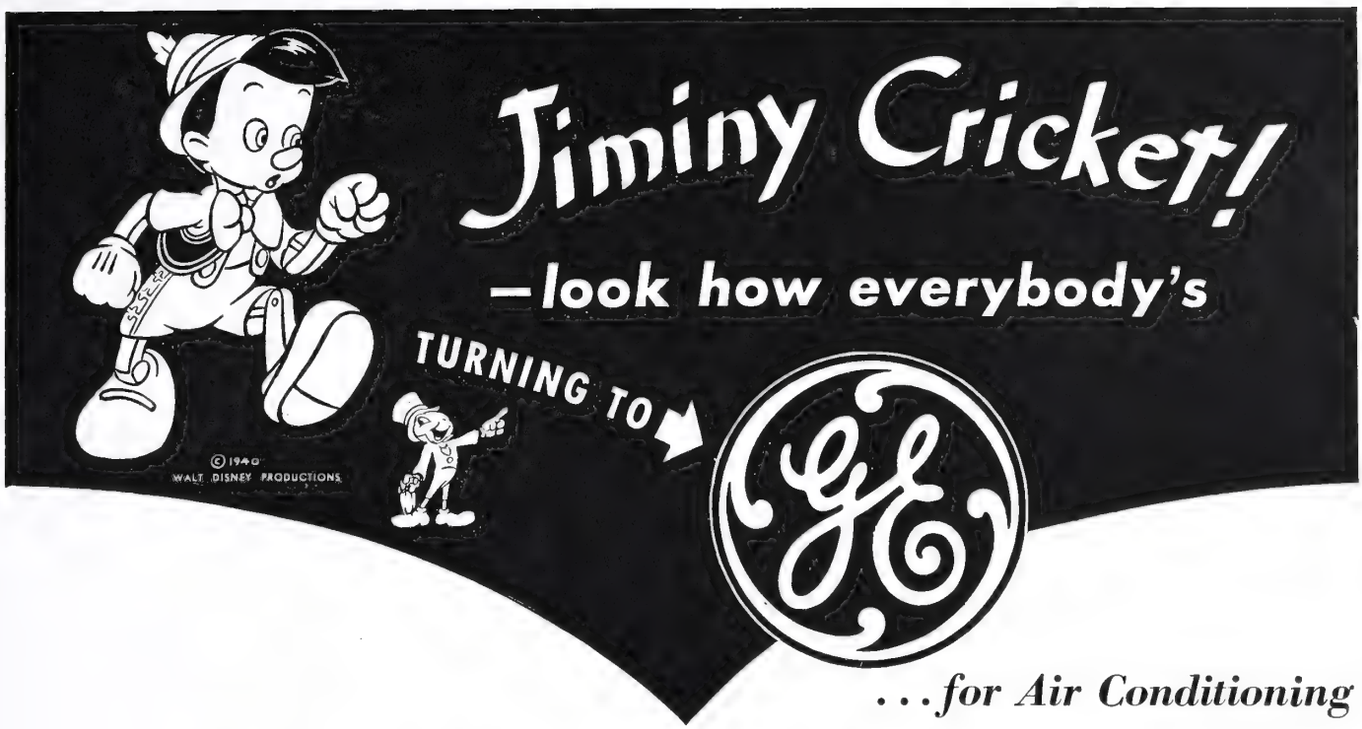
A fresh air duct 13 by 26 inches, when it should have been five times as large. A supply duct system that would be adequate for heating but only half as large as would be needed for cooling. A cheap warm air furnace specified and a total allowance for heating, cooling and ventilation of $785.00. Concrete block construction with interior finish material fastened directly thereon. Much discoloration of in-

(Continued on page 48)

*Air Conditioning Engineer, Milwaukee, Wis.

Are You Confused?

The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts. ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.



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Complete Control. In the Animated Building one hundred per cent fresh air is conditioned and circulated. This fresh air supply is divided into two streams—one cooled, the other warmed. In circulation the hot and cold supplies are automatically blended to assure constant volume of air flow and correct room temperature. In this building alone there are 158 thermostatic control points.



A 1400 ton installation. In summer outside air is precooled by a 67° natural water supply. (In winter this same supply pre-heats the air). Therefore the operation of blowers, water circulators and refrigeration equipment is effected with but 1300 horsepower. The total cooling effect is *over* 1400 tons.



Some special problems. Cleanliness is particularly important in the Camera Building. A single particle of lint or dust might ruin a "frame." Floors are waxed; operators dressed in lintless material must pause in a "dedusting" chamber before entering.

Heat from the large lights in the Camera Building raises still another problem. Lights for a single camera produce as high as 240,000 Btu of heat each hour. (It would take 40,000 lbs. of ice a day to equalize this heat source.) Special exhaust hoods draw off part of this heat. The balance is easily handled by the Air Conditioning system.

The special needs of the large sound stages accommodating large groups of performers—then again a single performer—are met with full control plus quiet, even distribution of air.

Outside noise from planes using Union Air Terminal was another worry. Careful placing and sound baffling of air intakes, and acoustically treating ducts, walls and ceiling was the answer.



So...

The Disney Studio-City installation of G-E Heating and Air Conditioning is but another indication that no matter what your heating or cooling needs, G-E has the *right* equipment.

There is a size and type of General Electric Air Conditioning equipment to meet your needs—to give your patrons the comfort they demand—whether your theatre's seating capacity is small, medium or large.

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You will enjoy reading the brochure—"Air Conditioning for Business." It gives you the answers to many of your problems—facts that may save you many dollars. Send the coupon for your copy—then talk to your local contractor or consulting engineer about a G-E installation for year 'round comfort!

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GENERAL ELECTRIC

AIR CONDITIONING

A Bit More Functional Planning Might Help Here Too

(Continued from page 46)

terior walls due to moisture condensation would have been the result. An innocent manufacturer would have taken the rap. A concrete tunnel under the floor for return air that needed to be made 50 per cent larger. And such indefinite specifications relative to canopy, front, poster cases and like items that anything supplied under the contract would have to be accepted. Heaven help you!

Safety First, My Motto

In other words, the contractor would have been perfectly safe under his contract at his price. But the theatre owner was shown where he would have to go for extras in large sum in order to have a *complete, operating* theatre. It sure is going round and round the mulberry bush when in order to get a $4,000 heating and air conditioning job a chap has to build a 400-seat theatre for $17,000.

The owner well knows that he cannot get anything elaborate, but he is going to get something complete and ready for his draperies and equipment. Naturally the cost of a theatre depends upon location and prevailing prices for labor and materials. I was once mixed up in the construction of one 1,000-seat house that cost $135,000, which I guess shows the other limit of the cost of a house per seat.

Several of you have written in stating that you have so much money to spend for a new house. That you have all estimates of cost except for heating and air conditioning. And you ask me to advise you what should be allowed for that. That's how you put me on the spot.

This is one of the most difficult questions for me to answer. A heating and air conditioning job has to be *engineered* before it can be estimated. Which means that plans have to be prepared and it costs money to do this. I don't mind chalking up a set of plans sent me and receive in exchange a bottle of Scotch or some postage, but many of you seem to want me to be an "Estimating Department" instead of an "Engineering Department," and I really don't know "what should I."

I have an estimating department, all right, but in throwing my engineering department open to you I felt I was doing a public service by trying to improve the quality of theatre air conditioning. Estimating is hard work, while engineering is mere child's play.

So You Want Price

Of course, I can easily glean from your letters what you are most interested in. It is *price*. Well then, it is easier for me to check prices than to make them up. But I did not so understand that this was to be a function of this department. Naturally I don't want to draw any hard and fast lines, but His Royal Highness, the Editor might. Certainly a discussion of the general principles of air conditioning is one thing, while the particular cost of a job to you is quite another.

I can say this much to you, in all candor, if so many of you don't quit buying cheap crap without benefit of engineering advice or instruction as to how to install it, there's going to be a lot more hot, stuffy theatres for sale. And there are too many now. This price chiseling thing is dangerous for novices to play with. It takes an expert to chisel safely on air conditioning equipment.

Of course, I can give some general information on the *price situation*, and because it is general it is fit subject matter for publication. Air conditioning equipment is made mostly out of *war materials*. Copper, brass, aluminum and steel are the sinews of war as well as of air conditioning. So get after your jobs mighty soon or you will have to pay much higher prices. If you waste this winter and wait until hot weather again, you may get caught with your pants down. So don't say I didn't warn you.

I have to buy some air conditioning equipment for my own use. I also have to buy a gas mask to wear in my car to protect me from the reeking cigar smoke emitted by my construction superintendent. Judging from the smell, the cigars he uses must be made out of a combination of roofing material and rope.

I seldom see him buy a cigar so I'm beginning to believe that he gets them as

SIMMONS' Q-AND-A CORNER

Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.

Typical of many I receive is this letter from a theatre planner down in Arkansas. Deferring to his expressed wish, we reproduce and answer it in this issue.

The Letter: "I am sending along crude diagrams of a theatre that we are going to build here within a short time complete with the air conditioning and heating equipment that I planned myself.

"I would like to know if I have got enough c.f.m for the house. Am planning on having two exhaust fans at the front of the house. Would it be a good idea to insulate the ceiling with rock wool? Would running water circulated with a pump inside of the air duct work, provided that the water was cooled with ice? Would it be advisable to use a different fan to circulate the warm air from the hot air furnace in the winter? What size furnace would be advisable to use and where could I secure one?

"I will appreciate it very much if you will answer my letter in the next Box-office.—W. M. F., Jr."

"P. S.—If I have not sent enough information, let me know.—W. M. F., Jr."

My Answer: "I would be glad to answer your inquiry in our Q-and-A Corner, but this might take some time. However, if you let me know the number of seats in your proposed new theatre I will try to answer you in the next issue, if my editor is willing.

"Whenever I answer an inquirer frankly, I usually don't hear from him again. Heretofore, I've been brutally frank so this time I am going to try diplomacy.

"This is my initial effort in giving sugar-coated advice and I am inexperienced in providing sugar coatings. I've really got 'itchy pants' to tell you what I think of your proposed scheme of air conditioning but I suppose I'd better keep my opinion to myself. (How'm I doin?)

"Answering your questions as best I can pending information about number of seats, the c.f.m. needed absolutely depends upon that. I'll tell the c.f.m. requirements as soon as I know the number of seats.

"I don't care for the exhaust fan idea at all. I never use them on jobs that I design. I just consider them unnecessary. It would be a good idea to insulate the ceiling with four inches of rock wool if the roof is directly overhead and exposed to the sun.

"Running water circulated with a pump inside the air duct is not what I would suggest. But what I would suggest cannot be ascertained by me prior to an inspection of your building plans and prior to being told the temperature of the water you want to circulate. You can cool this water with ice but you would waste a lot of ice and so have a high operating cost unless your conditioning job was properly designed by a good engineer.

"You can have a different blower on your heating system from the one on your cooling system if you prefer it that way. But it isn't necessary. I do not design my jobs with different blowers for the different services.

"I cannot tell you what size furnace you need until I see your building plans and take off a 'heat loss' calculation sheet. The material used in the building construction affects this. If there are any 'party walls,' this too needs to be known. Exposed walls and roof require a larger furnace.

"I could purchase a suitable furnace for you at no higher price than you'd have to pay and perhaps for less. I purchase anything in this line for theatre owners when requested to do so and affix a handling charge of 10 per cent. Often I purchase at discounts a theatre owner could not secure.

"I could also make you a proper heating and air conditioning plan for $25.00, since your theatre will be quite small. But my plan would not look in the least like yours. I'm just biting my tongue to keep from saying sump'n. So I do hope that my keeping thunder and lightning out of this letter will cause you to write to me some more.

"Of course, I can give you more definite advice when I have more definite and specific information from you. I never guess about these things, while it seems that lots of other fellows do. At least judging by results that are not secured.

"No charge for letters of advice such as this, but many thanks for the dime. Some of these days I hope theatre owners will enclose dollars but right now I know they are few in the theatre business.

"If I can help you further, let me know. Hope this letter has answered some of your questions.—G. H. S."

gifts from you theatre owners. Please stop giving him cigars unless they're Corona Coronas, and then I'd prefer that you give them to me. Let him smell my smoke for awhile.

He had in mind building a trailer for us to use for cruising purposes this Fall. And after I okayed the idea he said of course he'd have to build a sound-proof partition in the middle of the trailer and locate our bunks at the far ends, otherwise he couldn't sleep because of my snoring. So I told him I thought this partition should be solid, with doors only at both ends of the trailer, because otherwise I couldn't live in the putrid atmosphere of his smoke.

The trailer won't be built until we can get together on the matter of design. He's pretty good when it comes to the design of air conditioned boxoffices, sound-proofing and such, but when it comes to foul odor eradication, in trailers as well as in theatres, that's my racket and I expect to take a hand in it. Incidentally, how are you fixed to cope with foul air this Fall.

WHAT'S NEW IN AIR CONDITIONING

THEATRE owners are asked to get their minds on the mechanical element here pictured. Isn't it just like a woman, especially a pretty one, to put me behind the eight-ball in trying to describe a new air conditioning unit just recently brought to my attention?

While the young lady is admiring her reflection in the shiny front of the upstanding unit, may I too reflect a bit briefly on its specifications as a piece of modern air conditioning equipment? Your attention, please, on this portion of the picture.

It is a self-contained weather-maker designed by Carrier, which it is said produces the cooling effect of five tons of ice. The new unit comes in seven sizes ranging from three to 15 tons and it has automatic water control in the motor compartment to conserve water consumption. Plus this new feature of economy, it has extra filter area and a free flow of air to the fans increases its cooling efficiency.

Now don't go and conjure up visions of being able to completely air condition your entire theatre with this outfit, unless yours is a doll house. It has its limitations and within them it will do a good job. I know the manufacturer, and he wouldn't want



me to say more than that, without knowing more about your needs.—G. H. S.

APPOINTMENT



John F. Lebor, lately with the RKO Corporation, has been appointed assistant to E. A. Kleinschmidt, executive vice-president of York Ice Machinery Corporation.

Mr. Lebor was born in Portland, Oregon, in 1906, graduated from the University of Oregon in 1928 with honors and a B.B.A. degree, and obtained his master's degree from Harvard University in 1930. During his college career he became a member of the following honorary and social fraternities: Phi Beta Kappa, Beta Gamma Sigma, Alpha Kappa Psi and Beta Alpha Psi.

In 1930 he entered the training course of the Equitable Trust Company of New York (now the Chase National Bank) and the same year became security analyst in the firm of Scudder, Stevens and Clark. In 1933 he joined the Radio-Keith-Orpheum Corporation where he served as funded debt administrator and handled miscellaneous corporate and financial assignments until his present appointment.

Mr. Lebor's social affiliations are the Harvard Club of New York City, the Town Club of Scarsdale, and (until recently) the Scarsdale Golf Club.

America has a sweet tooth. You may as well cater to the demand for confections and take your profit therefrom. Vending machines are now available.

Select standard advertised equipment for your theatre and you won't have to apologize to your patrons for what has been put over on you.

"Better Projection Pays" is an old slogan, passed down through the years. And it grows more potent to the exhibitor with each passing year.

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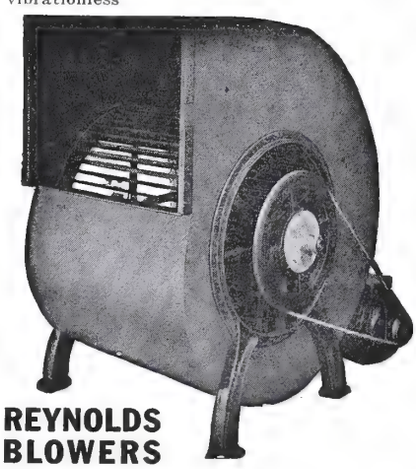


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LIGHTING

THEATRE ILLUMINATION FOR ADVERTISING DISPLAY, ATMOSPHERE AND BETTER VISION

Coffers of Color . . . A Practical Formula for Functional Planning

By **C. M. Cutler and H. J. Chanon***

IN BYGONE days, coffers were filled with gold. Now coffers of another type can contribute to theatre environment which in turn brings dividends to the boxoffice. Architectural coffers filled with color offer opportunity for unusual ceiling treatments and at the same time provide pleasant lighting on circulation areas. In such atmosphere the patron is "lifted" out of the surroundings of every day living as he enters the theatre for a few hours relaxation.



MR. CUTLER



MR. CHANON

Coffers are beginning to be extensively employed in modern systems of illumination. Now with color available in abundance with the Mazda fluorescent lamp, the theatre has a real opportunity for creating unique and striking impressions. These are most effective when the lighting is designed as part of the structure and decoration. The coffer is an element that lends itself to such incorporation.

Ceiling coffers in the lobby may be closely-spaced patterns of square shapes such as shown in Fig. 1. Or the coffers may be placed in a more open type of all-over pattern. A great number of arrangements designed to fit almost any desired treatment are possible. It is not essential to employ only squares, other shapes may be easily adapted. Still further variation in appearance may be effected by the contour of the lower edges.

Flexibility in appearance is introduced with color, the strong hues being produced by using the same colored lamps in each coffer. The colors available in fluorescent lamps make possible a wide variety of color schemes. Fig. 2 illustrates a suggestion for using one lamp in each coffer in the ceiling treatment shown in Fig. 1. A still greater number of combinations are possible in the coffers by mixing light from two or more different colored lamps. The more delicate and pleasing combinations usually result from such handling. Fig. 3 indicates a possible arrangement with two colors used in the majority of coffers.

The impression of the two-lamp coffer is different when viewed from opposite directions. The side of the element, Fig. 4, next to each colored lamp takes on a hue predominating in that color. In the lobby, a mirrored surface from ceiling to door tops will multiply the effect and add mystery as the images of the coffers appear in another color.

In choosing the colors and distributing them throughout the pattern two principal factors deserve consideration:

1. Character of the mixture of light from the several colored sources;
2. Distribution of individual colors throughout the pattern.

Referring to point one, a cool effect can be achieved by using a greater proportion of blues and greens. Conversely, where gold and pinks predominate a feeling of warmth is produced. In the summer the psychological effect of the former is generally desirable, whereas, in the colder months a mixture in which the warmer colors predominate is naturally preferable. It is a simple matter to obtain either combination by merely changing the colors of lamps in certain coffers. With such a flexible system suitable color schemes may be had for special occasions and holidays. For autumn, golds, reds and varieties of green are fitting.

Distribution of individual colors should be uniform in the pattern to allow the colors to be well mixed before reaching face-level. If the proportion of each color is chosen in accordance with suggestions in Figs. 2 and 3, faces and clothing can appear reasonably natural or flattering. However, for special occasions it is per-

*Nela Park Engineering Dept., General Electric Company.

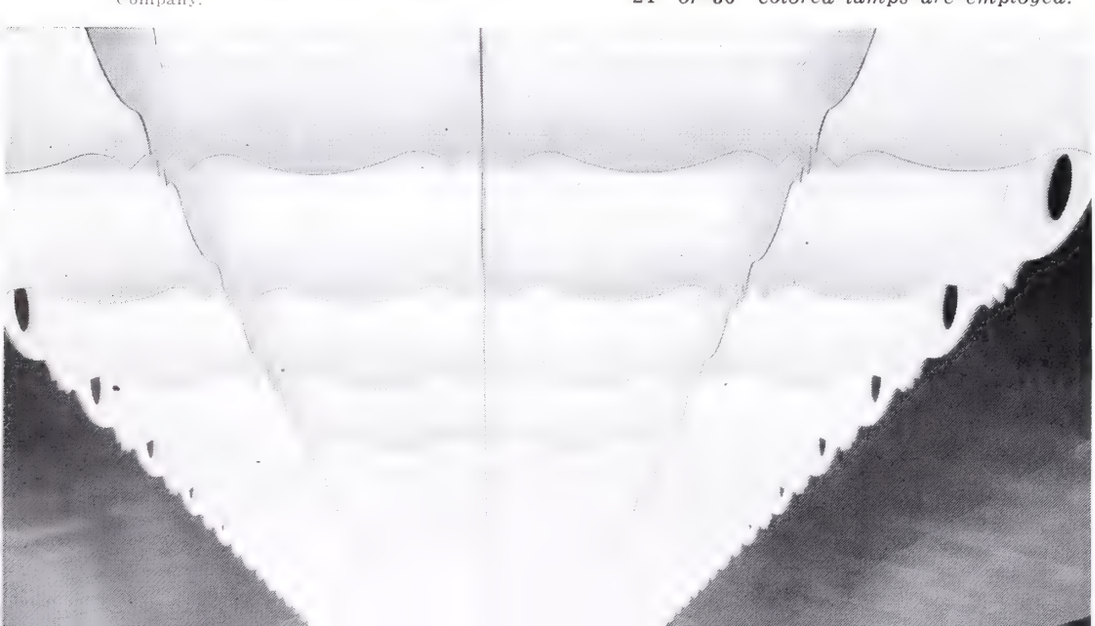


FIG. 1—*A ceiling treatment employing two fluorescent lamps of different colors in the majority of coffers. The size of the coffer depends upon whether 18", 24" or 36" colored lamps are employed.*

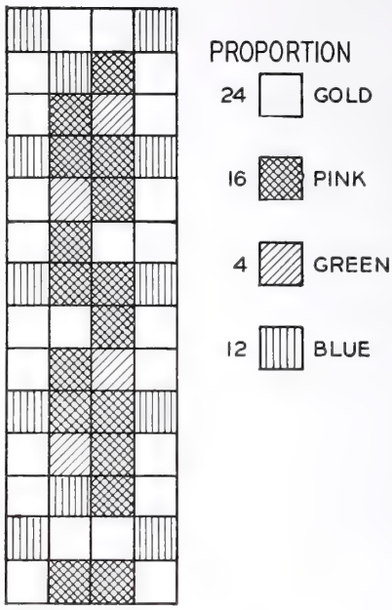


FIG. 2—*A suggested arrangement of colored lamps to produce a ceiling pattern in the stronger colors and a pleasing quality of light in the circulation area.*

Advice on Lighting

Various contributors to this department, comprising outstanding authority on the subject of Theatre Lighting, will be glad to answer questions or otherwise assist in the correct solution of any lighting problems presented by our readers. Such inquiries, addressed to the editor of THE MODERN THEATRE *section, will be referred promptly to sources of information most pertinent to the problem presented.*

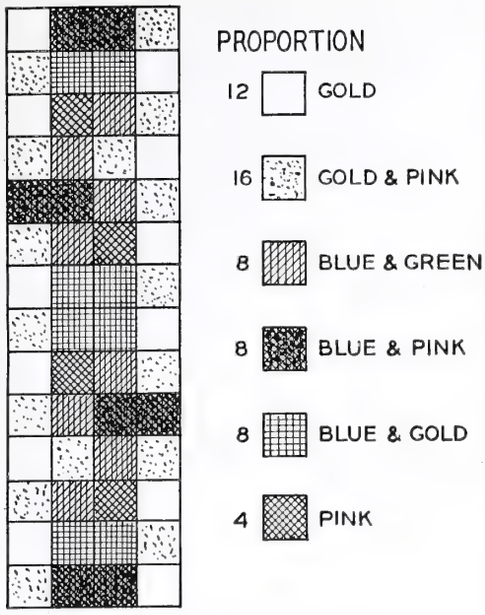


FIG. 3—*This is the arrangement of colors used in the installation shown in Fig. 1. It results in more delicate hues than the arrangement in Fig. 2. Other proportions for special effects are readily obtainable by a simple change in lamps.*

missible to give first consideration to the decorative effect desired.

For Mazda Type F lamps of equal wattage, the proportion of 1 green, 3 blue, 4 pink and 6 gold lamps results in a pleasing quality of light. Since Mazda F lamps in color are available in 18", 24" and 36" lengths, the size and shape of the coffer may be designed to fit various architectural patterns. Circular and rectangular shapes are illustrated in Fig. 5.

With a system of this sort, the theatre can create refreshingly different atmospheres by the simple expedient of changing the arrangement of lamps to give entirely new patterns. The lobby need never grow old in appearance. The same type of treatment can be applied to foyers, lounges and other parts of the theatre.

Don't overlook the help that the architect can give in creating designs that have real novelty and appeal and that finished appearance which is the outgrowth of architectural planning.

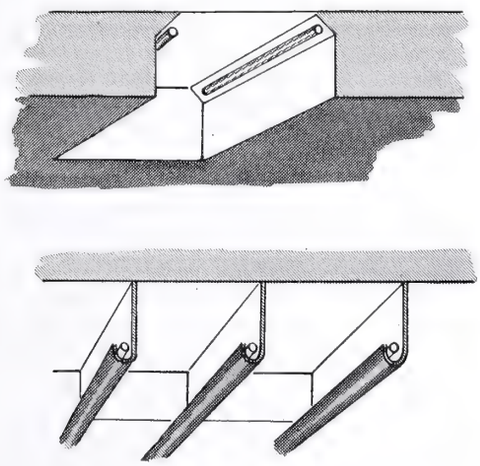


FIG. 4—*Two suggestions for placing lamps in square-shaped coffers.*

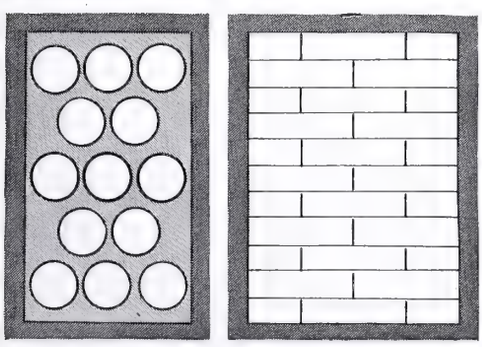


FIG. 5—*Coffers with circular, rectangular or other shaped openings may be easily adapted. The choice of design depends largely on the decoration and architecture.*

Don't Spare the Cleaner While Carpet Is New

With the improvements in carpet construction and in the design of vacuum cleaners, it is no longer necessary to defer the uses of a vacuum cleaner during the first few months a rug is laid. Of course, the carpet will fluff to a certain extent during this period. This fluffing is caused by the working out of the short ends left in the yarn as the pile is cut and will discontinue as soon as these ends have been removed. This fluffing does not injure the life or quality of the fabric.

A modernly designed candy vending machine in the lobby goes a long way toward reducing "the nut."



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CINE CLINIC

PRACTICAL DISCUSSIONS ON THE MECHANICS OF PROJECTION AND SOUND

The Personal Safety Factor in Projection Practice

By **T. P. Hover***

Reprint from the JOURNAL of the Society of Motion Picture Engineers (June, 1940) of a paper presented at the Society's Spring Meeting in Atlantic City, N. J.

THE increasing age level among the skilled craftsmen in the motion picture industry and the addition of many new industrial hazards within the past few years, suggest that added consideration be given the physical well-being of these workers. The spectacular effects following a film fire are often so outstanding that this single item has received attention in safety engineering almost to the entire exclusion of all other types of hazards.

In planning a course of education or instruction in safety, the most successful approach in most industries is through the largest and most energetic group of employees. Unfortunately, this is not the case in the motion picture industry, since to expect assistance from the theatrical unions is to expect the impossible. Year after year, these unions supply skilled craftsmen who work under conditions which in many cases are extremely unhealthful, without making vigorous protest against such conditions. It therefore is not likely that these organizations would be interested in demanding installation of safety appliances which might save a projectionist's thumb, conserve his eyesight, or perhaps even such an unimportant item as his life.

The problem may be roughly divided into four parts, falling, respectively, under the jurisdiction of the manufacturer, the exhibitor, the sound supervisor, and the projectionist. I shall make no attempt to present a complete safety survey, but will point to outstanding examples of danger, in the hope of starting some original thought concerning this important problem.

(1) *The Manufacturer*—The trend now is to remove much of the so-called bootleg equipment from the market. This is in the interest of safety, since a large part of this equipment contains elements tending strongly to decreased safety in operation.

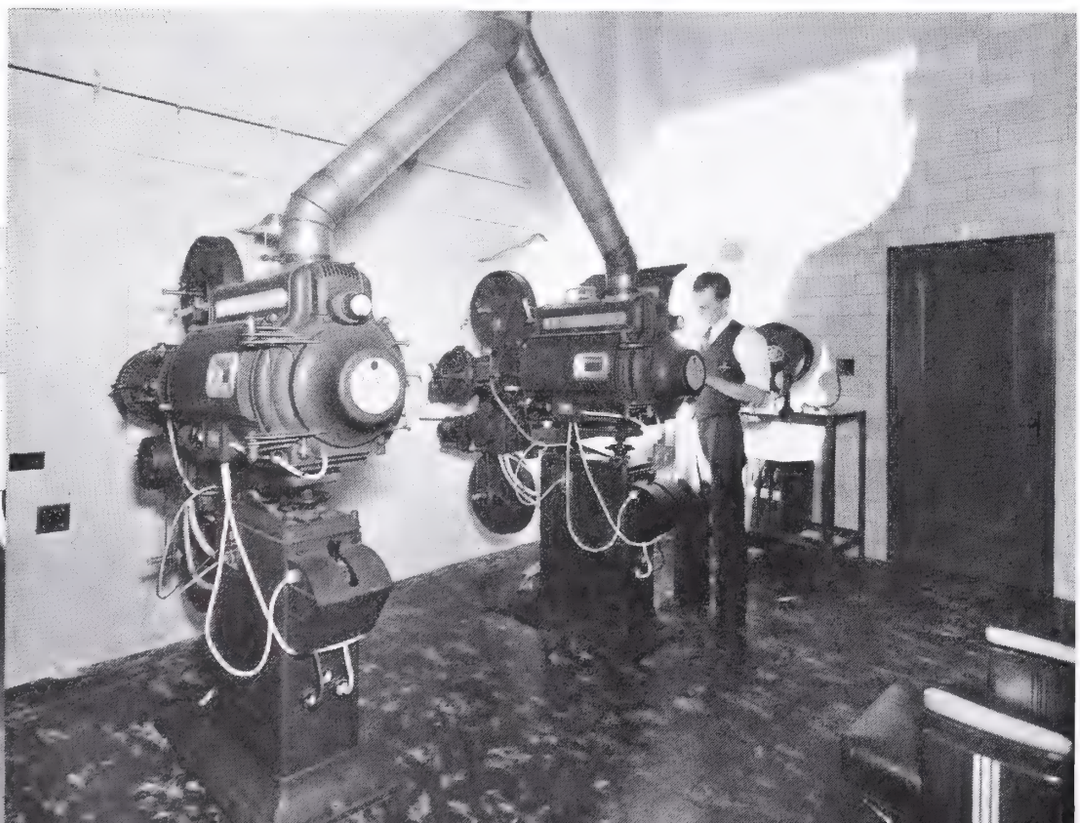
A few states and some municipalities have far-sighted public-spirited officials, endowed with the proper authority to ban certain types of dangerous equipment. Nevertheless considerable equipment has been installed in projection rooms with apparently but one idea in mind by its manufacturer, namely, that it will hold together long enough for him to collect its cheap price. That such cheaply constructed equipments often constitute a hazard to the projectionist apparently has not entered the mind of anyone.

There can be no possible excuse for unprotected chains, gears, or flywheels anywhere on a modern projector. Manufacturers supplied a real aid to the projectionist when they installed a handwheel on the drive or motor shaft, but in many cases this wheel is knurled or has exposed set screws which can catch any clothing which might touch it. A friction coupling could be used.

There is no particular reason why oil holes concealed within a maze of gears can not be piped to the outside or to a convenient place on the projector, except the cost of so doing, and such cost would not be at all high.

Idler rollers and roller assemblies should be so designed and placed that when open they provide a clearance of at least five-eighths of an inch all around the sprocket. If for any reason this is not practicable, they should be placed so that they will not open more than one-eighth of an inch from the sprocket. Rollers which provide clearance between these dimensions will permit a finger to be caught by the sprocket teeth and either seriously mangled or broken.

Necessary projections extending out from the base of the projector should be enameled white to prevent tripping in a poorly lighted projection room. Much annoyance and even serious accident has been caused by failure to do so.



While this view of the projection room of the new Mt. Lookout Theatre at Cincinnati (described elsewhere in this issue) bears no direct relation to the paper here presented, nevertheless it shows full provision of the safety factor in fine projection equipment and related accessories, plus a projection room planned and equipped for the utmost comfort, health protection and convenience of the operators.

The poor eyesight so common among older projectionists is to a considerable extent due to carelessness and ignorance. Many projectors were planned and constructed in such a manner that light is spilled over from lamp house, condenser housings, and aperture plates. There can be no possible excuse for any of these hazards existing in a modern projection room.

Not all hazards are confined to the moving parts of the projectors. For many years lamp manufacturers were beset with what were variously called, "the Chicago regulations," "the Massachusetts regulations," and the "Ohio regulations," etc.

*Warner's Ohio Theatre, Lima, Ohio.

Some of these efforts by state and municipal authorities were sincere but misguided. Others were simply the result of a trend in thought produced by some accident or mishap which received considerable attention at the particular time. Many ill-judged laws, so originated, are still in full force.

For example, one municipality still requires a bucket of sand in the projection room. Unfortunately, a full bucket of sand is so heavy that under conditions when split seconds count, the weight of the bucket prevents its rapid manipulation; hence it is seldom used, but serves to prevent adoption of some other sensible ordinance.

Another city enforces an ordinance requiring that a water barrel be maintained in every projection room, though nothing is said concerning the contents of his barrel. I might add that many projectionists use it as a receptacle for waste paper and film scraps.

Not all these ordinances and regulations were foolish, however. Lamp houses having the vents covered with a fine mesh wire were an assurance that sparks could not escape from the lamp house. This was really a safety measure in the days when less than one-third of the theatres provided proper ventilation for lamp houses, and, incidentally, not all theatres have it today. Another regulation required the careful shielding of commutators and brush holders of motors of generators located within the projection room, which regulation is as necessary today as it ever was.

The mad scramble to place simplified high-intensity arc equipment on the market has resulted in some mechanical and electrical concoctions which normally might receive the attention of a museum. There can be no excuse for the construction of a lamp housing which can or will permit hot carbon or slag to fall out. A ruling in effect in many cities prohibits the lamp manufacturer from bringing arc leads up through the bottom of the lamp, especially if these leads are of any length. A burned-off lead could easily fall through the bushing and touch the metallic portion of the projector or the floor, thus forming a very real hazard.

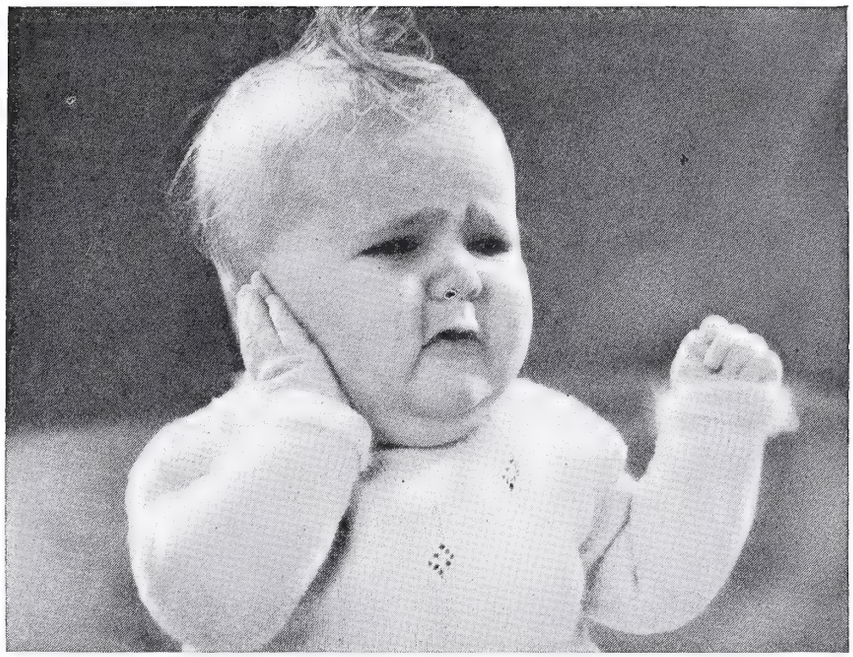
It would appear, from close observation of some of the lamps today on the market, that a little attention might well be devoted to the study of convection currents and the action of heated air and fumes, with the probable result of less solid material deposit in the lamp house and the moving machinery within it; with a resultant improvement in the health of the projection profession.

There is no reason to believe that a

(Continued on following page)

Have You a Problem?

Conductors of the CINE' CLINIC will be glad to answer questions relating to problems of projection and sound operation and practices through these columns. State your problem clearly, detailing symptoms of trouble. Answers to questions of general interest will be published in a later issue, identified by inquirer's initials only. Should you desire private information or advice, enclose stamp for reply. Address The MODERN THEATRE, Room 334, 332 S. Michigan Ave., Chicago, Ill.



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The Personal Safety Factor in Projection Practice

(Continued from preceding page)

powdery deposit which will gradually work injury to the gears and bearings of the equipment will be beneficial to the lungs and respiratory passages of a projectionist. A projectionist may be better than his equipment, but it is unlikely that he is tougher.

Finally, a manufacturer's practice of some years ago deserves some attention: namely, the issuance of carefully written instruction books for the various types of equipment placed on the market. For the manufacturer to assume that the projectionist who will handle his equipment is skilled and capable of operating it at greatest efficiency is flattery at its highest. But a well written instruction book will certainly increase general efficiency and assist the projectionist who may have been absent when the equipment was installed or demonstrated. Some manufacturers of radio and sound equipment make a practice of soliciting information from outstanding engineers which will aid in the operation of the equipment they sell. As compensation, they frequently donate the piece of equipment to the engineer writing the most satisfactory text and instruction book.

It should not be thought that the entire industry is lax in this matter. Certain manufacturers have been active in this type of work from the very start of their business. It is safe to say that the preference for their equipment by projectionists all over the world probably had its inception after their contact with some of the educational features of these companies.

(2) *Sound Supervisors*—The sound supervisor is in a position where he can readily aid the projection staff in matters of personal safety.

Starting at the projection room door, especially those reached by steel steps and ladders, a door mat of carpet or felt may require an occasional sweeping to keep it clean, but it will also remove any slight film of oil which might get on the projectionist's shoes. It is an accepted fact that a slight quantity of oil on rubber soles or heels will provide danger of slipping on steel ladders or steps.

No sound supervisor should permit the installation of conduit on the floor where the projectionist must step over it, or overhead where it may contact his head. Any number of faults might be pointed out—nails are frequently driven into walls for the purpose of hanging tools or clothing, and an unsuspecting person may stumble into them and receive serious injury.

The sound supervisor should pay particular attention to gadgets which the inventive projectionist may add to the projection room or its equipment, making sure that, if electrical, they comply with municipal ordinances; and, if mechanical, they do not result in a menace to life and limb.

One item should receive the attention of every sound supervisor: namely, some means should be found to light the stairways and ladders leading to the projection room amply before the house lights in the theatre are turned on. An astonishing number of serious injuries occur where the projectionist must literally feel his way to the house-light switch, which often is in the projection room. The practice of one supervisor in placing a low-wattage lamp outside the door of the projection room in most of the theatres under his supervision is to be highly commended.

(3) *The Exhibitor*—The exhibitor should be vitally interested in the health and physical welfare of his projection staff. In a country where almost every state has some type of workmen's compensation in the event of injury or death resulting from accidents, the ultimate cost rests, sooner or later, upon the exhibitor himself. In some cases the neglect and carelessness is so obvious and criminal that law suits have resulted, usually to the disadvantage of the employer. It should be remembered that a man on crutches, or well plastered with bandages, has a distinct advantage in the average court of law. The fact that an exhibitor may have workmen's compensation or liability insurance does not make him immune to court action in cases where compensation and examining boards rule that the accident in question was the result of criminal carelessness on the part of the employer.

It is only fair, at this point, to compliment those employers who have made available sickness and accident insurance at a reasonable rate. Some welfare organizations sponsored by various circuits deserve commendation. In some cases they

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that in order to secure the desired screen brilliancy with the present dense black and white and the colored films, twice as much light is required as is possible to project by any low intensity lamp.

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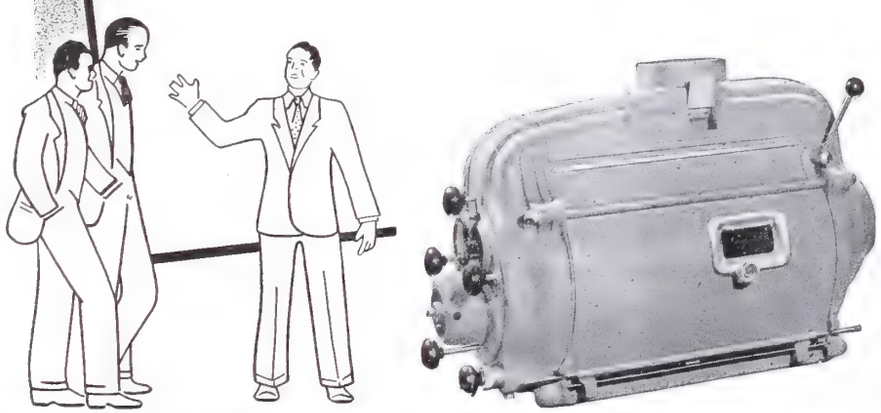
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have been directly responsible for saving the lives of theatre employees who would be unable to afford expensive medical attention.

The exhibitor, being in almost daily contact with his projection staff, should realize that a man who delivers careless and sloppy projection will have these same habits in matters of personal safety. Certain employes develop a tendency toward accidents, and carelessness is usually at the seat of this habit. It is an established fact that accidents, regardless of where they may happen, are not equally distributed among the population. A small part of the population has a large part of the accidents.

The use of open or desk-type fans anywhere in the projection room should be absolutely forbidden. If a proper ventilation system has been installed, such fans are useless. They bring with them not only the danger of someone reaching into them in the darkened projection room, but the drafts which they create stir up dust and grit which can collect on optical systems, film, and in the gears.

Several fatal accidents among projectionists bring up another important point —the use of various solvents in the projection room. There can be no excuse for anyone's bringing gasoline or kerosene into a projection room. Each year one or two theatre employes take this means of leaving the movie industry. There are a number of satisfactory cleaning fluids on the market which are entirely free from the danger of explosion, but it should be remembered that all commercial solvents available at the present time give off fumes, which, under the increased temperature and doubtful ventilation of a projection room, may impair the health of the employes. The use of benzol products should be particularly condemned, for they are not only highly explosive, but may do serious damage to the heart and respiratory passages when inhaled.

(4) *The Projectionist* — Projectionists should use great care in replacing guards, cut-out switches, and various safety appliances which have been furnished by the manufacturer. Strapping out safety switches on power amplifiers and other high-voltage equipment may not endanger the skilled electrician who works with this type of equipment every day, but nevertheless it may cost the life of the assistant or relief projectionist who may not be entirely familiar with the equipment, or with the fact that voltages in excess of seventy may cause instant death. There are on record cases of deaths resulting from contact with the power circuits of ordinary household radios using voltages less than those used to supply sound picture amplifiers.

Any local union that claims to have bettered the welfare of its members should be able and willing to add this statement to its list of achievements: namely, that every projectionist member and stage electrician shall have a working knowledge of, and be able to administer, the Shaeffer Prone Pressure Method of Artificial Resuscitation. Numerous films have been made demonstrating this system and there is no reason why every active worker in the projection field should not be familiar with it.

The Red Cross provides a program of

(Continued on following page)





The Personal Safety Factor In Projection Practice

(Continued from preceding page)

first-aid instruction which is practically in continuous operation in cities of any size in the United States. An eight-hour course of instruction may be had at the price of the text-book, which is usually 60 cents. At least one employe of each theatre should be a graduate of this course. Most theatre managers are ready and willing to furnish proper first-aid kits to their projection staffs, but only too often the adhesive tape takes its place in an electrical circuit while the bandage materials are allowed to collect dust in the open air and the iodine is permitted to evaporate.

It should be pointed out that many of the ills that beset the projectionist are the result of his own carelessness or lack of expert knowledge. It is to be hoped that a proper spirit of cooperation will not only result in saving of life and increasing efficiency in projection but will stave off the inevitable day of reckoning when increased and prohibitive insurance rates will compel attention to proper safety principles or prohibitive legislation and regulation will add one more burden to an industry now sadly overburdened and overregulated.

It is safe to say that few industries spend so much time, attention, and money in maintaining their physical equipment at peak efficiency, but there is no other industry which pays so little attention to the personal health and welfare of its skilled workers.

In the State of Ohio, employers and employes alike have for many years been taught that accidents do not just happen, but are the result of doing something the wrong way. The State of Ohio has no copyright or patent upon this statement which I can heartily recommend for use in the motion picture industry.

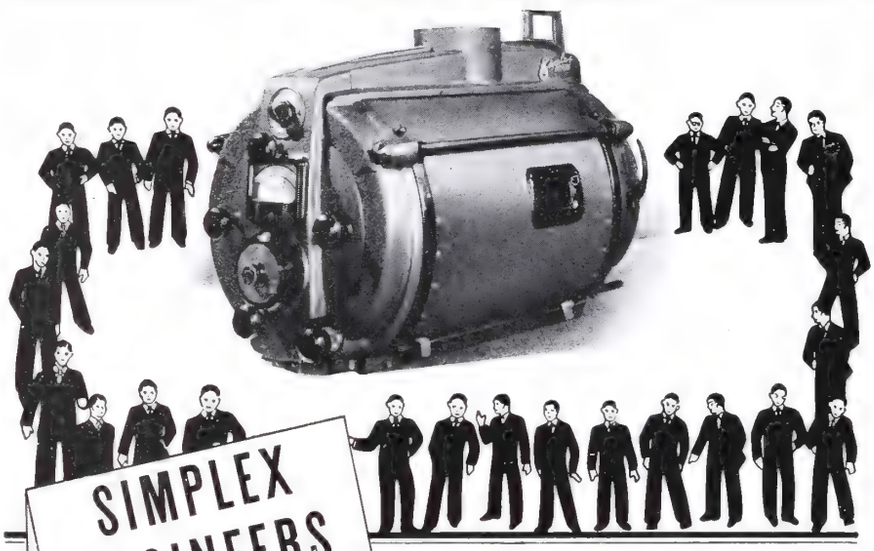
Audience Din Affects Movie Sound, Is Claim

Movie-goers visit the film places to be entertained, and sometimes they enjoy themselves so much that the noise they make poses a problem for the industry, according to a technical discussion by a Hollywood studio official before the recent Spring Convention of the Society of Motion Picture Engineers.

Audience noise level has been found to be a serious restriction to the volume range of motion picture dialogue because it averages 8 decibels louder than the almost inaudible noise level of the sound reproducing equipment itself, according to W. A. Mueller, technician at the Warner Bros. First National Studios, Burbank, California. This represents almost 10 per cent of the audible range of the ear.

"A series of noise measurements was made in theatres to determine the cause of low intelligibility of dialogue recordings of wide range," Mr. Mueller said. "Audience noise is an extremely variable factor. Measurements made in the same theatre showed it to be as low as the film noise level in one instance, and later to rise to 14 decibels above this value. To secure good intelligibility of motion picture dialogue, the volume range must be compressed so that the softest-spoken words never are so low as to be seriously masked by audience noise."

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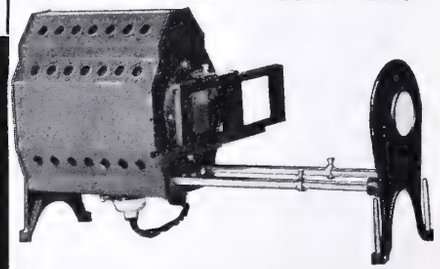
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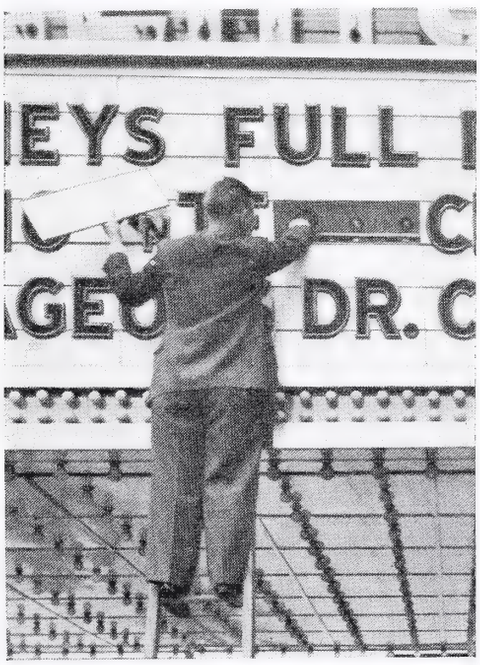
10516 Western Ave. Cleveland, Ohio

NEW SIGN LETTER ASSUMES THIRD DIMENSION

WITH the theatre industry definitely "Third Dimension" minded as evidenced by the featuring of latest developments in this field at the San Francisco Fair, a new sign letter development by Adler Silhouette Letter Company, with a three dimensional factor, should be of interest to theatre men throughout the country.

The new Adler letter combines a recessed face with a deep form of reflecting bevel projecting frontward, which is said to produce unusual and heretofore unobtainable third dimensional depth that greatly enhances the beauty as well as the readability of the letters. When using colors on the recessed face of the letter, it also gives a two-tone appearance in connection with the third dimensional effect of depth.

In addition, it is also pointed out, the method of mounting the new letters, requiring few bearing points to seat the letters, permits quicker changing in the sign and tends to keep all letters in perfect alignment with a locked-in-line arrangement. The letters are held close to the glass and this with the full unbroken bevels shows the letters in bold, clear-cut silhouette. The raised edges forming the bevels also protect the faces of the letters from marring or scratching.



These new cast aluminum letters can be used in combination sizes for attractive program display and any size letter from 6 inches to 24 inches may be used anywhere in the sign on the standard frames made of 18-8 stainless steel to protect the glass. The larger size letters may be used as capitals in combination with the smaller letters or as complete words to feature stars or titles. The popular combination of 10-inch, 16-inch and 24-inch sizes lines up perfectly at the bottom, according to the announcement.

In addition to the new letter, Adler also announces the "Remova-Panel," a removable glass panel which is said to materially cut the cost of sign maintenance. The experienced sign man says, "A sign poorly maintained is worse than no sign at all;" therefore the removable panel frame is designed to be of help to theatre users and to save them a considerable amount of time and money in maintaining and servicing their attraction boards.

Heretofore, with prevalent multi-decker frame equipment holding many lines of letters, it has been necessary to remove the letters and lift a large, heavy frame unit with glass contained therein, weighing up to 55 pounds or more, out of the sign, handing it down to another man on the sidewalk. With the new removable panel unit, it is necessary only to slide the letters in the tracks to the adjoining frames and then only swing open a small, lightweight hinged glass panel weighing only about two pounds, which permits ready and quick changing of lamps. This should help to keep signs properly maintained since burned-out lamps leave dark spots in the large, luminous glass panels and more readily spoil the appearance than in the old type of sign if they are not properly maintained.

Airbrush Is Direct Aid To Decorative Display

Theatres which maintain their own individual art departments for the production of posters and various other media of display must practice efficiency as well as artistry. Speed of production is of importance as well as beauty and originality. In this connection, an airbrush outfit is of great value.

In creative art, air is a most flexible power. It can be made to breathe the pigments of paint into the desired subject with delicate daintiness or powerful vividness, to produce the finest of sharp lines or the faintest of shadows with equal ease. In fact, its scope of accomplishment in the realm of commercial art is almost limitless.

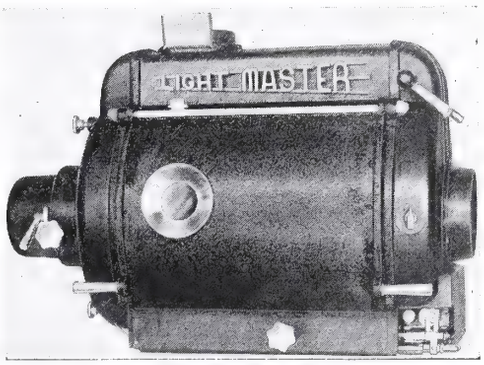
Modern artists, illustrators, retouchers, photographers and designers who have adopted the use of air in their work have done so because when confronted with every-day problems, they found it offered them a medium of expression far superior to pen or pencil or hair brush, especially where speed was a factor or when an exceptional smoothness in tone was necessary.

In a few hours any artist can learn how to use air in creative art. With a little practice he can easily master its technique and obtain almost any effect he may desire. The use of air has opened many new avenues of achievement for the artist and with greater time-saving and profit.

Out front there is a real opportunity to sell your theatre. Don't miss it by failure to use it as intended, with plenty of light and lettering.

UNMISTAKABLY BETTER
SNOW-WHITE
PROJECTION LIGHT

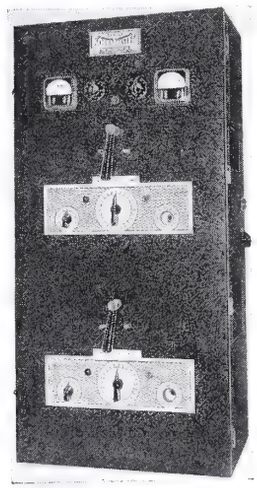
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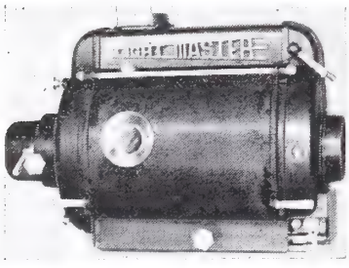
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News of what's NEW in Modern Theatre Equipment

1 AQUA-SORBER—A portable dehumidifier unit specifically designed and constructed to eliminate dampness and control high humidity. A compact, self-contained unit that is said to efficiently filter the air treated, removing dirt, dust and pollen. Extracts moisture from the air by a hygroscopic absorptive material which slowly dissolves and is inexpensively replaced. Made in three models. Model HB-100 here illustrated.

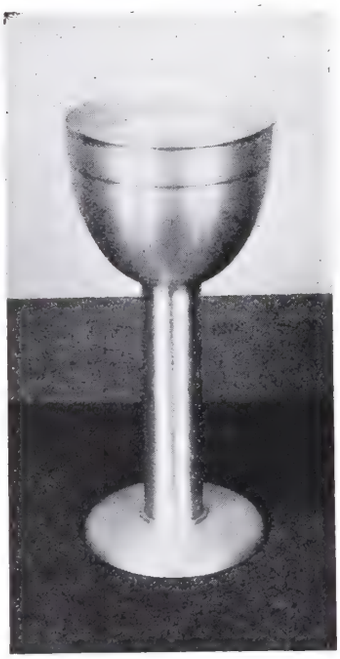


2 THE LIGHTMASTER M-15—A new model high intensity projection arc lamp with a pronounced "Economizer" feature in its operating characteristics. Designed, its producer claims, to accomplish all the functions of Simplified



High Intensity Projection for small and medium-sized theatres at a cost they can afford to pay. Uses 14-inch mirror, continuous feed type arc control and may be used with either generator or rectifiers.

3 ANODIC ALUMINUM SAND URN—Untarnishable and indestructible, never needs polishing, will not rust, smudge, chip, peel or show finger marks. Anodic surface next in hardness to the diamond, but with velvety soft feeling



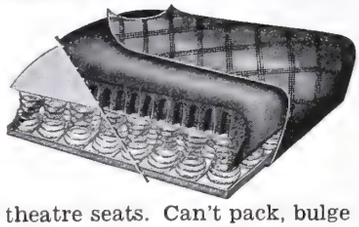
appearance of satin silver. Lower compartment for clean sand with removable top tray. Classic design, 21½ inches high, 10½-inch bowl. Illustrated is one of a thousand designs in Anodic Aluminum furniture and equipment made by the manufacturer.

4 ADVANCE ACE — A new model, streamlined popcorn machine with refinements of design and appearance that fit it for a prominent place in the modern theatre, plus an efficiency of mechanical performance that makes the most of popcorn sales as an extra profit source for theatre owners. Numerous models and sizes available at prices ranging from $139.50 upward.

5 HANDY PENNY CHUTE — Developed to solve the problem of change-making under the new Defense Taxes Act. Fits any make or model coin changer, clamps on either side. Has patented push-button control and holds from 150 to 160 coins. Double units supplied for larger theatres. Inexpensive, practical and error-proof; neatly designed, made of plated steel and easily attached by simple thumb screw.

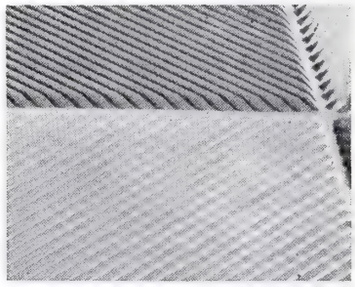


6 DUNLOPILLO THEATRE SEAT TOPPING—For use over seat springs to eliminate all padding and stuffing. May be specified for new seats or used to replace worn-out or packed-down pads in existing



theatre seats. Can't pack, bulge or lose its shape. Illustration shows method of application employed by seating manufacturers who now supply it. Comes in any desired thickness.

7 TU-TONE RUBBER RUG—Which may be applied to practically any size or shape of floor. Made in rolls 54 inches wide and 30 feet long and it can be cut and matched to fit any desired area. Over-all



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8 "THIRD DIMENSION"—A new silhouette changeable sign letter with recessed face and reflecting bevels to provide third dimensional depth in reading values, together with a new removable glass panel mounting unit called "Remova-Panel" with locked-in-line, glass-in-frame units for inter-



changeable use of all size letters. New letters available in sizes from 6 inches to 24 inches and all may be used in combination. Features saving in cost of maintenance and time and labor in letter changing.

MORE DETAILED INFORMATION

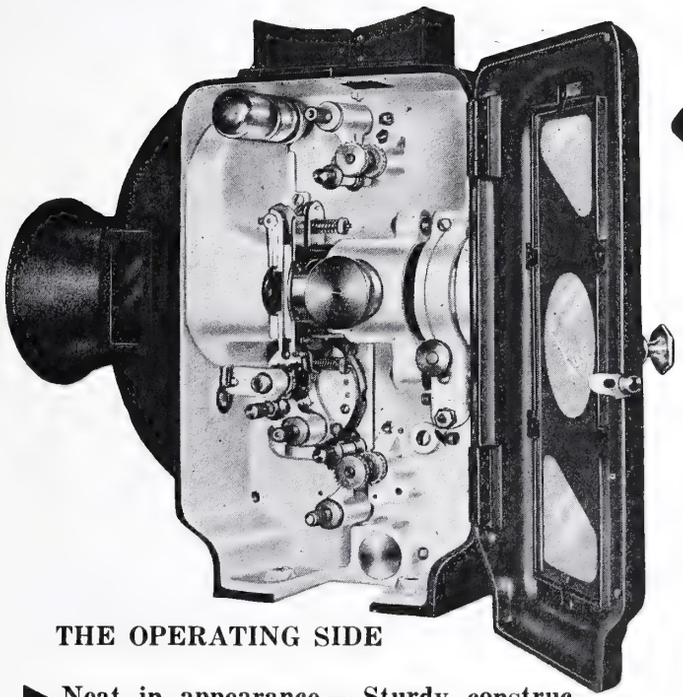
on any or all items mentioned on this page may be secured by addressing a postal card to **The MODERN THEATRE INFORMATION BUREAU, 332 S. Michigan Avenue, Chicago, Illinois.** Specify the items in which you are interested by using the initial number at the beginning of each paragraph.

NOTICE: This page will appear frequently in The MODERN THEATRE section and as often as there are new product developments to report. Watch for it.

Pointing to POINTS

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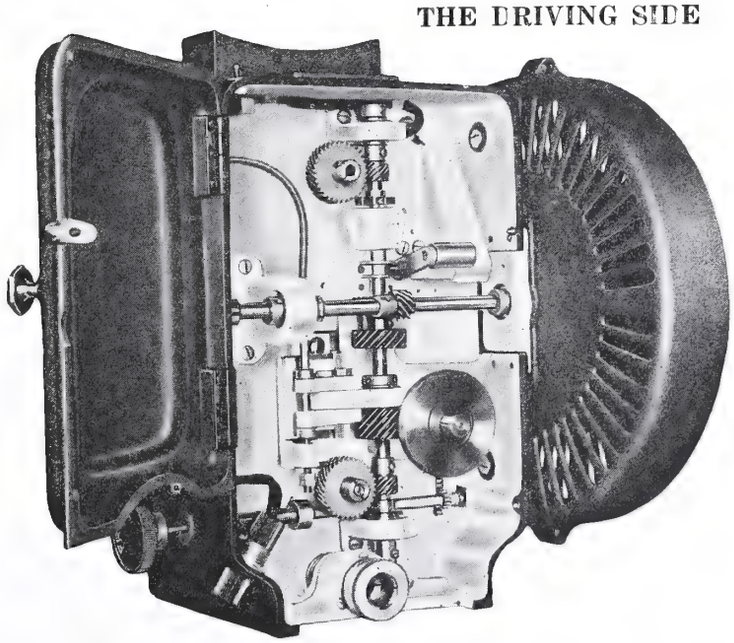
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INDEX

OF ADVERTISING IN THE MODERN THEATRE SECTION

	Page
A	
Adler Silhouette Letter Co.	45
Advance Manufacturing Co.	44
Altec Service Corp.	53
American Seating Co.	26
Automatic Devices Co.	45
B	
Ballantyne Company	57
Best Devices Co.	56
Brenkert Light Projection Co.	35
C	
Carrier Corporation	60
Century Projector Corp.	59
Chicago Expansion Bolt Co.	60
Cochrane, Charles P., Co.	44
D	
Davidson, Ltd.	60
G	
General Electric Co.	47
General Seating Co.	60
G-M Laboratories, Inc.	55
Golde Manufacturing Co.	49
H	
Hertner Electric Co.	53
Heywood-Wakefield Co.	31
I	
Ideal Seating Co.	39
International Projector Corp.	Fourth Cover
International Seat Corp.	60
Irwin Seating Co.	60
K	
Kroehler Manufacturing Co.	55
M	
Modern Theatre Supply Co.	60
N	
National Carbon Co., Inc.	Third Cover
National Super Service Co.	60
National Theatre Supply Co.	56 & 60
P	
Peabody Seating Co.	60
R	
RCA Manufacturing Co., Inc.	Second Cover
Reynolds Manufacturing Co.	49
S	
Smith, Alexander, & Sons Carpet Co.	37
Stoner Corporation	40
Strong Electric Corp.	54
U	
Union Carbide & Carbon Corp.	Third Cover
V	
Vallen, Inc.	49
W	
Wagner Sign Service, Inc.	25
Wood Conversion Co.	41
Z	
Zouri Store Fronts	51

Smiles of Satisfaction



"There's a big difference in the expression of my audiences since I installed the new 'One-Kilowatt' High Intensity Arcs. They smile and seem more alert and interested. Of course that makes me smile too, because they like my show and come back for more.

"Yes sir! Quality projection pays! That fifty per cent extra light on the screen—that snow white light of daylight quality put my small theatre in a class with the best. It's a great feeling to know that your projection is modern and up-to-date.

"The smiles on the faces of my patrons and better box-office receipts tell me that I used good judgment when I installed the new 'One-Kilowatt' High Intensity Arcs, especially since the installation and operating costs of this new equipment are so reasonable."

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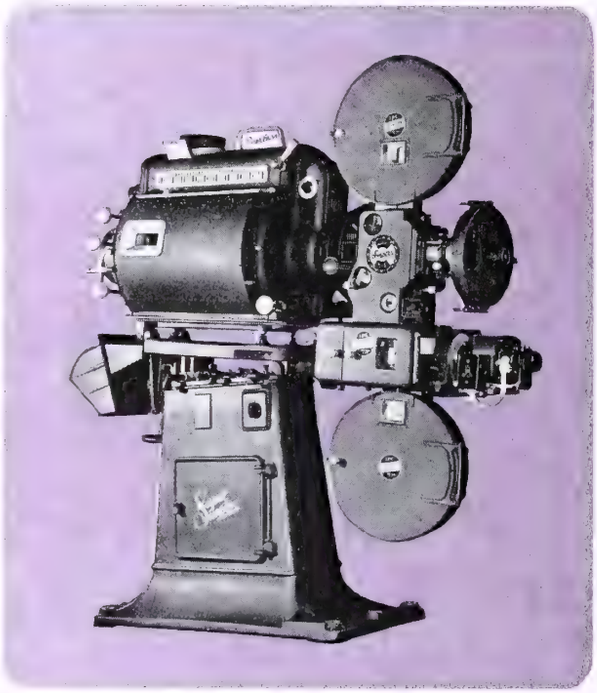
A 3rd Simplex REG. U.S. PAT. OFF. PROJECTOR HAS MANY ADVANTAGES...

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Insures an uninterrupted show when unforseen circumstances force one of the active projectors out of service.

Increases element of safety — enables projectionist to keep all associated parts of projector, source of illumination, sound parts, etc., in better condition.



A 3rd Simplex PROJECTOR FOR SPECIAL EFFECTS

Performs a useful service when it is desired to emphasize a certain portion of the picture or to create dramatic effects. Portion of film may be removed from the print, set up in third projector and effect secured without interference with the two active projectors.

MANY THEATRES ARE FINDING THREE Simplex PROJECTORS A PROFITABLE INVESTMENT

The Third Simplex Projector takes the place of one of the two active projectors when repairs are necessary and thus has a definite tendency to prevent neglect. *Neglect is poor economy.* • • • Equalization of Maintenance—spreading the wear—increases the life of all three projectors and over a period of years will automatically tend to liquidate the cost of the third projector.

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HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Class B Council Vacancies Full

The Class B council vacancies were filled by the following candidates, according to the committee of tellers which counted the ballots:

Nellie Farrell, 1,081 votes; Harry Mayo, 986; Jim Thorpe, 954; Bill O'Brien, 941; Larry Steers, 830; Harry Evans, 811; Charles Alvarado, 734; Charles Graham, 723; Paul Cook, 723; Frances Kellogg, 664; King Lockwood, 622; Dorcas McKim, 616; Clayton Jones, 603; Harry Arras, 567; Mike Jeffers, 557. The first 11 will serve three-year terms. McKim and Jones were elected for two years, while Arras and Jeffers are in for one year.

Nominating Group Chosen by SAG

With the Class B council election now disposed of and 15 vacancies thus filled, the Screen Actors Guild is turning its full attention to the forthcoming election of Class A officers for the 1941 term. A nominating committee comprising nine "A" members has been chosen to select candidates for the posts and it is expected the official slate will be chosen before the end of the month.

A total of approximately 2,100 votes were cast by mail in the "B" balloting, with eight of the council posts filled by the candidates selected by the official nominating committee, five filled by "new administration" candidates and two independents. New "B" Council will meet August 20 to select its officers. Preceding the election the annual "B" membership meeting was held, with Kenneth Thomson, SAG executive secretary, delivering the keynote speech. Thomson revealed the SAG now has a surplus of $162,613 and is operating in the black; said extra rolls must be slashed drastically and disclosed the Guild is now working out a plan of "vocational rehabilitation" for those dropped from the roster. Tracing the SAG's development during the past seven years, he pointed out that in 1936 there were 22,000 registered extras who earned an annual average of $105, compared to 7,050 registered extras in the first seven months of 1940 who have already earned an average of $358. Thomson declared that as of August 5 there are 5,534 paid-up members. Since 1937, he said, the SAG has handled 3,350 claims for 17,289 members, collecting a total of $138,950.

Screen Publicists Guild held an executive board meeting August 15 to discuss plans for a combined convention of the SPG and the New York Publicists and Advertising Guild to open here August 20. Chief topic before the conclave will be the projected affiliation of the two groups into one nation-wide organization. In a general membership meeting August 8 the SPG's closed-shop pact with Republic was officially approved, thus eliminating any threat of a strike at the North Hollywood plant. Deal involves six Republic publicists.

NLRB Orders Hearing

The National Labor Relations Board has ordered a hearing August 19 on the Screen Office Employes Guild's petition for certification as bargaining agent for studio white-collar workers, but has indicated it will waive the session if current efforts to secure studios' approval of a consent election are successful. The SOEG is now dickering for such an election with M-G-M, Hal Roach, Columbia and Universal, having already received assurances that 20th Century-Fox will support it. The American Federation of Office Employes contests the SOEG's claim to a majority membership.

A jurisdictional dispute between IATSE laborers and Studio Utility Employes members at Universal threatened to halt production on a Johnny Mack Brown western there until huddles between studio executives, union leaders and Pat Casey, of the Hays office, straightened the situation out. The IA men had asserted two SUE workers were infringing on IA work.

The Screen Writers Guild has called a general membership meeting for August 19 to reveal details of the status of its negotiations with producers to the members.

Fitts Explains He Holds the SAG in Highest Regard

When District Attorney Buron Fitts served subpoenas on two screen actors as well as four other industry figures to testify in his alleged expose of fifth column and Communist plots in Southern California, he in no way intended the action to be interpreted as a slight to the Screen Actors Guild or its membership.

In fact, he has a "profound respect and friendship" for the organization and those who constitute it.

These remarks highlighted the apology which Fitts hastened to submit to SAG executives after the guild's board of directors had prepared a statement strongly protesting Fitts' reference to actors when he announced that information concerning a Communist "plot" would be laid before the Los Angeles county grand jury.

"The membership of the SAG," Fitts said in a letter to officials of the organization, "has never for one moment even been questioned as to their loyalty, patriotism and their fine citizenship. Quite on the contrary, if any group in this country contributes more to the pleasure and happiness of our people in these troublesome times than the SAG, I do not know the organization."

Reiterating his friendship for the guild, Fitts continued:

"I am aware, for I have worked with them, of the contributions, financially and otherwise, which this group has made to patriotic and charitable enterprises and I assure you I would be the last man in the world to detract even carelessly from that citizenship."

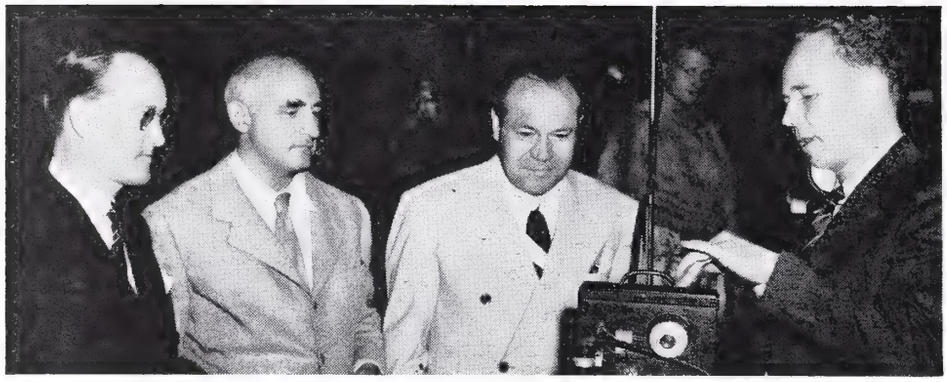
Spot Tracy and Loy in Metro's "Sea of Grass"

Metro will co-star Spencer Tracy and Myrna Loy in "Sea of Grass," story of the early west by Conrad Richter. Picture will be placed on schedule ahead of "The Road to Rome," also slated as a Tracy-Loy vehicle.

Radio Program to Develop "Good Neighbor" Policy

Aiming not only to plug forthcoming films but to strengthen the "good neighbor" policy, five major studios and the National Broadcasting Co. have announced a tieup whereby a series of twice-weekly shortwave broadcasts to Central and South America will be launched via transcriptions beginning next month.

Studios involved are M-G-M, RKO Radio, Paramount, Universal and Warner. Using Hollywood talent and film gossip, the programs will be recorded and shipped east to more powerful stations.



A Lesson on a New Camera—

The functions of the Stroboscopic camera are herein explained by its inventor, Dr. Harold Edgerton (right), to a trio of Metro-ites—Pete Smith (left), J. J. Cohn and E. J. Mannix. The instrument, taking pictures in ultra-slow motion, was used for Smith's new Specialty, "Quicker'n a Wink," and photographed such items as a bullet shattering a light bulb and a golf ball boring its way through a telephone book.

Steady Production Pace Indicated

From a glimpse at revised production schedules for August and the early days of September, indications are that what looked for a time like an impending slump in picture-making activity was just a mirage. Pointing to a steady stream of camera work for the next 30 days, at least, most of the major lots account for a total of 15 films set to go into work before the end of this month and another eight pegged for camera starts during the first two weeks of September.

Trailing "Flight Command," which takes off August 19, M-G-M follows two days later with "Come Live With Me" and, on August 28, "Ziegfeld Girl," Pandro S. Berman's initial production for the company. Paramount's only remaining starter this month is "I Wanted Wings," rolling August 26. "Shepherd of the Hills" has been moved back until September 4 and will be followed September 23 by "Reaching for the Sun" and "You're the One," which Gene Markey will produce as his first for the Marathon Street lot.

Herbert Wilcox is slated to roll "No, No, Nanette" for RKO Radio August 19 and Vogue Productions is scheduled to gun "Li'l Abner," based on the comic strip, the following day for the same company. Republic's first September vehicle will be "Melody Ranch," going into production September 3. Twentieth Century-Fox, which has already completed 17 of its 1940-41 features and has 26 others in preparation, launches "Red Wheels Rolling" and "Hudson's Bay Company" August 19. "Tin Pan Alley" hits the sound stages a week later. "Western Union" has been shifted back to September for a mid-month start. "Ride On, Vaquero" rolls September 3.

The other September starters are from Warner, where "The Fabulous Thirties" will be gunned September 2 and "The Amazing Story of Sergeant York" is geared for a mid-month launching. The Burbank plant will clean up its current month's slate with "The Lady With Red Hair" rolling August 19 and "South of Suez" hitting the cameras the following day.

Universal and United Artists account for the remainder of the August activity. The former guns "Give Us Wings" August 19, "Riviera" August 20 and "We Cover the World" August 26. For UA, David Loew and Albert Lewin shove off with "Flotsam" August 19. It is their first for UA release.

41 Features in Work; Finish and Start 10

Production, currently on the downbeat, stands at 41 features in work, the balance having been maintained by the launching of ten films and the completion of ten others.

Columbia held to a three-picture pace by starting "Passage West" and "Ghost Guns," and completing "I'm for Rent" and "Women Under 21." Metro boosted its total to six by launching "Go West." Monogram has a total of two in work, "Drums of the Desert" and "Gypsy Cavalier." Both are new starts and supplement three others just completed, "The Ape," "Up in the Air" and "That Gang of Mine."

For Paramount, Harry Sherman gunned "The Roundup," giving that studio a seven-picture total. Republic started "Melody and Moonlight" and completed "Texas Skies" to wind up with two in production. RKO Radio hit a seven-picture pace with the start of "You'll Find Out."

Twentieth Century-Fox is filming two, one of them, "Jennie," a new start. Hitting the finish line was "Down Argentine Way." United Artists is idling along with one in production. At Universal "Fireman, Save My Child" was the only new start, while "Hired Wife," "Pony Post" and "The Devil's Pipeline" all went into the cutting rooms. Studio is filming five. Warner holds steady with six before the cameras.

RKO Borrows Mature

RKO Radio has borrowed Victor Mature from Hal Roach for one of the leads in the Herbert Wilcox production, "No, No, Nanette," starring Anna Neagle.

Breathing Spell in Relief Activities

After several hectic weeks, Hollywood has been permitted a breathing spell—however temporary—before plunging again into the work of raising funds through the donation of time, talent and cash to the many charity and relief agencies which have sprung up as a result of the war.

Scheduled to go into work August 19 is the all-star film in which most of the British acting colony will appear and which will be distributed at cost by RKO Radio, proceeds going to British and American charities. Picture will be shot at RKO Pathe with Robert Stevenson as production supervisor and Edmund Goulding, Frank Lloyd, Alfred Hitchcock, Victor Saville, Herbert Wilcox and Zoltan Korda sharing directorial responsibilities.

With the first week's cycle of Noel Coward plays having grossed more than $24,000, according to Producer Dudley Murphy, the Theatre Guild series at the El Capitan for the British War Relief Fund begins its third and last week August 19. Plays to be presented at that time include "Shadow Play," "Still Life" and "Ways and Means."

To date, according to British-American Ambulance Corps officials, the local fund totals $4,054, including two ambulances worth $1,350 each and a cash donation of $500 from Roland Young. Louis Bromfield is west coast chairman for the organization.

Still pending is an announcement as to the total amount of cash raised in the recent all-industry Red Cross emergency drive under the direction of a committee headed by Samuel Goldwyn. Last reports from committee headquarters were that pledges had exceeded $270,000, with indications the grand total would exceed $300,000, better than half the entire quota for Los Angeles county.

Title Role to Bellamy In Detective Series

Title role in the "Ellery Queen" detective thrillers to be produced by Larry Darmour for Columbia has been handed to Ralph Bellamy. Charles Grapewin is also slated for an important role in the series, of which Darmour will make four yearly.

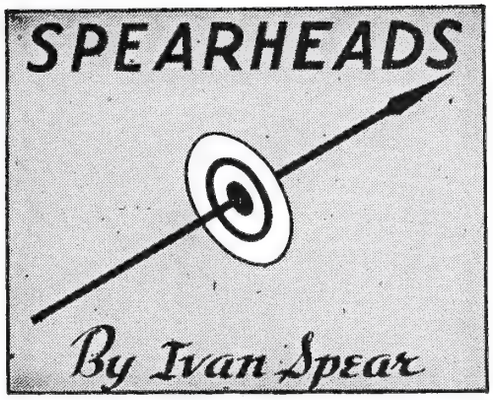
Initialer, "John Braun's Body," hits the cameras early in September.

Next for Beery

Next Wallace Beery starrer at M-G-M will be "Get a Horse," based on the early days of the automobile industry. Edgar Selwyn will produce from an original by Herman J. Mankiewicz and Albert Shelby LeVino.

Set Next "Saint"

Next in the "Saint" detective series at RKO Radio will be "The Saint in Palm Springs," script for which is being completed by Leslie Charteris, creator of the character. Howard Benedict will produce with George Sanders, Wendy Barrie and Paul Guilfoyle in the toplines.



EVEN though there may be considerable doubt as to the wisdom of his action, in view of periodical and prejudicial racial attacks on the motion picture industry, there can be nothing but admiration for the courage and sincerity displayed by Scripter Morrie Ryskind's statement in his recent trade paper advertisement.

Titling it "Fair Warning," Ryskind claimed a whispering campaign charging Wendell Willkie is anti-Semitic has been launched hereabouts. Ryskind took up the cudgels in Willkie's behalf by branding the campaign as "nauseating" and by going on record as a Willkie supporter; defending the Republican presidential candidate's record on civil liberties and religious tolerance, and asserting that he is going to "trace every such rumor to its source" and make their circulators "put up or shut up."

➞

Incidentally, the Canny Cohns have a very convincing answer to the Doubting Thomases' question regarding "what will happen to Columbia now that it has lost Frank Capra and Robert Riskin" in the announcement that George Stevens and Ryskind will constitute a new producer-director and writing combination.

Their individual past records indicate the new combine is equipped to fill ably any breach which may have been caused by the Capra-Riskin exodus.

➞

Oldest of the series pictures are those which portray the super-sleuthing of that Oriental Sherlock Holmes, fictional Charlie Chan. Now, 20th Century-Fox announces that hereafter Charlie's venerable name will not be used in the titles because of the belief that the practice tends to confuse audiences and often keeps them away because they mistakenly think they have seen the picture before, even though it is a new release.

It might be mentioned that Metro's Andy Hardy features—in which the Hardy name appears in each and every title—do not seem to be confusing the public and are doing right well for the company that produces them and the exhibitors who show them.

Aside from the confusion angle, it is quite possible that some of the blame for diminishing Chan picture grosses is attributable to the fact that the public doesn't like Sidney Toler in the role made popular by the late Warner Oland and the entertainment average of the pictures has suffered as a result of the unavoidable change in title characters.

➞

For more than a year Orson Welles was under contract to RKO Radio studio as a producer-director-writer-actor—and nothing happened. When skeptics asked when—if any—the quadruple-threat genius would go into action, studio publicists stated, figuratively, "Welles will write, produce, direct and enact a feature for dear ol' RKO or break a leg trying."

And so, to prove that he is truly a great artist, he took them literally—and nearly broke his leg during the first week of shooting.

➞

Final—it is hoped—publicity stunt in connection with the 15*-ton truck presented to Ann Sheridan by the International Brotherhood of Teamsters was its christening as "Oomphie," which impressive ceremony was accompanied by free grog and groceries for the assembled reporters.*

If the donors of "Oomphie" had had any conception of the thirst and appetite of Hollywood's hungry press, they would probably have made it a 50*-ton truck—complete with trailer.*

➞

Hal Wallis took the accolades showered on his "Sea Hawk" so literally that he promptly went forth and hawked himself a 250-pound marlin swordfish and just as promptly distributed photographs of himself with the catch to prove it.

➞

A Metro publicity release reveals "Cary Grant reads an average of five scripts a week. He has read as many as 12 *a week."*

How that man suffers for his art.

➞

BALLYHOODLUMS — From Russell Birdwell and Associates—and captioned with the theoretically impressive "Exclusive"—comes a photograph of "Pretty Margaret McDonald, 19-year-old University of Southern California co-ed, who *doesn't* want to be a movie star." The Behemoth of Blurb allows, further, that "she turned down an offer by John Cromwell to appear in his next picture and a contract with David L. Loew and Albert Lewin, Inc., which would groom her for possible stardom." All of which is a record of some kind or another in the Interesting-If-True Department. If publicists fall into the habit of broadcasting news and pictures of all those who *do not* crave a screen career, Heaven help the reporters . . . When one press agent devotes his copy and time to praising another, there is either a colored gentleman in the fuel supply or the millennium approaches. Regardless, from the Hawaii Theatre tom-tom department comes "Most thorough publicity coverage accorded a benefit show in Southern California in recent years is credited to Helen Ferguson office for gratis work on British Red Cross benefits" . . . Paramount's Cliff Lewis continues to be Flackdom's greatest animal lover. To his publicity collection of trained fleas, seals, mules, cows, giant baby pandas, polar bears, elephants and lion cubs, he adds a gorilla through the simple expedient of announcing that Producer Jack Moss has bid to purchase Alfred, problem child of the Bristol, England, zoo, who must be disposed of because of the food shortage in the British Isles. Moss, according to Lewis, needs Alfred for a role in his current production.

Banditry, Banter, Banal

The preview week saw a decided letdown—both as to quality and quantity—in the terrific pace which for the past month or more has kept Hollywood's reviewers and other assorted camp followers overfilmed and overfed. A mere six pictures made their bows and of the sextet only two, Fox's "The Return of Frank James" and RKO Radio's "Lucky Partners," even approached qualifying for first division consideration.

Naturally the first-named is going to be compared to "Jesse James," the record-shattering film to which this is a sequel; and by that comparison it will suffer considerably, since it approaches the original in very vew departments. Weighed on their own merits, however, the celluloid adventures of Jesse's brother Frank stack up as western entertainment of good calibre, bolstered by Kenneth Macgowan's unstinting production, the established popularity of the cast and, primarily, the use of Technicolor to accentuate magnificent backgrounds and photography. Sam Hellman's original screenplay is rather limited as to material, a handicap which Fritz Lang strove valiantly to overcome in his direction. Regardless of its shortcomings, however, "The Return of Frank James" seems certain to establish highly profitable records, particularly in view of the success enjoyed by its predecessor.

"Lucky Partners" should easily achieve top grosses in the class houses—boasting, as it does, sparkling comedy portrayals by the cast toppers, Ronald Colman and Ginger Rogers. Based upon a story by the Frenchman, Sacha Guitry, the script by Allan Scott and John van Druten is farce in its broadest interpretation, delightfully underscored by an aura of whimsy during the first half of its unreeling. The writers failed, however, to maintain that pitch and the story development in later sequences shifts toward the ludicrous—a factor that may prove an obstacle when the feature hits its neighborhood showings. Handsome production was accorded the vehicle by George Haight, and in his deftly handled direction Lewis Milestone re-establishes a long-hidden flair for subtle comedy.

* * *

A pair of acceptable programmers were Warner's "Money and the Woman" and

(Continued on page 67)

Hollywood—
—Personnelities

Barnstormers

—Freelance

RAMON NOVARRO checks out for Cohassett, Mass., for two weeks of summer stock with the South Shore Players. He appears in "Candlelight."

DEAD END KIDS check out September 15 on a 20-week p. a. tour.

—Metro

LARAINE DAY doing a week of personal appearances in New York.

—Monogram

TEX RITTER'S p. a. tour throngh New England extended through September 8, four weeks beyond original schedule.

—Paramount

ALLAN JONES appeared as guest star on the Westinghouse "Musical Americana" radio program from New York, August 13.

Cleffers

—Metro

GEORGE STOLL conducting orchestra to accompany song numbers by Judy Garland, Douglas McPhail and an 18-voice male chorus for "Little Nellie Kelly."

DAVID SNELL scoring "Bad Man From Wyoming."

NAT FINSTON conducting musical score on "Dulcy."

—Monogram

EDWARD KAY scoring "Up in the Air," a Frankie Darro starrer.

—Paramount

JOHN LEIPOLD composing background music for "Cherokee Strip," the Harry Sherman western starring Richard Dix.

—Republic

CY FEUER recording songs for "Hit Parade of 1941."

RALPH KRUSHAAR and BILL LAVA scoring "Arizona Skies" and "The Girl From Havana."

—RKO Radio

DIMITRI TIOMKIN completes recording score for "Lucky Partners."

—20th Century-Fox

EMIL NEWMAN scoring "Yesterday's Heroes," "Charlie Chan in New York" and "Charter Pilot."

—Warner

MAX STEINER writing score for "A Dispatch From Reuters."

MAX STEINER composing original score for "The Letter."

JOHN W. BRATTON and LEO EDWARDS complete patriotic theme song, "Then—Now—Forever," for use in "Service With the Colors," a preparedness short. Song is dedicated to the U. S. Army.

Meggers

—Columbia

LAMBERT HILLYER to "Ghost Guns," a Bill Elliott western.

ALEXANDER HALL to "This Thing Called Love," a William Perlberg production scripted by George Seaton and Ken Englund.

—Metro

FRED WILCOX to "Kathleen," to star Virginia Weidler from a story by Kay Van Riper. Louis K. Sidney will produce. It will be Wilcox's first feature assignment after ten years as a test director and short subjects pilot.

—Republic

JOSEPH SANTLEY to "Melody and Moonlight," which Robert North will produce. It rolls August 12.

—20th Century-Fox

FRITZ LANG to "Western Union," from the Zane Grey novel, which rolls September 15 with Don Ameche, Randolph Scott, Brenda Joyce and Lloyd Nolan in the toplines.

HERBERT I. LEEDS to "Ride On, Vaquero," next in the "Cisco Kid" series starring Cesar Romero. Sam Engel is scripting for a September 1 start.

—Universal

WILLIAM SEITER to "Nice Girl," next Deanna Durbin starrer, for Producer Joe Pasternak.

—Vogue Productions

ALBERT S. ROGELL to "Li'l Abner," for RKO Radio release. It rolls August 21.

—Warner

NOEL SMITH to "Father Knows Best," remake of a 1934 release, "Big Hearted Herbert." Robert E. Kent is scripting.

RAY ENRIGHT to "Without Her Husband's Consent," from a story by Walter De Leon. Camera work starts August 26.

Options

—Metro

CHARLES RIESNER given term directorial contract.

HUGO BUTLER, writer, held for another year. He is working on "Blossoms in the Dust."

CHARLES HOLLAND, Negro tenor, given long-term contract.

—Warner

HARRY CLORK signs one-picture writing deal.

Percenteers

CHARLES H. SEITER joins Sue Carol Agency as an associate.

Scripters

—Columbia

STANLEY ROBERTS completes "Women Under 21," for Producer Ralph Cohn.

PETER MILNE to "Divorce Is a Racket," a comedy-melodrama.

ROBERTSON WHITE to "The Edge of Running Water," from a novel by William Sloane. Wallace MacDonald produces.

—Larry Darmour

MANFRED B. LEE and FREDERICK DANNY, known as "Ellery Queen," to an untitled detective thriller for Columbia release.

—Metro

JERRY CHODOROV and JOE FIELDS to "Double Trouble," a musical, which Jack Cummings will produce.

MANFRED LEE and FREDERICK DANNY to an untitled "Thin Man" story for Producer Hunt Stromberg.

MANNY SEFF to "Married Bachelor," from his own original, which John W. Considine jr. will produce.

MAYER STERNS doing special research for an untitled John Nesbitt "Passing Parade" short.

LAWRENCE HAZARD to "Roosty," from a play by Martin Berkeley. Jack Chertok will produce the Mickey Rooney starrer.

LEN HAMMOND to "Cause for Alarm" for Producer Lawrence Weingarten.

WALTER DONIGER completing script of a Carey Wilson short based on incidents in the life of General U. S. Grant.

MARION PARSONNET completes "Two Sons," which Frederick Stephani will produce.

—Paramount

C. GARDNER SULLIVAN to "Old Faithful" for Producer Jack Moss.

CLIFFORD GOLDSMITH completes treatment on "Henry and Dizzy," next in the Aldrich Family series, which Ted Reed will direct.

THELMA STRABEL completes stint on "Reap the Wild Wind," from her original, which C. B. DeMille will produce. Still on the screenplay are ALAN LE MAY and JESSE LASKY JR.

—Republic

VAL BURTON polishing "Meet the Missus," a Higgins Family feature.

SID KULLER and RAY GORDON doing comedy interpolations for "Melody and Moonlight."

—RKO Radio

ANDREW BENNISON and MONTY BRICE doing gag work on "You'll Find Out," the David Butler production.

MICHAEL KANIN to "When I Grow Up." Jack Hively will direct for Producer Cliff Reid.

—Stephens-Lang

LEE LOEB to an untitled "Dr. Christian" story for RKO Radio release.

—20th Century-Fox

FRANKLIN COEN to "The Governor's Story," from his own original.

LAMAR TROTTI to "Belle Starr," forthcoming Alice Faye feature.

ROBERT CARSON polishing "Western Union."

NIVEN BUSCH to "River Lady." Kenneth Macgowan will produce.

—Universal

VIC MCLEOD to "Martial Law," a forthcoming Johnny Mack Brown sagebrusher.

KATHRYN SCOLA and FRANCIS MARTIN to "Riviera," the Leonard Spigelgass production, which A. Edward Sutherland will direct.

—Warner

WALTER DE LEON completes "Her Temporary Husband" for Producer Edmund Grainger.

Story Buys

—Columbia

"Man Alive," a musical comedy by Albert Duffy.

—Metro

"Some Day I'll Find You," by Charles Hoffman.

—Sigmund Neufeld

"The Devil Bat," by George Bricker, to be made for Producers Releasing Corp.

—RKO Radio

"Straight and Narrow," by Arthur T. Horman, as a Tim Holt western.

"The Father Takes a Wife," by Dorothy and Herbert Fields, for production by the Lee Marcus unit.

—20th Century-Fox

"Tobacco Road," play by Jack Kirkland. It winds up a seven-year Broadway run August 17. Darryl Zanuck will produce personally.

Technically

—Century Pictures

FRANK MELFORD, producer, and ALLAN DWAN, director, check out for Denver and Leadville, Colorado, to scout locations for "The Silver Queen," starring Claire Trevor. Paramount will release.

—Metro

FRED SMITH to edit "Little Nellie Kelly."

D. W. DE JONG, fencing expert, giving Nelson Eddy and Paul Lukas lessons for duelling scenes in "Bittersweet."

RANDALL DEUELL named art director on "Come Live With Me."

FERRIS WEBSTER editing "Football Thrills of 1939," last in the Pete Smith "Specialty" series of shorts for 1939-40.

HAL ROSSON to photograph "Flight Command," rolling August 19.

KEITH WEEKS named unit manager on "Come Live With Me," co-starring James Stewart and Hedy Lamarr. Clarence Brown will direct.

—Paramount

HUGO GRENZBACH handling sound recording on "Reaching for the Sun."

FRANK CAFFEY named business manager on "I Wanted Wings."

LOU HARRIS completes one-reel advertising plug for "Rangers of Fortune" featuring Sam Wood, who directed the feature.

—20th Century-Fox

BOB BISCHOFF to edit "The Californian."

—Universal

JOAN HATHAWAY set as dialogue director on "Meet the Wildcat."

—Warner

WILLIAM GUTHRIE, locations manager, who has been in Fort Knox, Kentucky, checks out for Washington to obtain approval of navy department for script of "Anchors Aweigh," one in the series of national preparedness short subjects.

First Short on Magazine Story Started by Metro

Metro has launched production on the first in a proposed new series of shorts based upon popular magazine stories by name authors. Initialer will carry a prologue seeking audience reaction, upon which will hinge the decision as to whether others will be filmed. The first, now in work, is "The Happiest Man in the World," a story by Albert Mantz. Dave Miller is directing from a script by Karl Kamb.

Albert de Mond Rejoins "U;" Up Vaughn Paul

Building up its roster of production executives, Universal has added two more producers to its lineup. Albert de Mond has rejoined the staff after an absence from the lot of ten years and has been assigned "Trail of the Vigilantes" as his first picture. He is in the Milton Schwarzwald unit. Additionally, the company has boosted Vaughn Paul, who has been an assistant director for the past six years, to an associate producer's berth. Before joining Universal, Paul served in various capacities at Paramount and Warner. He has no assignment as yet.

Terminating a seven-year association, Warren Duff, scenarist, has checked off the Warner lot, where his last assignment was on the W. Somerset Maugham story, "House on the Hill." At the same studio Tom Foudy has joined the publicity staff on general assignments.

Philip Cohen, film attorney who was connected with ASCAP as legal counsel for more than 20 years, has become associated with Neil McGuire in the production of 16mm films for coin-in-slot projectors. McGuire is now completing his 21st subject.

Lucien Hubbard has obtained a leave of absence from his duties as a 20th Century-Fox associate producer, returning late this fall. Four of the eight pictures he is to turn out for 1940-41 have been completed and Hubbard has shooting scripts ready on three others which will go before the cameras upon his return.

Terminating an association of nearly two years, Max Arnow has resigned as executive assistant to Producer Walter Wanger to become production executive on the new Gulf Oil-Screen Actors Guild airshow, which launches its fall series September 29. Arnow has just returned from a three-week vacation in the northwest with his family.

Yarn for Tim Holt

"Straight and Narrow," story by Arthur T. Horman, has been purchased by RKO as a Tim Holt western.

SPEARHEADS

(Continued from page 65)

20th Century-Fox's "Pier 13." Although it does not entirely ensnare the pungent, dramatic qualities of the novel by James M. Cain on which it was based, the first-named still totals to better than average in its classification. The weaknesses probably can be attributed to Robert Presnell's script, although the miscasting of key characters, particularly Jeffrey Lynn, contribute somewhat. Nonetheless, William K. Howard directed with forceful strokes and William Jacobs, as associate producer, marshalled his production ingredients capably.

Fox has a nicely-contrived cops-and-robbers comedy-melodrama in "Pier 13," capably enacted and speedily directed by Eugene Forde for Producer Sol M. Wurtzel. Stanley Rauh and Clark Andrews wrote the scenario from a story by Barry Connors and Philip Klein.

* * *

As not-so-acceptable offerings came Paramount's "Comin' Round the Mountain" and RKO Radio's "Wildcat Bus." The former is a collection of aged hillbilly gags, trite, overworked and woefully unfunny. Criminally sacrificing a lot of high-calibre talent, with Bob Burns as head martyr, it will very probably find its acceptance limited to devotees of the corniest brand of broad humor, although some exploitation value may be inherent in the appearance of well-known radio personalities in the cast. Picture was produced by William C. Thomas, directed by George Archainbaud and written by Lewis R. Foster, Maxwell Shane and Duke Atteberry.

As to "Wildcat Bus," it is so tediously unreeled that it is difficult to believe a major company turned it out. It lacks marquee names, was made from a limping script by Lou Lusty and in general is stamped with an air of anemia, all of which don't give it much of a chance except with the most naive of kid audiences. Cliff Reid produced and Frank Woodruff directed.

Cinémarks

Samuel Goldwyn has taken time out from his production duties for a two-week fishing trip.

*

James Roosevelt planed to San Francisco August 9 to attend a preview of "Pastor Hall" and a party attended by representatives of various civic organizations in the Bay City . . . 20th Century-Fox's studio club will hold its annual picnic August 25 at Lake Norconian.

*

Guest of honor at an Assistance League luncheon August 13 was Marjorie Rambeau, who recently completed work in the title role of "Tugboat Annie Sails Again" for Warner. On hand also were Norman Reilly Raine, creator of the "Tugboat Annie" stories, and Mrs. Raine.

Ray Milland is planning to fly to New York for a few days before going to San Antonio, Tex., for location work on his next Paramount picture.

*

A. M. Botsford, executive assistant to William LeBaron at Paramount, is vacationing in northern California for ten days, accompanied by his wife, son Steve, and daughter Ruth.

*

Basil Bleck has resigned as Alexander Korda's legal counsel. He is preparing to return to England to join the British fighting forces and will leave his wife and two children in Hollywood.

*

Producer Hunt Stromberg of M-G-M has checked out for a ten-day vacation in Seattle and over the border into Canada.

Silent on Selznick's New Film Company

Although no official comment from Selznick International representatives can be obtained here, the general consensus is that David O. Selznick Productions, Inc., for which corporation papers have been filed in Sacramento, has been designed to supplant S-I as Selznick's future production organization. Selznick himself has been in New York for the past several weeks, where the S-I unit is now in the process of being dissolved. Listed as directors in the new company are Charles E. Millikan, Richard Goldwater, Herschel B. Green, S. Earl Wright and Earl C. Morris. Capital stock consists of 1,000 no-par-value shares.

After huddles with exhibitor friends in various sections of the country, George Weeks has decided upon an August 22 release for "The Range Busters," completed as the first in a series of eight westerns for distribution by Monogram. As an added exploitation factor Ray Corrigan, John King and Max Terhune, stars of the feature, have been set to make personal appearances in connection with the sagebrusher's opening dates in Omaha, St. Louis, Kansas City and Des Moines.

While his ace star, Tex Ritter, has extended his eastern p. a. tour through mid-September, Producer Ed Finney is making use of his idle time by filming "Silver Stallion," a Boots and Saddles production, for an as yet unset release. Actioner is being photographed on location at Keen's Camp from a script by Robert Emmett. Upon Ritter's return, Finney will launch his 1940-41 series for Monogram.

Two at One Time

Still another producer, Dario Faralla, pulled out for New York to set final details for a Columbia release on a series of action features which he will produce, starring George O'Brien. Films will be based on Jack London's "Smoke Bellew" stories and the initialer is set to roll early next month.

In order to make up for time lost because of William Boyd's broken leg, now nearly healed, Producer Harry Sherman is planning to make two "Hopalong Cassidy" westerns for Paramount at the same time. With a schedule of six for 1940-41, Sherman had finished one and was half-finished with "Doomed Caravan" when Boyd met with his accident. Under present plans Sherman would finish "Doomed Caravan" and make another "Hoppy" on the same location. Additionally he must complete "The Roundup" and launch "Parson of Panamint" before Christmas.

Jules Levey's Mayflower Productions has two more vehicles in preparation for Universal release to follow "The Boys From Syracuse," now in distribution. "Butch Minds the Baby" hits the cameras in November and "Tight Shoes" is slated to roll in February.

As their initialer for United Artists, David Loew and Albert Lewin have tagged an August 19 starting date on "Flotsam." It co-stars Fredric March and Margaret Sullavan. Lou Ostrow's Vogue Productions rolls "Li'l Abner" for RKO Radio release August 20 with Al Rogell directing. It will be filmed at RKO Pathe.



Well-Angled—

It's a 250-pound marlin swordfish and Hal B. Wallis battled it for an hour before he landed the specimen during a recent Catalina Island holiday. General opinion is that it's a pretty hefty fish even for a Warner executive producer to catch.

Goldwyn Urges Study Of Gallup Results

Urging everyone connected with motion pictures in any capacity to study the results of the American Institute of Public Opinion's survey on dual billing, Samuel Goldwyn, who some time ago suggested to Dr. George Gallup, director of that organization, that the poll be taken, declared:

"The Gallup poll speaks for itself, as it is conducted by the most scientific organization yet created for fact-finding. It behooves everyone in the motion picture industry to study it, whether he be exhibitor or producer.

"To me, there are three outstanding facts in this poll, which are: 1. That we are guiding our entire business by what the children up to 17 years of age and persons on relief like; while there are more than 30,000,000 persons, economically able to attend films, who do so not at all or only rarely. And this large group is 3 to 1 for single feature programs; 2. That 40 per cent of the people are kept up past their bedtime when they go to the movies and evidently don't care to be kept up by lengthy double feature programs; 3. That women do not want to be confused in their romantic illusions, after returning home from the theatre, by having two heroes to dream about, instead of one."

Film Debut Junkets Continue in High

With Denver definitely selected as the locale for the "Kit Carson" premiere by United Artists, field debut treks by Hollywood executives and talent roll merrily on. For the bow of Edward Small's UA vehicle on August 26 will appear Jon Hall, Lynn Bari, Olympe Bradna, Anita Louise and other Hollywood players. Arrangements already have been worked out by Colorado's Gov. Ralph Carr and Denver civic leaders with Murphy McHenry, Small's publicity and advertising director, and George Gomperts, UA's Denver representative.

Col. Jason Joy, 20th Century-Fox public relations executive, planed to Salt Lake City with a print of "Brigham Young" to be submitted to Mormon church dignitaries for their approval, which action the studio promised it would take before the world premiere, slotted for four Salt Lake theatres August 23. Appearances will be made by Tyrone Power, Dean Jagger, Linda Darnell and other cast members. Details are now being worked out in the Utah city by Harry Brand, studio advertising-publicity chieftain.

Columbia steps into the picture September 4 when Frank Lloyd's "The Howards of Virginia" makes its debut in Richmond, Va. Tied in with the affair will be the National Tobacco Festival September 5-6, at which Martha Scott, who co-stars with Cary Grant in the film, will be crowned queen. The festival will be held in South Boston, Va.

Warner has tentatively set "Knute Rockne—All-American" to be world premiered in South Bend, Ind., October 4, day before the opening game on Notre Dame's 1940 football schedule. Details will be worked out when a committee of South Bend civic leaders arrives here for conferences with studio executives.

Paramount dominated the scene this week by staging both an elaborate press preview and a world premiere of two of its new releases. "Comin' Round the Mountain" made its bow to the public in Nashville, Tenn., August 10. On hand from Hollywood were Robert Preston, Susan Hayward and Jerry Colonna. Also participating were Pat Barrett and Bill Thompson, radio players who were in the cast. Affair was broadcast over two NBC networks.

Press preview of the Bing Crosby-Mary Martin starrer, "Rhythm on the River," was held August 16 at Crosby's Del Mar Turf Club. A special train carried some 300 stars, entertainers and members of the press. Program comprised luncheon, an afternoon of playing the races, an NBC broadcast featuring Crosby, Miss Martin and other personalities, dinner and the preview.

Leipold Scoring "Cherokee"

John Leipold is composing background music for "Cherokee Strip," the Harry Sherman western starring Richard Dix to be released through Paramount.

Poole to Report on Seattle Meeting

LOS ANGELES—A full report of what occurred at the August 8-9 meeting of the Pacific Coast Conference of Independent Theatre Owners trustees in Seattle, Wash., is expected to be made to ITO of So. Calif. and Ariz. executives by R. H. Poole, who attended the session, some time next week. Poole, executive secretary of the PCCITO and executive director of the local ITO, was expected to check in from the northwest about August 15 after an absence of nearly two weeks.

In his capacity as a PCCITO executive, Poole dispatched a message from Seattle following the session to Paul Williams, special assistant in the U. S. attorney-general's department, informing him of the PCCITO's willingness to forward "constructive suggestions" concerning the consent decree.

Reports from Seattle were that zoning and clearance problems in that territory highlighted the trustees' meeting.

Gives Demonstration on "Black Light" in L. A.

LOS ANGELES—A foretaste of possible miracles to come in the use of so-called "black light" for theatre illumination and projection was demonstrated in a session at the Hawaii here by John T. Shannon, technical expert connected with the Keese Engineering Co.

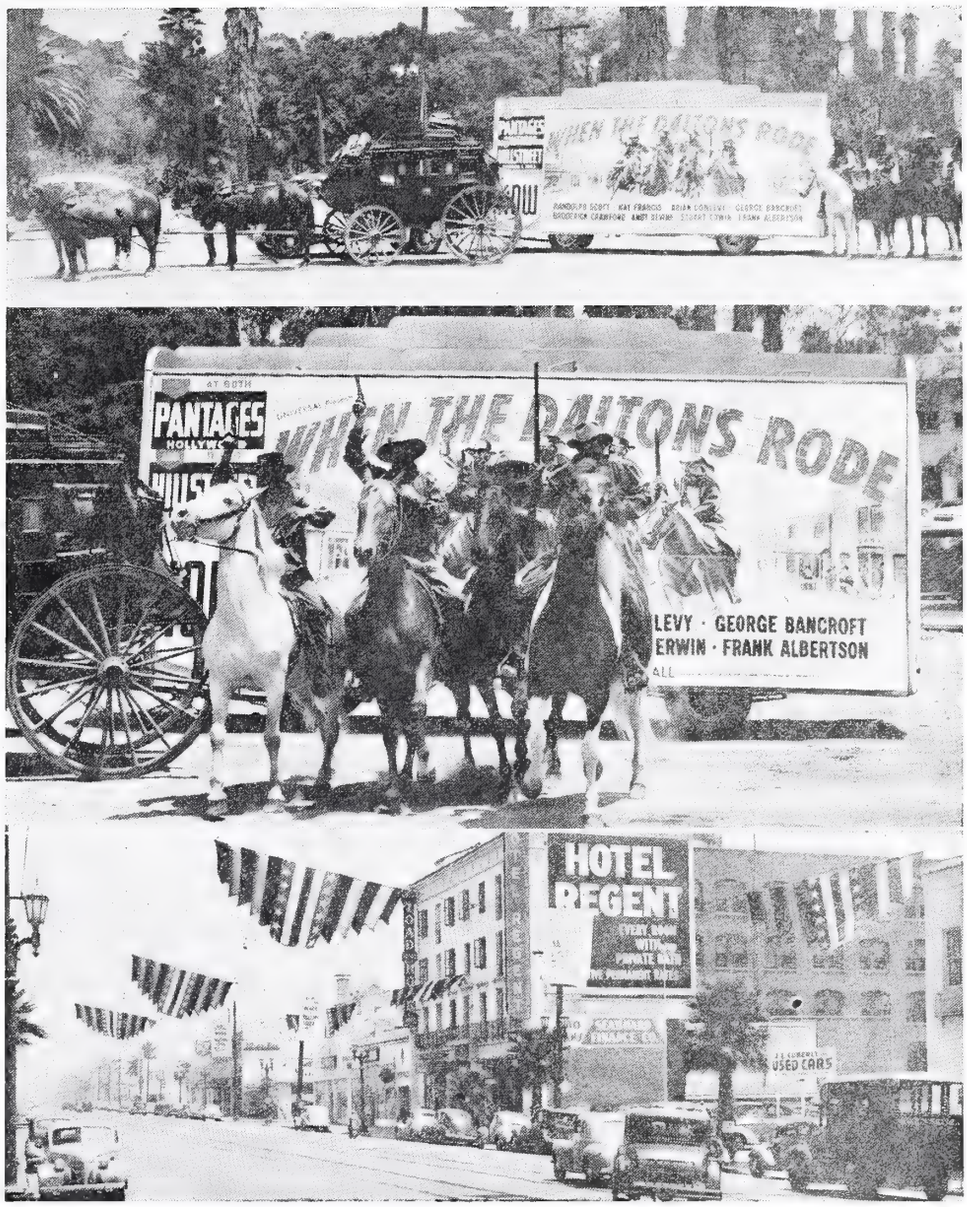
Admitting that "we don't know what wonders it will accomplish till we try," Shannon proved conclusively that "black light" not only beautifies theatre interiors but is an important factor in enhancing the beauty of colored films as projected on the screen. Briefly, the theory behind it is this:

Surfaces which it is desired be illuminated are treated with a special fluorescent paint. Concealed nearby are ultra-violet lamps which, when turned on, diffuse no rays but impart a glow to the treated surfaces. Consequently the retina of the eye is not confused by light rays such as is the case with ordinary illumination and therefore is permitted to give its undivided attention to the motion picure screen, thus giving increased depth and range to the colors projected thereon.

Hawaii Theatre officials claim the house is the first ever designed from the ground up for "black light" illumination. On hand to assist Shannon in the demonstration was Ernest Heller, who won the Academy Award as cinematographer on the Technicolor film, "Gone With the Wind," now screening at the Hawaii.

Elmer Benjamin to Frisco As National Screen Head

SAN FRANCISCO—Elmer Benjamin, National Screen's branch manager in Los Angeles, has taken up new duties in a similar post here. He has been replaced by Hector Pasmezouglu, formerly city manager in San Francisco.



"When the Daltons Rode" in Los Angeles—

Universal spared no exploitation effort to put over the day-date run of "When the Daltons Rode" at the RKO Hillstreet and the Pantages in Los Angeles recently. A very large share of the results—a two-week run—can very probably be attributed to the following stunts pictured above:

At the top is the full street ballyhoo, a four-horse stagecoach, a 24-sheet truck with special bally record, and a quartet of masked riders. In the center, the 24-sheet billboard comes to life in the form of four masked horsemen. Special street decorations and banners flanked the Pantages to add life to the theatre front, per the scene at the bottom.

In addition, nearly a score of western stars turned out at both houses to honor George Marshall, who directed, upon his 25th anniversary as a film pilot.

Charles Skouras Leaves To Join Brother Spyros

LOS ANGELES—En route to Milwaukee to meet Spyros Skouras, head of National Theatres, is Charles P. Skouras, president of the NT affiliate, Fox West Coast. The FWC chieftain is accompanied by his aide, Andy Krappman, and by R. H. McCullough, construction and maintenance manager. McCullough leaves the entourage at Phoenix for an inspection tour of FWC's Arizona houses, while Skouras and Krappman continue east.

The Skouras brothers will tour NT's various operating divisions, with stopovers in Kansas City, Denver, Seattle and San Francisco.

Ban on "Doped Youth" Fought in Seattle

SEATTLE—Charles Crickmore, chairman of the Seattle board of theatre supervisors, declared the picture "Doped Youth" was not obscene but that the film was banned by the board because of its generally objectionable nature.

Crickmore made his statement after the board and Mayor Arthur B. Langlie were cited to appear in court August 16 by the owner of the picture, Clarence Wicks, and show cause why they should not be restrained from interfering with the film.

Crickmore said the board felt that the showing of the picture would do more to encourage the use of dope by children than to stop it.

S' FRANCISCO

COLUMBIA heralded the fall season with two big invitational previews here this week. The first, on Wednesday, put the "Howards of Virginia" on display before a capacity crowd of critics, exhibitors, and clubwomen. Frank Lloyd, who produced and directed the film, was on hand to witness audience reaction. Harry Cohen also came up from Hollywood for the world premiere trade showing. On Friday, Columbia paraded "He Stayed for Breakfast" for an identical audience. Both pictures look like boxoffice smashes and are receiving plenty of pre-showing publicity.

Just as Paul Hickey was leaving the Sutter Theatre on August 11 *he was slugged, dragged back into his office and forced to open the safe and turn over* $269 *in checks and cash to two armed bandits. Paul, who had taken over the managership of the house only three days previously, was bound with wire and thrown in a closet.*

Al Shmitken, Warner manager, is making a trip through the northern territory with Al Oxtoby . . . M. S. Metrovich is a new exhibitor in this area, having opened the New Linda in Marysville . . . Herman Wobber, 20th-Fox executive, visiting the local branch . . . "All This, and Heaven Too" came back to Market Street on a regular schedule and has been making up for its poor road showing here . . . Sue Carroll is now an inspectress at Universal . . . Gertrude Lawrence has extended her "Skylark" engagement for a week and continues to make personal appearances at the local department stores selling her autograph at twenty-five cents per writing—all proceeds going to the British Relief Fund.

Elmer Benjamin has been appointed branch manager for National Screen Accessories . . . Al Lehrman, Metro shipper, is vacationing for two weeks . . . Charlie Owens is serving as business manager of local B17, *while Joe Smith, business manager, and Nick Laurice, president, are vacationing . . . Dave Nathanson, Coast manager here, is showing off his new Pontiac.*

Jimmy Roosevelt flew up from the south this week to offer the Press Club a preview of "Pastor Hall." The picture was released for its American premiere here Wednesday at the United Artists . . . Sam Levin opened his new house, the Park, in Selma on August 9 . . . Bob Lippert left by air for Chicago and will be gone for two weeks on Pacific Premium business . . . Helen Roberti, Universal cashier, is vacationing . . . Mike Newman, Columbia publicity head, is spending some time in this territory directing the exploitation for "He Stayed for Breakfast" . . . Pete McDermott, Columbia shipper, is away for a couple of weeks fishing.

Edith Fellows was the featured star of the Junior Musicians Day program held on Treasure Island . . . Harry Walsh has returned from a trip through the Valley promoting "Book Night" for Pacific Premium . . . Jimmy Myers, Valley salesman for Republic, is back after a six-week jaunt through the interior.

Laurel and Hardy are the latest to be added to the growing list of film celebrities who will perform at the Fair Red Cross Day on August 22. The comedy team will do a two-scene skit and then will auction off all the props including an automobile and their derby hats for war relief . . . Charlie Michaels is installing new equipment at his Kearney Theatre . . . Lou Loewe, Verdi manager, is taking his vacation at this time.

Booking on the Row: John Mohr, Sebastiani, Sonoma; Charles Gray, Gustine, Gustine; Ernie Glasscock, Lake, Woodlake; Leo Reese, Rio, Merced; Gerald Hardy, Hardy's, Fresno; Bill Tam, Amador, Jackson; Walter Cree, El Rey, Tulare; San Anea, Anean, Concord; Clarence Gabriel, Crystal, Salinas; and Mrs. Moore, Moore's, Lincoln.

"Brigham Young" Premiere Holds Great Promise

SALT LAKE CITY—With the world premiere of "Brigham Young" set for the evening of August 23 here, fans throughout the Intermountain country are getting ready for a celebration of locally unprecedented proportions.

Two theatres, the Centre and the Utah, will simultaneously premiere the film that depicts the pioneering of Utah. Reservations still are on sale at the Utah; those for the Centre are already sold.

More than 30 top-flight screen stars plan to attend the premiere. These will include all members of the featured cast in the picture—Tyrone Power, and his wife Annabella; Linda Darnell, Dean Jagger, John Carradine, Brian Donlevy, Moroni Olsen, Jane Darwell and Mary Astor. Darryl F. Zanuck, vice-president in charge for the producing studio—20th-Fox—and Author Louis Bromfield, too, will attend.

Officials of the studio and the Union Pacific railroad here to make final arrangements are Harry Brand, director of publicity for 20th-Fox; George Weiss and Jack Cooper, members of Brand's staff; and E. C. Schmidt, assistant to the president of the railroad.

Rialto Company Leases Salt Lake Paramount

SALT LAKE CITY—Leasing of the Paramount for ten years by the Rialto Theatre Company was announced by David K. Edwards, assistant general manager. The house, which is under lease to Intermountain Theatres, Inc., has been closed since April. Harry David, vice-president and general manager of Intermountain Theatres, Inc., said his company held the lease until 1942.

E. L. Sheets, owner of the property, in confirming the transaction, said the new company would take over the Paramount late in 1941 or early in 1942, unless surrendered by the present lessee before the contract expired.

Joseph L. Lawrence, president and general manager of the Rialto company, said the 1,400-seat theatre would be extensively remodeled and refurnished.

DENVER

FRED GLASS, who has been manager of the Fox headquarters in Salt Lake City, has been sent to Cheyenne, Wyo., as city manager where he succeeds Don Sheedy. Sheedy goes to the Fox at Billings, Mont., succeeding Spec McDonald, resigned . . . Fox is spending $50,000 to remodel the Rourke at La Junta, Colo.

Murphy McHenry, chief of exploitation for Edward Small, spent a week in Denver going over details of the world premiere of "Kit Carson" to be held at the Denver and Paramount August 26. *George Gomperts, assistant in the same department at United Artists, is spending all his time here preparing for the event.*

Lou Hellborn has been made manager of the local Plaza . . . L. L. Moreland, employed in the county treasurer's office at Simla, Colo., in addition to operating a theatre there, died last week . . . Hugh Rennie, Fox salesman, is recuperating nicely in an Albuquerque hospital following an operation.

Both B. P. McCormick and his son, George, operating theatres in Canon City and Florence, Colo., and Hot Springs, N. M., are enthusiastic about plane piloting. George has his license for taking up passengers, while his dad just made his first solo flight. Joe Stone of the Denver National Theatre Supply branch is also a pilot. Last Tuesday he flew to Pueblo to make a few sales.

Lee Cronk, president of the Film Exchange union, is chairman of the Labor Day parade committee as well as being on the sports committee . . . Jack Price, 17-year-old son of Ann Price, inspectress at the Coppell-Premier exchange, is with the Colorado national guard on their Louisiana maneuvers. He is a radio technician.

George Kerer of Premier exchange is entertaining his mother, Mrs. Ida Kerer, and his sister and brother-in-law, Mr. and Mrs. Henry Sonnenshine, and their son. Henry is in the film business in Los Angeles . . . Marie Pence, secretary at M-G-M, is proudly exhibiting an engagement ring, and announces that her marriage to Edward Brown of Ogden, Utah, where he is employed by a railroad, will take place, August 31. *They will make their home in Ogden. Brown was formerly employed in exchanges here.*

New members of the Film Exchange union include John Negri, National Screen; Marie Negri, RKO; Evelyn Essex, M-G-M; Jessie Colo, M-G-M; Matilda Naraui, Monogram, and Crystal Park, Columbia. The Denver Filmrow is within one small exchange of being 100 per cent union, and the theatres of the city are all union except one.

J. T. Sheffield, owner of the Sheffield-Republic exchanges, is spending a week here.

The Film Exchange union will hold its annual picnic August 25 at Eldorado Springs, summer resort 20 miles out of Denver.

SEATTLE



About to Sign—

Bernie Hynes, manager of the Denver Theatre, is invited by Harry Huffman, Denver's Fox Theatre head, to brush his name onto the truck that is on its way to Ann Sheridan, starred in "They Drive by Night," as a gift from the truck drivers of America.

Fox-Evergreen Ups Baker To Spokane Manager

SEATTLE—The home office in Seattle of Fox-Evergreen Theatres in Washington announces the transfer and promotion of Al Baker from the managerial spot of the Mount Baker in Bellingham, to the position of city manager of the four houses in Spokane.

Baker succeeds Joe Rosenfield who resigned to join with undisclosed interests in California. Jimmy Andrus, for the past few years assistant to Billy Hartford in Everett, gets the Bellingham spot.

Houses under the guidance of Baker in Spokane are the Orpheum, Liberty, State and Fox.

Herald a Birth

SAN FRANCISCO—The birth of a nine-pound, seven ounce heir to him and his wife, Kathryn, was announced by Frank Burton, manager of the Noe Theatre, with a two-color herald listing "My First Appearance" starring Robert Frank Burton. Showing time (visiting hours) and the premiere center (the hospital) was part of the information provided by the announcement.

Open State August 28

SAN DIEGO—The new State, a Fox West Coast house, opens here August 28. It will be operated on a de luxe scale and has 1,014 seats.

Exteriors for "Fargo Kid"

KANAB, UTAH—Exteriors for "The Fargo Kid," second in RKO's series of western thrillers starring Tim Holt, are being filmed here.

A GOOD crowd was on hand for the exhibitors invitational preview of Warner's "The Sea Hawk" held in the Arabian Theatre this week. Branch Manager Bill Shartin was on hand to greet his guests . . . Al Goldstein has sold his interest in the Monogram Corporation of the Northwest to Monogram of California and Monogram of New York. Howard Stubbins of the California office announces that Bill Duggan jr. will handle the Seattle branch with Walter Wessling looking after the Oregon territory.

Arch Bartholet, Mrs. Bartholet and their son and daughter, Bob and Mary Jane, here from Yakima on vacation, guests of Fred Mercy jr. Arch is general manager of the Mercy circuit . . . Congrats to Eileen Coffey of the B. F. Shearer office who has just said "I do" to Jerry Terhar . . . Ted Champion helping out at the Liberty while Cliff Challew is away.

Les and Maxine Geisel, Ernie and Lucy Ridgeway, Paul and Wally Rosin off for Westport where they chartered a yacht to fish for tuna . . . Orlene Reckner of the Northwest Film Service office has up and married Everett Graves . . . Vic Gauntlett, publicity chief for Hamrick-Evergreen, and Al Ahlskog of the same company are both away on vacations . . . Paul and Margaret Bangasser are taking their vacation by car and touring the Columbia River, Seaside, and the Olympic Peninsula.

A good crowd of exhibitors and exchange men on hand for the opening of the new Rainier in Renton. House is in the Jensen-von Herberg group . . . Guy Navarre has set the date at September 15 for the opening of his new Varsity in the University district . . . Art Gollofon has resigned from the Warner sales staff . . . George Blair getting a lot of ribs about his new music machine . . . Joe Kendell and wife vacationing here from Ellensburg. Joe is the manager for the Mercy houses in that city.

Charlie Peck, chief accountant at Universal's Salt Lake City exchange, and Mrs. Peck visiting in Seattle . . . Tex Hall will bring his Hollywood Cowhands to town shortly . . . "Happy Birthday" to Dorothy Mercy; Dennis von Herberg; Florence Shearer; Ol Oxtoby; Junior Mercy who all celebrated within a few days of each other . . . Clarence Farrell and family are vacationing in the Dr. Ford house at Three Tree Point. Jimmy Farrell is in charge of the theatre in Ellensburg while his dad is away.

Carol Barney back from his California vacation and on the Row from Arlington . . . Mr. and Mrs. Philip Hendlin, after several weeks visit with their daughter and son-in-law, Beverly and Bill Parker, have gone on to San Francisco and Los Angeles before returning to their home in New York . . . Joe and Minnie Danz to Seaside for the weekend with their nephew, Paul Cohen . . . Ed Halberg, who has been traveling the country for the past three months, on the Row from Port Angeles with his partner Henry Davidson.

Among those here attending the quarterly meeting of the trustees of the Pacific Coast Conference of the Independent Theatre Owners were: Bob Poole, Los Angeles, executive-secretary of the California board; Ed Roy, executive-secretary of the San Francisco branch; Bob Miller, executive-secretary of Oregon; Bob White, Portland; Ben Levin and wife, San Francisco; Wes Johnson, Eugene; Rotus Harvey, San Francisco; Hugh Bruen, Whittier and Seattle; Jack Berman, Los Angeles; L. O. Lukan, Seattle; Jim Hone, executive secretary, Seattle; Bill Ripley, Kelso and Longview. Among exhibitors here for a meeting were: Ollie Hartman, Grand Coulee; Howard McBride, Spokane; Loren Wahl, Bellingham; John Danz, Seattle; Fred Mercy jr., Yakima; Mike Barovic, Tacoma; Martin Brown, Yakima; Louis Perunko, Tacoma.

News has reached the row of the death of Mrs. L. Casey of Bonners Ferry. The Caseys were former exhibitors there . . . Senior and Beryl Mercy over from Yakima for the preview of "The Sea Hawk" . . . Hal and Ethel Daigler back from their British Columbia vacation . . . Charlie Grieme, Mrs. Grieme and daughter Dodie spending a week here from Wenatchee . . . Maury Saffle, Pete Higgins and Maury Segel back from the trip east of the mountains.

A Wired Music Service Is Handled by Altec

LOS ANGELES—Altec has arranged to distribute, install and service "Maestro," a form of wired music service manufactured by Rodney Pantages for use in various nightspots. "Maestro" uses a dual microphone system whereby patrons call in their requests to a representative in the central office.

Buy "Arolite"

LOS ANGELES—Fox West Coast has purchased "Arolite," an arrow-shaped plastic designed to fit ushers' flashlights, for seven local houses from Matt Eggett and Chester Stapp of Neoplastics, Inc.

Melford and Dwan Scouting

HOLLYWOOD—Frank Melford, producer, and Allan Dwan, director, have checked out for Denver and Leadville, Colo., to scout locations for "The Silver Queen." Paramount will release.

The World's Finest
BURCH
Super Showman Popcorn
MACHINES
ALL OVER THE WORLD
POPCORN SMITH
BOX 284 — SEATTLE

LOS ANGELES

JACK Y. BERMAN of the Eastland circuit has hopes of becoming a public official. He's running for assemblyman on the Democratic ticket in the 52nd district . . . Vacationing at Balboa for a couple of weeks is Kay Ronan, secretary at the M-G-M exchange.

A bad cold floored Howard Perretz, M-G-M bookkeeper, for a day . . . The Esquire in Hollywood has booked the Film Alliance release, "Citadel of Silence." The French-made feature began an extended run at the house August 16.

The sudden death of his father, who succumbed to a heart attack at the age of 84, took W. E. Callaway, Warner branch manager, to Fort Worth, Tex., where the funeral was held . . . Earle R. Peterson has returned here after a year and a half managing the Fox Rainbow Theatre in Great Falls, Mont. He has taken over the managerial spot at FWC's Strand in Redondo Beach.

Booking visitors included Ronald Vincent of the Southcoast and Laguna theatres in Laguna Beach; Joe Sloat, operator of the Maynard, and George Harter, manager of the Arlin.

Sam Clark, Pacific Coast exploiteer for Warner, pulled out for Seattle to handle advance campaigns on "They Drive by Night" and "The Sea Hawk" . . . Jean Pastor, secretary at the M-G-M office, picked up that nifty tan during a week's holiday at Ensenada, south of the border.

ALTEC DOINGS: *Bill Watson, service supervisor, returned from his eastern vacation in a snappy new Packard which he picked up in Detroit en route here . . . H. M. Bessey, secretary-treasurer of the company, left for New York by way of San Francisco and Seattle. E. C. Shriver, western district manager, accompanied Bessey as far as San Francisco.*

In from his trip to San Francisco is George Hickey, Metro's division superintendent . . . Mike Bard, Bard's Colorado Theatre, in for bookings; ditto E. Conrad, La Habra; Floyd Ward, Valley, Lancaster; Milton Webber, Wistaria, San Gabriel.

Earl Rice of the Admiral, Hollywood, came in for bookings, as did Gene Berkoff, Cinema and La Tosca theatres; John Elliott of the Knoll and Dick Lemucchi, Granada, Bakersfield . . . Bessie Halstead, secretary at the Coast Pictures exchange, is vacationing for a couple of weeks.

Virginia Nicholas, M-G-M steno, was home with a throat infection . . . Norman Newman, Columbia's office manager, is holidaying in the high Sierras for two weeks . . . Supervising the world premiere of "He Stayed for Breakfast" in San Francisco, August 22, will be Mike Newman, Columbia exploiteer who headquarters here.

George Hickey, division manager for M-G-M, has returned from a trip to San Francisco . . . Herb MacIntyre, RKO Radio's western district manager, was in San Francisco . . . Off on a trip to Bakersfield went Ralph Dostal, booker for Coast Pictures . . . Bess Largey, inspectress at Coast Pictures, is back from her vacation.

Harry Stern of Film Alliance visited branches in Portland and Seattle . . . In for bookings: Tommy Huntington, Seville, Chula Vista; Harvey Levinson of the Cozy; William Swanson, Beau Arts and Ojai theatres.

Jack Cooper, M-G-M booker, is spending two weeks at Camp Seeley . . . Phil Greenbaum, operator of the Castle and Mecca theatres, came in to book for his two houses.

Producers Releasing Corp. has booked "Hold That Woman," featuring Jimmy Dunn, into Warner's Wiltern for a one-week date, opening August 21 as half of a dual program . . . Columbia staged a trade showing of "He Stayed for Breakfast," co-starring Loretta Young and Melvyn Douglas, at the Fox Boulevard August 13 for independent and circuit exhibitors.

Jerome Safron, Columbia's western district manager, checked out for San Francisco . . . Jerry Purcell, manager of the local Postal Telegraph office, was pretty unhappy for a couple of days after he'd had an aching tooth yanked.

Paramount scheduled a trade showing of Bing Crosby-Mary Martin musical, "Rhythm on the River," for August 20 at the Fox Boulevard . . . Adolph Ramish, head of the Royal Amusement Co., operating a chain of theatres in Hawaii, has returned from an inspection trip of his properties on the Islands. He was accompanied by his partner, Lou Rosen.

Norman Newman, Columbia's office manager, has returned from a two-week holiday . . . Booking visitors included Gus Acosta, operator of the Rex in Fresno; Ben Aranda, Eureka, Brawley; and Irwin Kanowitz of the Union.

Arcady Boyther, one of Mexico's film directors, came in to visit friends at the Azteca exchange . . . Off on a two-week vacation is Magda McCormick, cashier at the M-G-M exchange. Couldn't decide where to go, so she's spending it at home.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

Rites in Los Angeles for Mother of Louis Pollock

LOS ANGELES—Funeral services were held here Wednesday for Mrs. Pauline Pollock, wife of Max and mother of Louis Pollock, Universal eastern advertising manager, who died at Cedars of Lebanon Hospital. Also surviving are a daughter, Ethel, and another son, Benjamin. Louis flew west for the funeral services.

"Roundup" for Selander

HOLLYWOOD—Lesley Selander is directing "The Roundup" for Producer Harry Sherman at Paramount.

SALT LAKE

IN SALT LAKE CITY during July retail sales gained about 6 per cent over the same month last year. Although farm prices are only slightly higher at present against last year, farmers are spending more heavily in anticipation of better prices this fall.

The new Community Theatre under construction at Provo is fast nearing completion.

A special trade showing of the Warner's "The Sea Hawk" won praise from the audience this week at the Studio Theatre.

Kanab took on a Hollywood atmosphere this weekend as a troupe of 85 *film folk established headquarters here preparatory to filming two western pictures—"Wagon Train" and "The Fargo Kid." The company is scheduled to spend three to four weeks in the mountain and desert country near Kanab. From* 50 *to* 75 *local persons will be used for extra parts, RKO executives announce.*

The open air theatre for Boy Scouts was completed here Monday of the current week at Camp Steiner in the Granddaddy lake region.

Robert Montgomery was here August 9 *declaring that the greatest threat to American security today is skepticism toward the dangers and magnitude of European totalitarianism. Montgomery, en route home from Colorado Springs, Colo., where he visited Wendell L. Willkie, left Salt Lake for Los Angeles by plane.*

PORTLAND

MMESHER, advertising and public relations manager for Hamrick-Evergreen, is on vacation . . . Mayo Methot, Portland-born actress and wife of Humphrey Bogart, will be in Portland soon to dedicate a room in the General Hospital in memory of her father, the late Capt. Jack Methot of the States Steamship line. Mrs. Bogart made a $5,000 endowment.

Harold Hunt, drama editor of the Oregon Journal, *flew down to the unusual Shakespearean Festival at Ashland. For six years, Ashland has held the festival with local talent. This year William Cottrell is in charge, with Lois M. Bowmer handling backstage preparations.*

Portland's legitimate stage season will start early this year with an appearance of Gertrude Lawrence in "Skylark" at the Mayfair for three days beginning September 2 . . . The Orpheum closed last weekend for an indefinite period—usually the theatre closes earlier in the summer season.

Booked at Exposition

SAN FRANCISCO—A two-reel color featurette, "The Ninth State," produced for the state of New Hampshire by Emerson Yorke, has been booked by the U. S. Travel Bureau for screening in its exhibit at the Golden Gate Exposition. Booking is for the duration of the Exposition.

Rumors Circulating Of Buying Combine

Chicago—Rumors are circulating along the Row that one or two booking and buying organizations may be formed in time for 1940-41 buying in the Windy City.

Exchange managers and exhibitor leaders professed little knowledge of any actual plans, however.

Barriers to Carnivals Rising in Wisconsin

MILWAUKEE—The cold shoulder has been turned against carnivals by several city councils in the state. At Racine, the county board adopted an ordinance providing for a $200 daily license fee for carnivals.

Supervisor Roy Naleid declared that the statute is not a revenue raising measure, "but a barrier to keep carnivals out of Racine county." He declared that "the board chairman and I inspected one that played here. You can't call it gambling, it's outright fleecing. A man hasn't a chance with his money," he said.

The Wauwatosa council adopted an ordinance banning circuses and carnivals from appearing at Athletic Field. The measure labels them "a nuisance" and subjects violators to a $10 fine or 30 days in jail.

In Kenosha, the city council has before it a resolution amending the city gambling ordinance to provide that fraternal clubhouses would be considered in the same category as private homes in the administration of the law. Considerable opposition is being voiced to the proposed passage of the resolution.

A proposal at Superior to adopt an ordinance regulating activities at a local roller skating rink and providing that no person under 16 shall skate after 9 p. m. drew a blast from Councilman Kitchener Thompson who rebelled against singling out the roller rink.

"I'd include the ball games and the show houses. There is no drinking at the skating club. It's no worse to be at the club skating than seeing some gangster or sexy picture at a show house," he observed.

RKO Subsidiary Rental Suit Against JLS Unit

CHICAGO — Suit seeking approximately $6,900 in back rent has been filed by the Chicago Orpheum Company, an RKO theatre subsidiary, against the Jones, Linick and Schaefer controlled Southern Properties, Inc. This sum is said to represent the amount due from JLS on rental of the Palace Theatre, which JLS is supposed to have paid as part of its original deal with RKO Pictures for five pictures during the time RKO had the Palace closed. The total is arrived at on the basis of a weekly sum of $1,270 due.

Snell Gets Rogers Yarn

HOLLYWOOD—Earl Snell is adapting "In Old Cheyenne" for Republic.

Allied May Revive Move for Buying Combine in Chicago

CHICAGO—Possibility that Allied may revive talk of a buying and booking combine in the Windy City—such as that heard a year ago this time—is seen in the announcement to its members that its present booking department is being made available to more members.

Jack Kirsch, president, sent notices to members that facilities of the booking department, handled by E. J. "Red" Mager, will be available to member theatres up to 749 seats for $5 per week, and to theatres over 750 seats for $7.50 per week.

During the summer of 1939 there were persistent reports that the Allied unit might form a buying and booking combine of its own, similar in operation to that of the successful Cooperative Theatres of Michigan in Detroit. However, though it was considered by the board of directors, it never got further than the discussion stage.

In its present setup, the Allied booking department could not become a full-time buying combine for its members. Its services at present, according to the bulletin sent out by Kirsch, is mainly of a clerical and assistance nature. These services are listed as:

1. Personal consultation with each individual account in setting up bookings for the theatre.
2. The booker sits in on film deals.
3. The booker reviews all features and shorts.
4. Bookings for all members are submitted at one time assuring exhibitors of prints on major days of the week.
5. An up-to-date and accurate cut-off is kept for each member-theatre.
6. Weekly program of bookings are provided with prices, running time and other data.
7. Booker handles all cancellation notices.
8. Price allocations and re-allocations are carefully watched.

Kirsch was out of the city this week and could not be reached for comment.

Members presently using the service are the Adelphi, Ludwig Sussman; Alcyon, Bill Pearl; Alex, Louis Sider, manager; Armitage, Sidney Harrison; Jackson Park, Dick Salken; Lexington, Max Sachs; Lake Shore, Ray Goldstein; Century and New Madlin, Elmer Benesch; Gold, 20th Century, Villa and Circle, Jack Kirsch; Don, Downers' Grove, Ray Jarman; Grand on North Avenue, Clarence Lauten; Calo, Art Davidson; Bryn Mawr, Harry Tague.

Await Further Hearings on Marquee Advertising Ban

CHICAGO—Hearings are expected again next week on the recently adopted amendment to the city building ordinances which prohibit any advertising matter to be placed on theatre marquees. Should this ordinance remain on the city books, it would eliminate all use of marquees, valances, placards, streamers, etc., in front of Chicago theatres.

Vigorous protest was made to the local industries committee of which Alderman James F. Young is chairman, at a meeting on Monday at the city hall. Among those representing the film industry were Charles Ryan, Warner Theatres; Emile Stern, Henry Schoenstadt; Jack Kirsch, Allied; Art Glass, B&K, and Tom Flannery, Whiteway Sign.

It is understood that the ordinance was passed and aimed primarily at taverns, cocktail lounges and similar places, at the request of Chicago loop merchants, due to the unsightly cluttering-up of store fronts.

It is a resurrection of an old ordinance of similar wordage that has never been enforced.

Exhibitors at the meeting on Monday contended to the city council that such an ordinance if enforced against theatre operators, would work havoc with all advertising and exploitation in connection with motion picture theatre operation in Chicago.

It is thought that there is a good possibility, after all details of theatre operation are explained to the council, of having the ordinance revoked as far as motion picture theatres are concerned.

UTOI Will Discuss Free Show Problem

CHAMPAIGN, ILL.—The continued "plague" of itinerant free shows will highlight discussion at a district meeting here Wednesday of United Theatre Owners of Illinois members. Tax problems and other items on theatre operation also will be discussed.

A luncheon will be followed by a screening of "Boom Town" at the Rialto.

Mallers Brands Free Show Competition

BLUFFTON, IND.—The most troublesome competition for exhibitors in this area is free shows sponsored by merchants in the smaller towns, according to Charles G. Mallers of the Grand, a Mallers Bros. enterprise.

Asked about the effect of the Robbin's Bros. Circus, sponsored by local merchants, Mallers asserted that "any free entertainment on such a scale is bound to cut into our regular business." He said it was minimized by the fact the circus performed on the last day of a three-day run of the theatre program.

"The worst thing we have to contend with the entire summer," said Mallers, "is free film shows in the smaller towns surrounding us. They are sponsored by the merchants and held on the streets of these small towns. These roving exhibitors, if you can call them that, have a circuit of small towns and play one each night. Without doubt, they cut into our business considerably."



Ranger in New York—

Mr. Bee Ranger of the St. Louis Amusement Company, St. Louis, Mo., included a visit to the RKO Exhibitors' lounge during a recent trip east.

Gail Lancaster to Reopen Huntington House Sept.

INDIANAPOLIS—Gail Lancaster, operator of the three theatres in Huntington, plans to reopen his Huntington Theatre early in September. The house has been practically rebuilt, seating capacity increased and new fixtures, equipment and furnishings will be installed.

Upon completion of the Huntington, the Tivoli Theatre is to be remodeled and will be renamed El Rancho. It is understood C. A. Henkel of Chicago has an interest in the Tivoli.

Milwaukeean Sues for an Automobile Quiz Prize

MILWAUKEE—Gustav Collatz has filed suit in circuit court here to compel the Fox Wisconsin Amusement Corp. to give him a brand new Chevrolet sedan or its sale price, $782.

Collatz claims he is entitled to the prize by virtue of winning a quiz contest at the circuit's Varsity Theatre here July 11. He alleges that he answered all questions correctly but that an audience jury of three voted against him and the grand prize was awarded to another contestant.

Exhibitors to Confer on A New Operators' Pact

CHICAGO—Exhibitor leaders are expected to confer this month with members of the operators' union on a new contract for the 1940-41 season which is due for renewal officially on September 1. Jack Kirsch is expected to represent Allied Theatres, while Morris Leonard of B&K will confer for the circuits. The operators' committee will be composed of John Smith, Pete Shayne and Neal Bishop.

Reserved Seat Policy For the Ambassador

ST. LOUIS—A new policy is announced for Fanchon & Marco's Ambassador, downtown deluxer, in the hope of satisfying both customers who prefer single bills and those who want the customary advantages of theatres that cater to stage shows. Effective Friday, August 23, the 3,000-seater will reserve all seats for the evening performance, which will commence at 8:30 p. m.

Programs, under the new policy, are to be dominated by the best single feature picture available for that week, plus specially selected short subjects and newsreels which have been edited to make them currently interesting and timely.

The features selected will not be shown at any other theatre here for 60 days. Usual clearance allotted to the first run houses is only 28 days.

The new policy will get under way with "The Sea Hawk" as the attraction. The reserve-seat performance will end not later than 11:14 p. m. During the afternoon, the Ambassador will have continuous performances in the usual manner at slightly advanced prices.

Prices will be 35 cents in the balcony and 50 cents for main floor seats until 6 p. m., while the evening reserve-seat price scale will be 50 cents in the balcony and 75 cents on the main floor. Federal, state and war defense taxes are included in the prices. Children's tickets will be 15 cents at all times, but will be obtainable only for the balcony at evening performances.

Ambassador tickets for the reserved seat shows may be purchased at various other Fanchon & Marco houses, including the St. Louis Amusement Co.'s fleet of 25 neighborhood and suburban houses.

Pictures that are scheduled to follow "The Sea Hawk" into the Ambassador include "The Letter," "Brigham Young," "No Time for Comedy," "Back Street," 'Glamour," "Lucky Partners," "Spring Parade," "Hudson's Bay Company," "The Other Man," "Kitty Foyle," "Passport to Life," "No, No Nanette," and "Little Men."

Yates and Grainger Attend Republic District Meeting

CHICAGO—Herbert Yates and J. Grainger of Republic Pictures were here for a district meeting last week.

Following the sessions, Yates returned to New York, while Grainger went to Gloversville, N. Y. for conferences with executives of the Schine circuit.

Chamness Circuit Adds House in Dexter, Mo.

CARRIER MILLS, ILL.—The Chamness circuit, operating a string in southern Illinois known as Nox Theatres, has acquired the Dexter, Dexter, Mo., according to M. Chamness, general manager. Plans are to open the acquisition by October 1.

Attend St. Louis Showing Of Columbia Attraction

ST. LOUIS—The local preview of Columbia's "He Stayed for Breakfast" at the Ritz was attended by motion picture critics of the various St. Louis dailies, members of the Better Films Council, about 50 local theatre owners and managers, and the following out-of-town theatre men:

George and John Kerasotes, Springfield, Ill.; John Meinardi, Fox West Coast circuit; I. Weinshank, Publix; Mrs. J. Hisey, Nashville, Ill.; Martin Operla, Ste. Genevieve, Mo.; Noah Bloomer, Belleville, Ill.; Charles Rudolph, Troy, Ill.; Saul Bank, Frisina circuit, Springfield, Ill.; Paul Horne, Jerseyville, Ill.; Henry Wendt, Kirkwood, Mo.; Joe Katz, Benld, Ill.; H. H. Beck, Alton, Ill.; Nat Fitzjarold, Martinsville, Ill.; Robert Cluster, Salem, Ill.; John W. Hayton, Carterville, Ill.; Charles Brackner, Graysville, Ill.; D. Jarrett, West Plains, Mo., and Bob Wilson, Jackson, Mo.

Rites for Louis Landau Are Held in St. Louis

ST. LOUIS—Funeral services were held here for Louis Landau, veteran theatre owner and manager, who died after a heart attack while driving his automobile. Landau was 64 years old and had been connected with the picture business about 35 years.

William Silcock Succumbs

LAKE GENEVA, WIS.—William Silcock, former operator of the Geneva Theatre here and the Delavan at Delavan, died suddenly last week following a heart attack.



AA's New Quarters—

Pictured in front of the counter of Advertising Accessories, Inc., new offices in Chicago are, left to right: Johnny Mednikow, salesman; Walter Steadman, comptroller; Roy Alexander, salesman, and Morton Van Praag, district manager. Behind the counter are Henry "Hank" Porter, and Jack Blum, in charge of service for A. A. The National Screen subsidiary is located on the third floor of the Warner Building.

INDIANAPOLIS

JOE CANTOR, head of the Cantor circuit, operating five neighborhood houses, is away on vacation . . . Margaret Hayes, cashier at the Emerson, and Rovena Smith, relief cashier for the Cantor theatres, are vacationing together in Chicago with Barbara Taylor, co-ed at Indiana University, relieving Miss Hayes . . . George Levy, representative for Nap-Ad of Dallas, Tex., is spending several weeks in southern Illinois for his company . . . Don Hammer, has been appointed exclusive booking agent for Rube Perkins' Town Band. The band is now touring Iowa, Wisconsin and Minnesota.

John Doerr, booker for the Alliance Theatres, Inc., with headquarters in Chicago, is on vacation . . . Sol Greenberg has been appointed booker for Indianapolis Co-Operative Theatres, Inc., replacing Herbert Gibson. Greenberg was formerly connected with RKO as booker and later as booker for the Olson Circuit . . . Harry Gorman, salesman for Republic, and his wife spent the weekend at Lake Manitou as guests of Chuck Krieghbaum, operator of the Arc at LaFayette.

Bruce Kixmiller, operator of the Indiana and Colonial in Bicknell, made one of his rare visits to Filmrow last week accompanied by his son, a graduate of Culver Military Academy and now a student at the University of California. Mrs. Kixmiller and Bruce jr. will leave this week for California on a vacation with Bruce sr. returning early in September.

Raymond Schmidt, well known to theatremen, not to be outdone in donating a prize for the coming Variety Club Golf Tournament has two big cards in the window with the prizes, announcing that all prizes are insured by him.

Visitors on Filmrow: Mrs. McClein, Ritz, Crawfordsville; Hobart E. Hart, Cort, Auburn; T. N. Luckett, Dream, French Lick; D. G. Steinkemp, English, English; I. T. Sollers, Lyric, Covington; Harold G. Reckley, Chateau, Greencastle; E. R. Crouch, Fairmount, Fairmount; Joe Schilling, Auditorium, Connersville; Roy Harrold, Princess, Rushville; D. Haney, Albion, Albion; Gordon May, Dream, Corydon; C. W. Massey, State, Worthington; Harold V. Neese, Beverly, Brazil; C. C. Wallace, Boone, Thorntown; C. E. Rogers, Rio, Columbus; Mrs. M. A. Wood, Best, Terre Haute; Mrs. Elsie Blessing, Royal, Danville; Mrs. Ethel Luckett, Indiana, Scottsburg; Roy Kalver, Cort, Decatur; W. G. Wallace, Cozy, Dugger; D. D. Lee, Princess, Cayuga; Frank Reimer, Quimby Theatres, Fort Wayne; John Dixon, Flora, Flora; Mr. and Mrs. Ballard Long, Hippodrome, Sheridan; Mannie Marcus, Eastern, Fort Wayne; A. McCarty, Roxy, Pendleton; George Heliotes, Rialto, Fort Wayne; Robert L. Hudson, Tivoli, Richmond; E. W. Thies, Princeton, Princeton; Al Borkenstein, Wells, Fort Wayne; Merrill Moore, Palace, Kokomo; Sam W. Neall, Sipe, Kokomo; Billy Connors, Indiana, Marion; William Studebaker, Logan, Logansport; Alex Kalafat and wife, Gala, Garrett; Dick Vlastos and wife, Fowler, Fowler.

The ATOI office has a tieup with the Champion Spark Plug Company of Toledo, Ohio, for the booking of their one reel short subject, titled "Adventures in a Windmill" which features the famous flier, Captain Yancey (New York to Rome) in an auto-gyro plane flight over a hazardous route from Florida to Cuba, Central America and back through California.

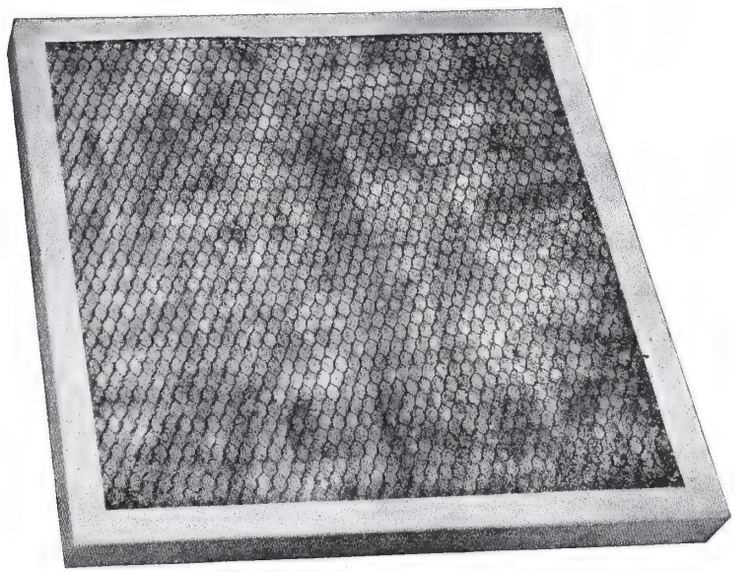
A large majority of the exhibitors in Indiana are running the trailer for the State Board of Agriculture announcing the coming Indiana State Fair to be held August 30 to September 6 . . . The daughter of Joe Schilling, operator of the theatres in Connersville, is confined to her home with a very serious sinus infection . . . Harry Markun, operator of the Talbott and Belmont theatres, is vacationing in the east. He will return shortly after Labor Day.

Frank Carroll, operator of the Orleans Theatre in Orleans, Ind., lost his father August 5 when the latter was killed in an auto accident.

The Settos circuit will inaugurate a new policy this week with the theatre opening at 5 p. m. and the pictures starting at 5:40, with a bargain price prevailing from 5 to 6.

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CHICAGO

HENRI ELMAN of Capitol-Monogram is in California vacationing . . . Harry Hopkins, M-G-M booker, is to be married this week to Miss Marvel Barclay . . . Otto Vonesh jr., operator of the Lyons, in suburban Lyons, Ill., is the father of a girl, born to Mrs. Vonesh at Berwyn Hospital.

Dorothy Nessell, in the amusement advertising department of the Daily News, *is due back Monday from her vacation . . . Dick Sachsel is back from his trip to New York.*

Peggy Sheldon, Irving Schlank's secretary at United Artists, is vacationing . . . Ditto Rose Cogan at National Screen, who is spending her time at Mackinac Island.

Frank T. Garcia, engineer at the Warner Bldg., is now the proud possessor of the Military Medal of the Purple Heart, granted to him for distinguished service during World War I in France. He was with the 27th Division of the 102nd New York Engineers.

Martin Bohn of Joe Goldberg, Inc., has been ordered to camp with the 202nd coast artillery reserves at Camp McCoy, Wis. He is in the band section. Should the reserves be summoned for active duty, he will report later to March Field, Calif.

Evelyn Severtson had a telegraph company messenger "serenade" her with "Happy Birthday" on her birthday on Monday, the greetings coming from the rest of the M-G-M exchange staff here.

George Dembow, vice-president in charge of sales for National Screen Service, was here this week on one of several stops throughout the country . . . Abe Kaufman, B&K head booker, was taken to Oak Park Hospital this week, for one of his periodic check-ups, and rest periods.

Joe Stout, B&K booker, was spending the second week of his vacation this week fishing near Three Lakes, Wis.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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: *In the Trade Vein* :

CHICAGO—When Mrs. Helene Bennin, formerly a contract clerk in the M-G-M exchange here, and husband of Wally Bennin, M-G-M booker, gave birth to a son the other day, the office staff sent out this notice:

"Production—No. 1.
Title—Buck Bennin Rides Again.
Release date—8/6/40.
Running time—12 hours.
Footage—Two foots.
Producer—Helene Bennin.
Director—Wally Bennin.
Comments — Production enjoys a big business. Held over at Columbus Hospital for two-week engagement.

Stepner Tells His Friends In Theatre Ticket Form

CHICAGO—Lester Stepner, manager of the La Salle, whose wife recently presented him with a son, born at West Suburban Hospital, Oak Park, has sent unusual announcements to his friends in form of theatre tickets.

The "tickets" read: "Florence and Lester Stepner present a gigantic, colossal single feature starring Michael Jay, 'The First Heir to Stepner Millions,' directed by John Ashworth, M. D.; August 7, 1940, Wednesday Evening. Feature time: 9:57 p. m. The management reserves right to cancel personal appearance if star is sleeping." The tickets are special "bedside seats."

1,000-Seater for Negroes Opened by Tom James

ST. LOUIS—Tommy James has opened his New Comet, 1,000-seater, which is among the finest houses catering to the Negro trade in the middle west. House was originally scheduled to open the latter part of June.

MILWAUKEE

E J. WEISFELDT'S Riverside here is conducting a rhumba-la conga school for dancing on its stage each Thursday night with prizes for all participants. Weisfeldt, too, has tied up with a recipe contest being conducted by the Milwaukee *Sentinel* in connection with which 15 pair of guest tickets to the Riverside are being awarded weekly as supplementary prizes.

Mrs. Alma Starck, 55, former cashier at the Layton Park Theatre, died last week. A former vaudeville performer, Mrs. Starck is survived by her husband, her mother, two brothers and a sister.

Max C. Krofta, operator of the Capitol in Racine and the Abby, Milwaukee, has taken over the Granada in the former city. Krofta is secretary of the ITPA of Wisconsin.

Projectionists and theatre employes of Local 394 held their annual dinner August 3 at Appleton. Lawrence Wertz, Menasha, and Tony Schoidour, Appleton, were in charge of arrangements for the affair.

ST. LOUIS

NAT STEINBERG, local Republic branch manager, attended the company's regional at the Drake in Chicago . . . B. Taylor, Monogram manager, and L. Levi, salesman, were in Springfield, Ill., and Mexico, Mo., on booking deals . . . Ken Emigh of National Theatre Supply is vacationing in a Louisiana town named Elizabeth. Miss Ruth Carrigan, of the same office, is back after two weeks in Saugatuck, Mich.

On his trip to New York, Ruby S'Renco of the Art looked over the available supply of foreign product, which he says was slim indeed. He also consulted a bone specialist about his neck which he injured some months ago while on an automobile trip in the Rockies.

Out-of-town exhibitors seen along the Row: Marvin "Bill" Griffin, booker for the Rodgers circuit of southern Illinois and eastern Missouri; Ted Coleman, Mount Carmel, Ill.; Ed Clarke, Mattoon, Ill.; Mrs. Harry Pitner, Fairfield, Ill.; Charles Weeks jr., Dexter, Mo.; Everett Hayes, Sullivan, Ill.; Robert Cluster, Salem, Ill., and H. S. Butler, Clay City and Louisville, Ill.

Harold W. "Chick" Evens is taking on that college look. He and Colvin McPherson, motion picture critic for the St. Louis Post-Dispatch, *are to blossom out as real professors this fall when they lecture on the industry at the Washington University Adult Study Center. "The Movie Parade" will be the title of their series.*

It is learned Hugo Schick, localite, will maestro the orchestra at the Grand, combination burley and filmer on Market near Sixth St., when it reopens soon. H. K. Minsky of New York will manage.

Plans for a four-week entertainment program to stimulate business in St. Louis this fall were discussed at a meeting of advertising and business executives at the De Soto Hotel. The fall festival would open September 16 with "St. Louis Cavalcade" at the Municipal Auditorium. The National Horse Show and the Veiled Prophet parade and ball would follow.

Johnny Perkins, stage and screen emcee, may lose some of his poundage before the snow flies, if that big bowling emporium he has launched on Collinsville Ave., East St. Louis, doesn't roll exactly in the alleys . . . H. K. Minsky, burley king, saw our Muny Opera this week and liked it.

Arnold Berger, manager of the Drive-In on Manchester Road in St. Louis county, is using spot announcements on KXOK to keep the customers coming . . . Chester Vickery, treasurer for Loew's, is vacationing along Lake Erie.

Paul Beisman, manager of the American Theatre and the Municipal Theatre Ass'n, is in New York on business. It is his 15th air journey to the big town since last January 1.

Because of good business, the Town Square, "straw hatter" atop a furniture storage house at Delmar Blvd. and Euclid Ave., has extended the run of "Two Merry Gentlemen."

Northwest Allied Fire On Four Companies

MINNEAPOLIS—Four film companies are under fire from Northwest Allied.

The independent exhibitors have made Paramount, Warner Bros., Universal and 20th-Fox the objects of their attack.

Minneapolis exhibitors, members of the body, meeting here this week, announced their "inability" to meet Paramount's demands for the same price for 38 1940-41 pictures as was asked for 52 in 1939-40.

Even though all of the Paramount releases will be "A" pictures, it doesn't alter the situations, it was declared. "Due to declining revenues and increased operating costs, including film rentals, many exhibitors will be forced to close their theatres by next December 1, unless substantial relief is afforded," the group claims.

Warner came in for censure because it is seeking to get exhibitors to raise their admission prices for "All This, and Heaven Too," although the picture has played Minnesota Amusement Company downtown houses in Minneapolis and St. Paul at the regular scale. The Warner proposition is to pre-release the film to those exhibitors who will agree to boost their admissions for it. The deal abrogates contracts, Northwest Allied contends.

The Universal "misdeed" consists of allegedly withholding a promised Durbin and Dunne picture from this year's contract and the Northwest Allied governors condemn this action. Selling methods employed by 20th-Fox are assailed.

Say Consent Decree Passage Would Thwart Objectives

MINNEAPOLIS—Northwest Allied board of governors doesn't want the consent decree to go through. Claiming that under such decree few of the objectives which independent exhibitors are seeking would be attained, the governors, at a meeting held here, adopted a resolution stating their opposition to it.

The governors declared that the decree, as presently proposed, is one-sided in the producers-distributors' favor. Independent exhibitors' interests would not be served by its acceptance and trade practice evils would not be sufficiently eliminated, the governors contend.

Retention of the present cancellation privilege of one in five also is demanded.

Questionnaire Preludes Action Against 16mm

MINNEAPOLIS—A showdown on 16mm films is being sought by Northwest Allied.

These films, being exhibited in night clubs, taverns, vacant store buildings and tents, are unfair opposition and a detriment to exhibitors, according to the organization.

With the "evil" on the increase, reports will be obtained from exhibitors throughout the territory relative to the extent which the narrow gauge pictures have invaded the various sections. Action will be based on the answers in the questionnaires, it's announced by Fred Strom, executive secretary.

Cheer in Reports

MINNEAPOLIS—Visitors to Twin City Market week from all over the territory brought optimistic reports which are raising the film industry's hopes. They declared business in stores is up, crop prospects are favorable and agriculture income is increasing.

Chore for Bert Granet

HOLLYWOOD—RKO has assigned Bert Granet to the script of "Show Business." Ray McCarey will direct.

Variety Club's Nearing Fun Fest Hypos Kaycee Row

KANSAS CITY—The enthusiasm and activity on Filmrow, greater than it has been in months, is due to the preparations for the biggest affair in the history of Variety Club here—the picnic, golf tournament and Days of '49 at Ivanhoe August 26, a week from Monday.

Ninety per cent of the film and theatre people of Kansas City are working on plans and making arrangements, which is a larger participation than Variety Club has ever achieved before.

Exchange managers met last Monday and voted to close offices at noon on August 26 to permit full participation by all Filmrow employes. Employes are expected to attend the affair, and most of them already have arranged picnic tables.

Employes and others are being furnished with tickets which they will be able to distribute among their friends and the public. The tickets entitle the holders to free admission to Ivanhoe. Only the golf tournament is limited to those connected with the industry. Incidentally, Bob Withers, chairman of the golf committee, has arranged for plenty of golf prizes.

Novelty as well as excitement will be provided by the turtle race, for which entries are piling up. The demand for turtles has already created a shortage. All of the Griffith theatres will have a turtle entry, with H. J. Griffith furnishing one to each theatre. Each turtle carries a $5 entry fee, and winners will have a chance at some hefty awards.

Afternoon of Games

The afternoon will be filled with games. Cinema Club members have taken over this phase of the affair and will direct same. They have arranged watermelon and pie-eating contests; nail driving, three-legged and other races, a beauty contest for film salesmen only, etc. Bob Withers and Tommy Thompson have promised plenty of prizes to the winners of these events. Cinema Club expects to line up contestants from each exchange.

For the Days of '49 Bev Miller and his committee have arranged a replica of a Main Street of a town in '49, with dance hall, saloon, games, amusements, etc. This will be running full tilt during the afternoon and evening. Members are asked to come with their spurs and ten-gallon hats —and chaps, if they have any. They'll feel at home, what with the Wells Fargo bank, the Red Dog saloon, the Dixie Belle dance hall, and the Casino running.

Miller has added W. P. Bernfield and O. K. Mason to his committee: Bernfield for his imagination and Mason for his wide travels.

During the evening an orchestra will furnish music for dancing.

Plenty of advertising and publicity is being accorded the shindig; there's a big banner on 18th street; W. O. Williamson jr. is bulletining all persons on Filmrow, and Leo Finkelstein, in charge of publicity, is spreading the word by practically every means short of sky-writing.



—Pictorial Press Photo

Tub-Thumping for "Kit"—

Kit Carson III, grandson of the pioneer scout, is shown here getting "the business" from John McManus, manager of Loew's Midland, who is using Carson's own pistol, John Cameron Swayze of the Kansas City Journal, *and Bernie Evans, UA exploiteer. Carson was here this week on a two-day visit in the interests of the film, "Kit Carson," which the Midland will play when it is released in the near future. The picture here was taken at a breakfast in honor of Carson at the Muehlebach Grill. Carson was wearing the buckskin suit given his grandfather in 1865 by the wife of the Ute Indian chief.*

Go on the Record Against Duals

DES MOINES—The Des Moines *Tribune* has joined the ranks of those opposed to double features. Editorially, the *Tribune* analyzes the Gallup poll on the double feature situation with the following comment:

"Adults Don't Like 'Em"

"The Gallup poll shows persons over 18 overwhelmingly against double feature programs, and those under 18 overwhelmingly for them.

"Of adults, only people on relief, who have to pass the time somehow, were decisively for the double feature which exhibitors seem convinced the people want.

"The poll's showing that only 10 per cent carry their objection so far as to walk out after one picture, means only that unless a person comes at an awkward time, he has to sit through both shows to see the one he came for. The 'Class B' picture always comes first.

"Sam Goldwyn has been blasting away at the double feature for years, but no one paid much attention because his outfit makes only a small number of pictures a year, and he stood to gain from single features.

"Maybe our torturers will pay some attention to the Gallup poll.

"Or, maybe the young and the people on relief are the backbone of today's movie audiences.

"But maybe, also, the movies would get a different and a larger audience if they didn't make it so hard to see a Class A picture!"

Again Training Guns On Double Features

MINNEAPOLIS—The Minneapolis section of Northwest Allied is training its guns on double features again. Alarmed because the Princess, one of the larger independent neighborhood houses has started a twin bill policy, the section met this week and took steps to combat the alleged "evil."

A resolution was adopted "vehemently denouncing" the double features and condemning "the practice of Hollywood producers in making and forcing upon theatre owners and the public 'C' and 'D' class pictures of little or no entertainment value and which said pictures have to be disposed of through double billing."

Moreover, the exhibitors agreed none of them would show any picture which has been played as part of a dual program in Allied members theatres where single features have been in effect.

Reduction in Property Taxes Due in Omaha

OMAHA—Property taxes for Omaha exhibitors on equipment and buildings will be lower in 1941. The combined city-county-state levy will be less this year, a reduction of 30 cents on each $1,000 valuation.



"The Sea Hawk" in Minneapolis—

Warner's "Sea Hawk" trade show in Minneapolis brought out, among others, these showmen: Left to right—Sam Zuckman, Mounds, St. Paul; Paul Mans, Mans circuit; Rud Lohrenz, district manager, headquartering in Chicago; Don Buckley, Redwood Falls, Minn.; Ernie Hill, Warner salesman; Ed Johnson, Redwood Falls; Charlie Jackson, Warner salesman.

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

ART FARRELL of the Rapids Theatre at Rock Rapids, Ia., reports a new sound system installed at his home. The seven-pound girl was born to Art's missus Friday, August 2 . . . Pioneer circuit managers were all over Spencer last Tuesday at a company confab. Don Smith of the Earl at Carroll is managing their tenth anniversary drive which is scheduled to use up three months this fall . . . Patrons at Nate Sandler's Northwood, Ia., house have been keeping Manager Bill Mack busy explaining that he didn't get that arm in a sling by patting himself on the back for the great job of showmanship he's demonstrating up there. Bill says he drove his car into a forced landing to avoid a collision.

Doc Twedt's slipping. He shoulda sent us a card telling us about the new carpet and screen he's tacking into his Lido at Manly. Or is he still too busy bragging about the fish that didn't catch him in Canada? . . . The Princess is going to have to get along without Warren Butler for a while. He's planning to leave Sioux City on a vacation some time and go somewhere. Don't be surprised if it's about the last of August . . . We hope Mike Roskopf and Sam Horowitz are still holding the fort at the Odeon in Marshalltown. Earl Kerr is hiding out in his Colorado sneeze shelter and now Charlie Leinhaas, who put the Odeon opening on the air over KFJB, has moved over to Sioux City. He's the new commercial manager at KTRI.

Percy Long, who knows all about a drink that looks like grape juice, and Eileen junketed into Des Moines August 9 from the Iowa at Jefferson. Companions on the tour were Don and Dorothy Smith of the Earl at Carroll . . . Roy T. Hill has made such a live wire town out of State Center that he's moving up there himself. Or maybe the programs at his State are so good he doesn't want to miss any of 'em . . . Nate Rosenthal's giving his patrons "Air Conditioning, and Heaven Too" at his Iowa in Waterloo. Nate opened ATAHT and his cooling plant at the same time.

Ruth Cota of the Town and Cota in Waukon has been busy lining up a Warner studio visit to keep her sister and family busy in California . . . A guy who prefers a cottage by the lake to a palace is H. S. Waldorf of Vinton, Ia. He's forsaken his Palace for his summer home on Leech Lake in the Minnesota wilds . . . Mrs. Walt Peterson of Hampton is the gal who can do it, too. She fooled the headshakers at the hospital and followed the road to recovery home Tuesday. That's news that'll make the whole Row, which collectively labels the Hampton Petersons swell people, happy.

Despite the Saturday night storm in this area, Mr. and Mrs. Norman Hansen of the Garrett in Woodward were in on their regular Sunday morning booking expedition last week . . . Ed Mason of Osage was down last week to line up product to advertise in H. C. Hill's Mitchell County *Press* where & Co. first learned to set type . . . Monday along Filmrow saw Mrs. C. S. Hoffman of the Grand and Marion at Knoxville; Lawrence Kuhl of the American at Corning; Floyd Thompson of the Rose at Audubon; Arlo Thompson of the Irving and Mills at Lake Mills, and a late afternoon rain storm. All were under separate umbrellas.

How the Tipton Toy Got Its Name

Des Moines—Now it comes out. Beulah DeNune of the Toy Theatre at Tipton reveals the reason for the name of that house.

"Why was it named 'Toy?'" she writes. "Webster says: 'Toy, a thing for amusement, but of no real value.'

"After operating it for one year, plus, I am seriously considering changing the name to 'Headacher;' not only for the true meaning but it would meter better with 'Hardacre.'" She also operates the Hardacre Theatre in Tipton.

KAYCEE

ONE of most inspiring sights on Filmrow is the activity in connection with the Days of '49 at Ivanhoe August 26 . . . You should have seen Arthur Cole and Dick Biechele on ladders the other Tuesday evening, pinning down the ears of a big banner against the walls of the Paramount Bldg. . . . Carl Shalit, Columbia district manager, was in town this week.

The rain over the weekend not only helped the farm crops in this area—it meant business at theatre boxoffices, so exhibitors report . . . It helped so much, in fact, that one exhibitor suggests a clause in the coming season contracts to the effect that if it rains, the price is higher; if not, lower.

On the Row: George Summers, Royal, Unionville, Mo.; Art Killian, Kaw, Marion, Kas.; Bob Gorham, Liberty, Horton, Kas.; Mrs. E. Nolan, Ozark, Cassville, Mo.; Bob Robison, Grant City, Grant City, Mo., whose car was wrecked last week in an accident (no one hurt); Nick Kotsis, Holden, Holden, Mo., and Oswego, Oswego, Kas.

Monogram had another picnic last Saturday, this time at Swope Park. It was raining, and the girls and boys worked like the devil to get the wood burning—and then the cops came by to say, "This spot is reserved for colored people." But since Monogrammers were the only ones hardy enough to try a picnic on such a day, they got to use the fire anyway.

Ben Marcus, Columbia manager, returned from his trip to New York last week and was so full of pep he started dickering with exhibitors through his office window as they passed on the street.

On the Row: T. A. Spurgin, Stanberry, Stanberry, Mo.; G. C. Coffman, Osceola, Osceola, Mo.; Ward Spielman, Gem, Baldwin, Kas.; Shields Wilson, Camden, Camdenton, Mo.; Bill Forrest, Rex, Joplin, Mo.; Howard Meek, Anne, Maysville, Mo.

Sorry. It is Mrs. Dorothie Warneke at Universal who stuck her thumb in the fan. The thumb doesn't look like it did when she stuck it in, either.

Curly Watling, who used to work for Metro on Filmrow here, and who has been in a hospital in Denver the past two years, returned here this week on vacation. She is well again and is going back to work for Metro at Denver.

Harry Rathner, president of the Producers Releasing Corp., was here Tuesday visiting William Pincus, franchise owner for this area. Producers now have 38 pictures . . . Charles M. Reagan, western divisional sales manager for Paramount, was visiting the local exchange Wednesday.

Exhibitors! The first business house on Filmrow to follow the practice of doctors, dentists and barber shops in furnishing patrons with a copy of Esquire *to look at, is the Missouri Theatre Supply. It goes with the seats!*

Sam Abend is back from a New York trip on which he was accompanied by his daughter . . . Nat Hechtman of Hollywood Advertising was in Wichita . . . Jack Barnett, 20th-Fox cameraman, off to Chicago, Akron and the Willkie acceptance speech.

Jack Shriner did not go to Canada; he knew the "cool front" was moving in . . . J. Eldon Peek, general manager of Oklahoma Theatre Supply Co., Oklahoma City, was in town . . . Dick Kirkman, manager of the Admiral, vacationed in southern Missouri and Arkansas.

John Beck jr. is installing a screen and 400 new seats in the Royal at Thayer, Mo. Missouri Theatre Supply is filling the order . . . Employes (about 38) of National Screen Service held their annual picnic at Lake Quivira, August 10.

Sold by Big Boy

OSKALOOSA, IA.—Paramount's "Untamed" is getting unexpected exploitation in southern Iowa. Big Boy, the 600-pound Brown Siberian bear featured in the film, last week was performing with his owner, Stanley K. Stevens of Forest Park, Ill., at the Southern Iowa fair here.

Adapts DeMille Production

HOLLYWOOD—William Joyce Cowen is scripting "Queen of Queens," forthcoming Cecil B. DeMille production for Paramount.

Kaycee Area Equipment Pace Good Is Report

KANSAS CITY—Considerable remodeling and re-equipping work continues to be done by theatres in this area, according to L. J. Kimbriel, manager of the Missouri Theatre Supply.

E. W. Ferguson and R. R. Hesse are completely remodeling and re-equipping the Ferguson at Memphis, Mo., with 400 new seats and complete booth equipment. They plan to reopen about September 1.

G. J. Spencer is operating the theatre at Shelbyville, Mo., which business men recently opened in a remodeled store building. It is a new house, seating 300.

The Tivoli, Stanley Schwartz's house in Kansas City, has installed new lamps and projectors and new light fixtures.

The Plaza at Burlington, Kas., operated by Warren Weber and A. J. Simmons, has had Missouri Theatre Supply install new sound.

John Beck jr. has purchased 300 upholstered chairs for the Royal at Thayer, Mo.

Griffith Names Nelson to Osage City House Helm

KANSAS CITY—H. J. Griffith Theatres, Inc., has named Frank Nelson as manager of the Osage, Osage City, Kas. He succeeds Jack Jeffries, who is filling in as relief manager until the new Paola, Kas., house opens, when he will be assistant there. Nelson has been working as an electric engineer over the circuit.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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Blowers, washers, spray nozzels, office and home units.
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115 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

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National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

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K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

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Alexander Film Company
Motion Picture Advertising
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Good for the Press; Hard on the Boys

DES MOINES—Playing up the Nazi angle of "The Man I Married," the Paramount here landed front page news breaks on both the Des Moines *Register* and the Des Moines *Tribune*.

Paramount Manager Eddie Dunn and Tri-States Press Chief Dorothy Day started the ball rolling two weeks ago by advertising in the classified sections for a Nazi uniform. Meanwhile, they rented two uniforms of the Storm Troopers' SS guard from a Hollywood costume company.

When the film based on "I Married a Nazi" opened at the Paramount, August 9, LeRoy Williams, 19, and Stuart Wilson, 18, were seen clicking leather boots on the sidewalks of the Des Moines business district wearing the swastika labeled uniforms.

They were paid 30 cents an hour—but they said it was the toughest job they ever had tackled.

Some observers caught the idea and smiled. Others gaped, puzzled. But as the swastika-garbed "troopers" continued to march, there were angry mutterings. One man asked them what was the idea?

"It's a free country," replied one of the boys.

"Not for you fellows, it isn't," was the answer. "You better get those uniforms off, or I'll take them off. If you walk two blocks more in those uniforms, I'll take 'em off."

The boys walked on, the man following. Three or four other angry men joined him. Finally a reporter explained to the group it was a publicity stunt.

A similar incident later was explained by theatre representatives. "A gag like that doesn't belong on the streets in this country," said one of the crowd.

But the stunt rated more than a column of space on page 1 of the *Register* Saturday morning.

Saturday afternoon the *Tribune* carried another page 1 story, this time about Eddie Dunn looking for two more "storm troopers."

When the boys turned in their uniforms Friday night, they both had offered the same comment: "We quit!"

Douglas Desch to Dallas As RKO Office Manager

KANSAS CITY—Douglas Desch now is office manager at Dallas, Tex., for RKO. John Wangberg, traveling auditor for RKO and a former Kansas Citian, will work with Desch for a while.

Desch came here in 1932 from Colorado as booker for Publix. He was with A. F. Baker for a while and then went to the Apollo here for Fox Midwest. He was later booker and then manager for Gaumont-British; booker and then manager for Grand National, and manager for Monogram.

On a New York Visit

DES MOINES—Mildred Coburn of the local Columbia office was a New York visitor.

O M A H A

KEITH WILSON, movie critic on the *World-Herald*, is vacationing this week. Jake Rachman, the newspaper's columnist, is pinch-hitting for Keith, who recently celebrated his fifth anniversary at the critic's post . . . Lucille Clow, Paramount bookkeeper, is seeing the sights in New York.

Dora McLaren, Warner cashier, has been vacationing at the lakes . . . Joe Scott, Fox boss, has acquired his usual summer coat of tan, one shade lighter than mahogany. Joe has been playing a lot of golf and winning a few prizes, too, according to the local sports writers . . . Frank Simek, Idle Hour, Tripp, S. D., was on Davenport St.

Bob Ballantyne celebrates his 28th wedding anniversary this week . . . Tom Brown, Strand, Iowa City, Ia., has a birthday soon . . . Gladys Pullman, Paramount inspectress, has been chasing goats in the Rockies . . . S. A. Madsen, Warner booker, also on the vacation list.

Joe Steeg, Time, Primghar, Ia., will soon have a wedding anniversary. Joe favors more "down to earth" pictures and fewer historical epics . . . Bob Oliver, Iowa, Onawa, Ia., was here to see a cousin, seriously injured in an auto accident . . . Jesse Brown, Warner janitor, may retire after more than 20 years on Filmrow.

R. L. McIntyre, Orpheum, president; Howard Jackson, Omaha, business agent; Boots Kostlan, Brandeis, vice-president; Clyde Cooley, screen room, secretary, all officials of Local 343, IATSE, will attend the meeting of state operators association in September. The boys hope to get Cooley elected secretary of the state group.

Elvera Roslund, RKO cashier, went to Osceola, Neb., for a few days . . . Mildred Bickler, Warner inspectress, on the vacation list . . . Lou Ireland, Logan, Ia., still smokes those husky cigars . . . Variety Club is planning a benefit to buy Chief Barker Morrie Cohn a hat, something he never wears—well, hardly ever.

Wally Johnson, Exeter and Friend, Neb., in town with a new set of golf clubs to challenge BOXOFFICE . . . Kenneth Moore, son of C. C. Moore, Dunlap, Dunlap, Ia., died last week of a ruptured appendix . . . Harold Mansfield, Iowa circuit owner, Belle Plain, Ia., was a rare visitor to Filmrow . . . Tom Kenyon, Paramount cashier, and family will vacation in the Black Hills.

H. H. Thomas, Deluxe, Kingsley, Ia., had his tonsils removed last week . . . Lloyd Hollander, son of the manager of the Town, Omaha, is a golf addict . . . Another golf nut and prize winner is J. Erle Kirk, North Star, Omaha . . . Slim Fraser, Joyo, Havelock, Neb., was all smiles this week. Who was the girl, Slim?

Three exchanges were broken into this week . . . Sid Rose, Warner boss, claimed exhibitors were in such a hurry to get prints they couldn't wait until the door was open. Actually, the exchange's sprinkler system went haywire and the fire department had to smash the door . . . RKO lost a cash box containing $10 and a stamp box.

Minnesota Owners Left With Operating Problem

MINNEAPOLIS—Owners of the 4,000-seat $2,000,000 de luxe Minnesota here are still out on a limb. When Billy Elson, who had the Seventh Street Theatre until it was disposed of by RKO for non-theatrical purposes, decided to operate the 1,900-seat lower loop Palace in a deal with the Minnesota Amusement Company, its lessees' hopes of getting the Minnesota reopened in the near future were dashed. The owners of the Minnesota had submitted a proposition to Elson and he was considering it.

The Palace has been dark for more than a year. Elson will reopen it about August 23 with the same policy as that of Pantages and which the Seventh Street used —subsequent-runs at 15 cents admission. During its last operation the Palace played subsequent-runs at 15 cents and weekend vaudeville.

The Benzes, owners of the Palace, leased it to Minnesota Amusement at a reported $15,000 a year. In consequence of the deal, the Benzes have retired from the Twin City theatre field and have abandoned their threatened conspiracy suits against the Minnesota Amusement Co. and major distributors based on inability to obtain major product for the Minnesota Theatre during its recent operation and the Palace a year ago.

Favor Leaving Federal Defense Tax Alone

MINNEAPOLIS—Northwest Allied directors do not want the defense tax extended to take in all admissions starting at 10 cents. By a majority vote, they went on record in favor of leaving the tax as it now is —starting at 21 cents.

However, a minority of the directors urged that influence be brought to bear on Congress for a revision which would impose the tax on all admissions of 10 cents and above. These directors declared many exhibitors claim that the houses charging 20 cents and less now enjoy too great an advantage over the 28-cent situations and that, in consequence, there will be a temptation for the 28-cent houses to reduce their prices. This would deprive the government of sorely needed defense revenue, it was pointed out.

Fire Sweeps the Grundy; Loss Put at $12,000

GRUNDY CENTER, IA.—Fire swept the Grundy here, with damage to the 35-year-old building, which was modernized three years ago, estimated at $12,000. There was $10,000 insurance in force.

John Marshall, manager, reported the fire apparently started in the basement. Theatre was owned by Frank Rubel.

Schultz Buys RKO

KANSAS CITY — The Schultz Commonwealth circuit of Iowa, Kansas, Missouri and Arkansas will play all of RKO's new product by a deal closed through RKO District Manager Walter Branson and T. R. Thompson, branch manager. Twenty-five situations are involved.

Come One! Come All!

JOIN THE FUN

ANNUAL VARIETY CLUB OUTDOOR CELEBRATION

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Monday, August 26

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SWIMMING **DANCING**

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TURTLE RACING **ENTERTAINMENT!**

PICNIC

Bring Your Own Food, or You Can Purchase Dinner at the Clubhouse

No Gate Admission

Open To All Those Employed in the Industry and Their Friends

They Drive by Night, Too

By RENE CLAYTON

DES MOINES—They're the unsung heroes of the industry, these happy-go-lucky fellows who tote films into this theatre and back from that one.

If you don't think so, stop and add up just how much you could gross on the academy award picture of the year if the print weren't in the booth on the date you had it three-sheeted out front.

It was up to BOXOFFICE & Co. to find out what makes the wheels of the film delivery biz go 'round. Some ten minutes before Driver Don left on his route on Saturday night, we phoned McKinney of Iles & McKinney for permission to kibitz on the western run.

In a jiffy we were spinning out Highway 6, noting how the twin black lines dividing the pavement were turning deep purple in the sunset. We examined the orange slip of paper listing towns at which we were to kick off those bundles of the *Sunday Register* and *Tribune* and snickered at the fine mustachioed pictures of Anne Shirley clipped up in the corner of the cab.

It was only a hop (papers at Waukee) and a jump (papers at Adel) before we were in front of Bob and Zoe Dawson's Rozoda in Redfield. We stopped long enough to be disappointed because the Dawsons couldn't be found and to read the "Roll Call Every Wed. Nite, $50" sign. We left *R&T's* at the Rexall Drug and whooped down the highway to Dexter with another bundle, wondering whether we were going to find out about film delivery or paper carrying.

At Dexter, where there's no theatre, we noticed that Huddleston's Earl at Earlham, Henry's Stuart at Stuart and the Dawsons' Rozoda at Redfield were all making a placarded bid for the some 500 possible patrons in the town.

At Stuart we saw Don flip out the first can of film, discovered that Lee Henry had just gone down the street, said "Hi" to Mrs. Potts and Marilyn, and we were shooting out of town again.

Monday Art Anderson told us that Mrs. Henry, whom we have known so very well in the past, was sitting in the Stuart Theatre boxoffice. How we ever missed her, we'll never understand, unless it was the excitement of knowing that we'd make Driver Don late if we didn't hop back into the truck very lively-like. But anyhow, we know she'll understand, because she's like that.

Adair was two minutes of solid, and pleasant, surprise. We gaped at the Riada, polished and glamorized since the day A. O. Ludwig bought it and his BOXOFFICE subscription. We ah-ed when Mrs. Ludwig happened along with the cutest infant we've ever seen. Little Janet Kay's quarter-inch blond curls are a most astounding sight, but she manages to wear a jaunty hair bow. How she keeps it on is as mystifying as a strapless evening gown.

A. O. Ludwig laughed at our query as to what the A. O. stands for, and offered three sacks of popcorn instead. Greedily, we settled.

On the road again, Driver Don waved chummily at the passing highway patrolman and there we were in Anita where we found a whole bouquet of Budds . . . Cecil in the projection booth, Brother Frank at the popcorn stand, Pappy Walter taking in the ducats . . . "And the Mrs. looks after the cooling system," says Pappy proudly. The Budds, we discover, are cousins of the Attorney John Budds, who are old friends of ours—and just as Republican, we hear.

Reaching Atlantic, we hurried to the Iowa, hoping to catch the elusive Cliff Lindblad in, but of course, he was out to dinner again. We exchanged a few choice remarks with Lester Murphy, who says he's doorman, et cetera, and noted carefully that Marj Gill is (like all other cashiers) pretty.

Around the corner and up the street at the Grand, we found Truby Bell rubbing his hands and grinning happily over the stampeding customers who wanted to find out if they could afford to pay "The Wages of Sin."

Lois Bengard played hostess at the Palace in Exira, and told us that Boss Don Bloxham was in Sioux City where he married Blond Bonny Anderson on Sunday at 2 o'clock . . . Now do you suppose Don will still get to spend his vacations with Ringling Bros. circus?

Boxoffice wouldn't admit it to & Co., but her not-too-well-padded carcass was beginning to notice that a film delivery truck is no DeLuxe job.

We took a couple of flashlight pictures at Audubon, and lost our good disposition when we stepped in a massive wad of blowgum just under that smart Rose Theatre marquee. We found F. R. Thompson celebrating his 59th birthday, and Mrs. Thompson feeling very happy about their new semi-modernistic $5,000 home which is now all completed. Mr. Thompson, who is a very fine architect if we are to judge by the Rose which he designed and built practically single-handed, designed and built the new Thompson home as well.

Ah! We were wondering just when the driver quits stopping and starting the truck, throwing film cans in and out . . . This is it. We go next door (almost) to the Rose and have stacks of hamburgers and quarts of good hot coffee. In fact, we don't leave off drinking coffee and munching hamburgers until the show next door (almost) was over and it was time for us to head back home (ummm, time to get in that truck again . . . why *didn't* we bring a cushion?).

A skunk was the only attraction of moment on the highway back to Exira. There we find out that those keys jangling from a bottle opener hung on the dashboard let the driver into the theatres.

At Atlantic the show wasn't over yet, and both Truby Bell and Cliff Lindblad (at last) were in the Iowa office. Cliff showed us his stamp collection and proved, emphatically, that we were hundreds of dollars wrong when we said it was a non-profit pastime. Cliff even demonstrated a pretty nifty-looking booking arrangement he'd figured out himself, and gave us a sample to take with us. Now if someone would just give us a theatre.

We took another picture at Adair and left the flash bulb at the closed boxoffice (in case you're wondering where that came from, Ludwig).

BOXOFFICE was a miss-out from Adair (1 a. m.) on to D. M. (3:20 a. m.) . . . We heard the swish of heavy rain and Driver Don telling & Co. between stops at Stuart and Redfield that in this kind of weather you'll always see the snakes crawling up onto the pavement. & Co. says he was awake, but since he didn't tell Don that's one way to get snakes outa the grass, we doubt it.

Nebraska Newsreel

George Barber finally opened his new theatre at Homer, Neb., after digging out three feet of mud left by a flood. Bob Ballantyne of Omaha installed the equipment.

Wally Johnson may rebuild the Plaza at Friend, Neb., destroyed by fire. Wally says the building is all cleared away and that the town's business men are very anxious to have him reopen. They recognize the value of a good theatre to a community.

W. E. White is the new owner of the Wahoo Theatre at Wahoo, Neb., taking over from A. R. Miller. Miller will spend some time in Iowa and then expects to go into the theatre business "out west."

Floyd Wolfe, Lynch Theatre, Lynch, Neb., and Dr. Frank E. Rider, Chateau, Wauneta, Neb., have birthdays next week. Wolfe is a carpenter, Rider a dentist, when they are not operating their theatres.

Orville Rennie, Rivoli, Hastings, Neb., and Murrel Simpson, Palace, Clearwater, Neb., have wedding anniversaries this week. Simpson is also a bandmaster and Rennie spends his spare time thinking up musicals.

Rubel Hutchins, Allen Theatre, Allen, Neb., has been fishing at the northern lakes. Ralph Falkenburg and wife, Majestic, Lexington, Neb., are spending the month of August at their summer home on the lakes.

Comedies Continue To Be the Thing

Minneapolis—Comedies continue to enjoy a big boxoffice advantage here. Latest to click in a big way is "I Love You Again," now in the midst of a 15-day run at the State where it has been doing a splendid business.

Other recent fun offerings to attract profitable trade include "The Ghost Breakers," "The Doctor Takes a Wife," "His Favorite Wife" and "Andy Hardy Meets Debutante."

MINNEAPOLIS

FRED STRIEF, former Paramount branch manager here and now an exhibitor in Cincinnati, stopped over with the wife after an eight-day visit with his old friend, W. A. Steffes, at the latter's northern Minnesota estate. He reports Al feeling much improved and in good spirits. George Granstrom and the missus also were Steffes' guests last week and Abe Kaplan, Twin City independent circuit operator, will visit with Al the coming week . . . Eddie Ruben, Welworth circuit owner, is a member of the grand jury.

Twin City Variety Club will hold its second and final golf tournament of the season at Breezy Point, Minn., resort, approximately 100 *miles from Minneapolis and St. Paul, August* 30. *Gilbert Nathanson and Bill Elson again are in charge. Many of the boys plan to remain at the resort over the entire weekend . . . Columbia has no less than two pictures going into loop first-run houses here State Fair week. "He Stayed for Breakfast" is set for the Orpheum and "Lady in Question" the Century. The invitation preview of "He Stayed for Breakfast" at the St. Louis Park Theatre drew an enthusiastic audience of exhibitors and "Hy" Chapman is tickled.*

Art Zeulch, M-G-M head booker, vacationing in Detroit, Mich. . . . Chief Barker Ben Blotcky and the rest of the Twin City Variety Club gang happy because their grand ball, first golf tournament and sponsored league baseball game were such outstanding financial successes. A hefty sum has been realized for the Milk Fund . . . W. A. Steffes is entering one of his prize bulls in the State Fair competition . . . The Kaplan and Rubenstein Twin City independent circuit entertained its employes at a party at Oak Ridge country club.

Bennie Berger entertained Rud Lohrenz and C. K. Olson, Warner district and branch managers, respectively, at his Bemidji, Minn., summer home . . . Don Swartz, Warner assistant booker, to Pequoit, Minn., resort with his bride for a fortnight . . . C. K. Olson on a sales trip through northern Minnesota . . . Joe Behan, Warner head booker, back from a two-week vacation near Walker, Minn., says the fish in northern Minnesota are biting good, but you "have to work for them" . . . Al Stern, RKO office manager, off to Canada for a vacation.

Jerry Blado, Orpheum assistant manager, pinch hitting for Manager Bill Sears while the latter is on vacation . . . Russell Engner, RKO city salesman, uses the weekends to get in a little fishing . . . Gordon Greene, who was the Benz brothers' manager, plans a rest at Pine Island sanitorium . . . August is "Bookers' Month" at Warner Bros. Help! Help! . . . Theodore Hays, veteran Minnesota Amusement company executive, back at his desk fully recovered from his recent illness.

Barry Burke, who recently resigned as Minnesota Amusement Co. district manager, back in town after a motor car trip through northern Minnesota . . . Minnesota Amusement Co. bought the game, "Minute Mysteries," from Charlie Weiner who has taken over the film department of the Elliott Film Co. . . . Clayton Bostad, former Seventh Street Theatre assistant manager and who will be assistant manager at the Palace when Bill Elson reopens that house, father of a seven-pound boy . . . W. J. Heineman and Peck Gomersall, Universal western sales and district manager, respectively, here for a sales meeting.

Gilbert Nathanson, Republic branch manager, back from a Chicago sales meeting. He met Judy Canova, star of "Scatterbrain," comedy hit . . . Ben Landy, Columbia booker, back from a fortnight visit to New York, his home town, and ready to resume his handball conquests . . . Boys still talking about "The Sea Hawk" since that Warner invitation screening.

Sol Lebedoff, Northwest Allied treasurer, back from a vacation in northern Minnesota and fully recovered in health . . . Moe Levy, 20th-Fox district manager, had Stanley Mayer and Joe Scott, Des Moines and Omaha branch manager, respectively, here for a sales conference. Joe Podoloff, local branch manager, also participated . . . Mrs. W. P. Fleckenstein, the former Mildred Harris, one-time wife of Charlie Chaplin, in from Chicago, her present home, after visiting her husband's parents in Fairbault, Minn. . . . 20th-Fox held an invitation screening of "Return of Frank James" and exhibitor comment was enthusiastic.



Pause at RKO—

A visit to the RKO Exhibitors Lounge was included in her New York itinerary by Miss Lillian Spear of the Dubinsky circuit in St. Joseph, Mo.

Mannie Goodman, valance man and story teller, was in town long enough to drape a few marquees and to play hot-foot with the "Schnickelfritz" band crowd at the Happy Hour fun spot . . . Al Hill, Pantages manager, vacationed along the northern fishing ponds . . . Eddie Ruben went to northern Minnesota for a few days' rest and fishing . . . Jay McFarland, National Screen branch manager, back from Gunflint.

LINCOLN

FILMROW is giving a lot of thought to a suggestion Omaha's Cinema Club golf tourney be copied in Lincoln. It'd get a big play from Bob Huffman, Vince DiFiore, Charley Shire, et al., who migrate to an east side club every Saturday to wham pellets. Glenn Mills, 300-pound film trucker, who was runnerup in Omaha, is sounding the cry.

Ted Weems is so sold on "Beat the Band," he figures it's what puts his show over. R. C. Pauley made money at the Turnpike on Weems for the first time since Glenn Miller showed here a month ago. Marvel Maxwell had the oglers popeyed.

Ed Vaughn, leaned and bronzed, autoed in from a fortnight in Colorado Springs . . . Paul Anderson, somewhat of a Sarazen himself, was moved up to the assistant's post at the Stuart . . . Ditto Gene Shanahan at the Nebraska.

End of vacations brings a sigh of relief from Harvey Traylor who's been batting cleanup for the rest of the crew . . . He's off the pony express trick now and back at the old stand—Stuart.

Gene Curtis, Nebraska usher, took the big step last week. Girl is Jan Jeffries, of Plainview, Neb. They honeymooned in Estes Park, Colo . . . DiFiore's doing business as usual again after a two weeks' relief.

City faces property damage problem again this month with Ringlings playing here on a dusty lot smack in the middle of a settlement of pin-clean houses with trim little lawns that get trampled on circus day . . . Cole Bros. brought the matter to a boil. Now the big show, playing the same stand, faces the music.

Bob Livingston is still worrying about the election of that certain senator. Capitol boss is just back from a biz trip to Chicago.

Bobby Roberts, Stuart boxoffice cashier, has given up her penny bank in disgust. Broken fingernails testify to her fondness of the coppers since the new defense tax caught the house's change machine sans penny slot. She has to shell 'em out from little piles.

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DES MOINES

JOE ANCHER'S heart is going lickety-split again . . . as some little Clear Lake gal will testify. Gene Melone ought to be back from Okaboji with the family en masse by the time this goes to press. Art Anderson's language when that dope smashed into the front end of his car would use up all the dots, dashes, exclamation points and asterisks on this machine, so we'd better skip it just in case we have a stray feminine reader or two.

Don West can explain what he was doing in Ft. Dodge, Mason City, and Clear Lake but he hasn't . . . Jack Kennedy ("The Flag Speaks") waved the first flag on the Row in his Metro office . . . Art Anderson was next so far as we know with Old Glory getting almost as much Vitagraph space as Bette Davis . . . Cliff Lindblad ought to be mentioned for God-Blessing America on a banner over the boxoffice of his Iowa, in Atlantic.

We've been challenged on our statement mentioning Lou Levy as the hardest-working manager on the Row . . . speak up for yourself, Lou. Nobody ever contradicts us when we say Stan Mayer is the biggest . . . and while we're at it, we might as well stick our neck way out . . . Ray Copeland is the most regular . . . Mel Evidon is the most courteous . . . Jack Kennedy is the fieriest . . . Lou Elman is the jolliest . . . Art Anderson is the most entertaining . . . and "Okie" Morgan of Republic will have to be the unknown quantity for the present until we know him better.

How'd we overlook the fact that Central States has that gorgeous red head saying "hello" for them? One of that kind the little boys call "carrot top" at the age of 10 *and want to call "honey" at* 16 *. . . Iowa Film drivers ate their portion of ants for the season August* 18 *. . . Dora Middlesworth is a member of the Women's Chamber of Commerce . . . Lyle Wright is trying to figure out how* BOXOFFICE *knew about his Earlham escapade . . . Chuck Plows opines that she's likely to pop up almost anywhere (but not at the Chamber of Commerce, Dora).*

The fair Weatherby baby is home from the hospital now, and the Paul Weatherby family circle is whirling again . . . The Warner Ahquabi picnic was a success—not because BOXOFFICE & Co. didn't get to go, we hope . . . Harry Herman of the Fireman's Hall in New Hampton and Cannonball Lee of Central States were there along with the potato salad and mosquitoes.

G. Ralph Branton was in Omaha August 13 *. . . The Warner offices have Sea Hawk Errol Flynn slashing up from the linoleum at all comers . . . handsomest* 24-*sheet yet. All has been pretty quiet on the National Screen front since return of The Chick . . . wonder if O'Friedman had that Ahquabi picnic especially so he could show off his bride? . . . That August* 30 *national release date on "The Sea Hawk" didn't mean a thing to the very, very eager Art Anderson and G. Ralph Branton . . . They're tossing Errol Flynn to the customers at the Des Moines and Roosevelt here August* 22 *as a choice offering for state fair visitors . . . The Warner film is opening at Cedar Rapids, Rock Island, Davenport and Sioux City the following day, August* 23.

Frank Rubel heard the news of flames wrecking his Grundy Center Theatre in Los Angeles where he's distributing Air-Loc seats, we're told . . . The defense tax is piling up some Bank Night troubles here. Heretofore, customers could register on Bank Night matinees, have their tickets punched, and see the show at some other time. If the price was higher, they paid the difference. Now they have to attend at a time when the boxoffice price is the same as when they bought their tickets. The Tri-States bookkeeping system just couldn't be juggled to handle it any other way since the scaled tax went into effect.

Not satisfied with keeping the customers at home, the weather man's actually trying to keep the theatres from operating these days . . . An electric cable under the alley east of the Paramount Theatre was short-circuited with a slight explosion during a heavy rainstorm Tuesday, leaving the Paramount and Tri-States offices without lights . . . Though Eddie Dunn's house was showing "The Man I Married," nobody blamed Nazis or hollered "sabotage," and the power was on again at 12:30.

Water spurting out of the storm sewer helped run the gutter in front of Emil Franke's Orpheum over so that the downtown "river" was lapping at the foot of his boxoffice while Red's Barbecue restaurant in the basement of the Roosevelt Theatre building had two feet of water covering the floor . . . It poured into the kitchen from the alley in back of the theatre and flowed out into the dining room.

Gayest note in DM theatre biz this summer is that red and green paisley tie Harry Hiersteiner sports around his Family Theatre . . . It's real Berkeley Square prewar stuff, sent to Harry by a cousin who's trying to make a profit on black shirts in a Naples, Italy, haberdashery . . . Keenest competition in the pix profession is that shown by Hayden Peterson at the State vs. Rudy Elman who matches wits (and features) with Peterson from the Amuzu down the street.

Bernie Evens tagged Bill (Bright Eyes) Scholl into town and Speed Lambert followed Bernie . . . Speed's booming "Boom Town" while he tries to negotiate some sort of a special showing at Ray Hillary's Royal in Spirit Lake . . . Scholl's getting that bunch of battered steel put together in the shape of an automobile again at a cost of $350, which the insurance company will pay (minus $25) . . . Bright Eyes is checking on his personal accident policy, too.

Bob Hildreth's getting 'way ahead on his promises . . . He's not only gonna paint Ozzie for BOXOFFICE & *Co. and provide a new Pinocchio (plus apple) . . . He's signed up to deliver a Dopey when Snow White awakens in DM again. One of the Film-row salesmen has filed an order with the stork, we hear, but he isn't telling his pals yet.*

Don West, Lionel Wasson, G. Ralph Branton and Lou Elman were among the boys who were about to join up after seeing March of Times' "Ramparts We Watch." We watched with great interest ourselves and saw many of Hollywood's most colossal spectacles dwarfed by comparison . . . Harry Hiersteiner must be fun to work for if he's always as enthusiastic as he was over those BPOE letters Bob Hildreth made for him . . . Harry even waxed ecstatic over the periods Bob made . . . such appreciation we never did see. Harry's all wound up in the fine sound system he's fixing up for the ghost music at the BPOE hall—a speaker perfected by Douglas of M-G-M . . . The drinking water at the Orpheum is as warm as Manager Franke's big heart.

It's taking a lot more than 30 *cents to advertise the* 30-*cent matinee prices at the Paramount and Orpheum—but the profits are going to Bob Hildreth who built the signs and the Iowa Power and Light which provides their beaming personality . . . The Paramount signs are bigger, but the Orpheum claims a candlepower advantage with nearly* 360 *bulbs in use. Plenty when you discover that only* 968 *bulbs were used to light Eighth Street from here to there with the "Career" sign at the world premiere last year. And that even included the exclamation point (!) ! ! . . . By the time you read this, Bob Hildreth's haircut will have grown out to a respectable length again . . . Late bulletin from Eighth Street: Emil Franke gained* 12 *(count 'em) pounds during the first week of his vacation.*



Mitchell Leisen Assigned

HOLLYWOOD—Mitchell Leisen will direct "New York Town," next Mary Martin starrer for Paramount, from a script by Jo Swerling. Anthony Veiller will produce.

Month to Line Out Sunday Show Vote

PITTSBURGH — Pennsylvania community petitioners for Sunday show referendums have about a month in which to acquire signatures and register same for certification, if a vote is to be taken on this issue at the November 5 election.

Under the new law, instead of petitioning the county commissioners, the petition goes first to the city or borough council or township commissioners or supervisors, who then certify it to the county commissioners.

All petitions must be filed with the respective bureaus of elections (county commissioner's office) at least 60 days prior to the general election (presidential election) on November 5. Final day for filing petitions, therefore, is September 7.

While the public, or those voting in the 1935 referendums, defeated Sunday exhibition, the general attitude now is believed to have changed and many communities are expected to vote in favor of opening theatres on the Sabbath after 2 p. m. This conclusion is based on surveys made recently by public groups and industry observers.

Opposition leadership is being taken by the Lord's Day Alliance of Pennsylvania, which has been issuing literature against Sunday exhibition, with instructions and offers of assistance to any and all communities. The Alliance has also offered to prepare petitions for those communities that won Sunday shows in 1935 referendum and where pressure will be exerted to defeat the issue this year.

First local community where petitions have appeared is the borough of Crafton, where voters rejected Sunday shows in 1935. New Castle theatres are having patrons sign petitions in their lobbies for a referendum.

The issue looms importantly this year and may come before voters of more than 150 Pennsylvania communities.

Butler Again to Vote On Sunday Shows

BUTLER, PA.—Defeated five years ago, the question of Sunday shows will be resubmitted to the voters of Butler in the November election. Butler gave approval to Sunday baseball and football in 1933. The 1935 Sunday show referendum, defeated two to one, was carried by but three of the city's 17 precincts. At the same time the Butler township voters also defeated the issue.

Indiana, Pa., Will Vote On Sunday Show Issue

INDIANA, PA.—The question of Sunday film exhibiton will be placed before local residents at the November election. A petition asking that such a proposal be put on the ballot was signed by 200 voters and presented at the regular meeting of Indiana borough council.

Petitions in Wilkinsburg

WILKINSBURG, PA. — Petitions are being circulated here for a Sunday motion picture referendum. The issue was defeated in the 1935 election.

Portage to Try Again

PORTAGE, PA. — Sunday motion picture plan will be a question for the voters to decide here November 5. The issue was defeated five years ago.

Referendum in Lock Haven

LOCK HAVEN, PA.—Sunday show question will be determined by referendum at the general election.

Vote in Beaver Falls

BEAVER FALLS, PA.—The city council here has approved a petition signed by 256 voters, asking that Sunday shows be put on the ballot for the November election. Voters disapproved of them in 1935.

Petition in Hollidaysburg

HOLLIDAYSBURG, PA.—The borough council has received a petition requesting a referendum on Sunday motion picture exhibition. Municipal officials will qualify the 275 signatures and forward them to county election officials.

Seek Vote in Derry

DERRY, PA.—Sunday motion picture entertainment is being sought here and proper steps are being taken to bring about a referendum.

Petitions in Crafton

CRAFTON, PA.—Petitions seeking a referendum on Sunday shows after 2 p. m., were placed before the borough council this week.

Joan Hathaway Chore

HOLLYWOOD—Joan Hathaway has been set as dialogue director on Universal's "Meet the Wildcat."

Circuits Need Stimulants, Why Rental Boosts, Asks Wood

COLUMBUS, OHIO—P. J. Wood, secretary of the Independent Theatre Owners of Ohio, suggests in a recent organization bulletin, that every exhibitor should read the article that appeared in the August 3 issue of BOXOFFICE, headed "Four Majors Circuits Disinclined to Cut Cash Giveaways or Other B. O. Stimulants."

"It is sad commentary upon the merchandise being produced and distributed by this industry," Wood says "when four of the large affiliated circuits admit that they cannot afford to discontinue cash giveaways and other boxoffice stimulants.

"Surely," the bulletin goes on to say, "if these large circuits—Loew's, RKO, Warner and National Theatres—who buy practically all of the pictures produced and who receive all of the advantages due to large buying power, admit that they cannot profitably market pictures unless some kind of premium is offered to their patrons, then what legitimate reason have the distributors for asking more money for their 1940-41 product?"

Asks Report on Slot Films

Columbus—Are there any slot machine shows operating in any road houses, hotels, drug stores or restaurants in your vicinity? If so, please report the exact location of such machines to P. J. Wood, Independent Theatre Owners of Ohio, 55 East State St., Columbus, Ohio.

As all films exhibited in Ohio, whether shown in a theatre or a slot machine, must be submitted to the Ohio Censor Board, Wood wants the information so as to learn whether the slot machine movies are submitting to the same restrictions as the theatre films.

Meet to Consider Curbs On 16mm Film Operators

PITTSBURGH—Members of the committee recently organized to cope with the problem of 16mm film exhibition met last Tuesday at Kramer's restaurant. Suggestions for curbing narrow gauge film shows were taken under consideration.

It is understood the next session of the general assembly will be asked to enact legislation designed to combat this "common enemy" and that pressure will be brought on producers to prevent the transfer of commercial 35mm films to 16mm.

Cooperative Buys RKO's Lineup for New Season

CLEVELAND—RKO has sold its 1940-41 lineup of features and shorts to the Cooperative circuit of northern Ohio. The deal involves 26 houses in and adjacent to Cleveland.

RKO was represented by East Central District Manager Charles Boasberg and George Lefko, local branch manager. Milt Mooney acted for the circuit.

Epidemic Threat Barring Juveniles at Huntington

CINCINNATI—Local exchanges report 28 cases of infantile paralysis on record at Huntington, W. Va., where a threatened epidemic is barring children under 15 years of age from theatres.

Avert Windsor Strike

DETROIT—Threatened strike of operators at Windsor, Ont, across the river, was averted when agreement was reached on a new hourly wage scale of $1.40. Announcement was made by Simon Meretsky, owner of the Park and other houses.

Variety Club Picnic Draws 150 Guests

CLEVELAND—The Variety Club picnic, held last Friday at Will-O-Beach on the Lake, was attended by more than 150 members, wives and their children.

In the afternoon, there was swimming, golf and games. After supper, there was dancing and more games.

Mrs. J. S. Jossey and Jimmy Ochs, 7-year-old son of Herb Ochs, were the big prize winners. Mrs. Jossey won all of the adult racing games, and Jimmy walked off with three of the children's prizes.

Charlie Gottlob, owner of the Mt. Pleasant Theatre, and Bernie Rubin, PDC branch manager, copped the men's prizes. The baseball game between teams captained by Gottlob and Al Gregg, Republic publicity director, went to Charlie's team by a score of 5 to 4.

Frank (M-G-M) Drew and George W. Erdmann, secretary of the Cleveland M. P. Exhibitors Ass'n, vied at horseshoe throwing. There was no winner as the rubber game was called off on account of darkness.

Perc Essick, Dan Stearns, Jack Shulman, John Kalafat and Fred Meier joined the crowd for an evening golf game. M. B. Horwitz, now walking without the aid of a cane, and Mrs. Horwitz were among the onlookers.

Nat Lefton, chief barker, was conspicuous only by his absence. He was out of town on business. Pat Stearn, wife of the UA district manager, almost won a prize in the walking contest.

Oscar (Columbia) Bloom knocked off a couple of pounds playing baseball.

Mrs. Frank Drew was director in chief of the picnic. Games were under the supervision of J. E. Shallcross of the City Hall recreation department. Mrs. Buck Stoner had charge of ticket sales, and as a result of her good work, the Variety Club welfare fund is appreciably richer.

Outing for Workers

PITTSBURGH—Filmrow's union employes will outing at Twin Oaks, North Park, Saturday afternoon, August 31. A feature of the picnic will be a beauty contest.

Michigan Allied Will Convene Oct. 7-9

Detroit—Allied Theatres of Michigan will hold their annual convention at Jacksonville, Mich., October 7 to 9, the board of directors has voted. Sessions will run Monday through Wednesday, with the board meeting on Monday, followed by two days of business and social sessions for all exhibitors.

Ohio 21-Cent Tariff Not Tax-Subject

CLEVELAND—It now has been officially established that Ohio theatres whose total admission charge is 21 cents, including the state three per cent gross tax, do not have to pay the recently imposed ten per cent federal tax. The federal tax is imposed on established admission prices of 21 cents or over. Ohio theatres in this classification, to come under the tax, must list their scale as follows:

$ .2037 Established price
.0063 Ohio State Tax

$ .21 Total Admission

The federal tax commission in Columbus had previously ruled that the 21-cent total admission houses are not subject to the ten per cent federal admission tax. Now this decision is substantiated by the federal tax commission in Washington.

Charles Raymond Offers Patrons Music Service

CLEVELAND—Charles Raymond, Loew district manager, has installed Muzak service in the State lobby. This service, piped over telephone wires, supplies music continuously from 11 a. m. to 2:30 a. m. Variety is provided by breaking the program every 15 minutes. The music can be regulated as to volume or may be shut off at will. Loud speakers have been provided so that lobby patrons may relax and be entertained at the same time. This is the first theatre installation of Muzak in Cleveland.

Golden in Cleveland Contacting Showmen

CLEVELAND—Edward Golden, Monogram general sales manager, spent Saturday, Sunday and Monday in Cleveland contacting leading exhibitors of the territory.

By meeting with the exhibitors in their home field, Golden feels he gets a better understanding of their needs, and at the same time can give them a better appreciation of Monogram's contribution to the 1940-41 picture season.

"I have found the exhibitors most receptive to our product," Golden said in discussing his cross-country tour. "On the basis of the friendly attitude which I have met during the two weeks I have been out in the territory, I predict that Monogram will sell at least 1,500 more accounts this year than last year."

His trip will extend over two months. During this time he will hold sales meetings in franchise centers and will meet with exhibitors in all important situations from coast to coast.

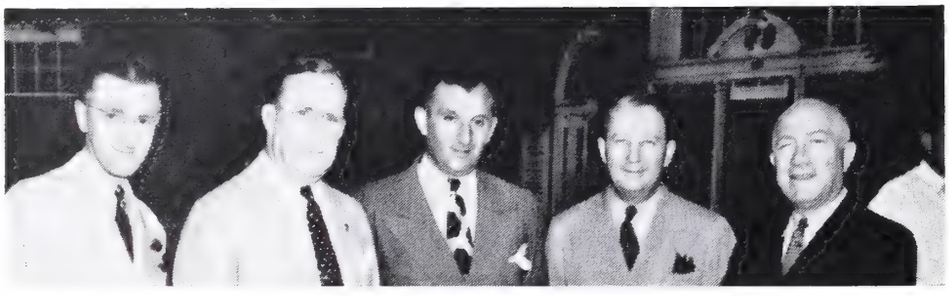
Cleveland Tournament Is Set for August 23

CLEVELAND—Cleveland Variety's annual golf tournament is set for August 23. Grantwood Country Club is the place.

Tickets may be purchased from Charlie Albert, booker at the Warner Theatre department, or from the following members of his committee: Norman Levin, UA; Bernard Rubin, Big Feature Rights; Joe Lissauer, Keith Bldg.; Dave Hyman, Union Commerce Bldg.; Henry Greenberger, Vincent-Ninth Bldg.; A. M. Goodman, UA; Rudy Norton, Jack Lefton, Frank Belles and Al Gregg of Republic and the stewards at the Variety Club in the Allerton Hotel.

Door prizes—so far received—are bigger and better than for any previous tournament. While the tournament is for men only, the ladies are invited to be present for dinner and the evening entertainment.

The Grantwood Country Club is on route 43, a half mile west of Geauga Lake.



They've Seen "The Sea Hawk"—

Lined up after the trade showing of Warner's "The Sea Hawk" at the Colony Theatre in Cleveland, are, left to right, Eddie Miller, manager of the Hippodrome; Ray Wallace, operator of the Columbia, Morrison and Strand at Alliance; Jack Shulman, Lake and Park theatres, Painesville, and the Lyric, Fairport Harbor; Jack Huebner, Ohio, Marion; Nat Wolf, Warner Theatres zone manager.

'Boom Town' Has Splendid Opening in Cincinnati

CINCINNATI—M-G-M's "Boom Town," pre-released at RKO Capitol, opened to exceptional boxoffice, with receipts almost 50 per cent above average. Public reaction to the feature was all that could be desired, and reports from nearby Lexington indicate a 25 per cent above average grosses on opening day.

Grand Opens Aug. 30

COLUMBUS—The RKO Grand, which has been dark all summer, will reopen August 30 following a remodeling program. The house has been under the management of Charles "Buddy" Winthrop.

PITTSBURGH

ALL film companies will be represented, and theatre supply houses will join exhibitors by the dozens at the all-industry stag shindig at the Conneaut Lake Hotel Tuesday, August 20. The banquet in the evening will be presided over by Burtus Bishop jr. and the honor guests will be Ed Lebby and Bob Lynch, who together contributed a half century in the film sales field before their recent retirement. Charlie Truran of Meadville has been contacting the northern area exhibitors and he reports that everybody is interested. Jack Judd is general chairman.

Martin Burnett, manager of Loew's Penn, has been vacationing in the Michigan backwoods . . . Leo Wayne absorbed some Atlantic City sunshine over the weekend . . . The Mark Browars have been visiting their son, Herbert, who is with the Ivoryton Players and Dramatic School in Ivoryton, Conn. . . . Fred J. Herrington will vacation over the Labor Day holiday but he's not saying where he's goin' . . . Alex S. Moore has been spending much of his time this summer at his farm near Bedford, despite the fact that he has been engaged in extensively modernizing the Hilltop and directing other enterprises.

Don Stitt, manager of the Manos-Harris, Jeannette, resigned last week, and H. A. Doman, Harris district manager covering DuBois, Reynoldsville and St. Marys, assumed management for the present . . . It's a son for the Henry Burgers, papa being manager of the Mt. Oliver . . . Allegheny County Free Fair, August 29 to September 2, inclusive, will be more competitive than ever before with many new events listed . . . Johnny Harris, owner of the Pittsburgh Hornets, has been advised that a Canadian enlistment plan has been worked out whereby his hockey players will be able to begin training and playing on American teams at their customary time . . . S. H. Griffith, Russellton exhibitor, came into town recently to accept the combination phonograph and radio which he won in a booking contest sponsored by the local Republic exchange.

Harry Rubins is building a 20-foot front storeroom adjoining the Beacon in Squirrel Hill . . . Carl Robinson, steward of the Variety Club, forwarded a vacation post card from Illinois . . . Milton Lefton of Producers Releasing Corp., formerly Monarch Pictures, greeted Harry Rathner, PRC president, at the local airport the other day and got up-to-the-minute reports on production . . . Lucy Kopp of the M-G-M exchange revealed that she has been married since July, 1939. *Hubby is George Armstrong of this city.*

The Lou Hannas celebrated their 13th wedding anniversary recently . . . Ray Robinson of Jam Handy has been working in the local territory and headquartering at the Monogram exchange . . . Mr. and Mrs. Walter Thomas and Roberta (Mrs. Lou) Hanna vacationed in New York . . . Archie Fineman was hospitalized for several days with his trick knee . . . The M. N. Shapiros are in Atlantic City . . . E. B. Morton, NTS manager, is due back after a two-week vacation.

Melvin Edelstein has been added to the booking department at UA. He comes here from New York where he was connected with Alexander Korda . . . Jim Alexander attended a regional Republic meeting in New York where he met Judy Canova, star of "Scatterbrain," one of Republic's biggest attractions . . . Sam Shaw, "the old original," stopped in to say hello. He's been ill the last year or so . . . It's a girl at the H. C. Bondurants. Papa is the Manos manager at Ellwood City.

Jake Smith of Barnesboro (or is it "Boom Town"?) must live right. He's hit again. This time it's an oil well at Mount Pleasant, Mich., which "came in" yielding 150 barrels daily . . . Bob Hornick, Huntingdon manager for A. N. Notopoulos, promoted a newspaper contest on "New Moon" which proved popular and profitable . . . First favor of the Ed Lebby-Bob Lynch testimonial, to be staged August 20 at Conneaut Lake, has been presented to your correspondent and it is in daily use. It is a cigarette lighter manufactured in the form of a miniature beer bottle with in-

(Continued on page 97)

Here's News What Is News!

BOB STEELE and RUFE DAVIS

Now Starring With

BOB LIVINGSTON

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"THE THREE MESQUITEERS"

Republic's Popular Series of Hard Hitting, Fast Riding, Shoot 'Em Up Westerns

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W&W Denies Three of Its Keys Tripled

DETROIT—Allegations that three houses of the Wisper & Wetsman circuit had played triple bills are indignantly denied by Daniel J. Lewis, head booker, in an interview with BOXOFFICE's correspondent. The allegations were made by Jack Broder of the Times Square Theatre, in a letter published in BOXOFFICE last week in answer to an earlier letter by Alex Schreiber of Associated Theatres complaining of multiple features at the Times Square.

The Eastown, Mack-Uptown and Tuxedo, all W&W key runs booked through Co-operative Theatres of Michigan, referred to in both letters, had "If I Had My Way" and "Waterloo Bridge" booked as the dual bill opening Friday, July 19. On Saturday, the day that Broder alleged the triple bill occurred, these houses played "Pinocchio" at a matinee for a juvenile audience only, and withheld "Waterloo Bridge." Later in the day "Pinocchio" was dropped and "Waterloo Bridge" restored.

Advertising did not indicate the houses were featuring a triple bill, and that this was not intended is stated in a letter written by Lewis on July 19 to James F. Sharkey, RKO manager, stating the facts and, incidentally, apologizing for a minor slip made by one manager in distributing some handbills referring to "Pinocchio" being shown "in addition" to the usual bill.

Detroit Summer Closings Are Briefer This Year

DETROIT—Summertime closings are coming late here this season, with the first big theatre closing only this week—the United Artists—and it is slated to reopen in three weeks anyway.

Closing will ease up competition for business among the first runs during the remainder of probable hot weather, and enable the house to reopen with some strong bills in September, probably returning to a single bill policy in place of the dual bills of the past several months. Opening feature is "Boom Town."

Series on Army

LOUISVILLE—The fourth of a series of two-reelers "glamorizing" army life will be made at Fort Knox in the next two or three weeks, W. L. Guthrie, national location manager for Warner Bros., announced. The picture will follow shorts already made of life among youths who take air training courses, life in the infantry and in the Marine Corps.

Carettie to Monogram

PITTSBURGH—Lawrence Carettie has been appointed a booker at Monogram, Mark Goldman, branch manager, announces. Employed by Crown Pictures since Grand National folded, he succeeds Saul Perilman, who has been promoted to a sales post.



While Back East—

Mr. and Mrs. S. V. Maarman of the Columbia Theatre at Coldwater, Ohio, pause at the RKO Exhibitors' lounge during a visit to New York City.

Print Conditions in Detroit Pleasing

DETROIT—Print conditions in the Detroit area are nearly perfect, a report just made by Ira Waddell discloses. Waddell is the committee chairman for print complaints for the operators' local, and is himself an operator at the Cinderella.

"We have not had an actual complaint on prints in over two years," Waddell said. "For one thing, they are not being damaged or given individual markings as was the case years ago—particularly before the adoption of the standard changeover mark.

"The only complaint we have had of any type comes from operators who do not like the present practice of one large distributor in sealing the bands on the reel on film. These are too hard to get off, and often result in a broken fingernail—and plenty of inconvenience."

Labor Day Openings Are Slated for Several

PITTSBURGH—Several newly constructed theatres will open around Labor Day, according to present schedules. New houses include the Meade, Meadville, to be operated by the Meadville Park Theatre Corp., managed by Charles Truran; new theatre at Library, owned by Jerry Castelli, exhibitor at Hills Station; new theatre at Ebensburg, which will be operated by Ray Allison.

Producers Releasing Corp. Name Taken by Excellent

DETROIT—Producers Releasing Corp. is the name of the local branch office which will handle this company's product in the Detroit territory, Manager William Flemion reports. The Excellent title will not be used hereafter, and Excellent contracts will be liquidated through PRC.

Learn About Films In the Near East

DETROIT—Rare insight into motion picture conditions in the Near East has been furnished Detroiters in the past few weeks through close personal contact with Louis Lober, formerly M-G-M manager at Cairo, Egypt, who has been here studying American distribution routine for Metro. Lober left Cairo in May after ten years' assignment there, on a vacation, but the subsequent entry of Italy into the war made his return there inadvisable, and he is remaining in this country. His wife and two children are at present in New York.

Lober's territory originally included Palestine, Iraq, Iran (Persia), Aden, French Somaliland, Jibouti, and Egypt, some of this territory being lost when Italy took over Ethiopia. His office at Cairo was a veritable mecca for American film men traveling in that part of the Orient.

An unusual feature of exhibition in Egypt, according to Lober, is the use of a side screen for Arabic and other languages, with a specially synchronized projector employed for this purpose. Subtitles in French, the commercial language of Egypt, are given on the main projector, using American sound tracks. Language, in fact, is the chief problem of film distributors in this territory, with several different oriental languages required for the various countries.

Actual distribution methods are very similar to those in America, Lober said—standard M-G-M forms are used, and routine is familiar to American exchange men.

Film tastes are similar, though perhaps a bit behind those in this country chronologically—Garbo is still a major drawing star, for instance. Egypt regularly uses about 46 of the 52 M-G-M product schedule. French pictures rank next to American in popularity in that territory. Tom Mix is a great favorite—and the audience is very direct in expression of their enthusiasms, especially for westerns.

M-G-M business in Cairo has profited this year from the fact that a beautiful new 1,600-seat house, the Metro, has just been completed, and that this has been the only first run house able to operate during the blackouts. Equipped with air conditioning, it has been able to stay open, when the usual outdoor type theatres of Cairo, operated as first runs during the summer months, had to close during the blackouts.

Annual Conneaut Lake Outing on August 20

CONNEAUT LAKE, PA.—The annual goodwill get-together stag outing and banquet at Conneaut Lake Hotel will be held Tuesday, August 20. Affair is being arranged by northern area salesmen of all companies and an exhibitor committee. Jack Judd is general chairman and Burtus Bishop jr., M-G-M manager, will toastmaster at the banquet. Tickets are available at all Pittsburgh exchanges.

CLEVELAND

JOHN HUEBNER of Marion brought his very pretty daughter, June, up to town for the trade screening of "The Sea Hawk" at the Colony Theatre last Monday . . . Everett Steinbuck, Loew State manager, has returned from a vacation trip east and north.

Roxy Theatre, only local burlesque house, opens its fall season starting August 30 . . . Arnold Nathanson of the Warner theatre publicity staff is vacationing . . . Mrs. Paul Gusdanovic, wife of the prominent local circuit owner, is nursing a broken wrist caused by a fall in her garden.

M. B. Horwitz has put the finishing touches to the new parking lot for his Astor. Now all of Horwitz's five houses are equipped with free parking space, which gives him a clear record for consistency as he claims to be the first subsequent run theatre owner in Cleveland to have supplied this service.

Nate Schultz, Monogram franchise owner, is out in the territory making a personal appearance tour of the exhibitor field . . . Vera Diamond, secretary to Big Feature Rights Branch Manager Bernard Rubin, is a Cedar Point visitor this week.

Local exchanges shut up shop last Friday at 2:30 p. m. so that members could attend the Variety Club picnic at Willoughby-on-the-Lake . . . Annual Variety Club Golf tournament—August 23—Grantwood Country Club—Route 43.

Republic's comedy de luxe "Scatterbrain" opens its local engagement at the Alhambra on August 29 and will play over Labor Day . . . Variety Post will hold its annual election of officers early in September . . . Nat L. Lefton, Republic franchise owner, and S. P. Gorrel, local branch manager, were in Gloversville during the past week to work on new product deals with the Schine circuit.

Nate Gerson is no longer associated with Herbert Ochs in the independent distributing company handling the northern Ohio franchises for Film Alliance and Selected Attractions . . . Katherine Zwilling of the Republic typewriter brigade is relaxing on the banks of the Wabash somewhere in Indiana.

Tickets for the Variety Golf Tournament may be procured at the Variety Club as well as from Charlie Albert of Warner Brothers or any member of his ticket crew.

Mrs. George Rosenbaum, wife of the Universal salesman, is at home convalescing after being treated for an ailment at Mt. Sinai Hospital . . . Nat Charnas, Monogram shipper, is back home after a trip to New York and Washington, D. C. . . . Jack Lefton of Republic reports Robert H. Moore, assistant to Manager Frank Roberts of the Rex, Steubenville, was married to Miss Betty Jane Ralston on July 31 at the Hamlin Church, Steubenville.

Local Fox exchange will close at 1 p. m. on Monday, August 19, that being the date of the annual picnic of the 20th Century-Fox Real Folks, which is the official title of the employes' club. Eddie Bergman, president, is in charge of arrangements. The picnic will be held at Crystal Lake.

The Circle, Akron, has been taken over by Jack Sherman, son-in-law of B. Raful of Kenmore . . . Glen Kaufman, theatre owner of Mt. Pelier, is reported convalescing from his recent accident. He broke his ankle when he fell out of a tree . . . Mrs. Hoy Russell of Millersburg reports her new theatre, now under construction, will be completed about October 1.

Jack O'Connell is remodeling his Dixie, Toledo . . . L. H. Walters, National Theatre Supply manager, is back from an air trip to Chicago and St Louis . . . Mrs. George Erdmann and daughter Florence have returned from a repeat vacation at Hampton Beach, N. H. She and George were there a few weeks earlier.

COLUMBUS

WILL HAYS, MPPDA head, was in Gallipolis Sunday for a special memorial service dedicated to sons of the French city. He spoke on his association with the late O. O. McIntyre . . . Congratulations to the newly wedded Charlie Kennedy, student assistant at Loew's Ohio . . . The RKO Grand reopens the 30th . . . We hear John Pekras is building new houses in Urbana and Hamilton . . . The Broad's Woody Wiler is back from New York; Clint Wander, formerly of the same theatre, joins WBNS, September 1.

Annual stag party given by F&Y, presided over by genial Leo Yassenoff, is scheduled for Tuesday at Buckeye Lake. Approximately 100 will attend . . . Although the time is not opportune for definite announcements, we go on record: At least two new theatres in Columbus before winter. More are in the offing, but indications are only two will really follow through.

The Gallipolis Theatre is closed for remodeling . . . Currently the Palace has the "Daltons" in addition to the Disney revivals . . . Johnny Hardgrove is now relief manager at Loew's, Indianapolis . . . RKO's George Degnon paid his first local visit last week. He's the new exploitation man in the territory.

We're not so sure Martin Smith expressed the sentiments of the ITO when he voiced his approval of the consent decree . . . "Noise" difficulties at the drive-in are being solved by installation of individual speakers for each car . . . Theatres in the Ethel Miles circuit cooperated with the Dispatch *and state highway department by sponsoring matinees with admission hollyhock seeds. Highway department is attempting to beautify right-of-ways with flowers.*

T. G. Shiffer Builds

NEW BLOOMFIELD, PA.—T. G. Shiffer is starting a new theatre here.

CINCINNATI

JIM SHANKLIN, Roncevert, W. Va., announces a record-breaking turnout expected for the W. Va., Exhibitors' Ass'n, at White Sulphur, August 27. Among those attending will be Harris Dudelson and Jack Fineberg of UA's local office.

Condolences from many friends in the trade were extended to Byrne Dobbins, manager of the Quinwood Theatre, Quinwood, W. Va., on death of his mother, who died at Richwood.

Queen City Variety Club's annual golf tournament has been set for September 16, with Metro's Bill Devanney and Andy Niedenthal co-chairmen of the day, according to announcement of J. J. Grady, 20th-Fox. 250 prizes will be awarded.

Nelson Burris has installed new sound equipment in the Lyric at Lewisberg, Ohio . . . Joe Saladin is the Dan Cupid of 20th-Fox. The latest couple to feel his dart are Barbara Lohse and Ed Schilling, whose marriage has been announced for August 24. Saladin has charge of the cashier's office where weddings are regular occurrences. Don't crowd, girls. Incidentally, the happy bride-to-be will be guest of honor at an office party.

Lou Yassenoff, affectionately known as "Oscar" of the Variety Club, Columbus, will give his annual picnic for exhibitors and film folk at Buckeye Lake, Tuesday, August 20.

Burt Hukle opens his new Westmor in Huntington, on the 15th . . . Fred Krim, Palace, Dayton, is vacationing in north Michigan . . . "Evelyn" Q. Bennett, Palace, Dayton, headed the Dayton Barkers delegation to the Columbus Variety outing.

Metro's Edna Ossege is vacationing in Washington, D. C. Warner's Laura Gustin left for New York. Their Yaro Miller is in Cleveland . . . Sam Hunter jr., son of Sam Hunter, Fox Theatre, is recovering after an operation on his ear. Others on the sick list include Ed Burkart's daughter, Peggy, suffering from a strep throat which has kept her confined to her bed several weeks.

Report has it that Lester Rosenfeld, Dunbar, W. Va., is harkening to the lure of romance and was discovered peering in a W. Va. jeweler's window recently . . . The New, Columbus, has been taken over by Harry Knight, from Lou Holleb. Knight also owns the Royal . . . Andy Niedenthal has closed the Belvedere, Mt. Adams, temporarily.

Visitors were William Keyes, Dayton, with Elmer Redelle and Bill Keyes jr.; Mannie Marcus, Indianapolis; Frank Weitzel, Alpine circuit; Laura Dell Dugle, Lyric, Manchester; Mr. and Mrs. Louis Martin, Glouster, and Sheriff Poague, Lyric, Brooksville.

Applaud "Sea Hawk"

PITTSBURGH—Several hundred members of the trade applauded Warner's "Sea Hawk" at a special screening at the Warner Theatre here.

Urges Exhibition Hypo Against August Lag

Cleveland—Just because August indicates the end of the film season and patrons show a preference for other types of entertainment, exhibitors are urged to put their best exhibition foot forward during these final weeks of the old season just as distributors have saved some of their best product for late August release.

E. C. Pearlstein, Warner advertising manager and editor of the "Ohio Mouthpiece," Warner zone organ, starts off the latest issue with a reminder that the finish of a race is as important as the start and that prizes are won at the finish line.

Candidates' Support Along Class Lines

PITTSBURGH—*Bulletin Index*, this city's weekly newsmagazine, last week made its own survey of political trends and ground swells by posing this question to 20 theatre managers: "Which presidential candidate is getting the most audience applause and how much?" On the basis of average day-to-day audience responses, six theatres were neutral or fairly even, eight were pro-Willkie and six were pro-Roosevelt.

Fulton: heavily pro-Willkie; Penn: applause about even; Stanley: (FDR receiving an Odd-Fellows badge vs. Willkie at a rodeo) about 15 per cent heavier for Roosevelt; Alvin: pro-Willkie by a moderate majority; Newsreel: "The spontaneous applause is for Willkie;" Two South Side theatres in an industrial area: 90 per cent pro-Roosevelt; two North Side theatres: one very heavily pro-FDR, the other pro-Willkie with a 'class' audience but for FDR every time with the double feature crowd; Liberty (a two-price house) Willkie from the first floor—FDR from the balcony.

To First Runs

VAN WERT, OHIO—Carl B. Moore is inaugurating a new policy at his local theatre starting August 24 when he will show first run pictures each Saturday, Sunday and Monday. The new policy will be introduced with "Scatterbrain" and "Carson City Kid," both Republic pictures. He is planning an extensive exploitation campaign.

Find Stoneboro Lessee

STONEBORO, PA.—Otto Gratzer of the Ritz, Sherman, New York, expects to sign a lease for the newly constructed theatre here.

DRESS UP YOUR GIRLS!
UNIFORMS
Beautiful and Unusual Designs
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DETROIT

CARROLL F. KEMP, operator at Bill Schulte's Carlton, does his operating in shorts on hot nights . . . Eddie Jacobson is getting ready to stage a Beauty Contest on the stage at the Harmony.

Susan Brown, the redhead of Paramount's booking department, was vacationing in Chicago . . . Carl Krueger, Paramount exploitation man, in from the coast for a trade screening of "The Great McGinty."

Bob Peltier, Mount Clemens exhibitor, won a golf match using just one club—a driver—on the round . . . Virginia Grisdela, of Paramount's booking department, is to be married in September to Carl Smith.

Mildred Heckert, Paramount switchboard girl, also has a new diamond, from Elmore Claus . . . Marion Poupard, secretary in Paramount's accounting department, engaged to Jerry Boone . . . Ida Reynolds, also of Paramount, stole a march on the trio by getting married to Art Gingell.

Jim Velde, Paramount booker, admits Salesman Jack Ryder knows all he does . . . J. Truman Steinko is joining Jam Handy as writer of specialty selling and merchandising scenarios . . . Bob Corbin gets a sort of half-vacation, when UDT closes the United Artists for three weeks . . . Homer Babb of the Monte Carlo Studios vacationing in Los Angeles and visiting the Monte Carlo protegees, Mary Lou Harrington, Joe Conti and Linda Ware.

Ray Springer's new Paragon Pictures, Inc., commercial film producers, is being changed to Springer Pictures Productions . . . Alex Schreiber of Associated has renewed his service contract with Fred Dickely, Altec manager.

Bob Corbin, manager of the Michigan, is having dancing in the lobby for a couple of hours nightly, plus a talent quest for singers—part of Jimmy Dorsey's personal appearance . . . Donald Kuhn of the Palms-State has arranged for boxing bouts to be staged in the theatre, with Champ Joe Louis refereeing—part of the "Golden Gloves" build up.

Herb Elwes is a visitor from the RCA home office at Camden . . . E. V. Smith of RCA Photophone claims he got that injury falling down the stairway to the booth at Al Westaway's Willis . . . Charlie Collins of the Hollywood Kiddies turned up with his twin brother, who's a WPA superintendent—can't tell 'em apart . . . Jack Saxe, Monogram treasurer, reminiscing over his late adventures.

Nat Bregstein was back in town . . . Saul Korman of the Grant and Alexander Zesser of the Ritz conferring over picture policies . . . Harlan Starr of Monogram and Art Robinson of the Belle lunching . . . Pete Simon jr. is going to stay with his father's studio this fall, and learn the trade.

Leonard Wisper, brother of Lou, has been named first house manager of the W. and W. Harper, newest house of the circuit . . . Joseph La Rose of the Eastown and Roosevelt is busy vacationing, right at home.

Lester Sturm, 20th-Fox manager, is sporting a new glass belt . . . Ever seen that intellectual gaze of Jess Veldman's as he smokes his noontide cigar? . . . Art Knapp of Fox finds the exchange so cool with air conditioning he goes outside to get warm . . . Helen Rose, Sturm's secretary, reports the record low for important events.

W. J. Turnbull, NTS manager, had to do some of his own typing—it's vacation time . . . Bill Green, former Variety *correspondent here, back in town visiting for a few weeks, after a general checkup at Ann Arbor . . . Al Dezel of Metro Premiums had a general checkup, too, but he's on a diet . . . Val Campbell, used to be partner in the Sun Booking Office, back for a few months from Sarasota, Fla., where he runs the Surf Club.*

WOLVERINE DOINGS:

Karl Detzer, scenarist of "Car 99," is moving from Leland, Mich., to Ann Arbor, where his two youngsters are going to college.

Helen Halstead of the Halstead Costume Shop, who used to be in the Fox Theatre Bldg., Detroit, has moved headquarters to Highland Park, Mich.

Alex Schreiber of Associated reports the new Farmington will be completed about September 1 . . . "Interlochen" (only it's renamed "There's Music in the Air") will have its premiere May 4 at Chicago, following a visit of Carl Krueger, Paramount exploiteer, to Interlochen.

Pearl M. Sprott, Allied office manager, off to Jackson to arrange for the convention.

F. R. Forman's Oxford at Oxford was the subject of a front page photographic study in Sunday's Detroit *Free Press*.

Pete Schram is putting new sound in his two houses at Kalamazoo . . . W. G. Thick has the same idea for the Garden at Marshall.

: *Metro Musings* :

DETROIT—At the M-G-M Picnic:

Out at Silver Lake, Saturday—west of Whitmore Lake, and the scene was the Upper Peninsula Club house and grounds. A good representation of M-G-M Club members and their wives, husbands and sweethearts, and a real good time was had by all. Here are some things we saw:

Dorothy (Cuddles) Brown, winning captain of the ball team, drank out of the Downey Loving Cup, as did the defeated

(Continued on page 98)

PITTSBURGH

(Continued from page 93)

scription of the date and event. You'll receive one at the shindig.

Israel Roth, Penn Avenue exhibitor, took Mrs. Roth to the Mayo clinic for a checkup . . . Silver wedding anniversary gifts received by the Tony Vincents at their recent reception will be displayed at their home Sunday, August 18, *and all those attending the AMPTO corn roast at Dr. C. E. Herman's farm that afternoon and evening are invited to stop at Tony's and look 'em over. Also, there is a photo exhibit of the event . . . Variety Club's monthly shows at the Veterans' Hospital, Aspinwall, will be resumed September* 4 *after a summer layoff.*

Bill Naidenoff, theatre decorator, is the proud father of a daughter. Infant and mother are doing well . . . Dr. C. E. Herman was to depart for a short vacation at Fond du Lac, Wis. . . . The Martin Terners are vacationing in Atlantic City . . . Charlie Anderson was in the other day and reported that the Alpine's 30 theatres are all open and operating full time, but he's not interested in acquiring any more at this time . . . Harris circuit's Harry Seigel of the William Penn, Morty Henderson of the Perry and Ralph Craig, Reynoldsville manager, vacationed last week.

Warner's exchange staff staged a party at South Park . . . Hilda Burich, formerly of the theatre checking department at the Warner exchange, remains with the company in the general office, although the checking agency has been discontinued. Ross Federal is now handling the account . . . Vacationing last week were Catherine Bohn Flanagan, Republic; Allan Douglas, Dorothy Hughes and Irving Jacobs, M-G-M; Ellen Nichols and Frank Silverman, Columbia; Peter Quiter, Mary Mamula and Al Lostetter, Universal; Anne Simon and Ruth Cominsky, Warner Bros.; Melvin Mann, Cecelia Kiesselbach and Mary Benitz, RKO.

Local area exhibitors attended a midnight screening at the Harris Alvin of Columbia's "The Lady in Question" and "He Stayed for Breakfast" . . . Gene Autry has entered a turtle in the Variety Club's charity turtle derby . . . The Roy Hoon infant, very ill, has had several blood transfusions . . . Max Shulgold's Crown exchange is booking a special subject, "Your Town," for which there is no charge. It is described as "patriotic, inspiring, educational and entertaining" . . . Harold Dunn, Warner branch manager here a decade ago and now supervisor of the Far East for the company, has arrived from Shanghai and is spending several weeks in New York.

Walter and Mary Thomas celebrated their 28th anniversary last Sunday with members of their family and friends at Nate Goeble's Health Farm, off Freedom Road, beyond Corapolis. Among those present were Lou and Roberta Hanna, Al and June Sippel and son "Butch," Roy and Mary Jane Hoon, Jim and Minnie Alexander, Max and Martha Shulgold, Bob Klingensmith and Art Baker and family. Other guests at the Goeble farm joined this crowd after a splendid dinner when a motion picture was screened in the open air.

A daughter was born to the Harry Browarskys last Saturday. Named Penita, infant and mother are doing well . . . Minnie and Maurice Silverberg of the Universal exchange vacationed this week . . . Emil Josack, brother of Filmrow's George and Vince, is in his fifth year with the Hollywood Playhouse, Hollywood, as treasurer, where "Meet the People" is in its seventh month. George Shafer, former local and Wheeling showman, is the lessee of the theatre . . . Sympathy to Joseph B. Hiles, assistant manager of the Regent Square, whose sister died last week.

The winner of the Variety Club turtle derby for charity has been named, although the contest will not be staged until September 11. *"The Winner" is the name given to the entry of Acme Distributing Company by Walter Thomas. Another entry is "Boom Town," named by W. R. Ferguson, M-G-M exploitation chief.*

Austin Interrante, local 20th-Fox sales representative, continues to hold his lead as first man in the national standing as the eighth annual S. R. Kent drive, opened this week. His son, William, managing the Rowland, Philipsburg, has taken up residence there . . . Hunt Armory in East Liberty will be available for various sporting and other attractions this fall, the Armory now being modernized with a heating plant. Later it is planned to construct a balcony, thus increasing seating capacity from 10,000 to 15,000.

L. J. Katz of the IATSE appeared before the industrial board at Harrisburg the other day in an effort to obtain rulings on drive-in theatres as pertaining to projectionists. He stated that the booth for the South Park Drive-In Theatre was 60 *per cent under ground on a hill and that he required an understanding on the question of the number of doors necessary and other safety ruling and toilet facility requirements. The state department of labor and industry is now investigating the drive-in theatre because no booth plans had been filed, according to report.*

James R. Grainger, Republic president, is due here August 19 in connection with Jim Alexander's deals with the Warner and Harris circuits . . . Andy Battiston, recuperating in Cleveland from injuries sustained in an auto accident, and expected here this week, was ill and unable to return to duties . . . Bernie Armstrong, who has been named director of the KDKA orchestra, started "swinging a broom" at Bill Pritchard's theatre in Weston, W. Va.

To all exhibitors: If you have not received your certificate for registry, in connection with collection of the federal defense tax, apply at once to your collector of internal revenue. Also apply for your monthly return forms.

Non-Theatricals Face Restrictions

Harrisburg, Pa.—A new drive against non-theatrical exhibitions was inaugurated last week by the state department of labor and industry when owners of buildings showing 16mm films and other non-theatricals were warned that they must have approval of the department for any and all such exhibitions. The warning was issued by Lewis G. Hines, secretary of the state department of labor and industry. Hines quoted the fire and panic act of 1927 as amended which requires the licensing of all exhibitions, whether theatrical or non-theatrical, from this department.

Name Detroit Houses With Eye to Space

DETROIT—"From Ace to Zellah" is the "Alpha and Omega" of Detroit show business, with houses jockeying for position in the top classification in the daily neighborhood listings in the newspapers.

Checkup shows the Detroit *Times* currently has an easy sweep of the three papers, with 161 daily ads, while the *News* follows with 124, and the *Free Press*, only morning paper, is a poor third with 106.

One important angle of the ads is that members of Cooperative Theatres group are specifically identified by a star, marking them as members and with a line or space in the paper mentioning this fact.

Interest in the earlier listings—so that people can find the house first—is notably strong, as indicated by the general tendency of all Detroit houses to move ahead in the alphabet when a name change is contemplated. Latest to grab the honor, which was held for years by the Adams, is the Ace, formerly the Frontenac, renamed by Wisper & Wetsman. This title is likely to be lost to the Academy, to be erected by Walter Shafer, in a few months.

Of the 161 theatres listed, 16 actually start with "A," showing that this listing consideration has affected names seriously. Short names are also in big demand, particularly for marquee signs, as indicated by such a current change as that from the Buchanan to the Belle.

Named "Meade"

MEADVILLE, PA.—The 500-seat house nearing completion here for Meadville Park Theatre Corp., Inc., headed by Dr. H. C. Winslow, has been named the "Meade." Charles Truran will be manager.

COMPLETE Theatre Booking Service serving Western Michigan Exhibitors.
To Save TIME: To Save WORRY—Call or Write
CLIVE R. WAXMAN
P. O. Box 905 Madison Sq. Station.
GRAND RAPIDS, MICH. Phone 3-2693

Law Would Require Parking Provision

DETROIT—Parking provision for theatres built in the city hereafter will be mandatory, according to an ordinance for city zoning introduced this week, a study of the ordinance by BOXOFFICE's correspondent discloses. While still in the preliminary stage, with a public hearing to be held in about three weeks, the ordinance is considered likely to pass, in somewhat amended form. It is the result of 27 years of study by the City Plan Commission.

The provision for all auditoriums is that 200 square feet of parking space—roughly the size of a modern car—must be provided for each ten seats. A 6,000-seat house like the Fox would thus have to provide parking space for 600 cars, or 120,000 square feet. Considering 100 feet as the usable depth of downtown lots, this would mean nearly a quarter mile of street frontage for this purpose.

Realization of the threat to future theatre construction in the city is likely to arouse showmen to combat the measure, particularly when it is realized that churches have been exempted from the provision.

Charles W. Antram

ALLIANCE, OHIO—Charles W. Antram, 74, for many years a part owner of the Old Lyric here, died at his home in nearby North Georgetown, following a five-month illness. He retired from active theatre operation five years ago. Services and burial were at North Georgetown.

Host to Children, Shut-ins

DETROIT—Detroit's twin Drive-In Theatres will play host to any group of underprivileged children or shut-ins, Manager Alden Smith said this week. General invitation is directed especially to service clubs, hospitals, orphanages, etc. Smith asks that the group arrange only for transportation.

Finds the "News" Is Amusing

Pittsburgh—Following various criticisms from the press regarding the censorship of newsreels, because the public is reportedly against seeing war in the raw, the "Bulletin Index's" Town Guide had this report on the Newsreel Theatre:

"Great things are happening these days, but you'll see darn few of them at Pittsburgh's only newsreel theatre. The program is a full hour in length. About 15 minutes of it will be newsreel shots of rodeos, ski-jumping, bathing beauty contests, yacht races and West Point graduation exercises. The rest will be a short about an orchestra, a travelogue you've seen before, and an indifferent Max Fleischer cartoon."

DETROIT

(Continued from page 96)

captain, Eleanor Guilio. Cuddles, by the way, can only keep that cup a year—hope she fills it by then.

Frank Downey, manager, was so pleased by the interest shown in the event, he wants to make it annual—and a holiday. Mrs. Downey was present to lend dignity to the occasion—after nearly getting lost en route . . . Missing—the sales staff. Hear they were busy selling.

Louis Lober, salesman in here for a few weeks, busy discussing his experiences as M-G-M representative at Cairo . . . John Dembeck all tuckered out from playing so hard . . . Bob Thompson, chairman of the event, doubling as bartender . . . Harold Brown, disguised in shorts and dark glasses, did a ditto, and had the honor of bringing his famous daughter—youngest Metroite present.

Frank Downey ran off with the ham, we noted . . . Mary Mieloch won the slipper-throwing contest for the gals . . . Cliff Perry came out first on the shoe race . . . Clarence Berthiaume lost the tongue of his shoe on that one.

Mary Mieloch (again) and Ellen Johnson won the three-legged race for girls . . . Perry and Gene Guilio did the same for the boys . . . Art Koskie, Butterfield booker and president of the M-G-M Club, was missing—had a big day out there Sunday instead.

Evelyn (Gypsy) Grass of Cooperative Theatres was another visitor . . . We noted more husbands and wives of Metro-ites than we knew existed . . . Maybelle Brack was off on her vacation to Oklahoma City, but her daughter came anyway.

Faye Davis, very efficiently present, and doing K. P. . . . Mrs. Mildred Liles there with her husband and daughter, and managing events nicely . . . Cecilia (Ceil) Tanner, head inspectress, very quiet—and hit for home early . . . Anne Kulas and Bee Bagans busy playing tennis.

And then the gang went dancing for the evening.

New Eldred House

ELDRED, PA.—Orestes J. Macris is constructing a 315-seat theatre here which will be ready for opening within the next week. Macris formerly had the Temple, Wellsville, New York.

Redecorate in Millersburg

MILLERSBURG, OHIO—Contracts for the redecorating of the municipally-owned opera house have been awarded by the Village Council. A second house is expected to be ready for opening in September.

To Reopen Wheeling House

WHEELING, W. VA.—The Virginia, second run house which has been dark all summer, will reopen early in September.

Northern Ohio Trade Driving Early Buying

CLEVELAND—Northern Ohio exhibitors are buying product earlier this season than ever before, a checkup of the situation reveals. Last week Manager I. J. Schmertz of 20th Century-Fox announced that he has closed several of the large independent Cleveland circuits as well as approximately 70 per cent of the independent accounts in the territory.

George Lefko, local RKO branch manager, now states that he has closed 1940-41 all product deals with Milton A. Mooney of Co-operative Theatres of Ohio for 22 theatres in the territory. He also has closed new product deals for the Palace, Canton, and the State, East Liverpool, as well as for situations in Warren and Niles.

Independent Labor Group Rounded Out by Hendel

PITTSBURGH—Harry Hendel, New Granada, has been named third member of the independent exhibitors' labor committee. He succeeds the late William D. Davis.

IATSE representatives and Dr. C. E. Herman and Alex S. Moore, the two other members of the committee, presently are negotiating a new contract.

Gets Playing Time

CLEVELAND—Lee Chapman, Ohio distributor of "Secrets of a Model," reports he has booked the picture into leading houses throughout the territory including the Post, Warren, for one week; American, East Liverpool; Strand, Youngstown; Garden, Portsmouth; Liberty, Wellsville, as well as representative theatres in Lisbon, Toronto, Girard, Niles and Martins Ferry.

Shift William Bowers

WHEELING, W. VA.—William Bowers, who has been manager of the Virginia, has been shifted to the Capitol with the closing of that house for the summer. Robert Roberts has been named manager of the Victoria here.

To Relight Grand

CANTON—The Grand here, dark since last May, will reopen the middle of September with a burlesque policy six days a week. House has been leased to Warren Irons of Cleveland.

Answers Preparedness Call

PITTSBURGH—First of the theatremen hereabouts to answer the preparedness call is John S. Stahl of Homestead. He has spent a month at Camp Meade.

Cooling at Dover

DOVER, OHIO—The Bexley here has started the installation of an air conditioning system, to cost approximately $4,500.

File Interrogatories For Momand Action

BOSTON—George S. Ryan, Boston anti-trust attorney, has filed extensive interrogatories in the United States district court in Boston for A. B. Momand, in the Oklahoma circuit owner's local segment of a $5,000,000 anti-trust suit. Ryan brought similar interrogatories in Oklahoma City.

Defendant producers and distributors named in the latest Boston action in the long pending anti-monopoly litigation are Universal Film Exchanges, Inc.; Loew's, Inc.; M-G-M Distributing Corp.; 20th Century-Fox Film Corp.; Vitagraph, Inc.; RKO Distributing Corp.; United Artists Corp., and Columbia Pictures Corp.

Each of the defendants in the Boston action is asked 260 questions, many of which are broken into as many as seven sub-divisions. This will mean that the eight major concerns involved will, if the latest move is culminated, have to file a total of 2,144 separate answers.

Ryan also filed requests here for admissions of fact. Similar requests too, were brought in Oklahoma City.

The interrogatories were all apparently based on the theory of endeavoring to show close cooperation among the major film interests involved.

Defendant corporations were asked if they or any subsidiary or affiliated corporation had, at any time prior to 1933, acquired the assets or properties, or holdings in part, of any corporation engaged in the production or distribution of motion picture films.

Defendants were also asked to give details of any pooling agreements, or any other arrangements or understandings for the joint operation of film enterprises, entered into prior to January 1, 1933.

They were queried as to specific details concerning any franchises, master contracts, etc. Specific contracts are also the basis for voluminous interrogatories.

In Oklahoma City a defendant's application that time in which objections or answers to the plaintiffs' interrogatories be extended to September 15, has been granted by U. S. Judge E. S. Vaught.

Salvatore Adorno Opens Middletown Open Airer

MIDDLETOWN, CONN.—The College Open Air Theatre held its formal opening here last fortnight after a test showing of pictures there the previous evening when some 800 playground kids, guests of Mr. and Mrs. Salvatore Adorno, were also provided with ice cream. Salvatore Adorno is general manager of the theatre, and he is assisted by Salvatore jr.

Fishmans Close Apollo

NEW HAVEN—Fishman Theatres have closed the 500-seat Apollo for an indefinite period. The house had been on a three-a-week summer schedule. The 500-seat Fishman Winchester is also closed. Poor business conditions dictated this move, it is reported.

A Good Picture Still Pays

Boston—It sometimes pays to be a camera addict. Joseph Marquis, employe at Edward Ansin's and E. Harold Stoneman's Plymouth Theatre in Plymouth, recently trapped a theatre burglar by means of a concealed flashlight camera. Marquis has now been promoted to the position of Plymouth manager.

Allied's Product Survey Is Well Under Way—Howard

BOSTON—Arthur K. Howard, business manager for Independent Exhibitors, Inc., and national committee member of Allied's new A. I. D. (Allied Information Department), told BOXOFFICE this week that the organization's product survey is well under way in New England. The first national report is expected to be available early in September, while the committee itself will probably hold its next meeting as a part of Allied Theatre Owners of New Jersey annual convention in Atlantic City the last part of that month.

Frank Lydon, Independent Exhibitors, Inc., president and Allied eastern regional vice-president, is recommending that indes hold off from buying until a national survey on the product situation is available.

Operators to Discuss Pact

NEW HAVEN—Operators union, local 273, meets Monday night, August 19, at Trades Council Hall. New contracts will be discussed.

New England Allied Against Wider Tax

BOSTON—The amount of theatre tax exemption should not be reduced, members of the Independent Exhibitors, Inc., voted at a heavily attended meeting last week. Frank Lydon presided.

Allied States Association was informed of the New England unit's stand on the subject. No national Allied attitude has as yet been announced.

A resolution condemning the spread of 16mm competition was also passed by the New England independents. Exhibitors voted to support National Allied's resolution, adopted at the last annual convention, calling for cooperation of producers and distributors to stop this practice.

The next monthly meeting of the Independent Exhibitors, Inc., will probably be held September 10 at organization headquarters in the film district.

Tax Opinion Consensus To MPTO August 26

NEW HAVEN—Connecticut MPTO meets August 26 at Ceriani's, with Irving C. Jacocks jr. presiding in place of Arthur H. Lockwood, president, now recuperating from a recent operation. Report of the fifth annual golf tournament will be given, and results of a survey of exhibitor opinion on lowering the tax basis of admissions.

Allied Theatre Owners of Connecticut met Tuesday, August 13, for discussion of problems of the buying season, and have scheduled the next regular meeting for Tuesday, August 27, at the Hofbrau Haus.





Guests at a Screening—

Seen at the Warner trade showing of "The Sea Hawk" in Boston, are, upper photo, left to right, Julian Rifkin, Harry Zeitz, John S. Giles, Stanley Sumner, J. Yonkers. Following the same direction, the lower photo has George Ramsdell, Max Melincoff, and Duffy Lewis.

BOSTON

KENNETH R. DOUGLASS, head of the Capitol Theatre Supply Co., is away on a Lake Winnipesaukee fishing and swimming sojourn . . . Lou Astor, Columbia executive, has been in Boston . . . Robert Grenier of United Artists in Boston is away on a Canadian vacation.

Frank Murphy, manager of Loew's State in Syracuse, and Joan Gallagher, Loew's divisional manager's secretary for the past few years, have announced their marriage . . . Mary Coogan of Universal has resigned to be married.

Chester Grenier, film district printer, reports that his son, recently hospitalized for an appendix removal, is convalescing at home . . . Florence Turner of the Massachusetts Department of Public Safety, secretary to Major Patrick F. Healey, is off the sick list.

Doris Berman of the United Artists office was tendered a party by friends last week . . . Gerry Savoie, manager of the Richmond in North Adams for Nathan and Sam Goldstein, has been on summer leave . . . Frank Borrelli, theatre equipment broker, has been staying up nights with two of his children who have whooping cough.

Paul Casino, formerly of the Broadway in Somerville, is the father of a seven pound baby girl. The event took place at Somerville Hospital . . . I. J. Hoffman, Warner district manager, is supervising the rejuvenation of the Palace in Torrington, which darkened Monday.

Roy E. Heffner tried a "Chum Day" at the Tower in Lowell, distributing cards which would admit two children to a double-feature and five cartoon show for a dime total . . . Walter Hartwig is operating a summer theatre at Ogunquit, Me. . . . Arthur Lockwood, independent theatre-owner and head of the MPTOA in Connecticut, has been ill at Beth Israel.

Joseph A. DiPesa, advertising manager for Loew's Orpheum and State in Boston, exploited "South of Pago Pago" here by turning a swimming meet into a South Sea Islandish affair with a Jon Hall trophy as first prize.

Martin Glazer, assistant to Publicity Manager Paul Levi of the Metropolitan in Boston, went on vacation the first of this week . . . Elmer Turnquist, former New England manager for Imperial and present Producers Distributing Corp. booker, amasses his vacation time with odd days off.

Ben Domingo, RKO city manager, put on a special invitation preview of "The Ramparts We Watch" at the RKO Boston, following the affair with a press party.

Miriam Batista is operating Brattle Hall in Cambridge . . . James Tobin, manager of the Premier in Newburyport, returned from vacation this week . . . Joseph Liss, manager of the Strand in Clinton, was also back from summer leave on Monday.

Jack O'Leary, manager of the Old Colony in Plymouth, recently met Cape Cod beach competition by bringing bathing beauties to the stage of the Pilgrim-town house . . . Christine Antignoni of the Producers Distributing Corp. in Boston, has been vacationing at Wells Beach, Me. . . . Roy E. Heffner, Bank Night assignee, was in New York on business.

Frank McManus, M&P Theatres Corp. district manager, has been visiting relatives and boyhood friends in Halifax, N. S. McManus was accompanied by his wife and daughter on his excursion back to the old home town . . . Benjamin Gruber has succeeded the late William Kelly as manager of the Modern in Lawrence, the appointment having been made by Max Melincoff.

Martin J. Mullin and Sam Pinanski are going ahead with two virtually new theatre buildings in New England, one in Houlton, Me., and the other in Rutland, Vt., where the Strand, recently raked by fire, is being reconstructed . . . Harold Kennedy is operating the Amherst in Amherst for the summer . . . Martin Manules is operating the Bass Rocks in Gloucester for the summer months.

Motion Picture Outing Committee Confers

BOSTON—Major Patrick F. Healey, chairman in charge of the Boston Motion Picture and Allied Industry Outing of 1940, called a committee meeting at the RKO Exchange at 5:30 p. m. Tuesday. This year's affair is scheduled for August 20 at Silver Beach in Falmouth.

The general committee includes Thad C. Barrows, William J. Cuddy, Steve Broidy, Gene Gross, Jack Granara, Harry Browning, James Burke, Murray Weiss.

A. C. Kilpatrick, Maurice N. Wolf, Maurice Goldstein, Sam Berg, Charles Repec, Harry Smith, Charles Wilson, Harry Goldstein, Harold Goldman, Jack Gubbins, Harry Worden.

Cyril McGerigle, Harry Aaronson, Kenneth Forkey, Matthew Moriarty, and Ann Rolfe, Frank Rahilly, Charles Heath, John O'Brien, Arthur Nolan.

Frank Lydon, Arthur K. Howard, Sam Marshall, Edward Ansin, and H. J. McKinney.

Vacation Fun



MILLINOCKET, ME.—That's a 15-pound Toque fish that Charles Fish of the Capitol Theatre Supply in Boston, is holding. The catch was made at exhibitor Frank T. LePage's camp on Millinocket Lake, where Fish is vacationing. The 15-pounder merits special mention since three and four pound fish are the average, though, LePage said, they've landed them as big as 28 pounds.

BRIDGEPORT

LOEW'S has dropped the idea of a yachting party to usher in the new movie season and instead will stage an affair at nearby Pine Brook Country Club . . . Jack Sidney sr. is in from Hollywood to visit his son, Jack jr., assistant manager at the Loew-Poli . . . Major vacations are over here with the return of Harry Rose of the Globe and Matt L. Saunders of the Loew-Poli . . . The Loew-Poli is mounting Fred Russell's *Post* sketches of the theatre's employes under the title of "Meet Our Employes" on a large card for display in the lobby. A thumbnail sketch, done with the aid of "Otto" Esposito of the house staff, is added weekly.

Ernest Gracula, new manager of the State, Torrington, has moved his family to that city and settled directly across the street from John Scanlon, manager of Warner's Palace. There seems to be no end to opposition . . . Sixteen of the 19 *theatres in the city are using giveaways . . . Burton Taylor, doorman at the American, takes a course in the State Trade School when the theatre closes at night . . . Application for the construction of a new theatre and business building on Pequonnock St. at an estimated cost of* $130,000 *is being studied by the board of building commissioners. Louis J. Seidman of New York heads the company.*

Matt L. Saunders, manager of the Loew-Poli, didn't forget the newspaper boys during the hot spell. He sent cases of ice cold soft drinks to the editorial rooms of the *Post* and *Times-Star* . . . Al Smith, former Lyric manager, was a weekend visitor at the home of Fred H. Russell . . . Areste Tomassetti, chief projectionist at the Loew-Poli, even has special insurance for the shingles on the roof of his new home in Devon . . . W. W. Lucas, business agent for the projectionists' union at New London, is fighting against free motion pictures in the city's Ocean Beach Park and also working to have union men operate the public address system when broadcasting bands and vaudeville shows.

Russell Brothers circus did big business here . . . Phil Oliver, manager of the Strand and a former member of the 118*th Medical Regiment, Connecticut National Guard, guested the boys of his company on the night before they left for summer camp . . . These days Samuel Haddleman of the Capitol is spending most of his time in Shelton keeping an eye on the remodeling of his Shelton . . . Dan Ricitelli, Colonial manager and ardent fisherman, now has opposition. His daughter, Grace, insists on accompanying him and there is keen rivalry as to who will catch the first and the most fish.*

Walter Varjebedian, Majestic press agent, is vacationing at Cape Cod . . . Michael Carroll, American manager, is raising a crop of tomatoes in a little plot behind his theatre. His chief worry is the boys who climb over the back fence and steal the tomatoes while he is busy in the theatre . . . Robert Carney, Majestic, tied up with a fur store for a neat cooperative advertisement on "The Man I Married."

NEW HAVEN

GOLF TOURNAMENT was well-attended and unanimously reported a perfect day . . . George Loukides, assistant at the Loew-Poli, Waterbury shot 75 on a par 71 course and won himself the second leg on the bronze golf trophy which he was first awarded last year. One more game of like calibre and George will be the permanent possessor of the trophy. George has also qualified for the Waterbury city open championship semi-final rounds . . . The way to do it, says he, is to be up at dawn and swinging a club . . . George does fine at the theatre business too . . . Some 86 other winners in exhibitors-distributors, affiliated, and non-affiliated classes, for low gross, low net, driving, putting, and door prizes, went home with a beautiful assortment of silver, golf togs, clocks, radios, crystal, leather goods, etc. . . . Jimmy Nichols, one-armed golf champ who came down from Boston with Maurice Wolf, broke par with a score of 70. Lou Brown was winner of low net. Harry Shaw, m. c., expressed his regrets that President Arthur H. Lockwood could not be there, since he had gone to Beth Israel Hospital in Boston for an operation . . . Mike Tomasino described Lou Wechsler's new home to all who would lend an ear . . . Herman Levy, executive secretary, needed a week's vacation at an up-state camp after it was all over . . . Hear tell that some of the exchange managers looked like WPA workers in the sand traps.

The glorified Shelton opened last Friday . . . Al Pickus' 500-seat Stratford Theatre closed until August 30 for addition of 200 seats, air conditioning, new floor, acoustical treatment and interior redecoration . . . After a year of court, the Adornos have opened their 850-seat College open-air, running nightly when the weather permits, three changes, double feature, 10-20 cents admission, free candy for the children . . . Connecticut Films product is being shown, with "Hell's Angels" scheduled for this week . . . Fishman's Apollo and Winchester closed now . . . New arrangements for the State still in the air . . . Alhambra, Waterbury, painting and sprucing up interior.

Loew-Poli corn roast now set for August 27 at Park McLay, East Haven, with 100 guests expected. Boys are hoping Boss Harry Shaw will start the fire on time so they don't starve. Also donating a road map and an escort to Sam Badamo. Frank Manente, Marshall Blevins, John Santillo, Arthur DeFrank, and Ben Greco in charge . . . Warnerites dined and danced at Ye Castle Inn, Saybrook, August 15 at the annual summer get-together for theatre and exchange departments . . . As August wanes, it looks like the annual summer film district outing will be skipped this year . . . Salesmen up to their ears in the selling season, and many were forced to miss the golf tourney.

Warner's Palace, Torrington, closed the 19th for repairs and reopened the 24th . . . Warner Bristol, being rebuilt after last winter's fire, will be ready in September . . . The 1,800-seat Capitol, Ansonia has reopened with new seats, marquee, lobby and interior repairs and redecoration . . . Dave Weinstock reported to be actual operator of the Alhambra, Torrington, due to open September 1, with Brandt booking.

Jerry Massimino, Warner accessories, and Gertrude Sullivan, RKO, will be honeymooning in Maine after their marriage at St. Mary's August 21. The couple will live in West Haven . . . Marjorie Simmons of the Ivoryton strawhat cast is set for a Metro screen test in the fall . . . Ben Lourie visited his son at Castleton, Vt. . . . William Nutile, Paramount head shipper, is visiting in Pennsylvania, where he will meet up with Tom Thornton of Advertising Accessories . . . Lieutenant Eddie Fitzgerald, Paramount booker, is spending two weeks at Plattsburg . . . Arthur Lockwood's mother visiting at Milford and a frequent guest at the Capitol . . . Charles Fogle, Metro home office, was a visitor on the Street . . . Also Harold Eskin of Stamford and Newark, Bill Brown of Greenwich and Stamford, B. Halberstadt of Abbey books, Irving Zussman, Metro Premium . . . Snappy monologue on Meadow Street: Billy Sirica discoursing on honesty . . . Wanted: Someone to make Leo Schapiro's bed in his wife's absence.

Mrs. Pete DeFazio, bride of the Warner salesman, recuperating at New Haven Hospital after an operation . . . Victoria Cusanelli, Warner booker, spent the weekend at Block Island . . . Harry Shaw emceeing once again for the annual Police Field Day at Donovan Park . . . Jack Simon, manager of Poli, Hartford, going home to Pittsburgh for his vacation . . . Anne Canelli, Columbia cashier, seeing the sights at Gloucester . . . Lou Astor, Columbia eastern representative, doing New England, with a few days at the Boston and New Haven exchanges.

Jim Mahoney in town for the golf event, with Lieutenants Kelly, Mitchell, and Schwartzkopf of the state police in tow . . . Jack Schwartz of the West End, Bridgeport, describes Martha's Vineyard in glowing terms . . . Helen Platt of the Warner office on leave . . . Also G. Callahan and James Mahan of Paramount . . . Francis Flood, Russell Clark, Katherine Spencer, Louis Degina, Maude Carroll, and James Frazier, secretary to I. J. Hoffman, all of the Warner theatre department . . . And Sophie Gurian of the Warner real estate department . . . Dorothy Kanoff, Modern Theatre Equipment secretary, vacationing at Camp Milford . . . Morris Nunes spent a long weekend at Naples, Me. . . . Angelo Lombardi, Warner booker, taking his second week at Atlantic City . . . Hugh Maguire, RKO booker, due to leave on a week's sail cruise out of Camden, Me. . . . Lou Moscow's Block Island fishing party landed a 348-pound swordfish . . . Congratulations to Bob Russell on his 45th birthday.

Spirit of cooperation: Stanley Fishman, son of Selig Fishman of the Fishman inde circuit, announcing on the College Theatre half-hour weekly program over WICC Tuesdays, at 4:30.

Howard Theatre safe finally opened with blowtorch after intruders had knocked off the combination, and found two days' receipts intact . . . Harold Rubin going great guns with his enamelware, signing Lyric and Apollo, New Haven, Parkway, Park City, Strand and Rialto, Bridgeport, and Community, Oakville . . . Ross Federal has taken over Warner checking department.

Big turnout and fine reception for "He Stayed for Breakfast" at Columbia trade screening at the Poli last Tuesday morning . . . Jitterbug contests following up on bathing beauties, going big at the Globe, Bridgeport and Plaza, Worcester, with jewelry as prizes.

Quarterly report of the receiver has been filed in the foreclosure suit of Arnold Gordon, Tr. vs. Forest Treasure Corp . . . New Paramount cashier is Jean Salvatore, succeeding Ann Clemente.

PORTLAND

THE McCREAS, Joel and his wife, Frances Dee, of the films, with their two children, Joel D. and David Thomas, are touring Maine, gypsy fashion in a beach wagon. They visited Joel's cousins in Orland, Me., and the birthplace of Joel's maternal grandmother, near Kennebunk. Among other places, they have stopped at Bar Harbor, Rangeley Lakes and Bucksport, where they autographed the wall of the Stevens lobster pond.

Filmrow visitors this week included Dan Sullivan of Transit Advertisers, Boston.

Current vacationers: Jim O'Donnell, manager of the Haines, Waterville, who is being "spelled" by Arthur Allaire, who just finished a two-week stand at the Maine Theatre here; Chelsea Waldron, State projectionist, who is spending his at his swanky Sebago Lake camp, where a lot of fishing, swimming and sailing are to be indulged in; A. J. Moreau, district M&P manager, who doesn't say just where he is going, and Peggy Seyford, State cashier, who must spend hers in the N. E. Baptists' Hospital at Jamaica Plains, Mass.

The popular Ken McKenzie and his troupe of hill billies is being used by various managers throughout the state to pep up weekly programs. The yodelers played at the Strand, Waldoboro, August 9 and at Calderwood Hall, Vinal Haven and No. Haven, August 10.

The Cameo, operater by Leon P. Gormans at Woodfords, is being remodeled. Seating capacity is being increased.

"False Rapture" Is Lone Object of Censorship

BOSTON—"False Rapture" was the only motion picture in a list of 36 to incur Massachusetts censorial cuts last week. The list included M-G-M's "Boom Town," and "I'm Falling in Love," 20th-Fox's "Girl From Avenue A," Warner's "Sea Hawk," and "River's End," and Universal's "Slightly Tempted."

The deletions on "False Rapture," a release of Film Alliance of U. S. Inc., included: "Dialogue, 'Oh, I see—a little friend—,' to and including, 'Charming—how much.', in part 5. Dialogue, '—and I found then how I could—,' to and including, '—beyond my hopes—,' in part 6."

Ten vaudeville routines were put on the approved list for Sunday. Four other acts were refused Sunday permits. Three routines were told to modify their acts, Alder & Dunbar being ordered to remove "all objectionable and suggestive dialogue," Betty Austin being told to eliminate "all dancing" and not to change clothes on stage, and Bob Flinch being ordered to cut his "strip bit."

Industry Support Strong For Friars Milk Fund

BOSTON—Motion picture industry cooperation with the Boston Friars Club milk fund continued this week. The girls' committee held a meeting Monday in the Hotel Statler. Members of the group include Etta Glazin of Paramount, Ida Rubin of Warner Brothers, Doris Berman of UA, Pauline Winston of Columbia, Nell McLaughlin of Imperial, Beth Donnelly of RKO, Edna Burke of Morse & Rothenberg, Catherine Healy of Interstate, and Martha W. Ferris.

Maurice Goldstein, Friars' officer and M-G-M city salesman, hypoed returns on raffle tickets with a special message to New England theatremen holding the ducats.

Levine Observes Eleventh Year at Chicopee, Mass.

CHICOPEE, MASS.—Louis Levine this week observed his 11th consecutive year as manager of the Rivoli, one of the Goldstein Bros. circuit.

Disney Revival

BOSTON—"Snow White and the Seven Dwarfs," combined with four Disney shorts, opened for a one-week engagement last week at the RKO Boston, de luxe downtown circuit house. The Disney program was combined with the Universal feature, "I'm Nobody's Sweetheart Now." Ben Domingo, city manager, inaugurated early morning openings to increase the turnover. Suburban and subsequent-runs watched the experiment with interest.

Lashway at Bennington

PAWTUCKET, R. I.—Al Lashway, manager of the local Strand, is spending two weeks at his camp near Bennington, Vt.

MPTO's Golf Tourney Attracts Over 150

NEW HAVEN—Over 150 film people from New York, Boston and all parts of Connecticut, made the MPTO's fifth annual film golf tournament here the best attended and one of the most enjoyable on record. A dinner party at the Race Brook Country Club wound up the full day of activity.

Nearly 100 prizes, the largest collection in the annals of the event, were handed out by Herman M. Levy, executive secretary. Harry F. Shaw, Loew-Poli division manager, fulfilled his traditional office of m. c. by popular request.

Prizes follow: Exhibitor group: George Loukides, Poli, Waterbury, lowest gross, 75, won second leg of a silver golf cup; Meyer Bailey, table and chairs; Lou Brown, tea service; Arthur Smith, portable radio; Maxwell Hoffman, golf bag; A. Bolte, picnic bag; Harry L. Lavietes, order for $10 Stetson; distributors: Edward McEvoy, 83, silver candlesticks; Lincoln Conner, suit case; E. J. Warner, radio; Richard Vidaver, electric clock; Martin Kornbluth, electric fan; Thomas J. Donaldson, $5 merchandise order; nonaffiliated: William L. Hadden, 76, radio; Herbert Karlsruhe, golf clubs; Herbert Machol, golf balls; Bertram Saltzman, salad set; Charles Staley, camera; Thomas Flanagan, vegetable dish.

Putting contest ended in a tie for Nate Furst and Leo Ricci, who won a bottle of Scotch and brandy decanter, respectively; third was Joe Samartano, salad bowl. In the driving contest, first was won by Sperie Perakos, pen set; George H. Wilkinson, champagne, and Frank Phelps, bottle of Scotch. In the distributor class, Lou Wechsler was first, winning chest of silver; Henry Germaine, champagne; Edward G. Ruff, electric toaster. In the non-affiliated, Bill Schatzman, first, won a golf jacket, and Nate Massick, Scotch.

The long list of door prize winners included: Charles Casanave jr., meat tray; George Ginsberg, salad bowl; Caspar Block, silver tray; Milton Small, silver tray; George Dembow, ash stand; Irving C. Jacocks, electric razor; George Weber, cutlery; Phil Zimmerman, gravy boat set; Rev. Manning, electric clock; Jules Livingston, radio; Al Robbins, salad bowl; William Moses, salad bowl; Bob Flynn, clock; Charles Casanave, traveling clock; Lester Savatier, silver tray; Al Bond, golf bag; Ben Lasky, golf bag; Tim O'Toole, glassware; A. Pfeiff, salad dish; I. J. Hoffman, pen and pencil set; Sam Rosen, champagne; Gus Schaefer, champagne; Lester Tobias, golf covers; Maurice N. Wolf, golf covers.

Al Herman, traveling kit; Lou Ginsberg, clock; Morris Nunes, pitcher; Barney Pitkin, bon-bon dish; Edward Ruff, champagne; Ben Lourie, champagne; Adolph Haas, golf coat; J. Colter, club covers; Larry Germaine, club covers; wallets: Elliott Kronish, Tony Boscardine, B. E. Hoffman, C. L. Parker and George Comden. Key cases were won by Joe Mitchell, Maurice Bailey, Harold Eskin and Phil Furst. Cigarette case was won by Manny Kugel, and flashlights by Harry Shaw, Dan Pouzzner, Adolph G. Johnson. Slack suits were drawn by Edward Levy, Jack Findlay, Ben Farrow, Max Tabackman; Bill Marks, traveling case; Samuel Seletsky, key chain; W. Faulkner, $2.50 merchandise order; Dr. Levin, brief case; F. Smith, golf shirt; Robert Murray, suitcase; Bob Heyman, overnight bag; A. Shea, portable radio; Cy O'Toole traveling bag.

Among those present were Lou Gordon, I. H. Rogovin, Gus Schaefer, Maurice N. Wolf, Nat and Phil Furst, Marcel Meckelburg, Jimmy Nichols, one-armed golf champ of Boston; Edward McEvoy, Martin Kornbloth, Joe Levy, E. J. Warner, Harold Eskin, Frank N. Phelps, Lincoln Conner, George Dembow, Charles Casanave sr. and jr., William A. Scully, Adolph Haas, Harry Green, A. Botte, H. Halberstadt, Paul Reis of New York; Donald Jacocks of Newark, and I. J. Hoffman, B. E. Hoffman, Maxwell Hoffman, Thomas J. Donaldson, Ben Simon, Harry Shaw, Lou Brown, Martin Keleher, Morris Joseph, Max Tabackman, James Casey, Nick Del Rosso, William Hutchins, Samuel Rosen, Samuel Weber, George Weber, Adollph G. Johnson, Tim O'Toole, Ben Lourie, Earl Wright, Lou Wechsler, George Comden, Lou Schaefer, George H. Wilkinson, Edwin S. Raffile, Morris Nunes, Abe Mattes, Barney Pitkin, Edward Ruff, I. Levine, Samuel Seletsky.

Bamberger in New England

NEW YORK—Leon J. Bamberger, sales production manager for RKO, is vacationing in New England for two weeks.

Ticket Broker Charges Theatres Conspired

BOSTON—A ticket broker has brought a suit for $100,000 damages in Suffolk superior court, charging that a conspiracy to destroy his business was in operation. Thomas F. Murphy of Boston, engaged in the business of reselling theatre tickets, named Herrick's, Inc., local ticket dealers; Martha Levy, Herrick's manager, and local Shubert interests as defendants.

Murphy alleged that in June, 1939, the Shubert holding company, Boston Plymouth Corp., Wilber Theatre, Inc., 219 Tremont Street, Inc., Select Theatres Corp., et al., entered into an agreement with Herrick's by which only that concern would be permitted tickets for resale and by which he would be forced to buy his tickets through Herrick's.

Murphy alleged that with the knowledge of the theatre owners named, Herrick's, Inc., has so curtailed the supply of tickets available to him that he was being driven from his business.

Conscription Would Cut Into Theatres' Ranks

HARTFORD—What's going to happen to theatre pay rolls once the conscription program starts rolling in and male theatre employes between the ages of 21 and 31 start rolling out to training camps?

Many managers seem to believe that the final result will be that more girls will be hired to take over positions vacated by fellows in training.

"It's going to be something of a mixup," one exhibitor said "because a theatre, after having hired, trained and kept usherettes for one year during the training period, will probably have to fire the girls and take back the men. But the same thing'll happen when a war is declared . . . So you're just back where you started from."

Warner Managers Meet

NEW HAVEN—Warner theatre managers in town for a sales meeting and the special screening of "The Sea Hawk" included John Scanlon and Robert Elliano, Torrington; Merrick Lyons and George J. Harvey, South Norwalk; Jack O'Sullivan and E. J. Harvey, Danbury; Manny Kugel, Bridgeport; Jack Shields, Ansonia; William Flannagan, Hartford; Joe Miklos, Robert Hamilton, Norwich, and Ted Smalley, New London.

Hosts 400 Kids

HARTFORD—Approximately 400 east side youngsters were guests of Walter B. Lloyd, manager of the local Allyn, last Wednesday afternoon at a showing of "Treasure Island" and "Everybody Sing." Arrangements for the theatre party were made by members of the Allyn Athletic Club.

Howard Hires Agent

BOSTON—Shepard Epstein, has been hired as field representative for the Independent Exhibitors, Inc., by Arthur K. Howard, business manager. Epstein was formerly executive secretary for the Electric Contractors Ass'n in Boston.

Condensed Versions Of "Hits" Foreseen

SPRINGFIELD, MASS. — "This being a streamlined age, it is neither surprising nor revolutionary to contemplate the prospect of viewing condensed versions of former film successes," says an article written by Miss Louise Mace, motion picture columnist for the Springfield *Republican*.

Continuing, the article states: "This has come true—another angle on old plots in new dresses, or new titles for old pictures. Screen producers have been reluctant, certainly wary, about re-distributing prints that have sped their day ('Hell's Angels' is the only recent simon-pure revival), but they are receptive to the newer task. Rather than chance the boxoffice appeal of even the biggest money-makers of their time, some studios have decided to re-edit them and slim them down to 45 minutes running time.

"Since the sound track is more impressionable to the wear and tear of time than the print, it will be recorded anew for each telescoped issue. The restoration process will be fairly inexpensive and audiences may find it amusing to recall in this pitter-patter manner stories and their respective characters.

"As well, spectators and exhibitors who dislike the lengthy double feature program will find in this glancing blow the first intimation of the campaign against it, while the dual addicts can find little to disgruntle them. The gesture may be an on-the-fence one, but it's sure to hold its balance, at least during the summer months.

"Watch for these tintype productions—they may prove more enjoyable than you think," concludes Miss Mace's article.

Stage, Films, Again

BOSTON — Harry McDonald, divisional manager, returned the RKO Boston to films and flesh this week when Orrin Tucker and Bonny Baker opened for a one-week engagement at the house. RKO plans are to continue to combine footlights and celluloid at the de luxer on a split-week basis.

Spraggs Vacation

BRIDGTON, ME.—The family of William Spragg, district manager for the M&P circuit in Rhode Island, is vacationing here during August. Spragg spent the first week of the month with them and will return for another week the last of the month.

May Open With Burlesque

BRIDGEPORT—Reports are current that the Lyric, dark most of the time since early spring, will reopen in the fall as a burlesque house.

Selznick Back to Farm

TORRINGTON, CONN.—David O. Selznick has returned to his farm here after spending several days in New York on business.

HARTFORD

SAMUEL PARIS, member of the home office staff of the Lieberman circuit in Boston, filled in for Bernard M. Levy, manager of the Proven Pictures, while the latter vacationed in New Hampshire and New York . . . Jenny Sumowski, Loew-Poli candy girl, took a one-day trip to the New York World's Fair . . . Helen Reegish, cashier at the Princess, visited Block Island during her vacation . . . Manager Jack A. Simons, Loew-Poli, left last Wednesday for Pittsburgh on the first lap of his vacation. While there, he intended to visit his parents . . . Albert Schulman of Schulman Theatres took a weekend trip to Beach Park, Clinton . . . While Esther Stevens, cashier at E. M. Loew's, took boxoffice leave for a few weeks, Jane Hart filled in . . . Joe Gallagher, M&P's Allyn service staff member, has returned from his vacation along the Connecticut shoreline.

Barney Fitzpatrick, head usher at Charlie Repass' Crown, visited in the Big Town while on vacation . . . Harold H. Campbell, Central, West Hartford, manager, took care of the Colonial while the latter's manager, David Sugarman, was on his two weeks of rest and quiet . . . "Nickie" Barrell, projectionist at the Proven Pictures, visited in Connecticut . . . Russell's three-ring circus was in town . . . Proven Pictures brought back "Son of Frankenstein" and "Mad About Music" . . . Stanley Redmond, assistant to Manager Walter B. Lloyd at the Allyn, was in New Haven . . . Revival of "Lost Horizon" and "The Awful Truth" at the E. M. Loew's was seen by Mrs. M. Oakley Christoph of the Hartford Courant *as "a sense of good judgment on the part of the theatre management." For the double bill was "something to see even if hot weather is here" . . . Hillmer D. Robinson of the E. M. Loew's was on vacation . . . Clinton Playhouse had the world premiere of "After the Ball" . . . Bandbox Players had "First Lady" . . . Rudy Frank, vacationing publicity director of the State, was in town.*

Morris Keppner and his family of Glastonbury are vacationing in Woodmount . . . The E. M. Loew's is getting a new sound system . . . Genevieve Richardson, E. M. Loew's cashier, viewed the sights at Atlantic City during her vacation. Sophie Pankowski filled in for Pauline Talarski, candy girl at the house, while the latter vacationed in Sound View, and Charlie Bradshaw, assistant projectionist, went to New York for his vacation . . . Robert Meade, chief projectionist at E. M. Loew's, spent his vacation in the vicinity of Boston . . . Milford Drive-In now offers a Movie Party Thursday evenings . . . Leo Ricci, Capitol, Meriden, traveled to the New York World's Fair.

James F. McCarthy, Strand manager, vacationed at Cape Cod . . . Blanche Robbins was in Louisville . . . Sidney B. Whipple, dramatic critic of the New York World-Telegram, *was at Clinton's opening night of "After the Ball" . . . Lobby at the E. M. Loew's is slated to get a fresh coat of paint in the near future . . . Ralph Pasho of the Gem, Naugatuck, has been spending weekends in the company of friends at Merwin Beach . . . Talent scouts from Metro visited the Showboat Players at Bolton the other night . . . Edith Hoffman, daughter of I. J. Hoffman, WB theatres chief in New England, and Gerald Steinberg, lawyer, are slated to marry . . . Louie Lambert, projectionist at the Art, Springfield, is dead . . . New Britain* Daily Herald *lashed out editorially at theatres charging adult prices for kids under* 12, *but who look the age. "Perhaps it is a good plan to have a transcript of the birth certificate on hand to show to . . . the ticket-taker," the newspaper said . . . Albert Schulman of the Rivoli, Hartford, was in Washington for a week.*

Thomas T. Kelley is a new usher at the Loew-Poli Palace, succeeding Robert McMannus, resigned . . . Ann Breault, candy girl at the Allyn, visited the New York World's Fair . . . Peter Cusanelli, rotund actor who appeared in several skits at Avery Memorial here, is now touring the west coast with an advertising skit in which he does a comic pantomime of a fat woman getting in a small auto . . . All *Liberty* magazine salesboys in town were invited to view "I Married Adventure" at E. M. Loew's . . . Elizabeth Roulston, matron at the Allyn, visited along the Connecticut shoreline while on vacation . . . In the territory was Harry Green, New England representative for Alexander Films of Colorado Springs . . . The Walt Disney Film Festival has been booked by the Loew-Poli Palace . . . Patrons of the Allyn are offered free samples of popcorn as they enter the house.

: NEW HAMPSHIRE :

BILL BARTY of the Our Gang comedies and Fatty Lamon, Universal comedian, were on a recent vaudeville bill at two of Ansel Sanborn's picture houses, Memorial Hall in Wolfeboro and the Opera House in Sanbornville.

Bette Davis, summering at her Sugar Hill farmhouse, took time out to remember her dramatic coach of Cushing Academy days—Lois Cann, who is associated with the New London Players in New London. The film star accepted an invitation to witness one of Miss Cann's performances of "Two on an Island."

Elihu L. Webster, who has been manager of the City Opera House in Rochester for the past 12 years, has celebrated his 71st birthday.

The Park-In Theatre at Pine Island Park in Manchester has been offering a "Kiddies' Three-Cent Day" to lure the youthful customers.

Film fans in the southern part of New Hampshire attended the opening August 10 of E. M. Loew's Merrimac Park Drive-In Theatre, on the Lowell-Lawrence road, in Methuen, not far over the state line, in Massachusetts. Continuous shows are given from dusk to mid-night, with no charge for children or cars.

: SPRINGFIELD :

SIDNEY ZIFF, assistant chief of service at the Loew-Poli, spent his vacation in Hampton Beach, N. H. . . . Mabel Moccias, cashier at Harry Arthur's Art, visited in Binghampton, N. Y., during her vacation . . . Mrs. Wendell Teague, Bijou cashier, has been an unwilling host to a bad summer cold . . . Peter Kerto, Springfielder, acted as emcee at the Loew-Poli's bathing beauty contest the other night, in the place of Harry F. Shaw, Loew-Poli division manager, who couldn't make it . . . Harold H. Maloney, manager of the Loew-Poli, Worcester, spent part of his vacation in Hyannis . . . Arthur Jarvis, doorman at the Loew-Poli, Springfield, vacationed at Keene, N. H. . . . Arthur Theberge has resigned as usher at the Mohawk, North Adams . . . Gilbert Blevins, assistant manager at the Paramount, visited in Indian Neck.

A daughter was born to Herbert Smith, Loew-Poli, Worcester, porter, and Mrs. Smith . . . Mr. and Mrs. Eddie Powers visited friends in Worcester last Sunday. Mr. P. is assistant to Manager Raymond Title at the local Art . . . Peter Veto, doorman at the Paramount, has returned from a vacation in Hampton Beach, N. H. . . . Betty Wheeler, office clerk at Western Massachusetts Theatres, visited Ocean Beach Park, New London, Conn. . . . Charlie Billiss, usher at the Broadway, has resigned to attend Pennsylvania State College in Philadelphia . . . Daniel Quinn is a new member of the service staff at the Arcade, succeeding William Viau, who has left for other fields. Quinn is a former employe of the Forest Park Phillips . . . Henry Rickaby, assistant to Manager Carl Jamroga at the Forest Park Phillips, is thinking of taking his vacation this fall in New York . . . Raymond Salo, member of the service staff at the Art, took a trip to Hartford and thence to Lake Compounce . . . Fred Stone appeared in "Ah, Wilderness!" at Kirby's Memorial, Amherst . . . The theatre game, "Honey," has been instituted at all Herman Rifkin Springfield houses.

The Strand, Holyoke, and Plaza, Northampton, will reopen Labor Day. The former has been rejuvenated, while a renovation program is now under way at the Plaza . . . Margaret M. McDonald, Arcade cashier, will vacation in New York the end of this month . . . While Andy Sette, Capitol manager, was vacationing at Far Rockaway, L. I., Robert Zoeller, manager of the Strand, Waterbury, filled in . . . Vaudeville is continuing to draw at the Court Square despite hot weather and other competition . . . Michael Vatousiou, doorman at the Capitol, vacationed in Boston and vicinity.

Roy Long, doorman at the Art, is quite a tap dancer . . . Alfred L. S. Wood, motion picture editor of the Springfield Evening Union, *is back from his vacation . . . Johnnie Donovan, chief of the service staff at the Capitol, spent his vacation playing golf, tennis, and swimming a bit . . . James Durkee, usher at the Mohawk, North Adams, has resigned . . . Bobby Glazer, usher at the Paramount, Springfield, left for a Glen Island vacation . . . M. L. Weinstein, manager of the darkened Plaza in Northampton, has been in Springfield filling in for George W. Coleman, Arcade manager, who has been on vacation in Boston . . . Florence Rougeau, cashier at the Mohawk, North Adams, is vacationing . . . Rumors have it the Paramount here may again sponsor vaudeville this fall. In the past, that house has featured name bands . . . Hymie H. Nozak, assistant manager at the Arcade, was in Woodmount, Conn.*

The Broadway is offering free comic books to kids at Saturday matinee . . . Frances Dee and her husband, Joel McCrea, were in Northfield last Wednesday where they visited Dr. George Bronson, who married them about seven years ago in Rye, N. Y. With Mr. and Mrs. McCrea were their two sons, Joel and David . . . Bobby Glazer, Paramount usher, is quite a drummer . . . Mr. and Mrs. Al Anders have been trying to beat the heat by weekly trips to various spots . . . And speaking of heat, Charlie DiScaacca, Loew-Poli student assistant, instead of losing weight as is the national custom, has gained some ten pounds.

"BOXOFFICE is one of my favorite publications, and I look forward to each issue, particularly The Modern Theatre, which is always kept on file for quick reference."

—ROBERT E. BRYANT,
Capitol Theatre,
Rock Hill, N. C.

BOXOFFICE
The Pulse of the Motion Picture Industry

Rumors Persist of New West Hartford House

WEST HARTFORD, CONN.—Rumors persist here that a theatre will be built in the neighborhood of New Britain Ave. by an independent group headed by Charles Newmark.

If plans go through for such a house, it will be the only competitor as far as motion picture houses are concerned to the Central, a Warner unit managed by Harold H. Campbell.

Tear-Gas Routs Patrons

HARTFORD—When a tear-gas bomb in the rear of a teller's cage at the First National Bank here was accidentally knocked over, the escaping fumes found their way into the nearby Princess Theatre, resulting in a mass exodus from the house until the patrons were properly reassured by the management.

Burlone Weds Sept. 15

BOSTON—Max Burlone, booker for the National Screen Service, and Miss Ann Cianciarolo of Somerville plan to marry September 15.

: Chill a Complaint :

BOSTON—A suburban exhibitor, who recently had air refrigeration installed in his house, has been experiencing difficulty with the apparatus. He complained to the Boston concern (not a motion picture supply house) which installed the system. The following edifying letter, names deleted, was the result.

"We recall that after Mr. ——— and the writer called on you several weeks ago, we did run the test in your theatre during a Sunday and Mr. ——— returned to Boston with a severe cold. We understand that you were also able to develop a cold, so apparently the system was giving you everything that could be expected."

Score of Independents Sign With RCA in July

CAMDEN, N. J.—Among the score of independent theatres signing RCA sound service contracts during July are the Lakeside, Rangeley, Me.; Stratton, Middletown, N. Y.; Delmore, Avonmore, Pa.; Cinema, Atlantic City, N. J.; Westport, Baltimore, Md.; Grand, Lebanon, Ohio; New Royal, Evansville, Ind.; Belmont and Talbot, Indianapolis, Ind.; Palace, Jacksboro, Tex.; Carnation, Sulphur Springs, Tex.; Garby, Clarion, Pa.; Williston, Mineola, N. Y.; Star, Glassport, Pa.; Mayfair, Philadelphia, Pa.; Stonehurst, Upper Darby, Pa.; Haversham, Clarksville, Ga.; Riverside Auto, Columbus, Ohio; Fenway, Fenimore, Wis.

Bette Davis at Farmhouse For Two-Month Sojourn

LITTLETON, N. H.—Bette Davis has arrived at Butternut Lodge, her Sugar Hill farmhouse, for a two-month sojourn while Granite Staters are getting their first look at her latest film, "All This, and Heaven Too."

The film star will remain here until October 1 when she will return to Hollywood to make another Warner Bros. picture.

She was welcomed at her farmhouse by her mother and Arthur Farnsworth, local inn official, whose name was linked with Bette's in romance rumors last spring.

Making Film in Color On a Farm Project

LACONIA, N. H.—A color film is being "shot" on large farms in this section which are carrying out pasture and crop improvements.

Produced in connection with agricultural conservation meetings, it will be shown during the coming winter.

Assigned Hilton Novel

HOLLYWOOD—"And So Goodbye," which Columbia will make from the James Hilton novel, will be directed by Charles Vidor for Producer Lester Cowan.

Slogan Contests in New Season's Van

By GERTRUDE PEARSON

NEW HAVEN—What the slogan for the sixth annual Loew-Poli new movie season campaign will be is in the process of being decided by slogan contests in all seven Poli towns, but by whatever name, Harry F. Shaw, division manager, and Lou Brown, publicity chief, predict it will be more than slightly terrific. By means of the seven-word slogan tries and 25-word letters, to say nothing of the contest publicity in all local papers or radio, the heat-jaded public is already beginning to realize that the new movie season is coming with hits it will not want to miss, starting off with a bang with "Boom Town" on Thursday, August 29. Five lucky winners will be selected in each town, to receive a six-month, five, four, three and two month guest ticket, respectively. From these, the judges in New Haven will select the contest winner, who receives a year's guest ticket.

Not that individual managers along the circuit have been waiting for the slogan as a go-ahead signal. Scores of stunts have already been pulled on "Boom Town," including a circuit-wide tieup with Sinclair oil stations for the display of a screen process standee with pictures of the stars and tiein copy. The governors of Connecticut and Massachusetts have already become conscious of the new season opener, as have the mayors of the various towns, all of whom have plans for a "Boom Town Day" or "Week" under consideration, with merchants cooperating.

The Shaw-Brown combine is working on some personal appearances of film stars to tour the circuit during the opening week of the season, but announcement is not yet definite on this. For the various chambers of commerce in the towns, the office is preparing a prospectus showing the advantages to merchants in tying in with this big movement. All posts within a five-mile radius of the towns will carry arrows reading "Follow the Arrow to 'Boom Town.'"

Managers, fresh from their summer vacations, are launching scores of ideas to concentrate on local business, while the central office rounds out and ties in the whole campaign. Parades are being arranged, ushers wear badges, lobbies have displays of whole villages labeled "Boom Town," co-op ads and full page layouts are being placed, statements of J. R. Vogel and Oscar Doob planted, special national ads being scheduled, fashion and amateur shows being arranged. Balloons bearing the names of the big attractions of the season are being used for decorations, contests with guest tickets, and giveaways.

Taking one consideration with another, the new movie season will definitely start with a boom in the towns where the Loew-Politeers have told the public for six years now, and in no uncertain terms, that come September, it's time to go back and take in the fare prepared by Hollywood.

Ralph Snyder Plans New Portland House

PORTLAND, ME.—A modern theatre is to be constructed at Woodfords Corner by Ralph E. Snyder, Boston operator of the Strand and Empire theatres here, and 12 other theatres in Massachusetts and Rhode Island.

Plans for such a theatre are nearing completion, according to Leo Young, Snyder's local representative, and supervisor of the two Portland houses. Additional information was not given out by Young but from other reliable sources it was learned that Snyder has purchased the block now housing the Vallee restaurant and several stores and will construct a modern building there. The structure will house not only the theatre but a group of stores as well.

To make this possible, the city council considered a revision of the section of the building code pertaining to theatres at a recent meeting. Warren McDonald, local building inspector, appeared before the council at the meeting to discuss the necessary changes to be made in the code.

Snyder has operated the Strand and Empire here since July, 1938.

Monogram Assigns Kay

HOLLYWOOD—Monogram has assigned Edward Kay to score "Up in the Air," a Frankie Darro starrer.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

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Tulsa Becomes Boom Town for a Day

By FRED SCHOFIELD

TULSA—In this town of swank shops and bright lights which still recognizes itself as the "oil capital of the world," Hollywood gave its premiere of "Boom Town," a lusty, bare-knuckled saga of wildcatters and women.

Urged on by Metro-Goldwyn-Mayer's promotion men, Tulsa became Boom Town, Okla., for a day. It hauled out the flags, tacked up signs and raised up a mobile oil derrick between the walls of its tallest buildings. And when the ticket-takers opened for business shortly after noon, M-G-M hit a gusher. The Orpheum was filled to the walls and outside a long line of Boom Towners fumed at ushers who refused to let down the ropes.

Head man of "Boom Town" was Big John McMasters, a rough and ready wildcatter, played by Clark Gable who 20 years ago was playing the part of real tool dresser in the Osage country for his biscuits and butter.

Besides Big John was Square John Sand (Spencer Tracy) Betsy Bartlett (Claudette Colbert) and hovering on the sidelines was Karen Vanmeer (Hedy Lamarr), who caused a bigger boom than the discovery of oil in Oklahoma City.

Big John and Square John began their careers in a honky-tonk oil town in Texas, and for nearly 30 minutes Tulsans squirmed and waited for Oklahoma to come into the picture. When it did—by name only at first—something Big John was saying was lost in the applause. Only a few minutes later, the applause changed to a thunderclap when Big John said he was going to catch a train for Tulsa.

Stories Still Are Told

Oklahomans have packed a lot of color into their short history and the fantastic tales of fabulous fortunes and fast living with the coming of oil, still are told and retold by those who lived their parts.

For that reason, M-G-M men said, Tulsa was selected for the premiere of "Boom Town." Researchers spent months talking, reading and combing through old reports in Tulsa and nearby oil fields. The result is a fast-moving well-told story surprisingly like the ones every Oklahoman hears and reads about. Gable and Tracy spend most of the time fighting each other, with fists when they are down, with millions when they are up.

However, whether fists or dollars, the fighting is done all because of Claudette Colbert or—and who wouldn't—Hedy Lamarr. There is humor provided by Luther Aldrich (Frank Morgan), Harry Compton (Lionel Atwill) and Harmony Jones (Chill Wills).

There are a few Indians—one with a different colored car for each day of the week, and two obese, silent Indians who simply sign over their land.

"Boom Town" began at the Criterion in Oklahoma City Thursday at advanced prices, a few days ahead of the national release date.

Providing much of the boom in Tulsa's premiere was E. B. Coleman, Leo's Dallas promotion man, a chain cigar smoker who paced the floor and urged Ralph Talbot, Tulsa exhibitor, not to be nervous. Whether it was changing letters on the mobile oil derrick or squinting at the crowd waiting to see the show, Coleman had a word for it: "Terrific." Boom! Hedy! "Terrific!"



Abet Almeda Bow—

As the Almeda, newest Interstate Circuit unit, opens in Houston. At the left is Mayor Holcombe, apparently quite intent upon his remarks to the radio and theatre audience. Enjoying the proceedings is R. J. O'Donnell, Interstate general manager.

South Dallas Kids Now Have a Pool

DALLAS—Variety's gift to the kids of south Dallas—a $20,000 swimming pool in Sullivan Park—was dedicated and presented to the youngsters last Saturday in fitting ceremony. Within a few minutes, the water was dotted with grateful youths, many of whom previously hiked away to gravel pits for this type of recreation.

Presentation to the city of Dallas was by Chief Barker R. J. O'Donnell. Mayor Woodall Rodgers accepted with a dedication to "the health, happiness and spiritual welfare of south Dallas children."

Variety members lined the pool as their gift—one of the biggest charitable gestures in Variety's local history—became a reality. Nearly half of the cost was realized from the Turtle Derby of two weeks ago.

The pool's dimensions are 105 by 40 feet. It is of blue tile with the water lighted from below and above. Bath houses with dressing rooms and lockers are provided in a neat modernistic brick building.

One boy, in a "panic" to hit the water, objected when he was told to get under the shower before jumping. "What's the difference?" he wondered. "The water in the swimming hole will get you just as clean and quicker than the shower."

A Packed House for Opening of Almeda

HOUSTON—The 1,000 seats of the new Almeda, Interstate's 13th theatre in Houston, were packed for its opening last Friday.

Approximately 5,000 persons jammed around the theatre for the ceremony held before the initial film presentation. Large quantities of fireworks were set off in an adjacent lot, and music was supplied by Cliff Drescher's Cowboy Band.

Dedication of the Almeda was conducted from the stage by R. J. O'Donnell, Interstate vice-president who came here for the opening from his Dallas headquarters. Mayor Holcombe, representing the city, recalled he had attended the openings of Interstate's 12 other theatres in Houston. To which O'Donnell optimistically replied: "We are just keeping step with the growth of Houston, and I have no doubt that some day, because of that growth, we shall have 39 theatres here."

Introduced to the audience by Bob Kelley, the circuit's local publicist, were visiting showman and prominent civic and political figures in attendance. Kelley also emceed the entire proceedings.

Among those present were: Frank Starz, Interstate publicity head, Dallas; Eddie Collins, San Antonio city manager for the circuit; Paul Short, National Screen Service, Dallas; Eddie Bremer, dean of Houston showmen; Raymond Willie, assistant to O'Donnell; Al Lever, in charge of local Interstate houses; Steve Brody, producer of fight pictures; B. C. Gibson, UA; Jack Underwood, Columbia; Lafe Pfeiffer, in charge of Interstate screen advertising; J. H. "Jake" Elder, Interstate maintenance supervisor; C. C. Hoover, purchasing agent for the circuit; Ted DeBoer, auditor, and Paul Scott, an Interstate partner in Dallas.

Tommy Howell, manager of the new house, made the welcoming address, and the ceremony wound up with the audience singing "The Star-Spangled Banner."

The theatre, built by the George P. O'Roarke Construction Co., is done in an attractive modernistic design. Facade is of tile in emerald green and peach, while inside, pastel shades are employed in decoration. The foyer is tinted in soft green and the walls of the auditorium are in mulberry, harmonizing with maroon curtains. Lighting throughout is indirect.

Interstate will operate the house on a partnership arrangement with I. B. Adelman.

War Issues Leave Patrons Indifferent in Dallas

DALLAS—Little response is forthcoming from the public on war issues as they find their way onto theatre screens. This was the case at the Palace the other night as newsreel shots of Lindbergh and Gen. John J. Pershing flashed on the screen. However, a veterinarian demonstrating new methods for correcting broken bones in dogs, was loudly applauded.

Defense Program a Boon to Theatres

DALLAS—Increased payrolls for Texas as indicated in an official report from Austin of contracts already let in the U. S. national defense program, are looked upon as a certain boon to theatre receipts in the localities affected.

Contracts totaling $7,807,701 were let to Texas firms from June 13 to July 17, according to the report. A ship yard at Beaumont was awarded nearly $4,000,000, Galveston received $141,965, and a Waco company got an $8,000 order for army cots.

San Antonio received a construction contract for $400,000, with an additional $400,000 to be spent at Camp Stanley, $990,000 at Kelly Field, and $708,000 at Brooks Field.

Other contracts were distributed at San Antonio, Houston, Dallas and other larger Texas cities. One contract for $107,734 went to a mattress company in Taylor.

Leon to Rebuild

CROWELL, TEX.—H. S. Leon is rebuilding the Rialto here which was badly damaged by fire a short time ago. He has purchased new seats and other equipment for the project.



RKO Their Host—

Clarence Walker (left) of the Shaw Theatre, Quincy, Fla., and a friend, visit the RKO Exhibitors' lounge in New York.

A Press Party

DYERSBURG, TENN.—The Francis Theatre, owned by Crescent Amusement Co., Nashville, and managed by Jack Marshall, entertained all correspondents of the local newspapers in Dyer county at a theatre party in the Francis Saturday afternoon, August 10.





At Warner Trade Show—

Texas theatremen assembled at the Melrose Theatre in Dallas for the screening of Warner's "The Sea Hawk." Upper photo, left to right, Doak Roberts, Warner Dallas branch manager; Paul Scott, Interstate Theatre manager; D. J. Hightower, Ft. Worth exhibitor; Lynn Stocker and R. I. Payne, Griffith Amusement executives. Front—Billy Morrow, Dimmitt exhibitor; Hiram Parks, Warner salesman. In the lower photo, left to right, are Lehman Marshall, Terrell exhibitor; again Paul Scott; Oscar Karnes, circuit operator; P. K. Johnston, Interstate head booker; again D. J. Hightower, and Harry Sachs, Interstate booker.

"Round the Mountain" Bows in Nashville

NASHVILLE, TENN.—In the Tennessee hills they call it "layin' down a gap" when they must make an opening in a rail fence to let some sort of animal through. Manager Charles Amos did just that for "Comin' Round the Mountain" at the local Paramount last night. Sometimes this "laying down a gap" is maliciously done and the whole neighborhood is roused in an effort to get the animal back behind the fence. This may happen in the case of Paramount's new Bob Burns and Una Merkel production, 'Comin' Round the Mountain" which was viewed by a capacity house in its world premiere.

Manager Amos and Clinton Bolton, of the Paramount publicity staff, did a swell job of promotion, which was built around the personal appearance of Robert Preston, Susan Hayward, and Jerry Colonna, of Hollywood; and Pat (Uncle Ezra) Barrett and Bill (That-Ain't-the-Way-I-Heerd-It) Thompson of the networks. This led to the regular broadcast of the Camel cigarette program by Uncle Ezra and his company from the Paramount stage as an opener for the premiere. This was followed by the personal appearances of the stars and the exhibition of Bill Thompson's radio characterizations. Incidentally, as a fitting comment on his part in the picture, Pat Barrett told the national hookup about how many of the vaudevillian comics are now in pictures such as "Comin' Round the Mountain."

Surprises are anticipated in a premiere and the audience of Tennesseeans really got one when the first scenes of "Comin' Round the Mountain" flashed on the screen. Brows wrinkled. A murmured question swept from orchestra to gallery, "who in the world are these strange creatures?" And then the tension eased completely as a whispered answer came: "Paramount producers have been reading *Esquire* and these are slight animations of Paul Webb's hillbillies."

Anyway the gap has been laid down and the animal is out. The reception it gets on the outside remains to be seen.—P. R. R.

Paramount Players At Nashville Bow

NASHVILLE—A number of Paramount players were here last Saturday for the world premiere of the Bob Burns hillbilly musical, "Comin' Round the Mountain," at the Paramount Theatre.

Robert Preston and Susan Hayward, Paramount stars, and Jerry Colonna, who has a leading role in the production, flew in from Hollywood to participate in the festivities, the trio being met by Pat Barrett and Bill Thompson, "Uncle Ezra" and "Old Timer" of the radio, both of whom appear in the picture.

Highlights of the celebration were two national broadcasts featuring the premiere, a "glamour boy" and "glamour girl" contest, a parade and rally in War Memorial Square, and a uniformed band contest with entrants from Tennessee and adjacent states.

MEMPHIS

H J. YATES, chairman of the board of directors, and J. R. Grainger, president and general sales manager of Republic, were in Memphis for a sales meeting at the Peabody Hotel August 15. Among those at the meeting: A. C. Bromberg, franchise holder and his managers: Henry Glover, Atlanta; Cy Dillon, Charlotte; Harold Laird, Tampa; Leo Seicshnaydre, New Orleans; W. M. Snelson, Memphis, and Merritt Davis and Lloyd Miller, Memphis salesmen; W. W. Underwood and Claude Ezell, franchise holders in Dallas, with Loyd Rust, branch manager; Sol Davis and Morris Loewenstein, franchise holders in Oklahoma City.

K. H. Kaver of Booneville, Miss., advises his new house at Hernando is practically completed, and will be ready to start operation within the next couple of weeks . . . Ernest Fox, assistant manager at Loew's State, is vacationing in St. Louis . . . Eric Landau, assistant manager at the New Malco, is spending one week at Ozark Beach, Mo., and one week in Chicago.

M. S. McCord and M. J. Pruniski of the Malco Theatres, Inc., N. Little Rock, were en route to Memphis last week when their car skidded on the wet pavement and turned over. Both were badly bruised, with a couple of fractures. Louie Haven of the Imperial in Forrest City drove them back to N. Little Rock. The latest report is they are recuperating nicely.

K. K. King, Commonwealth booker, was back on another of his periodical booking trips, and as usual spent a couple of days on the Row. Mrs. King, and his two children, Jimmy and Jackie, accompanied him on this trip.

Exhibitors seen along the Row: Joe Jones, Ritz, Aberdeen, Miss.; R. L. Osborne, Harlem, Belzoni, Miss.; C. W. Tipton, New Manila, Ark.; Miss Emma Cox, Gem, Osceola, Ark.; Ben F. Diggs, Princess, Paris, Tenn.; Mrs. Leila Flippin and daughter, Juanita Williams, Grand, Cardwell, Mo.; Norman Fair, Fair, Somerville, Tenn.; Mr. and Mrs. P. E. Morris, Honey, Indianola, Miss.; R. B. Gooch, Ritz, Selmer, Tenn.; G. H. Goff, Rustic, Parsons, Tenn.; W. O. Taylor, Uptown, Dresden, Tenn.; Ray Morrow, Liberty, Malvern, Ark.; Gordon Lee Hutchins, State, Corning, Ark.; Charles Collier, Globe, Drew, Miss.; Mrs. J. C. Noble, Temple, Leland, Miss.; Mrs. H. G. Brewer, Savoy, Clarksdale, Miss.; Mrs. M. B. Steger, Palace, Tunica, Miss.; John Shannon, Maxon, Portageville, Mo.

Eula Miller, cashier at RKO, is vacationing on the gulf coast . . . A. D. Hickel, of National Screen Service, is back after a couple of weeks at Rockaway Beach, Mo.

Ben Kalmenson, Warner's southern and western sales manager, together with James Winn, district manager, held a sales meeting with their local force this past week. Homer Hisey, branch manager, and Al Moore and Tony Carruth, salesmen, attended.

Congratulations are in order for the Jimmy Prichards on the arrival of a seven-pound boy at the Methodist Hospital Wednesday, August 7, who has been christened James Pillow Prichard. The Prichards have another son, who just celebrated his fourth birthday. Jimmy is Universal's branch manager . . . Among other vacationists on the Row are: Virginia Gardner of NSS, who is going east to Asheville, N. C.; while Thelma Shide, biller at Republic, spent her leisure hours on the golf course . . . Cliff Wallace, branch manager Ross Federal Checking Service, is busy these days completing negotiations for his newly purchased home, in order that he may get his family moved into same before September 1.

W. A. Finney, Loew's southern district manager, spent a couple of days in Memphis, with Col. Cecil Vogel, skipper at the State, and R. M. Kilgore of the Palace . . . The Variety Club was the scene of the branch manager's dance Saturday night, when some 300 people danced to the music of Andy Anderson's orchestra. Many prizes were awarded for various performances, but the highlight of the evening was the jitterbug contest, with Mrs. Leila Flippin, exhibitor of Cardwell, Mo., and Ben Jordan, Universal salesman, walking away with the prize.

Dorothy Head of NSS is recuperating after a recent emergency appendectomy . . . Jimmy Rogers, Columbia branch manager, held a trade screening on "He Stayed for Breakfast" Sunday, August 11, at the Strand. Approximately 500 people attended.

G. W. Haynes, president of Strand Enterprises, Inc., who has been ill for the past several weeks, and who for the past ten days has been in the Methodist Hospital, has been moved to his home. The latest report is that his condition is somewhat improved. Richard Bryant, his right-hand man, is carrying on for him during his absence.

Lyle Richmond advises he is well pleased with the results of the opening of his new theatre in Campbell, Mo. . . . Walter Parham, of the Holly at Holly Springs, Miss., has purchased a new home in Memphis.

Al Henderson of "Dixie Doin's" fame dropped by for a short visit . . . Don Prince RKO's publicity man, has written a novel, entitled "Tom," which is just off the press . . . C. P. Lester, NSS district manager, was a recent Memphis visitor . . . Helen Huff (Mrs. Woody Wilson), who was secretary at Republic for a number of years, is the mother of a baby girl.

Wanger Is Due in Dallas First Part of September

DALLAS—Walter Wanger, UA producer now touring the country, will arrive here the first or second week in September, according to word from John LeRoy Johnston, his publicist who is handling the tour. The Dallas stop will be made just before the producer returns to Hollywood.

Wanger, who is contacting leading exhibitors throughout the country, while here will speak before the Variety Club. Johnston, once publicity and advertising director for the old Southern Enterprises about 20 years ago, will accompany Wanger.

Assignment for Pidgeon

HOLLYWOOD—Walter Pidgeon has been assigned a role in Metro's "Flight Command." The studio has also handed the actor a new term contract.

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OKLAHOMA CITY

PAUL RICE, formerly assistant at the Midwest, has been transferred to the Criterion to aid Bert Stern, new manager. Kenneth Knight, formerly at the Plaza and Ritz as assistant, has been transferred to the Midwest, downtown, in the same capacity. E. A. Patchen, formerly assistant general manager of Standard Theatres here, is reported to have accepted a position with T. B. Noble jr., general manager of Westland Theatres of Colorado and Nebraska.

Emery Austin, assistant general manager of Ralph Talbot Theatres of Tulsa, is reported on vacation . . . Tom Nash, projectionist at the State here, is taking six months leave of absence to go to the Missouri Ozarks for his health . . . Wendell Phillips, assistant shipper at the Warner exchange, is in Pitkin, La., attending a national guard camp . . . Harry Lawrence of Madill, Okla., recently purchased some seats, an air conditioning system and heating equipment for his new Majestic.

Wayne Brenkert, sales manager for the Brenkert Light and Projection Co., Detroit, was in town for three days visiting local dealers . . . B. J. McKenna, general manager of the Griffith Amusement Co., was out of the office several days for a tonsillotomy . . . Mr. and Mrs. I. G. Killough, Griffith circuit partners in Ada, left on a six-week trip to the Pacific northwest . . . The Dunkin, Cushing, Okla., operated by the Griffith circuit, is now undergoing a face lifting . . . Harry Loewenstein, president of Loewenstein Theatres, Inc., of Ardmore, Okla., left recently for a month of California with his family.

Joe Estes, in charge of the special trailer department of National Screen Service, was in town from Dallas calling on clients and went on to Tulsa from here . . . Charley Rook, who is building a 1,000-seat house in Montgomery, Ala., pinch-hitted for his brother, Elmer Rook, by operating the Rook at Cheyenne, Okla., for two weeks while his brother vacationed. Elmer recently purchased a cooling system for his house at Cheyenne.

The world premiere of "Cherokee Strip," with motion picture stars as guests, may be an added attraction at Ponca City's Cherokee Strip celebration, September 16, on the 47th anniversary of the run. Florence Rice and Richard Dix, stars of the picture, have been invited to attend. The film was made by Paramount.

Dorothy Lane, receptionist at 20th Century-Fox, now Mrs. Harold Netherton after a recent marriage, tells us her husband has passed the state bar examination and set up a law office in the Braniff building . . . A stag party was given by Rex Graham, manager of Junior Munsell, the prize-fighter, for Clyde Marker, assistant booker at 20th Century-Fox, who was married August 10 to Marie Huckaby, State cashier.

The Griffith Amusement Co. this week begins roadshowing "When the Daltons Rode" in Oklahoma cities and towns. A Neon-covered ballyhoo truck and special lobby displays are part of the campaign . . . The Criterion, Griffith house at El Reno, Okla., operated by E. R. "Red" Slocum, Griffith partner, is closed for remodeling. The house will be renamed the Rocket after the Rock Island train which runs through El Reno on its north and south trip. The Criterion is an 800-seat house playing first-runs.

Vivian Wallcrest, Republic exchange, is back from her vacation and Elisabeth Nolan, of the same office, has returned to work after a few days' illness . . . Bob Pfotenhauer, State manager, returned from Riverton, Mo., with an Indian red complexion acquired on a vacation devoid of film entertainment. Bob looks like he absorbed every bit of the sun's rays he could while in the Missouri Ozarks . . . Mrs. Bert Stern, wife of the Criterion manager, will continue her husband's former duties of theatrical and concert manager for the Shrine and Oklahoma City municipal auditorium. Bert is now busy with the Criterion management and, in addition, has charge of advertising for Standard Theatres' eight houses here . . . A. J. Lynn, formerly assistant manager of the Midwest, was married last week to Sherril Gilland.

Columbia Preview

DALLAS—The Melrose on Monday trade screened Columbia's "He Stayed for Breakfast."

Popcorn Seasoning

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Perceive Threat in Drive-Ins' Growth

MEMPHIS, TENN. — Although drive-ins have reached no further in Tennessee from the west than Memphis, this type of entertainment is appearing a serious threat. A veteran showman such as M. A. Lightman of the Malco circuit, has decided that the drive-ins are serious competition and he plans to build motor show houses of his own in Memphis and Little Rock. Announcement of drive-ins in Nashville and perhaps Chattanooga are expected any day.

Memphis Open Air Theatre showing stage plays nightly during the summer season is probably cutting film attendance more than any other competition. Motion picture theatremen believe drive-ins will head this off.

E. A. Patchen to Colorado For Westland Theatres

OKLAHOMA CITY—E. A. (Pat) Patchen, until recently advertising manager for Standard Theatres, has been named manager of the Chief in Pueblo, Colo. The house is a unit of the Westland Theatres chain in Colorado, managd by T. B. Noble jr., owner and operator of the State here.

Patchen was formerly employed in Pueblo by Paramount and the Standard division operating theatres in Colorado. He came here in 1938, served as manager of the Criterion and Midwest, and later became advertising manager for the chain and assistant to Walter B. Shuttee, general manager.

625-Seat Negro Theatre Planned in Memphis

MEMPHIS, TENN.—A new, 625-seat theatre for Negroes, to be located on the northwest corner of Georgia and Mississippi Avenues, to serve the Wm. H. Foote Homes, Negro low-rent housing project, is planned by Marx & Bensdorf, real estate agents, representing an unknown party. Raymond B. Spencer is the architect and H. A. McGuire & Co. is general contractor, both of Memphis. The cost is estimated at $35,000.

Crow Is Adding Balcony

LEONARD, TEX.—A 150-seat balcony is being added by L. B. Crow to the Aztec.

She Comes South to Get a Surprise

Dallas—The mother of W. J. "Dutch" Cammer, Monogram booker, was visiting him from New York. Part of her entertainment was a visit to the Majestic. When the picture was over, she turned quizzically to "Dutch" and asked, "What, just one feature?"

DALLAS

EMIL GEORGE, operating the Dixie for colored in Port Arthur, suffered about $400 in damages to his theatre as the result of a hurricane that swept through the town a few days ago. He was here Monday booking and buying equipment to replace the damage . . . L. M. Threet, operating the Texan at Livingston, was in town visiting along the Row.

A. M. Riley, owner of the Castle, Logansport, La., and L. G. Tomlinson of the Palace, Timpson, were on the Row together Monday. Riley is also owner of the Newtex at Newton, Tex.

R. J. O'Donnell, general manager of Interstate, left for New York immediately after ceremonies at the Variety swimming pool dedication, to complete film buys . . . Barry Burke, formerly with Paramount theatres in Texas, has been a Dallas visitor from Minneapolis.

H. S. Leon was in town Wednesday winding up details for reopening of his Rialto at Crowell, recently damaged by fire . . . Oscar S. Oldknow, southern and western division manager for National Theatre Supply with headquarters in Los Angeles, was here for a periodic visit with J. I. Roberts, manager of the Dallas office.

Mr. and Mrs. Thompson of the Mecca, Jacksboro, were here booking . . . P. V. Williams of Munday, and his family, have been visiting Williams' father, who lives in Tennessee.

Willard Barnes was in town Wednesday on his bi-weekly visit to exchanges . . . S. G. Howell is back in Dallas after a trip to his home town, Atlanta, Ga. . . . J. B. Underwood, Columbia branch manager, is back from New York where he went to assist in closing circuit deals.

Harry Sachs of the Interstate booking department went up to Waukegan, Ill., for a visit in his home town. Harry is a cousin of Jack Benny, who is also a Waukegan native . . . Miss Bonnie Long of the Variety Club office and Mrs. Elizabeth Hawley of the Monogram exchange, are back from an overland vacation in Mexico City. They say they will go again next year.

Dale Wilson, Eltex, Elgin, and Johnny Blevins, Majestic, Dublin, were among the week's visitors . . . A. P. Brashear, general manager of American Desk Mfg. Co. at Temple, is in a hospital there following an appendicitis operation.

Ringling Circus to Tour Texas Next Two Months

DALLAS—Dates for the Ringling Bros. circus appearances in Texas, considered a good idea to be marked on exhibitors' booking charts, are set here for September 24 and in Fort Worth a day earlier. Other Texas cities and larger towns will be visited during September and early October.

Consent Decree Takes Cole to Washington

Dallas—Col. H. A. Cole, president of National Allied, left Sunday for Washington and from there may go to New York before returning here. The trip, it is believed, is in connection with the proposed consent decree in the government suit.

19 Grand National Films To Be Handled by Sack

DALLAS—Alfred N. Sack, head of Sack Amusement Enterprises, has closed a deal with the receivers of Grand National whereby the Sack organization will complete distribution in the Dallas and Atlanta territories of 19 features formerly released by the defunct company.

Included are two James Cagney features, two Stuart Erwin comedy dramas, six Tex Ritter westerns, two Ken Maynard westerns, and seven action melodramas. This product will become available immediately.

Sack also closed a deal for the reissue of the Paul Robeson production of "Emperor Jones."

Second Range Buster to Premiere in Abilene

DALLAS—Release No. 2, as yet untitled, in the Range Buster series produced for Monogram by George W. Weeks, will be premiered at one of the Interstate theatres in Abilene early this fall, according to John Franconi, local franchise holder.

The picture with Corrigan, Terhune and King, also features Rex Felker, Texas trick roper and rider who hails from the Hardin Simmons Cowboy Band aggregation.

NEW ORLEANS

W. H. PREWITT, local representative of American Desk Mfg. Co. of Temple, Tex., returned from a business trip through the southeast. He is optimistic as to business conditions this fall . . . Tony Demharter, manager of the Peacock, ambled down on the Row the early part of the week leaving some nice orders at various booking desks . . . "Snow White" has been booked for the Liberty . . . Vic Meyers of the Orpheum returned from Hollywood pleased with the California climate.

The Cortez is now offering a pound of coffee to lady patrons . . . The kid comedies, with local talent, sponsored by United Theatres, are a real success . . . A local coffee company is packing coupons in their product good for five cents at 20 independent theatres . . . Labor Day being a legal holiday, exchanges are urging theatremen to buy early for that date.

The New Variety, formerly the old Dauphine, is closed for the summer . . . Work is being rushed on the new United chain house in Algiers. It is expected the house will be ready for opening early in the fall . . . C. P. "Casey" Jones, at one time theatrical editor of the *Times-Picayune*, who is in Mexico for his health, writes the climate there is doing wonders for him. He expects to return here before the first of the year.

F. F. Goodrow of Atlantic Films returned from a trip upstate . . . Edna Lux of Columbia is enjoying a well earned vacation . . . Manager Gordon of the Gem, Westwego, La., is building a second house there to accommodate the steadily growing population of that thriving little suburb. It will open in the early fall . . . A. M. Spiller jr. is the new skipper of the Avondale at Hackberry.

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New Admission Tax Tickets Printed to Order.

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"Fair Treatment and Adequate Service Always"

408 S. HARWOOD DALLAS, TEXAS

ATLANTA

VISITORS: Mr. and Mrs. W. J. Collins, Toccoa, Ga.; Mr. and Mrs. Fred Weis and son, Albert, Savannah, Ga.; Mike Carmichael, Bibb, Macon, Ga.; Carl Mott, Florida, Miami, Fla.; John Gaither, Heflin, Heflin, Ala.; Ernest Ingram, Ashland, Ashland, Ala.; Mrs. Cowan Oldham, Cumberland Amusement; Russell Parham, Princess, Nashville; R. P. Higginbotham, Lyric, Pell City, Ala.; Aubrey Gay, Al Dun Amusement, West Point, Ga.; T. B. Wylie, Drive-In, Johnson City, Tenn.; Hammond Green and Col. Thomas E. Orr, Albertville, Ala.; Glover Johnson, Cherokee Center, Center, Ala.; Clyde Sisson, Tallasse, Ala.; D. R. Reagan, Roxy, Selma, Ala.; W. L. Parker, Atlantic Pictures, Charlotte; R. O. Jeffress, Modern Theatre Seating Service, Charlotte; J. E. Stroud, Circle, Social Circle, Ga., and Ellison Dunn, Donaldsonville, Ga.

J. U. McCormick is back in town after a trip to Tennessee . . . Mrs. Linda Burnett, transferred from Metro booking to the contract department, is replaced by Louise Brannon. Added to the accounting department is Rufulyn Bachelor.

Helen Hardy, BOXOFFICE correspondent, is vacationing in Florida . . . James Harris, who resigned as shipping clerk at Theatrical Printing, has been replaced by Bishop George, formerly with Poster Exchange . . . Vacationists include Clyde Samples and Mamie Feckoury, Columbia; Mrs. Mary Will Guest, 20th Century-Fox; Tom Lucy and A. B. Padgett, M-G-M, and Paul Stevens, head shipping clerk at Universal.

Charlie Rook was on the Row to complete plans for his new theatre in Montgomery which he will open the latter part of October . . . Sam Moscow, district manager for Columbia, went to Boston to attend the wedding of his daughter, Sally Mildred, to Arnold Daniels, August 17.

Charlie Carr was in Columbus, Ga., several days on business . . . Mr. and Mrs. M. L. Morris, who recently opened the Dream, Collins, Ga., were in town booking . . . Dan Coursey, booker at 20th Century-Fox, will marry Lois Summerour, August 24.

750-Seat Suburban Unit Being Built by Bogos

AUGUSTA, GA.—Sam Bogo and his brother Jack are building a 750-seat suburban theatre here. Wilkin Theatre Supply, Atlanta, and Bryant Theatre Supply, Charlotte, have been awarded equipment contracts.

For the past eight years, Sam Bogo managed H. B. Ram's Carolina in Batesburg, S. C.

Build Profits—Patronage With
PARAMOUNT PREMIUM CO.
IKE KATZ, Sales Mgr.
P. O. Box 1506 Washington, D. C.

Havoc by Floods in S. W. Louisiana

NEW ORLEANS—Thousands of dollars were lost by exhibitors in southwest Louisiana and exchanges serving that area as a result of the recent floods that swept the territory.

In Crowley, water from two to four feet deep covered the town, suspending all business and rendering 10,000 people homeless. The sugar cane crop was destroyed by the heavy winds, and the cotton and corn crops also were heavily damaged.

Among other towns inundated, or partially flooded, were New Iberia, Abbeville, Lafayette, Rayne, Kaplan, Scott, Erath, Delcambre and Gueydan.

It will probably be at least a month or six weeks before normal business is restored.

CHARLOTTE

RALEIGH THEATRES, INC., will open the Raleigh, Raleigh, a new theatre, August 24. J. D. Boldridge will manage. The house will cater to the colored trade . . . Mrs. J. T. Gibson of Laurinburg will open the Gibson soon. National Theatre Supply furnished booth equipment and lighting.

J. B. McIntyre of Raeford was a visitor. He operates the Raeford . . . Ruth Hardin of the National Theatre Supply office is on her vacation.

Louis Charninsky Wins Battle With Pneumonia

DALLAS—Louis Charninsky, Elm Street manager for Interstate, is now at home, 3644 Southwestern Boulevard, after several weeks in the hospital, where he won a battle with pneumonia. After a little more rest, he will again be seen almost any time in front of the Capitol and Rialto.

Invite to Opening

DALLAS—Invitations were received here from "The Sparks Family" for the opening Thursday night of their new Sparks in Cooper, Tex.

To Open in Mid-October

AIKEN, S. C.—The Little Patricia, a second run, will be opened here the middle of October by H. B. Ram, who also has the local Patricia.

A Musical to Republic

HOLLYWOOD—"Barnyard Follies," a musical by Robert Shannon, has been purchased by Republic as an Armand Schaefer production.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

MIAMI

COMPLETED and open for public inspection Sunday was the handsome new Seminole at Homestead. This modern new theatre for the Redlands district replaces J. W. English's old Seminole which was demolished by fire this past March. English who has a number of varied interests throughout the southern part of the country, has a particularly spirited three ringed circus on his hands just now with the new theatre opening, with his Persian limes ready for picking and with a building boom in process in Homestead.

Through Miami via the airlanes last week was John Boles who took off from the PAA base at Dinner Key on the Rio clipper to fill a number of South American concert engagements.

From cashier's box to court was the lightning change act requested recently of Janet Kemp, cashier at the Hollywood. Officials conducting an inquest sent her scurrying for a substitute cashier when they demanded her assistance in getting transcriptions of witnesses' testimony.

Paul Robinson, manager of the Sparks theatres in Hollywood and past commander of the American Legion post there, is representing the Hollywood Kiwanis Club on the executive committee of the newly organized Home Guard unit being organized in Broward county.

New Montgomery Nabe to Be Headed by Wilby

MONTGOMERY, ALA. — A neighborhood theatre will be erected soon in the business area at Cloverdale Road and Fairview Avenue, and leased and operated by Alabama Theatres, Inc., headed by R. B. Wilby.

William J. Okel, architect, said the operators hoped to have the house open to the public by January.

Herbers' Father Dies

DALLAS—The father of Ernest and Bruno Herber died last Sunday in Austin where he lived. Burial services were held there the following day. Only a week before, the brothers were in Austin to help celebrate their father's 82nd birthday.

Correction

DALLAS—In an Adams Film Exchange advertisement last week announcing "The Lone Rider" series, the title appeared correctly in two places, but a third reference to the group appeared incorrectly as "The Lone Ranger."

Sound for Nassau, Bahamas

MIAMI—Mitchell Wolfson of the Wometco circuit has purchased RCA sound for the Nassau at Nassau, the Bahamas.

Walker Visits Gotham

QUINCY, FLA.—Clarence Walker, supervisor of the Shaw and Roxy here, has been visiting in New York.

AUSTIN

BOXOFFICE (the Paramount turtle, not the magazine) ran in the money in the Interstate Employes Futurity at Dallas, and as a result these 15 Paramounters all shared in the $100 heat money: Louis Novy, Bobbye Meredith, Dick Waite, Travis Mills, Byron Speckels, Will Roddy, Bob Hopkins, Maurice Haber, Euel Phillip Ischy, Brock Baxter, Jesse Barr, Harold Eichenbaum, Dorothy Warren, Burt Hammer and Ferd Sebastian.

The Great Lester's spook show was to share the bill with "Gold Rush Maisie" at the Paramount's midnighter, August 17 . . . They had teeth pulled last week: Bobbye Meredith, Dorothy Warren, Jesse Melinger.

Jesse Barr, Austin business manager of IATSE Local No. 205, is seeing San Francisco and Yellowstone National Park on his vacation . . . Elizabeth Fletcher, Varsity cashier, is sojourning in the deep south for two weeks . . . Back from vacations are Jesse Melinger, Varsity manager; Mose Macow, State skipper, and Sadye May, Paramount cage girl.

Deen Hebert, State cashier, is at the beside of her ailing father in Crystal City, Tex. . . . Howard Bland is building a 750-seater in nearby Taylor, Tex. Howard Hoke will manage the house when it is completed . . . Les Carpenter, amusement editor of The Summer Texan, *writing a sports story for the heck of it, and just can't keep film allusions out of his work for the life of him.*

Bill Hellums, otherwise known as headman of the Capitol, is serving as city Interstate manager during the vacation of Louis Novy . . . Raymond Wood is teaching astronomy, of all things, at a boys' summer camp . . . Jeff Wolfe of the Queen service staff is trying to improve on nature these days, according to rumor.

Attention, Central Texas showmen: Send your news items and personals for publication in BOXOFFICE *to Eddie Cope, University Station, Austin, Tex., and see what happens. There's no charge or obligation for this service, of course.*

Charlotte Theatre Bldg. Has New Proprietor

CHARLOTTE — The Charlotte Theatre building has been purchased by Word H. Wood, president of the American Trust Co., at a price approximating $50,000.

Wood has purchased the property as an investment. It is leased to the Charlotte until July, 1943.

Booking Colored Feature

ATLANTA—Dixie Film Exchange has set a precedent in successfully booking "Mr. Washington Goes to Town," a comedy feature with an all-colored cast, into white theatres. It is now playing the Waters circuit in Birmingham.

Yearbook Is Issued by Dallas M. P. Council

DALLAS — The Dallas Motion Picture Council, composed of club women and headed by Mrs. Clarence Echols, has issued its yearbook which includes a list of "meritorious" pictures and presents a statement of purpose of the organization by Mrs. Echols. The council screens all pictures and its findings are passed along to the public.

Pictures for which special support is urged include "The Great Victor Herbert," "Pinocchio," "Young Tom Edison," "Rebecca," "Edison, the Man," and "The Mortal Storm."

Part of Mrs. Echols' statement on behalf of the council, follows:

"Together we must continue to work for a rising standard of motion picture quality, and for the continuance and increase of those themes and treatments which have made the American picture a true product of democracy.

"For the proper emphasis on our screens of the theme of Americanism, by pictures that present the strongest measure of hope in their portrayal of stories of success attained through perseverance and sacrifice.

"For pictures treated with realism drawn from life, of the problems of the average man and woman among the rank and file of the people presented in simple terms without exaggeration, that show the every day process of American family life with their portrayals of character that gives fresh courage to countless millions.

"For pictures including shorts and travelogue, which dramatize the home life and habits, the customs and cultures of all the nations and races, treated with sympathy and fidelity to historical facts because they serve a real world audience."

W. B. King Gets $3,000 Contract From Houston

DALLAS—Contract has been let to W. B. King for a $3,000 remodeling job on the Trinity Theatre by H. C. Houston, owner. Front of the building will be built up 10 feet.

Houston bought the Trinity several years ago from C. V. Caver. He is the father of Neal Houston of 20th Century-Fox, and of Clyde Houston, with M-G-M.

Have Theatre Plans

MCCOMB, MISS.—Lloyd Royal and Monte Hance have completed plans for the new theatre they will build here in the Quin building. They are presently taking construction bids. Hance will manage the theatre upon its completion.

Son to Van Doeren

TULSA, OKLA.—It's a boy the stork brought to the family of C. A. Van Doeren, local Altec service engineer.

SANTONE

VISITORS: Jim Landers, former manager of the Aztec, was in to see his folks. He is now working out of Dallas for a supply house . . . Barry Kroeger, Hollywood scenarist, was among the recent callers at El Jardin . . . Nick Moret, New York, is vacationing in Santone.

The stork left a girl at the Julian Amols' household, August 3. Father is owner-operator of the Royal, Negro nabe . . . Bob Nelson, assistant house skipper of the Majestic, trained out Saturday for a three-week vacation stay on the west coast . . . Jack Silverthorn, assistant head-man at the Uptown, back from his vacash in Hopkins, Ky.

"Crossroads of America," a scenic pictorial, sponsored by the city of San Antonio, was exhibited at the Majestic as an added attraction . . . Ruth Gallagher, the Texas cashier, off to the hill country and then the Gulf Coast to spend her two weeks . . . Eric Brendler, Palace assistant boss, plans to fish and swim in the Guadalupe River while on his leave.

Polly West, onetime Chicago airline stewardess, is back on active duty, this time as personal secretary to Kendall B. McClure, KTSA assistant news editor-commentator . . . Local music critics tell us that Dick Ketner is doing some nice work on that electric guitar in the "Sis" Hopkins orchestra. (He is yours truly's nephew).

Herman Pure, State chief of service, and James Sollock, assistant chief usher at the Aztec, have returned from their four-day motor trip to Memphis . . . The Cameo, colored house, has started a kid matinee. This theatre also admits free all Negroes over 65.

W. C. Finch to Manage New Jenkins Exchange

DALLAS—The new exchange just opened here by John Jenkins to distribute all-Negro films and westerns, will be in charge of W. C. "Bill" Finch, Jenkins announces. Finch previously booked for Warner and Monogram here. Ted Malone will sell the westerns.

To Rebuild Orphic

COLUMBUS, TEX.—The Orphic, recently destroyed by fire, now is being rebuilt by W. A. Stuss, resident exhibitor, and Rubin Frels of Victoria, who books the house.

New Equipment for State

STAMFORD, TEX.—RCA sound and booth equipment have been ordered for the new State, being built here by the Stamford Theatre Co.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

SO MUCH . . . FOR SO LITTLE . . .

Mansfield, Ohio,
July 25, 1940

BOXOFFICE,
4804 East 9th St.,
Kansas City, Mo.

Gentlemen:

I have been receiving Boxoffice regularly now, thanks to your very kind service. I have missed only one copy of the magazine, which is the June 22, 1940, issue and I hate to miss even ONE copy of it for I am saving each preview of the new pictures. There is so much valuable information in it that without one copy I am completely lost.

Please send this copy to me and I will pay whatever its cost and the postage on it.

The new Review Digest that you have added to your magazine is tops and I have long waited for such an addition, so now you have EVERYTHING in Boxoffice.

Also please send me some extra pages for my Picture Guide.

I still don't see how Boxoffice can furnish so much convenience and valuable printed matter to the exhibitor for so little in one year.

Very truly yours
R. E. Dickson,
North Lake Park Theatre.

N. B.—The capitals are Mr. Dickson's, the underscoring ours.

That's SERVICE *from* *The Pulse of the Motion Picture Industry* BOXOFFICE

"End Hitler" Drive Yields $716,014

TORONTO—Final figures have been prepared on the "Win the War" campaign of the Canadian motion picture industry under the auspices of the Canadian Picture Pioneers, the feature of which was the holding of a national theatre party to boost the sale of war savings stamps without additional expense to the Dominion government.

The report shows that the amount turned over to the public treasury in the sale of stamps at the theatres on the one night was $716,014 and the number of complimentary tickets issued in exchange for the purchase of at least 25-cent stamps was 596,816. Number of participating theatres was 977, this representing practically all of the active cinemas operating more than one or two nights per week. The average sale of war savings stamps per theatre was $733 and the average purchase of stamps per seat was $1.20, which indicates that the minimum "price" set for an admission to the patriotic shows of 50 cents was lower than it should have been but the purpose was achieved in encouraging a maximum number of persons to start buying the stamps. Moreover, the patrons had voluntarily established a higher admission. The total number of complimentary tickets printed and distributed to the theatres from the Atlantic to the Pacific was close to 650,000 and the actual aggregate attendance was 560,898. This indicates capacity crowds in a great number of situations and this was actually the case in practically all theatres in larger cities and towns.

The final "boxoffice statement" for the whole drive was compiled by H. C. D. Main who performed heroic work in behalf of the campaign over a period of five weeks. Ordinarily, Main is the general supervisor of Hanson Theatres Corp., whose 23 theatres, representing six per cent of the theatres in Ontario, grossed 12 per cent of the total receipts in the province with an average per theatre of $1,845 in stamp sales for the performance.

The top ranking theatres for all Canada in gross sales were, in order, the Strand at Halifax; Capitol, Ottawa; Century, Kitchener, and the Palace of Timmins, in northern Ontario's mining district, the last named reporting sales of $8,026. The Kitchener Century was the leading independent house in the first four. The theatres and film exchanges covered all expenses of the campaign, including film costs, administration and advertising expenses and theatre operations, 100 per cent of the gross stamp sales going to the government coffers.

The Renting of Marquee Signs Yields $30,000

TORONTO—According to a report from the "Win the War" campaign headquarters, $30,000 was realized in the sale of war savings stamps for the government through the special stunt of renting marquee signs to commercial advertisers for the 24 hours before the patriotic show. Credit for the idea goes to Charlie Stephenson, manager of the Century, Kitchener, but Sid Roth of the Revue, Toronto, earned the distinction of selling the marquee space of no less than six theatres, including three important chain units.

Would Augment Methods Of Selling Dominion

OTTAWA—Before the adjournment of Parliament, Sen. C. P. Beaubien, in behalf of the War Cooperation Committee, presented a report in which he recommended that Canada take steps to augment present methods for advertising the dominion and for the dissemination of propaganda to offset the activities of enemy countries. As an immediate move he urged the construction of a 50,000-watt short-wave broadcasting station at a cost of $350,000 with which to combat the direct programs from European stations.

Beaubien recommended the development of various methods which could be used to advantage after the war for advertising and trade purposes in South America and elsewhere and also to educate the foreign-born people who already reside in Canada and who make use of foreign languages. In this connection, there is the prospect of increased production of moving pictures in Canada for use in friendly countries and also in the foreign-speaking sections of the Dominion itself.

IATSE Makes Provision For Members Who Enlist

TORONTO—Members of the Moving Picture Operators Unions of the IATSE who enlist for active service in the war will be guaranteed good standing in the union until they return to civilian life, under a ruling of the International Alliance, it is announced here.

This policy has been adopted for stage hands, electricians and other organized employes of recognized theatres in Canada as well as the projectionists who are associated with International locals.

The practice was followed in the last war and, this time it will be applied to those who undergo lengthy periods of enlistment in Canada under the compulsory service plan as well as to those who have joined up voluntarily with home defense units.

National Exhibition Bans Music of Enemy Origin

TORONTO—Following up the adopted policy of prominent Canadian orchestras and theatre proprietors to ban the playing of German or Italian music in connection with performances or broadcasts, the Canadian National Exhibition, which opens at Toronto on August 23, has announced that no compositions of enemy origin will be played by featured bands or for any shows throughout the grounds. The Exhibition, which extends until September 7, is expected to bring an invasion of tourists from the states who will help to stimulate business for the local theatres after a heated and somewhat quiet summer.

No Action on Revival Of Amusement Tax

TORONTO—The Ontario cabinet held its first meeting in some weeks at Parliament Buildings here, but there was no intimation that the agenda included any consideration of the proposal for the revival of the amusement tax in this province as a war measure. No announcement was forthcoming regarding any session of the legislature in the fall to deal with current developments.

One step which was taken will have some bearing on the theatre business, this being the decision to postpone the opening of all high schools and collegiates in Ontario for one month or until October 1. Previously the fall terms were scheduled to get under way on September 3, the day after Labor Day. This move was taken to enable youths to take part in harvesting operations, farm labor having become very scarce because of enlistments in the armed forces and the employment of transient workers in munition industries. Students will not be conscripted for farm work but many are expected to go to rural districts with the result that attendance at urban theatres may be adversely affected during September.

In normal years, theatre patronage undergoes a distinct pickup at the end of August when families return from summer resorts in time for the opening of school but this influx may be delayed.

Restrictions on Flow of Border Traffic Eased

OTTAWA—The Dominion government has suddenly changed its mind with respect to the stringent restrictions on the flow of routine daily traffic at border points across from U. S. cities which had seriously affected patronage at nearby Canadian theatres, the regulations being eased to the extent of issuing permits to residents who make short trips for business or social purposes.

Among other things, the rules hampered the use of currency by these international commuters but an exception has been made in the case of those who show themselves to be bona-fide residents of the vicinity.

New Castle Opera House Thoroughly Renovated

NEW CASTLE, N. B.——The local Opera House, owned and operated by Mrs. J. V. McLaughlin, has been thoroughly renovated. The program included considerable remodeling of the main floor and balcony, the latter being enlarged to twice its former size. New air cushioned seats in blue were installed.

Contract to Canadian Kodak

MONTREAL—Canadian Kodak Co., Ltd., has received a contract totaling $11,822 from the Canadian ministry of munitions and supply, the Minister, Hon. C. D. Howe, announced.

MONTREAL

AIR-CONDITIONED theatres have had a distinct advantage over their competitors during the past few weeks when high temperatures and equally high humidity have rendered it uncomfortable to be out-of-doors in the city.

Inveterate foe of visiting film stars whom he invariably accused of seeking publicity at his expense, and whom he refused the privilege of signing the city's "Golden Book," Mayor Camillien House, CBE, host to Their Majesties, King George and Queen Elizabeth when they visited Montreal last year, has been arrested and interned for disloyal utterances. The incident should bring a smile to the lips of Gracie Fields, CBE, who, in his ignorance, the Mayor refused to receive at the city hall a few weeks ago when she was here to inaugurate her patriotic work on behalf of the Navy League of Canada —work which the mayor dismissed as "a publicity stunt."

Anxious to obtain a newsreel story of the arrival of the Imperial Airways flying boat *Clare* which reopened transatlantic flights between Britain and Canada, Ross Beesley, Associated Screen newsreel cameraman, maintained a 24-hour vigil all last week. At each rumor of impending arrival, Beesley gathered his equipment and rushed to Boucherville, to return with nothing but a sunburn. Persistence had its reward, however, for, when the seaplane finally arrived, Beesley was there.

Canadian soldiers who are on guard in Iceland, a country of few towns, are enjoying periodical trips to the capital, Reykjavik, where they immediately rush to the theatres which show a fairly up-to-date selection of Hollywood and British films.

Canadians who remember Mary Pickford as "America's Sweetheart" are looking forward to seeing her again in the cavalcade of her early pictures which she will prepare for showing in the Dominion to assist the government in raising war relief funds. She expects to be there, to sell war bonds in aid of the fund. She recalls that during the first Great War she was chairman of the Women's Auxiliary, motion picture division, of the American Red Cross.

Sir Henry Lauder who has made almost annual "farewell tours" of Canada, will do so this year by film. The premiere showing of his new picture, "Song of the North," will be given at His Majesty's on Saturday, August 24. The film will run a week under the sponsorship of the Caledonian Society, in aid of the Canadian Red Cross.

Twentieth-Fox commenced its eighth Kent drive August 11 and the Montreal office hopes to be as usual well up in the running. William Gehring, division manager, New York, and J. P. O'Loughlin, Canadian general manager, Toronto, visited Ed English, province of Quebec manager, in connection with the contest.

Jack Weir, film delivery agent for 20th-Fox, Paramount and several theatres, who has been absent through illness for two months, has returned to Filmrow . . . R. Gouge, of the Cartier, Quebec, and Charlie Magnan, of the Malartic, Malartic, Que., dropped in at Filmrow offices . . . Sol Levitt, shipper for Paramount, is holidaying at Lake Champlain, and Jack Dorfman, RKO booker, also is on vacation.

Stars in Canada at the moment include Gracie Fields, Maureen O'Sullivan, Lucille Manners, Anna Neagle, Richard Greene and Spencer Tracy . . . William Powell, director of "The 49th Parallel," has commenced shooting the first big scenes in Manitoba where his star, Elisabeth Bergner, got into trouble with the Hutterite women for smoking a cigarette, which was snatched from her lips by an enraged Hutterite.

Hollywood will film a book by a Canadian. It is "Brother, Here's a Man," written by Kim Beattie, Toronto newspaperman, and dealing with the life of the celebrated Canadian soldier of fortune, Col. J. E. Boyle, regarded as the Saviour of Rumania in the first Great War. M-G-M will produce the film.

Montreal's Civilian Protection Corps is being educated in its work by means of films. Members viewed this week the British-produced film, "The Warning," which shows the horrors of aerial warfare and how to combat raiders.

Advantages of publicity in film theatres were evidenced when Miss Marion Clemson, a tourist from Montgomery, Ala., told interviewers here she came to Canada as a result of seeing a Canadian travelogue in a New York theatre. This also inspired her to purchase and bring with her a small motion picture camera.

Associated Screen News men are always hustling around. W. J. Singleton, sales manager, is just back from Ottawa . . . J. M. Alexander, who headed an ASN production unit in western Canada, is back in Montreal . . . Jack McDougall is in western Ontario with a production crew; Jack Chisholm is working in the Montreal studios editing a picture he recently directed in Ontario, and J. W. Campbell, news editor of ASN, has returned from the capital.

Theatres in Canadian border towns are benefiting from the rush of Americans across the frontier, attracted by the premium give on American money. Some American border theatres are suffering as a result, but the operators can do nothing about it. They also miss the visits from Canadians who are deterred by currency and passport restrictions.

U. H. Pelletier, treasurer and managing director of the Alma Theatre Co., Ltd., Kenogami, Que., has asked the Quebec Allied Theatrical Industries to correct an impression that his theatre sold only $100 of war savings stamps in the recent campaign. Actually it realized $623.25.

Best Film Campaigns By Tyers, Marlow

TORONTO—Winner of the "Best Campaign" competition of the Hanson Theatres Corp. for the latest month is W. C. "Wannie" Tyers, manager of the Granada, St. Thomas, Ont., with his exploitation on "The Invisible Man Returns." The honorable mention award went to Manager Ed Marlow of the Lincoln, St. Catharines, for his campaign on "Dark Command."

Tyers used a number of gag stunts. He had a rocking vacant chair in a lobby display which was kept in motion by the doorman through the medium of a black thread. A card at the entrance to the auditorium warned patrons not to sit on the lap of the invisible man while a sign over a mirror bore the offer of a free pass to any person who could not see himself in the glass, the ticket being good for a performance of "The Invisible Man Returns." A full fishbowl without fish was on display with a sign which asked: "Can you see the Invisible Man's invisible gold fish?" Large black footprints of the invisible man were painted on the floor of the outer lobby leading up to the entrance and a card announced these were the tracks of the picture's character. Poster boxes were illuminated by green lights for an eerie effect.

He also distributed checks which read: "Faint check—Good for one admission if you faint during the showing of 'The Invisible Man Returns.'" One thousand door hangers were attached to knobs one night which warned the citizens to lock their doors and bolt all windows because "The Invisible Man Returns." A youth walked the streets with head and hands covered and wearing a sign about the picture. For a stage stunt, Tyers had a man's hat float across the stage to a microphone but the real announcement came from another "mike" offstage.

Manager Marlow of St. Catharines had a number of banners on "Dark Command" on the delivery trucks of business firms for one week and secured a number of window displays featuring dresses of the period of the picture in comparison with present styles; made wide use of special heralds and had a sandwich board parade.

: *It Started Rumors* :

TORONTO—Manager Joe Holliday of the Circle in north Toronto started a wave of rumors when he published a publicity item which made it appear that an earthquake had been experienced in north Toronto when shocks had been recorded on the seismograph of the Dominion Observatory. It was a gag for a current comedy feature.

Under the heading of "Earthquake Tremors in North Toronto?" Holliday said that the quakes had been traced to north Toronto, stating that "investigators found that they emanated from the Circle Theatre where, it seems, the showing of 'The Doctor Takes a Wife' is keeping the house rocking with laughter."

TORONTO

A PRICELESS plug was given the Alhambra, Bloor Street house of the Famous Players chain, over the national network of the Canadian Broadcasting Corp. during a program from England when Jack Agnew, an employe of the theatre for some years, sent greetings to the staff and put in a nice word for the Alhambra. This came during a broadcast from Canadian troops "somewhere in England" when different soldiers were invited to say a word to the folks back home and Agnew used his 30 seconds to boost the theatre. That the message was heard by many persons was shown by the numerous phone and personal calls to the Alhambra by local residents who had caught the boost.

Toronto film folks found their way out to Circle M Ranch at Kleinburg, Ont., on Civic Holiday when a rodeo was staged by the owner, Charles F. Mavety, president of the Mavety Film Delivery Service, Toronto. Among the performing ranch hands were Hank and Ella Linton who toured with the Tom Mix Rodeo and Circus and also with Barnum & Bailey. Mavety also displayed his valuable collection of saddles, reputed to be the largest of its kind in Canada, including a handsome hand-tooled saddle formerly used in Hollywood westerns which he used himself on his prize horse Conchetia. The program wound up with refreshments in the Tuck Wagon Cafe.

Francis Lederer, the actor, has been making a personal visit in Toronto, the attraction being Miss Marion Irvine, a pretty young brunette whose family reside in Brampton, Ont. The young lady was at the Union Station to meet him on arrival and admitted that their romance was of several months' standing following their meeting last spring in Toronto. Margo, the actress, is rumored to be prepared for a divorce action from Lederer.

Another Hollywood visitor in Canada is Jack Oakie who, with Mrs. Oakie, are taking in the beauty spots. Mickey Rooney also made a train trip through the Dominion while Darryl Zanuck, the producer, has sent word that he is planning a hunting trip in a remote section this fall. Jill Esmond, former wife of Laurence Olivier, has left Toronto for New York after a stay of several weeks.

Maureen O'Sullivan, now residing in Ottawa while her husband, Lieut. J. V. Farrow, is serving with the Royal Canadian Navy, presented the trophy for the feature race at the Connaught Park Jockey Club one day this week, the event being named in her honor.

H. C. D. Main, general supervisor of Hanson Theatres Corp., with Mrs. Main, have started out on a busman's holiday—a pleasure drive around Ontario with various stops. Dick Main spends a great deal of his time throughout the year on theatre inspection trips so when his vacation comes he starts out on another trip. He has promised, however, not to glance at a single theatre but will halt whenever he spots a golf course.

M. H. Yudin, manager of the Centre, St. Catharines, is anxiously awaiting an important family event and hurried back to St. Kitts after a brief stay in Toronto . . . Al Ritchie, manager of the Toronto Alhambra, and Mrs. Ritchie have returned from their annual cruise up the Great Lakes and thence by rail to Winnipeg.

Don Stapleton, manager of the Centre, Ottawa, is once more having a big session with the fish—at his favorite angling places. He has a water tank built into the back of one of his cars so that he can bring them back alive. Stapleton recalled he once caught a sturgeon that measured five feet long. When we first heard the story, however, the fish was slightly under four feet.

Fred Thompson, assistant to Manager Tom McKnight at the Patricia, London, has been acting manager of the Granada at St. Thomas in the absence of W. C. Tyers on a holiday trip . . . Manager Syd Scott of the Capitol, Sudbury, has mobilized all the motor trucks in the nickel belt district, having been appointed transport officer of the National Defense Corps. As yet he has not bannered all the trucks for a coming attraction at the Capitol.

Richard Greene, British actor in Hollywood, wired friends in Toronto that he did not think Canadian newspapers had played fair with him in reporting that his recent trip to British Columbia to enlist was done for publicity purposes. In his message, Greene stated he had passed medical tests, had definitely signed papers with the 16th Canadian Scottish and was now in Los Angeles ready for the call to report for duty.

War Frequently Interrupts Production in Britain

TORONTO—British film studios have been drafted for various war purposes while the producing companies have been having a tough time in carrying on operations, according to Gerald Noxon, son of a former Ontario government trade official at London, England, and now with Spectator Films.

Noxon, who is here on a visit, declared the only British producer who had been able to make pictures without interruption since the start of the war, was one who had a small studio in the heart of London itself. Those who decide to make war pictures find they are unable to borrow war equipment or secure the cooperation of armed units unless the film is to be made under the direction of the government when facilities are provided. One company decided to make a feature dealing with the evacuation of school children but these were being moved around so much that the cameramen could not keep up the pace. Other producers have had to suspend operations because of air raid alarms.

One large studio in the British countryside is being used by the government for storage purposes while another is occupied by Lloyd's of London, Noxon declared. A number of topical propaganda shorts would shortly be sent to the Dominion, he said.

"Chad Hanna" Retitled

HOLLYWOOD—"Chad Hanna," 20th-Fox production, has been retitled "Red Wheels Rolling."

SASK'WAN

TIGHTENING up on free lists, Famous Players theatres here have notified all ticket-takers that the name, address, business and time of entry into the theatres of every person without a ticket, no matter how trivial his business, must be recorded.

Charlie Bahrynowski, manager of the Met, Regina, is holidaying in eastern Canada with Chuck Baird, assistant manager, taking over . . . Margaret Hughes, secretary to Victor Armand, maintenance superintendent for Famous Players, western division, is holidaying in Regina. Miss Hughes was formerly on the staff of the Met, Regina.

Though the Regina provincial exhibition, July 29 to August 3, played host to nearly 130,000 people, one of the biggest crowds in years, theatremen say they have no complaints. Some are of the opinion that business at the boxoffices was up, rather than down, during the week.

Charlie Krupp, 20th Century-Fox, Winnipeg, was a recent Regina visitor . . . Charles Richardson has taken over the management of the Coliseum, Semans, Sask. . . . To accommodate the crowds, the Community, Radisson, had to put on a special Saturday matinee of "Pinocchio."

Projectionist at the Metropolitan in Regina for the past 24 years, George C. McLeod, 49, died in a local hospital from double pneumonia following an operation. He is survived by his widow, one son, Kenneth, R.C.N. Esquimault, B. C., two daughters, Marjorie and Audrey at home, three brothers and three sisters. A member of the 46th and 58th battalions in the last war, he was buried in the soldiers' plot of Regina Cemetery with members of the 46th battalion association and members of the Royal Canadian Navy present. "Last Post" was sounded at the graveside.

Larry Graburn, manager of the Capitol, Regina, holidaying in Calgary . . . I. Reinhorn, Roxy, doing likewise in Winnipeg . . . George Sinclair, Roxy operator, is vacationing, and H. A. Bercovich, Rex manager, is spending a few days at Clear Lake, Man., on his return from a booking trip to Winnipeg.

Johnny Sinclair has been added to the ushering staff at the Capitol, Regina, and Bill Bauer has been made doorman at the Rex.

Australian Light Horse Is Subject of a Film

MONTREAL—A motion picture of the activities of the Australian Light Horse in Palestine during the first Great War is being produced by Charles Chauvel in Australia under the name of "40,000 Horsemen." Universal has agreed to screen it in the United States and has offered Chauvel the use of its Hollywood laboratories to complete the film which is now in the final stages of production.

WINNIPEG

WITH a colony of film stars in the city in connection with the filming of sequences for the British film, "49th Parallel," the local dailies have been carrying running stories on the activities of the film folk and the progress of the picture. Singularly enough, there has been very little real enthusiasm exhibited by the general public which is taking the presence of the movie people with a lack of interest verging on complete apathy. Of more interest to the trade, may be the statements of Michael Powell, director of the company, who has repeatedly predicted the great possibilities of Canada as a film making country. With a couple of movie premieres already under its belt, Winnipeg also won the distinction of a radio premiere when Elisabeth Bergner appeared for the first time on the air in a joint interview with Powell over the network of the Canadian Broadcasting Corp.

At the Tivoli, Harold Gray goes one better on his policy of presenting a British film weekly by offering two this week, combining on a single bill "The Ware Case" and the Gracie Fields picture, "Shipyard Sally." Choice of the last named film was an especially smart move on Gray's part, antedating as it does the coming visit of Gracie Fields to Winnipeg where she will make a personal appearance next week.

Jack Fitzgibbons' bear cub which created a sensation when Jack featured it in a downtown window in connection with his showing of "Untamed," repeated its debut triumph when it was starred as the feature attraction of the Red River Barn Dance, a corn show sponsored by the CBC. The studio audience was wowed when the cub sidled up to the "mike" and gave of his very best bass register.

Harold Bishop has been using a smart advance campaign in the form of amusing teaser ads to advertise "Pride and Prejudice" . . . For "Tom Brown's School Days," Syl Gunn distributed 10,000 *heralds through a tieup with* Liberty *magazine. In addition, Gunn used extra newspaper space.*

Nathanson Stock Option Is Extended to 1941

MONTREAL—Famous Players Canadian Corp., Ltd, has advised the Montreal Stock Exchange that the option granted N. L. Nathanson under date of April 15, 1936, to purchase 11,000 shares at $16 a share during the month of July, 1940, has been extended and may now be exercised in whole or in part at any time up to and including January 31, 1941.

Britain Formulates Plan To Protect Producers

LONDON—A government plan to protect film producers whose operations are subject to frequent interruption by Nazi airmen, has been formulated. It calls for the payment of premiums to those affected.

Interest Is Evinced in Offer by Mary Pickford

TORONTO—Col. John A. Cooper, president of the Motion Picture Distributors of Canada and chairman of the Ontario Branch of the Canadian Red Cross, and N. L. Nathanson, chairman of the war campaign committee of the film industry in the Dominion, are both directly interested in the offer of Mary Pickford, Toronto-born star of the screen, to organize a Canadian tour of British screen celebrities in Hollywood to assist the government in its war effort. Miss Pickford has also announced that she will release reissues of her film classics for special charity performances in Canadian theatres. These include "Coquette," "Tess of the Storm Country" and "Daddy Long Legs."

Miss Pickford has advised that she will come to Canada in the fall for the draw in sweepstakes for jewelry which she has donated in aid of Canadian war charities to organizations in Toronto and Vancouver. Tickets are being sold in Toronto for a diamond-studded purse, worth over $2,000, which she presented following a visit to Canadian troops in training at Exhibition Camp.

Metro Story Buy

HOLLYWOOD—"Some Day I'll Find You," a story by Charles Hoffman, has been purchased by Metro.

EDMONTON

SECRETARY-TREASURER of the Alberta Motion Picture Theatre Ass'n, Roy Chown of Calgary, was a recent visitor to Edmonton. Combining business with pleasure, Chown, who was on a holiday trip, also conferred with Edmonton theatre managers.

Records for a year were broken at the Capitol when "New Moon," starring Nelson Eddy and Jeanette MacDonald, was shown for a week. Despite the fact the holiday season was in full swing and Edmonton was experiencing its hottest weather of the season, patrons turned out en masse, reports Manager Walter Wilson.

Although slowed up during the holiday season, plans are under way for the completion of the organization of the Alberta Association of Theatre Managers. Brought into being for the primary purpose of bringing about a closer cooperation of theatre managers in all parts of the province, as well as ensuring adequate representation in discussions with government officials, the initial meeting was held in Red Deer last spring.

One of the greatest advance ticket sales in the history of entertainment in Edmonton has been made by the Gracie Fields concert to be held this month. So heavy has been the influx of orders for seats, that extra help in handling them has been found necessary. With all proceeds going to the Navy League of Canada, the concert, which is one of a series being given by the noted British star across the Dominion, will be held in the Arena.

VANCOUVER

GRACIE FIELDS and Anna Neagle created a furor when they appeared together at the Caledonian Games. They also had a grand reception, though not quite so tumultuous, at a luncheon in the Stanley Park Pavillion . . . Mrs. A. E. Fletcher was back at her old desk in the Paramount office pinch-hitting for Miss Gutteridge, the accountant, who was away on her vacation.

While the Empire-Universal office was being redecorated and new furniture installed, Ben Plottel, manager, was away on a trip up Kettle Valley, and Fred Stone, salesman, was in the Cariboo. They missed all the confusion but struck excessively hot weather.

C. R. D. Ferris, provincial government cameraman, has been active here shooting industrial scenes for publicity shorts which are being collected for a series on British Columbia industries under the direction of E. G. Rowebottom, deputy minister of trade and industry . . . Karen Morley, Paramount talent scout, has been in town.

Maynard Joiner, Capitol manager, is away on a vacation on Vancouver Island, and Ivan Ackery is back from Rainbow Lodge where he always spends his . . . Mrs. Withers, ex-RKO stenographer, is receiving congratulations from her friends on Filmrow on the birth of a boy.

Lillian Russell of the Orpheum staff was married last Saturday to Fred Bailey, formerly at the Strand. She received an electric lamp from her co-workers . . . Eva Ross, Orpheum, is reported out of danger at St. Paul's Hospital.

Percy North, Colonial projectionist, is away on a vacation in the Cariboo . . . Bob Foster, Orpheum projectionist and business manager of Local 348, *is starting his annual vacation . . . Local* 348, *Vancouver Trades and Labor Council, passed a resolution to purchase* $1,000 *worth of war savings stamps.*

Famous Players Planning Pure Comedy Programs

TORONTO—Another all-comedy program stunt is contemplated by Famous Players Canadian Corp. in engagements of "The Great McGinty," following the success of "Get a Laugh Week" which was recently organized for comedy features.

Even the newsreel, with its portrayal of war and the serious side of life, was omitted from the "Laugh Week" program in a number of situations so that patrons could bury themselves in entertainment for a few hours and have nothing to remind them of the international scene. The theory is that the people go to a theatre to be entertained and to get away from the realities of wartime life.

Dividend by Hamilton

MONTREAL—Directors of Hamilton United Theatres, Ltd., have declared a dividend of 1¼ per cent on the preferred stock, payable September 30 to shareholders of record September 16.

M-G-M (50) **Rel. Aug. 9, '40**

Here's a laugh-a-minute farce, broadly told and played with zest and evident enjoyment by those past masters of romantic comedy, William Powell and Myrna Loy. That it will fit in with present audience tastes and desires seems certain; and the combined pulling power of star names with a hilarious story should place the vehicle in the top-grossing category from first-runs down. Powell portrays one of the pivots in an unusual marital entanglement. Married to Miss Loy, he is a small-town stuffed-shirt whom she is planning to divorce. A blow on the head reveals he is an amnesia victim, however, and in reality a smooth-talking confidence man. Thus he falls in love with his wife all over again and wins her away from a rival. W. S. Van Dyke directed.

William Powell, Myrna Loy, Edmund Lowe, Frank McHugh, Donald Douglas, Nella Walker.

I Love You Again F

Comedy

Paramount (——) **97 Minutes** **Rel. ————**

There are plenty of situations wherein comedy is mingled with pathos for an entertaining preachment on divorce. Dick Powell and Joan Blondell, man and wife in private life, deliver a combined worthwhile effort. Then there are Conrad Nagel, Gloria Dickson and Frank Fay not to be overlooked for their fine support. All in all this one is bound to satisfy, for all the ingredients that go into the making of a powerful drama, and at the same time serve to warn against taking divorce lightly, are blended with skilfull showmanship. The story deals with Sidney Blackmer, specializing in divorce cases, injecting his ideas into Powell, just entering law practice. Against his wife's wishes, Powell goes in for this lucrative trade. He only begins to realize his mistake when his wife's sister commits suicide after her ex-husband remarries. Frank Butler directed.

Dick Powell, Joan Blondell, Gloria Dickson, Frank Fay, Jessie Ralph, Conrad Nagel, Sidney Blackmer.

I Want a Divorce A

Drama

20th Century-Fox (106) **Rel. Sept. 6, '40**

Those reliable elements—smart direction, a neatly dovetailing story and snappy performances—combine in "Pier 13" to make a definitely suitable programmer. Here is cops 'n robbers with romantic and comedy overtones, spoken in a convincing New Yorkese as benefit its locale—on the East River. This is the story of the new cop from Brooklyn who falls for the gum-chewing hashslinger. With gag and "make" lines he pursues the girl and, by putting two and two together, finds her sister is involved with a big-time crook who uses the threat of an old crime to keep her quiet. However, in good time the villain gets his due, the cop, now a detective, gets his girl and even the police commissioner overlooks the obvious. It's smart and pungent from start to finish. Eugene Forde directed.

Lynn Bari, Lloyd Nolan, Joan Valerie, Douglas Fowley.

Pier 13 F

Comedy Drama

Columbia (——) **87 Minutes** **Rel. Aug. 22, '40**

Columbia's enviable reputation for producing bell-ringing sophisticated comedies is further and substantially enhanced by this delightfully brilliant mixture of farce, subtlety and satire. It should prove an entertainment tidbit of choicest variety for discriminating entertainment seekers. At the same time, the picture is sufficiently down to earth to have considerable mass lure. With so much serious agitation concerning fifth column and isms activities, its theme, which subjects Communism to a merciless ribbing, is particularly timely and appealing. Melvyn Douglas and Loretta Young, the latter more beautiful and lavishly-gowned than ever, are ideal in the star positions and are pressed for acting honors by a well-selected and effective supporting cast. Ably produced and directed by B. P. Schulberg and Alexander Hall respectively.

Loretta Young, Melvyn Douglas, Alan Marshal, Eugene Pallette, Una O'Connor, Curt Bois, Leonid Kinskey.

He Stayed for Breakfast F

Comedy

Universal (4064) **64 Minutes** **Rel. July 26, '40**

There always is room for a western of the calibre of "Son of Roaring Dan." Here is a warmly humorous story played to the hilt by a cast of competents that gives this type of entertainment justification for playing time on screens that have too much been subjected to the stereotyped. Here even the villain can act. Johnny Mack Brown leads the doings as a righteous imposter who comes to Arizona looking for the killer of his father. He poses as the son of a local, kindly windbag rancher to achieve his purpose and it seems he is not putting anything over on anyone. There is a neat romantic thread capably woven by Jeanne Kelly. Fuzzy Knight does justice to the comic end. Robert Homans contributed one of the best supporting roles of the western season. Ford Beebe directed.

Johnny Mack Brown, Jeanne Kelly, Fuzzy Knight, Nell O'Day, Robert Homans.

Son of Roaring Dan F

Western

Universal (4056) **61 Minutes** **Rel. May 24, '40**

The "Grand Hotel" motif is utilized here. But the action occasionally gets into a steel mill. The characters parade their problems and lives in a boarding house, not skillfully, not effectively. The story depends too much on old dramatic situations and heavily on comedy that rarely comes off as such. Against the background of molten metal the audience views a double-timing wife, a new alloy in experimentation, Andy Devine with poor lines, a youthful ingenue pretending to be grown up and assorted types of mill personnel, from executive to shoveler. Murder is committed, an innocent is accused and when he is given the chance he proves his innocence. Outside of the interesting steel shots the entire film is just not so "Hot Steel." Christy Cabanne directed.

Richard Arlen, Andy Devine, Peggy Moran, Anne Nagel, Donald Briggs.

Hot Steel F

Melodrama

20th Century-Fox (103) **90 Minutes** **Rel. Aug. 16, '40**

It is only natural to compare this with the record-establishing "Jesse James" and through such comparison the sequel suffers considerably, inasmuch as it falls short of the original in virtually every department. Judged solely on its own merits, however, the feature can safely be classified as a good western, elevated to the glorified category through unstinting production mountings and, principally, the use of Technicolor, which strongly accentuates one of its greatest assets—magnificent backgrounds and photography. That the film will do highly profitable business seems a foregone conclusion in view of the success of its illustrious predecessor and the established popularity of the cast, members of which do very well with the rather limited story material. Directed by Fritz Lang.

Henry Fonda, Gene Tierney, Jackie Cooper, Henry Hull, John Carradine, J. Edward Bromberg, Donald Meek.

The Return of Frank James F

Western

Warner Bros. (417) **65 Minutes** **Rel. Aug. 17, '40**

Although it does not entirely capture the pungency and dramatic content of the novel by James M. Cain on which it is based, this is still better than average in the program division. A story of embezzlement and kindred doings outside the law, it might be considered questionable entertainment by a few family audiences although, of course, the villain meets his just doom. Jeffrey Lynn is featured and does his best with a role somewhat unsuited to his style and talents. A bank executive, he discovers the teller in a branch, Roger Pryor, has been purloining funds. Succumbing to the pleas of Pryor's wife, Brenda Marshall, Lynn advances the money to her to be replaced. Pryor then obliges by robbing the bank of another $90,000. William K. Howard directed.

Jeffrey Lynn, Brenda Marshall, Roger Pryor, John Litel, Lee Patrick, Henry O'Neill, Guinn Williams, Willie Best.

Money and the Woman F

Melodrama

Paramount (3944) **62 Minutes** **Rel. Aug. 16, '40**

Mountain folk hate to wear shoes and would rather go a-feudin' than eat. On these two aged gags is based a hillbilly comedy that strings together an endless series of trite, overworked and woefully unfunny situations. It totals to a criminal sacrifice of a lot of high-calibre talent and will probably be acceptable only to patrons who demand humor of the corniest variety, although some interest may be aroused through the appearances of well-known radio personalities and the proceedings are enlivened somewhat by three or four musical interludes. Bob Burns, in the starring spot, is martyred through the lack of material and the only genuinely hilarious sequence features Jerry Colonna, given third billing but appearing on the screen for no more than five minutes. Directed by George Archainbaud.

Bob Burns, Una Merkel, Jerry Colonna, Don Wilson, Pat Barrett, Harold Peary, Walter Catlett, William Demarest.

Comin' Round the Mountain F

Comedy With Music

SELLING ANGLES: **"Pier 13"**

Play this one up as big city melodrama with the accent on the romance of Mr. and Miss New York. Generally it is police drama with a waterfront setting and there is an old retired sea captain on hand who strings up various appliances in his flat. This might be imitated in the lobby. Work up a collection of rigging that will open various doors and let spectators see if they can find the crook. The cast is composed of familiar faces who have heretofore been seen in supporting role. If this is their chance, they certainly have done well by it.

CATCHLINES:

Between Chasing Crooks He Found Time to Play Cupid and Be Played by Cupid.

They Were Too Hardboiled to Admit That They Loved One Another . . . And They Had to Catch a Crook to Reach the Altar.

SELLING ANGLES: **"Hot Steel"**

Work up a display for the roof of the marquee in papier mache and cardboard of a steel mill blast furnace. Arrange for some chemical smoke to be emitted with the aid of an electric fan. Illuminate with red light. Pass out teasers with "secret formula" dope imprinted on them. Get a few pigs of test steel and display them in the lobby as instruments of death. Send a story on how men who fall into molten metal cauldrons are buried. The members of the furnace crew bury a pig of iron from the lethal lot.

CATCHLINES:

Fiery Fury . . . Daring Men of Steel Battle a Murderer Over Red Pits of Fiery Death.

A Blazing Story Leaping Out of Roaring Steel Furnaces.

SELLING ANGLES: **"Comin' Round the Mountain"**

Exploitation on this should be no problem. Point out the presence of many radio favorites in the cast, including Harold Peary, "Gildersleeve" on the Fibber McGee show, Jerry Colonna, a standby on the Bob Hope airer, and Bob Burns, one of the mainstays of Bing Crosby's program. Hire an amateur hillbilly band for street exploitation and dress your attendants as backwoods characters. Obtain blowups of the "Mountain Boys" cartoons as carried in Esquire for lobby easels and posters. Tie in with a radio program featuring hillbilly music.

CATCHLINES:

Eight Stars of Radio . . . In a Hilarious Story of Life and Love . . . In the Ozarks.

They Shoot to Kill in the Ozarks . . . If You're Wearin' Shoes . . . Because You Might Be a Revenuer.

SELLING ANGLES: **"I Want a Divorce"**

Inasmuch as "I Want a Divorce" is a Sunday afternoon radio feature, exhibitors should get a plug in when the broadcast comes over local stations. In addition, some tieup should be made with a court of domestic relations. Contact should be made with papers featuring columns dealing with domestic topics. Clever throwaway copy mailed to your private list should get attention. Shills parading streets with signs "I Want a Divorce" at the ..... Theatre is an inexpensive eye opener. The title is a great asset for the picture if exploited properly.

CATCHLINES:

They Learned From the Experience of Others . . . Is Divorce a Racket? See for Yourself.

They Started Their Marital Life With One Strike Against Them.

Love Finds a Way to Conquer Selfish Desires.

SELLING ANGLES: **"Son of Roaring Dan"**

To the small list of westerns that really deserve a bit of extra attention on the part of the exhibitor, add this one. Plug it for all it's worth which is plenty. There are a couple of smart western tunes inserted into the action that rate radio station attention. Miss Kelly does right smartly as a western heroine. In addition to a good story the film has all the action attributes—riding, fighting and shooting.

CATCHLINES:

Roaring Dan Roars Louder When His Son Comes Trapsin' Into Town and Cleans Up the Place.

He Was a Righteous Imposter . . . Folks Thought Him a Tenderfoot . . . But He Cleaned Out the Crooks With Fists and Lead.

SELLING ANGLES: **"Money and the Woman"**

Give the marquee credits to Jeffrey Lynn and Brenda Marshall. The fact that the story was serialized in "Liberty" Magazine should not be overlooked in exploitation. Blow up excerpts from the serial, as well as the magazine cover itself, for use in lobby easels and arrange with magazine dealers to stuff current copies of "Liberty" with picture heralds. Make tieups with libraries on novels by James M. Cain, including this one. Title can be worked into various merchandising tieups, including banks, loan companies, etc.

CATCHLINES:

Suspense . . . Romance . . . Breathless Excitement . . . As a Beautiful Woman Clears Herself of a Charge of Embezzlement.

Her Accounts Were Short . . . But She Was Long on Beauty . . . And He Prided Himself He Was a Good Judge of Figures.

SELLING ANGLES: **"I Love You Again"**

William Powell and Myrna Loy are the marquee names, with Edmund Lowe and Frank McHugh listed in support. Using the title as the entering wedge, promote a "second honeymoon" stunt in which husbands are urged to shower their wives with candy and flowers. Invite them, as well as newly-married couples, to attend a showing of the picture at reduced rates. Hold a contest in which persons married five, 10 or 20 years—or longer—submit the rules by which they have maintained their happiness.

CATCHLINES:

He Wooed Her . . . Won Her . . . Then Fell in Love With Her All Over Again.

It's Your Favorite Romantic Team . . . William Powell and Myrna Loy . . . In the Kind of Gay Comedy You Love.

SELLING ANGLES: **"He Stayed for Breakfast"**

For the marquee the pulling power of Loretta Young and Melvyn Douglas should be sufficient. The title can be made the basis of numerous intriguing merchandising tieups on the "Welcome Guest" angle—with furniture stores on displays of guest-room furniture, with luggage shops, etc. Promote a "breakfast-time" matinee at which coffee and doughnuts or some kind of breakfast food, supplied by a local grocer or restaurant, are served. Conduct a letter-writing contest on "what to do when your guests won't go home."

CATCHLINES:

It Was Against the Rules . . . To Fall in Love . . . But What Else Could He Do . . . When She Protected Him From the Police?

You'll Rock With Laughter, Comrade . . . At This Hilarious Story of a Reformer . . . Who Stole Another Man's Wife.

SELLING ANGLES: **"The Return of Frank James"**

Advertising should point out that the film is made in Technicolor as well as listing Henry Fonda, Jackie Cooper and Henry Hull as cast toppers. Snipe the town with "Wanted" posters. Arrange for a display of old-time "dime novels" at the public library and in the theatre lobby. Dress attendants in western costume with black masks on which picture billing is imprinted. Secure neighborhood cooperation in setting up a display of early day firearms. Bank tieups can be made on the "burglar-proof steel vaults" angle.

CATCHLINES:

It Tops "Jesse James" . . . In All the Romance and Thrills of America's Most Lawless Era.

Frank James Returns . . . Driven on by the Urge to Avenge His Brother's Death . . . Held Back by a Woman's Love.

Short Subject Reviews

Unusual Occupations, L 9-6

Paramount (Cinecolor) 11 *Mins.*

Herein is a woman who raises sledge dogs; a Nebraska ironworker who sculpts with a welding torch; how the treasury department redeems mutilated money; a California man who has a radio-controlled model fleet; a New York watchmaker who has probably the finest collection of trick clocks extant; the autogiro airline which carries mail from Camden to the Philadelphia postoffice. Very well done, intelligently narrated and diverting.

Little Blabbermouse

Vitaphone (5322) (Merrie Melody) 7 *Mins.*

Here is another color cartoon gem from Leon Schlesinger's studio. The scene is a drug store at dead of night. A number of mice take a tour on a skyride—actually a trolley basket system for packages, etc.—under the guidance of a W. C. Fields mouse. They encounter such imaginatively animated items as vanishing cream, cough mixture, smelling salts and the like, all literally performing their names' significance. At length they encounter a cat and swiftly hotfoot it back to their hole. It's one of the best.

Fightin' Pals

Paramount (Popeye) 8 *Mins.*

It is revealed, with hilarious deviltry, that Popeye in his heart has a fond affection for Bluto. When Bluto sails to Africa, Popeye is heartbroken at the loss of his burly knockabout brawling partner. So he goes looking for him. What transpires is a credit to the Florida influence on animators. For here they go to town and give out with what it takes to have audiences howling with laughter. Very much worthwhile.

Famous Movie Dogs

Vitaphone (5410) (Color Parade) 10 *Mins.*

This is a clever insight into the casting of dogs for film roles, how they are trained and the actual shooting before cameras. Various species are seen and the parts go to a mongrel pooch and a mastiff. It is generally entertaining and never lags in the attention-holding department.

Doing Impossikible Stunts

Paramount (Popeye) 7 *Mins.*

Here is a cartoon that will register solidly. Popeye and Swee' Pea apply for a job at a film studio as stunt men. All Popeye's past feats of strength and daring are paraded in the reel he shows to the producer, but Swee' Pea gets the job. It's good stuff.

Eskimo Trails

(Father Hubbard Adventure)

20*th-Fox* (1101) 10 *Mins.*

The Glacier Priest takes the audience on an enthological tour of the northern coast of Alaska in a native-constructed boat. There he attempts to prove some vague scientific fact about how Eskimos retain their culture in spite of widespread distribution. The best parts of the film are when the expedition is at sea and the natural, wild attraction of the Alaskan setting. It's better travel fare than scientific investigation.

Grunters and Groaners

(Dribblepuss Parade)

20*th-Fox* (1401) 8 *Mins.*

Lew Lehr has assembled for this short a series of wrestling scenes ranging from the feminine participants in the pseudo sport to Maurice Tillet, otherwise "The Angel." Of course, they are all funny in a killing way and the performers commit everything short of mayhem to humorously interesting dubbed in sound effects and the Lehr comment.

Vacation Time in Florida

20*th-Fox* (——) (Sport Review) 8 *Mins.*

Interesting Technicolored scenes of sporting life as it is pursued in Florida is the chief attraction of this reel. The camera catches aquaplaning, various phases of yachting, golf, and the like. Generally they are pretty pictures, just what the chamber of commerce likes.

Way Back When a Razzberry Was a Fruit

Paramount (Stone Age) 7 *Mins.*

Although the emphasis is on humor, this cartoon also has good animation technique and execution. It's a very funny exposition of the life and times of the Neanderthal man and his pursuit of living. Hunters hunt, newsboys deliver, inventors invent and whatnot, all for the utmost in laughs.

Billy Mouse's Akwakade

20*th-Fox* (1551) (Terry-Toon) 7 *Mins.*

A generally entertaining cartoon feature in color has been cooked up from the New York World's Fair extravaganza. Last year's music is on the sound track and a swarm of nimble mice put on the show in a bathtub. Clever animation gives that part good novelty interest. Then a cat and dog show up and the chase device is brought in. Eventually, the mice outwit the animals.

Florida, Land of Flowers

20*th-Fox* (1102) (Magic Carpet) 9 *Mins.*

Not until the very last sequence do the blooms of the title come on the screen. Otherwise, it is an interesting display of the tourist attractions in Florida, the historical points of interest around St. Augustine, Marineland, underwater shots at Silver Springs and others, all in good Technicolor. The chamber of commerce would like this, too.

NEWSREELS

TUESDAY, AUGUST 6

Movietone News, No. 95

Britain's king inspects troops; naval units on land patrol; new armored cars; guns in action; convoy bombed in channel; Pershing and Lindbergh on neutrality question; fashions; flood control project in Mississippi; aquaplane race on coast.

News of the Day, No. 93

Britain awaits invasion; Nazis bomb convoy in channel; Lindbergh and Pershing views on U. S. stand; school for parachute jumpers for army in New Jersey; tennis; aquaplane race.

Paramount News, No. 98

Train wreck in Ohio; drama students tour in trailer theatre; army maneuvers in upstate New York; parachute training in New Jersey; Pershing and Lindbergh talks; Nazis attack channel convoy; planes shot down off English coast.

RKO Pathe News, No. 110

Pershing and Lindbergh talks; channel convoy attack; train parachute jumpers for army; students tour in portable theatre; services for war dead in England; coast aquaplane race.

Universal Newsreel, No. 899

Coast guard observes anniversary; train parachute troops in New Jersey; Pershing urges aid for Britain; British plane arrives here; Willkie with party leaders in Colorado; rail wreck in Ohio; coast aquaplane race; hat fashions; Nazis attack convoy.

THURSDAY, AUGUST 8

Movietone News, No. 96

War scenes from Egypt, English Channel, Dover, at sea, etc.; J. Edgar Hoover on how to fight the Fifth Column; Commissioner Valentine spurs hunt for World's Fair bombers; Roosevelts entertain South American delegates at Hyde Park; Willkie in Des Moines; yachting in New England; Lew Lehr.

News of the Day, No. 94

J. Edgar Hoover on Fifth Column tactics; Britain masses army in Africa; convoy system called "normal" by admiralty—100 ships en route to England; Dover repels Nazi raiders; Roosevelts entertain Pan-American delegates; Willkie in Des Moines; science aids police in hunt for Fair bombers; ski team in action in Michigan; new water sport in Bellingham, Wash.; daredevil drivers in Marquette, Mich.

Paramount News, No. 99

Maneuvers in upstate New York; Roosevelts at Hyde Park; vice-presidential nominee Wallace in Washington, tosses Australian boomerang; Willkie at Des Moines; parachuters aid forest fire fighters; annual services for fishermen lost at sea, at Gloucester; J. Edgar Hoover launches drive against Fifth Column in U. S.; New York police bomb squad at work; New Jersey bomb hoax keeps police alert; Commissioner Valentine spurs Fair bomber hunt; defense industries guarded; utilities patrolled.

RKO Pathe News, No. 111

Willkie meets Des Moines farmers; radio networks geared to national defense; British cruiser hit by Nazi raider; raze old radio tower in Chicago; Roosevelt greets Pan-American envoys; American woolens for British tars; pledge auto workers to U. S. defense; Yale host to English children; skeet shooting in North Carolina; New York police spurred in bomb hunt; president's daughter christens ship.

Universal Newsreel, No. 900

Auto workers pledge defense aid; Army Artillery tests new Pennsylvania highway; speed recruiting on coast; test electric machine gun in Texas; Willkie meets Des Moines farmers; Roosevelt host to South Americans; skeet shooting in North Carolina; yachting in New England.

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Publicity Paves Way For "Andy Hardy"

QUINCY, ILL.—Not unannounced came "Andy Hardy Meets Debutante" to its five-day run at the Washington. Two weeks prior to opening, City Manager Perry Hoeffler, aided by Claud Morris, Metro exploiteer, posted 200 special block two-sheets and 100 jumbo cards in Quincy and surrounding towns within a radius of 25 miles. Then followed a campaign that utilized the channels of heralds; newspaper ads and publicity; radio; mailing list; a Postal Telegraph tieup; window displays; lobby displays; and trailers.

The heralds, 3,000, were distributed to patrons at both the Washington and Orpheum theatres as well as to the homes in Quincy. In the city's paper, ten days in advance, a special underliner was carried; four days in advance a teaser campaign was used and on opening day the day preceding, the large layout was used. Ten-inch ads appeared in six county papers.

A feature story on the Hardys ran for three installments prior to opening and two feature stories and art layout of Rooney was used in the dramatic section. On the air, Manager Hoeffler arranged for three daily plugs, following the newscasts and running three days in advance.

Four days in advance of opening, 3,000 postcards bearing a special message were mailed to a select list and the local office of Postal Telegraph inserted miniature telegrams selling picture and cast, in all regular wires a week ahead.

Window displays included one of fashions in a department store; stills in the Remington Typewriter agency; and a full window featuring cosmetics and stills in a drugstore.

In the lobby, large air brush blow-ups of Rooney, Garland and Rutherford, occupying the space of a 24-sheet, stressed the fact that the production marked the celebration of the Hardys third anniversary. Silk banners adorned the lobby and foyer a week in advance and a special trailer, over Hoeffler's signature, ran two weeks before the opening.

Do You Want

PATRON POPULARITY ?

See Back Cover

Displays Cast Names In Glass Case

Detroit—Howard Holah, veteran manager of UDT's Birmingham at Birmingham, enables patrons to answer their own questions as to who plays what in the various pictures current. Holah set up a special glass case in the lobby containing complete lists of the actors, right down to bit players, in each picture, together with the name of the character each portrays.

Detroit Library Displays Film-Subject Books

DETROIT—Eddie Jacobson, manager of the Krim brothers' Harmony, arranged for the branch library near the theatre to display books which have recently been made into motion pictures, and to show a placard, stating that "these books may be seen in motion pictures at the neighborhood theatres soon." The placards specifically mention the Harmony and the other nearby theatre, the President, operated by Bernard Brooks.

In return, Jacobson is establishing a lobby display showing the books from which recent pictures have been made, usually in a quantity—and putting in a plug that "these books may be secured from your branch library."

Scent a Departure

CHICAGO—Newest stunt in Chicago theatres is the "perfume bar," in the new Studio, operated by Herb Elisburg. The concession is operated by a local perfumer. The bar is a miniature replica of regular liquor bars, and has several individual types of perfume from which patrons may make their selection.

"Maryland" Accorded Heavy Exploitation

CLEVELAND—E. C. Pearlstein, head of the local Warner Theatre publicity and exploitation department, with his assistants Dave Rachner and Arnold Nathanson, aided Hippodrome Manager Ed Miller to put on a campaign for "Maryland" which left practically no avenue of publicity untouched.

The campaign included newspapers, barricades in closed theatres, window displays, music store cooperation, hotel bulletin board announcements, bulletin board announcements at three downtown Clark restaurants; radio tieup; newspaper contest with cash prizes to writers of best amateur advertising copy; golf tieup, with prizes for best scores during "Maryland Week"; travel bureaus using window displays with copy:

"Maryland is calling you. On your trip east plan to spend some time in Maryland . . . But whether you do or not, See 'Maryland' at the Hippodrome Theatre."

In addition, throwaway cards resembling a horse race betting ticket had copy reading:

"Why Gamble? See a sure thing . . . A different horse racing picture. Greater than 'Kentucky'—'MARYLAND'—Playing Hippodrome, starting Saturday, July 27. Make 'Maryland' your FIRST CHOICE. You'll WIN two hours of grand entertainment. PLACE you in a happy audience and SHOW you how exciting the screen can be."

Other stunts included a "Maryland Handicap" at Thistledown Race Track, classified ad tieups, "Maryland Sundaes" at drug stores, as well as trailers and lobby displays.



An Exploitation "Log"—

The Utah Theatre's front in Salt Lake City as arranged for the run of Paramount's "Untamed." The design is Manager Norman Sproule's and the execution thereof Lyle Palmer's.

Compelling Drive Sells Columbus "ATAHT"

COLUMBUS, OHIO—To get across the idea to the public that something extraordinary was on display, an entire false front of unusual construction was used on the exterior sidewall of the Palace Theatre for the run of "All This, and Heaven Too."

The campaign provided by Publicist Johnny Barcroft for this feature extended through the local and suburban press; included recommendations by the Columbus Motion Picture Council following a screening; tieups with bookstores and libraries; radio broadcasts and the use of special trailers.

Extensive art and stories appeared in three papers; a plug was accorded by a columnist on one of the sheets; reviews appeared in two papers and a serialization of the story in one. One of the papers, a tabloid, used a mystery story feature on the picture, which a poll revealed, pleased its readers as the top such feature. A special ad was carried on that page.

Conspicuously packaged copies of the novel from which the picture was filmed were delivered by Western Union boys to critics, and bookmarks were distributed to lending libraries, bookstores and public libraries. Window and counter displays were used in all local bookstores, and display boards placed everywhere the book was obtainable.

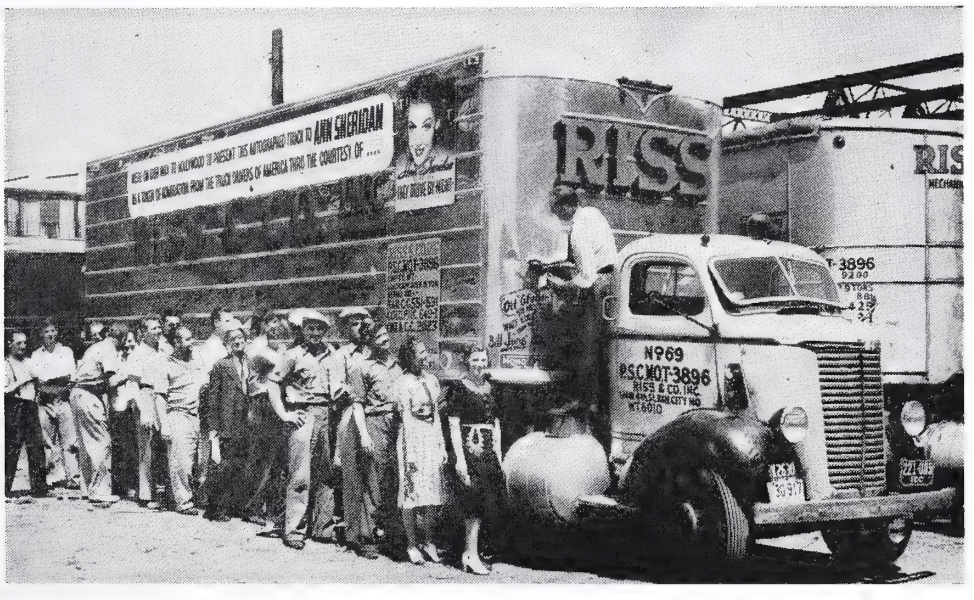
To further reach the public, records of "All This, and Heaven Too" were sent to local radio stations; a midnight recording program carried a plug nightly, as did a morning radiocast; and 10,000 heralds were distributed by newscarriers.

A special trailer two weeks in advance called attention to the feature and the regular trailer a week in advance clinched the demand for attention.



Display Is the First Rule—

The special front that impressed upon Columbus theatregoers the idea the RKO Palace was presenting something unusual in bringing "All This, and Heaven Too" to the screen.



It's a $15,000 Gift—

An expression of appreciation for Ann Sheridan's work in "They Drive by Night" is this autographed truck, sent from Chicago by the Riss Trucking Co. in behalf of the Truck Drivers' Ass'n of America. The truck will stop in various large centers, St. Louis, Kansas City, etc., for local drivers' autographs, on its run to the Warner star in Hollywood.

Unalloyed Entertainment Policy Is Advertised

LAGUNA BEACH, CAL.—On the occasion of a local festival, Ronald E. Vincent, manager of the South Coast Theatre, in a welcoming ad, took the opportunity to call attention of the visitors and the residents to the policies of the house that has never double billed and has avoided cash games and all premiums and giveaways.

His ad, which appeared in 15,000 copies of the *South Coast News* listed coming attractions for a month ahead, citing these as proof of the management's endeavor to offer the best available. The balance of the ad listed the various games and giveaway deals with which the theatre has never "annoyed" its patrons and clinched with, "never a double bill."

NUGGETS

FOR your run of "Susan and God" have an attractive girl pass out small white cards to women in shops and along busy streets, the cards reading: "Having domestic troubles? Don't go home to Mother —Call Susan at (your theatre phone number." This idea of Ed Fitzpatrick's of Loew's Poli at Waterbury, Conn., brought a flood of phone calls.

•

Manager George C. Coleman of the Arcade in Springfield, Mass., numbers the several thousand heralds he distributes each week. About 15 of these numbers he posts on a display board in the lobby of the Arcade. The patron with the corresponding number on his herald may exchange same for a free admission.

•

Pocketbook editions of "Pride and Prejudice" formed the basis for a department store window tieup by Tommy Delbridge, assistant manager at Loew's, Dayton, Ohio.

•

A stunt tried by Bob Hart of Loew's in Atlanta was to have a boy and girl dressed in evening clothes drive about in a chauffeur driven limousine with the boy distributing calling cards at each stop. The cards read "Mr. Andrew Hardy, Carvel's Man-About-Town."

•

A line of cosmetics featuring a new moon served to provide a tieup for Art Lane of the St. George on Staten Island, N. Y., for "New Moon." Fifty sets of the cosmetics were placed in the lobby and a free set offered to any woman patron who could encircle it with a wooden ring.

Circuit Airs BOXOFFICE Reviews

Detroit—Reviews on feature pictures published in BOXOFFICE are being used in a series of daily broadcasts over WJBK by the Wisper and Wetsman circuit here. The program is brief enough to give the public just what they want with maximum effectiveness—five minutes at the strategic time of 6:15 p. m.

The arrangement was made as the result of a tieup with a local auto supply chain, by which the theatres ran trailers for the auto company four times, and were given a year's free time on the radio in return.

Using these authoritative reports of pictures, the W and W management has found that they very adequately summarize the essential facts about each feature for the general public, and they are used as each picture comes into the key and other runs operated by the circuit.

Fingerprinting Kids Puts Over Serial

LITTLE ROCK, ARK.—Realizing that all the kiddies like to be fingerprinted, C. C. Mundo, manager of the Rex, inaugurated a novel plan to use in connection with the new serial, "Dick Tracy's G-Men."

Mundo erected a booth in the lobby and began fingerprinting all the kiddies one week before the beginning of the serial. He bought inexpensive cards, size about 3 by 5 inches and mimeographed them with spaces for finger impressions, name, aliases—regular identification cards, with numbered stubs. The boys bring in the stubs each Friday and Saturday to see if their card is posted on the "At Large and Wanted" bulletin board. If their names appear on the board, they receive free passes for that particular chapter. The portion of the card on file is punched each week the member attends, and to those attending all chapters an opportunity will be given to compete for several worthwhile prizes.

Mundo says the idea has accomplished much more than he expected. He had the idea plugged over the radio during a story telling hour at the Little Rock Boy's Club.

Invite Patrons to Review "I Love You Again"

DETROIT—The Michigan, ace of the United Detroit circuit, is offering prizes for the best reviews written by patrons on "I Love You Again." Thirteen prizes, ranging from $25 cash to a pair of ducats are offered.

Professional standards are set, with the requirement that the review must not exceed 200 words, and must also cover the second feature.

Thorough Campaign Sells "Boom Town," Harrisburg

HARRISBURG, PA.—Thoroughness was the keynote of the advance campaign for "Boom Town" put over by Carl Rogers of Loew's.

Fifteen leading local filling stations prominently featured special one-sheets with copy reading: "Oil from Boom Town . . ." and giving theatre credits.

Several weeks before playdate, Rogers displayed cutout stills on the house's doors, cards on the steps, and employed large sidewalk stencils throughout the city. He also placed 25 linoleum mats, imprinted with theatre copy, on the city's busiest corners.

Four news agency trucks were bannered with appropriate copy and many newsstands carried cards. Rogers arranged to have three boys and two girls, wearing bathing suits, visit the local beach; on their bare backs were painted the slogans: "Gable is coming, etc." with the fifth reading: "Boom Town is Coming!"

Arrangements were made with a number of book and department stores to use "Do You Know?" bookmarks, which plug the film's star and wind up with: "Do You Know That Boom Town is Coming to Loew's, etc.?" With the aid of the city's largest cleaning company, Rogers arranged for inserts to be placed in all their packages.

Rogers' newspaper campaign included the planting of a Clark Gable by-line story, and a preview layout of captioned stills.

Metro Short Has Support

DETROIT—Tieups with Michigan milk dealers are being arranged for the M-G-M short, "The Milky Way," by Warren A. Slee. The Michigan Milk Dealers Ass'n notifies local dealers as soon as each booking date is set.

Preferred Treatment Pays on 'Turnabout'

SAN FRANCISCO—A campaign keyed by Publicist Charles Schlaifer to sell the idea that here was a superior picture, made possible a three week run for "Turnabout" at the United Artists Theatre.

To get across the idea of greater merit, the feature was single-billed and at higher prices. An underline on all ads read, "Everyone knows . . . Just the big pictures play single feature." Newspaper ads started three days before opening, increasing in size daily and augmented by a radio campaign and traveling 24-sheet illuminated billboards. Copy played up the excitement, hilarity and thrills the film would afford, leaving the "stork" idea for the patrons to discover.

A preview one week in advance, with the title not announced, is credited for considerable of the success.

Albany Theatres Sponsor Soap Box Derby Racer

ALBANY, N. Y.—Recognizing the popularity of the soap box derby in which 30 leading Albany firms participated as sponsors of boys driving their own-made racers, Owen Holmes' Auto-Vision Theatre at East Greenbush, Harry Hellman's Paramount and Royal, and local units of the Warner and Fabian theatres sponsored entries in the derby. Newspaper and radio blurbs for the event were gratifyingly ample.

The Auto-Vision ran a large ad in the paper, showing a picture of the car and the driver representing the theatre. It was headed: "Hello Folks. Join us in wishing our boy good luck and good speed." Underneath was a photo of the lad and his "racer," on the rear of which was painted the theatre name and address. Below the cut the ad continued: "After the race —spend the evening seeing (name of feature film)."

Bicycle Giveaway Is Provided by Tieup

DETROIT—Through a tieup with 16 neighborhood merchants, each of whom contributes an equal part of the cost, a weekly bicycle giveaway is made by the Echo Theatre, a Schram and Goldberg circuit house.

LET'S GO TO A MOVIE TONIGHT!

These Travel About Springfield—

Thousands of stickers like the above (printed in blue on a gummed strip nine inches wide by two inches deep) are seen around Springfield, Ohio, on autos, buses, stores and other spots. M. H. Chakeres, whose Regent-State Corp. is campaigning the idea, says it has caused quite a lot of comment. He considers it especially good for this time of the year.

Do You Want

DISTINCTION For Your House ?

See Back Cover

Booking Chart

A GUIDE TO CURRENT RELEASES

right. Running time, as furnished by home office of distributor, follows title. As local conditions, such as censorship, subject this to change, checkup with local exchanges is recommended. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JAN. 6	4 Western 1203 **Two Fisted Rangers** (61) Chas. Starrett Iris Meredith R—Jan. 13	5 Com. M'dr. 18 **Earl of Chicago** (88) Robert Montgomery Edward Arnold R—Jan. 6		5 Act. Drama 3917 **Emergency Squad** (60) William Henry Louise Campbell R—Jan. 13	28 Comedy 917 **Money to Burn** (66) Gleason Family R—Dec. 30	5 Western 082 **Legion of the Lawless** (59) George O'Brien R—Nov. 25	5 Mus. Drama 017 ◎**Swanee River** (86) Don Ameche Andrea Leeds Al Jolson R—Dec. 30		5 Melodrama 4021 **Oh, Johnny, How You Can Love** (63) R—Jan. 13	6 M'drama WB415 **A Child Is Born** (79) Geraldine Fitzgerald Jeffrey Lynn R—Aug. 5	
JAN. 13	10 Musical 1018 **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama 20 **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	10 Act. Drama 3939 **Danger Ahead** (56) R—Nov. 30 15 Melodrama 3924 **Secret Four** (79) R—Dec. 16	12 O'door Dr. 3918 **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western 963 **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy 016 **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama 027 **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. 4000 **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy WB406 **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama 1003 **His Girl Friday (92)** Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama 19 **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama 3909 **Fatal Hour** (65) R—Jan. 13 20 Melodrama 3922 **Hidden Enemy** (63) R—Mar. 30	19 Drama 3919 **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama 014 **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama 023 **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western 4061 **West of Carson City** (55) J. Mack Brown Bob Baker R—May 18	20 M'drama WB416 **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama Al'ance **Hidden Menace** (59) Gertrude Michael Otto Kruger R—June 1
JAN. 27	26 Mys. Drama 1019 **Lone Wolf Strikes** Warren William (65) R—Jan. 27	26 Comedy 22 **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western 3961 **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western 3956 **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama 918 **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama 021 **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan 20	26 Comedy 028 **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama 4041 **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama FN451 **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama Maymon **Tevya** (93) Yiddish with English titles. Maurice Schwartz R—Jan. 27
FEB. 3	31 Drama 1034 **Convicted Woman** (66) R—Mar. 2 1 Western 1212 **Pioneers of Frontier** (58) R—Apr. 6	2 Drama 26 (98) **I Take This Woman** Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama 3917 **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama 3920 **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama 919 **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama 018 **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama 1030 **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama 4053 **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama WB420 **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy 1026 **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical 21 **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama 3924 **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama 3921 **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama 007 **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama 031 **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. WB421 **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama 24 **Man From Dakota** (75); R—Feb. 24 Wallace Beery Dolores Del Rio	28 Prop. Dr'ma 3925 **Torpedo Raider** (59) Betty Balfour R—June 1	16 Mus. Comedy 3922 **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama 019 **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy 032 **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. 4038 **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama FN459 **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	15 Drama Al'ance **One Night in Paris** (62) John Lodge Hugh Williams R—July 27
FEB. 24		23 Drama 25 ◎**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama 3940 **Murder on the Yukon** (57) J. Newill R-Apr. 27 20 Western 3902 **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western 3923 **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. 091 ◎◎**Pinocchio** (80) R—Feb. 3	23 Drama 033 **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama 4032 **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy 1014 **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama 23 **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western 3953 **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy 3924 **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy 020 **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama 035 **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 30	1 Melodrama **House Across the Bay** (88) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama 4034 **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama FN457 **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western 1204 **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama 1027 **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama 27 **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama 3916 **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western 3957 **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western 964 **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama 017 **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama 040 **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama 4025 **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama 1035 **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	15 Drama 28 ◎**Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama 3925 **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama 920 **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy 022 **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical 4022 **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy FN465 **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy Al'ance **Little Miss Molly** (67) **Maureen O'Hara**
MAR. 23	21 Com. Drama 1004 **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama 3921 **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical 3926 **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western 942 **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama 023 **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy 025 ◎**The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. 4001 **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama WB404 **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. Astor **Crooked Circle** (..) ZaSu Pitts

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time, as furnished by home office of distributor, follows title. As local conditions, such as censorship, subject this to change, checkup with local exchanges is recommended. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

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MAR. 30		29 Drama **29** **Florian** (91) Robert Young R—Apr. 6	30 Comedy 3902 **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western 991 **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama 037 **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy ◎**Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western **1305** **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. **16**	5 Com. Drama **32** **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama 3928 **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama **129** **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama **030** **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama **036** **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. **4040** **Half a Sinner** (61) R—Mar. 30 5 Western **4062** **Riders Pasco Basin** (57) R—June 1	6 Com. Dr. **WB407** **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama **Astor** **Vengeance of the Deep** (..) Lloyd Hughes R—Mar. 23
APR. 13		12 Drama **30** **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western **3963** **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama **3929** ◎**Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western **954** **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western **083** **Bullet Code** (59) R—Apr. 13	12 O'dr Drama **039** **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama ◎**Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama **4013** **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. **WB422** **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama **1017** **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama **33** **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. 3928 **Sky Bandits** (56) R—May 25 20 Com. Drama **11** **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western **3931** **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama **901** **Dark Command** (94) R—Apr. 13 19 Comedy **922** **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama **009** **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama **041** **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama **4018** **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama **FN456** **'Til We Meet Again** (98) **Merle** Oberon George Brent Pat O'Brien R—Apr. 13	15 M'drama **Al'anc** **The Terror** (..) **Wilfrid** Lawson
APR. 27	25 Drama **1005** **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama **34** **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 M'drama 3926 **Mysterious Mr. Reeder** (77) R-May 11 20 Western **3954** **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. **3930** **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical **921** **In Old Missouri** (67) Weavers & Elviry 22 Western **965** **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	26 Drama **027** **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy **041** **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 M'drama **4033** **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. **FN468** **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western **1313** **Man From Tumbleweeds** (59) R—June 1	3 Action Drama **35** **20 Mule Team** (85) Wallace Beery R—May 4	2 Western **3964** **Land of Six Guns** (54) R—June 1	3 Comedy **3932** **Buck Benny Rides Again** (80) R—Apr. 20	10 Drama **923** **Crooked Road, The** (66) R—May 18 Edmund Lowe	3 Mus. Com. **024** **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy **043** **So This Is London** (84) R—Apr. 27	3 Comedy **Saps at Sea** (57) Laurel & Hardy R—May 4	3 Musical **4005** **If I Had My Way** (94) R—May 4	4 M'drama **WB42?** **Tear Gas Squad** (55) R—Apr. **27**	M'drama **Astor** **Hell's Angels** (..) Jean Harlow R—Jan. 27
MAY 11	16 Drama **1029** **Babies for Sale** (64) Rochelle **Hudson** Glenn Ford R—May 25	10 Drama **36** ◎**Edison, the Man** (106) R—May 25 Spencer **Tracy** Rita **Johnson**	9 Western **3955** **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy **3933** **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western **943** **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama **031** **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	10 M'drama **038** **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Dr. **4031** **Ski Patrol** (64) Lull Deste R—May 11	11 Drama **WB410** **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama **1023** **Island of Doomed Men** (67) P. Lorre R-May 25 18 Drama **1111** **21 Days Together**(72) Olivier; R-May 4	17 Drama **37** **Waterloo Bridge** (109) R—May 18 Robert **Taylor** Vivien Leigh		17 Drama **3934** ◎**Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama **924** **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama **025** **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy **044** **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Furnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy **4015** **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama **FN466** **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 Drama **Alliance** **Black Eyes** (..) Otto Kruger Mary **Maguire**
MAY 25	23 Western **9206** **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith	31 Mys. Drama **40** **Phantom Raiders** (70) Walter Pidgeon R—June 1	23 Western **3965** **Kid From Santa Fe** (50) Jack **Randall**	24 Drama **3931** **Biscuit Eater, The** (80) Billy Lee R—Apr. 13	24 Western **966** **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	24 Com. Drama **032** **You Can't Fool Your Wife** (65) Lucille Ball R—May 25	24 Drama **045** **Lillian Russell** (127) Alice Faye Henry Fonda R—June 1	24 Drama **Our Town** (90) William Holden Martha Scott R—May 18	24 Melodrama **4056** **Hot Steel** (61) Richard Arlen Andy Devine	25 Drama **FN455** **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	20 Drama **P-R-(** **I Take This Oath** (67) Joyce Compton R—June 1
JUNE 1	30 M'drama **1016** **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8		30 Western **3966** **Riders From Nowhere** (45) Jack Randall	31 Comedy **3936** **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 Drama **025** **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama **051** **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical **4029** **La Conga Nights** (61) R—May 18 31 Western **4063** **Bad Man From Red Butte** (58) R-Jne 15	1 M'drama **FN472** **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama **Astor** **Girls of the Underworld** (..) 1 Western **P-R-(** **Frontier Crusader** (68) R—June 15
JUNE 8	3 Drama **1112** **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	7 Drama **39** **Susan and God** (117) Joan Crawford R—June 8	11 Com. Drama **3915** **On the Spot** (62) Frankie Darro R—June 8	7 Western **3958** **Hidden Gold** (61) William Boyd R—May 25	6 Drama **902** **Women in War** (70) Elsie Janis R—June 1	7 Melodrama **033** **Saint Takes Over** (68) R—Apr. 27	7 Drama **034** **Earthbound** (67) Warner Baxter R—May 18		7 Drama **4036** **Love, Honor and Oh Baby** (59) R—June 8	8 Com. Dr. **WB405** **Brother Orchid** (91) Edw. G. Robinson R—June 1	15 Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin
JUNE 15	6 M'drama **1028** **Passport to Alcatraz** (60); Jack Holt R—June 22	14 Drama **41** ◎**Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	18 Western **3960** **Wild Horse Range** (51) Jack Randall R—June 22	14 Drama **3937** **Safari** (81) Doug. Fairbanks jr. Madeleine Carroll R—June 1	19 Act'n Drama **907** **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	7 Western **084** **Prairie Law** (60) George O'Brien R—June 8	14 Drama **047** **Four Sons** (88) Don Ameche Mary Beth Hughes R—June 8		14 Com. Drama **4008** **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama **FN473** **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	

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JUNE 22	**Girls of the Road** (61) Ann Dvorak Lola Lane R—June 29	**Captain Is a Lady** (65) R—June 29 Virginia Grey Billie Burke Charles Coburn	**Last Alarm** (61) Polly Ann Young Warren Hull R—July 13	**Ghost Breakers** (85) Bob Hope Paulette Goddard R—June 15	**Grand Ole Opry** (67) R—July 6 27 Western 955 **Carson City Kid** (57) R—July 6	**Pop Always Pays** (67) Leon Errol R—June 22	**Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy 4051 **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama WB425 **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	
JUNE 29	27 Western 1214 **Return of Wild Bill** (57) R—July 13 30 Comedy 1021 **Out West With the Peppers** (61)	28 Musical 31 **New Moon** (100) Jeanette MacDonald Nelson Eddy R—June 22		28 Drama 3939 **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	29 Western 992 **One Man's Law** (57) Don "Red" Barry Janet Waldo R—July 13	28 Drama 035 **Anne of Windy Poplars** (86) Anne Shirley R—June 22	28 Outd'r Dr. 049 **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama 5046 **The Fugitive** (77) Ralph Richardson Diana Wynyard R—July 6		28 Drama **Neufeld** **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		5 Comedy 43 **Andy Hardy Meets Debutante** (89) Mickey Rooney R—July 6	3 Western 3956 **The Golden Trail** (52) Tex Ritter R—July 13	5 Drama 3940 **Way of All Flesh** (86) R—June 1 Akim Tamiroff Gladys George	12 Drama 903 **Three Faces West** (81) R—June 22 John Wayne Sigrid Gurie	5 Drama 036 **Dr. Christian Meets the Women** (68) Jean Hersholt R—June 29	5 Com. Drama 052 **Sailor's Lady** (66) Nancy Kelly Jon Hall R—July 6		5 Com. Drama 4007 **Private Affairs** (74) Nancy Kelly Roland Young R—June 15	13 Drama FN467 **Man Who Talked Too Much** (75) George Brent R—July 6	1 Melodrama **Crimson Dynasty** (..) 6 Drama **Alliance** **Spies in the Air**
JULY 13		12 Drama 44 **Sporting Blood** (82) Robert Young Maureen O'Sullivan R—July 13		12 Western 3959 **Stagecoach War** (63) R—July 6 Bill Boyd Russell Hayden		12 Com. Drama 039 **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	12 Drama 046 **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama FN454 **All This, and Heaven Too** (143) Bette Davis Charles Boyer R—June 22	
JULY 20	18 Drama 1038 **Military Academy** (66) T. Kelly R-July 13 24 Adventure 1110 **I Married Adventure** (78) R-July 20	19 Com. Drama 45 **We Who Are Young** (79) Lana Turner John Shelton R—July 20	16 Mystery 3910 **Haunted House** (70) Jackie Moran R—Aug. 3 15 Melodrama 4020 **Boys of the City** East Side Kids (63)		20 Comedy 909 **Scatterbrain** (72) Judy Canova R—July 13 15 Western 944 **Carolina Moon** (65) G. Autry R—July 20	19 Drama 029 **Tom Brown's School Days** (82) James Lydon Fred. Bartholomew Cedric Hardwicke R—June 29	19 Drama 050 **Maryland** (91) Walter Brennan Fay Bainter Brenda Joyce R—July 13	18 Melodrama **South of Pago Pago** (96) Victor McLaglen Jon Hall Francis Farmer R—July 20	19 Melodrama 4057 **Black Diamonds** (52) R—July 27 26 Western 4064 **Son of Roaring Dan** (64) Johnny Mack Brown	20 Com. with Mu. WB407 **My Love Came Back** (85) R—July 6 Olivia de Havilland Jeffrey Lynn	20 Western **P-R-C** **Billy the Kid Outlawed** (..) Bob Steele 20 Drama **Murder in the Night** Jack LaRue
JULY 27	25 Comedy 1012 **Blondie Has Servant Trouble** (70) R—July 27 Penny Singleton Arthur Lake	26 Com. Drama 47 **Gold Rush Maisie** (82) Ann Sothern Lee Bowman R—Aug. 3	29 Melodrama 4024 **Orphans of the North** (57) 29 Western 3957 **Rainbow Over the Range** (59) T. Ritter R-Aug. 10	26 Drama 3941 **Untamed** (83) Ray Milland Patricia Morison R—June 29	30 Drama 904 **Girl from God's Co'ntry** (71) R—Jul 27 30 Western 956 **Ranger and the Lady** (59) R. Rogers R-July 27	26 Western 085 **Stage to Chino** (59) George O'Brien 26 Com. Drama 037 **Millionaires in Prison** (63) L. Tracy R-June 29			26 Com. Dr. 4023 **You're Not So Tough** (72) R—June 1 26 Outd'r Dr. 4006 **When Daltons Rode** (81) R—Aug. 3	27 Comedy FN474 **Ladies Must Live** (58) Rosemary Lane R—July 27	28 Western **P-R-C** **Gun Code** (..) Tim McCoy
AUG. 3	7 Drama 1008 **The Lady in Question** (81) Brian Aherne Rita Hayworth	2 Costume Com. 46 **Pride and Prejudice** (118) R—July 20 Greer Garson Laurence Olivier	5 Melodrama 3908 **Doomed to Die** (67) Boris Karloff R—Aug. 10	2 Melodrama 3942 **Golden Gloves** (69) Richard Denning Jean Cagney R—Aug. 3		2 Drama 061 **Queen of Destiny** (95) R-Nov.26, '38 as "60 Glorious Years"	2 Drama 101 **The Man I Married** Joan Bennett (77) Francis Lederer R—July 20		2 M'drama 4039 **South to Karanga** (69) Charles Bickford R—Aug. 3	3 Drama FN460 **They Drive by Night** (93) R—July 20 George Raft Ann Sheridan	3 M'drama **Astor** **Sky Devils** (81) Spencer Tracy 13 Melodrama **Hell's Cargo**
AUG. 10	15 Melodrama 1039 **The Secret Seven** (62) Bruce Bennett Florence Rice	9 Com. Drama 50 **I Love You Again** (99) William Powell Myrna Loy	12 Melodrama 3909 **Chamber of Horrors** (70) R—Aug. 3	9 Melodrama 3943 **Mystery Sea Raider** (75) R—Aug. 10 Henry Wilcoxon Carole Landis	10 Musical 910 **Sing, Dance, Plenty Hot** (70) Johnny Downs Ruth Terry R—Aug. 3	9 Melodrama 042 **One Crowded Night** (67) R—Aug. 3 Billie Seward William Haade	9 Com. Drama 104 **The Girl From Avenue A** (70) Jane Withers Kent Taylor R—Aug. 10	9 Melodrama **Captain Caution** (75) R—Aug. 10 Victor Mature Louise Platt	9 Comedy 4003 **Boys From Syracuse** (72) R—July 20 Allan Jones Martha Raye	10 Ac. Dram WB414 **River's End** (..) Dennis Morgan Elizabeth Earl	10 M'drama **Astor** **Hell's Crossroads** (77)
AUG. 17	15 Western 2201 **Durango Kid** (57) 22 Com. Drama 1006 **He Stayed for Breakfast** (87) Loretta Young	16 Drama 49 **Golden Fleecing** (..) Lew Ayres Rita Johnson	12 Com. Drama 3913 **Laughing at Danger** (62) R—Aug. 10 22 Western **Range Busters** (..)	16 Comery 3944 **Comin' Round the Mountain** (62) Bob Burns Una Merkel	16 Western 071 **Tulsa Kid** (57) Don "Red" Barry R—Aug. 3	16 Drama 041 **Stranger on the Third Floor** (..) 16 Propaganda 171 **The Ramparts We Watch** (87)	16 Melodrama 103 **Return of Frank James** (90) Henry Fonda Gene Tierney	16 Drama **Foreign Correspondent** (..) Joel McCrea Laraine Day		17 Drama WB417 **Money and the Woman** (65) Jeffrey Lynn Brenda Marshall	16 M'drama **P-R-C** **Desire to Live** (..) 17 Drama **False Rapture** (..) Otto Kruger
AUG. 24		23 Com. Drama **Haunted Honeymoon** (..) Robert Montgomery Constance Cummings	19 Melodrama 3939 **Missing People** (..) Will Fyffe 19 Western 3958 **Arizona Frontier** Tex Ritter	23 Com. Drama 3945 **The Great McGinty** (82) Brian Donlevy Muriel Angelus R—July 27		23 Drama 038 **Lucky Partners** (..) Ronald Colman 23 Drama 043 **Wildcat Bus** (..) Fay Wray	23 Drama 106 **Pier 13** (66) Lynn Bari Lloyd Nolan			24 Act. Dr. WB412 **Flowing Gold** (..) Pat O'Brien John Garfield Frances Farmer	23 Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy
AUG. 31		30 Drama 48 **Boom Town** (..) Clark Gable Spencer Tracy Claudette Colbert R—Aug. 10	26 Melodrama 3903 **Queen of the Yukon** (..) Charles Bickford Irene Rich		29 Western 069 **Oklahoma Renegades** (..) 31 Comedy **Earl of Puddlestone** (67)	30 Comedy 046 **Dance, Girl, Dance** (..) Maureen O'Hara Louis Hayward Lucille Ball	30 Drama 111 **The Great Profile** (..) John Barrymore	30 Action Drama **Kit Carson** (..) Jon Hall Lynn Bari		31 Drama WB401 **Sea Hawk, The** (125) Errol Flynn Brenda Marshall R—July 27	31 Com. Drama **Let George Do It** (..) George Formby
SEPT. 7	1 Comedy **Five Little Peppers in Trouble** Edith Fellows	6 Drama **Escape** (..) Norma Shearer Robert Taylor	2 Drama **Who Is Guilty** (..) Ben Lyon	6 Com. with Mus. **Rhythm on the River** (..) Bing Crosby Mary Martin	6 Western 043 **Ride, Tenderfoot, Ride** (..) Gene Autry Smiley Burnette	6 Action Drama **Men Against the Sky** (..) Richard Dix Wendy Barrie	6 Drama 102 **Street of Memories** (71) R—July 6 Lynn Roberts John McGuire		6 Com. with Mus. **Argentine Nights** (..) Ritz Bros. Andrews Sisters	7 Com. Drama **Calling All Husbands** (..) George Tobias Lucile Fairbanks	1 Drama **P-R-C** **Cross Roads of Life** (..)
SEPT. 14		13 Act. Drama **Bad Man From Wyoming** (..) Wallace Beery Leo Carillo	9 Com. Drama **Up in the Air** (..) Frankie Darro 10 Melodrama **The Ape** (..) Boris Karloff	13 Comedy Drama **Aldrich Family in Life With Henry** (..) Jackie Cooper Leila Ernst		13 Comedy **Dreaming Out Loud** (..) Lum & Abner 13 Western **Wagon Train** (..)	13 Drama 107 **Brigham Young** Tyrone Power Linda Darnell		13 Com. Drama **Mired Wife** (..) Rosalind Russell 13 Melodrama **Leather Pushers** (..)	14 Comedy **No Time for Comedy** (..) James Stewart Rosalind Russell	
SEPT. 21	19 Drama **The Howards of Virginia** (..) 17 Melodrama **Wizard of Death**	20 Drama **Dr. Kildare Goes Home** (..) Lew Ayres Lionel Barrymore	16 Western **Riding the Western Plains** (..) Tex Ritter	20 Drama **I Want a Divorce** (..) Dick Powell Joan Blondell		20 Drama **I'm Still Alive** (..) Kent Taylor Linda Hayes	20 Outd'r Dr. 108 **The Gay Caballero** (..) Cesar Romero Chris-Pin Martin	20 Act. Drama **The Westerner** (..) Gary Cooper	20 Mys. Drama **The Mummy's Hand** 20 Western **Ragtime Cowboy Joe** (..)	21 Drama **City for Conquest** (..) James Cagney Ann Sheridan	

Looking Ahead

A GUIDE TO FORTHCOMING RELEASES

Features scheduled for release beyond dates in the Booking Chart are listed herein. Running time, as furnished by home office of distributor, follows title. As local conditions such as censorship subject this to change, checkup with exchange is recommended.

Prod. No.	Title	Stars	Released	Reviewed
	COLUMBIA			
	Arizona (..)	Jean Arthur, William Holden	.....	.....
	Fugitive From Prison Camp (..)	Jack Holt, Marion Marsh	.....	.....
	Great Plane Robbery (..)	Jack Holt, Vicki Lester	.....	.....
	I'm for Rent	Roger Pryor-Anita Louise	Sept. 30	.....
	So That's New York	Douglas Fairbanks jr.	Sept. 27	.....
	So You Won't Talk (..)	Joe E. Brown, Frances Robinson	.....	.....
	M-G-M			
	Bittersweet (..)	Jeanette MacDonald, Nelson Eddy	.....	.....
	Duley (..)	Ann Sothern, Ian Hunter	.....	.....
	Go West (..)	Marx Brothers, Lynne Carver	.....	.....
	Philadelphia Story (..)	Katharine Hepburn, Cary Grant	.....	.....
	Strike Up the Band	Mickey Rooney-Judy Garland	Sept. 27	.....
	Third Finger, Left Hand (..)	Melvyn Douglas, Myrna Loy	.....	.....
	MONOGRAM			
	Devil's Rancho	John King-Ray Corrigan	Sept. 23	.....
	Drums of the Desert		Sept. 30	.....
	Gypsy Cavalier (..)	Gilbert Roland	.....	.....
	Old Swimmin' Hole (..)	Jackie Moran, Marcia Mae Jones	Oct. 7	.....
	Sign of the Wolf (..)		Oct. 21	.....
	PARAMOUNT			
1258	A Date With Destiny (..)	Basil Rathbone, Ellen Drew	Nov. 15	.....
1260	A Night at Earl Carroll's (..)	Ken Murray, Rose Hobart	Oct. 18	.....
1275	Arise My Love (..)	Claudette Colbert, Ray Milland	Oct. 25	.....
1267	Dancing on a Dime (..)	Robert Paige, Grace McDonald	Nov. 1	.....
1262	North West Mounted Police (..)	Gary Cooper, Madeleine Carroll	Nov. 22	.....
1275	Quarterback (..)	Wayne Morris, Lillian Cornell	Oct. 4	.....
	Rangers of Fortune	Fred MacMurray-Patricia Morison	Sept. 27	.....
	Three Men From Texas (..)	William Boyd, Russell Hayden	Nov. 8	.....
1270	Victory (..)	Fredric March, Betty Field	Oct. 11	.....
	REPUBLIC			
	Arizona Skies (..)	Three Mesquiteers	.....	.....
	Colorado (..)	Roy Rogers	.....	.....
	Girl From Havana (..)	D. O'Keefe, C. Carleton, V. Jory	.....	.....
	RKO RADIO			
	Citizen Kane (..)	Orson Welles	Jan. 3, '41	.....
	Dr. Christian No. 1 (..)	Jean Hersholt	Nov. 15	.....
	Kitty Foyle (..)	Ginger Rogers	Nov. 22	.....
	Laddie (..)	Tim Holt, Virginia Gilmore	Oct. 18	.....
	Lee Marcus Production	(title later)	Dec. 20	.....
	Li'l Abner (..)		Nov. 1	.....
	Little Men (..)	Kay Francis, Jack Oakie, Geo. Bancroft	Nov. 8	.....
	Malvina Swings It (..)		Dec. 13	.....
	Mexican Spitfire Out West (..)	Lupe Velez, Leon Errol	Nov. 29	.....
	No, No, Nanette (..)	Anna Neagle	Dec. 27	.....
	Show Business (..)	Alan Mowbray, Frank McBride	Dec. 6	.....
	They Knew What They Wanted	Carole Lombard-Charles Laughton	Sept. 27	.....
	Tim Holt No. 2 (..)	Tim Holt, Jane Drummond	Nov. 22	.....
	Too Many Girls (..)	Lucille Ball, Richard Carlson	Oct. 11	.....
	Triple Justice	George O'Brien	Sept. 27	.....
	Villain Still Pursued Her (65)	Hugh Herbert, Anita Louise	Oct. 4	Aug. 3
	You'll Find Out (..)	Kay Kyser, Ginny Simms	Oct. 25	.....
	20TH-FOX			
113	Bride Wore Crutches (55)	Lynne Roberts, Ted North	Nov. 15	July 27
117	Californian, The (..)	Tyrone Power, Linda Darnell	Nov. 29	.....
113	Down Argentine Way (..)	Don Ameche, Betty Grable	Oct. 25	.....
115	Hudson's Bay (..)	Paul Muni	Nov. 8	.....
116	Yesterday's Heroes (..)	Robert Sterling, Jean Rogers	Nov. 22	.....
109	Young People	Shirley Temple-Jack Oakie	Sept. 27	July 20
	UNITED ARTISTS			
	Great Dictator, The (..)	Charlie Chaplin	.....	.....
	Thief of Bagdad	Conrad Veidt-Sabu	Sept. 27	.....
	UNIVERSAL			
	A Little Bit of Heaven (..)	Gloria Jean, Helen Parrish	Oct. 25	.....
	Diamond Frontier (..)	Victor McLaglen, Anne Nagel	Oct. 4	.....
	Seven Sinners (..)	Marlene Dietrich, John Wayne	Oct. 11	.....
	Slightly Tempted (60)	Hugh Herbert, Peggy Moran	Oct. 18	Aug. 3
	Spring Parade	Deanna Durbin-Robert Cummings	Sept. 27	.....
	WARNER BROS.			
	A Dispatch From Reuters (..)	Edward G. Robinson	.....	.....
	East of the River	John Garfield-Brenda Marshall	Sept. 28	.....
	Knute Rockne-All American	Pat O'Brien	.....	.....
	Letter, The (..)	Bette Davis	.....	.....
	Tugboat Annie Sails Again (..)	Marjorie Rambeau, Alan Hale	.....	.....

In the Making

COLUMBIA

Ghost Guns—Bill Elliott. Director: Lambert Hillyer. Producer: Jack Fier. **(Starting)** (Second in a series of westerns relating the exploits of Wild Bill Hickok as portrayed by Elliott).

METRO-GOLDWYN-MAYER

Flight Command—Robert Taylor, Walter Pidgeon, Paul Kelly, Ruth Hussey. Director: Frank Borzage. Producer: J. Walter Ruben. **(Starting)** (Drama of naval aviation and the entanglement precipitated when the wife of a flying leader becomes romantically interested in a new recruit).

Dr. Kildare Goes Home—Lew Ayres, Laraine Day, Lionel Barrymore, Nat Pendleton, Samuel S. Hinds. Director: Harold S. Bucquet. Original Screenplay: Willis Goldbeck, Harry Ruskin. **(Completed)**

MONOGRAM

Gypsy Cavalier—Gilbert Roland. Director: Alexis Thurn-Taxis. Producer: Edward Rawlings. (International Pictures). **(Starting)** (Story of a gypsy Robin Hood in a Graustarkian setting, with musical interludes. Being filmed in Cinecolor).

The Ape—Boris Karloff, Maris Wrixon, Gene O'Donnell. Director: William Nigh. Producer: William T. Lackey. Screenplay: Kurt Siodmak. **(Completed)**

Up in the Air—Frankie Darro, Marjorie Reynolds, Mantan Moreland, Lorna Grey. Director: Howard Bretherton. Producer: Lindsley Parsons. **(Completed)**

That Gang of Mine—Bobby Jordan, Leo Gorcey, Joyce Bryant, Clarence Muse. Director: Joseph H. Lewis. Producer: Sam Katzman. **(Completed)**

RKO RADIO

They Knew What They Wanted—Carole Lombard, Charles Laughton, William Gargan, Harry Carey, Frank Fay. Director: Garson Kanin. Producer: Erich Pommer. Original: Sidney Howard. Screenplay: Robert Ardrey. **(Completed)**

Wagon Train—Tim Holt, Martha O'Driscoll, Harry Harvey, Emmett Lynn. Director: Edward Killy. Producer: Bert Gilroy. Original: Bernard McConville. Screenplay: Morton Grant. **(Completed)**

REPUBLIC

Moonlight and Melody—Johnny Downs, Jane Frazee, Jerry Colonna, Mary Lee, Vera Vague. Director: Joseph Santley. Producer: Robert North. Screenplay: Bradford Ropes. **(Starting)** (Musical comedy with several radio personalities in the cast).

20TH CENTURY-FOX

The Gay Caballero—Cesar Romero, Chris-Pin Martin, Sheila Ryan, Robert Sterling, Jacqueline Dalya. Director: Otto Brower. Producers: Ralph Dietrich, Walter Morosco. Original: Albert Duffy, Walter Bullock. Screenplay: Albert Duffy, John Larkin. **(Completed)**

Down Argentine Way—Betty Grable, Don Ameche, Carmen Miranda, Charlotte Greenwood, Leonid Kinskey. Director: Irving Cummings. Producer: Harry Joe Brown. Original: Rian James, Ralph Spence. Screenplay: Darrell Ware, Karl Tunberg. **(Completed)**

UNIVERSAL

Give Us Wings—Billy Halop, Bernard Punsley, Gabriel Dell, Huntz Hall. Director: Charles Lamont. Screenplay: Arthur T. Horman. **(Starting)** (Comedy-melodrama dealing with "crop-dusting" by airplane).

Hired Wife—Brian Aherne, Rosalind Russell, John Carroll, Robert Benchley, Virginia Bruce. Producer-Director: William Seiter. Original: George Beck. Screenplay: Gladys Lehman, Richard Connell. **(Completed)**

The Pony Post—Johnny Mack Brown, Fuzzy Knight, Dorothy Short, Kermit Maynard. Director: Ray Taylor: Producer: Joseph G. Sanford. **(Completed)**

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where our compiler is unable to form any opinion from the review the sign "o" is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. Listings cover reviews appearing by the Saturday preceding date of this issue. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

‡ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ‡ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A									
Abe Lincoln in Illinois (RKO)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Adventure in Diamonds (Para)	−	±	−	±	±	∓	±	±	6+ 8−
Alias the Deacon (Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too (FN)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Andy Hardy Meets Debutante (M-G-M)	+	+	‡	‡	‡	‡	‡	‡	14+
Anne of Windy Poplars (RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas (FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful (M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
B									
Babies for Sale (Col)	±		±	−	±			+	4+ 4−
Bad Man From Red Butte (Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow (RKO)	±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement (RKO)	±	+	+	+	+	+	+	‡	9+ 1−
Biscuit Eater, The (Para)	+	+	+	+	‡	+	‡	+	10+
Black Diamonds (Univ)	±			+			±	±	4+ 3−
Black Friday (Univ)	+	±	±	+	+	+	+	+	8+ 2−
Blazing Six Shooters (Col)	±		±	+	+				4+ 2−
Blondie Has Servant Trouble (Col)	+	+	+	+		+	+	+	7+
Blondie on a Budget (Col)	+	+	+	+	±	+	−	+	7+ 2−
Blue Bird, The (20th-Fox)	+	∓	±	‡	+	‡	‡	+	11+ 2−
Boom Town (M-G-M)	‡			‡	‡	‡	‡	‡	12+
Boys From Syracuse (Univ)	+	+	‡	‡	‡	+	+	‡	12+
Boys of the City (Mono)		+			+				2+
Bride Wore Crutches (20th-Fox)	±		−	∓			±	−	3+ 5−
Brother Orchid (WB)	+	+	+	+	+	+	+	‡	10+
Buck Benny Rides Again (Para)	‡	‡	+	‡	‡	‡	‡	‡	15+
Bullet Code (RKO)	+	+	+	+	+		+	+	7+
Bullets for Rustlers (Col)	∓		±		±				3+ 3−
C									
Captain Caution (UA)	+		±	‡	+	+	+	+	8+ 1−
Captain Is a Lady (M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon (Rep)	∓		±	+	+		‡	+	7+ 2−
Carson City Kid (Rep)	±		±	+	+				4+ 2−
Chamber of Horrors (Mono)	±	±							2+ 2−
Charlie Chan at the Wax Museum (20th-Fox)	+			±	+	o	+	+	5+ 1−
C. Chan in Panama (20th-Fox)	+	+	+	+	+	+	+		7+
Chan's Murder Cruise (20-Fox)	+		+	+	+	+		+	6+
Cheyenne Kid (Mono)	±		∓						2+ 2−
Code of the Cactus (SR)	−								1−
Comin' Round the Mountain (Para)							∓	∓	2+ 2−
Courageous Dr. Christian (RKO)	±	±	∓	±	±	±	+	+	8+ 6−
Covered Wagon Days (Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails (Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown (Mono)	∓		=	−					1+ 4−
Crooked Road, The (Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance (RKO)	+	±	+	+	+	±	+	+	8+ 2−
Curtain Call (RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D									
Dark Command (Rep)	‡	+	+	+	+	+	‡	+	10+
Devil's Island (WB)			∓		+				2+ 1−
Dr. Christian Meets the Women (RKO)	±	±	∓	+	±	+	+	+	8+ 4−
Dr. Cyclops (Para)	−	±	∓	+	±	+	+	∓	7+ 5−
Dr. Kildare's Strange Case (M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife (Col)	‡	+	+	‡	‡	+	‡	+	12+
Doomed to Die (Mono)	∓	±	±	±		+	−	+	6+ 5−
Double Alibi (Univ)	+	+	±	+	+	+		±	7+ 2−
E									
Earthbound (20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man (M-G-M)	‡	‡	+	‡	‡	‡	‡	‡	15+
Enemy Agent (Univ)	+	±	±	±	±	±	±	±	8+ 7−
F									
Farmer's Daughter (Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The (Col)	+			+					2+
Flight Angels (FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Florian (M-G-M)	+	+	±	+	+	+	‡	±	9+ 2−
Forgotten Girls (Rep)	±	∓	−	±	+	o			4+ 4−
Four Sons (20th-Fox)	‡		+	‡	‡	o	‡	+	10+
40 Little Mothers (M-G-M)	+	+	±	+	+	+	±		7+ 2−
Framed (Univ)	+		∓	−	∓		−	+	4+ 4−
Free, Blonde and 21 (20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears (Para)	+	∓			+	+	±	∓	6+ 3−
Frontier Crusader (PRC)	±		−		±				2+ 3−
Fugitive, The (Univ)	−	±		+	‡	±	+	±	7+ 4−
Fugitive From Justice (WB)	±	∓	+	−	+	+		−	5+ 4−
Fugitive From a Prison Camp (Col)			=	±	±				2+ 4−
G									
Gambling on High Seas (WB)		±	±	+			∓	±	5+ 4−
Gangs of Chicago (Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade (Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers (Para)	‡	‡	‡	‡	‡	+	‡	‡	15+
Ghost Comes Home (M-G-M)	+	±	±	±		∓	−	∓	6+ 6−
Ghost Valley Raiders (Rep)	∓		−	±	±	±			4+ 5−
Girl From Avenue A (20th-Fox)	+			+		∓	=	−	3+ 4−
Girl From God's Country (Rep)	+		+	+		+	+	+	6+
Girl in 313 (20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road (Col)	±	−	±	±	∓				4+ 5−
Golden Gloves (Para)	+	±		+	+	‡	+	±	8+ 2−
Golden Trail, The (Mono)	=				∓	∓	±	±	4+ 6−
Gold Rush Maisie (M-G-M)	+	±	+	+		+	+	+	7+ 1−
Grand Ole Opry (Rep)	∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town (Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Grapes of Wrath (20th-Fox)	‡	+	‡	+	‡	‡	‡	‡	14+
Great McGinty, The (Para)	‡	±	+	‡	‡	‡	‡	‡	14+ 1−
H									
Half a Sinner (Univ)	+	+	±	+	±			±	6+ 2−
Haunted Honeymoon (M-G-M)			±			+			2+ 1−
Haunted House (Mono)	±		+	+		o	+	+	5+ 1−
He Stayed for Breakfast (Col)				‡			‡	‡	6+
Hi-Yo Silver (Rep)	+		+	+	+	+			5+
Hidden Gold (Para)	±		±	+	+	+	+	+	7+ 2−
Hold That Woman (PRC)				+	±		+	−	3+ 2−
Hot Steel (Univ)		±	±	∓	±		+	±	6+ 5−
House Across the Bay (UA)	±	=	∓	±	±	∓	∓	−	6+ 9−
House of Seven Gables (Univ)	+	+	+	+	+	+	+	∓	8+ 1−
Human Monster (Mono)	±	±	±	±	±	±	∓	∓	8+ 8−
I									
I Can't Give You Anything But Love (Univ)	∓	+		+	−	±	+	+	6+ 3−
I Love You Again (M-G-M)			‡	‡		‡	‡	‡	10+
I Married Adventure (Col)	+			‡		‡	±	+	7+ 1−
I Take This Oath (PRC)	±		∓		+				3+ 2−
I Was an Adventuress (20-Fox)	±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way (Univ)	+	±	−	+	+	o	±	+	6+ 3−
I'm Nobody's Sweetheart Now (Univ)	+		+	‡	+	o	+	+	7+
In Disguise (20th-Fox)				±					1+ 1−
In Old Missouri (Rep)			∓	∓	±	∓	∓	∓	± 7+ 7−
Irene (RKO)	+	+	±	+	‡	+	+	‡	10+ 1−
Island of Doomed Men (Col)	∓		∓	±	+		−	∓	5+ 5−
Isle of Destiny (RKO)	+	−	∓	±	±	±	±	±	7+ 7−
It All Came True (WB)	+	±	∓	+	+	+	+	+	8+ 2−
It's a Date (Univ)	‡	‡	‡	‡	‡	‡	‡	‡	16+
J									
Johnny Apollo (20th-Fox)	+	+	+	+	+	+	+	‡	9+
K									
King of Lumberjacks (WB)	∓	∓	−	±	±		±	−	5+ 7−
Knights of the Range (Para)	+		+	+	+	+	+	+	7+
L									
LaConga Nights (Univ)	∓	±	∓	±	∓	±	±	±	8+ 8−
Lady in Question, The (Col)	+		±	‡		+	±	+	7+ 2−
Ladies Must Live (FN)	+								1+

‡ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor In the summary ‡ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Land of Six Guns (Mono)	∓		∓	±	±				4+ 4−
Last Alarm (Mono)	±	∓		+	+	±	±	+	7+ 4−
Laughing at Danger (Mono)	+	±		±		+	+	+	6+ 2−
Leopard Men of Africa (SR)	±		+						2+ 1−
Lightning Strikes West (SR)	∓		∓						2+ 2−
Light of Western Stars Para)	+		±	+	+	∓	+	±	7+ 3−
Lillian Russell (20th-Fox)	‡	±	±	‡	‡	‡	‡	‡	14+ 2−
Little Orvie (RKO)	+	±	+	+	+	+	+	‡	8+ 1−
Lone Wolf Meets a Lady (Col)	+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby (Univ)	=			±		o	±	−	2+ 5−
Lucky Cisco Kid (20th-Fox)	−		±	±	+	∓	∓	±	6+ 6−
M									
Ma, He's Making Eyes at Me (Univ)	−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe (Col)	+	±	∓	+	+				5+ 2−
Man From Tumbleweeds (Col)	±		±		+				3+ 2−
Man I Married (20th-Fox)	+	+	+	‡	+	+	+	+	9+
Man Who Talked Too Much, The (WB)	+	±	∓	+	±	+	±	+	8+ 4−
Man With Nine Lives (Col)	±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbeat (20-Fox)	−	±	∓	+	+	o	+	+	6+ 3−
Maryland (20th-Fox)	+	±	±	+	‡	o	+	+	8+ 2−
Mayor's Dilemma (Alliance)							+		1+
Men Without Souls (Col)	−	∓	∓	∓	∓	+	+	∓	5+ 6−
Midnight Limited (Mono)	±	∓		±	+				4+ 3−
Military Academy (Col)	±	±	±	+	±		+	+	7+ 4−
Millionaire Playboy (RKO)	−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison (RKO)	+	±	+	+	+	o	±	+	7+ 2−
Mortal Storm, The (M-G-M)	+	‡	‡	‡	‡	+	‡	+	13+
Murder in the Air (FN)	+	±	∓	+	±	o	∓		6+ 4−
Murder in the Night (SR)	=		−	∓	±				2+ 5−
Murder on the Yukon (Mono)	±				+				2+ 1−
My Favorite Wife (RKO)	‡	+	+	‡	‡	‡	‡	‡	14+
My Love Came Back (FN)	+	+	‡	+	‡		+	+	9+
My Son, My Son (UA)	‡	+	‡	‡	‡	‡	‡	‡	15+
Mysterious Mr. Reeder (Mono)	±	±	∓	±	+				5+ 4−
Mystery Sea Raider (Para)	+		±	+	‡	+	+	∓	8+ 2−
N									
New Moon (M-G-M)	+	‡	+	‡	‡	+	+	‡	12+
Northwest Passage (M-G-M)	‡	‡	‡	‡	‡	‡	‡	‡	16+
O									
On the Spot (Mono)	+		−	∓	+	o	+	±	5+ 3−
On Their Own (20th-Fox)	±	±	±	±	±	±	+	±	8+ 7−
One Came Home (M-G-M)									
One Crowded Night (RKO)	±			+			+	+	4+ 1−
One Man's Law (Rep)	±		∓	+	+	±			5+ 3−
One Million B. C. (UA)	±	±	−	±	+	o	±	∓	6+ 6−
Opened by Mistake (Para)	±	±	∓	±	+	o		∓	6+ 5−
Our Town (UA)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Out West With the Peppers (Col)	−	±	−	+			=	−	2+ 6−
Outside the Three Mile Limit (Col)	±	±	±	+	+	+	+	±	8+ 4−
Over the Moon (UA)	±	±							2+ 2−
P									
Pals of the Silver Sage (Mono)	∓		±	+	+				4+ 2−
Passport to Alcatraz (Col)	+	−	±	+	+		∓	−	5+ 4−
Pastor Hall (UA)	±	‡	±	+	+	+	‡	+	10+ 2−
Phantom Raiders (M-G-M)	+	+	+	+	‡		+	±	8+ 1−
Phantom Wagon, The (Col)	+								1+
Pier 13 (20th-Fox)		±			+		±	+	4+ 2−
Pinocchio (RKO)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Pioneers of the West (Rep)	±		+	+	+				4+ 1−
Pop Always Pays (RKO)	+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law (RKO)	+	±	+	+	+	o		+	6+ 1−
Pride and Prejudice (M-G-M)	+	‡	+	‡	‡	+	‡	‡	13+
Primrose Path (RKO)	+	∓	±	±	+	+	‡	+	9+ 3−
Private Affairs (Univ)	±	+	±	±	+	+	+	+	8+ 3−
Q									
Queen of Destiny (RKO)							‡	‡	4+
Queen of the Mob (Para)	±	∓	+	+	+	±	±	−	7+ 5−
R									
Rainbow Over the Range (Mono)	±			+		±			3+ 2−
Ramparts We Watch (RKO)	o	∓	+	‡	+	±	‡	+	9+ 2−
Rancho Grande (Rep)	∓		∓	+	+	∓	+	=	6+ 5−
Ranger and the Lady (Rep)	±		+	+	+				4+ 1−
Rebecca (UA)	‡	+	+	‡	‡	‡	+	+	12+
Return of Wild Bill (Col)	+		−	+	+				3+ 1−
Rhythm on the Rio Grande (Mono)	∓		±	±	±	+	+	+	7+ 4−
Riders From Nowhere (Mono)			±						1+ 1−
Riders of Pasco Basin (Univ)	∓		∓	±	±				4+ 4−
Road to Singapore (Para)	‡	‡	‡	‡	‡	+	‡	‡	15+
Rocky Mountain Rangers (Rep)	+		+	+	+				4−
S									
Safari (Para)	±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady (20th-Fox)	∓	±	±	∓	+	+	=	∓	7+ 7−
Saint Takes Over (RKO)	+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)	+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea (UA)	±	+	+	±	+	+	±	+	8+ 3−
Saturday's Children (WB)	+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain (Rep)	+	+	±	+	+	+	+	+	8+ 1−
Sea Hawk, The (WB)	‡	±	+	‡	‡	‡	‡	+	13+ 1−
Seventeen (Para)	+	±	+	+	+	+	+	+	8+ 1−
Shooting High (20th-Fox)	+	∓	∓	±	+	+	±	+	8+ 4−
Showdown (Para)	+		+	+	+	o	+	+	6+
Sing, Dance, Plenty Hot (Rep)	±		−	+	+	+	+	+	6+ 2−
Ski Patrol (Univ)	∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits (Mono)	±								1+ 1−
Slightly Tempted (Univ)	±			+		+	+	±	5+ 2−
So This Is London (20th-Fox)	±				±			=	2+ 4−
Son of Roaring Dan (Univ)					+				1+
Son of the Navy (Mono)	+	+	±	+	±	+	+	+	8+ 2−
South of Pago Pago (UA)	+	+	+	‡		o	∓	+	7+ 1−
South to Karanga (Univ)	+	±		+		+	±	±	6+ 3−
Spies in the Air (SR)	−				±				1+ 2−
Sporting Blood (M-G-M)	o	±	±	+	±	±	+	±	7+ 5−
Stage to Chino (RKO)		‡		+			+	+	5+
Stagecoach War (Para)	+		∓	+	+	+		+	6+ 1−
Star Dust (20th-Fox)	+	+	+	+	+	+	+	+	8+
Story of Dr. Ehrlich's Magic Bullet (FN)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Strange Cargo (M-G-M)	±	−	∓	+	+	o	±	±	6+ 5−
Street of Memories (20th-Fox)	±		−	∓	+	o		∓	4+ 4−
Susan and God (M-G-M)	±		+	+	‡	+	‡	+	9+ 1−
T									
Tear Gas Squad (WB)	±	−	−	±	±		=		3+ 7−
Texas Stagecoach (Col)	±	±		+	+				4+ 2−
They Came by Night (20th-Fox)	+	±	−	∓		+			4+ 3−
They Drive by Night (WB)	‡	‡	+	‡	‡	+	‡	‡	14+
Those Were the Days (Para)	+	+	∓	+	+	+	+	+	8+ 1−
Three Cheers for the Irish (FN)	±	+	+	+	+	+	+	+	8+ 1−
Three Faces West (Rep)	±	+	±	+	+	+	+	‡	9+ 2−
'Til We Meet Again (FN)	+	+	+	+	‡	+	‡	+	10+
Tomboy (Mono)	±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days (RKO)	‡	‡	+	+	‡	‡	‡	‡	14+
Too Many Husbands (Col)	‡	+	‡	‡	+	+	‡	‡	13+
Torpedo Raider (Mono)	∓			+					2+ 1−
Torrid Zone (FN)	‡	+	+	‡	+	+	+		9+
Tulsa Kid, The (Rep)	±		∓	+		+	+	±	6+ 3−
Turnabout (UA)	+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team (M-G-M)	+	±	+	±	+	±	+	+	8+ 3−
21 Days Together (Col)	∓	∓	∓	∓	∓	+	∓		7+ 6−
Two Girls on B'way (M-G-M)	±	±	+	+	+	±	+	+	8+ 3−
Typhoon (Para)	±	±	±	±	+	+		+	7+ 4−
U									
Untamed (Para)	−	±	±	+	+	o	±	∓	6+ 5−
V									
Vengeance of the Deep (SR)	=		=	∓	±				2+ 6−
Villain Still Pursued Her, The (RKO)	±	∓	−	−	±	o	±	∓	5+ 7−
Virginia City (WB)	+	±	±	‡	‡	‡	+	+	11+ 2−
Viva Cisco Kid (20th-Fox)	−	∓	=	∓	±	+	±	=	5+ 9−
W									
Wagons Westward (Rep)	+	+	±	+	+	+	−	∓	7+ 3−
Waterloo Bridge (M-G-M)	+	+	‡	‡	‡	‡	‡	‡	14+
Way of All Flesh (Para)	±	∓	−	∓	−	∓	−	∓	5+ 8−
We Who Are Young (M-G-M)	±	±	∓	‡	‡	+	+	∓	10+ 4−
West of Abilene (Col)	+		±	±	+				4+ 2−
Westerner, The (UA)	±								1+ 1−
When the Daltons Rode (Univ)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Wild Horse Range (Mono)	∓			±	±				3+ 3−
Women in War (Rep)	+	+	±	+	+	+	+	+	8+ 1−
Women Without Names (Para)	±	±	±	±	+	+	+	±	8+ 5−
Y									
You Can't Fool Your Wife (RKO)	+	∓	±	∓	±	o	+	∓	7+ 5−
Young People (20th-Fox)	+	+	+	‡	‡	+	+	+	10+
Young Tom Edison (M-G-M)	+	‡	‡	‡	‡	‡	‡	‡	15+
Young Buffalo Bill (Rep)	+		+	+	±				4+ 1−
You're Not So Tough (Univ)	±	±	−	+	±	o	+	+	6+ 4−
Yukon Flight (Mono)				∓	+				2+ 1−
Z									
Zanzibar (Univ)	±	±	±	∓	+	±	+	±	8+ 6−

"ALL THIS, AND HEAVEN TOO" DOMINATES WEEK

BOSTON

Fenway—**Maryland** (20th-Fox); **Golden Gloves** (Para't), 2nd run 60
Keith's Memorial—**Boys From Syracuse** (Univ); **Outsider** (SR) 85
Loew's Orpheum—**Andy Hardy Meets Debutante** (M-G-M); **Captain Is a Lady** (M-G-M), 2nd wk. 60
Loew's State—Same as Orpheum..... 55
Metropolitan—**They Drive by Night** (WB); **Ladies Must Live** (FN) 90
Paramount—Same as Fenway 65

CHARLOTTE

Broadway—**The Captain Is a Lady** (M-G-M), 1st half 90
Broadway—**Grand Ole Opry** (Rep), 2nd half...100
Carolina—**My Love Came Back** (FN), 1st half..100
Carolina—**The Ghost Breakers** (Para't), 2nd half 100
Imperial—**When the Daltons Rode** (Univ).....110
State—**Girls of the Road** (Col), 1st half.....110
State—**Prairie Law** (RKO), 2nd half.....110

CHICAGO

Apollo—**Our Town** (UA), 2nd loop wk..... 85
Chicago—**All This, and Heaven Too** (FN), plus stage show 110
Garrick—**Maryland** (20th-Fox), 2nd loop wk... 85
Oriental—**I Was an Adventuress** (20th-Fox), plus stage show 95
Palace—**When the Daltons Rode** (Univ); **Private Affairs** (Univ) 110
Roosevelt—**South of Pago Pago** (UA)..... 90
State-Lake—**Wagons Westward** (Rep), plus stage show 90
Studio—**Scatterbrain** (Rep), 2nd wk. 90
United Artists—**Pride and Prejudice** (M-G-M)..110

CINCINNATI

Albee—**Pride and Prejudice** (M-G-M).....120
Capitol—**My Love Came Back** (FN), 2nd wk..100
Keith's—**Turnabout** (UA) 75
Lyric—**Leopard Men of Africa** (SR)..... 80
Palace—**When the Daltons Rode** (Univ)..... 80

CLEVELAND

Allen—**All This, and Heaven Too** (FN), 4th wk..125
Hippodrome—**They Drive by Night** (WB).....110
Palace—**When the Daltons Rode** (Univ).....100
State—**Untamed** (Para't) 65
Stillman—**We Who Are Young** (M-G-M)..... 60

DALLAS

Capitol—**You're Not So Tough** (Univ), 1st part. 90
Capitol—**South to Karanga** (Univ), 2nd part... 85
Capitol—**Wagons Westward** (Rep), 3rd part... 95
Majestic—**When the Daltons Rode** (Univ).....130
Palace—**Pride and Prejudice** (M-G-M).....100
Rialto—**Blondie Has Servant Trouble** (Col), 1st half 100
Rialto—**Sporting Blood** (M-G-M), 2nd half....110
Tower—**Andy Hardy Meets Debutante** (M-G-M), 2nd wk. 100

DETROIT

Adams—**Maryland** (20th-Fox), after wk. at Fox; **Military Academy** (Col) 60
Fox—**When the Daltons Rode** (Univ); **The Man I Married** (20th-Fox) 85
Michigan—**I Love You Again** (M-G-M); **Gold Rush Maisie** (M-G-M) 90
Palms-State—**One Million B. C.** (UA); **The Fatal Hour** (Mono) 85
United Artists—**Pride and Prejudice** (M-G-M); **Anne of Windy Poplars** (RKO), 2nd wk..... 95

INDIANAPOLIS

Alamo—**Bullet Code** (RKO); **Gangs of Chicago** (Rep) 80
Circle—**Maryland** (20th-Fox); **Sailor's Lady** (20th-Fox), 2nd wk. 90
Indiana—**Boys From Syracuse** (Univ); **Private Affairs** (Univ) 85
Loew's—**Pride and Prejudice** (M-G-M); **We Who Are Young** (M-G-M) 125
Lyric—**Three Faces West** (Rep), plus stage show 90

KANSAS CITY

Esquire—**The Boys From Syracuse** (Univ)....115
Midland—**Pride and Prejudice** (M-G-M); **We Who Are Young** (M-G-M) 150
Newman—**The Great McGinty** (Para't)..... 90

AVERAGE IS 100%

Top Hits of the Week

ALL THIS, AND HEAVEN TOO—
Philadelphia 185

BOYS FROM SYRACUSE—
New York City 175

PRIDE AND PREJUDICE—
Kansas City (dual).....150

I LOVE YOU AGAIN—
Minneapolis 150

SOUTH OF PAGO PAGO—
New Orleans 150

UNTAMED—
New Orleans 150

EXTENDED RUNS

Gone With the Wind, 34th wk., New York City.

All This, and Heaven Too, 4th wk., Cleveland.

Mortal Storm, 3rd wk., Los Angeles.

Tower—**Love, Honor and Oh Baby!** (Univ); plus **Clyde McCoy** and Band 160
Uptown—Same as Esquire 120

LOS ANGELES

Chinese—**The Man I Married** (20th-Fox); **Sailor's Lady** (20th-Fox) 90
Downtown—**They Drive by Night** (WB); **Scatterbrain** (Rep), 2nd wk. 110
Four Star—**The Mortal Storm** (M-G-M), 3rd wk. 85
Hillstreet—**When the Daltons Rode** (Univ), 2nd wk.; **Blondie Has Servant Trouble** (Col).115
Hollywood—Same as Downtown 110
Pantages—Same as Hillstreet 110
Paramount—**The Great McGinty** (Para't), plus stage show 115
State—Same as Chinese.....100

MILWAUKEE

Palace—**The Way of All Flesh** (Para't); **Grand Ole Opry** (Rep) 90
Riverside—**Out West With the Peppers** (Col), plus stage show 120
Strand—**Snow White and the Seven Dwarfs** (RKO), reissue 80
Warner—**They Drive by Night** (WB); **Ladies Must Live** (FN) 125
Wisconsin—**Pride and Prejudice** (M-G-M).....125

MINNEAPOLIS

Aster—**Captain Is a Lady** (M-G-M); **South to Karanga** (Univ) 90
Century—**Tom Brown's School Days** (RKO).... 60
Esquire—**Boys From Syracuse** (Univ), 2nd wk..100
Gopher—**We Who Are Young** (M-G-M)..... 90
Orpheum—**They Drive by Night** (WB)..... 95
State—**I Love You Again** (M-G-M).....150
World—**I Married Adventure** (Col) 90

NEW HAVEN

College—**Lost Horizon** (Col); **The Awful Truth** (Col), reissues 65
Loew-Poli—**Pride and Prejudice** (M-G-M); **We Who Are Young** (M-G-M) 95
Paramount—**The Boys From Syracuse** (Univ); **Three Faces West** (Rep).....125
Roger Sherman—**Four Sons** (20th-Fox); **Ladies Must Live** (FN) 80

NEW ORLEANS

Center—**Dr. Kildare's Strange Case** (M-G-M)... 85
Globe—**Brother Orchid** (WB) 100
Liberty—**Ladies Must Live** (FN)..... 85
Orpheum—**They Drive by Night** (WB).....125
Sanger—**Untamed** (Para't) 150
State—**South of Pago Pago** (UA).....150
Tudor—**The Mortal Storm** (M-G-M).....100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 34th roadshow wk. 100
Capitol—**Andy Hardy Meets Debutante** (M-G-M), 2nd wk. 90
Criterion—**Snow White and Seven Dwarfs** (RKO), reissue 100
Paramount—**Boys From Syracuse** (Univ); plus stage show 175
Radio City Music Hall—**South of Pago Pago** (UA), plus stage show 85
Roxy—**Man I Married** (20th-Fox), plus stage show 100
Strand—**They Drive by Night** (WB), 2nd wk., plus stage show 110

OKLAHOMA CITY

Criterion—**Andy Hardy Meets Debutante** (M-G-M) 110
Liberty—**Murder in the Air** (FN); **Gambling on the High Seas** (WB) 100
Midwest—**Maryland** (20th-Fox) 90
State—**Scatterbrain** (Rep); **Gentleman From Arizona** (Mono), 1st half 95
State—**Gangs of Chicago** (Rep); **Covered Wagon Days** (Rep), 2nd half 90
Tower—**Safari** (Para't) 110
Warner—**Sailor's Lady** (20th-Fox); **Charlie Chan's Murder Cruise** (20th-Fox).....100

OMAHA

Brandeis—**The Ramparts We Watch** (RKO); **You Can't Fool Your Wife** (RKO).....125
Omaha—**Pride and Prejudice** (M-G-M); **The Captain Is a Lady** (M-G-M).....120
Orpheum—**My Love Came Back** (FN), plus Sammy Kaye and orchestra 120

PHILADELPHIA

Boyd—**Pride and Prejudice** (M-G-M).....120
Earle—**When the Daltons Rode** (Univ)..... 75
Fox—**They Drive by Night** (WB), 2nd wk..... 95
Karlton—**South of Pago Pago** (UA), 2nd run. 90
Keith's—**All This, and Heaven Too** (UA), 2nd run 185
Stanley—**The Man I Married** (20th-Fox)..... 65
Stanton—**The Man Who Talked Too Much** (WB) 115

PITTSBURGH

Alvin—**Scatterbrain** (Rep); **Three Faces West** (Rep) 75
Barry—**Carolina Moon** (Rep); **Grand Ole Opry** (Rep) 100
Fulton—**When the Daltons Rode** (Univ)..... 85
Penn—**Andy Hardy Meets Debutante** (M-G-M), 2nd wk. 85
Ritz—**All This, and Heaven Too** (FN), 3rd d. t. wk. 70
Stanley—**My Love Came Back** (FN) 85
Warner—**One Million B. C.** (UA); **Dr. Christian Meets the Women** (RKO)..... 75

SALT LAKE CITY

Centre—**I Love You Again** (M-G-M).....100
Rialto—**Anne of Windy Poplars** (RKO); **A Bill of Divorcement** (RKO) 100
Studio—**South of Pago Pago** (UA).....100
Utah—**If I Had My Way** (Univ)..... 95

SEATTLE

Blue Mouse—**Boys From Syracuse** (Univ); **Dr. Christian Meets the Women** (RKO), 2nd wk... 85
Fifth Avenue—**I Love You Again** (M-G-M); **Way of All Flesh** (Para't) 90
Liberty—**I Married Adventure** (Col); **Military Academy** (Col) 90
Music Box—**Pride and Prejudice** (M-G-M); **Manhattan Heartbeat** (20th-Fox), 2nd wk... 85
Orpheum—**Mystery Sea Raider** (Para't); **Pier 13** (20th-Fox) 90
Palomar—**All This, and Heaven Too** (FN), plus stage show 110
Paramount—**The Man I Married** (20th-Fox); **Love, Honor and Oh Baby** (Univ)..... 90

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Metro-Goldwyn-Mayer

Edison, the Man

You couldn't run a better piece of entertainment, but I guess people are tired of all these biographies and dramas, as we certainly didn't gross what a picture of this type is worth. Wed., Thurs. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

Shop Around the Corner

The only ones who came in to see this picture came in to see Jimmy Stewart. The title sure ruined my chances of boxoffice value. Fri., Sat. Weather: OK. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

20 Mule Team

Business was about average and comment ranged from very favorable to the opposite extreme. However, most considered it pretty good. Action was plentiful and photography good, but some way the thing didn't add up to the top-notch entertainment we had expected. Sun., Mon., Tues. Capacity: 400.—R. Evans, Melodian, Cheney, Wash.

Waterloo Bridge

A swell show that should please all adults but certainly not a picture for children. Wed., Thurs. Rural patronage. —Henley and Burris Smith, Imperial, Pocahontas, Ark.

Young Tom Edison

Very fine picture that pleased. Mickey Rooney definitely displays that he can act. His part calls for an entirely different role than that of "Andy" in the Hardy series. We had a bad print with many scratches and splices which detracted from the presentation. Sun., Mon. Weather: Warm. Admission: 28-10. Rural patronage. Population: 700. Capacity: 275.—W. D. Rasmussen, Tivoli, LeRoy, Minn.

Paramount

Light That Failed, The

So did our boxoffice. This picture is not for small towns. Thurs., Fri. Weather: Fair. Admission: 15-10. Rural patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ark.

Road to Singapore

Crosby and Hope at their best. I still think that in making a picture it should be made in black and white or sepia. It should not jump from one color to the other. That annoys and detracts from the feature. Fri., Sat. Weather: Cloudy. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Stagecoach War

Just another western. Russell Hayden saved it. Poorest Saturday business in ages. Cassidy slipping here. Weather: Fair. Admission: 25-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Republic

In Old Missouri

If your audience likes hillbilly pictures, this is up their alley. About the same as "Jeepers Creepers" and just as good. Fri., Sat. Weather: Hot. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

RKO Radio

Mexican Spitfire

Here is one that knocked them in the aisles. A laugh riot from start to finish. We sure can use more of this type of comedy in these troubled times. Audience reaction: Worn out from laughing. Thurs., Fri. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Millionaire Playboy

As good a comedy as I have run in a long time. Went over fine. They are still talking and laughing about it. Sat., Sun. Weather: Hot. Admission: 25-10. Small town patronage. Population: 500. Capacity: 200.—Floyd Wolfe, Lynch, Lynch, Neb.

Swiss Family Robinson

Just another program picture. The title is all that will sell. Tues., Wed. Weather: Fair. Admission: 15-10. Rural patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ark.

20th Century-Fox

Four Sons

Pretty fair but people don't want to see war stuff. They think of it during the day and don't want it shoved at them at night. Sun., Mon. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

Shooting High

In my opinion this is not Jane Withers' best picture, but the addition of Gene Autry's name helped garner in a goodly number of patrons. The story is rather weak, but the picture will get by a not-too-critical audience. Attendance considerably better than midweek average. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

: Letters From Readers :

JUST DIGGING DEEPER

BROOKHAVEN, MISS.—Have not seen your Al Henderson lately, but you can tell him for me that he hasn't missed a lot. Business is still as low as (censored) and we are running a lot of good product.

Ran "If I Had My Way" not long past, to low business, in spite of the fact that it is a good picture. Not that it is anything to rave about, but it is good.

"Grand Ole Opry" did very well. Ran it on a double bill. It is a good hillbilly entertainer, and can be pushed strong in that direction. It won't let the patrons down.

Ran "Daughters Courageous" and "Danger on Wheels" Monday and Tuesday of this week to four-star lousy business, and both were good pictures. Have "Kid From Kokomo" tonight and it is pleasing my half-full house.

Softball is a pain in the neck to us when they play, but lately there has been no softball, due to rain. All I know to do is what the fisherman does in dry weather—dig harder and deeper and hope the right stuff will be found.—L. T. DOWNING, HAVEN THEATRE.

United Artists

Of Mice and Men

About the poorest piece of celluloid entertainment I have ever seen. If there were none any better than this, I would soon be goofier than Lon Chaney jr. Fri., Sat. Weather: Hot. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Raffles

About as poor a high allocated picture I have ever played, and I have played plenty of clucks. Tuesday. Weather: OK. Admission: 20-10. Rural patronage. Population: 900. Capacity: 300.—Logan Hedrick, Homer, Homer, Ill.

Rebecca

You better grab this 'cause it's sure profit. Sun., Mon. Weather: Fair. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

Turnabout

Not bad for fun but can't say it deserves the price we had to pay for it. Lacks star power for one thing, but most UA pictures do for a small town like ours. Sun., Mon. Rural patronage.—Henley and Burris Smith, Imperial, Pocahontas, Ark.

Booking Chart

A GUIDE TO CURRENT RELEASES

Numerals Following Titles are Running Time. Date is National Release, 1939-40, Unless Otherwise Specified.
(S)Indicates short of the week.
(C)Indicates Technicolor.

SHORTS

Columbia

ALL-STAR COMEDIES

All-American Blondes (17)....Oct. 20
Andy Clyde Gets Spring Chicken (19).....Dec. 15
Awful Goof, The (17).....Dec. 22
Boobs in the Woods (17).....May 31
Fireman Save My Choo Choo (..).....Aug. 9
Glove Slingers (18).....Nov. 24
Heckler, The (17).....Feb. 16
His Bridal Fright (16).....July 12
Money Squawks (17).....Apr. 5
Mooching Through Georgia (19).....Aug. 11
Mr. Clyde Goes to Broadway (17).....Feb. 2
Nothing But Pleasure (17½)..Jan. 5
Pardon My Berth Marks (18).Mar. 22
Skinny the Moocher (16½)....Sept. 8
South of the Boudoir (18)....May 17
Static in the Attic (19).....Sept. 22
Taming of the Snood (16)....June 28
Teacher's Pest (16½).....Nov. 3
Trouble Finds Andy Clyde (18).....July 28
You're Next (17).....May 24

CINESCOPES

Berth of a Queen (11).....Mar. 15
Fashion Takes a Holiday (11).Mar. 8
Odd Vacations (8½).....June 16
Squadron 992 (..).....Aug. 16
Threads of a Nation (11).....Feb. 9
World of 1960 (Futurama) (9).Dec. 22

COLOR RHAPSODIES
(In Technicolor)

A Boy, a Gun and Birds (7)..Jan. 12
Blackboard Revue (7).....Mar. 15
Crop Chasers (8).....Sept. 22
Dreams on Ice (6½).....Oct. 20
Egg Hunt, The (7½).....May 31
Greyhound and the Rabbit, The (7½).....Apr. 19
Happy Tot's Expedition, The (6½).....Feb. 9
Mother Goose in Swingtime (7).....Dec. 8
Mountain Ears (7½).....Nov. 3
Timid Pup, The (8).....Aug. 1
Ye Olde Swap Shoppe (7½)..June 28

COLUMBIA TOURS

Beautiful Switzerland (Andre de la Varre Productions) (10)..Nov. 17
Historic Cities of India (10)..Oct. 27
Holland and the Zuyder Zee (9½).....Sept. 15
(Andre de la Varre Production).
In the Land of Pagodas (..).June 14
Life in Paris (11).....Dec. 22
New Hampshire (11).....Feb. 9
Pleasurebound in Canada (9).May 17
Unveiling Algeria (9½).....Mar. 1

COMMUNITY SING

No. 2 Old Time Songs (9½)...Sept. 8
No. 3 (College Songs) (10)....Oct. 13
No. 4 (Stephen Foster) (11)..Nov. 17
No. 5 (Gypsy Songs) (10).....Dec. 29
No. 6 (Medley of Hits) (10)..June 28
No. 7 (Topical Songs, D. Baker) (..).....Aug. 16
No. 8 (Jolly Tunes, D. Baker) (..).....Sept. 2

FABLES CARTOONS

Barnyard Babies (7½).....June 14
Little Lost Sheep..(7).....Oct. 6
Park Your Baby (6).....Dec. 22
Peep in the Deep, A (..)....Aug. 23
Pooch Parade (6).....July 19
Practice Makes Perfect (6)....Apr. 5

FOOLS WHO MADE HISTORY

No. 1 Elias Howe (11).....Sept. 1
No. 2 Charles Goodyear (10½).Oct. 6

HAPPY HOUR

Book of Books (10).....Oct. 6
Building of Boys (11).....Oct. 12

PHANTASIES CARTOONS

Charm Bracelet, The (6½)...Sept. 1
Fish Follies (6).....May 10
Man of Tin (6½).....Feb. 23
Millionaire Hobo (7).....Nov. 24
Mouse Exterminator, The (6½).....Jan. 26
News Oddities (6).....July 19

SCREEN SNAPSHOTS
(Series 19)

No. 1 (9½).....Sept. 22
Art of Makeup.
No. 2 (10).....Nov. 10
Training animal stars.
No. 3 (10).....Dec. 1
Novelty Parties.
No. 4 (10).....Jan. 5
Trip Thru Studios.
No. 5 (11).....Feb. 23
Art in Hollywood.
No. 6 (10).....Mar. 29
Hollywood Recreations.
No. 7 (10).....May 3
Wardrobe Designers.
No. 8 (10).....June 7
Cowboy Jubilee.
No. 9 (10).....July 10
Ken Murray.
No. 10 (9).....Aug. 1
Jack Oakie.

SPORT REELS

Bows and Arrows (9½).....Oct. 6
Canvas Capers (11).....July 26
Fishing in Hawaii (..).....Aug. 30
Flying Targets (10).....Feb. 16
Jai Alai (8½).....Nov. 30
Roughhouse Fiesta (10).....Mar. 8
Saving Strokes With Sam Snead (10).....June 28
Skiing Technique (9½).....Jan. 19
Sport of Kings (10).....May 24
Tomorrow's Stars (10).....Apr. 19

THREE STOOGES COMEDIES

A Plumbing We Will Go (18).Apr. 19
How High Is Up (16).....July 26
Nutty But Nice (18).....June 14
Oily to Bed, Oily to Rise (18½).....Oct. 6
Rockin' Thru the Rockies (17).Mar. 8
Three Sappy People (18½)....Dec. 1
You Natzy Spy (18).....Jan. 19

WASHINGTON PARADE

No. 1 (Smithsonian Institution) (11).....Nov. 10
No. 2 (U. S. Treasury) (11)...Dec. 29
No. 3 (Inside the F. B. I.) (11).Feb. 9
No. 4 (Social Security) (10)...May 10
No. 5 (The Archives) (10)....July 4
No. 6 (Our Nat'l Defense) (..) Aug. 30

M-G-M

CRIME DOESN'T PAY

Drunk Driving (21).....Oct. 28
Jack Pot (19).....Mar. 9
Know Your Money (21).....Jan. 27
Pound Foolish (20).....Dec. 23
Think First (21).....Sept. 9
Women in Hiding (22).....June 22

FITZPATRICK TRAVELTALKS
(In Technicolor)

Calling on Colombia (8).....Mar. 16
Day on Treasure Island, A (11).....Sept. 27
Land of Alaska Nellie (9)....Dec. 23
Modern New Orleans (8).....May 11
Natural Wonders of Washington State (9).....Oct. 7
Night Descends on Treasure Island (8).....Jan. 20
Old Natchez (9).....Dec. 30
Quaint St. Augustine (9).....Nov. 4
Seattle, Gateway to the Northwest (9).....Feb. 17
Sitka & Juneau (9).....Apr. 13
Suva, Pride of Fija (9).....June 8
Vallant Venezuela (9).....Nov. 25

MINIATURES

Ash Can Fleet, The (11).....Sept. 9
Door Will Open, A (11).....Mar. 9
Failure at Fifty, A (10) Sepia..Oct. 7
(C)Mendelssohn's Wedding March (8).....Nov. 4
Miracle at Lourdes (sepia) (11).....Dec. 30
Northward Ho! (sepia) (9)..Feb. 10
Old South, The (11).....Jan. 20
Rhumba Rhythm (10) (sepia).Sept. 2
Servants of Mankind (9).....May 11
Where Turf Meets Surf (sepia) (11).....Jan. 6

M-G-M CARTOONS
(New Series)

A Rainy Day (7).....Apr. 20
Blue Danube, The (7).....Dec. 16
Fishing Bear, The (9).....Jan. 20
Home on the Range (9).....Mar. 23
Mad Maestro, The (8).....Dec. 30
Milky Way, The (..).....June 22
(C)One Mother's Family (9)...Sept. 30
Peace on Earth (9).....Dec. 9
Puss Gets the Boot (9).....Feb. 10
Swing Social (8).....May 18
Tom Turkey (7).....June 8

M-G-M NEWS OF THE DAY
Released twice weekly.

OUR GANG COMEDIES

Alfalfa's Double (11).....Jan. 20
All About Hash (11).....Mar. 30
Big Premiere, The (10).....Mar. 9
Bubbling Troubles (11).....May 25
Captain Spanky's Showboat (11).....Sept. 9
Dad for a Day (11).....Oct. 21
New Pupil, The (11).....Apr. 27
Time Out for Lessons (11).....Dec. 2

PASSING PARADE (New Series)

Forgotten Victory (sepia) (11).....Dec. 9
Midden Master, The (11) (sepia).....Apr. 20
Way in the Wilderness, A (..) (sepia).....June 22
XXX Medico (sepia) (..) ...Mar. 23

PETE SMITH SPECIALISTS

Cat College (..) Sepia .....June 29
Domineering Male, The (10)..Mar. 30
Football Thrills of 1938 (10).Sept. 16
Let's Talk Turkey (11).....Oct. 28
Maintain the Right (10).....Jan. 13
Romance of the Potato (sepia).Dec. 9
Set 'Em Up (10).....Sept. 30
Ski Birds (8).....Nov. 18
Spots Before Your Eyes (10)..May 4
Stuffie (11).....Mar. 2
What's Your I. Q.? (sepia) (8).....Feb. 10
What's Your I. Q.? No. 2 (9)...June 8

ROBERT BENCHLEY

Day of Rest, The (9).....Sept. 16
Home Movies (7).....Feb. 17
See Your Doctor (8).....Dec. 16
That Inferior Feeling (9).....Dec. 9

SPECIAL

Flag Speaks, The (19).....June 14

Paramount

COLOR CLASSICS

(C)Ants in the Plants (7)....Mar. 15
(C)Little Lambkin (7).....Feb. 2

COLOR CRUISES
(New Series in Cinecolor)

Argentina (10).....Apr. 5
Chile (10).....Nov. 10
Cuba (10).....Jan. 5
Ecuador (10).....Sept. 1
Fresh Vegetable Mystery (8).....Sept. 22
Isle of Columbus (10).....Feb. 9
Kick in Time, A (7).....May 17
Pacific Paradise (10).....June 21
Peru (9).....Oct. 6

HEADLINER

Artie Shaw's Class in Swing (10).....Sept. 8
Blue Barron and His Orchestra (10).....May 31
Champagne Music of Lawrence Welk (10).....Sept. 8
Frankie Masters and his Orchestra (10).....Dec. 29
George Olsen and His Music (10).....Mar. 15
Have You Met Yvette (10)...Apr. 26
Paul Baron & Orch.
Here's Hal (10).....Nov. 24
Hal Kemp and orchestra.
Jimmy Dorsey and His Orchestra (10).....Feb. 2
Moments of Charm of 1940 (Cinecolor) (11).....Oct. 27
Phil Spitalny and Girl Orchestra.
Ted Fio Rito and His Orchestra (10).....Oct. 6

PARAMOUNT NEWS
Released twice weekly.

PARAGRAPHICS

Bits of Life (11).....Nov. 17
Busy Little Bears (10).....Oct. 20
Dangerous Dollars (11).....June 28
Not So Dumb (10).....Mar. 15
Paramount Pictorial (V9-6) (10).....Feb. 16
Public Hobby No. One (11)..Sept. 22
Sugar Wind (10).....Jan. 19
Television Preview (10).....May 17
(Lanny Ross-Ted Husing)
Touchdown Review (10).....Dec. 22

POPEYE CARTOONS

Females Is Fickle (7).....Mar. 8
It's the Natural Thing to Do (7).....July 28
Me Feelings Is Hurt (7).....Apr. 12
Never Sock a Baby (6).....Nov. 3
Nurse Mates (7).....June 21
Shakespearean Spinach (7).....Jan. 19
Stealin' Ain't Honest (7).....Mar. 22
Onion Pacific (7).....May 24

POPULAR SCIENCE
(In Cinecolor)

No. J9-1 (11).....Sept. 15
No. J9-2 (10).....Nov. 3
No. J9-3 10).....Dec. 15
No. J9-4 (10).....Feb. 16
No. J9-5 (10).....May 3
No. J9-6 (11).....June 28

GRANTLAND RICE SPORTLIGHTS

Aqua-Rhythm (10).....Nov. 24
Blue Streak, The (10).....Apr. 19
Bowling Skill (10).....Jan. 26
Catching Whoppers (10).....Oct. 13
Desert Adventure, A (10)....Sept. 29
Dog Is Born, A (10).....Nov. 3
Human Fish (10).....Feb. 23
Hydro-Maniacs (10).....Sept. 1
Judo Experts (Jui Jitsu) (10)..Dec. 8
Sink or Swim (10).....July 12
Two of a Kind (10).....Mar. 22

STONE AGE CARTOONS

Foul Ball Player, The (7)....May 24
Granite Hotel (7).....Apr. 26
Ugly Dino, The (7).....June 14
Way Back When a Night Club Was a Stick (7).....May 10
Way Back When a Nag Was Only a Horse (7).....Mar. 8
Way Back When a Triangle Had Its Points (7).....Feb. 9
Wedding Belts (7).....July 5

SYMPHONIC SERIES
Philharmonic Orchestra of U. S. A.

Blue Danube Waltz, The (10).Sept. 29
Merry Wives of Windsor (9)...Oct. 27
William Tell (11).....Nov. 24

UNUSUAL OCCUPATIONS
(In Color)

No. 1 (11).....Oct. 13
No. 2 (11).....Nov. 17
No. 3 (10).....Jan. 19
No. 4 (10).....Mar. 29
No. L9-5 (10).....May 31

RKO Radio

DISNEY CARTOONS
(In Technicolor)

Autograph Hound, The (8)....Sept. 1
Billposters (8).....May 17
Bone Trouble (9).....June 28
Donald's Dog Laundry (8)....Apr. 5
Donald's Vacation (8).....Aug. 9
Mr. Duck Steps Out (8).....June 7
Officer Duck (8).....Sept. 22
Put-Put Troubles (7).....July 19
Riveter, The (7).....Mar. 15
Tugboat Mickey (7).....Apr. 26

EDGAR KENNEDY COMEDIES

Act Your Age (18).....Oct. 6
Kennedy the Great (19).....Dec. 1
Mutiny in the County (17)....May 3
Slightly at Sea (16).....Feb. 9
'Taint Legal (16).....May 24

LEON ERROL COMEDIES

Bested by a Beard (20).....July 26
Truth Aches (19).....Nov. 3
Wrong Room, The (19).....Sept. 22

MARCH OF TIME

No. 1 (19).....Sept. 1
Soldiers with Wings.
No. 2 (19).....Sept. 29
The Battle Fleets of England.
No. 3 (18).....Oct. 27
Uncle Sam—The Farmer.

No. 4 (19) .....Nov. 24
Newsfronts of War—1940.
No. 5 (17) .....Dec. 22
Crisis in the Pacific.
No. 6 (18) .....Jan. 19
The Republic of Finland.
No. 7 (18) .....Feb. 16
The Vatican of Pius XII.
No. 8 (18) .....Mar. 15
Canada at War.
No. 9 (19) .....Apr. 12
America's Youth—1940
No. 10 (19) .....May 10
The Phillipines
No. 11 (18) .....June 7
The U. S. Navy.

PATHE INFORMATION PLEASE

No. 1 (11) .....Sept. 8
No. 2 (11) .....Oct. 6
No. 3 (10) .....Nov. 3
No. 4 (11) .....Dec. 1
No. 5 (10) .....Dec. 29
No. 6 (11) .....Jan. 26
No. 7 (11) .....Feb. 23
No. 8 (10) .....Mar. 22
No. 9 (11) .....Apr. 19
No. 10 (11) .....May 17
No. 11 (10) .....June 14
No. 12 (12) .....July 12
No. 13 (9) .....Aug. 9

PATHE NEWS

Released twice weekly.

RADIO FLASH COMEDIES

Blamed for a Blonde (16) ....Oct. 20
Chicken Feed (18) .....Dec. 29
Coat Tales (18) .....Nov. 17
Marriage-Go-Round (18) .....July 28
Twincuplets (20) .....Jan. 26

PATHE SPORTSCOPE

Aquapoise (9) .....Jan. 19
Arrow Points (8) .....July 5
Court Favorites (8) .....Apr. 12
Gun Play (9) .....Sept. 1
Hunting Hounds (9) .....Sept. 29
Hurdle Hoppers (9) .....June 7
Ice Cutters (9) .....Oct. 27
Pennant Chasers (9) .....Feb. 16
Silent Wings (9) .....May 10
Sky Game (9) .....Dec. 22
Streamlined (9) .....June 21
Winter Playground (9) .....Nov. 24
Flycasting (9) .....May 15

RAY WHITLEY WESTERNS (New Series)

Bandits and Ballads (17) .....Dec. 15
Corralling a Schoolmarm (20) .Jan. 14
Cupid Rides the Range (18) ..Sept. 8
Molly Cures a Cowboy (19) ..Mar. 22

REELISMS (New Series)

Acres of Plenty (9) .....Oct. 13
Air Army (9) .....Apr. 26
American Royal (9) .....Nov. 10
Men of Muscle (9) .....Jan. 12
Nevada Unlimited (8) .....Sept. 15
Navajo Land (10) .....Mar. 1
Siege (10) .....Mar. 29
Stray Lamb (8) .....May 24
Streamlined (9) .....June 21
Week End (9) .....July 19
West Wall (10) .....Dec. 8

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

Conquering the Colorado (11) Aug. 18
Filming the Fleet (11) .....Oct. 27
Sanctuary of the Seals (..) ..June 7
Sky Fighters (11) .....Dec. 8

ED THORGERSEN—SPORTS

Action on Ice (..) .....July 19
Big Game Fishing (10) .....Sept. 1
Clocking the Jockeys (11) ....Nov. 24
Following the Hounds (10) ...Mar. 1
Over the Seven Seas (10) ....Apr. 26
Top-Notch Tennis (10) .....Jan. 19

FATHER HUBBARD'S ALASKAN ADVENTURES

Aghileen Pinnacles, The (11) .Nov. 10
Climbing the Spirit's Home (10) .....May 10
The Valley of 10,000 Smokes (10) .....Feb. 16

FASHIONS (In Technicolor)

Fashion Forecasts No. 5 (10) .Sept. 15
Fashion Forecasts No. 6 (10) ..Dec. 22
Fashion Forecast No. 7 (9) ..Mar. 29
Fashion Forecast No. 8 (..) ..June 21

FOX MOVIETONE NEWS

Released twice weekly.

LEW LEHR AND HIS DRIBBLE PUSS PARADE

Cheerio, My Dears (..) .....July 5
Labor Savers (9) .....Apr. 12
Monkeys Is the Cwaziest People (10) .....Sept. 29
Silly Season, The (10) .....Jan. 5

LOWELL THOMAS MAGIC CARPET

Evergreen Empire, The (11) ..Oct. 13
Flying Stewardess (10) .....Mar. 15
Isles of the East (9) .....May 24
Kangaroo Country, The (10) ..Feb. 2

TERRY-TOONS

All's Well That Ends Well (7) .....Mar. 8
Catnip Capers (..) .....May 31
Dog in a Mansion, A (7) .....Jan. 12
Edgar Runs Again (7) .....Jan. 26
©First Robin, The (7) .....Dec. 29
Hare and Hounds (7) .....Feb. 23
©Harvest Time (7) .....Feb. 9
Hitchhiker, The (7) .....Dec. 1
Hook, Line and Sinker (7) ....Sept. 8
Ice Pond, The (7) .....Dec. 15
It Must Be Love (7) .....Apr. 5
Just a Little Bull (7) .....Apr. 19
Love in a Cottage (..) .....July 28
Much Ado About Nothing (7) .....Mar. 22
One Mouse in a Million (7) ...Nov. 3
©Orphan Duck, The (7) .....Oct. 6
Professor Offkeyski (7) .....June 14
Rover's Rescue (..) .....June 28
Rupert the Runt (..) .....July 12
Sheep in the Meadow (7) ....Sept. 22
Swiss Ski Yodelers (7) .....May 17
Watchdog, The (7) .....Oct. 20
©Wicky-Wacky Romance (7) .Nov. 17

Universal

LANTZ CARTUNES

A 'Haunting We Will Go (7) ..Sept. 4
Adventures of Tom Thumb jr. (9) .....Mar. 4
Andy Panda Goes Fishing (8) .Jan. 22
Jolly Little Elves (9) .....June 3
Kittens Mittens (8) .....Feb. 12
©Life Begins for Andy Panda (8) .....Oct. 9
100 Pigmies and Andy Panda (7) .....Apr. 22
©Scrambled Eggs (9) .....Nov. 20
©Sleeping Princess (9) .....Dec. 4
Stubborn Mule (7) .....July 31
Three Lazy Mice (..) .....June 24

GOING PLACES WITH GRAHAM McNAMEE

No. 66 (9) .....Sept. 25
No. 67 (9) .....Oct. 16
No. 68 (9) .....Nov. 13
No. 69 (8) .....Dec. 11
No. 70 (8) .....Dec. 25
No. 71 (..) .....Jan. 15
No. 72 (9) .....Feb. 5
No. 73 (8) .....Feb. 26
No. 74 (9) .....Mar. 18
No. 75 (9) .....Apr. 29
No. 76 (9) .....May 13
No. 77 (9) .....May 27
No. 79 (9) .....July 18
No. 80 (9½) .....Aug. 12

STRANGER THAN FICTION

No. 66 (8½) .....Sept. 18
No. 67 (9) .....Oct. 9
No. 68 (9) .....Nov. 6
No. 69 (9) .....Dec. 4
No. 70 (9) .....Dec. 25
No. 71 (9) .....Jan. 8
No. 72 (8½) .....Jan. 29
No. 73 (9) .....Feb. 19
No. 74 (8½) .....Mar. 11
No. 75 (9) .....Apr. 15
No. 76 (9) .....May 6
No. 77 (9) .....May 20
No. 78 (..) .....June 10
No. 79 (..) .....July 8
No. 80 (9) .....Aug. 5

TWO REEL MUSICALS

Boy Meets Joy (17) .....Sept. 6
Pinky Tomlin, Joy Hodges, Lucille Page, Mary Ruth, The Elderblooms and Pinky Tomlin's Orchestra.
Bullets and Ballads (17½) ...Feb. 14
Folies Parisienne (18) .....Apr. 17
Harry Stafford, Leon Belasco, Vyola Vonn, the Sterner Sisters, Peppy and Peanuts, Lafayette and LaVerne, the Mercer Brothers, the Notables Quartet and the Ada Broadbent Dancing Girls.
Fountain Frolics (..) .....Aug. 7
Six Hits and a Miss, Martha Tilton, Peggy Ryan, Buddy Pepper, Jimmy Dodd, Ted Arkin and Dorothy Roberts.
Hawaiian Rhythm (17) .....
Harry Owens and His Royal Hawaiians, Rita Rio, Don and Sally Jennings, Kenny Allen, Stears and Dean, Hawaiian Sweethearts and Royal Samoans.
International Revels (17) ....Mar. 13
William G. Sabbot, Janet Collins, Prince Modupe, Vyola Vonn, Jadin Wong, Sonny Chore, Rudy Frank and Tyroleans and the Dandridge Sisters.
Naughty Nineties (18) .....June 17
Rhumba Land (18½) .....Nov. 15
Wini Shaw, The Theodores, Vivien Fay, Jimmy Clemens, Alfredo Seveille, Tana, and Daryll Harpa and His Rhumba Band.
Rhythm Jamboree (13) .....Jan. 17
Judy Starr, Ada Broadbent Dancers, Johnny O'Brien and His Harmonica Hats, Billy Burt, Arkin & Colby, the Brown Sisters, the Pickerts.
Snow Follies (18) .....Dec. 13
Lillian Roth, King Sisters, Bruce Holden, Consolo and Melba, Morell Sisters and Billy, Ann Triolo, Lola Jensen and Fonchonettes.
Swing Hotel (18) .....Oct. 18
Duke Daly and his band, John & Edna Torrence, Jerry Lester, Martha Mears, The Three Rockets, Milton Charleston and the Screwballs.
Swingin' in the Barn (..) ....May 15
Texas Jim Lewis & His Band, Four King Sisters, Maidie & Ray, Fred Scott, Vernon & Draper, Lucille Walker, Forest & Towne.
Swing With Bing (18) .....Sept. 4

TWO REEL SPECIAL

International Revels (17) .....
March of Freedom (21) .....Sept. 6
Rhythm Jamboree (18) .....

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One for the Book (20) .....Feb. 3
Public Jitterbug No. 1 (..) ....May 4
Ride, Cowboy, Ride (20) .....Sept. 9
Royal Rodeo (15) .....Nov. 25
Seeing Spots (20) .....Apr. 29
Slapsie Maxie (17) .....Sept. 10
Spills for Thrills (19) .....June 15
World's Fair jr. (20) .....Dec. 9
Young America Flies (20) .....Aug. 3

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Gun Dog's Life (..) .....May 11
Mechanix Illustrated No. 1 (10) .....Sept. 30
Mechanix Illustrated No. 2 (10) .....Dec. 2
Mechanix Illustrated No. 3 (10) .....Feb. 17
Mechanix Illustrated No. 4 ..June 29
Men Wanted (10) .....Mar. 23
Movie Dog Stars (..) .....Aug. 17
New Horizons (10) .....Jan. 6
Valley, The (..) .....July 20

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Patient Porky (7) .....Aug. 24
Pied Piper Porky (7) .....Nov. 4
Pilgrim Porky (7) .....Mar. 16
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Slop Happy Pappy (7) .....Mar. 13
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Porky's Last Stand (7) .....Jan. 6
Porky's Poor Fish (..) .....May 18

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UNIVERSAL

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Larry (Buster) Crabbe
Green Hornet .....Jan. 9
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The Pulse of the Motion Picture Industry

BOXOFFICE

AUGUST 24, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year, $7.50. NATIONAL EDITION

WHY PROPONENTS REGARD A CONSENT DECREE AS CONSTRUCTIVE FOR THE INDUSTRY . . . "THE LITTLE MAN WHO WASN'T THERE" TURNS AN EDITORIAL SPOTLIGHT ON THE NEGOTIATIONS . . . ALLIED LOOKS WITH FAVOR ON BLOCKS OF FIVE SALES PLAN, SAYS COLE . . . KEY CITY GROSSES . . . "THE REVIEW DIGEST," AN ANALYSIS OF REVIEWS . . . "LOOKING AHEAD," DATA ON THE NEW ONES



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M-G-M told theatre patrons that
"**BOOM TOWN**" merited
INCREASED admission prices!
WE used great care in
SELECTING 9 test engagements
FROM coast to coast
(Los Angeles—2 theatres, Indianapolis, New Orleans, Harrisburg, Reading, Tulsa, Atlantic City, Cincinnati)
IN the first 3, 4 and 5 days
"**BOOM TOWN**" total gross in these
NINE engagements is
SO overwhelming (*see below*) that
THERE can be no question of
PUBLIC acceptance of increase
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THE results as we go to press:

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(In the same number of theatres for the same number of days)

THIS IS THE SCALE USED IN 9 TEST ENGAGEMENTS

Adult Matinee Prices Increased **25%**

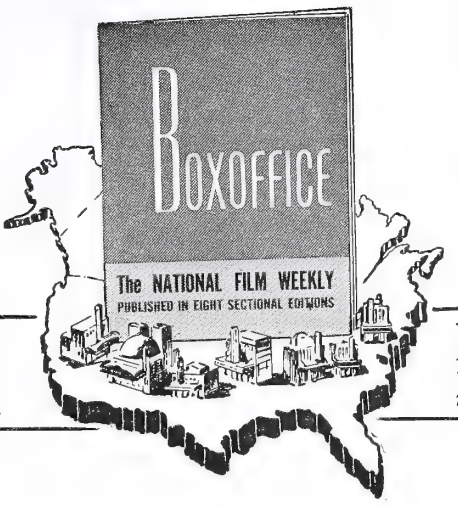
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THE LITTLE MAN WHO WASN'T THERE

TWO WEEKS ago on this page where the profundities, if and when, are aired, we were remarking this in a general discussion about consent decrees:

"From its very beginnings any thoughtful view of the government's suit against the eight major companies must have embraced a realization that the pattern of a whole industry was involved . . .

"These men [a reference to the exhibitor at large] have a stake, and a very vital one, in the current deliberations under way in New York. The litigation from which decree conferences stem may involve eight companies, per se, but the broader view and the larger interest behind this lawsuit take form in the thousands of exhibitors who may have to follow a new and untried course as the consequences of a settlement which affects them, but in the making of which they will have played a minor part."

Tied with these observations was obvious approval of the then likely plan that exhibitor organizations were to have their say, or some say, before a decree is finally entered. "They are entitled to as complete a hearing and an unburdening of their minds as they elect to exercise," went the additional comment.

Some days later, Ed Kuykendall, in an MPTOA bulletin, let 'em have it with this:

"It is unfortunate that this decree is being drawn entirely by the lawyers representing the parties to the lawsuit in secret conferences in New York and that the vast rank and file of independent exhibitors throughout the country, both organized and unorganized, who will have these restrictions imposed upon them by law, either directly or indirectly, are not being consulted or considered. Apparently it could be done in no other way under the circumstances, but, in effect, our business is being cut up and rearranged in star chamber sessions in New York City and we will not really know what they are doing to us until the final decree is officially announced."

The next chapter, with an air of discouraging finality about it, originates in Washington. For it, a slight venture into the news columns of BOXOFFICE is required:

"Department of justice officials, in decrying reports they would hold a hearing, or hearings, at which exhibitors would be permitted to express their view on the consent decree before finally accepted by the government, maintain such a procedure would be unwieldy, possibly unprofitable and more or less representative of '16,000 different viewpoints.'

"Copies of the proposals, it is now revealed, have been sent to various exhibitor organizations and their views, as well as those of individual exhibitors, welcomed although the department 'normally' does not hold a vote on such matters. However, it is stressed, any effort will be made to see that any decree meets the views of theatremen generally through the organizations which have been invited to comment."

Thus, a most peculiar situation continues peculiar. Decree negotiations, swirling in their own cross currents, developed out of a federal suit charging monopoly. It is painfully academic to point out, then, that the department of justice is seeking to bring about relief in an industry which it insists requires relief and which, in fact, does.

As we view any effort in that direction, nothing substantially can come of it unless pressures felt, or exercised on, the greatest number are reduced, if not nullified entirely. The greatest number involved in this issue obviously is the exhibitor. Collectively, his investment outdistances the equities represented by production and distribution. Yet of the three component parts of this business, he is having the least to say about the fashioning of his own future.

It may not be "normal" for the department of justice to go to the ballot box on matters up for clearance through its prosecuting machinery. We know nothing about that beyond the department's own expressed attitude. But we do know that from a practical point of view there is now being proposed the adoption of a series of industry credos which may or may not prove damaging to the very group for whom the cry of relief has been largely sent aloft.

No one can accurately say if the damage will follow or whether it will not.

No one has endeavored to find out.

The indication now is no one intends bothering.

Kann

20TH-FOX, PARA'T MAY JOIN DECREE PARADE; HANGS ON ESCAPE CLAUSE AGREEABLE TO GOV'T

Ask Additional Time to Attempt a Compromise With Government

NEW YORK—A consent decree embracing 20th Century-Fox and Paramount is still in the cards. But it all depends.

It depends on whether or not these two holdout majors can work out an escape clause which will be a compromise between the terms embodied in the August 3 proposals and the draft drawn up by 20th Century-Fox but rejected by the department of justice.

To this end, the two holdouts have asked the government for additional time during which there will be held in abeyance a final decision on whether they will go along on terms already set or perhaps strike a new accord on terms yet to be evolved. Thus, consent decree negotiations currently are in repose.

In view of this shift in the situation, conferences between government lawyers and those representing Loew's, RKO and Warner at which further minor revisions of the August 3 draft were to be made were called off. The possibility is that meetings will be resumed in a few days but this, too, is contingent upon what develops between the department of justice and attorneys for 20th Century-Fox and Paramount.

Three Favor Decree

Meanwhile, Loew's, RKO and Warner, long grouped as an entity in favor of a consent decree, continue to present a solid front. Aside from revisions which are generally viewed as unimportant, these majors are understood to be prepared to sign a decree, predicated on the August 3 proposals, any time the government calls for the inkpot. Eager and willing for a decree as they are, these companies are reputedly resentful over the delays thrown up by virtue of the 20th Century-Fox and Paramount attitudes. It is explained for them by a reliable spokesman that these three are prepared "to give up everything" to bring about harmony and peace in the industry. They, therefore, are represented as viewing the holdouts as blocking this objective.

There is no assurance the government will accept the revised escape clause which 20th Century-Fox and Paramount propose developing. It is anticipated the new draft will follow along the general lines of the one first offered and thrown out in Washington. Those who profess to be familiar with the government's attitude, at the same time, point out the holdout majors will be wasting time for all hands concerned if they propose pursuing the original intent.

If 20th Century-Fox and Paramount reach a final impasse and are confronted by trial, they face the theatre divorcement

(Continued on page 19)

Regards Arbitration Forum as A Constructive Step Forward

NEW YORK—Because of the forum to be established under the arbitration setup, an important spokesman for one of the three majors who appear definitely set to sign as soon as the government is ready, states the proposed consent decree is a constructive step for the industry.

He points out the time now being diverted by company lawyers and executives to complaints by independent exhibitors, legislation and law suits will be employed to better advantage and to the business of the industry itself.

The spokesman further adds that under the proposed arbitration machinery exhibitors will have a forum to which they may take their troubles. By that he means where an exhibitor has a grievance he will be entitled to file a claim or complaint with a local arbitration board, the duty of which it will be to dispose of the case without taking up the time of the industry's executives and lawyers.

Further, he believes arbitration is a remedy for those who have complaints. "The arbitration board is a good thing, despite the expense it will entail on the part of the distributor," he says.

Many, if not all, of the 75 anti-trust suits now pending against the majors could have been eliminated if the arbitration boards, as outlined in the government's decree proposals, had been in operation, the spokesman continues. "There would not have been agitation for legislation for the industry or the all-industry suit if a remedy had been set up and placed in operation," it is his belief.

Whether or not a distributor wins a case, gets the better of a dubious decision and must alter certain local situations do not concern this major spokesman as much as the recent barrage of activity on the legislative front, in the courts and considerable added legal work by the home office lawyers and special counsel.

Point to Time Saving

Time to be saved executives by having complaints thrown into the laps of arbitration boards instead of filed in federal courts is another vital factor which is not being discounted. That expense and effort could have been saved if arbitration boards had been permitted to continue on a legal footing becomes more apparent to this executive who is so heartily in favor of arbitration, as well as others who have voiced similar opinions.

How the arbitration boards will finally be set up and work under the consent decree proposals will be outlined shortly. This is the one phase of the consent clauses not yet completed.

At any rate, the current feeling at M-G-M, Warner and RKO is that a feasible plan will emanate from the discussions to be held with the department of justice. While certain interests are not inclined to agree that a total stranger to the business will make the best judge of cases to be presented, this is dismissed in the belief the arbitrators will be taught the fundamentals of the business just as the government has learned that certain things are possible and others are not under the complicated and complex system under which the film industry operates.

No General Hearing On Decree Text

WASHINGTON—The justice department declares it is always willing to hear views of exhibitors regarding the all-industry suit, but continues to indicate no general hearings of any group are planned.

Kuykendall Asked Arnold To Hear MPTOA Plaints

NEW YORK—E. L. Kuykendall has asked Thurman Arnold, assistant attorney general in charge of the anti-trust division, to give MPTOA's executive committee a hearing before the department of justice reaches a final decision on decree terms.

Meanwhile, the head of the exhibitor association is urging all exhibitors, regardless of affiliation, to register protests against the proposed block of five selling plan. His statement in that connection reads:

Sees "Tremendous Hardship"

"The buying of a limit of five pictures at a time would work a tremendous hardship upon theatre owners located away from the exchange center, increasing the cost of product considerably and forcing them to buy only a few days' program at a time, confusing their bookings and delaying the showing of pictures."

He also insists "this clause would put the theatre owner at the mercy of the distributor as there would be no cancellation privilege and the exhibitor would be forced to buy all five pictures to secure the probable three or four he felt suitable to his community." The plan, he adds, would destroy community selectivity. "I feel the department will welcome exhibitor opinion, particularly because of the fact exhibitors have not been permitted to participate in the hearings to date," he states.

ALLIED FOR BLOCKS OF FIVE SALES PROPOSAL; SOLVES "GRAVE BUYING SITUATION," SAYS COLE

Says Aug. 3 Arbitration Draft Is Only Plan Allied Can O. K.

NEW YORK—There are a number of good points to the blocks of five selling plan under the tentative proposals for a consent decree and there also are several bad points, stated Col. H. A. Cole, Allied president, while in New York. The good points far outnumber the others and that is why Allied looks toward the plan as a solution to "a grave buying situation," he added.

The arbitration program outlined in the draft of August 3 whereby the American Arbitration Ass'n will set up the local boards, secretaries and machinery, in addition to appointing arbiters, is seen as the only method which Allied can endorse, according to Cole.

"Must Be Outsiders"

He stresses the fact that, unless the arbitrators are total outsiders, there can be no fair decisions, particularly where one part of the business is dependent on another. And to bring home his point, he says there should be no trouble in familiarizing impartial men with the facts of every case. This is done in court cases where a judge decides the issues, he avers, and secondly, he feels the men chosen by the AAA have experience and would grasp the facts without trouble.

On Cancellation

In regard to the selling in blocks of five, Cole ridicules the general impression in the trade that practically every company is offering a 20 per cent cancellation. The only company which is maintaining this policy is M-G-M, he declares, adding "They are the ones who least need it."

He cites and sums up the case of Warner with this, "The company announced cancellations up to 20 per cent on pictures averaging $100. The plan was only in effect one season, the season it was announced for."

Then there is the case of Paramount. "This company said there would be a 20 per cent cancellation if exhibitors bought all the product. So what happened? The company announced 52, then went out and sold 47 so that the exhibitor could not buy all the pictures and take advantage of the cancellation privilege," Cole asserts.

Among the good points he sees in the sales of five plan is the one wherein exhibitors buying all of one company's product at one time will establish eight selling periods a year. This is based on an exhibitor buying in blocks of five at a clip. If the operator decides to readjust his buying to 10 pictures at a time, provided they are ready and screened, this will reduce the buying periods to four a year.

Holding that a majority of independent exhibitors get no cancellation at all now, Cole says the blocks of five will permit them to negotiate for switches and take care of eliminations from buy to buy. He believes it easier for an exhibitor, if he is stuck with one picture in a group of five, to make a new deal and eliminate the bad picture, as he goes along. He compares this with the situation today where undated pictures total up to five and 10 at the end of the season and are not so easy to cancel when making new deals.

Then, the Allied head explains, if an exhibitor does not like two pictures in a group and does not buy the group because the distributor does not want to sell him three pictures, the theatre owner could wait until the next group comes along, size it up and combine the two offerings for one group of five he most desires.

The one disadvantage to the plan is seen where an independent follows seven or 14 days after a circuit house. While it is assumed circuits will continue to buy as many groups as possible and date pictures as quickly as they become available, Cole feels the subsequent run problem is to close his deal for as many pictures as he can so that he can play them off before they are old.

"There will be no problem for the independent in getting pictures. The distributors all have a number of new season's product ready now and it will be to their advantage, as well as the exhibitor's, to have them screened and dated as quickly as possible under the new setup," Cole asserts.

The Allied head expects to see the day when each of the majors will have a set day of the week for screenings. He does not expect exhibitors to sit through all the pictures, but in most cases catch the highlights. Trade papers will become invaluable if the decree is signed, Cole states.

Allied itself has not gone on record officially on any phases of the proposed consent decree.

However, as an indication of what may be expected, he says he will be back in New York "for the trial" which is now set for October 7, but may be postponed again. The indication is that Federal Judge Henry Warren Goddard on that date must be informed officially by the government which companies are amenable to signing the decree and those holdouts, if the government is so disposed.

While Jack Kirsch, Allied of Illinois head, was in town, he expressed the opinion the arbitration provisions of the tentative decree were "the fairest" he ever saw. His contention was that the introduction of impartial arbitrators would eliminate bias from local proceedings and remove any suspicion which might otherwise prevail if men from within the industry were delegated to the duty of deciding cases.

"Little 3" Stand Unchanged

New York—Any effort by the department of justice to get the "Little Three" to sign a consent decree is so much time wasted, according to an attorney for the companies involved.

"United Artists, Universal and Columbia have not changed their minds or opinion about the decree. We'd just as soon go to court."

This, despite the fact the impression prevails the government will again ask the producer-distributors without theatre affiliations to reconsider at an early date.

Feels Court Would Want Board Of Appeals Centered in N. Y.

NEW YORK—Strengthening the report the arbitration appeals board of three most likely will sit in New York instead of Washington is the view of an important executive who states that, inasmuch as Federal Judge Henry Warren Goddard will have jurisdiction of the operation of the decree, he probably will insist that the board should be active here.

The spokesman's belief is that, if a board of this kind is removed from the local scene of operations, the court would be out of touch with conditions as they develop from time to time.

Asked why the city was not changed when the August 3 draft was drawn, the major company executive stated the question was only lightly discussed, but subject to revision later.

There is no doubt in this source's mind that the appeals board will be located here. In addition, he points out, executive operations of all the defendants in the government suit are centered in New York. If the board were to sit elsewhere it would mean shipping records and extensive traveling for lawyers who would plead their cases before the impartial body.

Another legal mind, high in the executive ranks of the company he represents, already has stated that because 35 per cent of the country's gross business is centered in the eastern and New England states, it would be impractical to have an appeals board sit anywhere else. He also indicated it may be possible to rotate the board in various parts of the country from time to time, contingent on the number of cases which line up.

The Pulse of the Motion Picture Industry

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IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Leader-Post. Bruce Peacock.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

HERE is one time when others speedily, and properly, leap to the defense of the industry and where this department may slide into comfortable siesta.

You will find the full detail elsewhere, but, if you happen to be one of the faithful who pays a stricter attention to what gives out in these two columns, you may want to know how important editorial comment is castigating the Red charges aimed at the heads of some of Hollywood's well knowns by a politically astute district attorney. He has a name. It is Buron Fitts and he carries forward the law for the county of Los Angeles.

"The purpose is obvious—to damage them as boxoffice attractions," editorially observes the New York "Herald-Tribune," continuing with:

> "There is no law that we are aware of, state or national, which these persons have violated, even assuming that they all belonged, at one time or another, to the Communist party or helped finance it. And if there were, and prosecution were contemplated, one can be fairly sure that the grand jury testimony would not have been given out. In other words, the whole so-called exposure has the earmarks of a smear campaign inspired, to some extent at least, by a personal grudge.
>
> "In any event, it offers an excellent example of the injustice of local witch hunts . . . Every citizen should realize that indiscriminate accusations of disloyalty or subversion simply confuse and retard the very real business of spotting and checking our 'fifth columnists'."

The New York "Times," in the same vein, makes an extremely important point having to do with the source material from which Fitts drew his conclusions. It is this:

> "Finally, Mr. Leech himself is the same Mr. Leech who testified in the Bridges' deportation case and whose testimony was discredited in strong terms in the report turned in by the special trial examiner, Dean James M. Landis of the Harvard Law School."

These are two outstanding instances of denunciation from the outside. To be expected, but none the less proper, are the defense and the offer made from the inside. Y. Frank Freeman, president of the Motion Picture Producers Ass'n, in a public statement, declares:

> "We welcome a complete and impartial investigation by the duly appointed body of the United States government [a reference to the Dies committee].
>
> "Accusations against a few must not be allowed to reflect upon the whole. That part of the motion picture industry located in Hollywood is composed of approximately 32,000 workers. These workers are not willing to yield to anyone in their true Americanism."

It ought to be pointed out to the uninitiated that the "Herald-Tribune" is an avowed Republican newspaper, frequently regarded as that party's principal mouthpiece in America; that the "Times" describes itself as Independent Democrat. That neither at any time has been accused of ties with Moscow beyond maintaining a news correspondent there.

Real to Reel

We read it in BOXOFFICE:

"Norma Shearer and George Raft are to be co-starred by M-G-M in 'The World We Make,' Sidney Kingsley's dramatization of the Millen Brand novel, 'The Outward Room.' Hunt Stromberg will produce from a script being prepared by John Lee Mahin. Camera work starts shortly."

At advanced admissions?

Reflection

Discussing attractions and their values, rising and dropping grosses, profit levels and otherwise, one of the thoughtful executives of the business observed the other day:

"Maybe the industry is accustomed to too many sensations."

A great deal could be written around these nine words. And one of these minutes probably will.

Frame of Mind

A well-known producer: "I'm busy. I've got to get accustomed to think in terms of a $2,000,000 gross."

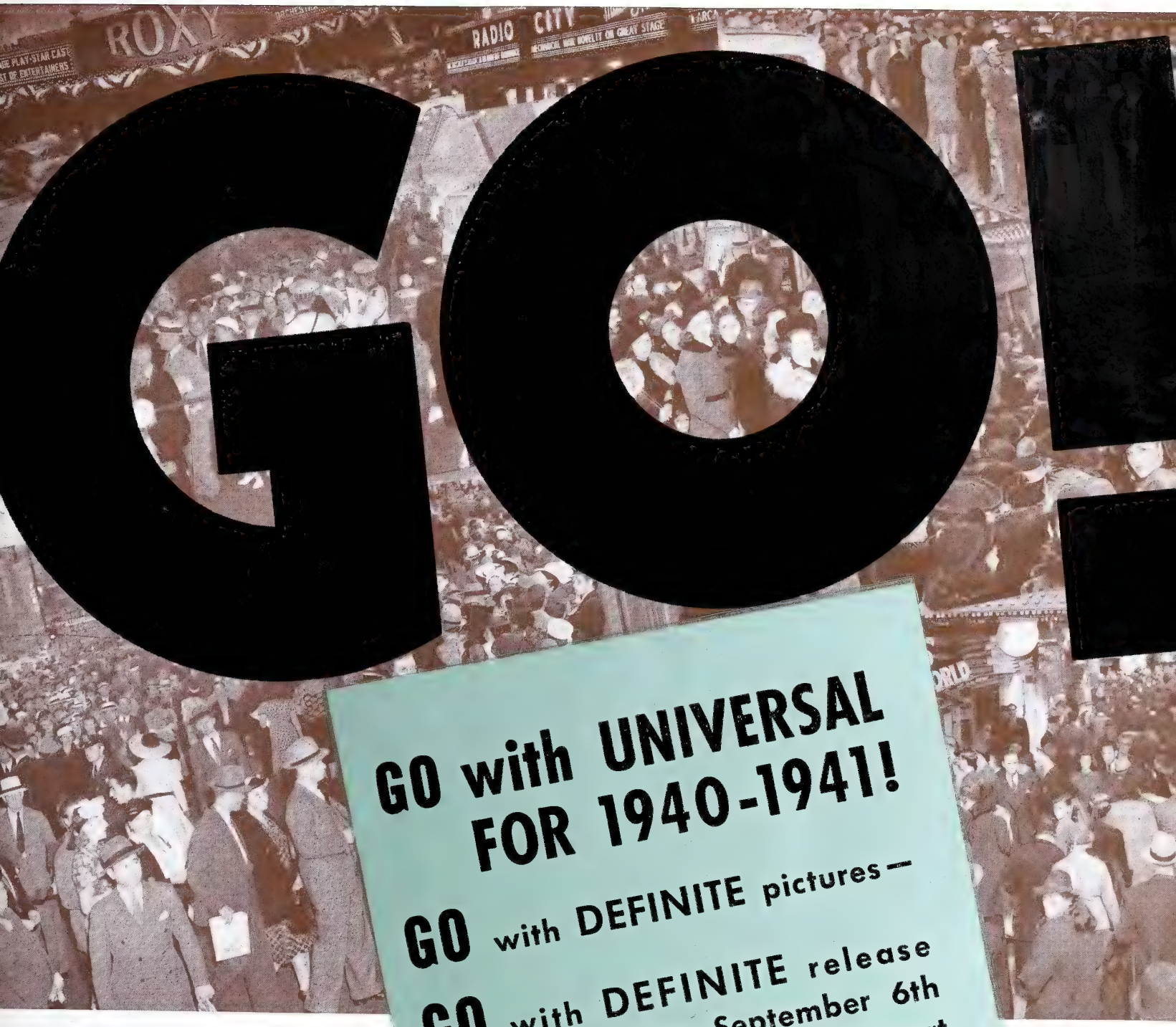
A couple of sales managers who heard him: "And you have to get yourself accustomed to not getting it, too."

Any Takers?

Nick Schenck is first across the line with a declaration of policy from Loew's on employes called up for military service, if and when.

Their jobs are safe.

And the other majors? What's their intention?



GO with UNIVERSAL FOR 1940-1941!

GO with DEFINITE pictures—

GO with DEFINITE release dates, from September 6th to December 27th—to start the season!

GO with the GREATEST LINE-UP of ATTRACTIONS ever READY FOR YOU ...in the history of Universal!

—the list begins here ...

For Release SEPT. 6

ARGENTINE NIGHTS



starring

THE RITZ BROTHERS
and THE ANDREWS SISTERS

with

Constance Moore · George Reeves · Peggy Moran
Anne Nagel · Kathryn Adams · Julie Duncan

Screenplay by ARTHUR T. HORMAN, RAY GOLDEN and SID KULLER
Original story by J. Robert Bren and Gladys Atwater

Directed by
ALBERT S. ROGELL
Asso. Producer
KEN GOLDSMITH

For Release SEPT. 13



RICHARD ARLEN · ANDY DEVINE

in ***THE LEATHER PUSHERS***

with

ASTRID ALLWYN • HORACE MacMAHON
SHEMP HOWARD • DOUGLAS FOWLEY • EDDIE GRIBBON

Directed by JOHN RAWLINS • Associate Producer, BEN PIVAR
Screenplay by Larry Rhine . . . Ben Chapman . . . Maxwell Shane.

For Release SEPT. 20



JOHNNY MACK BROWN

in RAGTIME COWBOY JOE

For Release SEPT. 13



Rosalind **RUSSELL** · *Brian* **AHERNE**

VIRGINIA BRUCE *in*

HIRED WIFE

with

ROBERT BENCHLEY · JOHN CARROLL

HOBART CAVANAUGH · RICHARD LANE

Asso. Producer
GLENN TRYON

Produced and Directed by
WILLIAM A. SEITER

Screenplay by
RICHARD CONNELL
& GLADYS LEHMAN
Based on original story
by George Beck

For Release SEPT. 20



THE MUMMY'S HAND

with

DICK FORAN · PEGGY MORAN · WALLACE FORD

CECIL KELLAWAY · EDUARDO CIANNELLI

GEORGE ZUCCO · TOM TYLER

Original Story by Griffin Jay Screenplay by Griffin Jay and Maxwell Shane

Directed by
CHRISTY CABANNE
Associate Producer
BEN PIVAR



with **FUZZY KNIGHT, NELL O'DAY**

and **THE TEXAS RANGERS**

Original Screenplay by Sherman Lowe · *Directed by* **RAY TAYLOR**

GO WITH UNIVER

For Release SEPT. 27



Deanna DURBIN

in

Spring Parade

with

ROBERT CUMMINGS · MISCHA AUER

Butch and Buddy • Henry Stephenson • Anne Gwynne • Walter Catlett
S. Z. Sakall • Samuel S. Hinds • Allyn Joslyn • Reginald Denny

Original Story by Ernst Marischka • Screenplay by Bruce Manning and Felix Jackson
MUSIC BY ROBERT STOLZ
LYRICS BY GUS KAHN

A HENRY KOSTER PRODUCTION

Directed by
HENRY KOSTER
Produced by
JOE PASTERNAK

For Release OCT. 4



VICTOR McLAGLEN

in

DIAMOND FRONTIER

with

John Loder • Anne Nagel • Philip Dorn • Cecil Kellaway

Original Screenplay by Edmund L. Hartmann and Stanley Rubin

Directed by HAROLD SCHUSTER · Associate Producer MARSHALL GRANT

For Release OCT. 1



DEAD END KIDS
and
Little Tough Guys

in **JUNIOR**

SERIAL EXTRAORDINARY!!

For Release OCT. 11



MARLENE DIETRICH
in Tropical Sinners
(TENTATIVE TITLE)
with JOHN WAYNE

ALBERT DEKKER • BRODERICK CRAWFORD • MISCHA AUER
BILLY GILBERT • ANNA LEE • RICHARD CARLE
and OSCAR HOMOLKA

Produced by **JOE PASTERNAK** Directed by **Tay Garnett**

A JOE PASTERNAK PRODUCTION

For Release OCT. 18



HUGH HERBERT
in
Slightly Tempted
with

PEGGY MORAN • JOHNNY DOWNS
GERTRUDE MICHAEL • GEORGE E. STONE • ELISABETH RISDON

Screenplay by Arthur T. Horman *Original story by Max Marcin and Manuel Seff*

Directed by LEW LANDERS • Associate Producer, Ken Goldsmith

G-MEN
with Billy HALLOP • Huntz HALL • Gabriel DELL
Bernard PUNSLY • Harris BERGER • Kenneth HOWELL

Original Screenplay by GEORGE H. PLYMPTON • BASIL DICKEY

Directed by FORD BEEBE and JOHN RAWLINS Asso. Producer HENRY MACRAE



12 EPISODES

GO WITH UNIVER

For Release OCT. 25

A LITTLE BIT *of* HEAVEN



starring **Gloria Jean** *with*

ROBERT STACK • HUGH HERBERT
C. AUBREY SMITH • STUART ERWIN
NAN GREY • EUGENE PALLETTE
BUTCH & BUDDY • BILLY GILBERT

DIRECTED by ANDREW MARTON

A
JOE PASTERNAK
PRODUCTION

For Release NOV. 1



RICHARD ARLEN · ANDY DEVINE

in

SOUTH OF SUMATRA

(TENTATIVE TITLE)

with **JEANNE KELLY · JAMES FLAVIN · FRANCIS McDONALD · MALA**

An Original Screenplay by Paul Huston

Associate Producer BEN PIVAR • Directed by Christy Cabanne

For Release NOV. 8



JOHNNY MACK BROWN

Original story and screenplay by Sam Robins **Directed by Ray Taylo**

SAL FOR 1940-1941

For Release NOV. 1



I'M NOBODY'S SWEETHEART NOW

with

DENNIS O'KEEFE · CONSTANCE MOORE
HELEN PARRISH · LEWIS HOWARD
Laura Hope Crews · Berton Churchill · Samuel S. Hinds · Margaret Hamilton

Original Story by W. SCOTT DARLING and ERNA LAZARUS
Screenplay by W. SCOTT DARLING, ERNA LAZARUS, HAL BLOCK
Directed by ARTHUR LUBIN • Associate Producer, JOSEPH G. SANFORD

For Release NOV. 8



"Baby" SANDY

in

FIREMAN SAVE MY CHILD!

(TENTATIVE TITLE)

with

STUART ERWIN · UNA MERKEL · WILLIAM FRAWLEY
EDGAR KENNEDY · EDWARD BROPHY · WALLY VERNON

Original Screenplay by Jane Storm and Sy Bartlett

Co-Directed by
OTIS GARRETT and PAUL GERARD SMITH

Asso. Producer
BURT KELLY



in PONY POST

with **FUZZY KNIGHT · NELL O'DAY**

For Release NOV. 15

Caribbean Nights

(TENTATIVE TITLE)

with

ALLAN JONES · VIRGINIA BRUCE

Bud Abbott & Lou Costello

(famed stage and radio comedians)

Robert Cummings · Leo Carrillo

Based on "LOVE INSURANCE" by EARL DERR BIGGERS



Directed by

A. Edward Sutherland

Associate Producer
Leonard Spigelgass

For Release NOV. 22

Meet the Wildcat

(TENTATIVE TITLE)

with

Ralph Bellamy • Margaret Lindsay

Joseph Schildkraut • Allen Jenkins

Jerome Cowan



Directed by ARTHUR LUBIN

Associate Producer Joseph G. Sanford

For Release NOV. 29



BACK STREET

starring

JOAN FONTAINE

From the novel by

FANNIE HURST

Screenplay by George O'Neill

Directed by

ROBERT STEVENSON

Asso. Producer Leonard Spigelgass

For Release DEC. 6



MARGIE

with

MISCHA AUER • NAN GREY
TOM BROWN • EDGAR KENNEDY
ALLEN JENKINS • EDDIE QUILLAN
WALLY VERNON • JOY HODGES

Screenplay by Erna Lazarus, W. Scott Darling, Paul Gerard Smith

Original Story by Erna Lazarus and W. Scott Darling

Directed by

OTIS GARRETT and
PAUL GERARD SMITH

Associate Producer

JOSEPH G. SANFORD

For Release DEC. 13

THE INVISIBLE WOMAN



Associate Producer
BURT KELLY

Original story by Joe May and Kurt Siodmak
Screenplay by Kurt Siodmak, Robert Lees and Fred Rinaldo

For Release DEC. 20

STREETS of CAIRO



starring Sigrid Gurie

For Release DEC. 24



The GREEN HORNET STRIKES AGAIN

with

Warren Hull (*As BRITT REID*) • **Wade Boteler** (*As MICHAEL AXFORD*)

Keye Luke (*As KATO*) • **Anne Nagel** (*As MISS CASE*) • **James Seay**

Directed by FORD BEEBE and JOHN RAWLINS

ASSOCIATE PRODUCER HENRY MAC RAE

Based on the radio dramatic adventure serial of the same name, owned and copyrighted by Green Hornet, Inc.

15 EPISODES

In the Year's Outstanding SERIAL

For Release DEC. 27



W. C. FIELDS

in

The Bank Dick

Directed by EDWARD CLINE

*Here's your complete list!**

READY AND WAITING FOR YOUR DATES!

SEPT. 6—"ARGENTINE NIGHTS"
Ritz Brothers... Andrews Sisters

SEPT. 13—"HIRED WIFE"
Rosalind Russell ... Brian Aherne ... Virginia Bruce ... Robt. Benchley ... John Carroll

SEPT. 13—"The LEATHER PUSHERS"
Richard Arlen... Andy Devine

SEPT. 20—"THE MUMMY'S HAND"
Dick Foran... Peggy Moran... Wallace Ford

SEPT. 20—"RAGTIME COWBOY JOE"
Johnny Mack Brown... Fuzzy Knight

SEPT. 27—"SPRING PARADE"
Deanna Durbin... Robt. Cummings
Mischa Auer... Butch and Buddy

OCT. 1—"JUNIOR G-MEN" (Serial)
Dead End Kids & Little Tough Guys

OCT. 4—"DIAMOND FRONTIER"
Victor McLaglen... John Loder

OCT. 11—"TROPICAL SINNERS"
Marlene Dietrich... John Wayne

OCT. 18—"SLIGHTLY TEMPTED"
Hugh Herbert... Peggy Moran

OCT. 25—"LITTLE BIT OF HEAVEN"
Gloria Jean... Robert Stack... Hugh Herbert

NOV. 1—"I'M NOBODY'S SWEETHEART NOW"
Dennis O'Keefe... Constance Moore
Helen Parrish

NOV. 1—"SOUTH OF SUMATRA"
Richard Arlen... Andy Devine

NOV. 8—"FIREMAN, SAVE MY CHILD"
Baby Sandy... Stuart Erwin... Una Merkel

NOV. 8—"PONY POST"
Johnny Mack Brown... Fuzzy Knight

NOV. 15—"CARIBBEAN NIGHTS
Allan Jones... Virginia Bruce
Bud Abbott & Lou Costello

NOV. 22—"MEET THE WILDCAT"
Ralph Bellamy... Margaret Lindsay

NOV. 29—"BACK STREET"
Joan Fontaine

DEC. 6—"MARGIE"
Mischa Auer... Nan Grey... Tom Brown

DEC. 13—"THE INVISIBLE WOMAN"

DEC. 20—"STREETS OF CAIRO"
Sigrid Gurie

DEC. 24—"THE GREEN HORNET STRIKES AGAIN" (Serial)
Warren Hull... Wade Boteler
Keye Luke ... Anne Nagel

DEC. 27—"THE BANK DICK"
W. C. Fields

GO WITH UNIVERSAL!

* Keep This List Handy for Reference!

PRINTED IN U.S.A.

Para't, 20th-Fox May Join Procession

(Continued from page 4)

issue as first propounded in the government's petition. It is explained the department of justice determined to shy away from the divorcement angle as one consideration involved in decree negotiations. This, however, obviously applies only to those defendants who are willing to accept a decree. The two majors not yet in line, it consequently follows, would be faced with a trial of that issue, among the others. The government maintains ownership of theatres by the majors is not illegal, but only the results which allegedly lead to favoritism and monopoly.

If it should come to pass that the government proceeds against 20th Century-Fox and Paramount, as well as the "Little 3," it is calculated the trial will be shortened by six months. Provided there is a trial, evidence gathered against Warner, Loew's and RKO will not be used in the prosecution of the others, the theory there being complaints filed against these three, assuming they sign the decree, are being readjusted under the terms of that decree.

Harry M. Warner Due East In September for a Stay

HOLLYWOOD—Harry M. Warner, one of the leading advocates of settlement of the industry suit via the decree method, is due in New York about September 15 in what will be his first eastern trip in several years. He plans to spend some time in New York.

Jack L. Warner may accompany his brother, but his plans may undergo a change.

Allied Boston Manager Sees "Benedict Arnolds"

BOSTON—Taking a thinly veiled crack at the MPTOA, Arthur K. Howard, business manager of Independent Exhibitors, Inc., Allied's New England unit, warns "hopelessly gullible" exhibitors from relying on the "Benedict Arnolds of the exhibitor movement to protect them in times of stress." He continues with this:

"Almost without exception, the leaders of exhibitor organizations outside the Allied group are men who have profited or who seek to profit, by selling their influence to the major interests in critical times when they should be fighting for the independent exhibitors. It is a striking fact that those so-called leaders usually find an opportunity to attack or embarass Allied during the buying season when they are dealing with distributors for product for their own theatres."

Howard's unit is launching opposition to free shows in 16mm. He reports they have come to light in eight New England towns.

To Astor Post

NEW YORK—W. J. Figueroa has been appointed general sales manager of Astor Pictures Corp., succeeding O. K. Bourgeois, who recently resigned. Bourgeois has acquired the company's franchise for Texas, Arkansas and Oklahoma.

Maybe It Is an Answer

Alhambra, Cal.—What is claimed to be the first "single bill-double bill" theatre in the world and hailed by its builder as the solution to the dual-program controversy opened here Friday when James Edwards jr. began operation of his remodeled Alhambra.

Edwards added another auditorium, with a 450-seat capacity, to the original Alhambra at a cost of $25,000. Each half of the dual bill is shown in a separate auditorium and the patron, when he buys his admission ticket, can enter the building in which the picture of his choice is being projected. Pictures alternate between the two screens so that double-bill fans may see both attractions if they desire without leaving their seats.

Edwards is maintaining his 35-cent admission price. With the 450-seat addition the Alhambra now boasts a total seating capacity of 1,350.

"Brigham Young" Six-Ply Opening in Salt Lake

SALT LAKE CITY—Hollywood moved to Salt Lake City, but only temporarily, of course, for the six-ply opening of "Brigham Young" Friday night. There are no known statistics to disprove the contention this was a record in simultaneous openings for an important attraction.

The houses were the Centre, Utah, Capitol, Paramount, Victory and Studio, combining for a total of 7,734 seats at $1.10 each for the opening. The regular run which began the following day at the Centre is geared to a 25 per cent price hike during the day and 33 1/3 per cent at night.

From Hollywood were Tyrone Power, Linda Darnell, Dean Jagger and Mary Astor. They made personal appearances.

NEW YORK—S. R. Kent, Herman Wobber and Walter J. Hutchinson attended the Salt Lake premiere of "Brigham Young." From Hollywood were Darryl F. Zanuck, William Goetz, Jason Joy and Louis Bromfield.

Slight Increase Noted In Ticket Tax Revenue

WASHINGTON—The federal treasury in July collected a total of $1,650,162.91 from admission taxes, nearly $116,000 above the $1,534,249.77 received in the same month last year.

Figures prepared by the internal revenue bureau show that July collections were slightly above the $1,645,603.31 collected in June.

No information was made available by the bureau as to the collections of the defense taxes, which lowered the exemption from 40 to 20 cents, which went into effect July 1. Such figures will not be available for another month, exhibitors having that much time in which to report on the business of the previous period.

Improved Shorts Chart This Issue

An improved short subjects release chart appears on the last two pages of this issue. Additional information includes the production number, date of review by BOXOFFICE and the rating accorded the subject by the review.

Three Majors Delay Schine Rebuttals

BUFFALO—Universal, Columbia and 20th-Fox did not file answers to the government's charges in the Schine suit, but have until September 3 to do so, it is learned. The indications are some of the companies may file before that date.

In its answer of August 17, Paramount sought dismissal, holding the court is without jurisdiction inasmuch as the company is not a resident in the western New York judicial district.

General denials were filed by UA, M-G-M and Warner and it is expected the answers of the three other majors will be along the same lines. Counsel for Schine is temporarily holding up its response because of technicalities on a bill of particulars granted the circuit.

LaCrosse Trust Action Down for Oct. 21 Hearing

MADISON, WIS.—The LaCrosse anti-trust suit against Minnesota Amusement, Eddie Ruben, Paramount, United Artists and 20th-Fox has been set down for October 21 in the local federal court before Judge Patrick Stone. The action seeks treble damages totaling $1,800,000 and has been pending for more than a year.

Harry Cohn Increases Columbia Holdings

WASHINGTON—Harry Cohn, Hollywood, president of Columbia Pictures Co., acquired 600 shares of that company's common stock through his Joan Perry account in June, according to the semi-monthly report of the Securities and Exchange Commission.

At the close of the month, the report shows, Cohn held 2,160 shares of Columbia common through the account and 74,049 in his own name.

World Pictures' First

NEW YORK—"Time in the Sun" is the title of the first World Pictures release on the 1940-41 program. The film has been arranged and edited by Marie Seton from material shot by Serge Eisenstein in Mexico which was left on the floor of the cutting room after "Thunder Over Mexico" was finished.

RKO Fees $388,000 More Than Figured

NEW YORK—Allowances granted trustees, attorneys and others identified with the reorganization will cost RKO $388,000 more than the company sought to have fixed by the federal court.

Signing the final order in the seven and one half years of bankruptcy, receivership and reorganization, Judge William O. Bondy is granting petitioners a total of $638,073 in fees although $2,025,214 was asked. RKO attorneys earlier had requested the court to cut allowances to $250,000, claiming anything beyond would seriously hamper the company financially. Even at the $638,973 figure, the allowances are more liberal than had been expected in that the SEC had stated $600,000 was the maximum to be allowed.

The bankruptcy and receivership period for RKO cost the company $1,826,073 in fees. In the receivership period, the aggregate ran to $968,000 and stock valued at $660,000 also is being passed over to Atlas, proponent of the reorganization plan. Thus ends the longest bankruptcy of any large corporation in the history of the federal court for the southern district of New York and the longest in the history of the film business.

The largest request for an allowance had been filed by Atlas which, besides $875,037 in cash disbursements, had asked 100,000 shares of the new common. Subsequent to the request, Atlas offered to take its entire compensation in stock. Judge Bondy granted Atlas 120,000 shares of the new common valued at $3 a share and $170,000 in cash to pay its attorneys, Simpson, Thacher and Bartlett.

The financing company had asked $300,000 for its law firm. Last grant to Atlas was $20,516 for disbursements. In his opinion Judge Bondy remarked, "I am of the opinion the payments made to Rathvon and Co., W. J. Merrill, and Leo Spitz, for which Atlas requests compensation, are not reimbursable as costs or expenses within the meaning of the plan of reorganization or the bankruptcy act, but that such expenses are properly to be considered in determining the value of Atlas' services."

Lehman Bros., participant with Atlas in reorganization, had requested $76,772 representing money paid to Leo Spitz, former RKO president, for aid during the reorganization period, but this was completely disallowed. Other fees granted were $80,000 to Irving Trust, trustee of RKO. This company had requested $95,000 and now has received a total of $375,000. William J. Donovan, attorney for Irving Trust, received $87,500, plus $42.89 disbursements out of $100,000 requested. Donovan also received $65,000 additional, plus $3,637 disbursements, for his services to RKO in defending the all-industry suit. He now has received a total of $660,000 for his services to RKO since the inception of the bankruptcy.

Other allowances granted or disallowed, are $500 to Neil P. Cullom, attorney for the U. S. National Bank of Denver, an unsecured creditor. Cullom had asked $1,500. The Chemical Bank and Trust Co., as trustee under a secured six per cent gold note indenture, received $20,000, plus $967 disbursements, as against $38,125 asked. Wright, Gordon, Zachry and Parlin, attorneys for the bank, received $10,000, having asked for $25,000. Central Hanover Bank and Trust Co., as successor trustee under a ten-year six per cent gold debenture indenture, asked for $16,250 and received $10,000, plus $141 disbursements. Larkin, Rathbone and Perry, attorneys for the bank, received $7,500 out of $12,500 asked. The City Bank Farmers Trust Co., as trustee under extended six per cent gold notes of RKO, received what it asked, or $1,900.

Delafield, Marsh, Porter and Hope, attorneys for the bank, asked for $1,600 and received $1,200. J. and W. Seligman and Co., depository under an agreement with RKO, received $7,500 out of $8,750 sought. The stockholders' protective committee which asked $36,500 received $4,750, but was allowed $49,825 out of $50,687 disbursements asked. Sullivan and Cromwell, attorneys for the stockholders' protective committee, asked for $20,000 and received $6,000. The independent protective committee of common stockholders asked for $9,000 and received $2,250, plus $1,725 expenses.

George L. Schein, attorney for the committee, asked for $100,000 and received $8,000, plus $1,325 disbursements. Abel Gottheimer and Bernard Bercu, accountants for the independent protective committee, received $2,000 out of $30,000 asked. The unsecured creditors' committee, seeking $10,000, received $4,000, plus $272 disbursements. White and Case, attorneys for the committee, asked for $35,000 and received $22,500, plus $453 disbursements. The debenture holders' protective committee asked for $24,500 and received $7,000, plus disbursements of $9,295. Chadbourne, Hunt, Jaeckel and Brown, attorney for the committee, asked for $50,000 and received $27,500, plus $720 disbursements.

Kommel and Rosenberg, attorneys for independent debenture holders, sought $15,000, plus $1,871 disbursements, but had the whole claim thrown out. Ernest W. Stirn, a stockholder, had asked for $97,778 but withdrew his claim. Attorneys for Stirn had asked for approximately $100,000, but the claims either were withdrawn or disallowed with the exception of that of John W. Stover who received $3,000 on a claim for $118,225. Abraham K. Weber, attorney for a stockholder, was granted $300 on a claim for $1,500, and Price Waterhouse, accountants, were granted their claim of $4,800 in full. Lastly, the claim of Florence Sullivan, attorney for a claimant, James Young, had his $64,500 claim disallowed.

Board Accepts Monogram Move to West Coast

NEW YORK—Although some interests were in favor of retaining headquarters in New York, W. Ray Johnston, president, was successful in swinging a majority of Monogram's board to his desire to move the company's main office to the coast. At the same time the directors set October 2 for the annual stockholders' meeting. The officers were renominated by the board.

Johnston plans to shift the home offices in 90 days. Norton V. Ritchey, head of the foreign department, and his force will be moved to the local exchange.

The president recently spent three and a half months on the coast. He has been anxious to move west for some time and so indicated for more than a year.

Scott R. Dunlap, vice-president in charge of production; Trem Carr, O. Henry Briggs, Thomas P. Loach, Steve Broidy, John W. Mangham, J. A. Sisto and Col. T. C. Davis attended the session presided over by Johnston.

Will Launch Coin Film Machine in Michigan

DETROIT—Phonovision proposes launching distribution of its coin-controlled projectors in this state, according to Don Kelsey of Michigan Phonovision Distributors. The machines are manufactured at Grand Rapids.

Each equipment will play a three-minute sequence for a nickel, running eight features in a series of a non-selective basis as to subject. The programs are designed for weekly changes.

Jacob Schreiber, formerly identified with circuit operation here, plans to enter this field.

Philadelphia Suburb to Vote on Sunday Shows

ABINGTON, PA.—This Philadelphia suburb has joined the parade of Pennsylvania towns, boroughs and cities in voting on Sunday shows in November. A petition to have the question placed on the ballot, bearing 1,243 names, has been sent to Montgomery county commissioners. In 1935, Abington defeated a Sunday show bill. The question may be put on the ballot every five years.

Distributor Fire on N. W. Allied Plan

MINNEAPOLIS—Plan of Northwest Allied to have exhibitors report offered film deals to office here so that Fred Strom, executive secretary, can compare them and advise accordingly is under fire by some of the distributors.

These distributors believe that such activities may constitute a conspiracy in restraint of trade and they are suggesting that their home-offices refer the matter to the federal department of justice.

It's pointed out by these distributors that a number of the independents hereabouts have had no compunctions about complaining to the department of justice, charging conspiracy or restraint or other offenses against the film companies in connection with sales practices, etc. Now, they feel, it's their turn to do some squawking.

However, Northwest Allied leaders profess to be unperturbed. They deride the claim that there's anything illegal in this "exchange of information." It's not only proper, but also good business, they assert.

Cleveland for Hikes If Big Ones Really Big

CLEVELAND—A checkup by BOXOFFICE demonstrates exhibitors favor increased admissions for big pictures, provided the attractions are as outstanding as their producers say. Representative of the general point of view is the opinion of a leading circuit operator who says:

"Just because a producer calls a picture an 'A' picture and worthy of a boost in price doesn't make it so. If the producer is strictly honest with the exhibitor and he really has an outstanding production, then the exhibitor, in turn, can tell his patrons about it and, by placing a higher value on it, sell it to the public for more money. But you can't fool the public. Give them inferior product at advanced prices just once and the whole thing is off."

Films Seen Playing Role In Defense Program

WASHINGTON—Indications that motion pictures will be used as part of the national defense program are seen in the call of the war department for photographers and technicians.

Through the civil service commission, the department sent out an invitation for applications for photographer positions paying from $1,440 to $2,600 a year, and for technicians in the same salary classifications.

No estimate has been made of the number of positions which will be provided, but it was indicated it would depend upon the needs of the service as the defense program progressed.

"Little Men" Again

NEW YORK—Times Pictures declares it will reissue "Little Men," with Ralph Morgan and Erin O'Brien Moore in the fall. Gene Towne and Graham Baker currently are making a new version for RKO.


RELEASED NATIONALLY
August 30TH
AMBUSH! 10,000 yelling Shoshones attack the helpless pioneer wagon train.
STAMPEDE! See hundreds of horses running wild—and only one man to stop them!
DEAD MEN RIDE! Kit Carson outplays the wily red men...his only allies dead men!
DYNAMITE! Tons of TNT roaring headlong to destruction ...a never-to-be-forgotten thrill!
FIRE! Renegades make a seething cauldron out of the first American town on the Pacific!
Screen Guide's Picture of Merit for the Month!
EDWARD SMALL
presents
KIT CARSON
WITH
JON HALL · LYNN BARI
DANA ANDREWS · WARD BOND
HAROLD HUBER · C. HENRY GORDON
Directed by
GEORGE B. SEITZ
Original Screenplay by
GEORGE BRUCE
Based upon a story by
EVELYN WELLS
Released thru
UNITED ARTISTS

Study Profit Tax Relief for Those Apart From Defense

WASHINGTON—Incorporation in the proposed excess profits tax legislation now before Congress of provisions for the relief of companies not benefiting by the national defense program and which are attempting to maintain themselves against the disastrous effects of the European war on foreign trade, is being studied by experts on the staff of the joint Congressional committee in charge of the measure.

The problem of the industrial "step children" was laid before the committee during its hearings on the measure by representatives of concerns and trade organizations who see in the bill as drafted the possible confiscation of their profits which may, in some instances, lead to disaster.

The situation of the film industry was disclosed in detail in a brief submitted to the committee on behalf of Universal Pictures Co., Inc., in which attention was called to the fact that in only two of the past eight years has the concern shown a profit.

Between 1934, when it made $273,068, and 1939, when it made $1,153,321, the company showed losses ranging from $1,835,419 for 1936 down to $591,178 for 1938.

Sees Discrimination

"Universal Pictures does not expect nor want to avoid its proper share of any tax burden," the committee was told. "It does not object to the rates proposed to be established, so long as the basis for such a tax will treat all companies equitably. It is apparent, however, that many companies, including Universal Pictures, will, under the proposed legislation, be seriously discriminated against.

"It is obviously unfair to compel a company which has turned the corner in the last year of the four years in question to use its results during such four-year period (during part of which it sustained losses) as a basis for taxing earnings, predicated on a theory of unjust enrichment which could never happen to the company in question.

Modification "Imperative"

"It is obvious from the foregoing that some modifications of the proposed excess profits tax bill are imperative. It is suggested that consideration be given to the following:

"(1) A corporation should be permitted to select any one or more of the four years in question to be used as a basis for determining the earnings base of such corporation.

"(2) A corporation which is in no manner benefited by defense activities should be allowed a refund or credit to the extent of 33⅓ per cent of such excess profits tax.

"(3) Whatever rate is established as a fair rate to be allowed on invested capital should apply to both old and new invested capital. There is ample precedent to establish that a reasonable and fair rate would be eight per cent. Allowance should also be made where there has been an impairment of capital."

Under the bill as now written, a corporation would be permitted to select and average its earnings for any three of the past four years to arrive at the base for allowable profit, and would be taxed at rates which may run as high as 40 per cent on profits above the average figure so developed.

The basic purpose of the bill is to prevent war profiteering, but the measure will apply to every corporation in the country, whether engaged in the defense program or not. There will, of course, be some deviations from the general rule outlined above, to take care of situations where hardship would result from direct application of the proposed tax.

In the case of the motion picture industry, it was explained in the brief filed by Universal, failure to modify the conditions of the bill would result in undue, and possibly unbearable, hardship.

The film industry, the company pointed out, is one of those "which has been seriously damaged by the war and cannot possibly profit therefrom."

In the past, the company has depended on world-wide markets to be able to make a small profit on its turnover, averaging less than eight per cent, but "since the commencement of the war, the foreign markets have been disappearing one after the other, foreign currencies have depreciated extensively, many countries have placed embargoes on the export of currency and domestic costs have been rising.

Picture "Uncertain"

"As a result, the picture is very uncertain, both from the point of view of reasonable profits and from the point of view of securing sufficient dollars to operate the business and continue the employment of the vast numbers currently employed in the industry."

Reverting to its figures on profit and loss, the brief pointed out that, under the bill as written, if its business and profits were to continue at the same level as in 1939, the company would be required to pay, in income and excess profits taxes, the sum of $462,600, or 40.2 per cent of the total profits.

It would be left, it was asserted, with insufficient funds to meet its previously contracted obligations "and it is highly questionable whether the company would have sufficient dollars available to it to carry on its business.

"As operations come closer to a normal volume," it was argued, "such percentage would become increasingly more onerous.

"Application of the tax as proposed would have a disastrous effect on the ability of the company, or any other companies in a similar position, to obtain banking credits. It will make it impossible to replenish its working capital and, of course, to pay any returns to its stockholders."

Cole Visits Capital

WASHINGTON—Col. H. A. Cole, president of Allied, spent a few days here during the week, coming on from New York where he spent four days after the directors meeting the previous week here.

5 Majors Lined Up In Test of Singles

NEW YORK—Indicating their interest in the test, five distributors are going for the first run, single bill policy which Harry Arthur jr. of Fanchon & Marco inaugurated at the Ambassador in St. Louis, Friday. The companies are Columbia, RKO, 20th Century-Fox, Universal and Warner.

The lineup set for the theatre reveals the story. Aside from "The Sea Hawk," the opening attraction at advanced prices and a one-show, reserved seat policy at night, Arthur is set along identical lines with "The Howards of Virginia" from Columbia; "Lucky Partners," "The Other Man," "No, No Nanette" and "Little Men" from RKO; "Brigham Young" and "Hudson's Bay Company" from 20th-Fox; "Back Street" and "Spring Parade" from Universal and "The Letter" from Warner.

Arthur, who is in New York, tells BOXOFFICE exhibitors in St. Louis asked for the changeover in order to re-introduce singles and that they have agreed not to double feature any attractions which may play the Ambassador. Currently, it appears a continuance of the new policy hinges on F&M's ability to get exclusives on the product booked for the one house. Arthur is striking for a three to four-week jump on any other theatre served out of St. Louis.

With the adoption of the Ambassador policy, admissions were increased from 28½ to 30 cents, from 39 to 40 cents and from 44 to 50 cents at the Fox, Missouri and St. Louis. George Jessel has been booked to open in person at the Missouri, September 6.

Arthur will switch his headquarters back to St. Louis for the winter on September 15. He will then make periodic trips east, instead of vice versa.

The pooling agreement, which is to involve eight neighborhood houses of the Ansell Brothers, Bess Schulter and Sam Schuchart, and eight St. Louis units, has not been completed. Arthur did not indicate when a deal would be set.

Ahead With Milwaukee Singles, Despite Holdouts

MILWAUKEE — Although three theatres may hold out, the plan of Milwaukee county exhibitors to revert to singles beginning September 3 will proceed, according to Harry Periewitz, business manager of the ITPA of Wisconsin. The dissenters are the White House, Atlas and Fern.

If the trial is successful here, it is viewed as likely the plan will be extended to embrace circuit theatres throughout the state. The *Evening Post* reports its poll on duals resulted in a vote of 571 for singles and 392 for duals. In Sheboygan, the Better Films Council checked in to discover 20 out of 24 organizations reporting voted for singles. Theatres there are continuing with doubles, however.

Kirsch Back in Chicago

CHICAGO—Jack Kirsch, head of Allied of Illinois, returned over the weekend from New York where he spent a few days with H. M. Richey and Col. H. A. Cole.


SCATTERBRAIN
A SCREAMINGLY FUNNY JAMBOREE OF GAIETY AND MUSIC
OH-PROFESSOR YOU'VE GOT THEM NAUGHTY EYES!
PRESTO
JUDY-YOU ARE NOW A GLAMOUR GIRL!!
JUDY CANOVA • Alan MOWBRAY • Ruth DONNELLY • Joseph CAWTHORN • Eddie FOY, JR. • Billy GILBERT
WALLACE FORD • ISABEL JEWELL • LUIS ALBERNI • EMMETT LYNN • JIMMY STARR • CAL SHRUM'S GANG
MATTY MALNECK AND HIS ORCHESTRA
A REPUBLIC PICTURE

New York Dailies Editorially Castigate Coast Red Charge

NEW YORK—Charges of communist activity by 18 Hollywood professionals is denounced editorially by the New York *Harald-Tribune* as earmarked by a smear campaign. A New York *Times* editorial is equally as denunciatory but by a different approach. Both articles refer to the charges made by Buron Fitts, district attorney of Los Angeles county.

The two newspapers are being commended by executives in the industry for their appraisal of the situations and the alacrity with which they lept to the defense of the men and women involved. "Its one of the best jobs in defense of the industry that I've seen in some time," one individual observed.

The "Herald-Tribune":

"The charges of communist activity among Hollywood's stars, directors, dramatists and others have just enough truth in them to compound the injustice to individual victims. Probably not more than three or four on the list supplied to the Los Angeles grand jury by John R. Leech, the ex-communist functionary, ever belonged to the communist party or knowingly contributed to its material support. Yet it is true, as disclosed before the Dies committee, that for a period before the Stalin-Hitler pact toying with radical causes was a fashionable pastime in the gilded colony, and that sympathy with the underdog induced several of its prominent members to send money to strike funds more or less under the control of communists. For this and other reasons they have earned the antagonism of the local district attorney, Buron Fitts. The latter, apparently, has now retaliated not only by instigating a grand jury investigation of communist activities in southern California, but by making public a transcript of supposedly secret testimony specifically directed against persons who have flicked him on the raw.

"The purpose is obvious—to damage them as boxoffice attractions. There is no law that we are aware of, state or national, which these persons have violated, even assuming that they all belonged, at one time or another, to the communist party or helped finance it. And if there were, and prosecution were contemplated, one can be fairly sure that the grand jury testimony would not have been given out. In other words, the whole so-called exposure has the earmarks of a smear campaign inspired, to some extent at least, by a personal grudge.

"In any event, it offers an excellent example of the injustice of local witch hunts. Very recently the President, in his message to the conference of state and federal officials, which met in Washington to consider their joint problem of defense against our enemies within, urged that state and local agencies, as well as individuals, turn over whatever information they had or suspicions they formed of the presence of subversive elements to the federal bureau of investigation. Thus, he argued, such material could be sure of efficient handling and of the singleness of treatment it demanded, and also, thereby, the country would be spared 'the cruel stupidities of the vigilante.' This attack upon the 'movie' people is a good illustration of the wisdom of his recommendation which, incidentally, the conference adopted as one of its own. Every citizen should realize that indiscriminate accusations of disloyalty of subversion simply confuse and retard the very real business of spotting and checking our 'fifth columnists.' "

The "Times" editorial:

"Eighteen Hollywood personages have received unwelcome and expensive publicity by being branded as communists or communist sympathizers in testimony given by John R. Leech before the Los Angeles county grand jury. The grand jury in question was investigating a five-year-old murder, with which no one charges or supposes that any of the motion picture people mentioned had even the remotest connection. The Los Angeles prosecutor announces that he does not intend to proceed against Mr. Leech's list, possibly because a political belief, however repugnant to the vast majority, is not in itself a crime. The persons named insofar as they have been heard from, deny the Leech accusation. Finally Mr. Leech himself is the same Mr. Leech who testified in the Bridges' deportation case and whose testimony was discredited in strong terms in the report turned in by the special trial examiner, Dean James M. Landis of the Harvard Law School.

"All these circumstances being considered, it is hard to understand why the Leech testimony in Los Angeles was ever made public. Being made public, it became news of national interest which had to be printed. As a result, the persons named run the danger of impairment in their main property and capital—their standing in the public eye. Since no formal charge lies against them they cannot put their cases to a jury and must count on their denials to outrun the original Leech statement. In a race of that sort the lie, if any has been told, has a long head start.

"It would be foolish to maintain that there are no communists or communist sympathizers in Hollywood. All that is reasonably certain is that precious little communist propaganda gets into commercial films. What is sinister in the present episode is not the possible drop of communism in the vast sea of mass entertainment but the misuse of supposedly correct legal machinery to give irresponsible witnesses a chance to smear reputations. Most of us detest and despise communism, but we cannot constitutionally punish communists for believing in it. It is an even worse outrage to penalize those who, as in the Los Angeles case, deny that they are communists or communist sympathizers. Yet this is precisely what happened when Mr. Leech's testimony was spread for all the world to read."

Unusual Photo Break For 'Great Dictator'

New York—Even rival press agents admit the publicity staff at UA did a job of it on picture layouts for "The Great Dictator" last weekend.

Unusual was the full page in the rotogravure section of Sunday's "New York Times." Terrific seemed to be the favorite word for a 10-page layout in "PM" of the same day.

It was all editorial and, thus, free space.

"Liberty" Via Loew's Is Up to Schenck

New York — Final decision as to whether or not the re-edited version of "Land of Liberty" will be distributed by Loew's is understood to rest with Nicholas M. Schenck. However, the film, originally in two hours and 15 minutes, has to pass through a boildown process which will cut its length by about 45 minutes.

Grosses beyond expenses continue to be designed for the Red Cross.

"Red" Charges False Is Proved to Dies

SAN FRANCISCO—Official refutation of charges made by a former organizer linking prominent industry members with communist affiliation, and disseminated by the Los Angeles district attorney, Buron Fitts, a current candidate for re-election, came for Humphrey Bogart, Fredric March, James Cagney and Phil Dunne, from Martin Dies, chairman of the congressional committee investigating subversive activities.

Others so assailed who have expressed their willingness to appear before the investigating committee, which will resume in New York, are Francis Lederer, Lionel Stander, Lucille Ball, and Franchot Tone.

Republic Western Meet To Be Held at Studio

HOLLYWOOD—Republic will hold a western regional sales meeting at the studio Thursday with James R. Grainger presiding. Expected are J. T. Sheffield, northwestern franchise holder; Ed Walton, Seattle manager; J. H. Sheffield, Portland; Gene Gerbase, Denver; G. S. Pinnell, Salt Lake; E. M. Loy, Butte; Francis Bateman, Los Angeles; Sid Weisbaum, San Francisco, and studio executives including Herbert J. Yates.

Grainger thereafter heads east, arriving in New York about September 15.

UA Theatres Dividend

NEW YORK—Directors of UA Theatres Circuit met during the week and declared the regular quarterly dividend of $1.25 on the preferred, payable September 15.

Uninformed of Nazi Ban on Paramount

NEW YORK—Paramount continues business in Germany and is in contact with its functioning representatives in Denmark, Norway and Holland, despite cabled stories that the Nazi ban against American films in Hitler-occupied territory has been extended to all films made here. So states John W. Hicks jr., vice-president in charge of the company's foreign distribution.

He added he had had no word to the contrary in answer to a query about a cabled story in the New York *Post* from Berlin in which correspondent Wallace R. Deuel wrote:

"The exclusion of American products from German-dominated Europe has begun—but by no means ended—with a Nazi decision to bar all American films in Germany and all countries occupied by German troops. The ban on Hollywood, due to become complete within a week or two, will apply to the Reich, occupied France, Belgium, Denmark, Norway, Luxembourg and former Poland. The Nazis also are negotiating with Rome with a view to having the Fascists ban American films from Italy, too."

He cites these reasons for the reported step:

"The axis exclusion of American films serves several purposes from the German-Italian view. First, it affords revenge for Hollywood's production of anti-Nazi and anti-Fascist films. Second, it gives German and Italian pictures a clear market by eliminating principal competition. Third, it gives Berlin and Rome a bargaining weapon in attempts to get trade and other concessions from the United States."

Information here, however, indicates the correspondent's information is not strictly in accordance with the facts, or the facts as they are available in New York, at least. For instance, Hicks reports Paramount again is operating in Marseilles, Lyons and Bordeaux and, although he has had no word from Paris which, of course, is in occupied France, he indicates he expects resumption of activities there as well.

Cammack Sails to Take South American Post

NEW YORK—Ben Y. Cammack is en route to Buenos Aires to take over RKO representation in Argentina, Uruguay and Paraguay where he will succeed Nat Liebeskind, resigned. Cammack has been acting as assistant to Phil Reisman in New York.

Reisman sailed for South America Friday to be gone about six weeks.

Appeal New York Ban On "Fools of Desire"

ALBANY—Appeal papers have been filed with the Board of Regents petitioning for a reversal of the ruling by motion picture division of the state education department on "Fools of Desire." The picture was denied a permit several months ago. Syndicate Exchanges, with offices in New York City, are appellants.

REVIEW FLASHES

BOYS OF THE CITY (Mono)—Childish stuff that strains to give average satisfaction. The old formula of a supposedly haunted house serving as a criminal hideout. East Side Kids. Joe Lewis directed.

HAUNTED HONEYMOON (M-G-M)—Produced in England, the production's greatest asset is Robert Montgomery, only American member of the cast, whose debonair performance adds lustre to the picture. A suspenseful enough murder mystery, it is handsomely mounted and direction is highly competent. Arthur B. Woods directed.

MEN AGAINST THE SKY (RKO)—Its timeliness lifts this story of behind-the-fence activities in a modern airplane factory from run-of-the-mill ranks. Richard Dix, Kent Taylor, Edmund Lowe, Wendy Barrie. Director: Leslie Goodwins.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

Nat'l Theatres Heads To Coast Meeting

LOS ANGELES — Spyros and Charles Skouras, Andy Krappman and John Healy arrive here Monday from Portland to hold the final National Theatres divisional managers' convention Tuesday, probably at the Beverly Wilshire. Winners in the second Spyros Skouras Showmanship Campaign, for which Charles Skouras was field marshal, will be announced in addition to plans for the fifth drive which is to start Labor Day and wind up the day before Christmas.

Before coming here, the National Theatres quartet will have attended similar conventions in Milwaukee, Kansas City, Denver and Portland.

St. John, Bruen, Shearer Pool 14 Coast Houses

SEATTLE—An immediately effective partnership that brings 14 theatres on the Pacific coast, from Alaska to Southern California, into one company, has been formed by Arthur C. St. John of Centralia, Wash.; Hugh W. Bruen of Whittier, Cal.; and B. F. Shearer of Seattle, with the incorporation of the Hubenart Theatres Co.

The partnership affects the following houses: The Fox and Liberty at Centralia, Wash.; St. Helens and Pix at Chelais, Wash.; Monte, Monteyano, Wash.; Whittier, Wardman and Roxy, at Whittier, Cal.; the 45th Street and Greenlake at Seattle; the Tower, Bremerton; Roxy, Everett; Revilla, Ketchikan, Alaska, and the Capitol at Juneau, Alaska.

Metro Sydney Meeting

SYDNEY—N. Bernard Freeman, in charge of Australia and New Zealand for M-G-M, has called a branch managers' meeting here starting August 28, to discuss new season's policies.

"Boom Town" Takes Get 'Em at Loew's

NEW YORK—There are other attractions lurking in and around Loew's, but these days it's solidly "Boom Town." Current statistics, gleefully and pridefully furnished by the publicity department:

One week runs have been turned into three-week runs in four of the nine test engagements. Weekend business in second weeks in Harrisburg, Reading, New Orleans and Indianapolis, which is quite a geographical spread, persuades Joseph R. Vogel, out-of-New York theatre operator, to hold for a third stanza in all of those situations.

They are saying around Loew's that no M-G-M picture since "San Francisco" has shown the buildup demonstrated by "Boom Town." As proof, final figures for first week's business credit the attraction with a total $155,475 in its nine test towns. First week's business for the same theatres in the same cities brings this out of the archives: "San Francisco" did $117,865; "Test Pilot," $109,083; "Boys Town," $104,-931; "Babes in Arms," $98,442 and "Northwest Passage," $88,498.

There's another way of putting it, and Loew's puts it:

"The 'Boom Town' lead over the other attractions increased daily, topping over a full week 'San Francisco' by $37,610; 'Test Pilot' by $46,392; 'Boys Town' by $50,544; 'Babes in Arms' by $57,033 and 'Northwest Passage' by $66,977."

WARNING

TO EXHIBITORS

THE

RADIO BYKE

is an

EXCLUSIVE

THEATRE PROMOTION

of

INTERNATIONAL ENTERPRISES

Chicago, Illinois

WE ARE FULLY PROTECTED AGAINST INFRINGEMENT

Selling Franchise Granted to

PARAMOUNT MERCHANDISING SERVICE

"BOOM TOWN" THE WEEK'S GROSS GUSHER

AVERAGE IS 100%

Top Hits of the Week

BOOM TOWN—
- Indianapolis 300
- New Orleans 200

DISNEY FESTIVAL—
- Cleveland 210

I LOVE YOU AGAIN—
- Kansas City (dual).....200
- Cleveland 155

SEA HAWK—
- New York City.....190

GONE WITH THE WIND—
- Chicago 175

RAMPARTS WE WATCH—
- New Orleans 175

MAN I MARRIED—
- Kansas City 140

EXTENDED RUNS

Gone With the Wind, 35th wk., New York City; 30th wk., Chicago.

Mortal Storm, 4th wk., Los Angeles.

BOSTON

Fenway—**Mystery Sea Raider** (Para't); **The Girl From Avenue A** (20th-Fox)..... 45
Keith's Memorial—**The Ramparts We Watch** (RKO); **Slightly Tempted** (Univ)..... 70
Loew's Orpheum—**Pride and Prejudice** (M-G-M); **We Who Are Young** (M-G-M)..... 75
Loew's State—Same as Orpheum 80
Metropolitan—**My Love Came Back** (FN); **Pier 13** (20th-Fox) 65
Paramount—Same as Fenway 50

CHARLOTTE

Broadway—**You're Not So Tough** (Univ)..... 90
Carolina—**I Love You Again** (M-G-M).....110
Imperial—**The Biscuit Eater** (Para't), 1st half.100
Imperial—**Saturday's Children** (WB), 2nd half. 90
State—**Viva Cisco Kid** (20th-Fox).....110

CHICAGO

Apollo—**Disney Festival** (RKO); **We Who Are Young** (M-G-M) 90
Chicago—**All This, and Heaven Too** (FN), plus stage show, 2nd wk. 110
Garrick—**The Way of All Flesh** (Para't)..... 85
Oriental—**Gambling on the High Seas** (WB), plus stage show 100
Palace—**Ramparts We Watch** (RKO); **Cross-Country Romance** (RKO) 80
Roosevelt—**They Drive by Night** (WB).....110
State-Lake—**Phantom Raiders** (M-G-M), plus stage show 90
Studio—**Lost Horizon** (Col); **Awful Truth** (Col), reissues 200
United Artists—**Pride and Prejudice** (M-G-M), 2nd wk. 100
Woods—**Gone With the Wind** (M-G-M), held 30th wk. 175

CINCINNATI

Albee—**Ramparts We Watch** (RKO)..... 75
Capitol—**Boom Town** (M-G-M) 150
Keith's—**Pride and Prejudice** (M-G-M), 2nd wk. 100
Lyric—**Walt Disney Festival** (RKO).....125
Palace—**The Man I Married** (20th-Fox)..... 75

CLEVELAND

Allen—**Disney Festival** (RKO) 210
Hippodrome—**They Drive by Night** (WB), 2nd wk. 80
Palace—**The Man I Married** (20th-Fox)..... 90
State—**I Love You Again** (M-G-M).....155
Stillman—**Gold Rush Maisie** (M-G-M)..... 75

DALLAS

Capitol—**Wagons Westward** (Rep), 1st part... 90
Capitol—**Sailor's Lady** (20th-Fox), 2nd part... 80
Capitol—**Lucky Cisco Kid** (20th-Fox), 3rd part. 85
Majestic—**South of Pago Pago** (UA).....100
Palace—**I Love You Again** (M-G-M).....125
Rialto—**Earthbound** (20th-Fox), 1st half..... 80
Rialto—**We Who Are Young** (M-G-M), 2nd half.100
Tower—**When the Daltons Rode** (Univ).....100

DENVER

Aladdin—**They Drive by Night** (WB), after wk. at Denver 110
Broadway—**The Ramparts We Watch** (RKO), **Pop Always Pays** (RKO), after wk. at Orpheum 100
Denham—**Mystery Sea Raider** (Para't); **Love Me Tonight** (Para't) 65
Denver—**South of Pago Pago** (UA); **Ladies Must Live** (FN) 90
Orpheum—**Pride and Prejudice** (M-G-M); **Gold Rush Maisie** (M-G-M).....125
Paramount—**When the Daltons Rode** (Univ); **Pier 13** (20th-Fox) 125
Rialto—**Our Town** (UA), after wk. at each the Denver and Aladdin; **Passport to Alcatraz** (Col) 100

DETROIT

Adams—**When the Daltons Rode** (Univ); **The Man I Married** (20th-Fox)..... 80
Fox—**The Boys From Syracuse** (Univ); **Beyond Tomorrow** (RKO) 85
Michigan—**South of Pago Pago** (UA); **Sporting Blood** (M-G-M) 90
Palms-State—**I Love You Again** (M-G-M); **Gold Rush Maisie** (M-G-M), after wk. at the Michigan 100

INDIANAPOLIS

Alamo—**Carolina Moon** (Rep); **Man With Nine Lives** (Col) 85
Circle—**My Love Came Back** (FN); **The Man Who Talked Too Much** (WB)..... 85
Indiana—**They Drive by Night** (WB); **Pop Always Pays** (RKO) 90
Loew's—**Boom Town** (M-G-M) 300
Lyric—**Scatterbrain** (Rep), plus stage show... 85

KANSAS CITY

Esquire—**The Man I Married** (20th-Fox).....140
Midland—**I Love You Again** (M-G-M); **Florian** (M-G-M) 200
Newman—**Snow White and the Seven Dwarfs** (RKO) 90
Tower—**Sailor's Lady** (20th-Fox), plus stage show 105
Uptown—Same as Esquire 135

LOS ANGELES

Chinese—**Boom Town** (M-G-M).....250
Downtown—**Money and the Woman** (WB); **Girl From God's Country** (Rep).....100
Four-Star—**The Mortal Storm** (M-G-M), 4th wk. 60
Hillstreet—**I Married Adventure** (Col); **Tom Brown's School Days** (RKO)..... 90
Hollywood—Same as Downtown 100
Pantages—Same as Hillstreet 95
Paramount—**Mystery Sea Raider** (Para't); **The Great McGinty** (Para't), 2nd wk., plus stage show 115
State—Same as Chinese 225

MILWAUKEE

Palace—**The Lady in Question** (Col); **Lucky Cisco Kid** (20th-Fox) 100
Riverside—**Scatterbrain** (Rep); Gene Krupa on stage 140
Strand—**Pride and Prejudice** (M-G-M) 100
Warner—**When the Daltons Rode** (Univ); **Tom Brown's School Days** (RKO).....125
Wisconsin—**The Man I Married** (20th-Fox); **Sporting Blood** (M-G-M) 115

MINNEAPOLIS

Aster—**Lucky Cisco Kid** (20th-Fox); **Sailor's Lady** (20th-Fox) 90
Century—**Pride and Prejudice** (M-G-M).....125
Esquire—**Dark Command** (Rep) 100
Gopher—**Sporting Blood** (M-G-M)..... 85
Orpheum—**Man Who Talked Too Much** (WB), plus **Sammy Kaye** on stage 150
State—**I Love You Again** (M-G-M), 2nd wk....110
World—**They Drive by Night** (WB), 2nd wk.... 95

NEW HAVEN

College—**Pride and Prejudice** (M-G-M); **We Who Are Young** (M-G-M), 2nd wk..... 65
Loew-Poli—**I Love You Again** (M-G-M); **Tom Brown's School Days** (RKO) 95
Paramount—**Bluebeard's Eighth Wife** (Para't); **The Trail of the Lonesome Pine** (Para't), reissues 65
Roger Sherman—**They Drive by Night** (WB); **Pop Always Pays** (RKO) 120

NEW ORLEANS

Center—**Lucky Cisco Kid** (20th-Fox)..... 95
Globe—**Four Sons** (20th-Fox) 90
Liberty—**They Drive by Night** (WB), 2nd run. 85
Orpheum—**The Ramparts We Watch** (RKO)...175
Saenger—**The Man I Married** (20th-Fox).....150
State—**Boom Town** (M-G-M) 200
Tudor—**We Who Are Young** (M-G-M).....125

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 35th roadshow wk. 100
Capitol—**Andy Hardy Meets Debutante** (M-G-M), 2nd wk. 45
Criterion—**Snow White and the Seven Dwarfs** (RKO), reissue, 3rd wk..... 55
Paramount—**The Boys From Syracuse** (Univ), 2nd wk., plus stage show 100
Radio City Music Hall—**Pride and Prejudice** (M-G-M), plus stage show 115
Rialto—**Prison Camp** (Col) 65
Roxy—**Return of Frank James** (20th-Fox), plus stage show 95
Strand—**The Sea Hawk** (WB), plus stage show 190

OKLAHOMA CITY

Criterion—**When the Daltons Rode** (Univ).... 90
Liberty—**Phantom Raiders** (M-G-M); **Meet Dr. Christian** (RKO) 90
Midwest—**Pride and Prejudice** (M-G-M)..... 95
State—**Gangs of Chicago** (Rep); **Covered Trailer** (Rep), 1st half 90
State—**Girl From God's Country** (Rep); **Passport to Alcatraz** (Col), 2nd half 85
Tower—**Sporting Blood** (M-G-M) 90

OMAHA

Brandeis—**All This, and Heaven Too** (FN)...110
Omaha—**I Love You Again** (M-G-M); **Sporting Blood** (M-G-M) 125
Orpheum—**Return of Frank James** (20th-Fox); **We Who Are Young** (M-G-M).....115

PHILADELPHIA

Boyd—**Pride and Prejudice** (M-G-M), 2nd wk... 95
Earle—**I Love You Again** (M-G-M).....105
Fox—**The Boys From Syracuse** (Univ).....100
Karlton—**Maryland** (20th-Fox), 2nd run..... 85
Keith's—**All This, and Heaven Too** (FN), 2nd run, 2nd wk. 105
Stanley—**I Love You Again** (M-G-M).....115
Stanton—**Gold Rush Maisie** (M-G-M) 100

PITTSBURGH

Alvin—**Walt Disney Festival** (RKO) 95
Barry—**Face Behind the Scar** (WB); **Sky Devils** (SR) 90
Fulton—**When the Daltons Rode** (Univ), 2nd wk. 50
Penn—**South of Pago Pago** (UA)..... 80
Ritz—**Andy Hardy Meets Debutante** (M-G-M), 3rd d. t. wk. 80
Stanley—**They Drive by Night** (WB)..... 95
Warner—**Sporting Blood** (M-G-M); **Tom Brown's School Days** (RKO) 90

SALT LAKE CITY

Capitol—**We Who Are Young** (M-G-M); **Typhoon** (Para't) 115
Centre—**Pride and Prejudice** (M-G-M) 115
Studio—**I Love You Again** (M-G-M), 2nd wk...105
Utah—**Brother Orchid** (WB) 105

SEATTLE

Blue Mouse—**Mystery Sea Raiders** (Para't); **Pier 13** (20th-Fox), 2nd wk. 90
Fifth Avenue—**I Love You Again** (M-G-M); **The Way of All Flesh** (Para't), 2nd wk.....100
Liberty—**The Lady in Question** (Col); **Gentleman From Arizona** (Mono) 100
Music Box—**Queen of Destiny** (RKO)..... 90
Orpheum—**The Ramparts We Watch** (RKO); **Golden Fleecing** (M-G-M) 110
Palomar—**My Love Came Back** (FN), plus stage show 90
Paramount—**Return of Frank James** (20th-Fox); **Golden Gloves** (Para't) 90
Roosevelt—**All This, and Heaven Too** (FN), 2nd wk. 110

ESCAPE CLAUSE AGREEABLE TO "BIG 5" READY; IF GOV'T APPROVES, DECREE APPEARS ALL SET

Based on Proposition Gov't May Proceed Against Others

NEW YORK—The possibility of 20th-Fox and Paramount joining M-G-M, Warner and RKO in the signing of a consent decree grew stronger over the weekend as attorneys for the five major companies met with Robert Sher and James V. Hayes of the department of justice and presented a revised escape clause.

Acting as spokesman at a press interview, Sher said the rewritten escape clause was being submitted to "our superiors in Washington for action." He would not indicate what its possibilities of acceptance were when BOXOFFICE asked the question. The fact that he and Hayes attended the meeting and discussed the new clause has no implications as to what Thurman Arnold and others in the department of justice may do, he said.

The new clause, Sher pointed out, is based on the proposition the government will proceed against the three non-assenting companies. The August 3 clause is based on loss of business.

"If the three holdouts win a clean bill in the suit, the other five companies are not bound by the trade showing and selling clause," he said. "But the decision will not impress other parts of the decree, which will stand." In other words, a victory by UA, Universal and Columbia will only provide an escape from two parts of the decree, he said.

At the same time, a sub-committee consisting of Sher, Austin C. Keough, Joseph Hazen and John F. Caskey has been delegated to work out arbitration details. Meetings, scheduled to start Friday with the American Arbitration Association, will continue next week. Hayes will be back by Thursday when the sub-committee will report to the general group of lawyers for the five interested majors.

Accord on Other Points

Everyone is practically in accord on other provisions of the decree, the department pointed out, and only minor changes are necessary.

As soon as the escape clause and arbitration are worked out to the satisfaction of the five companies and the government, each interested distributor will appoint a representative to work on the final draft and also work up language for a consent decree based on the draft.

With UA, Universal and Columbia still maintaining a "not interested" attitude, the government will revise its original petition in the all-industry suit, eliminating divorcement. This will take several months, about three to four, according to Sher, which means the October 7 trial date will be postponed until next year.

Arbitration will be compulsory for the distributors who sign and voluntary for exhibitors. Exhibitors filing complaints will do so against distributors and, if changes in clearances are ordered against non-arbitrating parties, they will be made when new contracts are written. This was pointed out exclusively by BOXOFFICE several weeks ago and is now confirmed by the government.

There is a possibility of an intermediary being appointed to oversee the operation of the code and report regularly to both sides. It has been discussed, but no action taken. An AAA man may be named for the post, as well as secretary of the appeals board.

The question of the appeals board being shifted to New York from Washington is among those to be gone over next week in the arbitration discussions. However, government spokesmen regard this as a minor detail, which bears out the general impression this will be determined before a decree is signed.

After the decree is finally signed by the majors and submitted to Washington, Attorney General Robert Jackson will study it before appending his signature. Admitting many complaints about a decree have been filtering in to Washington, a government representative said these will be tabulated and presented to Jackson, who will study them as against the remedies being sought in the draft.

There is a remote possibility Jackson may order additional changes when he gets the report on decree suggestions and objections.

It has been intimated strongly there will not be a public hearing before Federal Judge Henry Warren Goddard before the decree is signed. The impression now gathered is that Jackson will do the signing, and not Judge Goddard.

Answering questions pertaining to the reported hundreds of decree objections and recommendations, one government attorney said that all are being held until the proper time.

As to satisfying the complainants responsible for the all-industry suit, the department admitted this was impossible. "Not all of the complaints we get have any merit, but we have taken the heart of them and used them as a basis in formulating the consent decree."

Meanwhile, a sort of temporary jubilance reigned Thursday in the hope 20th-Fox and Paramount may be in the decree procession after all.

Text of New Escape Clause

New York—This is the latest escape clause, which M-G-M, Paramount, 20th-Fox, Warner and RKO submitted to the government Thursday and which department of justice representatives took back to Washington for presentation to their superiors:

"If on June 1, 1942, no final decree shall have been entered herein requiring each of the defendants, UA, Universal and Columbia, to trade show their features and to license them in groups for exhibition, Sections 1 and 2 of this decree shall be inoperative and of no binding force and effect upon any of the defendants consenting to this decree, as to features released after August 31, 1942.

"If prior to June 1, 1942 such a decree shall have been entered against UA, Universal and Columbia, any defendant consenting to this decree with Sections 1 and 2 of this decree upon complying with all provisions in such decree requiring UA, Universal and Columbia to trade show their features and to license them for exhibition in groups, an order or supplemental decree to that effect shall be entered herein upon the application of the defendant or defendants so electing. Such election may be made at any time after the entry of such a decree against UA, Universal and Columbia."

New Wave of Anti-Trust Suits Anticipated After Labor Day

NEW YORK—Shortly after Labor Day, the legal lull will break with a storm of approximately 20 anti-trust cases in various courts in the country.

Attorneys who have been working on the 70-80 cases now pending look forward to a new burst of activity when judges return from their vacations within the next 10 days.

Home office counsel has been finding it increasingly difficult to prepare data for some of the cases because secretaries and junior counsel are out of town. In one or two instances, inquiries have been made for information, but no results have been obtained three and four weeks after requests were made.

Immediate preparations call for answers in the Crescent suit in Nashville where all majors are defendants in the government action. There also is the sifting of objections to the bill of particulars fought by George Ryan, counsel for A. B. Momand in a treble damage suit in Oklahoma City.

Some of the lesser attorneys at the various home offices admit they are temporarily stymied in the all-industry suit because of 20th-Fox and Paramount requests for revision in the escape clause. But within the next month, a renewal of activity is expected on the suit, both in connection with the signing of a decree by those companies willing to go for it and preparations for trial for holdouts who insist on trying the action on its merits.



Sort of International Conference—

It all has to do with equipment, the principal parties being these: A. E. Meyer, sales manager, International Projector; J. Glottman, who distributes International and National Theatre Supply in Colombia; F. Leiva, manager, Imperial Export Co.; and K. Streuber, export manager, National Theatre Supply.

Defendants Win Step In Folley Action

NEW YORK—The anti-trust suit of the Folley Amusement Corp. against Randforce Amusement, all the majors, Republic and Monogram, featured the court news of the week. Randforce, Louis Frisch, and Samuel Rinzler won a partial victory in an application against the plaintiff.

The two men were to be examined before trial, but now according to Federal Judge Murray Hulbert's decision, the scope of the examination will be limited to those contracts relative to the alleged conspiracy. However, the price paid by Randforce to the majors for product may be admitted as evidence, provided it is not privileged matter. Any objections to specific items must be made at the time of the examination. The plaintiff, operator of the Brooklyn Folley, claims it was put out of business by discriminatory acts on the part of the defendants. Triple damages of $750,000 are sought.

Other Court News

James Young's $2,000,000 suit against RKO Pathe Pictures which was started in 1933 in the supreme court and has been dormant for some time, came to life during the week with an attempt to secure the examination before trial of Herman Zohbel, secretary of the defendant. Apparently, the plaintiff is unaware Zohbel died in 1936. Action claims infringement of plaintiff's story, "What Price Sex in Hollywood" in the RKO picture, "What Price Hollywood."

Radio City Music Hall has started a test suit against the U. S. government seeking the return of $1,079 paid as social security tax for certain artists employed at the theatre. The Music Hall claims certain name artists are engaged as independent contractees, and that the theatre cannot control or direct their activities. Signers such as Jan Peerce, Viola Philo, Edwina Eustis, and Robert Weede are cited, as are vaudeville acts such as Buck and Bubbles and Eddie Peabody. Should the Hall be successful in its action, every large theatre in the country employing vaudeville or stage shows presumably will be affected.

Application by Republic to dismiss Marquis James' suit against it will be argued in federal court this week. Action claims plagiarism of James' book, "The Raven" in "Man of Conquest." An injunction, accounting, and damages are sought.

Zagrans Branch Manager For RKO in Philadelphia

PHILADELPHIA—Charles Zagrans, formerly office manager, is now branch manager for RKO here, succeeding F. L. McNamee, resigned after 18 years with the company. Vincent O'Donnell, head booker, succeeds Zagrans. Both appointments are effective Monday.

Adolph Brauenig Promoted to Home Office Representative

NEW YORK—Adolph F. Brauenig, office manager at the RKO exchange in Cleveland, has been promoted to home office representative. He fills the vacancy caused when John A. Downing went to Boston.

Brauenig will cover Cleveland, Cincinnati, Pittsburgh and Indianapolis. L. E. Blumenfeld succeeds him in Cleveland.

Hoyts-GUT Pool Approval Expected in Australia

NEW YORK — The Hoyts-GUT 20 year pooling arrangement in Australia is expected to be ratified by the Hoyts board in Sydney the latter part of the month. If agreed upon, it will most likely become effective January 1. Dan Michalove, who made a survey recently for Sidney R. Kent, president of 20th-Fox, is planning to leave shortly for Sydney, via California, by plane. Harold Auten, American representative for Greater Union Theatres, will probably join 20th-Fox when the combination is effected.

Management Changes

NEW YORK—Management changes in the local area have Abe Rathner taking over the Rex, E. Rutherford, N. J., formerly operated by Maurice Stahl. Harold Friedman has reopened the Cameo, Yonkers, under the name of Kent; Sam Starch is now running the Kent, Brooklyn, formerly handled by Rudolph Selig.

May Delay Rebuilding

ALBANY—Chris Buckley may delay rebuilding the Harmanus Bleecker Hall, local landmark, until next spring. Difficulty in securing steel at this time because of the government's demands and unseasonal weather which is expected about the time plans are completed are among the reasons.

'Fantasia' Taking N. Y. Bow in Fall

NEW YORK—"Fantasia," Walt Disney's musical feature, is slated for a roadshow premiere here in November, Hal Horne stated upon his return from Hollywood.

This is the feature for which the musical track was recorded in Philadelphia from playings of the Philadelphia Orchestra under Leopold Stokowski, the film end having been developed later in California and employing only Mickey Mouse as the familiar Disney character. The rest are new.

The recordings were made through separate sound channels. In order to bring about proper reproduction special equipment is held to be necessary. This, in turn, explains the need to install special mechanical devices in theatres or auditoriums which will show "Fantasia" and presumably further explains why the producer is talking about an exclusive roadshow policy.

A number of innovations are promised. Horne states oils and pastels will be introduced for the first time in animation and that humans will be used, "but not as live action pictures."

He stressed the musical end and says of it a system of reproduction has been developed "that may prove as epoch making in the entertainment field as the original introduction of sound in motion pictures.

Many Delegations Set For Myers' Tribute

NEW YORK—E. Thornton Kelly, handling arrangements for the 21st annual Allied of New Jersey convention to be held in Atlantic City, September 25-27, states he has received letters from 60 per cent of the Allied units advising him delegations will appear for the Abram F. Myers testimonial dinner September 27. Plans have been made to seat 1,000.

New 1,000-Seater Will Replace Trenton House

TRENTON, N. J.—The RKO Trent will hold its last performance Labor Day. The following morning it will be demolished to make way for a new Trent to seat 1,000 and designed to throw open its doors Christmas Day.

The house will be operated by RKO through the Trent-New Brunswick Corp., which now has nine first run and subsequent runs here and in New Brunswick.

"Howards of Virginia" Preview at the Astor

NEW YORK—Columbia will preview "The Howards of Virginia" at the Astor Theatre Wednesday morning for exhibitors and circuit operators in the metropolitan area.

The world premiere is now definitely slated for Richmond, Va., September 4 at the Byrd, State and Westhampton theatres.

Roxy Dividend

NEW YORK—Directors of Roxy Theatres, Inc., at its meeting, declared a quarterly dividend of 37½ cents per share on the outstanding preferred payable August 30, to stockholders of record on August 24.

BROADWAY

SAM DEMBOW hies it to Chicago Monday for another meeting with B&K officials . . . Joe Stein, back in town a few days, went into virtual seclusion until he had caught up on his newspaper reading . . . Well known figures in the fields of journalism, finance and so on, will attend the preview of "Foreign Correspondent" at the Rivoli Tuesday . . . "If there are previews of motion pictures and of art shows, why should not there be one of a poster advertising a motion picture? Accordingly, we invite you to the first preview of a poster on the Alexander Korda production of 'The Thief of Bagdad' which will be unveiled at 48th St. and 6th Ave., Thursday at 12 noon with Artist Willy Pogany officiating. There will be girls, pigeons, a bottle of champagne to burst and all of the things that either are traditional or will become traditional forever after this event," wired Lynn Farnol. Accordingly, the event was held.

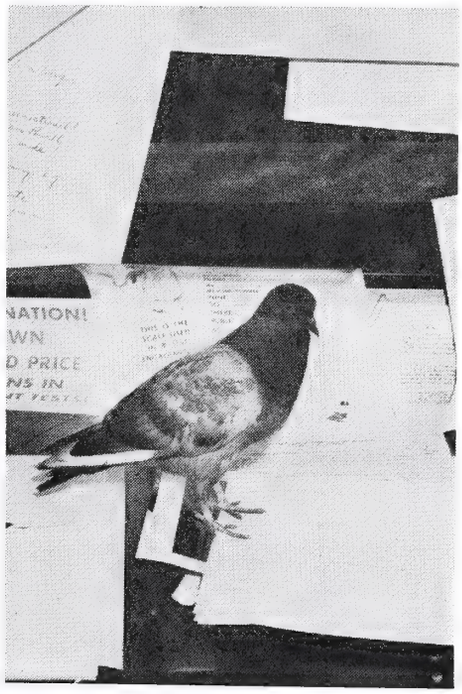
Funeral services were held Sunday for Harry Leid, chief mechanical engineer of the Loew circuit and a member of the construction department staff for the past 14 years. He died Thursday of a heart attack and was 62 years old . . . Around the Loew office this: Oscar A. Doob is flying to Denver for the premiere there of "Kit Carson." Carter Barron, district manager in Washington, visited along with Dan Terrell, press agent who succeeded Ray Bell. Charles Raymond, district manager, returned to Cleveland following conferences at the home office . . . Lots of activity at Saratoga. The races close at the turn of the month . . . Joe Cooper, Paramount partner in Lincoln, is visiting.

Harry Gold and Arthur Silverstone celebrated wedding anniversaries last week. They were about five days apart. Gold took time out to make merry over his china (20 years) anniversary at Ben Marden's. Silverstone celebrated his tin (10 years) in a quiet evening with his family . . . Charles Stern returns Monday from Washington, Baltimore and Philadelphia . . . Charles Raymond, Loew district manager with headquarters in Cleveland, was a home office visitor. Ditto Stanley Gosnell, assistant manager in Toronto, on vacation . . . L. Jack Schlaifer has been in Chicago the past week and from there heads for Denver to attend the premiere of "Kit Carson" . . . Jerald Freeman, head of Anglo-American Films, took the clipper over the weekend for London . . . Joseph M. Schenck is back on the coast after 10 days in the east . . . Athaons Skouras was among the scheduled weekend Clipper passengers. He has Greece as his destination.

Walter Hoffman, Reade circuit city manager in Morristown, was a visitor on exchange Row the early part of the week and advised he is buying for Ed Lachman's two houses in Boonton, N. J. . . . Jimmy Binkov, retired since he sold his interest in the Temple, Union City, has a deep tan to prove he has no worries, but visits the exchanges just the same. Claims it's social now . . . Harry C. Arthur is planning to embark upon a diet any day now. Henry Reiner of National Screen a weekend camper at Camp Eton where his son has been spending the summer . . . The fan mail Lillian Jeffrey got after she appeared on the Adele Hawley radio program the other a. m. is enough to make Miss Hawley jealous. However, it took a little advance contact work.

Ray Bell, long with Carter Barron in Washington for Loew's, is now officially a member of the home office advertising and publicity departments. He joined up here on Monday . . . W. G. Van Schmus, managing director of the Music Hall, has left St. Luke's Hospital and is recuperating at his summer home which is at St. James on Long Island . . . Lou Pollock, eastern advertising manager for Universal, is back from the coast where he had flown to attend funeral services for his mother . . . Joe Bernhard went slightly afield Tuesday to preside at a meeting of district and theatre managers of Warner's Newark zone . . . Eddie Schnitzer, eastern district manager at Warner, looked over the Boston and New Haven exchanges during the week. Phil Engel, field exploitation representative, went along to set "The Sea Hawk" campaign in the New England territory.

Ralph Roeder, who has one notable book at least, to his credit, will write the titles for "Le Chemineau," French feature which Robert Mintz will handle here . . . The two Smiths—Andy and Cresson—visited Chicago during the week, there to confer with Walter Branson, RKO's district manager, and Jack Osserman, branch manager, on matters current . . . Rutgers Neilson, publicity manager for RKO, is back from a week's holiday in Atlantic City . . . S. M. Sachs, to continue with RKO, was up from Dallas for a few days . . . Alec Moss has been spending some time in night flights to this point and that and he no like. Can't get much rest that way, he says . . . Neil F. Agnew has that quick trip to Hollywood behind him . . . Bob Gillham returns almost any minute now.



Checking on Seadler—

Times Square boasts of lots of pigeons. Many of them fly around, and light on, the window sills of offices occupied by Loew and M-G-M executives. This one went further and alighted on Si Seadler's desk.
Comment from Seadler, "He must have been correcting my copy."

Phil Reisman, RKO's foreign sales overseer, is heading for South America . . . Wolfe Cohen, Warner district manager in Canada, was in New York over the weekend for confabs with Roy Haines, eastern and Canadian sales manager . . . G. L. Carrington, vice-president and general manager of Altec, is back after a month's tour of the country. He drove and rolled up 9,400 miles . . . E. W. McClellan, manager of the technical section of Erpi's foreign department, has gone all the way to Iceland to install equipment in two theatres at Reykjavik. Back about October 1 . . . Si Seadler returns from Great Neck where he is spending the summer about Labor Day. That date marks the return of a lot of other country sojourners . . . Ray Milland is visiting from the coast—a slight vacation after finishing "Arise My Love" for Paramount.

Ben Price, New York salesman with Universal for 23 years, is out and has been succeeded by Harry Fellerman, brother of Max . . . Sig Wittman's friends will be glad to hear he is now working for Columbia in Philadelphia as a salesman . . . Henry Senber, formerly of the Morning Telegraph, *has been retained by Herman Shumlin as advance man for "The Little Foxes." He leaves next week on a cross-country tour of one-night stands and will not return east until next March . . . Harry Pimstein, RKO home office attorney, has returned from a vacation at Tupper Lake where he usually chases the pill around each morning and afternoon . . . Ed C. Grainger is back from a tour of Feiber & Shea houses, but Jack Shea of the same circuit is not due back from a two-week swing until Monday . . . Walter Gould was detained in Cristobal with a slight cold and is now in Peru. He is not due back at the UA home office for another month.*

Dave Palfreyman, postcarding it from Greenville, Me.: "Peace. It's wonderful" . . . Charles E. McCarthy has dropped all advertising and publicity duties at 20th Century-Fox for a short vacation at Nantucket. He'll be back after Labor Day . . . Terry Turner, manager of RKO's exploitation field staff, took himself to Little Rock to supervise the campaign for the Arkansas premiere of "Dreaming Out Loud," the Lum and Abner film . . . Steve Lynch expects to be around town for about two more weeks . . . Gordon S. White's new association with Luther K. Bell in the Bell-White Corp., has no bearing on his hookup with Terry Toons . . . J. Cheever Cowdin, chairman of Universal's board, is in Hollywood which puts him right on schedule.

J. S. MacLeod, in charge of M-G-M exchange operations, has just returned from his first vacation in 25 years. He spent his time off in San Francisco, his wife's home town . . . Even lawyers have their vacations interrupted these days. Ben Pepper came to town Wednesday from Norwalk, Conn., to work on a contract. Which means he has a day coming to him . . . Len Picker has moved to Lawrence, L. I., a block from Harry Buxbaum's domicile . . . Louis Nizer is due back from his coast vacation September 10 . . . Josephine Langfelder of the local film board has gone to Schroon Lake for a two-week rest. Pete Lewis of the same office also is on a week's respite . . . Sally Eilers is at the Waldorf for a few days; then back to the coast . . . Charlie Petti-

(Continued on next page)

Checking on Albany Union Stalemate

NEW YORK—A representative of the Albany front office exchange employes who voted in the spring to join the AFL Office Workers' Union is reported to have visited New York the past week to check on the progress in negotiations with producing-distributing companies and to ascertain the reason for the apparent stalemate.

There has been little action for several months, although the reason for this has not been publicly revealed. At first, it was said negotiations had been deferred until the end of the convention season and that the union then would demand a "yes or no" reply by the home offices of the companies, the majority of whose Albany employes are said to have voted affirmatively. However, several months passed without contracts being negotiated. BOXOFFICE did report recently that an official of Warner's personnel department was working on the draft of a contract covering the Albany exchange.

Says Albany Office Workers Send Agent to Talk Pact

NEW YORK—Reports from Albany that a representative from the AFL Office Workers' Union, which claims to have 60 per cent of the employes signed up, would meet with home office executives to discuss a contract are news to distributors. Executives admit, however, they have known for some time a move to organize exchange white collar workers has been under way, but no point has been reached where a conference was to be called to discuss a pact.

Seven Test Centers Hold "Boom Town" Third Week

NEW YORK—"Boom Town" is holding for a third week in Harrisburg, Indianapolis, New Orleans, Reading, Los Angeles, Asbury Park and Atlantic City. The picture is now in its second week in Oklahoma City and Colorado Springs.

M-G-M's first release on its new schedule is "Dr. Kildare Goes Home," followed by "Bad Man of Wyoming," "Strike Up the Band" and "Haunted Honeymoon," formerly "Busman's Honeymoon."

Weiner Buys In

MINNEAPOLIS — Charles Weiner has bought an interest in Elliott Film, which has the Astor Pictures franchise for the northwest territory. Weiner recently resigned as manager for Monogram here.

M-G-M Readies Three

NEW YORK—M-G-M's new exchange in Portland will be ready for occupancy September 1. The new building in Memphis will be completed by fall. In Charlotte construction is progressing on a new structure with moving slated for the spring.

J. S. MacLeod, head of exchange operations, recently returned from a visit to Chicago, Portland, Denver and San Francisco exchanges.

RKO Moves in Memphis

MEMPHIS—The RKO exchange started moving in its new building here. The shift from its old quarters will continue all week with the finish expected by September 1.

No Trips Required: Griffis Tells Why

New York—Optimism runs high at Paramount. Particularly so with Stanton Griffis.

Asked by a BOXOFFICE reporter when he planned to head for the coast, the chairman of the executive committee answered:

"Things are running so nicely out there we don't have to go to Hollywood any more."

New Selznick Firm Liquidating S-I

NEW YORK—The David O. Selznick Productions, Inc., assumes the producing and distributing contracts until now held by Selznick-International, which liquidates immediately. This includes two picture commitments at UA and several talent contracts. Selznick, John Hay Whitney and Francis Altstock will serve as directors in the dissolution of S-I. World conditions are given as the official reason for the move, but reports have long been current that Whitney intended to withdraw from S-I.

Debentures totaling $2,900,000 have been retired in full at the annual six per cent rate. It is also declared that the Selznick-International bank loans have been fully repaid.

BROADWAY

(Continued from preceding page)

john has returned from his Hollywood visit, his first, incidentally, in several years . . . Jimmy Roosevelt is ill. Therefore, Elliott and Franklin D. jr. represented him at the Philadelphia opening of "Pastor Hall."

Steve Pallos, general manager for Alexander Korda, heads for the coast in a few days to spend two weeks with the producer . . . E. C. Grainger was in Buffalo the early part of the week . . . Mort A. Shea flew in from New Hampshire for a visit to his dentist. Then back again, via plane, after a few days here . . . Henry Danziger's daughter, Barbara, will be 10 on September 14 . . . Y. Frank Freeman arrived over the weekend by plane from Hollywood . . . Mort Spring is winding up his stay at Great Neck, where he rented a house for the summer close by other film executives . . . Col. H. A. Cole is due from Washington in a few days, according to E. Thornton Kelly.

Walter Reade jr. is learning how to fly and already has six hours to his credit . . . Jack Goetz has started a golf ball chain . . . Joe Pincus has returned from his vacation cruise and is now ready for a real vacation . . . Murray Silverstone, Jack Schlaifer, Harry Gold and other UA home office executives will be on the coast September 3 for the first screening of "The Dictator" . . . Bill Ferguson has gone for buttermilk in a big way. It's on his afternoon diet list now . . . Scott R. Dunlap and Trem Carr have gone back to the coast after attending the Monogram board meet.

Summer Situations "Taking a Beating"

ALBANY—Rain and cold weather up to July 15 have made this season even more unprofitable in most Albany territory summer situations than last year, according to exhibitors and others conversant with the problem. The summer spots have generally been doing well since August 1, but a month is said to be too brief a time for operators to make sizeable profits. In Filmrow jargon, many of them probably will "take a beating." A hot September, keeping vacationists in the mountains and lake resorts, is the one thing which would change the picture, informants say. The Adirondacks and some, though not all, the Catskills are serviced from Albany.

It is conceded that June was a "terrible" month for summer situation business. Also that the first half of July was not a great deal better. The unseasonable weather drove cottagers out of the mountains, in spots where they had checked in. High temperatures brought crowds, but the summer then was well along. Even warm weather is not a guarantee of big box-office business in the resorts, observers report. There are too many counter attractions. The perfect recipe is said to be weather hot enough to drive folks from the cities, and "threatening" after they arrive in the mountains. Picture patrons "shop" in many summer spots, just as they do in the cities. The fact that some summer theatres are not air-conditioned or effectively air-cooled hurts, it is said.

One operator declares that the producers did not release as many strong pictures this July as they did last, which hurt summer situation business. August has been marked by better drawing films, according to the source. At least three Albany territory spots viewed as leading vacation centers do not depend upon summer patronage alone. They have an all-year round population, and many winter sports visitors.

Make Compromise Efforts In Sam Phillips-U Case

NEW YORK—Efforts to compromise the claims of Sam Phillips, discharged Big U chief booker, were attempted over the weekend after two arbitration hearings during the week. The compromise was suggested by Bernard Hershkoff, impartial arbitrator, who took cognizance of the fact Phillips had been with the company 20 years.

Phillips appeared before the board of five and presented his case. Representing Universal were Edward C. Raftery and E. C. Grainger. For the exchange workers' union were Arthur Sandman and Charles Voni.

ITOA's Consent Decree Objections Forwarded

NEW YORK—Members of the ITOA met during the week at the Astor, went over the August 3 proposals for a consent decree, voiced their objections to various clauses and sent them on to Washington as the unit's official stand.

According to some sources there was very little in the draft the members did like. Labor and film buying for the new season also were on the agenda.

War Conditions Delay Schless Paris Trip

NEW YORK — Robert Schless, Warner continental European general manager, again has delayed his departure for Paris due to unsettled conditions abroad. He had planned to leave Saturday on the clipper.

Harold Dunn, in charge of the Asiatic countries for the same company, is now slated to sail from the coast on the *Coolidge* September 22. Arthur Abeles, manager in Trinidad, leaves Tuesday by plane for Miami, where he will board a Pan-American flying ship for his headquarters.

Laurence Has Passport

Meanwhile, Ludwig Laurence, in charge of continental Europe, Africa, exclusive of British South Africa, and the Near East for M-G-M, has secured a new passport to return to France and some of the Nazi-occupied countries, but does not intend to leave New York for the next few months. He has been anxious to return abroad, having brought his wife and child over. They are staying at Arthur M. Loew's home at Great Neck.

Fred W. Lange, general manager of the Germanic countries for Paramount, also is in doubt about his return trip to Paris. He is waiting for conditions to settle.

Final Skouras Drive Tally Gives So. Calif. Victory

LOS ANGELES—Charles Skouras' southern California district came out on top in the recent second Spyros Skouras Showmanship Campaign. Milwaukee led the field for many weeks, but was topped by southern California in the final tally. In all, $27,000 in prizes are being handed out. The men who rated high in both the southern and northern California districts will be informed of their standings Tuesday, when the final regional conference takes place here.

Seeking Major Release For Six British Films

NEW YORK — Alliance Films Corp., of which Budd Rogers is American representative, has six new films produced by Associated British Pictures Corp. in England and for which major releases are being sought.

Rogers has been screening the sextet for major company executives and declares he will not release them through state righters. Because of currency restrictions in England, Rogers states he will make deals on the basis of accepting money frozen abroad, or American dollars here.

New Corporation

ALBANY—Wexgold Amusement Corp. has been formed to conduct a motion picture and theatrical business in the Bronx. Capital is 200 shares, no par. Incorporators are Abraham Wexler, Hyman Emerson and Charles A. Goldreyer.

Brett Process Screen Co., Inc., of New York, has dissolved. Papers recorded with secretary of state by Edward H. Lockwood, 165 Broadway.

Cables Say Business In London Thrives

New York—Business must be good in England. Two executives who ought to know say so.

Mort A. Spring, assistant foreign head at M-G-M, states "it has been surprisingly good."

Steven Pallos, general manager for Alexander Korda, received a cablegram the other day which said "business is very good."

As far as both men know, all theatres are open and the gay life of London continues unabated.

Wyler Blames Duals For Business Lag

CHICAGO — Playing the low-grosses inspired game of who's-to-blame, Director William Wyler, en route to New York, tossed the guilt into exhibitor laps with a declaration: "Ninety per cent of the bad pictures coming out of Hollywood are the result of the current trend of doubles and triples."

This indictment followed a glance at a Chicago daily wherein several houses advertised three features, all big ones. "If exhibitors won't present our product properly and give our pictures good playdates, then do you blame us in Hollywood if we lose pride in our work and turn out some of the bad pictures of recent years," Wyler queried.

The director, who has completed the Warner assignment, "The Letter," starring Bette Davis, urged that something concrete be done to stop doubling and tripling of outstanding pictures and expressed the conviction that were the practice to stop, better pictures would result. He further expressed the view that free-lancing by directors and producers, as well as stars, permitting a voice in the choice of pictures to be made, would result in better product. This premise was followed by an intimation that he might eventually organize his own producing company.

Firms and Individuals Swell British Relief

LONDON—Eight American companies and five UA producers in combination have contributed $64,000 to British volunteer relief, the money to be apportioned by Ambassador Joseph P. Kennedy at his discretion.

The companies are Columbia, M-G-M, Paramount, RKO, 20th Century-Fox, Universal, Warner and UA. The individual producers are Alexander Korda, David O. Selznick, Walter Wanger, Edward Small and Hal E. Roach.

Lampe Schine Zone Head; Gus Unterfort Boosted

GLOVERSVILLE, N. Y.—Gus W. Lampe has been named zone manager in charge of Schine operations in Maryland, Delaware and eastern and northern New York with headquarters here.

His post as city manager at Syracuse University temporarily goes to Harry Unterfort, currently manager of the Keith there.

Arthur Cites Effort To Halt Giveaways

NEW YORK—Taking issue with Fred Wehrenberg's recent blast at him on giveaways, Harry C. Arthur, head of the F&M and St. Louis Amusement Co. operations in St. Louis, states for the past two years he has been trying to get independent exhibitors in the Mound City to eliminate "gadgets," but without success.

Just before he left for New York on his last trip, Arthur says Fred Wehrenberg again approached the subject, with Arthur again informing the MPTOA head of eastern Missouri and southern Illinois he would abandon the practice if the other did.

Answering the threat of Wehrenberg's to go to triple features unless Arthur discontinued giveaways, Arthur cites the fact he has 13,000 first run seats in St. Louis. He is waiting for the subsequents to start such a threatened move. If they do, Arthur assures he will be compelled to follow suit.

Metro Talks Honolulu Chain Product Deal

NEW YORK—E. Z. Parker, head of Consolidated Amusements in Honolulu, and Fred Williams, chief buyer, are in town negotiating a product deal with E. M. Saunders, western sales manager, and other M-G-M executives.

On Metro-Schine Deal

GLOVERSVILLE—E. K. O'Shea and John J. Maloney, M-G-M district managers; Ralph Pielow, Albany branch manager, and Rudolph Berger, Washington exchange head, have been here during the week discussing a one-year deal with Myer and Louis Schine and George Lynch of the Schine circuit.

English Remittance Deal Up Soon for Negotiation

NEW YORK—Major distributors expect to start negotiations shortly on the remittance situation in England. The current one-year deal which allows 50 per cent of the money to be sent over, expires November 1. There is a feeling in some quarters that, because of the acute war situation, a greater proportion of the money may be frozen abroad under the new deal.

Ace a Producer

NEW YORK—William M. L. Fiske, American officer of the R. A. F. killed in action, was president of the Seven Seas Corporation which he formed and which produced "White Heat" in Hawaii. At one time, he had been interested financially in First Division Exchanges and in production of the Hopalong Cassidy series.

Form Tatra Film Corp.

ALBANY — Tatra Film Corp. has been formed to conduct a motion picture production business in New York. Capital is $20,000. Incorporators are Michael Sinchak, Monessen, Pa., and Kalenik Lissiuk, New Market, N. J.

Goes to Screencraft

NEW YORK—"Girls in Uniform" has been obtained by Screencraft which states it will roadshow the film.

WASHINGTON

ALL ROADS led to the Manor Club last Friday for Variety Club's annual golf tournament and dinner dance. Sam Galanty and Harry Brown directed a tip top entertainment program. Seventy prizes rewarded the golfers.

Continuing its welfare activities the Variety Club, through its committee chairman, Rudy Berger, will launch a campaign to provide two dental clinics for indigents . . . Walter Wanger, expected from Hollywood in the very near future, will be guest of honor at a Variety luncheon . . . Bill Fischer has returned from the Schine convention in Gloversville bearing regards from Frank Boucher and Bill Kraemer . . . Jim Crane, publicist for the Hoblitzelle circuit, has joined the Variety Club.

Eddie Melnicker's brother has been appointed director of Central Casting in Hollywood . . . Andy Kelley, former drama critic on the *Times-Herald*, now is handling press relations for the Federal Home Loan Corp. . . . Nat B. Browne, secretary to Warner Zone Manager John J. Payette, is the new secretary of the Variety Club.

Herman Rubin, the Izaak Walton of Petersburg and general manager of Neighborhood interests in that city, advises that his son, Howard A., has joined the naval reserves . . . The Morton Thalhimers of Richmond motored to Casco, Me., for a three-week visit with their daughter . . . Alice Keylor resigned from NSS and visited the Church Around the Corner in New York for the one and only reason. She will reside in New York.

Doris Price, Monogram booker, celebrated her birthday August 20 . . . Karl DePrini joins the Universal staff as assistant shipper, with Jack Klein enrolling with Republic . . . Albert Landgraf and Dorothy Pruitt have returned to their duties in the "U" exchange following two weeks of sunshine . . . Dorothy Kramer, "U" bookkeeper, is resting comfortably following a serious illness.

Sam Galanty held a trade screening of "He Stayed for Breakfast" at the Valencia in Baltimore, with a large number of local Washington exhibitors in attendance . . . Movietone news: Rhoda Lowenberg joins the staff, replacing "Syd" Rosenthal, resigned . . . C. A. Hill, home office executive, joined Edgar Moss on a visit to the exchange . . . Helen Inglee is confined to her home with illness . . . Jerry Murphy has returned to the fold feeling as chipper as ever . . . Stanley Summers is recuperating at his home . . . Allan Kahn of Curtis Bay keeps the office force all a dither while relating the activities of an expectant father.

Metro chatter: Laraine Day visited the exchange while in the capital and posed for pictures with the salesmen and Exhibitor Sam Mellits . . . The talent scout who accompanied her spotted "Cinderella" Helen Pender in the group and arranged a tete-a-tete . . . Mrs. Jack Goldberg hastened from her Atlantic City retreat to attend to her husband, Jack, who was down with the grippe.

Phil Bobys celebrated his 44th birthday August 22. The force presented him with an alligator leather wallet . . . Mary Ella Schaben, telephone greeter, is vacationing along the shores of the Chesapeake . . . Miss "M-G-M" is battling a siege of tonsilitis . . . Rudy Berger journeyed to Gloversville for a huddle with the Schine group.

Harriet Kenworthy bade adios to her associates. She is moving to Boston to join her husband . . . The ladies ensemble checked the social docket and found three events to be arranged, so they all trekked out to Mrs. Kay's Toll House Tavern for luncheon on the 24th and gifted Harriet Kenworthy with a blanket, showered Dorothy Friedenberg with a kitchen bouquet, and birthday gifted Freida Cohen with varied niceties. The group was surprised with the appearance of former employes in the person of Betty Frees, who journeyed from New York, Frances Naftal, Sara Brown, Jane Kennedy from Baltimore, and Nellie Schroth . . . The Metro Pep Club presented Dorothy Berman with a wedding gift of silver teaspoons.

Warner theatres: National Cotton Week was celebrated in Washington at the Earle with a mammoth campaign worked out by Frank LaFalce, publicity director; Assistant Bill Ewing; the Washington Daily News, *and leading department stores. The Roxyettes modeled cotton fashions during a portion of the stage show, and the overture featured tunes such as "Dixie" and "King Cotton." The* News *ran a special eight-page section which featured Warner stars in cotton fashions.*

BUFFALO

MARION GUETHE celebrated a birthday last Thursday . . . Bob Dame, Shea Niagara manager, and Stan Mittlefehldt, Shea Buffalo assistant service manager, entertaining Bob's friends from Titusville, Pa. . . . Gene Murphy is managing the Lackawanna during vacation of Eddie Miller . . . Bob Conlon of Hippodrome away for his two weeks . . . John Kennedy, assistant manager of the 20th Century, spending a week in the Big City . . . Shea's Buffalo contemplating five shows a day for the Orrin Tucker, Bonnie Baker show, come Friday.

Gwen McDonald of the Lafayette is spending her vacation flat-hunting . . . It's good to see Ruth Weydman back . . . Congratulations to the Lafayette doorman. It's wedding bells . . . George D'Anna, Shea drummer, has a very talented daughter appearing with the Jane Keeler Players, at Green Lake . . . George A. Mason, Great Lakes manager, also on the vacation list.

Vincent R. McFaul, managing director of Shea Theatres, in New York on business . . . Local house managers attended the 50th anniversary of the incorporation of Local No. 10, Stage Employes. Three of the local members were presented with gold engraved membership cards. This all took place at the Statler Hotel last Monday evening, with an attendance of 300.

How many fish did George Rosing, Roosevelt manager, catch on his little trip last Tuesday? . . . Charlie Taylor, Shea publicity, talking to Orrin Tucker's manager who just drove in from Boston, Mass.

Jacob Rappaport, operator of two community houses, announces plans to build a $50,000 theatre, to seat 1,000 . . . The first cold spell we get, and already we hear talk of the Bowling League . . . Has anyone ever seen Nelson Martin, Kensington manager, when he wasn't in a hurry?

ALBANY

EXHIBITORS on Filmrow: Harry P. Gallup, Adirondack, Speculator; Sid Dwore, Cameo and Lincoln, Schenectady; George Thornton, Orpheum, Saugerties, and Orpheum, Tannersville; Mrs. Inez Ferguson, Copake, Copake; Mrs. Frieda Klein, Hunter, Hunter; Walter Wertime sr., Chester, Chestertown; Jimmy LaBelle, manager of Family, Watervliet; Henry Frieder and Henry Grossman, Hudson; Sam Milberg, Ritz, Scotia and Family, Watervliet.

Johnny Milligan, Broadway, Schuylerville, vacationed in Atlantic City . . . Jerry LaRocque, Fairyland, Warrensburg, has been battling a cold . . . Vivian Sweet, Salem and Greenwich exhibitor, is a fishing enthusiast.

Moe Levy, 20th Century-Fox Minneapolis district manager and head of S. R. Kent 1940 drive, stopped at local exchange with Roger Ferri, home office exploiteer, and Tom H. Bailey, eastern district manager out of Boston. They outlined the campaign to all Fox employes, gave pointers on selling new season's product and urged united cooperation to put the drive over. Prizes will be given for exchanges making best showing, but division of awards is said to be different, in some respects, from last year. Kent Drive, for which Head Booker Dan Houlihan is local chief, runs from August 11 to December 14.

Mrs. George Merges resigned as Fox biller. Betty O'Hare, who had been bookers' stenographer, took her place; Ann Jane Hurley was hired as stenographer. With return of Mrs. Beatrice Curley, vacation season for Foxites is over. Wayne Carignan, Fox head shipper, will walk down the aisle with Helen Bobar, sister of Ruth, Metro inspectress, in St. Casmir's Church, August 31.

Johnny Milligan's Broadway, Schuylerville, was one of local enterprises sponsoring a large advertisement in *The Saratogian*, Saratoga Springs, inviting vacationists at latter to visit historic Schuylerville, not many miles away . . . Benton's State, Mechanicville, cooperated in a three-day sales drive culminating in Saturday night award of prizes for lucky coupon holders on theatre stage. Manager James Malone assisted.

Georgette Bingham, Columbia stenographer, and Mary Bernard, inspectress, vacationing . . . Cecil Patten, State, Adams, celebrated a birthday by participating with local volunteer fire company in field day events of area smoke eaters at Dexter.

Auto Vision Theatres, Inc., chartered in Massachusetts to operate moving picture theatres, has its New York state office at Columbia Turnpike, East Greenbush, where the Albany territory's first drive-in is located. Papers recorded with secretary of state here state that capital stock is 80 shares, no par value. Charles N. Lane jr., is treasurer of corporation. Owen M. Holmes, a former projectionist and union official in Massachusetts, manages East Greenbush drive-in.

Eddie Moskowitz, Loew circuit topper, recently was at Arcady Country Club, Hague, Lake George. This club books pictures from here during the summer.

PHILADELPHIA

VAUDEVILLE comes back in a big way when the Towers, Camden, reopens September 1, and the Fays September 7. First show at the Towers will feature Gene Austin . . . Twelve semi-finalists in the Variety Club's Miss Philadelphia contest vied for the crown at Jack Lynch's. Winner to be announced this week . . . Pauline Brody will be honored by fellow Metroites at a farewell dinner, before she leaves for a position in the New York office . . . Florence Weitzman, Metro, is achieving a first-rate reputation as a photographer of plant life.

Most of the Vine Streeters dropped in on RKO to wish Charles Zagrans, new branch manager, luck . . . Joe Kane, Parkside, Camden, goes off on vacation next week, says he'll fill the ol' gas tank and head for the wide open spaces . . . Tom Noble, Warner booker, is off for a Havana siesta . . . Charlie Beilan, Warner salesman, doesn't welcome any questions about his tennis match at the Camden "Y" with Exhibitor Lou Rovner . . . Etta Brodstein, Republic, was taken to St. Joseph's Hospital with a sudden illness . . . Frank Hammerman, Republic, won the hearts of a dozen Vine Street girls by transporting them from the corner lunch room to their offices in a cats-and-dogs downpour.

Seen around town: Jimmy Humphries, Palm, Palmerton; Dave Segal, Favini, Scranton; Oscar Althoff, Elks, Mahanoy City; Pete Magazzu, up-State circuiter; E. J. Clifford, Legion, White Haven; William Flynn, Band Box, Mifflinsburg; I. N. Zimmerman, Roxy, Nesquehoning; Jerome Engel, Family, Glen Lyon; "Shorty" Atkingson, Main, Phillipsburg; "Doc" Weller, Troy exhibitor, as well as many other notables.

Mark Rubinsky has taken over the Star, in McClure, Pa. . . . The Atlantic Theatres have opened the Grove, Pennsgrove, N. J. That makes two houses in the town, the other being the Broad . . . James P. Clark, Horlacher, looks busier than ever, now that he has taken over the reins of the local Democratic campaign committee . . . The Skip Weshners have opened a new home in Overbrook . . . Tom Lark, Horlacher cashier, has moved up to take a job as sales department executive. His place is taken by Jack Hahn.

Big neighborhood celebration marked the opening of the Girard, August 22 . . . The Showmen's Club is awaiting transfer of its liquor license to its new headquarters . . . Walter Steumpfig, once owner of the Germantown, is being seen around Vine Street again, after an absence of several years . . . Jules Lapidus, Universal executive, was in town for a visit to the local exchange . . . So was Harry H. Thomas, Monogram district sales manager.

Tex Ritter and his comedy side-kick, Slim Andrews, attracted a lot of exhibitors and newspaper space when they visited the local Monogram exchange . . . The singing cowpuncher then went to Independence Hall, made the round of the newspaper offices and attended a Vine Street screening of his latest, "Arizona Frontier" . . . Beaming Monogrammers Sam Rosen and Bill Porter took the opportunity to remind exhibitors of the release of the new "Range Busters" serial . . . The corner cop and a number of exhibitors posed for cameras, shaking the big Westerner's hand.



—Photo by A. Jack Ditoro

Columbia Tells the Trade—

The Columbia Exchange's window in Philadelphia presents this elaborate picture in its publicizing of the company's new product.

Paramount doings: Jean Yoss has resigned to take a job in Yeadon, not far from her home. Estelle Weiner is taking her place . . . Booker Charlie Malley went to the hospital for a physical once-over . . . Head Booker Ralph Garman is back from a vacation at Wildwood, looking husky and prepared to handle any kind of business . . . Rose Mitchell, accounting department, took his place on the Wildwood sands . . . Maybelle Bond, Earle Sweigert's girl Friday, started off her vacation by attending the American Legion convention in Reading. Nancy Fraser is pinch-hitting for her . . . Exploiteer Bill Brooker was in Harrisburg and Scranton, drumming up business for "The Great McGinty."

George Nonamaker, UMPTO's director of public relations, marked a birthday on the 22nd . . . Al Cohen, Nixon, has been named chairman of the goodwill committee of the 52nd Street Business Men's Ass'n. The merchants are arranging a "treasure hunt," with lucky numbers posted in shops around the neighborhood . . . Irv Blumberg, Oxford, is arranging a children's party, with pink lemonade and peanuts to be handed out by ushers after the kiddies' matinee . . . Bill Israel, Earle, got "Streamlined" ballyhooed in the pay envelopes of 10,000 Budd Company employes, who make a living out of building streamliners.

Contracts With RCA

ALEXANDRIA, VA.—The Hume, new 900-seat theatre being built by the Monumental Amusement Co., has contracted for RCA Photophone sound.

He Benefits From His Knowledge

Camden, N. J.—Wally Leach, Grand, knows this is a highly unionized town and knows he has to slant his publicity accordingly. So he cultivated the friendship of union officials, and now his notices get regular breaks in the union paper put out by the shipyard workers union, with 8,000 members.

Would Deny Sunday Runs To Florence, N. J. House

FLORENCE, N. J.—As the township's first motion picture theatre, in Red Men's Hall, prepared to open early next month, protests against the plan to hold Sunday shows were sent to the township committee by officia's of the W. C. T. U. and the Methodist Church. Committee members said there will be no Sunday shows unless they are approved at a referendum in November.

The new house, still being remodeled, will have 400 seats.

Wilmington Campaign Is Not Abated

WILMINGTON, DEL.—Attorney General James R. Morgan announces there will be no let-up in the campaign against Sunday shows and Bingo.

Meanwhile the state legislature has a committee studying suggested legislation for repealing or modifying the ban against Sunday shows.

Roosevelts at Premiere

PHILADELPHIA—Franklin D. Roosevelt jr., took a train in from New York, and Elliott Roosevelt flew from Wyoming to attend the premiere of "Pastor Hall," (Aug. 22) issued under the banner of their brother, James. A sudden attack of the flu out on the coast prevented James from coming himself. The Warner publicity department arranged a lights-and-cameras opening of the film at the Aldine, which has been closed during the summer. Many civic notables attended.

Players at Navy Benefit

SAN DIEGO, CAL.—Rosemary Lane, Dennis Morgan, Robert Armstrong, Lucile Fairbanks, William T. Orr and a score of other Warner players appeared at the annual Navy Relief Carnival here August 21.

Set Golf Tournament

PHILADELPHIA — The *Exhibitor*-Variety Club golf tournament is set for the Philmont Country Club September 13.

"... a truly fine trade paper. You folks are doing a swell job. We appreciate it greatly."

Henry Reeve

MISSION THEATRE,

MENARD, TEXAS

BOXOFFICE The Pulse of the Motion Picture Industry

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

SAG Committee Is For Edw. Arnold

With election to be held in mid-September, Screen Actors Guild nominating committee has named Edward Arnold its candidate to succeed Ralph Morgan as president; George Murphy, Paul Harvey and Walter Abel as the three vice-presidents; Lucile Gleason as recording secretary, and Porter Hall as treasurer. Nominees for board of directors are Morgan, Mrs. Gleason, Russell Hicks, Boris Karloff, Claude King, Robert Strange, Roy Gordon, Tim Holt, Louis Jean Heydt, Heather Angel and Nydia Westman. SAG board simultaneously announced it will support the American Federation of Musicians.

SAG's "B" council named Bob Davis new chairman, defeating incumbent Larry Steers by a 15-11 vote; Harry Mayo vice-chairman over incumbent Major Philip Kieffer by 17-12 vote, and re-elected Adabelle Driver as secretary.

No official announcement came out of the Screen Writers Guild-producer session at which, it was reported, SWG served notice the tentative pact agreed upon several months ago must be signed or negotiations reopened on original demands. Original agreement was for a six-month contract.

600 at Mass Meeting

National Labor Relations Board hearing on the Screen Office Employes Guild's bargaining petition has again been postponed so that negotiations for a consent election, already agreed to by Hal Roach, RKO Radio and 20th Century-Fox, can be continued on other lots.

Other labor activities:

More than 600 attended the first Studio Utility Employes mass meeting to be held in three years, at which a report on organization's affairs was presented. Ready for inking is a contract between advertising artists and Universal, calling for increased wages. Society of Motion Picture Film Editors will hold a membership session August 26. It has signed 16 more commercial and independent production units to its modified basic agreement.

IATSE laboratory workers, local 683, will elect new officers September 4. Hollywood Guild Council meets September 3 to hear a report on the Washington wage-hour hearings by Attorney George Bodle, who was HGC's representative. Title writers, affiliated with studio painters, met to draft a basic pact for submission to producers.

First in Pathe Series Off

Louise Rousseau, Pathe News director, has shipped the initialer in a new series, "Picture People," to the laboratory in New York.

SAG to Fore in Defending Players From Disparagers

Continuing as Hollywood's most active organization to oppose new accusations of alleged Communism in film circles which have sprung into recent prominence as a result of District Attorney Buron Fitts' "Communist-fifth column" grand jury investigation, the Screen Actors Guild is figuratively bombarding Rep. Martin Dies, now in San Francisco, with relayed telegrams from most of the players named as having "Red" leanings by witnesses at the grand jury sessions.

And, as a result, Fitts' motives and accusations were further discounted in Hollywood minds when Dies gave a clean bill of health to Fredric March, James Cagney and Humphrey Bogart, linked with the Communist party by John Leech, ex-Communist and Fitts' chief witness. After interviewing Bogart and March during his two-day stay here and conferring with Cagney—who made a special trip from Massachusetts—in San Francisco, Dies declared he accepted their denials of Communist affiliations but felt that, though they had "worthy motives," they had not been "careful in selecting the agencies through which they extend help" to humanitarian causes. Simultaneously Dies vindicated Scenarist Philip Dunne, branded a Communist by Leech during an interview with Dies in Fort Worth some weeks ago.

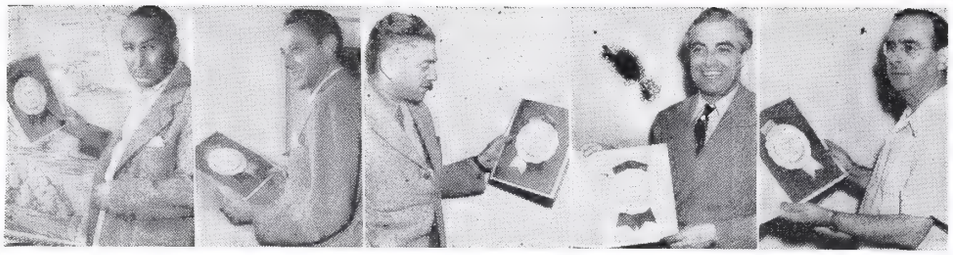
The SAG had dispatched to Dies texts of telegrams received from Lucille Ball, Francis Lederer, Lionel Stander and Jean Muir, all denying Communist connections and asking the courtesy of a hearing to establish proof thereof. Earlier, the producers association had issued a statement welcoming a "complete and impartial investigation" by a "duly appointed" federal body and asking that the public withhold any decision until such a probe is made.

After linking the names of a score or more of Hollywood personalities to a "Communist plot" in the early days of the grand jury session, Fitts' activities slowed down considerably due to Dies' arrival here and subsequent departure for San Francisco. That the congressional head of the "un-American activities" committee apparently attached little significance to Fitts' probe was evidenced in the fact Dies stayed here only two days and, in San Francisco, is probing Fascist and Communist infiltration into labor unions there.



Scoring Credits: Western Union—

Just to prove they still do things in a colossal way in Hollywood, no less than 25 singing messengers caroled out a "happy birthday to you" when Producer-Director Cecil B. DeMille celebrated his 59th anniversary on the Paramount lot recently. DeMille, astride the motor scooter, is hearing the musical felicitations as sent by such personalities as William Jeffers of the Union Pacific railroad, Paulette Goddard, Barbara Stanwyck, Robert Taylor, Joel McCrea, Frances Dee and others.



Blue Ribbon Award Winners—

The unanimous expressions of gratification seen here stem from the fact that Warner's "All This, and Heaven Too" was voted by the National Screen Council as the outstanding picture among July releases. Consequently BOXOFFICE *Blue Ribbon Awards were presented to the following, left to right above:*
Hal Wallis, executive producer at the Warner plant; David Lewis, who functioned as associate producer on the filmization of Rachel Field's novel; Anatole Litvak, wielder of the megaphone; Casey Robinson, who penned the script; Max Steiner, responsible for the music.

Cinémarks

The Paramount Studio Club has named H. E. McCroskey, William Cowitt, Peggy Schwartz and Fred Geiger to a committee which will nominate candidates to replace George L. Bagnall, who recently resigned, as president of the organization . . . With Director Jay Theodore Reed as host, U. S. army air corps officials and film personalities comprised a party at the Cocoanut Grove August 17 just prior to the launching of production on Paramount's "I Wanted Wings." Attending were Col. Willard F. Harmon, Capt. Carl Storrie, Capt. William Clinch and Lieut. Richard Stith of the army personnel; Producer Arthur Hornblow jr. and Myrna Loy, Ray Milland, William Holden, Brian Donlevy, Wayne Morris, Brenda Marshall, Mr. and Mrs. LeRoy Prinz, Barney Glazer, Jean Phillips, Wilma Francis and others.

*

Fred Meyer, studio manager at 20th Century-Fox, received word of the death of his mother in Germany at the age of 68. *Death ocurred July* 30.

*

Director S. Sylvan Simon is vacationing in Honolulu for a month . . . Raymond Griffith, former Fox producer, left for New York via the Panama Canal . . . Norma Shearer is back in town after two months in New York.

*

Raymond Massey is planning a trip to New York when he has completed his current acting assignment on the Warner lot.

*

The Paramount board of safety held its monthly dinner August 15 with 50 members attending and President Edward Soderborg acting as master of ceremonies . . . Bill Morrow and Ed Beloin, Jack Benny's writers, have checked out for a month's holiday in Hawaii, having completed work on the current Benny picture at Paramount.

*

Recently returned from a trip to Honolulu, Mrs. Jack Conway is again on the bounding main, accompanying her husband, the Metro director, on a cruise down the Mexican coast . . . Mr. and Mrs. Edward G. Robinson and their son are vacationing for a couple of weeks at Del Monte.

*

Lucile Fairbanks, Warner contract player and niece of the late Douglas Fairbanks, will be married in October to Scenarist Owen Crump, it has been announced by Mr. and Mrs. Robert Fairbanks, parents of the bride-to-be . . . Winding up a two-week vacation, Carrol Sax, Warner studio manager, has returned to his desk on the Burbank lot.

*

Eddie Woeler, M-G-M assistant director, is holidaying for two weeks in Oregon.

*

Lee J. Goldberg, distribution executive for Producers Releasing Corp., has returned to his Cincinnati headquarters after two weeks of conferences with PRC officials here . . . Claude Binyon has taken a two-month leave of absence from his scripting duties at Columbia and headed for Oregon and Washington with his family.

*

Producer Frank Lloyd and his aide, Jack Skirball, have pulled out for Chicago with a print of "The Howards of Virginia" to stage a series of screenings for exhibitors throughout the territory.

Technical Regulation For "Fantasia" Likely

Special problems in connection with the exhibition of "Fantasia," Walt Disney's next feature-length cartoon, will take Roy Disney, vice-president of the company, to New York within the next two weeks for a series of conferences with RKO Radio executives, according to studio advices here. Involved in the forthcoming huddles is the decision to book new, specially-developed sound equipment along with the feature in all its showings, in order to present the music recorded by Leopold Stokowski and the Philadelphia Symphony Orchestra to the best possible advantage.

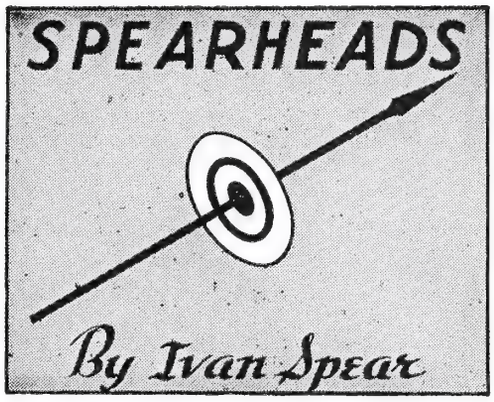
Film is now in the last stages of completion after a year in production. Arriving at the studio this week to collaborate with Disney and his staff on editing and script work was Deems Taylor, nationally-known musical commentator, composer and author. He spent some time here when the picture went into work, selecting the compositions now included in the production.

Separate sound units have been developed over a period of months by Disney engineers in collaboration with RCA technicians. Twelve of the units are now in readiness for initial engagements of the film and others are being constructed to take care of future playing time. "Fantasia" contains eight symphonic numbers and only one established Disney character, Mickey Mouse, will appear therein. Present plans call for the feature to hit the screen around mid-October.



At a Racetrack Preview—

Those Paramount boys didn't overlook very much when they previewed the new Bing Crosby starrer, "Rhythm on the River," at Bing's Del Mar racetrack August 16 *and invited more than* 300 *press representatives, stars and executives to attend. Here are a couple of the day's highlights: At the top, luncheon at the turf club with Victor Schertzinger, who directed the opus, surrounded by a bevy of critics. Below, Bing Crosby (standing) and his wife, Dixie Lee, watch the bangtails go by. Their box is shared by Bessie Patterson (left) and Bob Trotter.*



WITH characteristic lock-the-barn-after-the-horse-is-stolen timing, the producers association finally decided to take cognizance of the political picnic District Attorney Buron Fitts has been staging at the expense of the motion picture industry, its people and its already-precarious public relations.

To those members of the film colony—and they constitute a vast majority—who for weeks have been indignant over Fitts' obvious and successful attempts to command self-aggrandizing, pre-election headlines by ranting about alleged "communism" and "subversive activities" among film folk, the producers protest, in addition to its woeful tardiness, must appear weak, equivocal and ludicrously optimistic.

There is weakness in the statement that, "If a true and impartial investigation discloses that there are those who, by their actions and conduct, have brought discredit upon this great American industry and its loyal and splendid workers, then there will be no attempt to protect such individuals."

In view of the source and purpose of the accusations, the vehement protests by the scattered few toward whom they are directed and the almost certainty that nothing will come of the district attorney's publicity seeking teacup tempest, why encourage further public doubt by projecting even the remotest possibility of guilt on the part of *any* accredited members of filmdom?

Equivocation lies in the declaration that:

"There have appeared in the press of the country during recent months accusations and counter-accusations of Communism and other 'isms' of a subversive and un-American nature, levelled at certain individuals in the motion picture industry, which may possibly cast aspersions on this group of 32,000 loyal Americans. Such aspersions may not have been intentionally designed for this purpose but, nevertheless, accusations against a few must not be allowed to reflect upon the whole."

Can there be any doubt as to how the "aspersions" were "intentionally designed" and why shouldn't the producers association follow the fearless example of the Screen Actors Guild and name the individual responsible for the unjustified mud-throwing and its resultant damaging headlines?

And for optimism:

"However, whether such accusations, as made against any individuals, are true or not true is yet to be proven and we know that, in fairness, public decision will be withheld until a complete and impartial investigation can be made of such accusations."

If public decision is withheld it will be the first time in industry history. Make no mistake about it, the public-relations damage of the Fitts-inspired headlines was done long before the producers began to think about the necessity of doing something about it.

→

Warner will film "Bad Men of Missouri," with George Brent, Humphrey Bogart and John Garfield.

Which couldn't possibly have anything to do with those James boys—Jesse and Frank—whose celluloid adventures, as interpreted by Darryl Francis Zanuck, seem to be guilty of grand larceny on theatregoers' bankrolls.

→

If Leo's brain trusters are hard to find in their plush-lined offices these days the explanation may be found in the publicity release to the effect that "complete amusement park has been set up on M-G-M's stage 11, with Beano game running full swing, skeeball galleries, marble machines, slot machines, picture mills, peep shows, iron claws and practically every gadget now banned by law in Los Angeles County."

→

BALLYHOODLUMS — The industry, well armed with tar, feathers and rope, is still trying to ascertain who is responsible for its biggest headache—giveaways, that wide assortment of merchandise ranging from pots and pans to automobiles, which exhibitors use in ever-increasing quantities to entice elusive patrons to their boxoffices. Perry-Mutuel Lieber, head man in RKO Radio's gardenia garden, will have to take the rap for being the first to dangle comparable lure before Hollywood critics, as witnessed in the sweepstakes party he staged to assure their attendance at the preview of "Lucky Partners" . . . Just when it was hoped that Hollywood had forever abandoned the practice of coining "Oomph," "Purr-No-Ping," "Glex" and other mystifying appellations descriptive of female stars' charms, Russell Birdwell hits a new low in the hackneyed procedure by announcing that Joan Blondell was initiated as the first woman member of the Los Angeles fire department because the rookies had selected her as "the girl they'd most like to carry from a burning building at 2 a. m." The king of the freelancers claims further that "Miss Blondell returned the compliment by presenting the department with a dummy resembling her for use in fire drills." To make the release more acceptable, the dummy should have resembled the press agent and the rookies should have picked Birdwell as "the man they'd most like to leave in a burning building at 2 a. m."

Croon, Clown, Crime, Corn

Aside from the fact that its debut was made to the accompaniment of a press junket—complete with the standardized free victuals and vintages—to Del Mar race track, Paramount's "Rhythm on the River" commands first attention as the most important offering of a rather innocuous preview week. A tuneful comedy, it should come up to the expectations of even the most ardent Bing Crosby admirers although Crosby, given top billing, has comparatively little to do. Dwight Taylor's screenplay, based upon an original by Billy Wilder and Jacques Thery, dwells on light, humorous angles which enable the crooner to deliver in his characteristic breezy and suave style. Under William LeBaron's production guidance an unusually strong supporting cast was lined up, in addition to which at least two of the songs should be right in there pitching for hit classification. No small factor in the film's general assets is Victor Schertzinger's able direction.

* * *

Two others managed to barely slide into the first division, 20th Century-Fox's "The Great Profile" and Metro's "Haunted Honeymoon."

Former is nothing more or less than a thespic romp for John Barrymore; Milton Sperling and Hilary Lynn having obviously devised their script from headlines concerning Barrymore's caperings in his recent legit hit, "My Dear Children"—even unto his romantic entanglements and bouts with Bacchus. The result: Ultra-sophisticated entertainment of undoubted appeal to the carriage trade—but whose success is considerably more questionable in neighborhood showings. Raymond Griffith's production, direction by Walter Lang and other technical contributions are generally good.

Made in England, Metro's entry conforms to the British tradition in that it unfolds slowly and exhibits the painstaking attention paid to detail and background. Nevertheless the mystery comedy is suspenseful enough, and Robert Montgomery, the only name that will mean anything to American audiences, contributes pace and lustre to the offering.

* * *

The inevitable programmers, four in number, and all up to or above average quality, included:

Warner's "River's End"—a high-grade action melodrama in the familiar mountie-always-gets-his-man vein, briskly enacted and capably produced. Barry Trivers and Bertram Millhauser wrote a praiseworthy screenplay from a James Oliver Curwood novel, Ray Enright contributed straightforward, well-paced direction and William Jacobs, functioning as associate producer, overlooked no bets in turning out a highly acceptable entertainment package.

The same studio contributed an interesting comedy-romance in "Ladies Must Live," well performed and otherwise up to par. Also a William Jacobs production, it was directed by Noel Smith. Robert E. Kent scripted from a play by George M. Cohan.

For those not too critical of picture-making mechanics RKO Radio's "Men Against the Sky" should exert an especial appeal. Its timely insight into the manufacture of aviation equipment as tied into Nathaniel West's script will probably make it the subject of more than ordinary interest and lifts it from the run-of-the-mill category. West based his screenplay on an original by John Twist. Leslie Goodwins directed for Producer Howard Benedict.

Metro has a diverting comedy in "The Golden Fleecing," well supplied with the kind of solid laughs that most audiences enjoy. Leslie Fenton's direction emphasizes the ludicrous plot complications as constructed by Marion Parsonnet, S. J. and Laura Perelman from an original by Lynn Root, Frank Fenton and John Fante. Production was guided by Edgar Selwyn.

Hollywood—
—Personnelities

Barnstormers

—Freelance

STANLEY FIELDS opens four-week p. a. tour in Cleveland September 13, thence to Washington, D. C.

—Paramount

DOROTHY LAMOUR doing a week of personals at the Golden Gate Theatre in San Francisco. She opened August 19.

ALLAN JONES, accompanied by his wife, **IRENE HERVEY,** returns from a two-week p. a. engagement at the Paramount in New York.

—RKO Radio

MAUREEN O'HARA and **LUCILLE BALL** to begin three-week p. a. engagement August 26 in San Francisco in connection with showings of "Dance, Girl, Dance." They will visit 16 key cities.

Cleffers

—Metro

GEORGIA STOLL scoring "Hullabaloo," new Frank Morgan comedy which Edwin L. Marin is directing.

GUS KAHN and **NACIO HERB BROWN** doing songs for "Ziegfeld Girl."

—Paramount

VICTOR YOUNG and **SIGMUND KRUMGOLD** complete scoring of "North West Mounted Police."

—Republic

WALTER SCHARF doing musical arrangements for "Hit Parade of 1941."

—Warner

MOE JEROME and **JACK SCHOLL** complete three songs for a forthcoming Technicolor musical short featuring Cliff Edwards.

Meggers

—Columbia

KURT NEUMANN to "John Braun's Body" for Producer Larry Darmour.

—Krasna-Ross

SAM WOOD to "The Devil and Miss Jones," forthcoming Jean Arthur starrer to be made by Norman Krasna and Frank Ross for RKO Radio release.

—Metro

S. SYLVAN SIMON to "Get a Horse," next Wallace Beery starrer.

DAVE MILLER to a Carey Wilson short, scripted by Karl Dudley.

—Republic

NATE WATT to "Frontier Vengeance," replacing **GEORGE SHERMAN,** who under went an appendectomy at Cedars of Lebanon Hospital.

FRANK McDONALD to "Old Mill Stream," next Gene Autry western.

NICK GRINDE to the next untitled feature starring the Weaver Brothers and Elviry. Armand Schaefer will produce.

—RKO Radio

LES GOODWINS to "Malvina Swings It."

—Universal

LEW LANDERS to "Flying News," next in the Richard Arlen-Andy Devine series.

RAY TAYLOR to "Paradise Valley," next Johnny Mack Brown western.

Options

—Columbia

EDGAR BUCHANAN given term acting contract.

—Alexander Korda

ILONA MASSEY set for feminine lead in "New Wine," musical based on the life of Composer Franz Schubert. L. Bush-Fekete is writing the screenplay.

—Metro

RUDOLPH ISING, cartoon producer, given new long-term pact.

EDDIE BUZZELL, director, held for another term. He is piloting the Marx Brothers in "Go West."

HAROLD S. BUCQUET handed new directorial contract.

FRANZ WAXMAN, composer and scorer, given new long-term pact.

HENRY O'NEILL, character player, signs long-term contract.

—Monogram

RAQUEL TORRES signs to appear opposite Gilbert Roland in "Gypsy Cavalier," to be produced by International Pictures.

RALPH BYRD for male lead in "Drums of the Desert," a Paul Malvern production.

—Paramount

ROD CAMERON, featured player, held for another term.

RICHARD WEBB signs one-picture acting deal, making his screen debut in "I Wanted Wings."

LEO TOVER, cameraman, given new contract.

ELLEN DREW, featured player, held for another year.

—20th Century-Fox

CHARLES FRIEDMAN signed as assistant to Producer Fred Kohlmar.

—Warner

BRENDA MARSHALL, featured player, given new one-year contract.

BARTON McLANE signed for a lead in "High Sierra," which Raoul Walsh is directing for Producer Mark Hellinger.

GARRETT CRAIG, University of Missouri student, given term acting contract.

ROBERT ARMSTRONG given two-picture acting contract.

Scripters

—Columbia

P. J. WOLFSON polishing "Our Wife" for Producer Sam Bischoff.

LLOYD FRENCH to an untitled short comedy for the Three Stooges.

ELWOOD ULLMAN to an untitled Buster Keaton short comedy.

—Samuel Goldwyn

MILTON LAZARUS to "Green Soap," from an original by Adela Rogers St. Johns.

—Metro

CHARLES MacARTHUR and **CHARLES LEDERER** complete "Comrade X," re-make of a 1933 release, "Clear All Wires." Clark Gable will star.

—Monogram

JOSEPH WEST to "Shadows Over Chinatown," first in a four-film series starring Keye Luke. Paul Malvern produces.

—Paramount

FREDERICK HAZLITT BRENNAN to "Nothing But the Truth," forthcoming Bob Hope-Paulette Goddard co-starrer.

—Republic

EWART ADAMSON teamed with **JACK TOWNLEY** on "Puddin'head," next Judy Canova vehicle.

CARL HERZINGER, STANLEY DAVIS teamed to do comedy construction on "Melody and Moonlight."

HARRY KRONMAN and **ROBERT CHAPIN** teamed on "Bowery Boy." Armand Schaefer produces.

OLIVE COOPER completes "Young Bill Hickok," a Roy Rogers western.

BARRY SHIPMAN to "Texas Trail Blazers," a Three Mesquiteers western.

—RKO Radio

LEWIS R. FOSTER completes "How to Meet a Man," which Gene Towne and Graham Baker will produce.

—20th Century-Fox

NUNNALLY JOHNSON to "Tobacco Road," from Jack Kirkland's play. He will also function as associate producer.

HILARY LYNN completes "Fifth Avenue."

—Warner

BARRY TRIVERS to "Burning Daylight," tentative Pat O'Brien starrer, for Producer Edmund Grainger. Story is by Jack London.

FRED NIBLO jr. to "Carnival Troupe."

MILTON KRIMS polishing "The Lady With Red Hair," Miriam Hopkins starrer.

ALLEN RIVKIN to "We're in the Army Now."

WALTER DE LEON to "Tugboat Annie in Drydock," next in the series starring Marjorie Rambeau. Edmund Grainger will produce.

BARRY TRIVERS to "Mandalay," forthcoming John Garfield starrer. Harlan Thompson will produce.

Story Buys

—Columbia

"Dark as the Night," by Jay Dratler.

—Metro

"Female of the Species," by Edmund L. Hartman, who will do the script. James Stewart will star.

—20th Century-Fox

"Ready, Willing and Beautiful," musical comedy by Robert Hopkins, Karl Tunberg and Darrell Ware. Fred Kohlmar will produce as a Betty Grable starrer.

Technically

—Columbia

FRANZ PLANER photographing "Passage West."

—Alexander Korda

R. A. KLUNE appointed production manager. His services were obtained for an indefinite period on a loan agreement from David O. Selznick.

RENE HUBERT designing Vivien Leigh's costumes for her role in a film based on the lives of Lord Nelson and Lady Hamilton.

JOE RUTTENBERG to photograph "Come Live With Me."

—Metro

CHARLES O'MALLEY named special production assistant on "Little Nellie Kelly."

MINNALETTA WHITE joins music staff as a vocal coach.

WALTER STROHM named assistant director on "Come Live With Me," which Clarence Brown will direct.

GIL KURLAND and **LEW BORZAGE** named assistant directors on "Flight Command."

—Paramount

DIRECTOR TED REED heads contingent of technicians leaving for Randolph Field, Tex., to begin filming "I Wanted Wings." Reed is accompanied by **ART ROSSON,** unit director; **FRANK CAFFEY,** business manager; **LEO TOVER,** cameraman; **RUSS MATHEWS,** assistant director; **JOHN MEEHAN,** art director; **RAY NEUMAN,** construction foreman; **GENE MERRITT,** sound mixer; **AL LATTA,** transportation foreman, and **FRANK KIES,** of the location office.

JOE YOUNGERMAN, assistant to Producer-Director William A. Wellman, leaves for Detroit to study automobile production technique as a preliminary to filming "Reaching for the Sun," story of automobile-making.

—Republic

HERMES PAN staging dance sequences for "Hit Parade of 1941."

—RKO Radio

IRENE MORRA to edit "You'll Find Out," which David Butler is producing and directing.

—Stephens-Lang

EDWARD MANN to edit the next "Dr. Christian" film which rolls September 5 for RKO Radio release.

—20th Century-Fox

LYNN SHORES shooting background material at Stockton for "Golden Hooves," next Jane Withers picture.

ERNEST PALMER to photograph "Red Wheels Rolling," with **RAY RENNAHAN** assigned to the Technicolor cameras.

PEVERELL MARLEY named head cameraman on "Hudson's Bay Company."

LEON SHAMROY to photograph "Tin Pan Alley."

AARON ROSENBERG named assistant director on "Hudson's Bay Co."

JOHN JOHNSTON set as assistant to Director Henry King on "Red Wheels Rolling."

—Vogue Productions

HERMAN SCHLOM, former associate producer at Republic, named production supervisor on "Li'l Abner," to be made for RKO Radio.

—Warner

WILLIAM GUTHRIE, location manager, planes to San Diego, where 'Anchors Aweigh," a national preparedness short, is being filmed. Guthrie had just returned from Fort Knox, Ky., and Washington, where he made arrangements for forthcoming films in the series.

SLAVKO VORKAPICH is doing montage sequences for Frank Capra's "Meet John Doe."

SID HICKOX, cameraman, celebrates his 17th year at the studio by tossing a luncheon for the cast of "East of the River," which he is currently photographing.

JACK WARNER JR. to supervise "Ed Sullivan's Hollywood," short subject labeled as a "tone poem," which goes before the cameras September 9 with Jean Negulesco directing.

Actors in Drive for Home Defense Corps

Giving further evidence of their eagerness to help the cause through generous donations of time, talent and money, Hollywood thespics who have had previous military experience have embarked on a wide-spread recruiting drive to swell the roster of Southern California's Home Defense Corps, now in the process of organization, with film names. This latest move was initiated following the first mass meeting of the HDC's organizers at the Los Angeles Coliseum, August 18, over which Col. Halsey E. Yates, U. S. army, presided.

James Gleason, appointed chairman of the HDC's Hollywood unit, is first turning his attention toward fellow SAG members who, having served previously with some military unit, are thus eligible for enlistment. First to enroll were Melvyn Douglas, Russell Hicks and Robert Montgomery. Primary objective of the HDC is to serve as a replacement for the national guard in the event the latter outfit is pressed into active service at any time.

Swell British Fund

Meantime, along the benefit front, a $23,000 second week was tabulated by those in charge of staging the three-week cycle of Noel Coward plays at the El Capitan for the British War Relief Fund. The final week opened August 19 with Brian Aherne, Greer Garson, Elsa Maxwell, John Loder, Rosalind Russell, Herbert Marshall, Freddie Bartholomew, Dorothy Stone, Doris Lloyd, Heather Angel and Edmund Gwenn among those appearing in the three short Coward plays presented under direction of Dudley Murphy.

No announcement as yet has been made as to the total funds raised in the recent all-industry Red Cross drive under the general chairmanship of Samuel Goldwyn. At last reports the pledges had totaled more than $270,000, with all studios and sources not yet accounted for.

20th-Fox's New Simplified Camera Effects Savings

Termed the first sweeping camera innovation to hit the industry since the advent of sound by Dan Clark, 20th Century-Fox's executive director of photography, is the new Cine-Simplex, developed under Clark's supervision by cinematography experts at the studio after eight years of research and experiment.

Here are the radical differences between the Cine-Simplex and conventional cameras as Clark outlines them:

It weighs, complete with tripod, 100 pounds. Present equipment weighs 425 pounds without tripod or carriage.

It eliminates seven focusing movements, saving 30 to 40 hours on a 24-day schedule and thus chalking up a saving of $15,000 to $25,000 in overhead on every feature.

It possesses a "slating" device marking the beginning and end of every scene saving an estimated $25,000 yearly in raw stock at one studio. It is equipped with a tachometer marking camera speed, features lens calibration through an infrared process and possesses an automatic threader.

Twentieth Century-Fox possesses the patents and has placed an order for 20 of them, planning to gradually replace its present camera equipment with the new Cine-Simplex. Clark does not believe, however, that the camera will be available for marketing to other studios until early in 1941, when 20th Century-Fox's order is expected to be filled. Each camera costs $13,500 to construct. They are being manufactured in Syracuse.

Responsible for its development, under Clark's direction, were Grover Laube, Robert C. Stevens and the late Charles Miller, all of the 20th Century-Fox's cinematography department.

Yates Approves Record Ad Budget for "Hit Parade"

In for an eight-week stay at Republic is Herbert J. Yates, chairman of the board. He has approved a $100,000 advertising budget on "Hit Parade of 1941," largest in company history. Yates will spend most of his time in conference with M. J. Siegel, studio chief, setting the production schedule for the next quarter, covering October, November and December, and will attend a regional sales meeting to be held either here or in San Francisco in September.

J. Cheever Cowdin, Universal's board chairman, planed from New York to join Nate Blumberg, Cliff Work, W. A. Scully, Joseph Seidelman and Al Duff in studio huddles on product and sales policies. Executives are scanning completed product now being shaped for early release.

Hal Horne, Walt Disney's eastern representative, returned to New York after two weeks here lining up campaigns on forthcoming Disney cartoons for RKO Radio release.

Neil Agnew, Paramount sales chief, has joined Robert Gillham, publicity-advertising director, at the studio for conclaves with Y. Frank Freeman, William LeBaron and C. B. DeMille on sales plans for DeMille's "North West Mounted Police," slated for November 22 release.

Gordon Mills, Mills Novelty Co. executive, and James Mangan, advertising director for the company, are here from Chicago to confer with James Roosevelt and Henry Henigson on arrangements for previewing the first batch of 16mm novelties for use in Mills' automatic projectors. Reels will be screened for the press September 16, it has been decided.

Scott Dunlap and Trem Carr have returned from New York, where they attended a Monogram board of directors' session.

Lists 210 Feature Pics Produced This Year

Listing 210 feature pictures as having been produced by major and independent companies in Hollywood from January 1 to June 30 of this year, copies of a Technical Credits Bulletin prepared by the Academy of Motion Picture Arts and Sciences are now in the hands of Academy members, production executives and studio technical department heads. Bulletin designates the complete credits of each technician who worked on pictures made during the period. In addition it carries a recapitulation of credits for members of the Academy Sciences Branch for 1938 and 1939.

A breakdown of features completed by independents and major companies follows:

Academy, 1; Argosy, 1; Columbia, 23; Darmour, 3; Hal Roach, 3; Harold B. Franklin, 1; Harry Sherman, 1; M-G-M, 23; Monogram, 5; Paramount, 20; Republic, 27; RKO Radio, 21; Samuel Goldwyn, 1; Selznick, 1; Sol Lesser, 1; Stephens-Lang, 2; 20th Century-Fox, 26; Universal, 27; Walt Disney, 1; Walter Wanger, 3; and Warner, 19.

Placements, Earnings Decline for Extras

A drastic nosedive in both job placements and earnings of extras in the first seven months of 1940 has been reported by Central Casting Corp., which released figures showing wages to be more than $462,000 under the corresponding 1939 period and disclosed a drop of 55,000 in the number of placements. Total earnings through July of this year were $1,475,438, as compared to $1,938,328 for the first seven months of 1939. Central passed out 131,012 jobs during the 1940 period and 186,424 during the corresponding months of 1939.

Central further revealed that earnings for July, 1940, were nearly $100,000 under wages paid in July, 1939, attributed to a drop of almost 9,000 in job placements.

Universal has again expanded its production staff by boosting Bruce Manning to an associate producer's status from the writing ranks. He has been a contract scripter with the company for four years.

Bagnall to Korda

Alexander Korda has announced the appointment of George Bagnall as vice-president and general manager of Korda Films, Inc. Bagnall recently resigned as Paramount's vice-president and studio operations manager.

Metro's cartoon plant has been shuttered for two weeks, reopening after Labor Day. During the shutdown Fred Quimby, in charge of the department, is supervising remodeling and installation of new equipment.

Paramount has washed up its term deal with John Howard, featured player, after a six-year association. He has announced no future plans.

Sidney Toler has been dropped from 20th Century-Fox's contract list and, unless current negotiations to have him return on a picture-to-picture basis are successful, will also wash up the "Charlie Chan" series, in which Toler had been taking the title role, off its production slate. Toler took over after the death of the late Warner Oland, who created the "Chan" character on the screen in 1931.

Following the six-week shutdown of Hal Roach's Culver City plant, Earl Rettig, Roach casting director, has moved over temporarily to Lou Ostrow's Vogue Productions, where he will function in the same capacity.

Raft Suspended

His refusal to portray the role assigned him in "South of Suez" has placed George Raft on the suspended list, without salary, at Warner. Actor will be forced to idle until another assignment is offered him. It is not an unfamiliar situation for Raft, however, inasmuch as he was once suspended, and later dropped, from the Paramount payroll for the same reason.

18 New Ones Restore Production Pace

To compensate for the recent and short-lived loss of production speed, Hollywood's sound stages currently are carrying a near-peak load, with 18 new starts swelling the total in work to 47. At the same time, nine features went into the cutting rooms.

Combination House Offers Choice of Singles, Duals

ALHAMBRA, CAL.—What is claimed to be the first "single bill-double bill" theatre in the world and hailed by its builder as the solution to the dual-program controversy opened here August 23 when James Edwards jr. began operation of his remodeled Alhambra.

Edwards added another auditorium, with a 450-seat capacity, to the original Alhambra at a cost of $25,000. Each half of the dual bill is shown in a separate auditorium and the patron, when he buys his admission ticket, can enter the building in which the picture of his choice is being projected. Pictures alternate between the two screens so that double-bill fans may see both attractions if they desire without leaving their seats.

Edwards is maintaining his 35-cent admission price. With the 450-seat addition the Alhambra now boasts a total seating capacity of 1,350.

Nationwide Distributing Company Getting Set

LOS ANGELES—Organizational details are now being completed here, and will be announced within the next two weeks, for the entry of a new nation-wide distributing company, incorporated last March in Sacramento as Allied-American Film Distributing Corp.

Its president, B. W. Richards, is reserving an official announcement as to the company's setup, the type of product it will distribute and who will comprise the balance of its personnel, until present conferences relative to its operations have been concluded. Richards, a veteran independent producer and distributor, was last actively connected in an executive capacity with Standard Pictures, incorporated more than two years ago to produce and distribute a series of feature films—of which only two were completed.

FWC Intermountain Area Managers Moved About

SALT LAKE CITY—Several managerial changes made by Fox West Coast are as follows:

John O'Neil has been moved from the American, Butte, Mont., to the Stadium at Caldwell, Ida.; Jack Kelly has been assigned to manage the Rio at Helena, Mont.; Bob Dean has been transferred from the Fox, Butte, to the Alfa at Dell, Cal.; Andy Cowan has been transferred from Caldwell, Ida., to Great Falls, Mont., replacing Earl Peterson who goes to the Strand at Redondo Beach, Cal. Clyde Anderson, former Rio manager at Helena is now at the American, Butte.

Junior Mercy Celebrates A Birthday in Yakima

YAKIMA, WASH.—Junior Mercy, eldest son of Frederick Mercy sr. and an executive in the Mercy circuit throughout Central Washington, celebrated his 38th birthday here August 9.

A resident of Yakima since 1912, the eldest of the three Mercy sons entered exhibition in 1926 when his father purchased a theatre in Walla Walla for him to manage. Now he is chief booker for the circuit.

Modernization Ahead For 12 FWC Units

LOS ANGELES—A $295,000 modernization and rehabilitation program involving a dozen houses in the Southern California territory has been announced by Fox West Coast. Largest single expenditure for improvements to be made by the circuit in the past ten years is effective immediately and is added to a $235,000 investment in two new houses which will open shortly.

Three San Diego theatres receive the bulk of attention. A new marquee, new seats and carpets, enlarged lobby and complete redecoration and lighting job will be undertaken at the Balboa to the tune of $100,000. Forty-five thousand dollars will be spent on the California for a new marquee, seats, carpets and redecorating and $12,000 will be expended for a new marquee, seats and carpets at the Orpheum.

New marquee, seats, carpeting and remodeling at the West Coast in Long Beach will cost $45,000, while $33,000 will be expended on the Alexander in Glendale, where a new marquee and tower will be constructed, the forecourt widened and remodeled and new seats installed. A total of $8,000 will be spent on the Fox and California in Bakersfield for new sound equipment and paint jobs. New marquee, sound and furnishings will be installed in the California, San Bernardino, for $12,000. A new ventilating plant, seats and remodeled foyer will cost $11,000 at the Inglewood in Inglewood, while the Academy in the same community will receive $2,500 worth of fluorescent aisle carpets.

The Chinese, first-run deluxer here, draws new seats and a redecorating job at a cost of $12,000, while $4,000 will be spent on new carpets at the Four Star.

Further, the circuit opens its new State, a 1,014-seater, in San Diego August 28. House cost $175,000. An early opening is planned for a new 1,000-seater in San Carlos, erected at a cost of $160,000.

Poole Extending Stay In Northwest Zone

LOS ANGELES—Extending his stay in the northwest a week beyond the time he had originally planned, Bob Poole, executive secretary of the Pacific Coast Conference of Independent Theatre Owners, is not expected to return to his headquarters here until early next week, according to spokesmen at the Independent Theatre Owners of So. Calif. and Ariz. office.

Poole, who doubles as the So. Calif. ITO's executive director, has informed local attaches that he may travel to New York shortly to present in person to department of justice officials a list of suggestions and recommendations concerning the forging of a consent decree between the government and major companies. The PCCITO executive already has received the department's assurance that the organization he represents will be given ample opportunity to be heard before the final decree has been drafted.

Poole, now in Portland, plans a stopover in San Francisco to confer with PCCITO trustees before returning here. He pulled out for Seattle the latter part of July to attend a trustees' meeting there Aug. 8-9.

A "Brigham Young Day" Is Proclaimed for Premiere

SALT LAKE CITY—The premiere of 20th-Fox's "Brigham Young" here, Friday, August 23, came on a day especially designated by Governor Henry H. Blood of Utah, as "Brigham Young Day."

Premiere celebrations, to which governors and high ranking officials of surrounding states were invited, included a luncheon at the Lion House, former residence of Brigham Young, given by officials of the Mormon Church to the visiting notables and stars.

Among the stars on hand, headed by Darryl Zanuck, 20th-Fox executive producer, were Dean Jagger, Tyrone Power, Linda Darnell and Mary Astor.

SALT LAKE

THE celebration of the third annual Movie Day is due within a few days. Harry Kerrer, manager of the Capitol exchange, is in charge of publicity.

"Buck" Wade, manager for Universal, is in from a trip outstate to confer with A. J. O'Keefe, western district manager . . . Manager R. P. Haase of the local National Theatre Supply office is back from a meeting in San Francisco.

Lee Scott and his wife are back from a Yellowstone vacation . . . Stan Worthen, local business agent for the projectionists union, has completed a business trip into the territory.

Over 100 attended the recent second annual canyon party held by the projectionists . . . A returned vacationist is Fred Decker, operator of the Victory, who visited the Fair in San Francisco . . . Mervin Russel, projectionist at the Centre, has been in Hollywood looking over some new camera equipment.

Projectionist Ray Snyder of the Gem, and his wife, are visiting friends in Los Angeles . . . E. G. Steele, Centre operator, is vacationing with his family in Yellowstone.

Columbia's district manager, Bob Hill, was in from Denver for a parley with Bill Seib, branch manager. The exchange recently screened "He Stayed for Breakfast" for the trade . . . Manager Sam Gardner of M-G-M reports conditions "fair" out in the territory.

Madge Morris, secretary to A. G. Edwards, manager of the Mercury exchange, is vacationing in California. Fox West Coast staff is back from a three-day meeting held in Denver.

The American at Caldwell reopened August 21. Three changes weekly are present policy.

"ATAHT" Pop Date

LOS ANGELES—Warner's "All This, and Heaven Too" begins its popular-price day-date engagement at Warner's Hollywood and Downtown Theatres September 22. The Bette Davis-Charles Boyer feature recently wound up a seven-week roadshow engagement at the Carthay Circle.

LOS ANGELES

"Boom Town's" Departure Restores Old Tariffs

LOS ANGELES—After a record-shattering two-week run of Metro's "Boom Town" at advanced prices, Fox West Coast's first-run day-daters, Grauman's Chinese and Loew's State, have reverted to their standard tariff with 20th Century-Fox's "The Return of Frank James" and the same studio's "Manhattan Heartbeat." New bill opened August 21.

"Boom Town" Moveover

LOS ANGELES—Fox West Coast has moved Metro's "Boom Town" over to the Carthay Circle Theatre for a continued day-date run with the United Artists, temporarily abandoning the usual policy under which first-runs at the Chinese and State are booked day-date thereafter at the United Artists and Fox Wilshire. The Wilshire meanwhile is holding over "The Mortal Storm" and "Over the Moon" for a second week.

All Star Merely Relayed Films to Coast Pictures

SAN FRANCISCO—Clarification of an item in the August 10 issue of BOXOFFICE to the effect that Coast Pictures has taken over 50 pictures from the All Star exchange has been made by A. Slohn, All Star general manager.

"We do not wish to have the impression that All Star have turned over any of their pictures to Coast," Slohn said. The films going to Coast, he declared, were originally handled by Sam Berkowitz' Far West exchange, later turned over to Grand National and thence going to All Star. They are not pictures belonging to All Star at all, Slohn emphasized.

Keighley to Faculty of University of S. Cal.

LOS ANGELES—William Keighley, Warner director, has been added to the faculty of the University of Southern California as an honorary member of the department of cinematography. He will conduct a regular course in screen direction, including analysis and interpretation of screenplays and the various piloting techniques.

Pasmezoglu Branch Head For NSS in Los Angeles

LOS ANGELES—Hector M. E. Pasmezoglu has replaced Elmer Benjamin as branch manager for National Screen Service here. Benjamin transfers to the San Francisco exchange as its head.

Frees "Doped Youth"

SEATTLE—"Doped Youth" probably will return to the screen of a Seattle theatre as the result of a decision handed down by Superior Judge James T. Ronald, who ruled that the three members of the nine-member censor board, who had banned the picture, did not comprise a majority of the censor board and therefore their action was not official.

Supervises "L'il Abner"

HOLLYWOOD—Herman Schlom, a former associate producer at Republic, has been named production supervisor on "L'il Abner," to be made for RKO.

PRESIDENT CHARLES P. SKOURAS of Fox West Coast has been given a citation for meritorious service by the California American Legion for donating 50 per cent of the Will Rogers Memorial Drive proceeds to the Legion for its relief work . . . W. E. Callaway, Warner exchange manager, checked in from Fort Worth, where he attended the funeral of his father.

Bill Walsh, Warner office manager, laid up with an infection following the extraction of two teeth . . . Rae Winnick, M-G-M booker-secretary, taking a two-week vacation. She's motoring to Sequoia, Yosemite, Lake Tahoe, Reno and San Francisco . . . Sol Klein, assistant manager at the local Postal Telegraph office, observed a birthday August 15.

Local B-61, IATSE, is laying plans for its annual benefit dance, to be held some time in November . . . Min Orthell, Columbia exchange cashier, vacationing at Big Bear for two weeks . . . Bess Emanuel of the Foreign Film exchange underwent a minor throat operation over the weekend.

In for bookings: Harry Nace, Nace-Publix circuit of Arizona; Mr. and Mrs. Molina of the Placentia, Placentia; Al Galston, Marcal and Hawaii theatres; George Bromley of the Campus; Ted Cunningham, Brentwood, Brentwood; A. E. Rice of the Admiral, Hollywood; Harvey Levinson, operator of the Cozy; R. E. Clampitt, Trona, Trona . . . Abe Gore of the Gore circuit and owner of the Film Exchange building on the Row, observed his birthday August 16.

Jack Dillon, 20th Century-Fox exchange manager, and Mrs. Dillon have trained to New York for a month's stay. Dillon will combine business with pleasure during the trip . . . Astor Pictures has booked "Scarface" and "Sky Devils" into the State, Long Beach, for a run opening August 28 . . . Sam Nathanson, general sales manager for Producers Releasing Corp., has announced "Marked Men," with Warren Hull, is now ready for release . . . Jack Jacobs, Metro salesman, likes the hot weather so well he's hunting a new home in the San Fernando Valley.

Betty Wertman has quit her position as booker's secretary at Republic for her old job with Howard Greer, Hollywood designer. She's been replaced at the exchange by Helen Mendel of Tampa, Fla. . . . In for bookings: Bill Knotts, Covina Theatre, Covina; Jenne Dodge, Mission and Mayflower, Ventura, and Chick Sturdivant, Orpheum, Yuma.

Resting comfortably at the California Hospital is Martin J. McCarthy, Monogram salesman, who underwent an appendectomy there August 13 . . . Jim Shilley, M-G-M exploiteer, flew down to San Diego for the opening of "Boom Town" at the Fox . . . Doris Randle, secretary at the M-G-M exchange, has purchased a new home in Culver City.

A farewell party for Newton "Red" Jacobs, who is being transferred by RKO Radio to San Francisco, is being planned for August 26 at the Elk's Club. Jacobs has been around the Southern California territory for 21 years, having been connected with First National the first four and with RKO the last 17.

To stage the advance campaign on "The Sea Hawk," opening in San Francisco's Warfield during Labor Day week, Sam Clark, Warner's west coast exploiteer, has planed to the Bay City . . . Back on the job as manager of FWC's West Coast Theatre in Long Beach after a two-week holiday in the northwest is Stanley Brown.

Harry Wallen has resumed his managerial duties at the Paramount downtown after a week in San Francisco . . . Another returning vacationer was Tom Soriero, manager of the United Artists, who took two weeks off.

Visiting acquaintances along the Row, John De Paoli revealed he closed his Holtville in Holtville August 17 because of dwindling revenue . . . In for bookings were Harvey Perrizo of the Dreamland; Jenne Dodge, Mission and Mayflower Theatres, Ventura; Tommy Huntington of the Seville, Chula Vista; Jack Chazar, Rosebud, and Murray Hawkins, general manager of the Swan circuit.

Since he opened his new bowling alley a short time ago, Fred Hershon, operator of the Trojan Theatre, hasn't been seen on the Row as much as before . . . Back to the old grind went Charles Lanson, engineer at Altec Service, after a two-week holiday.

Paramount held a trade showing of the Bing Crosby-Mary Martin starrer, "Rhythm on the River," at the Fox Boulevard Theatre August 20 . . . Norman Elson, general sales manager for Film Alliance, planed in from New York for conferences with Harry Stern, west coast head. He's headquartering at the Ambassador Hotel.

The lure of Bing Crosby's horses drew Alberta Evans, secretary at Paramount, to Del Mar, where she's spending her two-week holiday watching the bangtails run . . . In for bookings: Jack Goldberg of the Ben Bronstein circuit; Jack Zamsky, operator of the Vernon Theatre.

Winding up a week's stay here during which he surveyed current production activity, Mort H. Singer, head of the Singer circuit in the midwest and south, has returned to Chicago. He operates houses there as well as in Minneapolis, New Orleans, Omaha, Davenport and Cedar Rapids . . . Stan Pariseau, branch manager for Altec Service, is acquiring a tan at Manhattan Beach, where he is spending a two-week holiday.

Revealing a hitherto unsuspected talent, Howard Perretz, booker at M-G-M, copped first prize at a recent bridge tournament held by the St. Francis Hotel in San Francisco. Now Howard, looking for bigger fields to conquer, is preparing for the "junior pair" tourney to be held September 22 in San Diego.

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LOS ANGELES

SEATTLE

THIS past week has seen a series of meetings of the Independent Theatre Owners special committee on zoning and clearance. In attendance were L. O. Lukan, Jim Hone, Leroy V. Johnson, John Danz, Mike Barovic, Ed Halberg, Howard McBride, and Sid Dean. Working with the committe is Bob Poole, executive secretary of the Pacific Coast Conference of ITO from Los Angeles. It is expected that changes will be made in zoning and clearance that will benefit the local independents.

Changes on the Row this week finds Art Gollofon resigned from the Warner sales staff and his spot being taken over by Jean Spear, resigned from 20th Century-Fox. Herndon Edmond, branch manager for Fox, announces that Archie Holt, who for the past year has been operating theatres in Portland, has moved into Spear's place. Holt was formerly here as manager for Gaumont-British. Chet Thorpe and Ted Blunck of the poster and shipping service for Fox also have resigned . . . The first outdoor circus of the season makes its appearance here August 24 for three days.

Visitors this week were Mr. and Mrs. George V. Denny jr. He is nationally known as the originator and moderator of the Town Meeting of the Air radio program. Denny and his wife are here to do some fishing and at present are at Orcas Island . . . Another visitor for three days was John L. Lewis the CIO leader. Lewis, accompanied by his wife, was here to discuss plans for expanding his organization in this territory . . . Frank Jenkins has been named manager of the Jensen-von Herberg new Rainer in Renton. Frank was formerly manager of the Montlake in Seattle and later at the Granada for Sterling chain.

Mr. and Mrs. B. F. Shearer hosting at a dinner for the ITO trustees at the Olympic Hotel. Included in the party were: The Hugh Bruens, Whittier, Cal.; Bob and Mrs. Poole, Los Angeles; Senior and Beryl Mercy, Yakima; Mrs. Cecil Gwinn, Centralia; Bill Ripley, Longview; the Wes Johnsons, Eugene, Ore.; the Bob Whites, Portland; O. J. Miller, Portland; Ed Roy, San Francisco; Junior and Dorothy Mercy, James and Mrs. Hone, L. O. and Mrs. Lukan, Seattle . . . Art and Gladness Gollofon also entertained with a party for the Hugh Bruens, Wes Johnsons, Bob Whites, Ben Levins, Ed Roy and Jack Berman.

Selma Silverstein in from New York for a visit with Beverly Parker . . . Word from Portland tells that Jesse Jones has sold his Granada to Al Meyers of Newberg, Ore. . . . Bob and Celia Estill on the Row and Bob telling he was second high salesman for the month with his new company . . . Mrs. Ben Shearer back from the Portland golf tournament with four prizes. Her hubby won in the men's putting . . . Others back from the tournament include Jack Rosenberg, Ed Miller and Roy Peacock. They report Dennis Hull of Marshfield winning the men's low gross and Slats Wilson taking low net.

Word from Los Angeles tells that W. E. Calloway, Warner branch manager there and former western district manager, flew to Fort Worth, Tex., summoned by the death of his father, 84 . . . Roy and Madeline Brown in for a couple of days from Portland . . . Dale Schiffman of the Roxy, Walla Walla, here visiting his sister Mrs. Fritz Hoidale . . . Gerald Karski of Commercial Films on the Row from San Francisco . . . Bill Forman and family spending the week at Seaside, Ore.

Jay Clarke and wife visiting the Northwest Film Club . . . Sylvia O'Neal and the children guests of Dorothy Mercy at the Ranch near Yakima . . . Al Ahlskog of the Hamrick-Evergreen offices improving in Providence Hospital where he is recovering after an appendicitis operation . . . Jack Haley, general manager for the Jam Handy films, in from Detroit.

Tommy Tomlinson of the Republic office away for his vacation . . . Senior and Beryl Mercy to New York for a few weeks . . . Iras "Lindy" Lindahl back at the Hamrick-Evergreen switchboard following a week's illness . . . Nate Golden of the foreign films division of the U. S. Department of Commerce here visiting Herndon Edmond.

Rex Thompson and W. B. McDonald on a fishing trip in British Columbia for 16 days . . . Dorothy Fowler of the Blue Mouse who is recovering in an Everett hospital from injuries received in an auto accident, being cheered by a visit from Joyce Jerde, formerly of the Orpheum and now with KOMO-KJR; Margaret Roseland, of the Music Box; Pat MacArthur and Mildred Stanton of the Blue Mouse . . . Harriet Lamb back home after a couple of months with her hubby Lloyd who is handling the Siamese Twins.

The World's Finest

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SAN FRANCISCO

THE Curran Theatre will house a motion picture for the first time in many years when "Torpedoed" will be shown for six days beginning August 26. This picture is being shown in the interest of the war relief charities and the opening night prices are scaled from $5.50 down. Several of the city's socially prominent personalities are backing the film.

Dorothy Lamour in town for her first stage appearance in this territory. The Golden Gate put on a billboard campaign and Miss Lamour was interviewed on practically every radio station in the vicinity. Her fans have been loyally storming the Gate's boxoffice . . . Milton Nelson has been appointed manager of the Santa Clara in Santa Clara. Ray Kelsall, former manager of the theatre, has returned to his old job as manager of the Victory in San Jose.

Through arrangements with Rotus Harvey, president of PCCITO, the Golden Gate Exposition is distributing a trailer on the Fair to drum up business for the last month of the Treasure Island festivities. The proceeds will go to the ITO.

Willis Bell, who took over the ad sales managership for 20th Century about two weeks ago, is leading all 20th Century exchanges in sales . . . "Return of Frank James" did the biggest opening that the Fox has had in several years . . . Andre Lavarre, Columbia producer of color tour short subjects, a visitor to the local exchange . . . Adele Fox is the new steno and switchboard operator at National Theatre Supply . . . Wilma McNett has transferred her talents to Redwood Theatres . . . Lloyd Ownbee is spending a week at his cabin on the Mojave Desert . . . Maisie Grames returned this week from her vacation.

Steve Brodie, poster booker at National Screen, hopped over to Reno this past weekend and got himself married . . . James Wong Howe, ace cameraman, flew into town to visit with his roommate of 17 years ago, Leland Kimlau . . . Herbert Scheftel and Alfred G. Burger, Telenews executives, left after several weeks of visiting at the local Telenews. This house is planning an elaborate anniversary week beginning August 30.

Charlie Chaplin is expected to occupy the special box at the Coliseum on Treasure Island when the San Francisco Symphony, under the direction of Meredith Wilson, presents the world premiere of the prelude to "The Great Dictator." This music was written by Chaplin as part of the score for his new picture . . . Dan McLean is off to the south on a combined business and pleasure trip . . . Mrs. Elmer Hanks is recovering from a broken back suffered when she fell down a flight of stairs recently . . . Virginia Lee, Warner switchboard operator, is vacationing, as is Gladys Pacell, contract clerk at the same exchange.

Helen Wabbe is off to New York for about three weeks and the boys in the Golden Gate office are working in their shirt sleeves doing Helen's stint . . . The Embassy is going back to three program changes a week after operating on a four-a-week policy for the past two months . . . Kathleen Shaughnessy was absent from her desk at Monogram for a few days this week because of illness.

Morris L. Markowitz, one of the officials of the old New York and San Francisco Amusement Co., has been ordered by the federal court to pay $10,000 to Ruby Adams, former chorus girl. Miss Adams sued the company in 1925 for $101,429 for injuries suffered when she was struck by a falling sandbag on the stage of the old Strand and was awarded $75,000. The $10,000 award at this time is payment on the income tax and interest on the profits supposedly made by Markowitz on the lease sale deal of the Strand.

Jack Haley, general manager of Jam Handy, was a visitor this week . . . Celia DeMartini is vacationing from her desk at Republic . . . Warner previewed "Flowing Gold" for the trade this week. Booking on the Row: Bruno Vecchiarelli, Strand, Gilroy; G. R. Moore, Suisan, Suisan; Lou Marks, Rialto, Sacramento; Everett Howell, Monache, Porterville; R. E. Dagner, Winters, Winters; John Martese, Sylvia, Gonzales, anl A. R. Peck, Dixon, Dixon.

Jack Kirsch 'Coaches' Goldwyn for Debate

CHICAGO—Offering data for his debate scheduled for today (August 24), Jack Kirsch of Illinois Allied this week sent Sam Goldwyn further arguments in behalf of single-feature operation, in his lengthy campaign to relegate double features to the background.

One of the suggestions offered Goldwyn by Kirsch:

"Ask your opponents if they ever tried to get together a theatre party of friends under double-feature regime and pin them down as to whether they were successful. I can recall where during single features I was able to get a number of friends to attend a movie with me. Today I ask the same people but find it impossible to get a group who hasn't seen either one or the other of a double feature program. The result is the movie is forgotten and we find other means of passing the time."

Kirsch wrote that his organization, representing 170 theatres with a total seating capacity of over 100,000, is back of Goldwyn's fight 100 per cent. Commenting on various criticisms of Goldwyn's recent *Saturday Evening Post* article, Kirsch had this to say:

Cites Gallup Poll

"I have always advocated that we should keep our business and our troubles within our industry. I know we have tried to do just that in our fight—but found that we were getting no place fast. No doubt you have tried the same and received as many setbacks from the producers whom you have asked for cooperation, and can see where you would at last feel free to speak through the medium adopted. If that is the only way to get your message home then you should not be criticized by the industry for trying to save it."

The Allied head commented on the results of the Gallup poll, adding that with 57 per cent found wanting singles that "it is evident that some heed should be given to our claims." He said that the 43 per cent wanting duals would follow in the class of those wanting singles if such pictures as "The Westerner," "Boom Town," "Rebecca," "The Sea Hawk," "All This, and Heaven Too," "My Son, My Son," "Wuthering Heights," "Brigham Young," and others could continue to be shown on single programs with selected shorts.

The Illinois Allied leader also released to the trade press this week a short note of acknowledgment on his recent telegram to Edward Small. "You may be assured that I shall continue my efforts against the double bill," wrote Small.

Warner Circuit Resumes Book Review Matinees

CHICAGO—Book reviews, which proved so popular last season at the Warner Beverly, will be renewed this fall. In addition the circuit is adding the book review matinee at the Jeffery on the south side, and Paramount in Hammond.

The Beverly and Jeffery will alternate every other Tuesday, the Jeffery starting September 17 and the Beverly September 24. These are sponsored by the South Side Outlook.

The Hammond Paramount sessions will be held every other Monday afternoon, beginning September 16. The first four sessions have been subscribed to and sold out by the Women's Clubs of Calumet City and Hammond.

Triples, Chain "Embargo" Fan St. Louis "Strike" Threat

ST. LOUIS—Seventy independently owned theatres of St. Louis and St. Louis county are threatening a buyers strike and price war in protest against a continuation of triple feature programs in certain St. Louis Amusement Co. houses and Fanchon & Marco's alleged embargo on a free flow of available product to the minor neighborhood and suburban units.

The independents are also protesting against the demands of the second runs for an extension of their clearance from 14 to 21 days.

A final conference for peace held Saturday at the Fox Theatre between a committee headed by Fred Wehrenberg, president of the MPTO of St. Louis, E. Mo. and So. Ill., with Harry C. Arthur jr., ranking Fanchon & Marco executive, failed when Arthur demanded "an all or none" policy for the elimination of merchandise giveaways and triple feature programs. He is said to have rejected Wehrenberg's offer to eliminate giveaways at the Apollo if St. Louis Amusement would avoid triple feature bills at its Pageant in the hope the plan might eventually be extended to other houses. These houses are in the same West End neighborhood.

Pool "Dictates"

Independents contend the virtual completion of the buying pool between the Fanchon & Marco houses with those controlled by Ansell Brothers, Bess Schuler and Sam Shuchart has given Arthur's combination a "strangle hold" on the product situation, charging they are in a position to dictate to the major distributors where and when their pictures shall be played the coming season. Only Loew's, a first runner, is outside the pool of first and second-run houses. It is alleged that under the present situation some of the subsequent run houses are forced to wait ninety days or more to show pictures because the zone key houses controlled by the Fanchon & Marco interests wait 40 to 50 days before dating some features.

The independents, who have agreed to the new 60-day clearance for single-run feature bills at Fanchon & Marco's Ambassador, which policy was to start Friday, say that unless the other conditions are remedied they will not only refuse to buy new product but will slash their price scale to ten cents and play triple bills every night in the week.

ITPA District Meeting At Merrill Sept. 6

MILWAUKEE—The ITPA of Wisconsin will hold a district meeting September 6 at Merrill to which exhibitors from the surrounding territory are being invited. Miss Lucille Forbes, operator of the Cosmo, is chairman in charge of the meeting.

The ITPA will hold its annual convention October 2 and 3 at the Schroeder Hotel here. Registration will take place the afternoon of the first day to be followed by a gathering in the evening. All business will be disposed of on October 3 with the annual banquet to be held in the evening, according to Harry Perlewitz, business manager of the association.

Binstock Offering Book Promotions in Chicago

CHICAGO—Paul Binstock, formerly with several prominent circuits in the east, has established offices in Chicago as midwestern sales manager for Premium Promotion Syndicate, originators of "Encyclopedia Book Giveaway" plan for theatres. Binstock plans to announce other book boxoffice stimulants shortly.

He is working on several circuits here, and has set his deal at the Ramova, operated by John Semadalas.

Extensive Improvements For I-I Goshen Unit

GOSHEN, IND.—More than $15,000 is being spent by Indiana-Illinois Theatres for improvements on the Lincoln here, on which a new 15-year lease has been taken.

Plans call for a new V-type marquee, new seats and new air-conditioning, according to Alex Manta. I-I also operates the Jefferson here.

Illinois UTO Meets Day Later in Champaign

CHAMPAIGN, ILL.—The meeting of the United Theatre Owners of Illinois here was held on Thursday instead of Wednesday, as at first planned, at the Hotel Tilden-Hall. Following the preview of "Boom Town" at the Great States' Rialto, luncheon was served at the hotel, followed by a business meeting.

Nomikos Is Honored

CHICAGO—Van A. Nomikos, head of the circuit bearing his name, and vice-president of Allied of Illinois, has been elected new supreme president of the American Hellenic Educational and Progressive Ass'n at the annual convention in Seattle, Wash.

Imperial Has GN

CHICAGO—Mohawk Film Corp., in charge of liquidation of the Grand National product, has arranged for the Illinois, Eastern Missouri, Indiana and Wisconsin distribution of same with Imperial Pictures Corp. of Chicago.

Ruling Favors Trampe in Bingo Restrainer Move

MILWAUKEE—Charles W. Trampe, local exhibitor and head of Film Service, Inc., gained a point in his action for an injunction to restrain the American Luther Ass'n from conducting Bingo when Circuit Judge Roland J. Steinle ruled that he need not answer certain questions in an adverse examination.

In a hearing in May before Court Commissioner Charles Orth, Trampe had refused to answer certain questions on the advice of B. J. Miller, his attorney. It was disclosed at the hearing that the counsel for the defendant organization was attempting to show that Trampe had not gone into court with "clean hands."

As a result of his refusal to answer the questions, Trampe's plea for the injunction was adjourned in May until the court ruled on the questions certified. Trampe had previously secured an action restraining the Bahn Frei hall here from conducting Bingo games.

Milwaukee to Singles Sept. 3 Despite Trio of Holdouts

MILWAUKEE—Milwaukee county exhibitors will revert to single features September 3 notwithstanding the possibility of three houses not agreeing to the switch, according to Harry Perlewitz, business manager of the ITPA of Wisconsin.

Efforts are being made to bring the dissenters—the White House, Atlas and Fern—into the fold before the deadline, it was said. Perlewitz regards the elimination of double features as a partial solution to the difficulties besetting Wisconsin exhibitors.

The Milwaukee *Evening Post*, local daily, announced that a poll on double features conducted by the newspaper resulted in 571 voting for singles and 392 favoring double features.

In connection with the announcement of the proposed new policy, the names of the dissenting theatres were given to the local press for the apparent purpose of building public opinion in favor of the single feature houses.

Circuits Cooperate

The Fox and Warner-Saxe circuits are going along on the new policy, it was said. Perlewitz is hopeful that the exhibitors will give single bills a fair trial. He feels that the singles should be given a whirl for at least six weeks.

There is a likelihood that if the single feature program clicks in Milwaukee, circuits will extend the policy to their state houses. However, except for a mild attempt at spotting singles in several state cities by Fox recently, most state theatres are playing duals. The Fox experiment, it is said, did not pan out so successfully, although some say it wasn't operating long enough to give a fair picture of the results.

At Sheboygan recently, 20 out of 24 organizations responding to a survey conducted by the Sheboygan County Better Films council voted for single features. Duals are being continued in that city, however.

O. O. Lessing Has Astor Franchise in St. Louis

ST. LOUIS—O. O. Lessing has signed for the Astor Pictures franchise in the St. Louis territory. Lessing, who formerly represented B. N. Judell in St. Louis, will operate as Variety Pictures. His first deal was set with Harry Arthur of F&M for the St. Louis Theatre where "Sky Devils" and "Scarface" dualled. The same bill has been booked through the St. Louis Amusement Co. circuit, also F&M operated.

Hunt for Missing Manager Continues in Indiana

INDIANAPOLIS—The disappearance of Walter Ebeling, anti-Nazi manager of a German language theatre in New York, is still a mystery after he was last seen at South Bend over a month ago.

The theatre manager has not been seen since he left the home of relatives in South Bend to go to Eagle Lake near Edwardsburg, Mich. He never arrived at the lake.

Celebrate "Flag Speaks" Run

WASHINGTON, IND.—A. J. Kalberer, manager of the Indiana, one of the Switow circuit houses, recently held a big celebration in connection with his showing of the short subject, "The Flag Speaks."

: Ballot Bagging :

CHICAGO—Usually Warner Employe Club elections are ordinary affairs. But this year, the election fever has caught on and things are different.

The candidates are Charlie Ryan, assistant zone manager, who is the incumbent president; Larry Stein, publicity director; Jim Summers, personnel director; and Eli Arkin, manager of the Venetian, Racine, Wis.

The fun began when Stein decided to make a campaign of it. To date he has window cards in all of the strategic points throughout the Warner exchange and theatres reading: "Vote twice for Stein and have twice as much fun." When the Warner managers began looking at pictures in the Warner screening room this week, a trailer hit them from the screen asking for votes for Stein. And to top it off he has promised every one voting for him a piece of candy.

Ballots will be counted Monday.

Reopened Fox Will Feature Outstanding Stage Shows

INDIANAPOLIS—The Fox Theatre (formerly the Colonial), which has been closed since last year, will reopen next Friday, August 30, following completion of renovations.

Jack Dickstein, who is supervising the opening, said that an entirely new policy will be in effect. Stage shows will open each Friday featuring the country's outstanding stars of burlesque.

Daily matinees will be continuous from 1 to 5 p. m. Evening shows will be reserved and begin at 8:30. A feature of the new policy is to be the Saturday midnight jamboree show beginning at 12 and lasting until 2:15 a. m., all seats reserved.

Lee Cannon will be manager of the theatre.

Music-Machine Operation At Elkhart Controversial

ELKHART, IND.—Nat Bernstein, operator of the new State here, contends that he is not violating any union ruling in placing a coin-operated music machine in the recreation center adjoining his theatre.

Bernstein has asked the Chicago IATSE representative to arbitrate the matter. It is understood Jimmy Petrillo, AFM president, is investigating the matter, too, on a complaint that a music machine is in use in the State proper.

"The point to be made clear," said Bernstein, "is that the music machine is in a separate location entirely apart from the theatre, and has nothing to do whatsoever with the operation of the theatre itself. It is in the recreation hall, adjoining the theatre."

Outing Aug. 28

CHICAGO—The all-industry outing, sponsored annually by Tom Flannery of Whiteway Electric Sign and Maintenance, will be held again this year, next Wednesday, August 28, at the usual spot—Nippersink Country Club. There will be golf, baseball, tennis and refreshments.

ST. LOUIS

HALF of the proceeds of the August 19 evening show at Fanchon & Marco's Ambassador were turned over to the women's Allied War Relief Ass'n to purchase supplies to be used for bandages and clothing and shipped to England. "Queen of Destiny" was the feature attraction on the bill.

Employes of Loew's Theatre and the Metro film exchange who are drafted into military service have been given assurances that their jobs will be awaiting them. Harold W. "Chick" Evens, manager of Loew's, and John X. Quinn, manager of the branch, have received word to that effect from Nicholas M. Schenck, president of Loew's, Inc.

In preparation for the opening of its plan of single feature, reserved seat shows at night, commencing Friday, August 23, Fanchon & Marco's Ambassador was closed during the day.

Clarence M. Turley, secretary, and Thomas N. Dysart and William T. Nardin, directors of the St. Louis Amusement Co., are among the members of a committee of prominent local business men who are giving financial aid in staging the "St. Louis Cavalcade," a combination rodeo, wild west show and circus which will be presented at the Municipal Auditorium for two weeks beginning on September 16. Proceeds will go to the St. Louis Fire Department's pension fund and to supply winter clothing to about 25,000 needy children.

It is reported that the Chamness circuit, with headquarters in Carrier Mills, Ill., M. E. Chamness, president, is taking over the 400-seat Dexter, Dexter, Mo. The new house will open about October 1.

The Grand, 516 Market St., a burley house, reopens Friday, August 23, under the management of H. K. Monsky. He is now general manager of a circuit of four theatres in Detroit, Cincinnati, Indianapolis and St. Louis, which are controlled by the Wolverine Amusement Co.

Harvard O'Laughlin, secretary of the operators union, Local No. 143, is autoing to the Pacific Coast for an extended vacation . . . Maurice Davis, manager of the Will Rogers, Union Blvd. near Page Blvd., has been put on the rip track by some troublesome teeth.

Just another paradox, perhaps. The cash customers at Fanchon & Marco's Missouri Theatre liked the flat scale of prices 30, 40 and 50 cents and then the theatre reverted to its former price arrangement of 28 cents and five mills; 39 cents and seven mills and 44 cents and eight mills, etc. It was predicted in these columns customers would like the elimination of the necessity of having mills. Perhaps the plan may be extended to other Fanchon & Marco first runs and restored to the Missouri. The flat price includes all taxes.

A swell exploitation campaign conducted by Harold W. "Chick" Evens, manager, and Jimmy Harris, publicity director of Loew's, for "I Love You Again" generated the best boxoffice activity since "Gone With the Wind" last winter. Window displays were placed in ten prominent spots, while a preview for the scoutmaster of every boy scout troop in this sector helped create interest. Evens and Harris also grabbed off some cuffo spot announcements via KXOK and WIL and worked up a tieup with Quality Dairy Co. whereby 10,000 milk bottle collars carried theatre and picture copy.

CHICAGO

AMONG visitors here recently were Ben Kalmenson, Warner division manager, and Bill Heineman, Universal division manager, both at the Blackstone Hotel . . . Scotty Dunlap, Monogram producer, was through here en route to New York.

Pete Shayne of the operators' union and his wife are vacationing in California . . . Warner screens "The Sea Hawk" again for exhibitors this week, this time in the Warner screening room.

Eddie Golden, Republic sales manager, stopped here for conferences with Irving Mandel and Harry Lorch, during a stopover on an exchange tour . . . Hank Markbreit, Chicago *Times* amusement advertising head, is now a bathing beauty authority. Why? Because, he was a judge at the Gayety and Commercial theatres' contest recently.

Bob Gillham, Paramount advertising chieftain, was through here en route to the west coast . . . Max Dreifuss, Republic salesman, has returned from a week's vacation fishing trip near Eagle River, Wis. . . . Bill Potts, M-G-M checking supervisor, returns from his vacation trip to Detroit and Petosky, Mich., early this week to have a tonsillotomy.

They had cake at the Metro exchange the other day. Reasons: Bill Bishop's birthday, Harry Hopkins' wedding, and the last day before the vacations of Marge Fanning and Frances Keil. The two girls are spending the vacation in the Wisconsin north woods, with their husbands.

Don Widlund of Jam Handy Pictures was here this week . . . Harry Popkin of Million Dollar Productions and Henry Sonnenshine of Supreme Pictures stopped off in the Windy City this week to visit with Saul Goldman of Variety Pictures . . . Jimmy Cagney was through en route by air to the west coast.

Eddie Howard, who just finished a two-week engagement at the Oriental, has written another song, "Slumber My Darling," in collaboration with Jim Dickert, a radio engineer.

Morrie Zalken of National Theatre Supply is back from his vacation.

Among those in the Windy City: Nate Bernstein and Rex Williams, Elkhart, Ind. . . . Will Hays, en route back to New York, stopped off at the Blackstone Hotel before detouring via Elwood, Ind., for the Wendell Willkie ceremonies . . . Charlie Reagan of Paramount, Joe Schenck of 20th Century-Fox, and Bob Hope of the films and radio, were also at the Blackstone.

Ben Elrod of Paramount is the proud papa of a 6-pound, 4-ounce baby boy, Allen Joseph, born to his wife, Lucy, at Passavant Hospital . . . Bill Eckhardt, son of Clyde, 20th Century-Fox branch manager, and brother of Jack, 20th Century-Fox booker, and himself an assistant director on the Fox lot, was visiting his family here this week, with his wife and family.

A special screening for executives and hostesses of the three trans-continental airlines was held this Friday of the Warner two-reeler, "Young America Flies," in the Warner screening room.

Will Hays Pays Visit To Elwood, Indiana

INDIANAPOLIS—Indiana's Will H. Hays was back home last week to join in the tribute to another "homecoming" Hoosier —Wendell L. Willkie.

Hays' visit here was saddened by the news of the death of James P. Goodrich, world war governor of Indiana. Hays, who was a Republican district chairman at the time Goodrich was state chairman, issued a statement in which he paid high tribute to the former governor.

Hays stopped at the Columbia Club in Indianapolis where he spent the Friday and then went to Elwood for the Willkie celebration on Saturday, then to Winchester on Sunday to attend the funeral services for Goodrich, thence to California on Sunday.

Elwood's Brief Prominence Kept Finneran Rushed

ELWOOD, IND.—Joe Finneran, of the Elwood and Vogue here, is relaxing after a very strenuous few weeks of preparation for the celebration given Wendell Willkie last Saturday. For the next two weeks Willkie will be vacationing at his old home place in Rushville, and Roy E. Harrold is planning to give his Princess and Castle undivided attention.

Billy Connors and wife, of the Indiana and Lyric in Marion, were part of an excursion crowd who attended the Elwood celebration.

Set 20th-Fox Employes' Outing for Sept. 7

CHICAGO—The annual 20th Century-Fox employes' picnic outing is scheduled for Saturday, September 7, at Round Lake, Ill. Jack Eckhardt is in charge of arrangements. Plans are underway to include invitations to members of the Milwaukee exchange to attend the outing this year.

MILWAUKEE

VARIETY CLUB plans to sponsor an eye clinic for underprivileged children. Thomas Mack jr., former assistant manager of the Capitol in Madison, is now managing Warner-Saxe's National here.

Fox Palace was dark from August 14 to 24 during which time new sound equipment was installed . . . "When the Daltons Rode," which played the Warner here, brought back memories for Adriel "Doc" Lytton, doorman of the Schroeder Hotel, who at the age of 16 claimed to be an eye witness to the Coffeyville fiasco.

Plans are underway for the construction of a new theatre at Winneconne, currently without one.

Tony Martin was in Milwaukee last week for an advance examination before Court Commissioner Morris Stern on breach of contract charges filed against him by C. S. Rose, manager of the Modernistic ballroom at State Fair park. The hearing was adjourned until a date convenient for both parties.

An unsuccessful attempt was made last week to crack the safe in the second floor office of the Brin Theatre in Menasha . . . Earl Fisher, president of the S. Sixteenth Street Businessmen's Ass'n and manager of the Alamo, was busy shooting films at the association's outing last week which were shown at the theatre.

The Kenosha and Gateway theatres in Kenosha extended the convenience of their rest rooms to American Legionnaires during the state convention in that city last week.

Ross Baldwin, operator of the Tosa, promoted a kid parade to plug the first episode of "Terry and His Bandits" at the house.

Bernice Huebner, who has been cashier at the Shawano in Shawano, was married recently to Leonard Pearson.

AUCTION **AUCTION**

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By virtue of a Mortgage Foreclosure, we will on Friday, Sept. 6, at 11 a. m., daylight saving time, sell at Public Auction the entire Film Laboratory Machinery and Equipment, formerly owned by the

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AUCTIONEERS

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Several Films Get Mature Tag by Chicago Council

CHICAGO—A large number of pictures reviewed by the Better Films Council of Chicago during the last two-week period in July have been listed in the "mature" group. They are:

"Brother Orchid," "Island of Doomed Men," "Maryland," "One Million, B. C.," "Our Town," "Private Affairs," "When the Daltons Rode" "South of Pago Pago" and "Whirlpool," French film.

The family listing includes "Andy Hardy Meets Debutante," "Florian," "Pride and Prejudice," "Passport to Alcatraz," "Untamed," "Wagons Westward," "You're Not So Tough" and "Song of the Road," British film.

Larry Stein Returns Name Bands to Hammond House

CHICAGO—Larry Stein, Warner district manager in Hammond, and publicity director, is resuming his successful run of name bands at the Paramount there beginning Sunday, August 25, when Griff Williams and his band play the house. On September 8, Will McCune will be the attraction; while on Sunday, September 29, Blue Barron and his orchestra will play.

Henri Elman Returns From Monogram Studio Visit

CHICAGO—Henri Elman of Capitol-Monogram has returned from the west coast where he saw several of the new Monogram pictures screened.

Elman also witnessed production work on "Queen of the Yukon," co-starring Charles Bickford and Irene Rich, which he says will be one of Monogram's top pictures next season.

Dog Food Firm Provides Wagon Gifts in WB Tie

CHICAGO—Larry Stein, Warner publicist and Hammond district manager, has made a tieup with the Rival Dog Food Co. whereby 12 coaster wagons will be given away each Saturday, September 7 and 14, at each of 39 Warner houses in the Chicago and Milwaukee areas.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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SPRINGFIELD, ILL.

JOE SANDERS, the "Ole Left Hander," was scheduled for a two-day engagement, August 23, 24, with his famous Nighthawks and a company of entertainers on the Orpheum stage.

A. R. Zimmer, manager of the Fox-Lincoln, attended the Fox-Midwest Theatres convention at Kansas City . . . Pete Campo, doorman at the Roxy, has returned from a vacation spent in Florida.

Bill Giachetto, son of Dominic Giachetto, general manager of the Frisina Amusement Co., has returned from summer school at Champaign, Ill. . . . John Sturm, manager of the Bond Theatre at Greenville, Ill., visited the Frisina home office and showed the local boys how to make a hole in one at golf—not the customary stroke, but a shot straight into another man's golf bag about 30 yards away.

Ray Coe, chief of service at the Fox-Lincoln, spent part of his vacation on a trip to St. Louis. He returned with an albino police pup for his son, Dickie.

Ward Scott, divisional manager, Ben Rheingold, branch manager, both of St. Louis, and George Ware, traveling representative for 20th Century-Fox, were in Springfield closing a deal for their new product with the Frisina Amusement Co. . . . Joe Garrison, district manager, and Harry Hines, branch manager, for Universal, also in Springfield arranging a deal for their new pictures with Frisina.

J. Petty, assistant manager of the Fox-Lincoln Theatre, as part of the promotion for UA's "Kit Carson," coming to Springfield August 26, entertained Kit Carson III, grandson of the noted frontiersman, and had his picture in Indian costume appear along with a writeup in the local newspapers.

RCA Installations

CHICAGO—Recent RCA installations in this territory, according to A. E. Klein, manager, include: Alcyon, William Pearl, Highland Park; New Glencoe, Sam Meyers and Geo. Valos, Glencoe; Rex, Jim Chrissie, Chicago; State, Ed Van der Veer, Morris, Ill.; State, E. E. Mitterling, Sycamore; Mikadow, Francis Kadow, Manitowoc, Wis.; Palace, Milwaukee; Bell, Sam Kaplan, Chicago.

Gold Sells Sherman

MILWAUKEE—B. Sherman, who operates the Park Theatre here, has taken over the Midget from Chaim Gold. Sherman, in show business two years, will remodel and re-equip the Midget.

Storm Disrupts Power

BLOOMINGTON, ILL.—The cash customers in various local motion picture theatres were forced to sit in darkness for more than two hours August 15 when an electric and windstorm disrupted the power service.

Jackie Moran a Visitor

INDIANAPOLIS—Jackie Moran, young Hollywood juvenile, is visiting his aunt, Mrs. Thomas Hickey, in Indianapolis.

Flater Installs Cooling

BLOOMFIELD, IND.—Myers Flater has installed a new cooling system in the Citadel here.

"Knute Rockne" Premiere Conference on Coast

CHICAGO—Dave Wallerstein of B&K flew this week to the coast where he will confer with S. Charles Einfeld of Warner Bros. on plans for the forthcoming premiere of "Knute Rockne, All-American," October 4, in South Bend. Wallerstein, who is district manager of the B&K houses in South Bend, said that all details would be announced upon his return.

Also conferring with Wallerstein and Einfeld was Mayor Jesse Pavey of South Bend.

Frank Williams Services Held in Milwaukee

MILWAUKEE—Funeral services were held here last week for Frank Williams, 58, old-time vaudeville actor, minstrel man and singer. Williams worked as a young man as a theatre manager and singer of illustrated songs for Campbell & Danforth, who operated theatres in Green Bay, Appleton, Marinette and Racine, Wis., and Calumet, Mich. From 1908 to 1910 he sang in local theatres operated by the late Thomas Saxe. Williams is survived by his wife, Lydia.

Marian Whitney Returns From Hollywood Trip

CHICAGO—Marian Whitney has returned from a Hollywood trip where she interviewed a number of film stars. Her Tuesday-Friday program over WEDC, sponsored by numerous local theatres, deals with Hollywood personalities.

During Miss Whitney's absence, the broadcasts were aired by electrical transcription. To lend color to her program, she is planning more frequent trips to the film capital in the future.

Joe Cantor Makes New House Name Official

INDIANAPOLIS—Last August, after a naming contest, the Golden Theatre was changed to the Sheridan. However, in the articles of incorporation the theatre always has been known as the Arlington. Last week Joe Cantor filed an amendment to the articles asking that the name be changed officially to the Sheridan. This change was approved by the secretary of state.

Build in St. Anne

KANKAKEE, ILL.—Lyle Bertrand of this city is building a theatre in St. Anne, Ill., which he expects to have ready for opening by October 1.

ATO Has Free Three-Reeler

INDIANAPOLIS—Bookings for a free three reeler produced by the U. S. Army are being arranged by the Associated Theatre Owners of Indiana office. The film, titled "Combat Vehicles of the Mechanized Cavalry," demonstrates the various types of armored units of the U. S. Army.

"Boom Town" a Holdover

INDIANAPOLIS—A test run of Metro's "Boom Town" here at advanced prices has proved well taken since the film has gone into its second week.

A North Dakota Call For Lower Prices

MANDAN, N. D.—At a meeting here this week, the North Dakota section of Northwest Allied called upon distributors to reduce their film prices in line with present and anticipated boxoffice conditions. Members declared they cannot afford to meet the terms being demanded by most of the companies.

A resolution was adopted calling upon all North Dakota independent exhibitors to join Northwest Allied. At the same time it was decided that, for social and legislative purposes, the North Dakota organization would be kept in existence as a separate entity.

Fred Strom, Northwest Allied executive secretary, was in attendance and received pledges of support and cooperation from all the 15 exhibitors.

Exchange Heads Maintain Buying Is "Satisfactory"

MINNEAPOLIS—While not making as emphatic claims as usual regarding sales, local heads of major film exchanges assert, nevertheless, that new-season buying is "satisfactory" and they also insist that Northwest Allied activities regarding exchange of information on proposed deals is not slowing up their business.

At the same time, they declare that their home-offices continue tough and are rejecting many proposed contracts. Several of the companies say they're not waging any determined sales campaigns at this time because they prefer to wait until boxoffice conditions improve. While grosses are off now, and have been for some time, there is every reason to believe that a substantial improvement is in early prospect, in the opinion of their branch managers. Those who desire to buy now at the terms being demanded are welcome to do so, they say. The others, they feel, will scramble for deals when the turn for the better arrives and they need pictures.

One major exchange manager, who claims that buying is proceeding "about as usual," avers that most exhibitors are "in a buying mood," despite the Northwest Allied efforts to induce members and the trade generally to hold off for lower prices.

"And those who don't buy, or try to buy now, will be sorry," predicts this branch manager.

Blind Checking Report Riles Independents

MINNEAPOLIS—The blind checking bogey is in again. They're at it again and independent exhibitors resent it, according to Northwest Allied.

Fred Strom, executive secretary, asks exhibitors to give him "all the facts and figures" they can supply in the matter of blind checking. "This request is serious and important," he says in a bulletin. "Give us names of individuals whom you suspect of this practice, who hired them (if you can learn) and on what day and date the offense occurred."

Two years ago the independents voted to bar Ross Federal checkers from their houses because that organization allegedly had been inducing distributors to employ it for blind checks on representations that many of the independent exhibitors were not paying a high enough price for their film and that more percentage deals would mean greater revenues for the companies.

"Star System" in Picture Marketing a Fox Plan

KANSAS CITY—A new type of promotion will be used by Fox Midwest Theatres, Inc., on coming season product, it was revealed at the ninth annual convention of the circuit at the Hotel Muehlebach here August 20 and 21.

Instead of conducting its usual campaign that consisted essentially in promoting all the product coming up that looked good as the content of a "bigger and better show season," the circuit this year will select outstanding films and concentrate special attention on each one as it comes up. Heretofore the circuit has "sold" all the pictures at once, at the outset of the season. This year it will attempt to get as much as possible from each picture.

Ballyhoo Trucks

It will put some "old-fashioned showmanship" on specific pictures of outstanding quality. An example are the new ballyhoo trucks on which the circuit is spending 12 to 15 thousand dollars. One has been completed and is in operation currently in Kansas City on "The Return of Frank James." There will be three or four of them for use over the circuit. The trucks are white, with two panels on each side outlined in colored neon, plus a back panel similarly accentuated. A neon sign across the top has two faces reading "Fox Theatres." One panel section is arranged to let down to form as a stage, and this will be used in smaller towns for talent entertainment.

The Fox Midwest convention was described as the largest and most effective the circuit has held. Over 150 managers, district managers, circuit executives and home office officials attended the meeting.

Spyros Skouras, president of National Theatres Amusement Corp.; Charles Skouras, president of Fox West Coast Theatres, and E. C. Rhoden, president of Fox Midwest, were the featured speakers on the program. Here also from out of town were John Healy, secretary to Spyros Skouras, and Andy Krappman, secretary to the FWC head. Charles Skouras reviewed the Second Annual Spyros Skouras Showmanship Campaign, which ended July 13, and Spyros Skouras discussed present problems and future plans and policies on Tuesday morning.

Speakers Tuesday Afternoon

On Tuesday afternoon L. O. Honig of the Fox Midwest home office talked on "Hospitalization Insurance;" Charles E. Shafer, "Thoughts and Facts;" L. E. Pope, "Fixed Charge Reductions;" Fred Souttar, "Observations;" H. A. McClure, "What the Hell's Wrong;" Lon Cox, "Film Deals;" H. E. Jameyson, "The New Product;" Senn Lawler, "Advertising;" Edd J. Haas, "A New Viewpoint" and E. C. Rhoden, "Looking Ahead." District meetings took up the evening. On Wednesday morning E. M. Donnelly of the home office dealt with the "Employes Benefit Association," and then the five district managers made their reports: A. R. Zimmer for No. 1, McClure for No. 2, Jameyson No. 3, Souttar for No. 4 and Haas No. 5.

Presentation of "Rhoden Week" (high spot of the circuit's participation in the Skouras campaign), prizes and other special awards was made Wednesday by Rhoden. The annual golf tournament took place at Indian Hills Wednesday afternoon, with other sports for non-golfers.

Wednesday evening Rhoden was host to managers and home office men as well as approximately 200 members of the industry at his Starlane Farm, south of Kansas City, at a steak dinner and frolic.

Awards for showmanship consisted of belts, with names engraved, for contributing new money-making ideas to the Skouras Showmanship Campaign, and watches, also engraved with the winners' names. Belt winners included Ralph Wallace, Rockhill, Kansas City; Harry Biederman, Linwood, Kansas City, for his horror show idea; Jim Long, Plaza, Kansas City, for the "sneak re-view" promotion; Floyd Davis, Marshall, Mo., for "home products cooking schools;" E. Morrill Moore, Isis, Kansas City, and Bob Gage, accounting department, Kansas City, for his car tags, "Relax, See a Movie Tonight."

Watch winners—for outstanding performance in the final two weeks of the drive—were Charles Barnes, Granada, Kansas City, Kas.; B. M. Montee, Beatrice, Neb.; Phil Hill, Jayhawk, Topeka, Kas.; Komp Jarrett, Clay Center, Kas.; Hort Ulrich, Salina, Kas.; C. C. Murray, Springfield, Ill.; H. M. Burnett, West Frankfort, Ill.; Gene Kincaid, Lexington, Mo., and H. L. Golladay, Moberly, Mo.

The Roll Call

Attending the convention (in the sequence of convention roll call):

From the home office: E. C. Rhoden, Lon Cox, Senn Lawler, L. O. Honig, Lou Pope, Allan Karf, George Moore, D. D. MacDougall, R. S. Murphy, H. C. Smathers, Frank Gross, Charles Shafer, R. G. Montgomery, Edward Donnelly, Howard White, O. D. Elliott, Fred Kluex, Earl Buster, Howard Milton, Paul Baker, Jimmy Downs, Robert Gage, Keith Shafer and Cooper Jenkins.

District No. 1—From Kansas City: Harold Hume, booker; Morrill Moore, Isis; Joe Redmond, Esquire; Charles Morrill, Gladstone; Charles Barnes, Granada; Sam Naster, Lincoln; Harry Biederman, Linwood; Paul Reinke, Madrid; Jim Long, Plaza; Barney Joffee, Tower; F. E. Ritter, Uptown; Owen F. Hitchler, Vista, and L. B. Sponsler, Waldo; Glenn Carroll, Benton, Ill.; Ralph Wallace, Boonville, and Dale Havelone, Marshall, Mo.

District No. 2—Ralph Adams, booker; Hugh Siverd, Winfield, Kas.; B. M. Montee, Beatrice, Neb.; William Laughlin, Carthage, Mo.; C. P. Forbes, Orpheum, Topeka; Ed Dorrell, Emporia, Kas.; Ray McLain, Cape Girardeau, Mo.; H. D. Carroll, Ft. Scott, Kas.; L. Rockhold, Wellington, Kas.; Harley Fryer, Joplin, Mo.; Jack Slinker, Gem, Topeka, Kas.; Ray Widders, Electric, Joplin; Jack Maes, Marysville, Kas.; Art Bowman, Nevada, Mo.; Mel Miller, Chanute, Kas.; Tom Steele, Pittsburg, Kas.; Lawrence Breuninger, Topeka, Kas.; C. A. Stewart, Grand, Topeka, Kas.; Phil Hill, Jayhawk, Topeka, Kas.; Ed Allison, Ottawa, Kas.

District No. 3—H. F. Brown, booker; C. H. Zile, Belleville, Ill.; Komp Jarrett, Clay Center, Kas.; C. P. Rogers, Concordia, Kas.; Earl Hilton, Dodge City, Kas.; W. R. Rowell, Newton, Kas.; B. F. Adcock, Hays, Kas.; Jay Wooten, Hutchinson, Kas.; Ray Monzingo, Liberal, Kas.; Bill Scott, Lyons, Kas.; Jim Fronkier, Iola, Kas.; Hort Ulrich, Salina, Kas.; Al McClure, Eldorado, Kas.; Max Van Buren, Brookside, Kansas City; Ralph Bartlett, Woody Barritt, Fred Glass, Harry Sefton, Bill Haas and Mike Lehman, Wichita; S. M. Wetmore, Arkansas City, Kas.

District No. 4—John Meinardi, St. Louis, booker; C. C. Murray, Springfield, Ill.; Ed Whaley, Warwick, Kansas City; Roy Cato, Emporia, Kas.; Frenchie Gallagher, Centralia, Ill.; Winn Erwin, Duquoin, Ill.; George Hunter, Jacksonville, Ill.; Edgar Jones, Marion, Ill.; Homer Marvel, Mt. Vernon, Ill.; Gilly Burnett, West Frankfort, Ill.; Ed Koegel, Cape Girardeau, Mo.

District No. 5—Chet Hylton, booker, Kansas City; John Johnson, Rockhill, Kansas City; Steve Souttar, Brookfield, Mo.; Morrie Cohn, Council Bluffs, Ia.; T. S. Wilson, Excelsior Springs, Mo.; Earl Hayes, Kirksville, Mo.; Bill Souttar, Moberly, Mo.; Gene Kincaid, Lexington, Mo.; Floyd Davis, Arkansas City, Kas.; Chub Golladay, Ft. Madison, Ia.; Ludy Bosten, Muscatine, Ia.; Ed Mater, Sedalia, Mo.; Leon Robertson, Springfield, Mo.; Joe Ruddick, Springfield, Mo.; Dick Wright, Springfield, Mo.; W. R. Wilhoit, Springfield, Mo., and Roy Hill, Springfield, Mo.

Branton Starts Personal Poll On Duals in Des Moines

DES MOINES—G. Ralph Branton, general manager of Tri-States theatres here, challenges the accuracy of the Gallup poll favoring single features and the editorial stand of the Des Moines *Register* and *Tribune* against the dual bills.

With a quarter-page advertisement in Thursday papers, Branton launched a poll of his own with voting booths in the lobbies of the Des Moines, Roosevelt and Paramount theatres. Throughout the eight-day voting period the Des Moines and Roosevelt will be on a single feature ("The Sea Hawk") basis, while the Paramount will have a double bill (headed by "The Return of Frank James."

If the Tri-States poll shows single features really are predominately favored by theatregoers in this territory, Tri-States promises action in that direction.

Pautz and Rohde Will Open Rosedale House

KANSAS CITY—Homer Pautz and C. W. Rohde, who operate the Sun in Kansas City, Mo., will reopen the Rosedale, former A. L. Dare house at 1405 Southwest Boulevard, Kansas City, Kas., August 21, after installing 500 new seats, air conditioning, new acoustical equipment, new decorations, etc. They've renamed the house the New Vox.

Wood Will Direct Arthur

HOLLYWOOD—Sam Wood will direct "The Devil and Miss Jones," forthcoming Jean Arthur starrer.

Popcorn Seasoning

THAT TALKS FOR ITSELF



ALSO IOWA'S FINEST CORN

Superb South American.....$4.50

Supreme South American..... 3.50

All Products Guaranteed

Give Us a Trial

POPPERS' SUPPLY CO.

RUBE MELCHER—GR. 0672

1717 Wyandotte St. — Kansas City, Mo.

Wholesale Shift of Fox Midwest Men

KANSAS CITY—What is described as the biggest shift in managers by Fox Midwest Theatres, Inc., since 1929 was announced here this week.

Arthur Zimmer, who has been manager for the circuit in Springfield, Ill., comes to the home office at Kansas City as manager of District No. 1, which includes the Greater Kansas City houses. This change will relieve Lon Cox, who has been managing the district in addition to his other duties, so that he can spend more time on film buying and as assistant executive under E. C. Rhoden, head of Fox Midwest.

Other Changes

Max Van Buren from Winfield, Kas., to the Brookside, Kansas City, Mo., replacing Dale Havelone, who goes to Marshall, Mo. Ed Whaley, manager of the Capitol, Benton, Ill., comes here as manager of the Warwick, replacing Glen Carroll, who goes to Benton, Ill. John Johnson, manager at Boonville, Mo., comes here as manager of the Rockhill, replacing Ralph Wallace, who goes to Boonville.

Hugh Siverd goes from Atchison, Kas., to Winfield, Kas. Allan Karf, who has been booker at the home office here, goes to Atchison. Karf's post as booker will be absorbed by the present bookers at the home office.

Ray McLain is shifting from Emporia to Cape Girardeau, Mo. Roy Cato goes from the Cape to Emporia.

L. Rockhold goes from Iola to Wellington, Kas.; Jim Fronkier goes to Iola from Newton, Kas. W. R. Rowell transfers from Eldorado, Kas., to Newton. Al McClure moves from Wellington to Eldorado. Mel Miller goes from Ottawa to Chanute, Kas.; Ed Allison from the Oakland, Topeka, to Ottawa. Jack Slinker, formerly assistant at the Paramount, Joplin, goes to the Gem, Topeka. C. P. Forbes of Chanute goes to the Orpheum, Topeka.

Jerry Hayes becomes house manager at the Strand, Emporia; he formerly was assistant manager at Topeka. Jack Scott, who has been at Emporia, goes to the Paramount at Joplin, Mo., as house manager.

Bill Souttar, Kirksville, Mo., goes to Moberly, Mo., replacing Chub Golladay, who goes to Ft. Madison, Ia. Earl Hayes of Ft. Madison goes to Kirksville. Floyd Davis, who has been at Marshall, Mo., goes to Arkansas City, Kas. C. H. Zile, formerly at Arkansas City, goes to Belleville, Ill.; C. C. Murray from Belleville to Springfield, Ill.

MISSOURI FILM LABORATORY

110 West 18th St.

Under New Ownership

CHAS. O. SIEBENTHALER

Offers Fast, Efficient and Complete Trailer Service Without Hidden Charges for Cards, Backgrounds, Etc.—THINK THIS OVER!!!

KAYCEE

NORRIS CRESSWELL has returned from a fishing trip on Lake of the Ozarks—and a sore thumb where a fish finned him.

Irving Waterstreet of Metro provided Fox Midwest managers with cigarettes as they went in and went out of the Muehlebach ballroom where they held their convention. Purveyors were two very attractive lassies, Peggy Robinson and Anne Marie Batliner.

C. A. Schultz of Commonwealth, Mrs. Schultz, and their daughter Patty, accompanied by Stanley Schwahn, manager at Lawrence, Kas., and Mrs. Schwahn, spent the last week in Estes Park, Colo.

A stunt that has proved effective for the Benton and Ashland theatres (Jimmie Chapman and Lee Miller) is to offer a free pass to persons in the house the night it rains . . . Only trouble, it's been raining regularly lately.

Morrill and Mrs. Moore, he manages the Warwick for Fox Midwest, have returned from a trip to Estes Park with Mr. and Mrs. Dale Havelone of the Fox Brookside . . . Laura Austin, Republic-Midwest, and Opal Winter, Commonwealth, have spent a two-week vacation in the east.

J. Walter Shreve, manager of National Theatre Supply, is motoring through the near South. It got too cold here. He'll return after two weeks vacation . . . John Kelly, who's handling NTS while Shreve is away, returned recently from two weeks' vacation in Ohio.

In Town: H. L. Hyde, Cozy, Geneseo, Kas.; A. H. Dula, Holyrood, Holyrood, Kas.; F. F. Northrup, Northrup, Syracuse, Kas., who gets in very, very infrequently; Harry Till, Courter, Hamilton, Mo., who attended the rodeo at Sidney, Ia., the week of August 20; Frank Morris, Meade, Meade, Kas.; F. L. "Doc" Lowe, Sterling, Kas. (Star at Hays, Lyons and Hoisington, and Lowe at Sterling); Frank Cassil, Rialto, St. Joseph, Mo.; Frank Meade, Meade, Kingman, Kas.; Mr. and Mrs. E. A. Peterson, Plaza, Greenfield, Mo.

Sorry we misspelled her name. It's Carolyn Kay Conn (young daughter of Bob Conn, 20th-Fox booker, and Mrs. Conn), and she has two teeth the first two months! . . . Mrs. Leon Abraham, wife of that guy at RKO, is in Houston, Tex., on vacation.

FLASH! Harry Biederman is going to be married—Reeva Goldberg, sister of Stan Goldberg, Monogram salesman, who is living in New York. The marriage will take place there. Harry manages the Fox Linwood.

Harlan Everett, Metro, just returned from a Wisconsin vacation . . . Earl Herndon, office manager at M-G-M, and Kenneth Kilmore, checking supervisor, stopped off on their way back from a week's fishing in Minnesota to see W. W. "Short Stuff" Sherrill, head booker at Des Moines. Sherrill used to be here.

Eddie Ruben Enters Ranks Of Northwest Allied

MINNEAPOLIS—Eddie Ruben, owner of one of the largest and most successful independent circuits in the territory, has joined Northwest Allied. Ruben was a member some years ago, but had resigned and during the past few years had no affiliation with the body.

Kaycee Variety Event Holds High Promise

By BOXOFFICE JR.

KANSAS CITY—A last minute preview of the picnic, golf tournament, turtle race, days of '49 and general shindig at Ivanhoe Monday, August 26, indicates that Variety Club has promoted its biggest and most entertaining show to date. More people in the film and theatre industry are working, and more people both in and out of the industry are enthusiastic about the affair than about anything Variety Club heretofore has sponsored.

Filmrow firms all are sponsoring tables for the picnic, and Sam Abend and his committee have provided ample arrangements for tables and other facilities. The "days of '49" will operate from start to finish of the program, and Bev Miller has so many items in his list of entertainment and game features that it will take barkers and members of the public half the time at Ivanhoe to make them all—and they'll be worth it.

Jerry Zigmond and his entertainment committee (Hal Perrin, Leland Allen, Nat Hechtman, Barney Joffee and Jim McConnell) have provided a music box for dancing all afternoon in the Ivanhoe barn, and from eight to midnight an orchestra will furnish music for dancing at ten cents a dance. For those who do not have partners, there will be girls from the exchanges and Filmrow firms. In addition, Zigmond is planning for talent from the radio stations and/or theatres to furnish entertainment on the dance floor during the evening.

Cinema Club (Charley Crawford, John Scott, Jim Weakley, Joe Lysowski) is handling all kinds of games that will take place from 2 p. m. on—with prizes. These are: watermelon eating contest, footrace for stenographers only, pie eating contest, three-legged race, peanut pushing, shoe-finding contest, horseshoe pitching, beauty contest for film salesmen only, beer drinking contest, nail driving contest for women office workers, wheelbarrow race for shippers and poster clerks, baseball throwing contest, cracker eating (ugh) contest, and sack races. There will be a softball game. Some of the prizes which Bob Withers and his committee have collected for the golf tournament will be used for these games and contests.

Homer Blackwell has done a bangup job on the sweepstakes part of the program, which is in connection with the turtle races.

The golf prizes is one of the largest and best lists the club has ever had. Donors include Grover Parsons, Blackwell, George Fuller, Abend, Frank Hensler, Larry Larsen, Ward Scott, Dick and Francis Biechele, Howard Jameyson, Dubinsky Brothers Theatres, Fox Midwest Theatres, Commonwealth Theatres, H. J. Griffith Theatres, Jack Shriner, Diamant Jewelry, Price Theatre Premium, Quality Premium, Metro Premium, Bev Miller, King's Hats, Newman Theatre, Screenland, Joe Manfre, Earl Jameson, Bill Truog, W. O. Williamson jr., Ben Marcus, R. C. LiBeau, William Benjamin, Bob Withers, Joe Garrison, T. R. Thompson, Peck and George Baker, Altec Service Corp., Woolf Brothers, National Theatre Supply.

Evans to Exhibit

DES MOINES—Tim Evans resigned Saturday as booker at RKO to manage the Parkside in Lyons, Iowa. Evans has been connected with RKO here for more than 16 years.

O M A H A

REGINA MOLSEED, RKO booker, is vacationing at Yellowstone Park . . . Ted Emerson, Tri-States advertising director, has been named to the publicity committee of the local Community Chest. Ted was a bit embarrassed when his name was printed Clarence W. Emerson in the local press. That's his real name but he'd just as soon keep it secret . . . Lawrence Burkey, Ritz, Deshler, Neb., was on Filmrow.

R. W. Brown has remodeled his Phoenix at Neola, Ia., including a new ceiling and sidewalls. Frank Van Husan handled the job . . . George Bonacci, United Artists shipper, has a birthday this week. George also has a cold, he says . . . Also a birthday for Marie Hassett at Paramount.

Ed Golden, Monogram official, thinks maybe the war in Europe is a blessing in disguise for the industry. Golden hopes the film makers will now concentrate on the American market, making homey and adventure pictures. Golden visited here with Sol Francis, Monogram franchise holder, and many exhibitors.

Ruth and Elaine Mendelson, daughters of the Warner film peddler, are among the best customers at the Warner screenings . . . Celo Dixon is the new Omaha Theatre treasurer, succeeding Art Olsen, who plans to enter the aviation field . . . Stanley Blackburn, Mainstreet, Fremont, Neb., was on Davenport Street.

L. E. Davidson, Tri-States city manager at Sioux City, Ia., is now handling the Capitol there also, taking the place of Othel Hixon "Jimmy" Schlaitter . . . Harry Blaubaugh, exhibitor at Mapleton, Minn., will remodel his theatre next month, putting in new equipment supplied by Western Theatre Supply . . . Frank Good, Iowana, Red Oak, Ia., on Filmrow this week.

H. H. Thomas, Deluxe, Kingsley, Ia., plans to attend the American Legion convention in Boston. Thomas has recovered from his tonsillotomy . . . It's a birthday for H. V. Mullins, Iowa exhibitor . . . Several of the Tri-States boys were in town last week. Among those present were Orville Rennie, Rivoli, Hastings, Neb.; Harry Schiller, Grand Island, Neb., and Jimmy Pickett, Strand, Hastings, Neb.

Lou Egart, Brandeis treasurer, is vacationing in Illinois . . . It's rumored on Filmrow that Tom Seydlitz, who recently disposed of his Overland Theatre at Nebraska City, Neb., to the Williams-Griffith interests, may enter another southeastern Nebraska situation . . . Arva Burrus, Isis, Crete, Neb., a Filmrow visitor.

Harold Bowers, Chief, Weeping Water, Neb., and his father-in-law, Carl Mansfield, of Chariton, Ia., have taken over the Strand at Schuyler, Neb., and will remodel. The plans include all new equipment, seats and fixtures . . . A. W. Kahn of Des Moines, Iowa, distributor for the new device perfected by Exhibitor Johnson of Danbury, Neb., was in town.

Gruenberg to N. D.

MINNEAPOLIS—Eddie Gruenberg, formerly Universal branch manager at Sioux Falls, S. D., and more recently a member of the RKO sales staffs in Omaha and Des Moines, has been appointed RKO North Dakota salesman here. He fills a vacancy of several months.

The Trend's To

MISSOURI

Recent Seating and Projector Installations

Booth Theatre, Independence, Kan.
Booth Theatre, Rich Hill, Mo.
Casino Theatre, Boonville, Mo.
Courter Theatre, Gallatin, Mo.
Courter Theatre, Hamilton, Mo.
Cozy Theatre, Wymore, Nebr.
Garrett Theatre, West Plains, Mo.
Giles Theatre, Kansas City, Mo.
Gregg Theatre, Caney, Kan.
Kansas Theatre, Pratt, Kan.
Lake Theatre, Storm Lake, Iowa.
New Rivoli Theatre, Falls City, Nebr.
Odeon Theatre, Marshalltown, Iowa.
Osage Theatre, Bartlesville, Okla.
Pix Theatre, LeMar, Iowa.
Plaza Theatre, Burlington, Kan.
Plaza Theatre, Crane, Mo.
Plaza Theatre, Howard, Kan.
Plaza Theatre, Harrison, Ark.
Rialto Theatre, Harrison, Ark.
Ritz Theatre, Searcy, Ark.
Royal Theatre, Unionville, Mo.
Sandra Theatre, Wichita, Kan.
Southtown Theatre, Kansas City, Mo.
State Theatre, Wichita, Kan.
Strand Theatre, Creston, Iowa.
Strand Theatre, Kansas City, Mo.
Tivoli Theatre, Kansas City, Mo.
Tivoli Theatre, Maryville, Mo.
Uptown Theatre, Parsons, Kan.

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115 W. 18th St., Kansas City, Mo.

Phone Grand 2864

L. J. KIMBRIEL, Manager

MINNEAPOLIS

DEFINITE date has been set for opening of the Fiddlers Club. This theatrical fraternal organization will start its activities Aug. 30 at the Dyckman Hotel . . . Louis Blumberg, who resigned several years ago from the Warner Bros.' sales staff because of ill health, will wind up his Minneapolis vacation and return to his winter home, Palm Springs, Calif., at the end of this month . . . Word from Hollywood is that Tommy Charack, former Warner Bros.' salesman here and now playing leads in that company's films, walked off the set the other day because of story differences . . . The St. Louis Park Theatre, of which Harold Kaplan is part owner and manager, is now a favorite screening house for distributors. Latest preview there was Columbia's "He Stayed for Breakfast." Audience comment was favorable. A short time previously "The Sea Hawk" had been shown to an enthusiastic audience of invited exhibitors.

A. Kelly Evidon, Warner literary-minded ad sales manager, is now waging a crusade for faster traffic in the Minneapolis loop. His letters to the Star-Journal *editor are widely read . . . Roy Schlentz, Gopher manager, back from a vacation in northern Minnesota and at his Lake Minnetonka home. Frank Steffys, State manager, also spent a few days in northern Minnesota, fishing, during his recent vacation . . . Jan Jannsen, Lyric manager, spending his vacation motoring through northern Minnesota and Wisconsin . . . Arnie Saxe of the Saxe theatre family, Milwaukee, and an executive of a string of hamburger shops, in the city to check over local interests, which include the Marigold Ballroom . . . Sylvan Grodnick, assistant house manager of the former Seventh Street Theatre, vacationing in North Dakota. His brother, Bud, Fiddlers' Club treasurer, is with him.*

Out-of-town exhibitors visiting Filmrow included John Piller, Valley City, N. D.; Al Inman, Fairfax, Minn.; E. E. Thorpe, Kenyon, Minn.; Charlie Connought, Olivia, Minn.; Tony Paulson, Clear Lake, Wis.; Carl Blakeslee, Medford, Wis.; Paul Sramek, Meadowlands, Minn.; Don Buckley, Redwood Falls, Minn., and Lyle Webster, Chippewa Falls, Wis.

"Nickey" Goldhammer, RKO district manager, will ride in the State Fair horse show under the colors of the Eddie Merfield stables, it's reported . . . Don Galinsky, Warner booker and salesman here a few years ago and now living in Muncie, Ind., in to say "hello" to old pals . . . Maitland Frosch, the theatre supply man, has moved his speed cruiser from the St. Croix River to Lake Minnetonka and has taken a cabin at the Hotel Del Otero with his wife for the remainder of the summer.

Preliminary Hearing For Cassil Aug. 26

KANSAS CITY—Preliminary hearing on the anti-trust damage suit of Mr. and Mrs. Frank Cassil, Rialto, St. Joseph, Mo., will be held August 26 at St. Joseph by Federal Judge Merrill E. Otis. Judge Otis will open a special docket there at that time.

The Cassils are seeking $452,775 damages from Dubinsky Brothers and eight major distributors on grounds they manipulated releases in St. Joseph to the detriment of the Cassils' business.

DES MOINES

FOR SOME 25 odd years, Frank Greenland has been sneaking down dark alleys, hanging his head in shame and blushing fiery red when anybody asked him his name . . . bravely he's been answering, "Frank," to the embarrassing question while hiding away in the back of his mind the awful truth that he thought he had been christened "Francis Harry Peter Greenland." Now the Greenlands are going to Canada, so Frank had to take himself in hand and ask for a birth certificate. Fancy his joy and pride when the document arrived and Frank discovered that the skeleton he'd been hiding all these years wasn't there at all . . . he'd been christened just plain "Harry Peter Franz Greenland!"

Now that Margaret Sullivan's husband bought her that National Screen ping pong table which got pushed out by the AAI consolidation, Margaret will feel right at work at home . . . Most gals get a bee in their bonnet, but not Grace Simons . . . She got a bug in her waste basket . . . Harry Lloyd's work table let him down the other day and that hammering and sawing we heard in the back room the other eve was Harry fixing the busted bench, "If it took all night."

George Lofink and Woody Sherrill are still on the outside looking in at their intended suite at the Savery which is still being redecorated . . . they're still on the outside without even a look-in at 738 . . . Woody has suddenly taken a terrific interest in the mail order biz . . . but the blonde at Sears Roebuck is ordering this male . . . Loretta Dieling left Saturday for Chi to Detroit to Montreal to Quebec's 1000 Islands to Portland to Boston to N. Y.

One of our 13-year-old friends told us he thought "Ramparts" a swell pic . . . which is flattering to both the youngster and the "Ramparts" . . . That little monkey in "Sea Hawk" is getting all the raves around here . . . on our way over to see DD at Tri-States, we met Florine Weiland just back from a trip to Rock Island and Florine tells us it's no dice . . . Ruth Stafford is not only going to marry Jack Alber, September 19, but she's tempting the fates and sticking her tongue out at superstition by choosing a red dress for the happy occasion.

We found DD wearing those goodlooking redwood initials "DG" on her suit pocket and talking rather vaguely about a double-single feature poll she's going to take . . . A. H. Blank returned Wednesday from Colorado Springs where he's been for three weeks . . . Joe Kinsky of Davenport, Evert Cummings of Omaha and Art Stolte huddled here Tuesday over district managers' headaches . . . We stopped to talk of conscription and such with Louise Hadelman, Tri-States operator, and had to get acquainted with her all over again because she was hiding behind some new bangs.

Sam Horowitz brought his blue-eyed son up to Tri-States Monday. Now Sam knows what it means to play second fiddle . . . Hazel Dunn is spending her vacation waiting on Timothy . . . Howard cooldn't get his recess at the same time. Bill Scholl's important letter turned out to be a Christmas present from his mama . . . have you told her about Ruth yet, Bill?

If you go past the bank and see Chick Friedman, he's waiting for Lou Elman . . . if you see Lou Elman, he's waiting for Chick.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
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C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

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W. Va. Managers Invite Sen. Neely

WHITE SULPHUR SPRINGS, W. VA.—Senator M. M. Neely, of Fairmont, whose anti-compulsory block booking bill was severely condemned by the West Virginia Managers' Ass'n at this exhibitor organization's fifth annual convention last year, has been invited as a guest speaker at the unit's sixth convention which will be staged here at the Greenbrier, Tuesday and Wednesday, August 27-28.

Ed Kuykendall, president of the MPTOA, who sponsored the movement against the Neely bill at last year's convention, will be present to address the business session on questions of national importance to the theatre business.

J. C. "Jim" Shanklin, of Ronceverte, is convention chairman for the sixth consecutive year. Members of the entertainment and reception committee include Lester Rosenfeld, Charleston, chairman; W. B. Hines, White Sulphur Springs; Okey Ward, Summersville; D. E. Brown, Cabin Creek; Gene Hensley, Montgomery, and C. E. Kuhn, Cameron. Ladies' reception committee members include Mrs. P. M. Thomas, Parkersburg, chairman; Mrs. C. P. Church, Mannington; Mrs. L. E. Rogers, Welch; Mrs. J. C. Shanklin, Ronceverte; Mrs. W. B. Hines, White Sulphur Springs; Mrs. Okey Ward, Summersville, and Mrs. D. S. MacQueen, Lewisburg.

All exhibitors, managers and employes, whether members or not, are urged to attend the two-day confab, particularly the second day, by Sol J. Hyman of Huntington, president, and W. H. Holt, Richwood, secretary-treasurer. Registration fee is $5, which includes the banquet.

Membership Fee "Lowest"

"Jim" Shanklin, chairman of convention arrangements, stated this week that the membership fee is now the lowest of any theatre organization in the United States—only 1 cent per seat.

The West Virginia Managers' Ass'n affiliated with the MPTOA last year.

Sol J. Hyman, president, announced that many important questions will be discussed at the convention. These include taxation; the use of school property for 16mm portable shows; laws governing carnivals and traveling shows; license fees for dance halls, road houses, skating rinks, and also the "advent of a new menace to theatre owners, the slot machine movies.

"Come to our meeting on Wednesday at 1 p. m. and offer your suggestions as to how to combat all this competition that threatens or will eventually throttle our legitimate theatre investments."

Shanklin has contacted many of the New York, Cincinnati, Pittsburgh and Washington film managers, sales representatives and bookers, and has invited D. Boone Dawson, mayor of Charleston, as a guest speaker, in addition to Senator Neely and Kuykendall.

Vice-presidents of the West Virginia Managers' Ass'n are Mrs. P. M. Thomas, Parkersburg; G. W. Talbott, Elkins; N. B. Carskadon, Keyser; L. E. Rogers, Welch; R. W. Phelan, Clendenin, and Dr. C. P. Church, Mannington.

Greenbrier convention schedule:

Tuesday, August 27—Afternoon: Registration of exhibitors, managers, employes, relatives and friends. Evening: Ballroom dancing and previews of new productions in Greenbrier Hotel Theatre or Ballroom.

Wednesday, August 28—Afternoon: Exhibitors' and Managers' Meeting, 1 p. m. Evening: Seven o'clock Banquet. Dancing until midnight; adjournment.

Says Paramount Halts Service If Times Square Policy Stays

DETROIT—Paramount will refuse to serve the Times Square Theatre if the present policy is continued, according to word received from Alex Schreiber of Associated Theatres, who has been protesting against the multiple feature bills put on at the house. Schreiber's information came from an undisclosed source, it is understood, and is apparently not being handled directly through the local branch office because of the importance of the issues involved.

Schreiber's position is that other distributors should also refuse to serve the house as long as the policy is continued. He stated that a check this week showed the house ran four features again on Saturday.

AMPTO's 20th Confab In Pitt Oct. 21-22

PITTSBURGH—Twentieth annual convention of the Allied Motion Picture Theatre Owners of Western Pennsylvania, Inc., will be held at a local hotel Monday and Tuesday, October 21 and 22.

Convention chairman and committees will be named at an early date.

Officers will be elected and there will be several vacancies on the board of directors at that time.

"We trust that past experience will aid us in solving our immediate and future problems," stated M. A. Rosenberg, president, who added that there will be special guests in attendance and that all independent theatre owners and managers will be invited to participate during the two-day convention.

AMPTO directors stated that a large banquet and grand ball are being scheduled.

Last year's business sessions and social evening were Roosevelt Hotel events and it is likely that the same accommodations will be selected for the October 21 and 22 dates.

Next meeting of the board of directors is scheduled for September 6 at which time convention details will be discussed.

Three Remodeling Jobs Keeping Londons Busy

DETROIT—Julius D. London and his son, Milton London, have their hands full with construction in progress on three theatres at present. The Booth, headquarters of the circuit, is getting a new air conditioning unit for winter use, at a cost of $5,000. The Arcadia, whose marquee was razed in the current Gratiot Ave. widening, is to have a new front.

Construction on the new Midtown has temporarily stopped, pending determination of an opening date, which will be dependent upon better business prospects with cooler weather. The house has been finished on the inside, Milton London said, and now only awaits installation of equipment, a two weeks' job.

Several Warner Houses Undergoing Renovation

PITTSBURGH—Several local Warner Bros. neighborhood theatres are being renovated and modernized for the new show season. The Rowland, Wilkinsburg, is being decorated throughout. New panels are being installed and the paint job will take three weeks to complete. The Plaza in the Bloomfield district is being given a new modern front and other improvements are being made, including a new concrete floor and new seats. Another modernization program is under way at the Manor in Squirrel Hill. The circuit's Strand at Ridgway is being remodeled extensively and will be ready for a grand opening August 30.

Finishes Script of "Wife"

HOLLYWOOD—P. J. Wolfson is finishing the script of "Our Wife" for Producer Sam Bischoff at Columbia.

Renew Theatre Union Drive in Detroit

DETROIT—Intensification of organization activity of the Theatre Managers and Assistant Managers Union is under way, according to Roy Miller, president of the Detroit AFL local. The union drive for managers is making Detroit the focal point, said to be the only city where activity is being carried on openly.

James Parrish, who has been appointed business manager, is opening headquarters in the Wolverine Hotel. He said 11 new members were admitted last week, although total membership has not been disclosed. Miller said the union has not actually negotiated with any owners as yet, but would seek contracts starting in September or November, as is done by other theatre unions.

"At present, we have some circuits tied up, by an actual count of membership," Miller said. "There are rumors of cuts and changes in all these circuits now, and that is helping us a lot. The boys are flocking right in, because they don't know what will happen this fall."

Milt Broudy on Shulgold's Crown Pictures Staff

PITTSBURGH—Max Shulgold, manager of Crown Pictures, this week named Milton Broudy as booker and city salesman. Broudy, formerly with Columbia as accessory manager and more recently with Independent Display-Advertising Accessories, is a son of Dave Broudy, orchestra conductor.

Lawrence Carettie, until last week booker and city salesman for Crown, now is holding down the bookers desk at the Monogram exchange, succeeding Saul Perilman, promoted to a sales position with Monogram.

Remodel in Morgantown

MORGANTOWN, W. VA.—Metropolitan was closed this week for extensive remodeling and decorating. An entire new projection booth was being installed as the feature of the modernization. Reopening was scheduled for August 24, according to George Sallows, managing director of the Morgantown Theatre Co.

Detroit Production Venture Echoes in Tiffany Suits

DETROIT—Two suits, for amounts over a million dollars each, are in progress here, growing out of Detroit's one-time venture into the production field. The two suits were filed by James Cruze Productions, a California corporation, and are in effect, twin suits. One is against the Lay Improvement Co., a Michigan corporation, which is said to be owner of all the common stock of Tiffany Productions, and the other against L. A. Young, prominent Detroit capitalist, "whose first name is unknown," who was understood to be the principal figure in Tiffany.

Original suit was for $1,250,000, subsequently amended in a bill to $1,014,673.76 on each suit. This claim is based upon an alleged contract of August, 1930, according to which it is claimed that Cruze and Tiffany Productions agreed for Tiffany to accept ten pictures for distribution nationally and internationally.

It is alleged that Tiffany has been distributing for years, and perhaps up until the time of the suit, six pictures—"She Got What She Wanted," "Salvation Nell," "Race Track," "Women Go on Forever," "Hell Bound," and "Command Performance," but has failed to make proper accounting to Cruze for the productions.

It also is alleged that by not carrying out the agreement Tiffany caused the four other films on the schedule, "Those We Love," "The Last Mile," "Luxury Girl," and "Silent Thunder," to be produced elsewhere, at a loss to Cruze Productions. The papers filed contain detailed claims on production costs.

Present action in the suits is concerned with details in the bill of particulars, with a request for more specific data granted in part.

'Mothers' ' Censorship Trys Get Brush-Off

DETROIT—Political censorship of motion pictures was turned down by Police Commissioner Frank D. Eaman upon the petition of an organization calling itself the "Mothers of the United States of America." Present censorship in Detroit has been confined for 30 years to "indecent, immoral, or obscene" elements in pictures, but the "Mothers" proposed to censor propaganda in films. Apparently aimed at "Pastor Hall," their petition asked for a ban on films that would stir up feeling "against the peoples of any other nation."

The "Mothers" were squelched by Eaman, who further pointed out that it would be a practical impossibility, saying "The police department has a big enough job, and should not be required to pass upon the propriety of so-called propaganda motion pictures. The department has neither the personnel nor the organization to do this, and if it were attempted, the censor would be involved in constant controversy."

Utica Fair Offers Free Outdoor Films Nightly

DETROIT—A new wrinkle in "merchants' shows" appeared at the Utica Fair near here, in the form of a 75-minute feature film program nightly for fair visitors. The show is free, as is admission to the fair, and was staged by the fair management as an extra attraction.

The show was produced by Clifton Hayes, who has a circuit of merchants' shows in small theatreless towns in this territory.

UDT Opens the Michigan Early for Dorsey Show

DETROIT—Profiting by experience of the crowds which stormed the Michigan two months ago when Bob Hope played the house, UDT management opened the Michigan an hour early for the Jimmy Dorsey show. Souvenir pins, equipped with miniatures of two Dorsey records, were given to the first 200 through the doors each morning.

P. J. Wood Thumps for A Tolerant Attitude

COLUMBUS, OHIO—P. J. Wood, secretary of the ITO of Ohio, asserted in a statement that the "public should not pass judgment on members of the movie industry accused of communistic activities until they have been given a fair trial."

"It will be found," Wood said, "that the motion picture industry harbors no more individuals of communistic and subversive tendencies than will be found in any other large industry.

"In event any of them are found guilty, they should be cast out of the industry and their names immediately erased from every theatre marquee in the country," Wood added.

Manos and Notopoulos Buy RKO 100 Per Cent

NEW YORK—The Manos Amusement Co. and the Notopoulos circuit have signed deals with RKO involving 100 per cent features and shorts for the new season.

Manos Amusement numbers 14 theatres in western Pennsylvania, and Notopoulos, 13 houses in the same area. Nat Levy, eastern district manager, and Herb Greenblatt, Pittsburgh branch manager, represented RKO.

Cox and Wells Buy One

MCARTHUR, OHIO—The Vinton here has been purchased by J. T. Cox and A. J. Wells, as the Vinton Theatre Co. Former owner was W. D. Smith.

Burlesk at Youngstown

YOUNGSTOWN, OHIO—The Grand here, formerly the Princess, dark since last spring, has reopened with stock burlesque. Jack Kane is manager.

Corn Roast Attracts 150 to Carnegie

Carnegie, Pa.—The eighth annual corn roast at the Dr. C. E. Herman farm, Sunday, August 18, brought out 150 industry members. The outing is regularly sponsored by the Allied Motion Picture Theatre Owners of W. Pa., Inc.

PITTSBURGH

FILMROW was deserted Tuesday when the many old-time friends of Ed Lebby and Bob Lynch motored up to Conneaut Lake to pay tribute to the retired film men who together devoted a half century to film sales in the northwestern Pennsylvania area. Events of the day included golf, fishing, boating, games and frolics and a great testimonial dinner at the Conneaut Lake Hotel.

Mike Cullen, Loew's district manager, was on the job here for a week, boosting "Boom Town" from morning 'til night . . . Jim Rogers is opening a new house in East Huntington, W. Va. . . . Jack Judd Theatre Poster Service is distributing the silk screen product of United Advertising Accessories of Los Angeles and the new 40x60's *and other banners we have seen are great show cards . . . A. P. Way, DuBois exhibitor, has been enjoying a fishing trip . . . Harry Kalmine, C. J. Latta and Joe Feldman of the Warner circuit office recently made a tour of northern Pennsylvania, visiting the theatre and inspecting the renovated Strand, Ridgway, which will be reopened this week . . . Sam Neaman, Natrona exhibitor, has been ill at the home of his brother-in-law, Lou Padolf, in Parkersburg, W. Va., and will return here to the Montefiore Hospital.*

Walter Lowe, Moundsville, W. Va., exhibitor, will soon occupy the new residence which he has been building in Glenville, W. Va. Loew's partner, M. E. Sperling, has recovered from a recent illness . . . Bill Heaton, Pennsboro, W. Va., a Filmrow booker this week, stated that he would attend the convention at White Sulphur Springs . . . Michael Karolcik, Fayette county commissioner, came in this week and plunked down $3.50 for a renewal to BOXOFFICE for two years.

M. A. Rosenberg, AMPTO prexy, was in Washington, D. C., for several days last week "on national Allied business" . . . It's a boy for the Eddie Macinskis. Papa is night shipper for M-G-M . . . Steve Rodnenok and Pete Alderman were vacationing this week at Rehoboth Beach, Del. . . . C. C. Kellenberg has been named as local S. R. Kent drive leader in the 20th-Fox campaign . . . Louis Krieger has set his "The Outsider" at the Fulton for a September 4 opening.

Sympathy to Harry Rees, veteran UA salesman, whose brother, Bronson B. Rees, died last Saturday. Bronson Rees had been a well known sandlotter and was on his way to major league ball until injured in an auto accident in 1922 . . . Another oldtimer passed on last week in the death of Dennis J. O'Brien. "Dennie" will be remembered as a salesman with old Pathe.

Variety Post No. 589, *American Legion, was presented with a fine loving cup emblematic of third prize in Americanism by the A. L. Department of Pennsylvania at the state convention in Reading last week. The award was in recognition of Pittsburgh's May* 1 *Americanism Day of which C. C. Kellenberg, Variety Post adjutant, was general chairman . . . Claude Robinson, the Clarksburg showman, is back on the job after vacationing in Hollywood . . . Guy (Paramount) Peterson's family has spent the summer in Maine . . . Charles Marsh, Wheeling exhibitor, has returned from the World's Fair and a New York vacation . . . Father of Les Bush, of Grafton, W. Va., has been very ill . . . Min Gable, Paramount exchange cashier, is vacationing in the west . . . John T. McGreevey, Harris circuit executive, is in Atlantic City . . . Peter Antonoplos and*

(Continued on page 30)

Committee Smoothes Film Frolic Plans

GIRARD, OHIO—Plans for the second Film Frolic of the year, set for September 10 at the Mahoning Country Club, are going ahead under a committee of film salesmen and exhibitors which announces that United Artists district manager, Bert Stearn, will be toastmaster.

Peter Wellman, originator of the Film Frolics, has only one object in making them successful and that is to furnish a day of fun. For the price of a ticket—$2.50—the holder is entitled to the whole program of entertainment including golf, dinner and dancing. Door prizes will be provided. Also special events prizes. It is expected that the entire Cleveland-Pittsburgh movie personnel will attend.

Exhibitor committee on arrangements are: For Ohio: Joe Trunk, Youngstown, chairman; Paul Ellis, Warren; George Delis, Canton. For Pennsylvania: Bert Dattola, New Kens; Dr. C. E. Herman, Carnegie, and Jim Alexander of Republic Pictures. Salesmen's committee is composed of Lou Geiger, UA, chairman; Walter Brandt, Vitagraph; George Rosenbaum, Universal; Edwin Bergman, 20th-Fox; Ted Scheinberg, 20th-Fox; "Buck" Stoner, M-G-M; Mannie Glick, Columbia; Carl Scheuch, RKO, and Jack Lefko, Republic.

Tickets may be purchased from any member of the committee, from all exchanges in Cleveland and Pittsburgh and at the Mahoning Country Club in Girard.

Paralysis Precautions Hurt W. Va. Business

CINCINNATI — Infantile paralysis epidemics raging in Charleston and Huntington, W. Va., and all of Cabell county, are shutting off the shipments of film from exchanges here, due to houses closing, and also to decreases in business which, in some houses, has declined 60 per cent.

The congregation of minors under 16 has been banned in theatres, swimming pools, picnics and all public gatherings. According to reports, Fox's colored theatre at Huntington has closed. Other closings due to the disease reported are the Mecca at Guyandotte, W. Va., and the Virginia at Milton.

Several cases of the disease have also been reported in Kentucky and southern Ohio.

Woodrow Meyer Resumes Warner Sandusky Post

CANTON, OHIO—Woodrow Meyer, for the last year assistant manager at the Warner Ohio here, has been returned to Sandusky, his former home, and will be with the Warner organization there. His place at the Ohio will be taken by Harold Roseman, previously connected with the Lincoln in nearby Massillon.

Irvine, Ky., Strand Fire Inflicts Heavy Damage

IRVINE, KY.—Fire originating in the projection room of the Strand caused total damage estimated at $25,000 to the theatre and three stores. Two doors of the theatre were jammed momentarily when the 400 patrons rushed for exits. Two persons were slightly injured.

AMPTO Goes to Bat Against Recent Booking Impositions

PITTSBURGH—AMPTO of W. Pa., through Fred J. Herrington, secretary, this week urged "better booking cooperation" on the part of the various film distributing offices. He said fewer prints of each subject have been in circulation here during recent months which has resulted in this complaint. Said Herrington:

"It has been called to our attention that a number of abuses are recently being perpetrated against theatre owners regarding the matter of prints by almost all companies.

"One: Shortly after you (the exhibitor) have booked a picture you may receive a letter or phone call advising you that due to a re-arrangement of bookings, on the part of the exchange, and in which matter you were not consulted, you are asked to pull your print and change your playdate.

"Two: You are asked to become a film messenger in relaying and delivering prints to some other center or shipping point, on the excuse that you will avoid a miss-out for some exhibitor.

"These constant abusive demands are becoming obnoxious and may lead to others, even worse, unless you protest and refuse to comply. There is nothing in your contract that either states or implies that you must give up prints once they are confirmed, because the distributor sees fit to re-arrange his bookings. Let them order a sufficient number of prints to accommodate their customers, who pay print costs in the final analysis.

"This is the true answer and will also eliminate the second complaint because there will be no pell-mell rush to attempt the physical impossibility in trying to have two prints in the same place at one time or risking a possible miss-out. The responsibility in these matters is not the exhibitor's; it is distinctly a problem for the exchange to solve.

"Stand by your rights and refuse to comply with any unreasonable demands."

Public Demand Returns Disney Festival

Cincinnati—So insistent was public demand for the "Walt Disney Festival," withdrawn from the Orpheum following a week of excellent grosses, that the feature was hastily returned three days later. Repeated phone calls and evident disappointment on the public's part caused the change of heart, and "We Who Are Young," stepped back.

Pioneer Film Exchange Is New Ochs, Deutsch Firm

CLEVELAND—Herbert Ochs and Dick Deutsch, franchise owners of Film Alliance and Select Attractions, are now doing business under the name of Pioneer Film Exchange, with office in the Warner Bldg.

Their franchise for Film Alliance covers Ohio, Kentucky, Michigan and Indiana. The Select Attractions franchise is for Ohio and Kentucky.

Ochs, manager of the exchange, announces that all of their 1940-41 product is completed and available for booking.

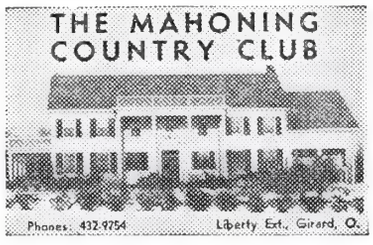
Jack Shea Concludes Deal With Herbert Ochs

CLEVELAND—Jack Shea of the Shea circuit was in town last week and concluded a deal with Herbert Ochs of Pioneer Film Exchange, for Film Alliance product for the Shea situations in the Ohio territory. Shea also booked the first three Film Alliance releases, "Spies in the Air," "Murder in the Night" and "False Rapture."

Scripts "Tobacco Road"

HOLLYWOOD—Nunnally Johnson is scripting "Tobacco Road," from Jack Kirkland's play.

COME EARLY AND STAY LATE



BRING THE LADIES AND YOUR FRIENDS

You Are Invited to the

FILM FOLK FROLIC

For Exhibitors and Distributors of Ohio and Penna.
on Tuesday, Sept. 10th, 1940

Tickets $2.50 Include

18 Holes of Golf ❖ Chicken or Steak Dinner ❖ Dancing

MAHONING COUNTRY CLUB
GIRARD, OHIO

Tickets on sale at all film exchanges in Cleveland and Pittsburgh.

Pleistocene Publicity

Detroit—A million years haven't altered the role of a tree as man's most convenient refuge from the predatory animals, be the four-footed or feminine. A hardy descendant from that glamorous age, "One Million B. C.," today ushering in Donald Kuhn's Palms-State, confirmed the fact when, attired in the ancestral garb of caveman forebearers, he ventured forth to decoy prey to the air-conditioned Palms-State. It seems he reckoned without an atavistic stirring in the breast of Detroit females, who espying the strolling caveman, descended upon him in packs, driving him to roost in a Grand Circus Park tree-top.

Extensive Equipment Sales Announced by Morrone

PITTSBURGH—Arthur F. Morrone of Superior M. P. Supply Co., announces the following sales and installation of equipments:

Meade, Meadville, Pa., 500 seats; projection machines, lamps, screen, lighting fixtures, all booth equipments. Meade to be opened soon by Dr. H. C. Winslow and Charles Truran.

Park, Library, Pa., 500 seats, projectors, lamp and rectifiers, screen, all booth equipments. The new theatre at Library is owned by Jerry Castelli, exhibitor at Hills Station, Lawrence P. O., who will manage the house when opened within a few weeks.

Rivoli, Ebensburg, Pa., 680 seats, projectors, lamps, screen, booth equipments, etc. Ray Allison, general manager of Cambria Theatres, Inc., has set August 31 as the opening date.

Lincoln, Warwood, W. Va., lamps. Installation made for Joe Mercer.

Park, Greenfield avenue, Pittsburgh, 480 seats. This new theatre in the 15th ward will be opened the second week in September by H. L. Perer.

Paramount, Braddock, Pa., 573 seats. Reseating job ordered by M. N. Shapiro-Archie Fineman circuit, Bob Leiber, manager.

New unnamed theatre, Mt. Pleasant, Pa., 650 seats; lamps, projectors, screen, booth equipments. This new theatre, under construction, replaces the old Cox, for William Leibovitz.

Lund, Carmichaels, Pa., 480 seats, projectors, lamps and rectifiers, screen, etc. This newly remodeled and enlarged house replaces the old Ross and is now owned and operated by John Lund and his son, Werner.

Cove, Hollidayscove, W. Va., lamps, ordered by N. G. Anas.

Manas, Weirton, W. Va., lamps, sold to N. G. Anas.

Plaza, Brownsville, Pa., lamps, sold to C. W. Dickinson.

Scott Circuit Acquires South Fork Palace

SOUTH FORK, PA.—The Palace was transferred August 19 from Mrs. Marjorie Crissey to the V. F. Scott circuit.

On September 1 the Scott circuit acquires the Sherkel, Houtzdale, from Carl M. Sherkel, veteran exhibitor, who is retiring.

Petitions in Altoona

ALTOONA, PA.—Petitions are in circulation here for a referendum on Sunday motion picture exhibitions after 2 p. m. The issue will be hotly contested here, judging from current reactions. Opposition is being met in the circulation of petitions.

DRESS UP YOUR GIRLS!
UNIFORMS
Beautiful and Unusual Designs
PEARSON AND GLASS
202 Westminster Ave. Detroit
Telephone Trinity 2-7479

Remodeling Job Closes Colonial to Aug. 31

DETROIT—The Colonial is closed for remodeling after 17 years of 24-hour-a-day operation, according to Raymond Schreiber, head of Midwest Theatres. New floor, seating, and complete drapery and decoration will be installed.

The house will reopen with pictures August 31, with a return to stage shows on September 22, the only downtown house on a permanent stage show policy.

Ray Allison Invites to Ebensburg Opening

EBENSBURG, PA.—Cambria Theatres, Inc., will open the new Rivoli Saturday, August 31, Ray Allison, general manager, stated this week. The new structure replaces the old Rivoli which was destroyed by fire last winter. Friends in the trade are being invited to the inaugural. The new Ebensburg house marks the tenth unit in the Allison circuit.

Urlings Start Building Pine Grove 400-Seater

PINE GROVE, W. VA.—Construction has been started here on a new theatre which will seat 400. Owners are Walter B. Urling, circuit exhibitor, and his brother, L. H. Urling, a dentist of Steubenville, Ohio. The theatre, unnamed, will be ready for opening around the first of October.

"Boom Town" Booms

NEW CASTLE, PA.—Western Pennsylvania's inaugural of M-G-M's "Boom Town" was an event of August 23 at the Penn where admission prices were scaled upwards by 25 per cent. M. D. Conn, manager, staged a "double" campaign, by increasing all advertising at least 100 per cent. Advance newspaper space and exploitation, including colorful heralds inserted in newspapers, and 25 radio announcements on WKST, were among the "Boom Town" drive features.

Buying Equipment

PITTSBURGH—J. A. Angros has contracted for new sound and projection at Coudersport, Pa., where a new theatre is being constructed for him by D. Serrao. Other recent equipment sales have been made to the Harris circuit for the St. Marys, St. Marys, Pa.; H. L. Perer's theatre on Greenfield Avenue, which is nearing completion; Norbert Stern's South Park Drive-In; Gem, Derry, Harry Rachiele, and the Aliquippa, West Aliquippa, Abraham Rothenstein.

Kosco Building

BROCKWAY, PA.—Concrete was poured and the foundation of the new building has been completed for Joseph B. Kosko's theatre. The lumberjack-exhibitor is in charge of the project.

COMPLETE Theatre Booking Service serving Western Michigan Exhibitors.
To Save TIME: To Save WORRY—Call or Write
CLIVE R. WAXMAN
P. O. Box 905 Madison Sq. Station.
GRAND RAPIDS, MICH. Phone 3-2693

: PITTSBURGH :

(Continued from page 28)

family have returned from their eastern vacation.

Tex Ritter and his Musical Tornadoes, including Slim Andrews, will be the grand attraction at Kennywood Park, Sunday, August 25. Tex will likely visit at the local Monogram exchange while in the city area . . . Casino's burlesque season will be inaugurated with a midnight show Sunday, September 1, George Jaffe announced the other day . . . RCA's Charlie Underhill is vacationing . . . Newly born daughter of the William Naidenoffs has been named Elizabeth. Papa is the well-liked theatre decorator.

Paul Fedor, head usher at the Stahl, Homestead, discovered a fire in the adjoining storeroom last Friday night. After summoning the fire department, Fedor closed the exit from the theatre leading to East Eighth Avenue and told departing patrons to use the East Ninth Ave. exit. The show continued and patrons were unaware that firemen were extinguishing the flames which badly damaged the interior of the store.

More than a million persons are expected to attend the Allegheny County Free Fair during the week starting August 29. Last year the South Park fair attracted 1,300,000 persons . . . Harry Kalmine was in New York last week attending a Warner zone managers conference . . . The new Westmor, Huntington, W. Va., seating 600, being erected by F. & Y. Theatre Builders, for Bert Hukle, is scheduled for opening within the next few weeks. Front will be of structural glass and the modern equipped auditorium will be air-conditioned . . . John Lund is spending the summer at Deep Creek Lake, Maryland, where he has a cottage under construction.

V. O. Wadkins, Indiana manager for the Manos circuit, is vacationing at Richmond, Va., and other Manos managers vacationing are Ernie Dock, Vandergrift, and John Ward, Blairsville . . . George F. Callahan sr., of Exhibitors Service, was in Philadelphia on business this week and George jr., was vacationing at Virginia Beach, Va. . . . Sympathy to John McBride of the New Granada whose brother died in Cleveland last week . . . Sid Jacobs, Warner circuit manager for West Virginia, is vacationing at Ocean City, N. J., and Bunny Lieberman of the Squirrel Hill and Harry Thomas of the Schenley are at Atlantic City.

Sam Fineberg of Republic Pictures was busy this week in connection with the annual Variety Club picnic, Sunday, August 25, at Camp O'Connell . . . Pete Dana, new Universal manager, served as "King" at the August 12 dinner and Ira H. Cohn, 20th-Fox, resigned as monarch at the August 19 dinner . . . Jimmy Balmer will be in charge August 26 and Brian McDonald has the September 2 assignment . . . Turtle Derby activities continue with 400 total sales to date . . . The Variety Clubs of America have issued a new 52-page "Heart of Show Business" booklet which states the purpose of Variety, lists national officers, tent officers, charity reports and pledges, committees, constitution and by-laws, etc.

Pittsburgh Theatre Co. of Pittsburgh, Inc., owner of the Clark Building on Liberty Ave., has appealed against the county tax assessment, asking for an assessment of $2,160,500 *for land and building instead of* $2,717,210.

Need of Organization Charted by Howard

BOSTON—"Only exhibitors who are unaware of what is going on in this business or who are hopelessly gullible will rely on the Benedict Arnolds of the exhibitor movement to protect them in times of stress," Arthur K. Howard, business manager of the Independent Exhibitors, told New England indes this week.

"If you want to remain independent," Howard continued, "be independent! Whatever you do, don't lend support to self-serving leaders who are seeking to weaken Allied in order to gratify their own ambition and greed."

Howard predicted that during the next 12 months unaffiliated exhibitors will find that they will have to rely more and more on regional and national associations for advice and assistance. Buying terms and conditions, Howard contended, are not only becoming more onerous but are also becoming more complicated and confusing.

Would Need Organization

"If, as we still hope," Howard stated, "a general arbitration system is put into operation, the exhibitors will have to rely on their local and national organizations to represent them.

"Every exhibitor should be asked: 'Do you belong to a well-organized, efficient regional which is in turn affiliated with Allied States Association?' If he answers in the negative, he should be informed that only by joining such a truly independent body can he secure the expert and disinterested advice and assistance that he will need in the months to come. It should be pointed out to him that associations dominated by the affiliated chains (and hence by the Hays association) cannot be expected to protect him when his interests run counter to those of the distributors and the chains."

Howard prognosticated that operations of the Allied Information Department should be of immense value to exhibitors. Every independent theatre owner in New England is being canvassed by Allied in the first batch of buying survey questionnaires to be mailed out of the Boston office. Participation is voluntary, Howard repeated, and exhibitors are cautioned not to sign or add identification notations to the A. I. D. forms.

Campobello Island House Gets Canadian Patronage

BOSTON—The Maple Leaf has been opened on Campobello Island off of the Maine-New Brunswick coast because of the Canadian restrictions forbidding export of money by Canadian tourists for expenditure on U. S. amusements. The theatre, which is being operated as a community affair, is being patronized largely by individuals who formerly attended Maine picture houses at Lubec and Eastport. Campobello Island is the site of a summer residence of President Roosevelt.

Free Outdoor Shows

MANCHESTER, N. H.—Free open air picture shows are the latest idea as a crowd-puller in this section. A large dine-and-dance establishment on the Daniel Webster Highway, 12 miles south of Manchester, is offering the ozoners gratis each Monday and Friday evening.

A Bouncing Check Returns Lawsuit

Boston—A lawsuit, alleging sound nuisance, has been filed against a Massachusetts theatre operating concern. Previously, a tentative understanding to eschew the litigation had been bound by a check for $450, payable to the present litigant. The check bounced. The story goes on from there.

New Britain Operation by Kounaris and Marlemes

NEW BRITAIN, CONN.—Nick Kounaris, a well-known business man of this city, and Nick Marlemes of Florida, a theatre operator, have reached a settlement with the Massachusetts Theatres, Inc., and Falcon Nest 88 to take over the management of the New Rialto on Broad Street here. Papers in the transfer of the lease on the theatre were filed at the city clerk's office last Wednesday.

The new lease was signed by Kounaris and Marlemes, who will operate the house as partners, and by officials of the Nest.

Kounaris and Marlemes announced that the theatre will be opened during the first week of September as the Roxy.

Extensive interior and entrance renovations are slated.

Kounaris, president of the local Crown Ice Cream Co., has been in business for about 30 years, while Marlemes, his partner, has been in the theatre business in Tarpon Springs, Fla., for about 17 years.

Connecticut Retailers Report Sales Increase

NEW HAVEN—As a result of the report of 306 firms in the state, it is found that practically all categories of retail business in Connecticut showed substantial increases in sales in June of this year over the same period of 1939, with automobile sales leading the field.

A national advertising campaign designed to attract new industries to the state, will be undertaken in October, according to S. A. Edwards, managing director of the state development commission. A full page advertisement in October issue of *Fortune* will lead off the campaign. The commission has an advertising budget of $15,000 for the 1940-41 fiscal year.

Myers Testimonial Dinner Will Feature Confab

BOSTON—Frank Lydon, president of the Independent Exhibitors, Inc., has announced a testimonial dinner at which Abram F. Myers, Allied general counsel, will be guest of honor, will be one of the features of Allied of New Jersey's 21st annual convention at Atlantic City, on September 25, 26 and 27.

Lydon and others from the New England unit are making tentative attendance plans.

Files for Waldo, Gorham, Millett

BOSTON—George S. Ryan, anti-trust attorney, filed requests for findings of fact in the anti-monopoly litigations of the Waldo Theatre Corp., Kenneth Gorham, and C. F. Millett.

16mm Invasion Spurs Independent Defense

BOSTON — The Independent Exhibitors, Inc., has come out against 16mm free films in New England, commenting: "Up to now, we here in the east have escaped this savage competition which has raised havoc with theatre business in the mid-west."

The organization, meeting in Boston for a business session, unanimously voted the following resolution:

"Whereas, 16mm free show competition is spreading into New England, and whereas, this type of competition has made serious inroads into the business of nearby theatres wherever it has appeared, now therefore be it resolved that we petition the producers and distributors of the United States to cease forthwith the distributing of their pictures to 16mm distributing companies for the commercial showing of their short subjects and feature-length motion pictures, and be it resolved that this organization endorse the mandate of the annual convention of Allied States Association of Motion Picture Exhibitors instructing a committee to wait on the distributor executives to this end, and

Be it further resolved that copies of this resolution be mailed to Allied States Association of Motion Picture Exhibitors and the presidents of each of the motion picture distributing companies."

Used Regular Features

"Free shows," according to Arthur K. Howard, business manager, "have been run here in Medford, Wayland, Reading, Franklin, Sudbury, Lexington, Woburn and Lowell. No doubt there are others which have not been reported to us. A company operating out of Boston is selling roadside stands and others this service. They are using regular feature pictures which have been reproduced on 16mm film."

Howard stated that the Independent Exhibitors, Inc., earnestly solicited the cooperation of New England independents in "tracking down this menace." Howard requested that independents report to him any and all instances of such competition. He affirmed that the organization would advise individual exhibitors what to do in specific instances of 16mm gratis show invasions of their neighborhoods.

Allied States Association, Howard states, has already appointed a national committee to consult the heads of major distributing companies with a view to stopping this competition.

Harris Bros. Will Reopen In Hartford With Vaude

HARTFORD—The Harris Brothers will reopen their 4,000-seat State, closed for the summer, on August 30, with the Andrew Sisters and Joe Breese and his orchestra as stage headliners. Ted Harris will manage the house, which is the only one in the state to bring big-name vaudeville to its patrons regularly.

Would Bar Carnivals

NEW BRITAIN, CONN.—Opposed to carnivals and holding there is no real necessity for them in this city, Alderman Lawrence J. Goulan said last Wednesday that he plans to seek at the next council meeting an ordinance which will bar such shows from the city.





Stars Descend on Harry Botwick—

Notes before Patricia Morison's personal appearance in connection with "Untamed," in Portland, Me., are perused by the State manager. In the adjoining frame Brian Donlevy is selling Botwick a bill of goods labeled "The Great McGinty."

HARTFORD

WITH September and the start of a new film season in sight, local theatre managers have begun planning new stunts for that time . . . Loew-Poli houses offered free season passes to those patrons submitting suitable slogans.

Fish stories: Joseph Gallagher, member of the service staff at the M&P Allyn, reportedly caught a 200-pound shark while on vacation along the Connecticut shoreline . . . Hillmer D. Robinson, assistant to Manager George E. Landers at the E. M. Loew's, got in some swell sword fishing while vacationing at Pleasure Beach, down Watertown way . . . In New Haven on business was Michael Daly of Hartford, Plainfield, and Lowell.

Oscar Cappuccio, maintenance man at the E. M. Loew's, took his family with him on a Rye, N. Y., vacation . . . Mrs. M. Oakley Christoph, film columnist for the Hartford *Courant*, was a New York visitor . . . In this area was Harry Green, New England representative for the Alexander Preview Co., of Colorado Springs, Colo., from the Big Town . . . James D. Tuttle, doorman at the E. M. Loew's, visited in Sound View.

While Manager Jack A. Simons of the Loew-Poli was vacationing here and there, Louis A. Cohen, Loew-Poli Palace manager, who had been out of town filling in for Loew-Poli managers on vacations, came back to town to handle both houses for a few weeks . . . George E. Landers, E. M. Loew's manager, was in New Haven.

Albert Duffy, formerly of Hartford, has sold "Man Alive," an original story, to 20th-Fox . . . Ruth Chatterton has been breaking records on the straw hat circuit . . . Paul Binstock, former manager of the WB's Lyric on Park St., was recently in Chicago . . . Front at the Harris Brothers' State has been given a fresh coat of paint.

Herbert Goldfield, member of the service staff at the E. M. Loew's, took a one-day trip to Sound View to get in some swimming . . . Patricia Kenney, cashier at WB's Central, West Hartford, vacationed in the Catskill Mountains. While she was out of town, Barbara Farrell filled in . . . State, Torrington, has been giving away free comic books at Saturday matinees to the Handcuff City kiddies . . . David O. Selznick has been spending the summer with his family at his Torrington farm . . . Lester Markoffski, projectionist at the main stem Proven Pictures, has left for his vacation, destination unannounced at departure.

Joseph Loftuss, janitor at the Colonial, has been on vacation . . . Martin Cherlin, former member of the service staff at the Loew-Poli, is now selling cars for the Sloate Chevrolet Co. here in town . . . Air-conditioning has been running smoothly at the Colchester, Colchester . . . In New Haven were Charlie Repass, Maurice Schulman and Martin Kelleher.

Sammy Haddleman of the Capitol, Bridgeport, tripped through Massachusetts . . . Ernest Gracula, manager of the Torrington State, was a Bridgeport visitor . . . J. R. Shields of the Capitol, Ansonia, is now back on the job, following a vacation . . . Present plans call for the reopening of the Alhambra, Torrington, about Labor Day with offerings of pictures and vaude.

W. C. Ament, Pathe News general manager, has been resting in this state . . . Michael Sirica has had the front and lobby at the Capitol, Waterbury, repainted . . . Elizabeth Knickerbocker of the Colonial, Canaan, has been at Milford Beach . . . Practically all managers in the territory who had "Leopard Men of Africa" at their theatres used the mechanical animal display in lobby stunt . . . The other Sunday saw some 72,000 people in attendance at the Ocean Beach Park, New London. Park officials say that many people come from not only this state, but Massachusetts and Rhode Island as well.

Henry Boehm, advertising director at the Harris Brothers' State, has returned from a Rhode Island vacation . . . Dorothy Gherlone, Loew-Poli cashier, has been vacationing at Washington, Conn. . . . Astrid Ellman, Harris Brothers' State cashier, vacationed in Newport, R. I.

Congratulations are in order for Joe Powers, night watchman at the Loew-Poli, who is currently 70 years old, and can now lay claim to some 30 years in show business . . . While Wallace J. Cooper, Loew-Poli assistant manager, was vacationing in Delaware, his duties were taken over by Russell Grant, student assistant . . . Samuel M. Harris, one of the owners and operators of the Harris Brothers' State, has moved from Westbourne Parkway, Hartford, to Fern St., West Hartford.

The Glastonbury, Glastonbury, offers ovenware to patrons nowadays . . . After having been thoroughly renovated, the State is slated to reopen August 30 with the first offering of its new vaudeville season . . . Jenny Sumowski, Loew-Poli candy girl, took a trip to Norwich for a picnic . . . Herbert Pivnick, Loew-Poli doorman, is slated to return to his studies at the Teachers' College of Connecticut at New Britain, come school time in September.

Sidney Wallper, assistant chief of service at the Harris Brothers' State, has returned from a Sound View vacation . . . Helen Ellis, Loew-Poli Palace cashier, contemplates spending her vacation this year at Beaver Lake, N. H. . . . Anne Barault, candy girl at the M&P Allyn, has returned to town after vacationing at Beach Park.

BOSTON

MARTIN TUOHY, operator of the Leroy in Pawtucket, was in from Rhode Island . . . Oze Tessier, operator of the Royal and Rialto in New Bedford, was a film district visitor . . . Hannah Brand of the home office staff of the E. M. Loew circuit has been vacationing near Whitefield, N. H.

Phil Berler, booker for the E. M. Loew circuit, is mourning the death of his mother who died last Friday following a long illness.

Mrs. Alice MacDonald was buried in Portland last week. She was the aunt of William and John Scully of Universal, Frank Scully of M-G-M, and Florence Scully Slater of the local Universal branch.

Tom Vitri, booking the crown in Lowell for Rose and Michael Fasano, is operating the house on a double-feature policy with three changes a week . . . Mary Trainor, veteran Columbia employe, is again hospitalized and seriously ill.

Helen Fitzgerald, the smile at Nesti's, went on vacation this week to Lake Champlain in Vermont . . . Florence Scully of the local M-G-M booking office, started a Maine vacation . . . Solly Levin of the local Metro exchange returned to work Monday.

J. A. Kendis was in from California. His future itinerary includes Washington, points south, and a return to the west coast . . . Steve Broidy, Monogram director and president of the Boston Friars Club, was in New York . . . Pearce Parkhurst, formerly of the Frederick E. Lieberman and Graphic Theatre chains, is managing the open air theatre in Methuen.

W. E. McCarthy, formerly manager of the Majestic in Burlington, has been cov-

ering Berlin, N. H., during the illness of E. O. Gilbert. The circuit controls the three in the New Hampshire city . . . James Tobin, manager of the Premier in Newburyport, has returned from vacation leave . . . Joseph Liss, manager of the Strand in Clinton, also back from summer leave.

R. E. Morris, manager of the Colonial in Laconia, has been supervising renovations at the John S. Giles house . . . Marie Coleman of M-G-M has returned following a southern tour which included stopover at Sea Island . . . Pat McGovern of the M-G-M accounting department left for a Toronto vacation . . . Helen Chansky, secretary to Charles Wilson at Republic, has been vacationing.

Charles Stern of United Artists has been in Boston . . . F. J. McCarthy, Universal executive, was also in the Hub . . . Joel McCrea, Frances Dee, and their two sons have been sojourning in Maine . . . Dick Sears, long time newsreel cameraman now with Universal, has been taking part in army training procedures. He holds a commission in the signal corps.

Ben Domingo, RKO city manager, put out a hook for autograph seekers last week at the RKO Boston when he planted Orrin Tucker and Bonnie Baker in the mezzanine for their opening show at the house and advertised that the pair would "sign autographs and copies of 'Oh Johnny, Oh!'"

George and Leonard Kraska of the Fine Arts in Boston have been in New York negotiating for product for the Back Bay house which will reopen next month following a summer close down . . . Florence Buckley, short subjects booker for the E. M. Loew circuit, has returned from vacation . . . Marion D. Bell, secretary to Maurice N. Wolf at M-G-M, spent a golfing weekend at Cape Cod . . . Marion Fineberg of National Theatre Supply has been on summer leave.

Florence Scully Slater of Universal has been vacationing at Harwichport . . . Jack Martin of Republic planned to spend this week at Cape Cod . . . Lyn Copeland of the Republic office, sister-in-law of Phil Berler of E. M. Loew, planned to be at Bethlehem, N. H., part of this week . . . William Spragg, manager of the M&P Theatre Corp. fifth district, has been sojourning at Bridgton, Me., and yarning occasionally with local theatremen, C. F. Millett and Elmore Rhines.

William Johnson, formerly manager of the Opera House in Millinocket, Me., for the Graphic circuit, is now covering the Smalley in Fort Plain, N. Y. . . . Gene Kennan is now covering the Maine situation . . . Jack Melincoff and Christopher McHale, Warner managers respectively at the Warner and Broadway in Lawrence, are back from vacations . . . J. R. Pickett, manager of the Capitol in Willimantic for Warner, has also concluded his summer leave . . . Al Nasif of the Capitol Theatre Supply went on a summer sojourn Monday.

Paul Nagle has been substituting for Edward O'Neill as assistant chief of staff at Loew's State in Boston, while O'Neill has been taking part in National Guard maneuvers . . . Dale McCarthy, daughter of Charles McCarthy of 20th-Fox, recently married Robert K. Joslin in Taunton.

Leon Foster, Capitol Theatre Supply Co. executive, Mrs. Foster, and L. L. Foster jr., have been vacationing at Millinocket, Me. . . . Arthur K. Howard, business manager for Independent Exhibitors, Inc, has been accumulating his vacation time on a split-week basis . . . Nate "one shot" Ross, local salesman for UA, has been negotiating a change of residence . . . Sam Sternberg has been running a quiz on the stage of the Gates in Lowell . . . Doris Berman of United Artists has had a cold.

State insurance officials have been covering Maine theatres to ascertain if Pine Tree State exhibitors have fulfilled requirements of newly enacted safety laws.

I. J. Hoffman, Warner manager in this territory, was in New York at a special meeting called by Joseph Bernhard, general manager of Warner . . . Sam Rosen, film transportation man and Connecticut exhibitor, and Mrs. Rosen have a baby daughter.

M. A. Adorno has opened an open-air theatre at Middletown, Conn. . . . Bernard Payne, manager of the Mohawk in North Adams for E. M. Loew, was in New York recently.

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AUTOMATIC HIGH INTENSITY PROJECTION LAMP



The endeavor to show the modern colored films in the smaller theatres with low intensity arc lamps results in operating costs equal and even above that of the new BRENKERT SENARC automatic *high intensity* projection lamp without securing half the screen brilliancy, photographic values, and color tones.

The new BRENKERT SENARC . . . a new source of snow white light for the smaller theatre . . . at an unusually low first cost and low operating cost, brings high intensity light projection within easy financial reach of theatres ranging in capacity up to 800 seats with screen sizes up to 18 feet. Smaller theatres are installing the new BRENKERT SENARC high intensity projection lamps . . . their assurance of faultless high intensity projection at low intensity cost. Brenkert engineered and Brenkert built throughout means that the Senarc is highly efficient, high in quality, low in first and operating costs.

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NEW HAVEN

STRATFORD THEATRE closing postponed to August 21 . . . Modern has the contract for 600 chairs . . . Screen, rectifier, lamps, etc. will be installed and house redecorated . . . Air-conditioning goes into the State, Hartford, which has been closed for the summer months, but reopens August 30, promising Hartford bigger and better stage shows, beginning with the Andrew Sisters . . . Report is the Civitello-Meadow deal on the State is off . . . Capitol, Waterbury will soon emerge with a fresh red and cream lobby.

Nick Marlemes, new Rialto, New Britain operator, as of September 1, will continue operation of the Royal, Tarpon Springs, Fla. as well . . . Michael Daly, Hartford and Plainfield operator, has resold his Capitol, Lowell to the bank, and extended operation of the Plainfield to seven-a-week . . . New Bailey Westville Theatre is plastering and will be a mid-October opener.

"Boom Town" Madison and Essex full-week engagements were a big success . . . Admissions were 75 cents plus tax, with matinees at 50 cents plus tax . . . Loew-Poli circuit opens its new movie season with the picture on August 29, but admission policy not set.

Columbia screening of "He Stayed for Breakfast" drew the Joseph Reeds of Washington, Sam Meadow of the State, Michael Tomasino, of White Way and Victory, Joe DeFrancesco, Cheshire, Dan Pouzzner, Middletown theatres, Joseph Corwel, Liberty, Bridgeport, B. E. Hoffman, Warner Theatres, Lucy Flack, Capitol, Milford, Bob Russell, Loew-Poli, New Haven, Jack Sidney, Poli, Bridgeport, Ralph Civitello, George Landers, E. M. Loew, Hartford, Devon Theatre, Russell Hess, Groton, Jack Post, Fishman Theatres, and representatives of Branford and Cannon's . . . "ATAHT" held over at the Regal, Hartford . . . "I Love You Again" held for a second week at College, New Haven, and Palace, Hartford.

Local B-41 of exchange employes will meet September 9 at the Hotel Garde, with new president Samuel Zipkin of Universal presiding . . . Loew-Poli employes sharpening their appetites for the corn roast at Park McLay, East Haven, Tuesday night, August 27, with boss Harry Shaw doing the right kind of roasting . . . Allied Theatre Owners meet 12:30 August 27, at the Hofbrau . . . Connecticut MPTO scheduled to meet Monday noon, August 26, at Ceriani's . . . Finish of Metro drive will be announced about September 14, and all hands are growing anxious.

Congratulations to the Sam Rosens on the arrival of six and one-half pound Bonnie, fourth child and third daughter . . . Sam Rosen, uncle of Sam, arrived just in time from Miami Beach for a visit . . . Mrs. Sam Haddleman and daughter are spending the month in Moodus . . . Pierce Parkhurst, former manager of the State, Torrington, has been named manager of E. M. Loew's Drive-In at Methuen, Mass. . . . Steve Barsansky of Modern is back from a week at Old Orchard . . . The Adolph G. Johnsons and Al Robbins visited Robert and Howard Johnson at Camp Kawanace, Weld, Me. and Joan Robbins at Winthrop, Me.

Paramount has bought and is producing an original screen story, "The Bride Went West" from Duane Decker and Charles K. O'Neill of Bridgeport . . . Morris Druker, assistant at the Poli, Worcester, is at a dude ranch in New York state . . . Bob Russell, Loew-Poli manager, counts his 45th birthday as a red letter day . . . He shot his best game of golf, scoring 45, and was presented with a handsome shaving set by his ushers.

Nat Rubin, Loew-Poli assistant, finishing his vacation in town after a stay at Nova Scotia . . . Dan Pouzzner of the Middletown theatres weekended at Nantucket . . . Herman Miller, Metro cashier, is on vacation . . . Abe Hodes, Metro student booker, is fishing to his heart's content at a Beacon, N. Y., farm . . . Thomas J. Donaldson, Metro manager, in Boston for the weekend on business.

Irwin Wheeler of New Canaan and Ridgefield an infrequent visitor in the film district . . . Jack Pindat and C. A. Emerson of the Republic home office visited the New Haven exchange . . . Robert Schwartz, of the Paramount, Thomaston, putting on the ritz at Nahant, Mass. . . . Helen Tendler, 20th-Fox biller, married on the 15th to Leighton Plotkin . . . Warner annual summer outing on the same date a huge success with all hands present and Dame Nature in her finest mood . . . Norman Randall, assistant at the Paramount, visiting in New York and Boston . . . Leo Bonoff of Madison and Saybrook, in Georgia looking over prep school for son Buster.

Metro premium has sold deals to the Alcazar, Naugatuck, Astor, East Hartford, and Barnum, Bridgeport; also enamelware to Eno Memorial, Simsbury . . . Harold Rubin had a super-colossal sign hung . . .

: NEW HAMPSHIRE :

THE Arcadia in Portsmouth has been granted a city permit to move its box-office from the front hall entrance to the second floor of the theatre building.

Films are being shown every Wednesday night in the Grange Hall at Bow Lake.

Deluged by autograph hunters, Bette Davis, vacationing at her summer farmhouse at Sugar Hill, has hit upon the idea of charging a dime a signature and donating the proceeds to the Red Cross. She announced her plan in a letter "to the people of New Hampshire," published in the state's newspapers.

Lloyd Bridgham, manager of the Broadway in Dover, has been elected by the Dover Kiwanis Club as one of its representatives to the New England district convention scheduled at Bretton Woods in September.

Walter Young, owner of the Strand in Farmington, and Mrs. Young have been enjoying a cottage vacation at Alton Bay during August.

Mrs. Mildred Joy of the Scenic staff in Rochester visited relatives in Granite during her annual vacation.

Bob Russell first to plant the Schenck story on holding of employes' jobs in prominent spots in the Journal-Courier *and* Register *. . . All managers on the circuit followed suit . . . Joe Amsted, of Elm St., Worcester, held a tap-dancing and singing contest at one of the largest playgrounds in connection with "Andy Hardy."*

Jack Sidney, assistant of the Poli-Bridgeport, planted a four-column story and art on Jean Tierney, female star of "Return of Frank James," who is just a Greens Farms, Conn., debutante.

BRIDGEPORT

STEVE MARTIN has resigned as manager at Lou Anger's Barnum . . . Summer theatres in this area have been reduced to one . . . Loew's party at Pine Brook Country club canceled. Each town will have its own party for the new movie season.

Harriet Cooper has been advanced from house manager to business manager at the Plymouth Playhouse, Milford . . . Bonnie Jackson has resigned as chief of service at the Loew-Poli after six years with the organization. She has been succeeded by Ruth Jackson (no relation).

Lyric, dark since last spring, will open three days a week after Labor Day, with films . . . Harry Shaw was in from New Haven to handle the free style dancing contest on the stage of the Globe during Manager Harry Rose's vacation . . . Loew-Poli Cashier Ruth Sidney rushed to Loew-Poli, Waterbury, to fill-in for an injured girl.

Thomas Keeling, veteran maintenance manager at the Warner, is back from Florida . . . Phil Oliver, new Strand manager, formerly was on the road with legitimate attractions as Bobby Oliver . . . Walter Nitsche, chief projectionist at the American, is back from a visit with relatives in Albany and Waterbury . . . The strawhat theatres took the worst beating in years.

Jack Sidney and Otto Esposito of the Loew-Poli were in New Haven for a screening . . . Al Domain is back at the Loew-Poli after a swing around the circuit relieving vacationing assistant managers.

Back from vacations: Manager Nathan Greenberg of the Park City, Manager Mike Jacobson of the Strand-Palace, Doorman William McDermett of the Loew-Poli, and Cashier Betty Himich of the American . . . Katherine O'Neill has resigned from the Loew-Poli usherette corps due to poor health.

First summer theatre actress signed for a screen test is Marjorie Simmons at Ivoryton. Offer was from M-G-M . . . Tony Marsella hosted the *Post-Telegram* carriers at the Globe for "Leopard Men of Africa" . . . Jack Sidney sr. has returned to Hollywood after visiting his son . . . Fridays and Saturdays are now revival days at Jack Schwartz's West End Theatre.

Court Decisions Near Crescent's Hearing

NASHVILLE, TENN.—Actual hearing on the government's anti-trust suit against Crescent Amusement Co. and affiliated exhibitors and a group of film distributors is believed to be near, with Federal Judge Elmer D. Davies in U. S. District Court here August 15 denying one and granting another of defense attorneys' motions.

A motion for elimination of charges that Crescent and its affiliates and certain film distributors used control of feature films to destroy or restrain competition was denied.

A second motion of defendants seeking to eliminate from consideration certain particular cases cited by the government's bill of particulars, but on which information was incomplete, was also denied, meaning that the defendants appear to have to go to trial facing all charges as originally proposed. However, Judge Davies granted a motion of defendants for an order directing the government to supply any information it may obtain that would complete the bill of particulars.

In addition to Crescent Amusement Co., Nu-Strand Corp., Cumberland Amusement Co., Strand Enterprises, Inc., Rockwood Amusement, Inc., Cherokee Amusement, Inc., and the Kentucky Amusement Co., owners and operators of theatres in Tennessee, Kentucky, Alabama, Arkansas, and Mississippi were listed as defendants in the filing of the motions. Several of the largest of the film distributing concerns were also named as defendants in the motion, seeking to eliminate the feature film control charges.

Original anti-trust suit was filed in Nashville on August 11, 1939.

Tucker to Albuquerque; Patterson Promoted

DALLAS—Confirming the promotion of Fred Patterson to the position of city manager of Interstate, or Texas Consolidated Theatres, in Amarillo, Raymond Willie, assistant to R. J. O'Donnell, said Patterson succeeds George Tucker who has been transferred to Albuquerque as city manager there. Tucker succeeds Arthur Esberg, who resigned to enter business for himself. Willie left Wednesday by plane to inaugurate Tucker into his new assignment.

Amarillo Union Fetes Two Interstate Men

AMARILLO—Union projectionists tossed a party here in honor of George Tucker, Interstate city manager, on his transfer to Albuquerque, and welcoming Fred Patterson, former manager of the State, as the new city manager succeeding Tucker.

The projectionists and their organization furnished barbecue and refreshments for a big crowd which included independent exhibitors and their families, as well as the Interstate family.

Among those attending were A. H. Truitt and Mrs. Truitt of the new Star; Roy DeVinney, assistant to Truitt, Mrs. DeVinney and son Billy; Jim Golding, of the Rex; Ben Golding, Texas; L. Jacobson, Liberty, and together with all Interstate employes of the Capitol, Rialto, Paramount and State. A number of gifts of appreciation were presented to Tucker. Patterson, however, was unable to attend the party, having been called in to the general office at Dallas in connection with his new duties.

Government and Momand Suits Progress in Oklahoma City

OKLAHOMA CITY—Federal Judge A. P. Murrah, presiding judge in the government's anti-trust suit against the Griffith Amusement Co. of Oklahoma City, has issued an order upon stipulation of Charles E. Dierker, U. S. district attorney, attorney for the plaintiff, and attorneys for Columbia Pictures Corp., United Artists Corp. and Universal Film Exchanges, Inc., that the defendants may be granted until September 15 within which to file objections or answer interrogatories propounded by the government.

The government recently filed its interrogatories asking information regarding numerous contracts between the Griffith Amusement Co. and major distributing and producing companies.

File for Facts

The A. B. Momand vs. Griffith Amusement Co. and 20th Century-Fox Film Corp., listed as 6516 and 6517, in the court files, anti-trust suits also progressed further this week when the plaintiff filed a request for admission of facts under the rules of civil procedure for the district courts of the U. S. There were four exhibits attached, A, B, C and D. One was a copy of the Standard Exhibition contract which was in use from May 1, 1925 to Jan. 22, 1930, and final decrees of three federal court cases.

E. C. Stanard of Stanard, Carey and Stanard, Shawnee, Okla., where the plaintiff, A. B. Momand, makes his home, and George S. Ryan, Boston, Mass., attorneys for the plaintiff, filed the request for admission of facts.

In these two suits Momand is asking triple damages totaling $4,500,000 for alleged violations of the Sherman anti-trust act, for damages he claims he sustained when he says he was forced out of business by conspiracy in restraint of trade. He formerly operated a chain of 18 theatres in the state of Oklahoma but is operating none at present. He owns the Odeon in Shawnee, Okla., but he leased that house to another exhibitor last year and is now engaged in the air conditioning business in Shawnee.

Lists Several Decrees

The request for admission of fact said "defendant distributors in licensing exhibition of motion picture films used a 'Standard Exhibition Contract' from May 1, 1925 to Jan. 22, 1930. The contract was adopted and used exclusively by the defendant distributors as a result of an agreement or understanding between them and other distributors of motion picture film.

"On or about Jan. 22, 1930, in a suit in the U. S. district court for the southern district of New York, No. 45-100, entitled U. S. vs. Paramount Famous Lasky Corp., et al., the court entered a final decree, a copy of which is amended and marked exhibit 'A.'

"Among defendants in this suit were Paramount Famous Lasky Corp.; First National Pictures Corp.; Metro-Goldwyn-Mayer Distributing Corp.; Universal Film Exchanges, Inc.; United Artists Corp.; Fox Film Corp.; Pathe Exchange, Inc.; F. B. O. Pictures Corp.; Vitagraph, Inc.; Educational Film Exchanges, Inc., and certain film boards of trade including the Kansas City Film board of trade, the Oklahoma City film board of trade and the St. Louis board of trade.

"On July 21, 1931 in a suit in the U. S. district court of the southern district of New York, No. 45-99, U. S. vs. First National Pictures, Inc., et al., the court entered a final decree, a copy of which is amended and marked exhibit 'B'." (Defendants in this suit were the same as in the Paramount Lasky case).

Until September 15

"In a series of meetings at Omaha, Neb., June 22, 1930 to July 22, 1930, a zoning and protection plan for the Omaha distribution territory, a copy of which is attached as exhibit 'C' was adopted and agreed upon by certain individuals and corporations including a number of distributors of motion picture films.

"Among corporations which agreed on said zoning plans were the following: Paramount-Publix Corp.; First National Distributing Corp.; RKO-Pathe Distributing Corp.; RKO Distributing Corp.; Vitaphone Distributing Corp.; Publix Theatres Corp.

"On Oct. 15, 1937 in a suit in the U. S. district court for the northern district of Texas, Dallas Division, No. 3736-992, Equity, entitled U. S. vs. Interstate circuit, et al., the court entered a final decree, which is amended and attached as exhibit 'D.'

"Among the defendants in this suit were: Paramount Pictures Distributing Corp.; RKO Radio Pictures, Inc.; Columbia Pictures Corp.; United Artists Corp.; Universal Film Exchanges, Inc.; 20th Century-Fox Film Corp. of Texas; Vitagraph, Inc., and Metro-Goldwyn-Mayer Distributing Corp."

All of the defendants in the Momand suits have until September 15 to answer the 585 questions asked in the two interrogatories filed by the plaintiff recently. The federal government suits against the Griffith circuit is also at the same stage and defendants in that suit also have until September 15 to answer or file objections to the government's interrogatories.

Circulating Film Library Extends Ala. Education

BIRMINGHAM—Organized visual education will come to Alabama schools for the first time during the coming school year through a newly organized circulating library of sound films by Birmingham-Southern College. The talking films will be sent from one school to another to illustrate lessons from text books and newspapers.

Films have been purchased from Erpi Educational Films, Inc., and a rapid expansion of the program is planned, according to W. M. Lively, alumni secretary of the college, who is directing the library activities.

Product Deals Call Chain Executives to the East

DALLAS—For the closing of circuit deals for this time of year, R. J. O'Donnell is planning to return to New York over the weekend.

R. E. Griffith is back east after a few days' stay in his offices here.

E. H. Rowley and C. V. Jones, of R&R, returned late last week from distributor home offices.

Louisiana's Long-Dormant Censorship Board Revived

NEW ORLEANS—The attention of the industry in Louisiana is riveted upon the sudden creation of a censorship board, that, though called for by a revenue-raising measure sponsored by the late Sen. Huey P. Long, was for practical purposes, passed over as unduly burdensome.

That a new board, which is empowered to collect a footage tax on all film in exchange vaults, and which may number three members, each entitled to a compensation of ten dollars a day plus necessary expenses, had been formed, first came to the trade's attention through a columnist's report that Dr. W. O. Keagy, a ward leader for the faction currently in power, had been appointed secretary of the resurrected whimsy.

Exchangemen are unanimous in the conviction that should the board be composed of persons not familiar with the industry, irreparable injury will result. As an alternative to raise needed funds, many favor a straight tax on the gross transacted. As the matter now stands, small exchanges affirm they will be forced out of business—an eventuality that several are forestalling by making arrangements to ship their storage films out of the state.

Sack and Atlantic Will Distribute GN Product

ATLANTA—Distribution of Grand National's product, consisting of 19 features, several action melodramas, Tex Ritters and Ken Maynards, being liquidated by Mohawk Film Corp., will be handled in the south by Sack Amusement Enterprises of Dallas and Atlanta, and Atlantic Pictures Corp., of New Orleans.

Sack's Dallas office will cover Texas, Oklahoma and Arkansas, while the Atlanta office will accommodate Charlotte and Atlanta. Atlantic Pictures will distribute in Louisiana and Mississippi.

Douglas Desch New RKO Office Head in Dallas

DALLAS—Douglas Desch of Kansas City arrived this week to become office manager here for RKO under Sol Sachs, branch manager. He succeeds Robert E. Helms, who resigned after 18 years with the company. John Wangberg, RKO traveling auditor, will remain in Dallas for awhile to work with Desch.

Sparks Buys RKO

NEW YORK—The Sparks circuit, involving 101 theatres in Florida and Georgia, has signed for all of RKO's new season product. Vice-president Ned E. Depinet and Eastern Division Manager Robert Mochrie represented RKO and E. J. Sparks and Frank Rogers the Sparks circuit.

Books FHA Short

DALLAS—A Technicolor short, "Design for Happiness" produced by FHA to show the advantages of owning your own home, is booked into the Palace on September 6.

City Loses Suit To Curb Chains

Morrillton, Ark.—Chancellor J. B. Ward this week upheld the Malco Theatres, Inc., owners of the Rialto, in a suit to restrain the city of Morrillton from enforcing an ordinance which would limit the number of theatres that one person or firm may operate here. The ruling, it is stated, affects only that portion of Malco's complaint against the number of houses that it may own and operate here.

Ike Katz Takes Up P-R-C District Helm Duties

ATLANTA—Ike Katz, newly named district manager for Producers Releasing Corp., announces that offices will be opened within the next few weeks here and in Charlotte. The Memphis territory, with the exception of Arkansas, is included in the area that, for the present, will be served from Atlanta. Office personnel will be announced later.



IKE KATZ

P-R-C has announced a program of 38 features, stressing westerns and action pictures. The slate includes in its western group, six "Billy the Kid" stories with Bob Steele; six "Frontier" stories starring Tim McCoy, and a new series of six "Lone Rider" stories, a star for which is yet to be selected. The entire lineup is all first-run with no re-issues.

Ready for immediate release are "Hitler, Beast of Berlin;" "Billy the Kid Outlawed," with Bob Steele; "Mercy Plane," with James Dunn; "I Take This Oath," with Gordon Jones; "Frontier Crusader," with Tim McCoy, and "Marked Men" with Warren Hull.

Patron Performance Plan Gets Tryout in Dallas

DALLAS—"Lucky Star Night," a combination of search for talent, personal appearances and prizes, said to be original with Assistant Manager Ronald Perkins, is on at Elm Street's subsequent run Mirror.

Each patron is given a small package of gum on entering the show. Packages with stars on them entitle the holder to come on stage as a "Star for a Night." Perkins will act as emcee and interview the guests about what they can do in the way of entertainment, each of whom will receive various kinds of merchandise ranging from 50 cents to $75, including gas ranges, electric washers and diamond rings.

In addition all patrons receive free refreshments. Star Night will continue every Wednesday, according to Perkins.

ATLANTA

SUE WYATT of 20th-Fox will drive out to Little Rock, Ark., this week where she will spend her vacation . . . Eddie Foster, Columbia salesman, in town for the first time in many weeks, and sporting a new Buick.

A. C. Bromberg, president of Republic Pictures Corp., and his five branch managers attended a sales meeting in Memphis this past week, which was headed by Mr. Yates and Mr. Grainger. W. "Bill" Underwood and Claude Ezell, franchise holders of Dallas, and Lloyd Rust, branch manager, also attended.

Myrtle C. Edwards, National Theatre Supply, has returned to her desk after a vacation in the North Georgia mountains . . . S. M. Berry, Southland Theatre Equipment, is back from a trip in North Alabama and the eastern part of Tennessee. He reports business very good.

Abern Parrish jr. was in town on a booking and buying trip for his new Rose Theatre, Valdosta, Ga.

Capitol City Supply reports the sale of a new equipment booth to the Colonial at Buford, Ga., and Wil-Kin Theatre Supply reports the sale of draperies for the two new L&J houses in Atlanta and to the Seminole in Homestead, Fla.

Charlotte Hansell has been added to the personnel of 20th Century-Fox . . . The Joe Abercrombies, Emory Theatre, have returned from their vacation at Asheville, N. C.

Mildred Castleberry, secretary Martin Theatres Booking office, is vacationing this week . . . Greeting friends on Filmrow for the first time in about a year and a half was Otto A. Gross, who formerly was with the Hook Theatres, Aliceville, Ala.

N. E. Savini of Savini Films is on a business swing in south Georgia . . . J. C. Brown, National Theatre Supply Co., and family, are back from a vacation at Jacksonville Beach.

Jack Marco has returned from New York where he has been engaged in script writing . . . Wm. Specht jr., son of "Bill" Specht, film salesman, has joined the marines at Quantico, Va. . . . W. H. Kimberly and Jess Edwards are out on a business trip.

W. B. "Billy" Pratt has resigned as manager of the Paramount here . . . Mrs. P. M. Wise of the Strand, Winder, Ga., underwent an operation at Emory University Hospital this past week . . . Sympathy is extended A. E. Martin, of the Martin Theatres, Columbus, Ga., in the death of his mother last week.

Visitors: R. E. Hook, Hook Theatres, Aliceville, Ala.; Nat Williams, Rose, Thomasville, Ga.; Mack Jackson, Strand, Alexander City, Ala.; J. H. Thompson, Hawkinsville, Ga.; also John Mauck in charge of maintenance for Martin Theatres; Mrs. Lucille Cobb, Roxy, Fayette, Ala.; Howard Schuessler, Lam Amusement Co., Rome, Ga.; H. J. Woodward, Strand, Winder, Ga.; Fred Jabaley, Princess, LaGrange, Ga.; Johnny Lowe, Colonial, Buford, Ga.; J. Waters, Fairburn, Fairburn, Ga.; Pedro Calderon, Modern and Liberty, Miami, Fla.; and Mike Smith, U. S. Army booker out of Washington.

The New Gordon Theatre, owned by L. & J., has announced its opening date as August 30.

Booking Record for "The Westerner"

FORT WORTH—The greatest number of simultaneous bookings ever accorded a film in one state will go to "The Westerner" when it opens in approximately 40 Texas theatres immediately following its world premiere here September 19 at the Worth.

The Samuel Goldwyn production will bow in Dallas the following day at the Majestic, and a day later in Houston at Loew's State.

An elaborate civic celebration is being planned here for the premiere, with Gary Cooper and a number of other film stars due in from Hollywood. Special preparations are also being made for the Dallas and Houston openings.

The Interstate circuit will play "The Westerner" in at least 24 towns including San Antonio and El Paso, and the Jefferson circuit will have local premieres in possibly ten towns including Beaumont and Port Arthur. R. E. Griffith, Oskar Korn and Hall Bros. are among other chains that will feature the Goldwyn attraction at local premieres.

"The Westerner" is woven around the colorful career of Judge Roy Bean, "the law west of Pecos" in the '80's when cattlemen and homesteaders had it out for the land. In support of Cooper, who appears as an adventurous westerner entangled in the struggle, are Walter Brennan, Fred Stone, Doris Davenport, Lillian Bond, Forrest Tucker and Paul Hurst.

SANTONE

AMONG recent visitors to the Azteca Film exchange: Dr. L. J. Montague of the Azteca, Edinburg, who reported that he has taken over the Juarez in the Valley City and is also building a new house there; Sr. Raoul Ancona, distributor of Argentina pictures, New York City, and Jim Broyles, Texas roadshow manager.

Seen along Theatre Row: E. R. Seffel, formerly of Edinburg; Lymie Stillwell, lately with Transcontinental Roller Derby in California; Ernie Devoy, Marcus Show, now playing Havana, Cuba; Morris Seagel, Houston, and Jerry Schwartz, Galveston, wrestling promoters.

Jean Wildenstein, skipper of the Muny Auditorium, attended the three-day Auditorium Managers' Convention in Houston as a delegate last week . . . Month-end vacationists: Emily Williams, secretary to Interstate Publicist Clarence H. Moss, in Corpus Christi, and Mary Louise Walliser, San Antonio *Evening News* columnist-reviewer, lolling away some leisure time up in those Colorado Rockies . . . Doug Largen jr. has joined the Home Defense Guard.

City Manager Edward E. Collins of Interstate here has assumed his regular duties after vacationing up in Chicago . . . James Herman Sollack, Aztec assistant chief of service, spent his 21st birthday, August 14, over in Devine, the old home town . . . Al White, assistant skipper and treasurer at the Empire, is up in the Colorado Rockies on a vacation leave of absence to visit relatives.

From Beeville comes news that a building permit has been issued to Francisco Torres for a theatre costing $2,000. Torres lives here.

NEWS BRIEFS

ALABAMA

ALBANY—G. P. Banniza, manager of the Princess, has recovered after an emergency appendectomy.

ANDALUSIA—"Boots" Adams expects to have his new house ready for opening by October 1.

GREENVILLE—Eddie Tomberlin has succeeded W. J. Ray as manager of the Ritz. Ray will supervise the Ritz and the Pix in Evergreen.

MOBILE—Construction is under way on an 1,100-seater for the Saenger Theatre Corp.

MONTGOMERY—A neighborhood house is being planned for the Alabama Theatres, Inc., headed by R. B. Wilby.

MONTGOMERY—A 1,000-seater is nearing completion. It will be leased by Charles J. Rook of Oklahoma.

SULLIGENT—R. E. Hook has opened his renovated Strand.

FLORIDA

DELAND—Charles Kirkconnell, manager of the local Sparks houses, turned over a check, contributed to 100 per cent by his staff, to the Red Cross.

LAKE CITY—Two sites for a proposed theatre have been purchased by the Martin Theatres.

GEORGIA

ARLINGTON—Noel Monfort of Soperton has taken over the management of the Garrett Theatre.

ATHENS—Frank Bickerstaff has been transferred to the managership of the L&J Georgia, Moon Corker, representative at Atlanta, reports.

CARROLLTON—Renovation and re-equipping of the Carroll has been undertaken by Rader S. Stewart, manager.

DALTON—Louis Hartman of Knoxville, Tenn., has opened the Joy Tented Theatre in North Dalton.

DECATUR—J. C. Thompson is manager of the new Mion and Murray Decatur.

DECATUR—Remodeling of the DeKalb is nearing completion. Temporarily managing the house is Lonnie Thomas.

EASTMAN—Willard Walters, manager of the Princess, is exchanging posts with Bryant Williams of the Roxy at Cochran.

EAST POINT—Jack Price is the manager of the Park, succeeding Aubrey Nesbit.

HAWKINSVILLE—Emmett Grimsley, operator of the Princess, who has transferred to Cochran, has been succeeded by Clinton Bush of Fort Valley.

LAWRENCEVILLE — Charles W. Fortson, operator of the Colonial, was recently married in Florida.

LITTLE FOUR POINTS—Earl Hathcock, manager of the new Lucas & Jenkins house, announces the name will be Euclid.

LOUISVILLE—Mr. and Mrs. Weyman Gunter recently celebrated the fifth anniversary of their Pal Theatre.

VALDOSTA — Southland Theatres' new house here will be managed by Auburn Parrish.

LOUISIANA

NEW ORLEANS—Rene K. Brunet, manager of the Imperial, celebrated its 18th anniversary with completion of a redecoration program.

MISSISSIPPI

CLEVELAND—Taylor McIllwain is operating the Wesco as a colored theatre for Bill Ellis, manager of the Ellis and Regent.

NORTH CAROLINA

CHARLOTTE—Clyde Wootton jr., formerly of Danville, Va., has succeeded Sanford Jordan as manager of the Broadway. Jordan transfers to the helm of two in Lexington.

CHARLOTTE—Ed Harris is manager of the new Drive-In.

DURHAM—Renovations of the Carolina, managed by Noble Arnold, have been completed.

FAYETTEVILLE — Herman B. Meiselman has opened a new theatre here.

SOUTH CAROLINA

SPARTANBURG—New manager of the State is James C. Cartledge who succeeds Nelson Hampton.

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OKLAHOMA CITY

PAUL TOWNSEND, Liberty manager, has returned from two weeks vacation in Rhode Island where he goes each summer to visit his brother and sister . . . Bob Pfotenhauer, State manager, sent T. B. Noble jr., president of State Theatres, Inc., and also general manager of Westland Theatres, Inc., of Colorado and Nebraska, three 44-caliber guns by air express to Colorado Springs where Noble participated in the big rodeo there.

Victor Cavener, office manager for the Oklahoma Theatre Supply Co., has returned from Kansas City where he went to visit the Missouri Theatre Supply offices. The two companies are affiliated now . . . Mr. and Mrs. Eldon Peek are on vacation at Lake Louise, Banff, Canada. Mr. Peek is president of the Oklahoma Theatre Supply Co. and Mrs. Peek is his right hand woman in the office.

Phil Isley, formerly of Southwestern Theatres of Oklahoma City and Tulsa, and Tol Teeter, formerly operator of the Joy here, are reported to be negotiating for sale of the Joy there from Teeter to Isley . . . Sol Davis, Republic franchise holder is back from Republic's regional sales meeting held in Memphis.

Filmrow visitors: John Jay, who recently acquired the Amusu and Nuart at Cordell, Okla.; E. L. Frieberger, Paramount, Dewey; Mrs. Ida Hanes, Cortez, Wanette; George Payne, Rex, Stratford; Jack Weiss and his father, State, Harrah; Bill Slepka, Crystal, Okemah; Mr. and Mrs. C. W. Duncan, Avon, Weleetka.

Vivian Wallcrest, Republic secretary, has returned from two week's vacation spent resting in town . . . W. P. "Bill" Moran, formerly secretary-treasurer of Southwestern Theatres, Inc., says a story which appeared in trade papers last week saying he had bought a house in Fort Worth with Phil Isley, formerly president of Southwestern, is in error. Isley purchased the house for himself, Moran says. The story stated that they were linked in a new circuit starting in Texas.

Mrs. W. J. Heineman, wife of the Universal western division manager, New York City, her daughters, Marylin and Gloria, and her son Bill jr., were the guests of the Morans in Oklahoma City for five days last week. They had come here from the west coast and were en route to their home in Rochester, N. Y. Mr. and Mrs. Moran left this week with their sons, Pat and Bob, for Denver where they will spend a few days and from there will go to Lake Louise, Banff, Canada, to return here September 5.

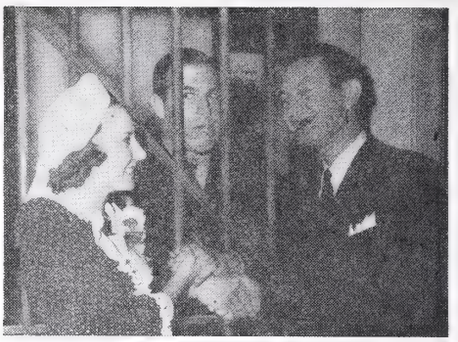
Hi Bender, operator of the Melba at Cleveland, has returned from a New Mexico vacation . . . Jimmy Hobbs, Universal branch manager, in New York City on business returns this week . . . Opal Mayer, Universal general stenographer, has returned from vacation in Clovis, N. M.

Clyde Marker, assistant booker at 20th Century-Fox exchange, has been honored by being named drive leader at the local exchange for the Eighth Annual S. R. Kent sales drive. Marker has been with the Oklahoma City exchange for the past six years.

The new season for the Amusement Bowling league will begin on September 10 but the alleys on which the film league will bowl have not been decided because of demands for guarantees of blinds by alley managers.

Frances Thomason, Warner stenographer, spent her vacation in Miami, Okla., her home town. Wendell Phillips, assistant Warner shipper, now at Pitkin, La., attending national guard camp, was promoted to a sergeant just before leaving for camp . . . Leroy Pritchett, Warner assistant booker, started vacation this week in the Missouri Ozarks.

W. A. Labarth, formerly exhibitor in Port Arthur, Houston and Beaumont, Tex., and more recently a salesman for the Alexander Film Co., has purchased the New Theatre at Pond Creek, Okla., from Mrs. T. H. Slothower . . . Harry E. Lawrence, operator of the Majestic at Madill, reopened that house August 8 after a complete remodeling costing well over $10,000.



Hands Locked, Too—

In the course of a honeymoon trip which included a visit to the Metro Studios, Bill Slepka, manager of the Jewel and Crystal theatres in Okemah, Okla., and his wife shook hands with Nat Pendleton, locked on the set of "The Golden Fleecing." Incidentally, that's an "almost finished" cigar, not toothlessness, in Slepka's smile.

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DALLAS

UNFAVORABLE business conditions, which have permeated the Panhandle area for several seasons, are now fairly broken with good rains generally, it is learned from Homer Mulkey, of Clarendon, who owns the Pastime and Cozy there. Mulkey, who on August 13 completed 31 years in exhibition, was on a booking trip to the Row.

B. W. Johnson, former cooling equipment man, now operating the Comfort Theatre at Comfort, was here to make a deal with Forrest White of the Ind-Ex Booking Service, to handle that theatre.

B. E. McClain of Colorado City, H. L. Youngblood of San Angelo and Earl Schultz of Crockett, all Robb & Rowley-United Managers, were here to confer in the circuit's booking offices as playdates approach on the new 1940-41 product.

Will Pence, of the Palace and Lyric at Anson, was among west Texans on the Row. His visits average about four to the year.

Carl Allday of Calvert, owning the modern Elva there, spent a day here shopping for dates.

Joe C. Clemmons of Beaumont, former president of Jefferson Amusement Co. in which he still serves as a director, was here on a visit along with his son, J. C. Clemmons jr., from way out west where he and his brother, Tom Clemmons, operate the Cactus at Pecos and the Tower in Monahans.

W. W. Stoeppleman, owner of a theatre insurance stimulant plan, is getting ready to leave for Cleveland, Ohio, where he has a number of theatres under contract, and

plans to remain there for an indefinite period.

W. J. Wooten, Olympic at Canyon, and a booster for air transportation, was here on a booking trip. Usually he drives to Amarillo, parks his car and comes to Dallas, or anywhere else, by a passenger airliner.

Mitchell Lewis, owner of the Lyons and Park, colored theatres in Houston, has taken over the booking of the Pastime, another colored theatre owned and operated by his father, he said here Monday.

Rufus Layton of Childress was on Harwood and Jackson Sts. Tuesday booking for the Gem, Monogram and Palace theatres.

News comes from Kansas City that a boy was born to the Charley Touchons in St. Luke's Hospital there and with father, mother and the babe doing nicely. The youngster weighed eight pounds and six ounces and was named Andrew in order that he might be called Andy. Andrew joins Danny, 7, and Joan, 6, on the continual tour of exchange centers. C. D. Touchon, a Dallas film man of the old school, is traveling auditor for United Artists.

William C. Rau is now booking at Universal, having moved over from the Paramount exchange. He succeeds John C. Greer, resigned . . . O. C. Easter, former Dallas neighborhood operator who has been engaged in real estate dealings at Corpus Christi, was here on a brief visit with friends.

Fred R. Hansen, cashier for National Theatre Supply, and Mrs. Hansen are back from a two-week vacation in south Texas, mostly in San Antonio and Rockport . . . Miss Florence Fooshee, secretary to Manager J. I. Roberts, is sojourning in New Orleans . . . Burt King, RCA representative, leaves soon for the factory in Indianapolis and from there goes to the home office in Camden, N. J.

Miss Lillian Walker of Durant and Sherman was booking for her two theatres during the week . . . Raymond Willie, assistant to R. J. O'Donnell in the Interstate organization, is back from a vacation trip to California but left soon after for Albuquerque, N. M., on circuit business.

Albert Raines, manager of the Queen on Elm Street, for Uncle Lou Bissinger, has been home on the sick list . . . J. G. Long, of Bay City, one of his partners, Joe Mozola, and Booker Theo. Routt, were here visiting exchanges.

O. L. Smith of Alto was in town this week after opening a new show in the nearby lumber town of Wells . . . B. C. Gibson, United Artists branch manager, has been working with salesmen in the Oklahoma territory . . . Abe Levy, manager of the Rialto in Waco, is on vacation with his family in California.

Frank Orlando Starz, Interstate's ad and publicity chief, was in Houston this week on his regular rounds . . . Miss Jackie Daniels and Miss Ruth Slaby are employed in the recently inaugurated Buddy Harris Poster Exchange.

Mrs. Marthe McSpadden of Electra, and Hollis Boren of Memphis, were among west Texans on the Row . . . Jimmie Rogers, Columbia manager at Memphis, has been in town on circuit deals governing theatre accounts in his territory.

E. L. Fawlks has reopened the Ritz at Graford. The house was formerly operated

(Continued on page 65)

Two Rush for Suburban House Permits in O. C.

OKLAHOMA CITY—Moving picture needs of the residents in the North Hudson Avenue neighborhood should be adequately cared for this winter, with construction of two new suburban theatres scheduled to begin in a few weeks.

One theatre will be at 1212 North Hudson Ave., the other a half block away on the southeast corner of Northwest 11th St. and Hudson Ave. The respective parties, R. G. Seiber and Guy and Lelah Popplewell, said they knew nothing of the other's plans but they reached the city hall for their building permits in a photo-finish.

The Popplewells dashed in to get their permit minutes before Charles M. Suttle, contractor for Seiber, arrived on the scene. Both took permits for $20,000 buildings.

Suttle indicated work on their theatre, the 1212 Hudson Street one, will "begin probably in a week." Popplewell said they did not plan to begin construction until early in September.

The Popplewell theatre will seat 600 persons and may include a balcony, seating 150. The theatre Seiber plans will seat more than 750 persons and include a parking area capable of accommodating more than 40 cars.

The latter theatre already has been leased to Charles Ferris, former operator in Blackwell, Okla. Plans are to open the theatre about November 1.

Sam Caporal Granted Permit to Build

OKLAHOMA CITY—A permit for construction of a $65,000 theatre and store building at the southwest corner of Kate Ave. and Northeast 23rd St. was issued by the city building department last week to Sam Caporal, independent exhibitor now operating the Yale and Mayflower here.

Caporal said the building will be a one-story brick structure housing a 750-seat theatre and eight stores. He contemplates a similar theatre building at Northwest 42nd St. and Western Ave.

NEW ORLEANS

VISITORS TO THE ROW: Louisiana—N. Phillips, Jonesville; N. Verrett, St. Martinsville; Stanley Taylor, Crosley; "Grandpa" J. J. Langlois and son, J. J. jr., New Roads, Mississippi—R. L. Osborne, Canton; Mr. and Mrs. E. N. Clinton, Montecello, Montecello; Mr. and Mrs. N. B. Robb and family, Harlem Theatre, Canton; Bradley Suddath, Laurel; Frank Glick, Palace, Forest; E. D. Lawrence, Ritz, Laurel; Jack Terry, Scott, who opened his new house August 24.

Bill Hendrix, who presides over the destinies of the Monroe at Monroeville, Ala., was in the city . . . A. M. Randall of the Fern, Woodville, Miss., is the father of another son . . . The Bruce Theatre, Crowley, La., which was under water for at least two weeks, has reopened with a record attendance.

Milton Aufdemorte, assistant booker at Paramount, is back from his vacation . . . Joy Houck and wife, the former Lois Cooper, have returned from a vacation in California.

The new Queen now bing built in McComb, Miss., by Monte Hance and A. L. Royal, will include several "love seats." The seats are being supplied by the American Desk Manufacturing Co. . . . The Joy at Gueydan, La., was a sufferer from the recent flood.

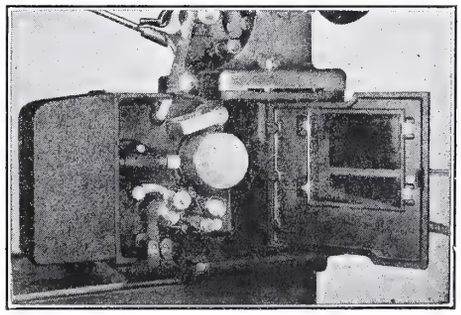
Frank Glick is rebuilding after a fire in the Marton at Marton, Miss. . . . Ray Clouse is the new skipper of the Pix in Jackson, Miss.

W. A. Prewitt has returned from a business trip to Memphis and Montgomery, Ala., and reports business prospects bright . . . W. H. Hurt of the Francis at Waynesboro, Miss., is installing new seats.

The Lake Theatre at Lake Cataboula, La., has changed hands. N. Verrett turning over the keys to A. B. Gilbeau . . . The Orleans Camera Club, to be composed of amateur movie makers, has been formed by Pat Hardie.

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MEMPHIS

M. H. BRANDON, president of Film Transit, Inc., and Elsie Wagner, secretary-treasurer, were hosts at a dinner party for the bookers on Filmrow at the Variety Club Friday, August 16. Among those who attended were: Mark Sheridan, 20th-Fox; Ed Williamson, Ward Carpenter, Earl Hartzog, Vitagraph; Ed Interbitzen, Republic; Bill Lewis, Monogram; Frank Neal, Paramount; Leonard Andrews, Universal; Tom Kirk and Frank Heard, Metro; Celia Wells, NSS; Dave Groskind and Lew Andrews of the Malco Theatres. This party was given in celebration of the opening of the Film Transit service into Mississippi, Tennessee, Alabama, Kentucky and Missouri on August 29.

Exhibitors seen along the Row: Horace Stanley, Radio, Beebe, Ark.; C. M. Mounger, City, Calhoun City, Miss.; J. R. Adams, Bruce, Bruce, Miss.; R. R. McCormick, Gloria, Senatobia, Miss.; W. H. Kaver sr., Von, Booneville, Miss.; J. W. Crabtree jr., Merlu, Clarendon, Ark.; Bob Martin, Bells, Bells, Tenn.; R. H. Fisher, Crescent, Belzoni, Miss.; Al Wilson, Bay, Red Bay, Ala.; Lyle Richmond, Missouri, Senath, Mo.; John Mohrstadt, Missouri, Hayti, Mo.; Norman Fair, Fair, Somerville, Tenn.; C. W. Tipton, New, Manila, Ark.

M. O. Gossett has opened the New Theatre in Plain View, Ark. M. B. Hasty of the Joy at Dardanelle, Ark., will do the booking and buying.

Mrs. W. S. Thornton, who operates the theatres in Carbon Hill and Winfield, Ala., advises they have just acquired the theatre in Guinn, Ala. She reports Mr. Thornton, who suffered a skull fracture, is recovering rapidly.

Will A. Price, Metro talent scout, was in Memphis two days this week interviewing boys between the ages of 10 and 14 for a possible role in "The Yearling" . . . A. D. Fielder and his booker, Mrs. Gladys McCalum, of the Steele at Steele and Rex at Lilbourne, Mo., were on the Row.

Among those vacationing this week are: Ilene Lindsay, biller at Universal, and Herman Chrisman, office manager at Columbia . . . The reason for the happy smiles on the faces of the Monogram Southern employes is they came in for a nice slice of the prize money in the recent drive.

Employes of the Loew's theatres and the Metro exchange have been informed that in event of their conscription, the company will hold their jobs.

W. M. Snelson, branch manager of Republic, advises Mrs. Mildred Neighbors has been added to his office personnel, and that Louis Sheridan is the new accessory clerk . . . A rare visitor on the Row was Raymond Goodman of the Rex and State at Starkville, Miss., who usually does his booking by long distance.

The Warner employes surprised "Pop" Stockard, former checking supervisor, with $20.00 in cash as a parting gift. The Warner checking system has been discontinued . . . J. J. Sharum of the Sharum, Walnut Ridge, Ark., was on the Row booking and advised he had just returned from a visit with his brother in Ft. Smith.

J. T. Lester has completed his plans for the erection of a 625-seat theatre for Negroes to be located on Georgia and Mississippi Ave. in Memphis. This house will be completed by September 15, at an approximate cost of $35,000. Ed Sneed is doing the booking and buying.

Ann Stevens of the RKO office has been confined to her home several days due to illness . . . M. A. Lightman, president of Malco Theatres, is off on a two-week business trip to New York City . . . Jack Marshall, Tony Sudekum's city manager in Dyersburg, Tenn., was in advancing his bookings in the Frances and Capitol theatres.

Bill Bugie, Paramount's branch manager, was on hand at the airport to meet the plane carrying Fred MacMurray, Sterling Hayden, and director, E. H. Griffith, and 13 others on their return trip from Charlottesville, where they have been on location for the picture, "Virginia." They spent approximately 30 minutes in Memphis while their plane was being refueled.

Fanny Slepian, M. A. Lightman's secretary, is off on a two-week vacation . . . W. F. Sonneman, who operates theatres in Fayetteville, Springdale and Bentonville, made one of his periodical booking trips and spent a couple of days here.

Zula Wehrum, biller at RKO, who recently underwent an appendectomy, has lost the sight of one of her eyes. It is hoped it is only a temporary trouble and will soon clear up . . . Sam Obenderfer, who was transferred from the Warner home office to the Memphis exchange some time ago, resigned to go back home. He says Memphis is too far away from his wife and family.

Dink Jones spent a couple of days booking for his Lonoke, Carlisle and Sheridan houses.

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Cartersville Theatre Bow Graced by Civic Leaders

CARTERSVILLE, GA. — The city mayor, members of all civic organizations and many Atlantans attended the recent opening of the new Legion Theatre.

The house, which seats 557, is operated by the Shingler and Cowart circuit and Paul A. King of Atlanta. A. L. Cowart is manager.

Improving Lyric

ROCKWOOD, TENN. — Manager Walter Howard announces that the Lyric, owned by the Crescent circuit, is being redecorated and that new seats are being installed. A larger screen and improved projection equipment are part of the improvements. C. W. Spate is in charge of the work.

Permit Remodeling

LITTLE ROCK, ARK.—A building permit has been issued for remodeling of the Roxy, at a cost of about $12,000. The house is owned by R&R and work will include the installation of a balcony, decorating, floor and roof.

Shoot "I Wanted Wings" At Randolph Aug. 26

SAN ANTONIO—Paramount's "I Wanted Wings" gets under way at Randolph Field on August 26, according to latest bulletins. Technical men are now on the ground and Paul Mantz was due to arrive with four special planes for use in spectacular footage. Ed Churchill, unit publicity director, himself a flyer, will be part of the company.

The cast is to arrive by train on August 25, and includes Ray Milland, Wayne Morris, Brian Donlevy, and William Holden. J. Theodore Reed will produce and direct. Constance Moore, who claims Dallas as her home, has a role.

The story, of course, follows a cadet through training at Randolph. The U. S. Army Air Corps is said to have given the story its sanction and will co-operate with the producer.

Manager Jack Anderson Makes Garden Bow Event

ATLANTA—Floral decorations and guests from local filmdom made the opening of the Garden Theatre here Friday night, August 16, a gala event.

The house, which seats 500, will be managed by Jack Anderson.

Charninsky on Mend

DALLAS—Show business generally has been happy here over the recovery of Louis Charninsky, one of its ablest exploiteers, who continues to gain strength at his home following several weeks' hospital confinement because of pneumonia. A lengthy script, in the form of a testimonial, was being circulated for signatures by Interstate employes, and was presented to him at home.

May Set Book Deal

DALLAS—Interstate house here may soon start "Encyclo-Nights," which has to do with the distribution of encyclopedias. Identity of theatres to use them, however, has not yet been determined. The volumes are sold one at a time for a nominal price to patrons. The circuit is using the encyclo plan in 19 towns over its territory, it was said.

Freeman at Interstate

DALLAS—Charles Freeman, New York booker for the Interstate vaudeville circuit for many years, has arrived at Interstate's general office here where he takes an assignment in the booking department along with P. K. Johnston and Harry Sachs.

New G. A. Cole Unit

NEW BRAUNFELS, TEX.—The modernized Cole Theatre has been opened here by G. A. Cole, former west Texas theatre man. It formerly was operated as the Rex by Jack Pickens who did not renew his lease. Pickens still operates the Rialto.

Crawford Wilson Wed

WINCHESTER, TENN.—Crawford Wilson of the Rivoli was recently married to Miss Frances Campbell of Tullahoma.

MT. PLEASANT, TENN.—Dyer Matlock jr. of the Maury was recently married to Miss Lucile Short.

DALLAS

(Continued from page 63)

"U" Denies Film Held Up Publisher to Ridicule

OKLAHOMA CITY — The Universal exchange here has filed a pleading in federal court denying it exposed Fozie Rahal, publisher of *Tomorrow*, a magazine published here, to public contempt and ridicule by use of a magazine of the same name in the motion picture, "Charlie McCarthy, Detective."

Rahal, in his suit, asks $50,000 damages from the film exchange, Standard Theatres Corp. of Oklahoma City and its officials, because the editor of the film version of the magazine, named Arthur Eldridge, was depicted as a "lawless, unscrupulous and unworthy individual" who secretly advanced the purpose of gangsters and racketeers," the petition charged.

Rahal's petition said the motion picture contained various photographs of a magazine, "Tomorrow," similar in size and design to several issues of his publication.

In its answer, the film exchange denied Rahal's charge that it was on the local magazine's mailing list and that it had any knowledge of the existence of such a publication.

Cupp Theatres Files

LITTLE ROCK—Cupp Theatres, Inc., of Arkadelphia has filed articles of incorporation in the secretary of state's office. Incorporators are H. B. Robb and E. H. Rowley, Dallas, Tex., and Cecil Cupp and Hazel Cupp, Arkadelphia.

Carter Case Settled

BROOKHAVEN, GA.—John H. Carter, operator of the Brookhaven here, has agreed to pay the Stone Mountain superior court $250 in the settlement of a case which grew out of an order by Judge James C. Davis restraining Carter from showing the picture, "Ecstasy."

Get Texas Charter

HOUSTON—A Texas charter has been granted to Park Place Theatre Properties, Houston, with capital stock of $9,000. Incorporators are L. C. Baxley, C. O. Ballard and W. E. Wygant.

Remodeling in Fayetteville

FAYETTEVILLE, TENN.—The Capitol begins the summer season with a new air conditioning and cooling system, and Mrs. Hardin, manager, announces that a new screen and curtain will be installed and the interior completely redecorated.

Dorothy Lamour in 'Frisco

SAN FRANCISCO — Dorothy Lamour has been doing a week of personal appearances at the Golden Gate Theatre here.

Booking, Not Cooking, Must Go On

Oklahoma City—The film exchange employes union is formulating plans for the training of the wives of young men employed on the Row whom conscription might take away for a year's training. The training would consist of working in the exchanges a few days a week and in substituting for absentees.

by D. W. Nicholson jr. . . . The L. C. Baxleys, now of Houston, were up for a few days. Their new Plaza, now well under construction, will open early in October.

Leaman Marshall, R&R partner at Terrell, is having another Anniversary Week in a few days and was here to line up bookings for the event . . . The C. W. Matsons of Rockdale, Caldwell and Giddings, were here Wednesday.

F. J. A. McCarthy, eastern sales manager for Universal, spent Monday here with Harry Graham, southern division manager. They left with E. S. Olsmith, Dallas branch manager, for Oklahoma City. The trio is working on circuit deals.

There was music in the air at the Columbia exchange on August 19, that being the date of J. B. Underwood's birth and, oddly enough, the birthday of his wife. A Western Union boy came into the exchange that morning and had Underwood identify himself, whereupon the messenger stood at attention and sang a birthday greeting dispatched by all employes of the office. Several exhibitors were present at the moment, which made the incident all the more entertaining.

In the ladies' rest room of J. C. Chatmas' Palace at Marlin are all the conveniences of any modern theatre, plus a miniature bowl and seat for the little tots. LeRoy Bickel, the M-G-M manager, who stopped off in Marlin the other day, has been telling about the innovation.

Kelly Starts Building

LAWRENCEVILLE, GA.—R. E. Kelly has started construction on his new theatre which he will open within a short time.

Circuit Buys RKO

CHARLOTTE—The Wilby-Kincey circuit of North and South Carolina has signed the RKO new season product for 31 situations.

Offer Trip to Fair

PARIS, TENN.—The Capitol Theatre and local merchants are cooperating in a contest with a free trip and all expenses to the New York World's Fair as the first prize. The contest closes August 30.

Observe First Anniversary

NASHVILLE, TENN. — The Woodbine Theatre observed its first birthday anniversary the week of August 18. Charles Bess is manager.

Commands Higher Prices

NEW ORLEANS—Metro's "Boom Town" has entered its second week of a test run at advanced prices.

Linden, Tenn., Fire

LINDEN, TENN.—The Linden Theatre was destroyed by fire this past week.

A "Ghost Breakers" Stunt In Knoxville Backfires

KNOXVILLE, TENN.—A "Ghost Breakers" promotional stunt by the Tennessee Theatre backfired when two of the theatre's ushers, masked and shrouded as ghosts, and parading in front of the house bearing signs that read, "Ghost Breakers Are Unfair to Ghosts," were arrested for violating a city "white cap" ordinance forbidding the wearing of masks.

Eugene Street, manager of the theatre who started the whole business as a promotional gag, contended with police that "they are under our own marquee and the signs they carry tie them up directly with the theatre. He also insisted the same stunt had been done elsewhere without interference, but police pointed to a state "white cap" law passed years ago to stop a reign of terrorism by masked parties in a certain section of the state.

"Milkman's Matinee" Is Successful in Memphis

MEMPHIS—The Malco idea of a "Milkman's Matinee," beginning at 6:30 a. m. with breakfast served in the lobby, clicked on the initial try. However, local theatremen doubt that the Malco management considers it anything more than a "gag."

On the menu for the first meal were buns, weiners, coffee and milk, served in the best manner of the old saloon keeper's free meal to drinkers. The eats go along with a 30-cent admission fee, plus federal tax.

Charlotte Theatre Bldg. Has New Proprietor

CHARLOTTE — The Charlotte Theatre building has been purchased by Word H. Wood, president of the American Trust Co., at a price approximating $50,000.

Wood has purchased the property as an investment. It is leased to the Charlotte until July, 1943.

Booking Colored Feature

ATLANTA—Dixie Film Exchange has set a precedent in successfully booking "Mr. Washington Goes to Town," a comedy feature with an all-colored cast, into white theatres. It is now playing the Waters circuit in Birmingham.

Smiths Equip at Pocahontas

POCAHONTAS, ARK. — Burus and Henley Smith, owners of the Imperial, will spend close to $5,000 for new projection and sound equipment, to be installed soon. A new screen also has been bought.

1,000 Await Opening

DALLAS—An estimated 1,000 persons were in the street last Thursday night waiting for the new Sparks Theatre in Cooper, Tex., to open, according to tradesmen who were there for the event.

Gets Astor Franchise

NEW YORK—O. K. Bourgeois, who has resigned as general sales manager of Astor Pictures, has acquired the company's franchise for Texas, Arkansas and Oklahoma.

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Picture Pioneers Form War Service Unit

TORONTO—A War Service Committee has been organized for the industry in the Dominion by the Canadian Picture Pioneers to cooperate with the government in its war effort and with recognized charities such as the Red Cross and refugee evacuation bodies, all branches of the business having been invited to participate in the work.

The committee has already had contact with the industry's board in the United Kingdom with a view of arranging for the accommodation in Canada of children of film executives, screen players and studio employes in England for the duration of the war. Offers have already been made by officials of the Canadian film business to take care of "war guests." One of these has come from Oscar Hanson, president of Hanson Theatres Corp., who has offered food and shelter for such children and it is stated that his home at Cooksville, Ont., will become a clearing house for the boys and girls of the British film industry as they arrive in the Dominion. Paul Nathanson, son of N. L. Nathanson and vice-president of Empire-Universal Films, Ltd., was also among the first to offer the use of a farm.

Mavety Plans Rodeo

President Charles Mavety of the Mavety Film Delivery Service, Toronto, is arranging for a benefit rodeo under the auspices of the Canadian Picture Pioneers at his Circle M Ranch, Kleinberg, Ont., to raise funds. This is scheduled for September 24 and the featured participant is to be Gene Autry. Through Col. John A. Cooper, Ontario commissioner for the Red Cross, and N. L. Nathanson, the Pioneers have offered co-operation for the proposed Canadian tour of British film stars in Hollywood under the sponsorship of Mary Pickford, formerly of Toronto, in aid of the Red Cross. A number of special concerts and stage presentations will be organized, it is expected.

The War Service Committee is made up of Clair Hague, president of the Canadian Pioneers, Leo Devaney, H. M. Masters, J. J. Fitzgibbons, Louis Rosenfeld, Ray Lewis, J. P. O'Loghlin, N. A. Taylor, Harry Alexander, O. R. Hanson, Col. Cooper and others. The central committee will have branch organizations in the six key centers of the Dominion where the Pioneers have been organizing subsidiary units.

Committee Supplies Camp Theatres With Films

TORONTO—The expansion of the Canadian armed forces has brought about the creation of many military camps in all parts of the Dominion and the consequent establishment of camp theatres which are operated by the YMCA, the Knights of Columbus, and the Canadian Legion.

An industry committee cooperates with these organizations for the supplying of films and the booking schedules are worked out as in the case of licensed theatres. This committee is headed by N. L. Nathanson and Col. John A. Cooper, under whose supervision complete programs of features and shorts are booked into the scattered camps. The YMCA operates 22 camp theatres, equipped with modern projection machines, and a fully licensed projectionist is in charge in each case. With conscription shortly coming into effect, a rapid increase in the service is expected.

Subsequents Claim Extended Runs Damming Product

TORONTO—Complaint has been registered locally that independent subsequent-run theatres have been running short of product, that although plenty of features are available to the larger circuit houses, they are being held back because of extended engagements at key theatres.

It is declared that some neighborhood theatres have been forced to resort to spot booking from independent exchanges and to use revivals and re-issues in order to fill in the gaps although they have plenty of pictures under contract for the year now coming to a close. They argue that features are tied up for first-runs and also because of inter-locking zones which boast two first-run theatres. It has been protested that suburban runs are compelled to play pictures out of season and that some films are so stale in the matter of music hits by the time they are available that patronage is adversely affected.

Film exchanges have been told that they are losing money as well when out-dated pictures are played and, with the new season about to break, the independents fear that a flood of product will be unloosed when unplayed pictures are dumped on the market after new contracts swing into use. The claim is made that neighborhood theatres have been facing starvation in product but that the situation will be reversed when it is too late—and it will be impossible to make money on stale pictures during the fall season when the public is looking for the latest releases. The blame is placed on retarded clearance conditions and a correction of the situation is sought.

With war conditions changing rapidly, it has become impossible to play some pictures which have a war angle, it has been stated. A feature that might have been timely last winter is now out of the question because of war developments in Europe and the film exchange is forced to put the film in storage—with consequent loss in rental revenue. A picture is supposed to be taken up within 30 days after notice of availability but it is stated that clearance now generally runs to a period of at least six months. The suggestion has been thrown out that rentals should be reduced when pictures are available to subsequent runs only after acceptable periods to compensate for lack of timeliness in theme.

"49th Parallel" Location Crew Heads for Arctic

MONTREAL—A shipload of British and Canadian actors left Churchill, Hudson Bay port, this week for the eastern Arctic, where they are to take part in the filming of a new British film, "49th Parallel." The picture, starring Elisabeth Bergner, Leslie Howard and Raymond Massey, will be the first full-dress expedition by any motion picture company into the Canadian Arctic.

All members of the company except Miss Bergner will voyage to the scene of filming by boat, and, because the motor vessel on which they are traveling is not chartered for passenger service, each one has been signed up as a member of the crew at one shilling a month. Miss Bergner will make the trip by airplane.

Shoot Scenes in Regina And at RCMP Barracks

REGINA—Members of the production crew of "49th Parallel" spent a few days recently in Regina shooting scenes at the airport and at the Royal Canadian Mounted Police barracks. While in the city, H. A. Bercovich, manager of the Rex, turned over his showplace to the technicians and members of the cast late one evening so they might screen all sequences taken up to that time. About 25 people were on hand.

Oriole in North Toronto Gets a Cooling System

TORONTO—Manager Dave Gordon has announced the installation of an air-conditioning system at the Oriole in north Toronto, an independent house operated under the direction of 20th Century Theatres. The plant was installed by the Air-Conditioning & Engineering Co. of Toronto.

No Ontario Ticket Tax on Horizon

TORONTO—There will not be an amusement tax in Ontario—at least for another year. This is the substance of an announcement by Premier M. F. Hepburn in which declaration was made that the finances of the province were in a satisfactory state and that no necessity had arisen for the calling of a session of the legislature this fall or for the holding of special elections to fill the five vacancies in the house.

Two months ago the hint was thrown out that the government might find it necessary to restore the amusement tax which had been abolished three years ago. Mr. Hepburn has now stated that his government has a satisfactory budget position, with revenue meeting estimates and expenditures being cut to a minimum. Ontario's revenue had been cut by $3,000,000 because of tax increases by the Dominion government to meet war costs.

At its peak, the Ontario amusement tax brought in slightly more than $2,000,000 in 12 months, but apparently there is no intention to revive the ticket levy.

Complete Remodeling Of Montreal Orpheum

MONTREAL—The Orpheum Theatre, which closed August 12 for remodeling, reopened Saturday, August 17.

Under the supervision of M. W. Roth, (MRAIC) architect, workmen were busily engaged in laying a new floor and remodeling the lobby. At the entrance the floor is covered with a resilient synthetic tile.

The interior of the lobby features walls covered with ivory colored leather, trimmed with natural walnut mouldings. The display features at either side of the lobby are framed with curved glass bricks.

TORONTO

WALTER WANGER is scheduled to come to Canada, August 29, when his "Foreign Correspondent" will open its Canadian premiere at the Elgin at Ottawa as the first of the new season's pictures. Manager Lloyd M. Mills has made extensive preparations for the event.

Among the latest stars in the trek from Hollywood to Canada were Patric Knowles and Colin Tapley, both of whom proceeded to training camps in Ontario to make application to enlist in the Royal Canadian Air Force. Each has a brother already serving in the Imperial Army.

Little has been heard about golfing in the theatre fraternity this summer but Bob Eves, manager of the Toronto Eglinton, who swept most everything before him in 1939, competed in the annual tournament of the Eglinton Business Men's Ass'n. After socking the ball all over the countryside he was presented with a pair of socks as his prize. His score was 86—or about 20 more than last year's standard.

Recent business visitor at the Auditorium, Indian Head, was Fred Holden, provincial theatre inspector, Regina . . . H. Swartz, office manager of Empire-Universal, Winnipeg, accompanied by his wife and family, passed through Regina on his way to the Canadian Rockies for a vacation . . . Also visiting was I. Levitt, Columbia manager in Winnipeg, and Frank Davis, Warner salesman.

George Parks, Saskatoon, has been added to the operating staff of the Met, Regina. He replaces George McLeod, who died recently . . . Otis Bowes, manager of the Grand, Regina, applied to join the non-permanent active militia . . . Stan Atkinson, president of General Films, Regina, holidaying in eastern Canada.

Completion of the large military airport at Saskatoon and consequent influx of hundreds of mechanics and permanent staff officers is expected by theatremen to be of some material assistance to the boxoffices of Saskatoon picture houses. The RCAF project will bring several hundred mechanics to the city.

Names of Shellbrook citizens are hidden in various ads in the Shellbrook newspaper each week and persons discovering their names in the ads get two free tickets to Shellbrook's Theatre.

A good fish story is being told about Al Sedgwick, manager of the Belsize, the source of information being his wife. It's the answer to the question why he did not come back from his vacation with a large specimen of the finny tribe. Sedgwick really got the big one on his hook but, in the excitement, the fish yanked him from the boat and the rest of the party had to fish him out of the water—minus the fish.

Sedgwick tells one about the Indian guide who stood on the bank of a sharp turn in the river with a large basket—in which he caught the fish as they skidded out of the water when they couldn't make the turn.

Manager A. Stevens of the Ottawa Regent secured a nice break when he played "Bill of Divorcement," directed by John Farrow. The latter, now an officer in the Royal Canadian Navy, was making a service club speech which was being broadcast over the national network and a club member, in introducing Farrow, put in a plug for the picture at the Regent.

The arrival of Bernt Balchen in Toronto with the Norwegian Air Mission to sponsor the training of many Norse war pilots, recalled to the minds of many theatregoers that the noted aviator was the first person they had heard in a talking picture—a topical short with a synchronized sound recording. This played a number of theatres about 14 years ago.

For the first time in many years, Shea's in downtown Toronto has not been closed for the summer season and Manager L. Graburn has not been utilized around the Famous Players circuit in the role of relief manager at other theatres. Shea's is currently playing the Disney revival festival headed by "Snow White" and the new season is to open with "The Great McGinty" with a vaudeville program. The stage show was discontinued during the hot weather.

"Convoy," released in Canada by Archie Laurie's new exchange, Esquire Films, Ltd., was accorded a break when it was premiered by Manager Tom Daley at the Imperial where it was given a five-star rating by Roly Young, *Globe and Mail* critic.

When the Canadian National Exhibition opens at Toronto, it unofficially marks the close of summer and local theatres swing into their fall attractions. The C. N. E. got under way Thursday night, August 22, when Sir William Glasgow, Australian high commissioner to Canada, formally opened the British Empire Pavilion, followed by the official opening of the whole Fair on August 23 by the new governor general, H. R. H. the Earl of Athlone. Last year the Canadian Fair featured the Royal Tour film and the first public demonstration of television in Canada. This year there are films of the Royal Canadian Air Force while many private theatres are exhibiting commercial films.

Manager Frank Miley of the Granada, Napanee, secured a splash of publicity for "It's a Date" when he discovered that Cecilia Loftus, a featured player, had been a local resident some time ago and had been a volunteer nurse-maid to the local police officer.

Ed Marlow, manager of the Lincoln, St. Catharines, secured excellent cooperation from the local Roman Catholic clergy when he had them as his guests at a showing of "The Fighting 69th." The various pastors made announcements regarding the picture from their pulpits.

Rose Burkitt and Ruby O'Donnell have returned to Toronto from a trip to Hollywood which they won as prizes in the beauty contest of the annual Toronto Police Games . . . Edward Dmytryk of the Paramount Studios in Hollywood has had a personal conference with Brian Doherty of the national film board regarding the producing of a wartime feature, "We Three Together."

Weyburn nursing sister Helen Sutcliffe, now on active service with the CASF in Great Britain, was seen in an M-G-M newsreel screened at the Hi-Art, Weyburn. Miss Sutcliffe, together with other Canadian nursing sisters, was shown landing in England.

Farrow Recommends Big Navy Before Rotarians

OTTAWA—Lieut. J. V. Farrow, erstwhile Hollywood director and now publicity officer of the Royal Canadian Navy, was the guest of honor at a luncheon of the Rotary Club of Ottawa when he was greeted by 300 members and visitors who had gathered to hear his talk on the naval situation. He urged the maintenance of an increased Canadian navy after the cessation of hostilities because of the prospect that the Dominion would find it essential to provide for its own defense against any further menace, and to do its share in the protection of this continent.

Lieut. Farrow declined to discuss Hollywood, expressing the belief that business executives were not concerned with the personal characteristics of screen stars.

Marcus Loew Operations Compare Well With '39

MONTREAL—Summer business of Marcus Loew's Theatres, Ltd., owners of the Loew's and Uptown theatres, Toronto, has been good and operations for the first 11 months of current fiscal year were on a par or a little ahead of like period of fiscal year ended August 31, 1939. Results for the full year, despite increased taxation, are expected to closely approximate last year when net earnings were equal to $18.51 a share on 7 per cent $100 par preference stock.

Policy announced in December, 1938, of clearing away arrears on preferred by quarterly payment of $1.75 a share in addition to regular quarterly dividend will be continued so long as it is permitted by the foreign exchange control board.

Successfully Maintain Dividend Payments

TORONTO—Dividend payments are being maintained by Canadian theatre companies in spite of the war, or because of it. Hamilton United Theatres, Ltd., a subsidiary of Famous Players, has declared a 1¾ per cent dividend on preferred shares payable September 30. J. P. Bickell, Canadian financier now in England with Lord Beaverbrook, minister of airplane production, has an important interest in Hamilton United Theatres which has a group of theatres in Hamilton, Ont.

Emphatic Attention to Ad Accessories

Smiths Falls, Ont.—Several hundred citizens and members of militia units here threatened to take action a few nights ago if swastika signs posted in front of a theatre here were not removed.

The Nazi emblems, used to advertise "Hitler, Beast of Berlin," showing at the theatre, were taken down by the management when the demonstrators prepared to remove them themselves. Police said they had suggested removal of the signs several times following receipts of many complaints, but it appeared the demonstrators were more convincing, and following their removal, effectively disposed of the swastikas.

MONTREAL

EVENT of the month on Filmrow is the reopening of the office of Grand National Films which has been closed for several months. The new provincial manager is Harold Goltman, who was salesman for Columbia Pictures in London, England, until a short time ago.

Most faithful of all Filmrow visitors is Charles Magnan, of the Malartic, Malartic, Que., who pays a weekly visit during the summer. Another northerner who made his appearance on Monkland Ave. is D. Chlykoff, of the Princess, Val d'Or.

Gracie Fields, on her patriotic tour of Canada, netted $1,200 for the Navy League by her concert at Banff, Alberta. At Calgary, 9,000 people turned out to greet her, and at Edmonton she discerned amongst the crowd a cousin whom she had last seen in her native Rochdale, Lancashire, 20 years ago.

Honeymooners from six Illinois cities who won prizes offered by motion picture theatres, consisting of five-day trips to Canada, are enthusiastic over the ease with which they entered and left the Dominion. They had been afraid they would need passports, but were assured by the theatre managers that these are not necessary. They found much to interest them and commented on the friendliness to American visitors they encountered everywhere.

President Roosevelt's summer home in New Brunswick is now in easy reach of a motion picture theatre. Maple Leaf hall at Wilson's Beach near Campobello has been turned into a 300-seat theatre which is being operated by the municipality. Residents of Campobello Island formerly went to theatres in Eastport and Lubec, Me., but border restrictions prevented this and left them without indoor amusement.

German war prisoners at an Ontario internment camp have taken a fancy to the new British patriotic song, "There'll Always Be An England," and are humming or whistling the air continuously, camp guards say. It is doubtful whether they know the words, but they picked up the tune from the band on a lake steamer which passes the camp twice daily.

Columbia Pictures is starting its "Columbia Week" drive, August 25 to 31, in which the local office hopes to rank well in the lead . . . Miss H. Druxerman, of Columbia office, has returned from a holiday in the Laurentians, and Archie Cohen, of the same organization, is on a sales trip to Noranda, Rouyn, and the northern Quebec mining country.

Blonde, 19-year-old Laraine Day, the only Mormon in Hollywood films, visited Montreal by plane and was entertained by Joe Lightstone, proprietor of the Orpheum, who will shortly be showing her latest film, "Foreign Correspondent" . . . Sidney Tapley, producer of the Tic Toc revues, has obtained a provincial franchise to find a suitable "Miss Montreal" to represent the province of Quebec in the coast-to-coast beauty contest to be held at Port Stanley, Ont.

Snowdon Theatre, continuing its policy of exhibiting the latest British comedy films, is showing "Alf's Button Afloat" . . . Lieut. John Farrow, director of Naval Information of the Royal Canadian Navy, has had conferred on him by Pope Pius XII the Grand Cross of the Order of the Holy Sepulchre. Farrow is the husband of Maureen O'Sullivan.

Film Production Eye on Canada—Howard

TORONTO—Leslie Howard, Hollywood and British screen star, made pointed references to the prospect of the establishment of the British film industry in the Dominion as a result of war conditions in the United Kingdom, in his talk from London via short-wave to the Canadian network of the Canadian Broadcasting Corp. in the "Britain Speaks" weekly series.

Referring to the entertainment features maintained by Londoners during the open season for Nazi pilots, Howard outlined some of the difficulties faced by the film industry and stated that, in the event that acute hostilities developed, Canada would become the home of British film production.

"There are a number of wartime difficulties for producing pictures—the blackout, to begin with," he declared. "We cannot do night sequences out of doors and that means new problems in photography. A long motor drive by night, for instance, has to be done entirely indoors. In many ways the restrictions are going to test our ingenuity.

"Carry on is the order of the film day —unless we are literally bombed out of the studios and even then we can carry on elsewhere. If we become a refugee film industry, there is one logical home for us, namely Canada. Canada can become the new home of British films."

Howard declared that the production of British pictures was not only carrying the British viewpoint to other parts of the world but it was helping the treasury of Britain. Incidentally, Leslie Howard knows about war because this is the second great conflict within his own experience. He served in the Imperial Army in the last war and is again giving his services to the cause.

Robert Sherwood Scheduled For Aug. 25 Broadcast

TORONTO—Robert Sherwood, playwright and a member of the Canadian Expeditionary Force in the last war, is scheduled as the speaker in the "Let's Face the Facts" series over the national network of the Canadian Broadcasting Corp. Sunday night, August 25, when he will offer a commentary on current war developments. Among the various Sherwood plays which have been screen successes are "Idiot's Delight," "Reunion in Vienna," "The Petrified Forest" and "Abe Lincoln in Illinois."

The speaker in this series on September 8 is Henry Luce, editor of *Time, Life* and *Fortune* and an associate in the production of "March of Time."

British Board of Trade Head Says Films Stay

LONDON—Production of British films will not be transferred to Canada, Sir Andrew Rae Duncan, president of the board of trade, advised the Association of Cinema Technicians in Britain.

Sir Andrew said the powers given the board under the defense regulations will not be used to assist in the transferring of the film production from the United Kingdom to other parts of the Empire.

Only in exceptional circumstances will films made under such a plan be eligible to rank in the film exhibitors' quota which provides for the showing of a certain number of British films.

CALGARY

GRACIE FIELDS, English comedienne, received a royal welcome from citizens of Calgary on her one-day visit August 13. Her open-air concert in front of the Grandstand grossed $7,272, all of which went to the Navy League.

Best show was put on at the Currie Barracks where Miss Fields took her hair down and put on a great show for the boys. At this concert and at the evening event, she proved herself a grand trouper, not missing a trick. When a passing train whistled, she passed a quip and went on singing and took advantage of every incident to get a laugh. Her heartiness and earthy gags and songs won the hearts of the thousands who turned out to hear her.

With dozens of buildings being erected at the two airports and the barracks in Calgary, as additional accommodation for troops and airmen, payroll here has greatly increased. Prospects of better business at the theatres this fall season, after holidaymakers return, are very promising.

Fred Guest, operator of the Delta, Queens and Empire, in Hamilton, Ont., as well as the Stanley here, is looking after the details of the Stanley while Miss Amy Scrivens, the manager, is on a visit to her old home at Hamilton.

J. H. Stewart, manager of the Pioneer Community Hall at Bridge River, has gone to Tyax Lake to hook some of the big fish there . . . C. H. Mitchell, Bralorne Community Hall, is spending his vacation among relatives in Winnipeg, Man. . . . Concluding 19 years as inspector for Paramount Film Service here, Miss Sabine Svencisky is leaving to be married.

Projectionist Felts of the Egyptian Theatre, Hollywood, spent a short time here making many friends among his fellow vocationists. What struck him most was that on tendering a U. S. ten dollar bill in payment of a purchase, he was handed back a Canadian ten dollar bill plus some small change and the article he was paying for. It looked like easy money.

With registration of all in Canada in view, it has been mooted on Filmrow that one of its members be made Deputy Registrar to sign up everyone on the Row and thus not only save the time of executives and employes but insure a full registration. There are some 70 odd men and women in that branch of the film industry and the law states that no unregistered person may be employed.

The series of open air operas at Stanley Park is naturally having some effect on theatre attendance . . . There was an animated huddle in front of Regal Films on Burrard St. and the safest guess is that it was about ways and means of greater boxoffice appeal. The participants were: A. Wasel of the Varsity, M. W. Chechik of the Bay, and J. Cooperband of the Roxy . . . The demolition of the Empress is now in full swing.

"Patrol" to Regent

MONTREAL—Regent Films, owned by John Levitt, has secured Canadian distribution of the British film, "North Sea Patrol," made by Alliance Pictures, which will have its Canadian premiere at the Snowdon early in September and will be shown on the Confederation Theatres circuit.

VANCOUVER

A NUMBER of the independent exhibitors have planned a mountain trip with Likely as the objective. While an inspection of some of that district's mines is the reason for the trip, some of them are overhauling their fishing tackle and, with them, the whipping of the trout streams and lakes there, holds greater attraction than the mining operations. Those already listed are: Archie Calladine, Rio; Dan Sutherland, Kingsway; Howard Boothe, Dunbar; Bob McEwan, Star; Les Young, Fraser.

Eddie Steele, booker for 20th Century-Fox, is in St. Paul's Hospital recovering after an operation . . . Bob McEwan of the Star was the proud winner of the Quilchena golf tourney, a well deserved reward for the serious study and practice he has devoted to the game.

On his return from a visit to the Bridge River district in the interest of Regal Films, Charles Ramage, laconically says, "Nice trip, nice business."

War Brings Film People Into News Limelight

TORONTO—Motion picture people here, because of the war, have been figuring in the news. Maureen O'Sullivan, making personal appearance at a charity concert in the Eaton Auditorium by permission of M-G-M, revealed that her husband, Lieut. J. V. Farrow, of the Royal Canadian Navy, had been honored by Pope Pius XII in the conferring upon him of the Grand Cross of the Order of the Holy Sepulchre. Farrow is a Knight Commander of the Order.

Lady Hardwicke, wife of Sir Cedric Hardwicke, on a visit in Toronto with her eight-year-old son as a refugee from England before joining her husband in Hollywood, received a cable advising her that Flight-Lieut. Percy C. Pickard of the Royal Air Force, one of her two brothers in the air service, had been awarded the distinguished flying cross for bravery in action. A sister, Margery Pickard, has also been mentioned for her work as an A.R.P. warden somewhere in England. Lady Hardwicke is an English actress, her maiden name being Helena Pickard.

Feeling of Strangeness Over French Program

OTTAWA—The appearance of a French feature on the screen of an Ontario theatre is now actually strange because of recent developments in Europe. French war films are already definitely off the market, whether new or old, because they have lost their meaning and punch, for the time being at least. Current presentations include dramas and typical light comedies. Incidentally, no new French features are coming before the Ontario board of censors for review, indicating an approaching scarcity of French product.

The Rideau in Ottawa is continuing its policy of presenting an all-French program on Wednesday of each week, Hollywood or British films occupying the screen the other five days. French double bills are still being shown, the two last week being "Mon Oncle et Mon Cure," a light comedy, and "Un de la Montagne."

France Film Company Has Two Year Supply

MONTREAL—France Film Company, Montreal, reports a sufficient supply of French pictures and renewals to last two years. At some of the company's smaller theatres in the city, however, a change of policy has been entered upon with films and stage shows alternating on successive days.

When asked whether the capitulation of France has affected the situation in Canada as regards the company's business on this side of the ocean, France Films said that all communications with the Paris office had been cut off, and that no pictures are being received; all films in transit have been held in France, said J. M. deRoussy, commercial director. Recently a film was received via New York, but it left France before German occupation of the country.

Discussing a report that France Film might enter production in Canada, it was made plain in the interview that this phase of the business was impossible at the present time by reason of the inability of obtaining actor personnel as well as financial backing for such an enterprise. The lucrative markets for French pictures have become extremely curtailed in the past six months, Canada furnishing only a very small percentage of showing territory in comparison to that before the war.

As for conditions in the industry in France itself, France Film is of the opinion that the French will continue to make pictures either in the Paris or southern France area. There is even the possibility of films being produced in the occupied area, in the English, French and German languages and there is a movement started already to "clean up" the film industry in that country and to make it more "presentable to the public."

REGINA

REPORTS are Mary Pickford will assist Canada's war effort by touring the Dominion with a show featuring such Canadian-born motion picture stars as Raymond Massey, Norma Shearer, Deanna Durbin and Walter Huston. Proposed stops are Regina, Vancouver, Toronto, Montreal, Winnipeg, Hamilton, Windsor, Ottawa, Quebec City, Edmonton, Victoria and Calgary. Idea is that all stars would donate their services and that all receipts would be turned over to the Canadian Red Cross. Tour will likely get under way this summer or fall.

J. A. McKenzie, manager of the Orpheum, Estevan, is in receipt of a letter from Larry Graburn, Regina, chairman of the Saskatchewan committee for the motion picture industry's "Stamp Out Hitler" project, in which he expresses amazement at the size of the contribution raised in Estevan, particularly in view of the large sums previously raised for war purposes in the town. The stunt realized $1,127 *at the Orpheum.*

Garnet McCleneghan has been added to the ushering staff at the Capitol, Regina . . . Victor Armand, Winnipeg, maintenance superintendent of Famous Players Canadian Corp., western division, was a recent business visitor.

Complete P. A. in New York

NEW YORK—Allan Jones, accompanied by his wife, Irene Hervey, have completed a two-week personal appearance at the Paramount here and are headed for the coast.

WINNIPEG

MEMBERS of the industry here have joined a unit of the non-permanent militia, formed as a special concession to showmen whereby they can get their military training mornings in order not to interfere with their jobs.

E. A. Retalick at the Uptown has introduced a new feature which seems to have decided possibilities. This is in the form of a weekly sneak preview of major films to be shown at this house before their regular downtown showings. The film cannot be advertised.

"South of Pago Pago" is held for a second week at the Garrick . . . Harold Gray's showing at the Tivoli of the Gracie Fields film "Shipyard Sally" coincided very neatly with the star's personal appearance here next week.

Jack Fitzgibbons has returned from his vacation . . . Leo Sigurdson, manager of Dominion Sound, has been transferred to Vancouver. Sigurdson's successor here is as yet not known.

Toronto Board Decides Against School Holiday

TORONTO—The Toronto board of education has decided that no school holiday for the month of September will be established after all, and an order has been issued for the reopening of both primary and secondary schools under the jurisdiction of the board on the regular date of September 3. In Ottawa, the schools are to reopen September 16 in many instances and various dates have been announced elsewhere, some of the small towns holding off until October 1.

The Ontario government had issued instructions that schools should not open until October to enable the older youths to assist in harvesting operations as a part of their war effort, the girl students to devote their time to the sale of war savings stamps. This order met with strong opposition on the part of the school trustees in Toronto who, in the main, are said to be political opponents of Premier Hepburn. A political squabble ensued, so Toronto schools will open on schedule, which means that families will shortly be returning from summer resorts and the Toronto theatres will get back their patronage a month sooner. Local exhibitors took no part in the issue, but they are looking forward to the return of family trade.

"Birth of a Nation" Ruled Fair in '15

Ottawa—Remember "The Birth of a Nation?" Amid the race of aggressors and sensational war developments, one is inclined to forget such things as the early classic of the screen.

Looking back in the newspaper files for the record of happenings of another war, a history-checker discovered that the Griffith masterpiece was the film attraction of the Ottawa Fair 25 years ago this month.

A second world war is in progress, the Ottawa Fair is no more and "Birth" is but a distant recollection.

Selling Seats

Cleveland Police Help Sell 'Drive by Night'

CLEVELAND—E. C. Pearlstein, publicity director for Warner Cleveland theatres, had the entire Cleveland police force working for him to exploit "They Drive by Night," playing Warner's Hippodrome. He worked with the department to formulate a set of Safety Rules. These rules were printed by the Hippodrome and distributed by the thousands by the police. Here they are:

Rules for Night Driving

1. Don't drive when sleepy—Rest first and drive later.
2. Don't change a tire on the road side of a car. Turn the car around first.
3. Don't wear sun glasses when driving at night.
4. Don't blow your horn when passing a car at night—Blink your lights instead.
5. Dim your headlights when another car is coming in the opposite direction.
6. Reduce your speed after dark.
7. Be sure both your front lights and rear lights are working.
8. Always come to a full stop before turning into a main thoroughfare.
9. See the Warner Bros. film "THEY DRIVE BY NIGHT" and you'll know why the above rules are important.

Another feature of the police tieup included a sound truck which blared forth both the rules and the announcement of the picture's showing at the Hippodrome. Pearlstein and his publicity associates also planted a window tieup with the Adams Hat Store whereby guest tickets were given to those who guessed correctly the number of pennies on display. Augmented advertising space, cards on Postal Telegraph bikes, special Sundaes and cosmetic tieups completed the campaign.



—Photo by A. Jack Ditoro

Two Ways to See the West—

A window in the Philadelphia Record's *office that sells a cruise to the west coast and Columbia yarn of the west—"Arizona"—at the same time.*



Horsey Stuff—

How Leo Rosen, manager of the Troy at Troy, N. Y., went to town for "Maryland." In addition to this display, he engineered a herald tieup for reduced prices at a local beauty shop. The herald included a sketch of Brenda Joyce and John Payne, with prizes for the best crayon or water-color fill in jobs.

Broadcasting Sponsor An Inexpensive Ally

SYRACUSE, N. Y.—A tieup with Wheaties, sponsor of the local baseball team broadcasts, which provided a radio mention twice a day, and spot one-minute announcements for a week in advance, was the centerpiece of a campaign that included several other tieups for the Disney Festival of Hits, and "Scatterbrain," launched by Gene Curtis of the Paramount.

In the tieup with the Wheatie agency, the theatre's contribution came in the form of a Saturday morning show at which two box-tops of the cereal were required in addition to the usual admission. The sports announcer and members of the ball team were presented from the stage at that show. The agency provided, at no cost to the theatre, 5,000 heralds announcing the show—these were distributed at playgrounds—and several prizes, among them two cases of the food, bags of candy, sweaters, books, a boy's and girl's wrist watch, and baseballs autographed by team members.

The show was further sold by a herald coloring contest run in cooperation with a department store which furnished the heralds (5,000) and the prizes. The picture to be colored was a scene from "Snow White." Also two co-op ads and a 15-minute program on each of the two local stations, playing selections from the pictures, were promoted. Posters and announcements at all city playgrounds further told of the show, as did still displays in the public libraries.

REMEMBER—Silhouette letters need cleaning too.



—Photo by Lewiston

San Antonio Front Draws Eyes—

How the Texas Theatre at San Antonio sold "Tower of London" to the populace. The display was arranged by McBride of the Southwest Process System.

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

"Lady in Question" Bally Accent Is on Tieups

HARRISBURG, PA.—Several tieups marked the Colonial's campaign for "The Lady in Question" conducted by Manager John O'Rear and Columbia Exploiteer Ed Rosenbaum.

The tieups included a bakery which bannered six wagons three days in advance and during the week of the run; news trucks, calling attention to the *Click* magazine spread on Hayworth; and three department stores, one of which featured a "Big Question" sundae, hanging question mark cutouts throughout the store; another provided a fashion display on one of its floors, and the third had a girl walk about the store, who, if accosted as "The Lady in Question" gave 10 per cent discount rights to the customer identifying her.

The balance of the campaign included mats and stories in the papers, a trailer two weeks in advance, a 24-sheet, a six-sheet and three sets of 11x14s; and for street ballyhoo, a boy and girl on a tandem bike, placarded as riding to see the picture, drove about town two days before the run.

Miniature Letter Heralds "Turnabout" in Kansas

PARSONS, KAS.—A letter, typed upon the regular letterhead of his Uptown Theatre, and then reduced to a fourth of its size, and as such printed up, made a unique throwaway for Manager David Dallas, wherewith to herald "Turnabout."

The letter, addressed to "Dear Friend," started off with: "This letter is exactly four times as small as the average . . . the size expresses my feelings perfectly." It then proceeds to describe the plot of the picture with the several of its complications, but does so in the personal manner, as though it were an embarrassing predicament that happened to the writer.

The closing paragraph reads: "I am really trying to tell you about the craziest, goofiest comedy that ever hit the screen," and goes on to give playdate data and to invite to attend the show. The letter is signed "Mr. Turnabout."

An Animal Picture Contest For "I Married Adventure"

HARTFORD, CONN.—Manager George E. Landers of E. M. Loew's offered cash prizes for the best views of Connecticut animal life during the run of "I Married Adventure." Prizes were $5 for first place; $3 for second; then several copies of the book and guest tickets. The newspapers cooperated with writeups.

A huge display of an ape in the lobby a week in advance of the run and the distribution of several placards augmented the effort.

Crew of Prospectors Heralds "Maisie"

Springfield, Mass.—Noisily, but effectively did Assistant Manager Johnnie Wolfberg of Loew's Poli stimulate interest in "Gold Rush Maisie." On opening day Wolfberg had about 15 men, dressed as gold miners, drive through town in an old jalopy. Carrying pick-axes, the miners yelled at surprised citizens, "Where's the gold?" Upon being questioned, the 15 fellows passed out approximately 5,000 heralds. The stunt was repeated the second day of the run.

Issue Special Manual for "Villain Pursued Her"

NEW YORK—Anxious to impress upon key runs the advisability of departure from the ordinary in the marketing of "The Villain Still Pursued Her"—itself labeled a departure in production—RKO is calling special attention to the exploitation possibilities of the film with an advertising manual compiled by Harold B. Franklin and sent out to the keys.

The manual elaborates a veritable campaign providing information as to what to sell in the picture (in this instance particularly stressing audience participation, inviting the audience to hiss the villain and cheer the hero); listing the accessories available; outlining the spotting of stooges in the auditorium to lead the hissing; recommending community singing, inspired by slides; and providing material for a master of ceremonies to use in bestirring the audience.

The manual, which runs to about 50 pages, includes suggested layouts, advertising copy, an abundance of ideas for effective lobby and front displays; street ballyhoo campaigns and newspaper publicity stories.

Warner Speeds Campaigns With Advance Proofs

NEW YORK—To assist theatremen to get early starts on campaigns for its forthcoming features, Warner's advertising department is sending special advance proof sheets of ad and scene stills to all branches, field men and theatre ad men several weeks before the regular pressbook on the feature.

The first set of advance proofs on Warner's "River's End," already have been mailed out.

Donald Duck Mask Parades

NEW YORK CITY—A giant papier mache of Donald Duck, worn over the head of a man parading Broadway, is promoting the Walt Disney Festival for Loew's Criterion.

Stress on Hilarity Puts Across "Turnabout"

PHILADELPHIA — A campaign that intrigued by stressing hilarity, overcame the potential adversity of a heat wave for Manager Joseph Nevison's run of "Turnabout" at the Bromley.

To begin with, a laugh effect record, preceded by a single frame trailer reading "Pardon us for laughing, but you'll laugh too when you see 'Turnabout'," was used in front of the regular trailer with great effect.

A lobby display made up of gadgets such as a pink feather, captioned "you'll not need this to be tickled pink," and such objects as a clock, first aid kit, ear muffs, adhesive tape, handkerchief, needle and thread, all with copy using laugh expressions, did its share to coax the patrons, and the newspaper ads followed suit by being run upside down with the explanation it was a result of seeing the film.

This display, used a week in advance, was in conjunction with a 6x8 foot cutout enlargement of the principals, and cutout storks, each carrying a teaser catchline.

Street ballyhoo several nights in advance had a man walking the streets with his clothes on backwards and so arranged that his head did not show. The man carried a dummy head under his arm and wore a banner reading "I laughed my head off and am all mixed up after seeing 'Turnabout'."

One thousand teaser novelties distributed in parked cars, rounded out the campaign.

Coop Ad With Legion Post Sells "The Flag Speaks"

TEAGUE, TEX.—On the occasion of his recent booking of the Metro short, "The Flag Speaks," Floyd Faubion, manager of the Star and Plaza, promoted a good-sized cooperative ad with the American Legion.

Headed by "Read what several members of the local American Legion Post 238 have to say about 'The Flag Speaks'" the ad contained statements made by several legionnaires, each urging attendance at the showing of the short or in some way recommending it. Exemplary of the various signed messages was that of the post's commander, which read: "I know what the American flag stands for and I appreciate the opportunity and welcome the privilege of seeing the beautiful story of 'The Flag Speaks' which is showing at the Star Theatre (playdates)." Part of the ad was devoted to listing coming attractions.

The endorsement of the post commander, incidentally, was printed on white gummed labels, in blue, over a flag shield in red, and distributed to the post members.

A time or two during the day wet down the sidewalk in front of your house to create a cool, inviting appearance. The idea is one of Wally Leach's, manager of the Grand at Camden, N. J.

NUGGETS



In a Motor Age—

Avon Manager Arnold Stoltz's head-pivoting street ballyhoo in Utica, N. Y., for "When the Daltons Rode" consisted of a dog dressed as a horse. The "horse's" tail is made from a ladies switch, the saddle came off a discarded hobby horse and the head cloth was sewed on a wire frame. To keep in scale, the accompanying "Lone Ranger" was a three-year-old.

Wichita Health Board Aids Selling "Magic Bullet"

WICHITA, KAS.—Obtaining the cooperation of the county department of health, which established a headquarters in a vacant downtown storeroom and put on an educational exhibit, with a trained nurse in charge, O. F. Sullivan, manager of the Civic Theatre, was able to make his recent booking of "Dr. Ehrlich's Magic Bullet" a noteworthy event rather than just another show.

The film, presented under the auspices of the Junior chamber of commerce, benefited by a favorable and generous press. Augmenting Sullivan's distribution of 5,000 heralds and a back-page ad in a free-distributed newspaper that covers the city, the county medical society mailed a letter to all doctors, recommending the film.

Guessing Contest Helps On "Andy Hardy" Picture

WASHINGTON, D. C.—A tieup with a local jeweler to provide two round trips to the Fair in New York to the man and woman guessing closest to the number of persons who would see "Andy Hardy Meets Debutante" at the Palace, was made by Ray Bell, Loew publicist.

Several cooperative ads have been bought by the merchant. The guesses must be filed in his store. Plugs have been accorded the contest by local newspaper columnists and over several radio stations.

FLOYD FAUBION, manager of the Star at Teague, Tex., launched a new serial recently by a Saturday morning matinee at which free ice cream, promoted from a local dairy, was given the kids. Several comedies and the serial, announced by heralds, constituted the show.

●

A. J. Kalberer, manager of the Switow's Indiana Theatre in Washington, Ind., in connection with the showing of "Four Sons" recently, invited all families with four sons to attend the theatre as his guests. The local newspaper ran the names of the various families as they submitted them to the theatre for their passes. The contest ran a week ahead of the opening.

●

For "One Million B. C." R. W. Ferguson of the Osawa at Osawatomie, Kas., put out a hundred packages of dope, brazenly labeled as such in black type on small white envelopes presented to patrons prior to playdate. Inside the envelopes were capsules containing a rolled slip of paper on which "the latest dope" revealed that the picture was coming, where and when.

●

For "Alias the Deacon" Herman Comer, manager of the Capitol in Philadelphia, displayed for a week in advance a five-gallon glass jug, filled with rock salt, and labeled "Smelling Salts." A card attached to a stick which was placed in the neck of the jug, read, "We are prepared to revive all cases of laughing sickness during the showing of, etc.

●

On a herald announcing the Star's anniversary, Manager Floyd Faubion of Teague, Tex., also invited the populace to play "Grapevine Telegraph." Rules of the game required the participant to say to people, "You must see 'Earthbound' at the Star Theatre." If this were said to the proper party (a man hired by Faubion to go about town) the response would be a $5.00 bill, with the declaration, "It's worth five dollars to know that."

The Treasury office will lend you a display of counterfeit money. It's a good display for your booking of the short, "Know Your Money."



"Pass" Key Right—

Publicist Dave Jones and Manager Edmund Metzger of the Kerasotes Strand in Springfield, Ill., plugged "Haunted House" by passing out imprinted tags to which keys were fastened. The tags invited the recipient to test the key on the padlocked chest, placed before the theatre and pictured above. If the key opened the lock a pass to the show was the reward.

Lets Patrons Draw For a Pass

Parsons, Kas.—Three days in advance of playing "Alias the Deacon," David Dallas secured a library table, a deck of cards, and a piece of plate glass the size of the table top. In the center of the table he placed the following cards: 3 kings and 2 aces, with a sign below—"The Deacon's Hand." On the other side of the table he placed 2 kings and 2 aces, labeled "Your Hand." Then he placed the plate glass on top to hold the hands in place. Remainder of the deck was placed on top of the table with the copy: "Try your luck. Can you beat the Deacon? Draw a card from the deck and if it matches the cards of 'Your Hand' on the table you beat the Deacon and win a free pass to see 'Alias the Deacon'," stars, etc. Table was in the lobby.



—A. Jack Ditoro

It Drew Big—

The coupling of two outstanding Columbia reissues was announced as pictured under a flood-lighted canopy, by the Studio Theatre in Philadelphia.

Put Movie Time to work for you!

Establish "personal" contact with your patrons through the newsy, chatty contents of this weekly newsmagazine about moviedom. And on the back page (left blank for your own exclusive use) you can not only imprint your week's program but also personal messages directed to your patrons and prospective patrons.

MOVIE TIME is an attractive little house organ, syndicated yet suited to the individuality of your theatre. Each page (9x12) is filled to the brim with breezy copy, attractively illustrated. It is printed on good quality white book paper similar to this page.

MOVIE TIME will work for you in every home into which it is taken; it will interest and be read by the whole family.

TRY IT FOR FOUR WEEKS



Put Movie Time to Work for You Now!

PRINTING SYNDICATE COMPANY,
4804 East 9th St., Kansas City, Mo.

Date....., 1940

Please enter our order for..... (Quantity) weekly copies of MOVIE TIME for use by the ..... Theatre each week for a minimum of 4 weeks, starting with the first available issue after receipt of this order, and continuing thereafter subject to cancellation on 15 days notice in writing.

We agree to pay $.....each week, two weeks in advance of shipments, each of which will contain a two weeks' supply of MOVIE TIME for our use.

Check for the first two weeks' supply accompanies this order and it is agreed that remittances will be sent for each subsequent two weeks' supply in advance of shipment, otherwise shipment will be sent C. O. D.

MOVIE TIME is to be sent flat so that imprinting can be made on front and back pages at the same time. Space for theatre name imprint is provided above the name MOVIE TIME and for date line beneath it on the front page; the back page is entirely blank for theatre's imprinting in any manner that it sees fit.

It is understood that we have exclusive privilege on MOVIE TIME in the above named theatre's community or business zone.

Signed by.....

Name of Theatre.....Address .....

City .....State .....

PRICES, f.o.b. Kansas City, Mo.
1M to 4M per week.. $3.90 per 1,000
5M to 9M per week.. 3.70 per 1,000
10M to 19M per week.. 3.50 per 1,000
20M or More per week.. 3.25 per 1,000

RKO Radio (038) **102 Minutes** **Rel. Aug. 23, '40**

With Ronald Colman and Ginger Rogers, both of whom sparkle in finely-etched comedy portrayals, at the head of the cast, this should be a cinch for smash grosses in the deluxe houses. The vehicle is farce in its broadest interpretation; so broad, in fact, that story development, particularly in the later sequences, veers toward the ludicrous and away from a delightful undertone of whimsy which characterizes the first half. A deft hand should be used, in selling the feature to neighborhood audiences. The film is handsomely produced by George Haight, and Lewis Milestone's direction reasserts his flare for subtlety. Colman is an artist, embittered because of a past injustice and hiding away in Greenwich Village, where he meets Ginger. They share a sweepstake ticket, win, and depart on an "impersonal," but unconventional, "honeymoon."

Ronald Colman, Ginger Rogers, Jack Carson, Spring Byington, Harry Loftus, Cecilia Davenport.

Lucky Partners F Comedy

Paramount (——) **96 Minutes** **Rel. Sept. 6, '40**

Although given top billing, Bing Crosby has comparatively little to do in this tuneful comedy—but he does it very well and in the characteristic breezy and suave manner that has established him as the screen's first gentleman of croon. Nevertheless, even the most ardent Crosby fan will not be too greatly disappointed in the feature, since it possesses many assets in addition to Bing's marquee magnetism. Foremost of these are the songs, at least two of which should be strong contenders for hit classification. The story has to do with ghost-writing in the field of music and is, of course, on the light humor side—fluffy and funny most of the way. The supporting cast leaves no room for criticism, due largely to outstanding donations by Mary Martin, Basil Rathbone and Charles Grapewin. A substantial factor in the film's attractiveness is the direction of Victor Schertzinger.

Bing Crosby, Mary Martin, Basil Rathbone, Oscar Levant, Oscar Shaw, Charles Grapewin, Lillian Cornell.

Rhythm on the River F Comedy With Music

Columbia (1039) **62 Minutes** **Rel. Aug. 15 '40**

The regulation treatment accorded "The Secret Seven" gives it little else than a propensity for holding attention—but interestingly. It is a slightly better than mediocre programmer, with a story hard to believe. It concerns the efforts of a group of scientists to interest the local police chief in their modern microscope laboratory as a means for getting the goods on a band of criminals. It seems the chief thinks the old routine police work has been doing well enough. However, Bruce Bennett convinces first the police chief's daughter, Florence Rice, and the rest comes easily. The whole is topped off with a gun fight in which Barton MacLane, ringleader, is taken and another gangster is shot. The performances are rather undistinguished. Generally, it is gangsters versus scientists, with the former coming off badly. James Moore directed.

Florence Rice, Bruce Bennett, Barton MacLane, Joseph Crehan, Joseph Downing.

The Secret Seven F Police Melodrama

20th Century-Fox (111) **82 Minutes** **Rel. Aug. 30, '40**

In which John Barrymore has a lot of fun kidding himself and the widely publicized Barrymore tradition—complete in all details, even to its romantic ramifications and periodical and prolonged sessions with Bacchus. The screenplay was obviously inspired by the headlines which informed the world of J-a-w-n's clowning to amuse metropolitan audiences while he was appearing in his recent legitimate hit, "My Dear Children," and the plot enables him to resort to the same tactics. Just how amusing such unorthodox procedure will prove to motion picture audiences will depend on their respective degrees of sophistication. Barrymore does a bangup job in burlesqueing himself and is very funny part of the time; the supporting cast is generally good, with Gregory Ratoff, as the actor's agent, contributing the best incidental performance. Directed by Walter Lang.

John Barrymore, Mary Beth Hughes, Gregory Ratoff, John Payne, Anne Baxter, Lionel Atwill, Edward Brophy.

The Great Profile F Comedy

RKO Radio (085) **59 Minutes** **Rel. July 26, '40**

Here is another in the series of entertaining and actionful George O'Brien westerns. To round it out there is music, rather well done and tuneful; brawling, shooting and the familiar O'Brien smile to keep things humming. Also as usual, O'Brien goes through the story tongue-in-cheek and always one or two steps ahead of the dirty element—to their disadvantage. O'Brien is a U. S. postal inspector who comes to a small town to look into the stagecoach transportation situation. There he meets Virginia Vale, owner of a line holding the mail contract. He also runs into the local saloon keeper-crook who seeks to get the franchise for his own dirty work. With much excitement and the like the hero eventually lands his opposition in the federal clink, but neatly. Edward Killy directed.

George O'Brien, Virginia Vale, Hobart Cavanaugh, Roy Barcroft, William Hade.

Stage to Chino F Western

Republic (——) **67 Minutes** **Rel. Aug. 31, '40**

A familiarly concocted and executed story serves for the varied talents of the Gleason family in "The Earl of Puddlestone." But it stands, nevertheless, to register solidly with the average audience that has previously been entertained by the group. Aided by Eric Blore and other worthies, this becomes a story of the inheritance of an English earldom by James Gleason through the machination of father-in-law, Harry Davenport. This leads to popular social life when the snobs catch on and complications when visiting royalty puts in an appearance. Generally, it is in a moderate way funny enough for the situations where no great imagination is needed to get the most out of the humor. Performances are good.

James Gleason, Lucile Gleason, Russell Gleason, Harry Davenport, Lois Ranson.

The Earl of Puddlestone F Comedy Drama

M-G-M (49) **69 Minutes** **Rel. Aug. 17, '40**

The worm turns again in a diverting program entry that's pitched in the lighter vein and accounts for enough solid laughs to win its welcome on any bill. Taking time out from his "Dr. Kildare" characterizations, Lew Ayres re-establishes himself as an able comedian who can handle farce with the best of them. He's been surrounded by a capable cast in which Lloyd Nolan, as a befuddled gangster, and Rita Johnson as Ayres' girl friend stand out. Ayres, an insurance salesman, nabs Nolan for a $50,000 policy—then finds out there is a $25,000 reward for Nolan's capture, dead or alive. Consequently he finds himself confronted with the task of protecting Nolan's life, failing in which he is threatened with the loss of his job. Leslie Fenton directed.

Lew Ayres, Rita Johnson, Lloyd Nolan, Nat Pendleton, Virginia Grey, Leon Errol, William Demarest.

The Golden Fleecing F Comedy

Warner Bros. (414) **70 Minutes** **Rel. Aug. 10, '40**

Topnotch northwest action melodrama which blends adventure, comedy and a tinge of romance with the accepted formula wherein the mountie always gets his man. Briskly enacted and competently produced, its success as a program attraction is a foregone conclusion, although the cast probably will lack pulling power. Dominating the Thespic department in a dual role is Dennis Morgan, portraying both a fugitive from justice and the mountie assigned to trail him down. The fugitive—innocent of the murder for which he has been condemned—befriends the mountie when the latter is fatally injured and assumes the mountie's identity at his death to continue the search for the real killer. Complications arise when Elizabeth Earl, his supposed sister, arrives on the scene; but she discovers the deception, he tags the murderer and all's well. Ray Enright directed.

Dennis Morgan, Elizabeth Earl, George Tobias, Victor Jory, James Stephenson, Steffi Duna, Edward Pawley.

River's End F Melodrama

RKO Radio (043) **63 Minutes** **Rel. Aug. 23, '40**

So tediously is this unfolded that it is hard to believe a major company is responsible for its production. Among the most naive of audiences it may get by, but the feeble and laboring script, lack of marquee names and general air of anemia don't give it much of a chance otherwise. Newcomer Charles Lang makes a very poor showing in the male lead opposite Fay Wray, the latter striving valiantly and coming away with whatever acting honors the piece affords. Lang, bankrupt playboy, hits Federated, a bus line operated by Miss Wray, for a job. Turned down, he becomes a "wildcat" driver for a gang of crooks seeking to put Federated out of business. Needless to say Lang comes to his senses just before it is too late, turns on his erstwhile employers and saves the day. Frank Woodruff directed.

Fay Wray, Charles Lang, Paul Guilfoyle, Don Costello, Joseph Sawyer, Roland Drew, Warren Ashe.

Wildcat Bus F Melodrama

SELLING ANGLES: **"The Secret Seven"**

A gallery of enlarged photographs of the cast principals will aid in the lobby selling of this film. Such familiars as MacLane, Downing and Crehan—the latter plays a cop—all no doubt have their niches in the audiences' memory. The exploitation section of the pressbook lists such stunts as a gag with dollar bills, a treasure hunt for youngsters, a stunt for an empty store window, teaser placards, clue gags, classified ad teasers and a free mat for insertion in the newspaper on the style of "Unusual Facts."

CATCHLINES:

Public Enemies Doomed by the Unseen and Unknown Powers of the Test Tube and Microscope.

A Piece of String Becomes a Hangman's Noose When a Dragnet of Scientists Opens War on Crime.

SELLING ANGLES: **"The Earl of Puddlestone"**

Good results should obtain when this picture is advertised and exploited as wholesome entertainment for the entire family. For radio exploitation and possible music shop displays the film has two effective songs which should soon rank in the minor hit class. Distribute handbills with the information—"Come and Meet the Earl of Puddlestone at the .... Theatre." The accessory stills for display in the lobby should do much to create advance interest.

CATCHLINES:

Can You Imagine James (Joe Higgins) Gleason as an Earl? . . . And a Family That Falls Right Into Line for Hilarious Comedy.

From Advertising Office to the Robes of an Earl . . . That's the Gamut Joe Higgins Runs in This Latest Adventure of the Higgins Family.

SELLING ANGLES: **"Wildcat Bus"**

Fay Wray is probably the only name worth using on the marquee and for advertising purposes. The title, of course, suggests a number of tieups with bus lines. Arrange to have the buses placarded with picture and theatre billing. Stuff timetables with advertising heralds. Stills from the picture can be planted in bus depot windows. Distribute a few "passes" which are "good for one of the most thrilling, exciting rides you've ever had."

CATCHLINES:

Dirty Work on the Highway . . . As a Courageous Girl Battles a Gang of Crooks Who Want to Put Her Out of Business.

He Was a Playboy on the Bum . . . But He Showed He Could Play Rough, Too . . . When There Was a Beautiful Girl to Fight for.

SELLING ANGLES: **"Rhythm on the River"**

Mary Martin and Bing Crosby should share the marquee space, with Basil Rathbone and Oscar Levant listed prominently in support. Both Crosby and Miss Martin are likely prospects for tieups with music stores, not only on their past recordings but on the music in this picture. Oscar Levant is known for his work on "Information Please," a fact that should be emphasized in advertising. The story's theme, ghost-writing of song hits, suggests a contest in which amateur song-writers submit entries with the leader of a local dance band as judge.

CATCHLINES:

She Wrote the Words . . . He Wrote the Music . . . And Another Man Claimed Credit for the Completed Song.

It's Bing at His Best . . . With Mary (My Heart Belongs to Daddy) Martin as His New Love.

SELLING ANGLES: **"Stage to Chino"**

On page two of the pressbook, there is a clever contest which lists such questions as: "On which side does George O'Brien part his hair?" Try and plant it in the theatre pages of the newspaper or ballyhoo it in your own lobby. There is a good collection of action stills for lobby decoration. Have a stagecoach, or replica of one, run around the town appropriately bannered. Have a cowboy band beat out a few tunes in the street.

CATCHLINES:

Blazing Guns and Blazing Courage in a Thrilling, Smashing Picture of Action.

Mail Robbers on a Rampage . . . And G-Man O'Brien as Uncle Sam's Trouble Shooter Gets the Mail Through.

SELLING ANGLES: **"River's End"**

Give the marquee credits to Dennis Morgan. In the lobby construct two life-sized figures of him, one as a mounted policeman, the other as a bearded trapper. Tying into the dual role angle, give free admission to all twins. Make over the theatre front and lobby to resemble a trading post and dress attendants as trappers or mounties. Prepare mailing-pieces on imitation birch bark. Make tieups with local bookstores on the northwest novels by James Oliver Curwood.

CATCHLINES:

Wanted by the Law . . . He Masqueraded as a Policeman to Trap the Man Who Had Sworn He Was Guilty.

Excitement . . . Adventure . . . Romance . . . As Only James Oliver Curwood Could Bring It to You.

SELLING ANGLES: **"Lucky Partners"**

Give Ronald Colman and Ginger Rogers the marquee billing and stress the fact that this is the first time they have been co-starred. Emphasize the "lucky" angle in the title. Prepare two sets of tickets, one for masculine and one for feminine patrons, and hold a "lucky partners" drawing, awarding prizes promoted from local merchants. Give free tickets to the first ten "lucky partners" who arrive at the boxoffice on the opening day. Conduct a contest, with newspaper cooperation, to find the "luckiest" girl and the "luckiest" man in town.

CATCHLINES:

Your Two Favorite Stars . . . Ronald Colman and Ginger Rogers . . . In the Picture That's Sure to Be the Year's Favorite.

She Took One Last Fling With a Man She'd Never Met Before . . . And Wound Up Marrying Him.

SELLING ANGLES: **"The Great Profile"**

John Barrymore is the name on which to focus exploitation; don't neglect, also, to emphasize the comedy angles. As mailing-pieces, turn out die-cut heralds in the general shape of Barrymore's world-famed profile. Stage a "perfect profile" contest on the stage, inviting a committee of artists, beauticians and other qualified experts to serve as judges. Tieup on the stunt should be worked out with a local newspaper. As an additional stunt offer prizes to the best Barrymore imitators.

CATCHLINES:

They Lured Barrymore Back to Hollywood . . . To Make the Funniest Comedy of His Career.

Right From the Front Pages of the Nation's Press . . . Comes This Hilarious Comedy of America's Famed Actor . . . Who Made a Nation Howl With His Side-Splitting Antics.

SELLING ANGLES: **"The Golden Fleecing"**

Lew Ayres is the name for the marquee and advertising. Stress the comedy elements in the picture by installing a "laugh-o-meter" gadget in the lobby. Give the supporting billing to Lloyd Nolan and Rita Johnson. Hold a special "preview" for local insurance agents and arrange with them to plant stills and publicity in their office windows. Spot "Wanted—Dead or Alive" posters around town with Lloyd Nolan's portrait on them.

CATCHLINES:

He Sold a $50,000 Policy on a Man's Life . . . Then Discovered His Customer Was Wanted by the Police—Dead or Alive.

It's the Season's Funniest . . . The Story of a Hero Who Was Afraid of His Own Shadow.

Short Subject Reviews

King of the Royal Mounted

Republic *First Chapter*, 30 *Mins.*
(12 Episode Serial)

Done in the best action-thrill-excitement tradition of this form, "King of the Royal Mounted" is a particularly good chapter play that has the present war as its story basis. Crammed into the first installment is enough spectacular movement to fill the bill on any ordinary program. Once the youngsters get a load of the initial appetizer, they'll come back every week for more. The story: Canada is at war. The faintly disguised, never-called-by-name "enemy," need a certain chemical for its magnetic mines. They send a submarine to Canada, land a spy and proceed to get the element not, however, without constant interruption and pursuit by the Mounted Police. The production details are first-rate and the story thread has more sense to it, in spite of being fiction, than recent pseudo-scientific offerings. Featured are Allan Lane, Robert Strange, Lita Conway, Herbert Rawlinson, Bryant Washburn. Where serials have been part of the program, this one should click.

Matty Malneck and His Band

Vitaphone (Melody Master) 10 *Mins.*

All music, smoothly played and expertly arranged, without recourse to surrounding atmosphere, this is a top number in the series. The numbers range from "Park Avenue Phantasy" to a hot version of the overture to "William Tell." There is no vocalist. The film editing concentrates on instrument effect and achieves that end capably. It rates billing attention.

Patient Porky

Vitaphone (5616) (Looney Tune) 7 *Mins.*

The past year's crop of medico-hospital feature films, their chief protagonists and titles, have all been humorously blended to give Porky Pig a hilarious cartoon vehicle. Here he enters the screwiest sort of hospital—where the elevator operator announces the ailments to be found on the various floors—with a bellyache. A zany cat patient gets hold of him and attempts to perform an operation. Porky outwits his man by pasting a "Do Not Open 'Til Xmas" sign on his tummy. Very good.

The Fulla Bluff Man

Paramount (B9-9) 7 *Mins.*
(Stone Age Cartoon)

High pressure salesmanship in the days of the Neanderthal Man is the result of the Florida influence in this item. It rates fairly well as entertainment that manages to inject cleverly different notes into the medium. The chief character here is so good he even sells a sign to the gatekeeper who was supposed to keep him out.

You Can't Shoe a Horsefly

Paramount (C9-6) 7 *Mins.*
(Technicolor Color Classic)

Hunky and Spunky decide to get some rest beneath a shade tree. Spunky has a session first with a lone horsefly, then with the whole swarm, and is eventually saved from being bitten up by Mama Hunky. It's cute stuff, well animated and the stereopticon process gives fine values.

: FOREIGN FEATURES :

A Wife in Peril

Esperia Films A 90 *Mins.*

Italian-English titles. A gay, light and fairly satisfying bit of entertainment is offered in this Italian importation. The production effects and atmosphere are up to best Hollywood standards. Another version of the comic-domestic triangle in its opening sequences, the story goes in for higher geometry before it runs its course. In addition to wife, husband and would-be lover, it also involves a pretty lady's maid, auntie, father and the latter's playful mistress. The performances compare favorably with the best yet offered in this type of familiar story. The location of the yarn is Vienna and the people involved come from the diplomatic set. The action runs from bedroom to bar, to ballroom, to bedroom, to drawing room. It's all in good taste and the sophisticated comedy comes off easily. The standout performance is given by Laura Solari as the maid. It's recommended generally.

Marie Glory, Antonio Centa, Laura Solari, Carlo Lombardi, Sandra Ravel.

I Believe in You

Victoria Films F 70 *Mins.*

Drama. Spanish. No English titles. Produced in Hollywood, "I Believe in You" is a mild and effective re-telling of a familiar theme that should effectively entertain Latin audiences. In the Latin manner the performances are highly gesticulative, but, nevertheless, potent in the telling of the narrative. Rosita Moreno has the double lead roles and her supporting players give well-rounded accounts of themselves. The story: A dancing master worships a ballerina. When she dies, he goes to pieces and later winds up in Paris. There he finds her young daughter whom he takes under his wing and brings to Hollywood. There the success story of the films is repeated when the girl meets a film director who sees her screen possibilities. Romance grows and, in spite of the old man's protestations and prejudices, blossoms into marriage after the girl achieves success. It is pleasantly unfolded and well produced. John Reinhardt directed.

Rosita Moreno, Jose Crespo, Romualdo Tirado, Franco Puglia.

Young America Flies

(Broadway Brevity)
Vitaphone (5110) 22 *Mins.*

With the CAA endorsing this and the country at large interested in the government's student pilot training plans, the exhibitor might put a little effort into this production and make himself some money. There are names in it—Jean Parker, Donald Woods, Henry O'Neill. It tells in semi-documentary fashion how students learn the ABC's of aviation, from ground school to solo flight. Good photography reveals how simple it all is. There is humor and a neat romantic thread to round it out. Worthwhile.

Shark Hunting

Vitaphone (Hollywood Novelty) 10 *Mins.*

Howard Hill, champion archer, takes his bows, arrows and friends on a cruise to Mexican waters where he encounters sharks which he promptly dispatches with a couple of his broad points. In addition, he shoots a bung into the bunghole of a floating barrel which is quite a feat. The high spots are repeated in slow motion. It's fine adventure fare with a good thrill element.

Puttin' on the Act

Paramount (E9-12) 7 *Mins.*
(Popeye Cartoon)

Popeye and Olive Oyl are inadvertently led to believe that vaudeville is due to return and they forthwith proceed to rehearse their old routines. What they do is something that surely would have attracted the attention of a Barnum if it could be duplicated by humans. However, they do it. It is spectacularly animated and fast moving. Worthwhile.

Wimmin Hadn't Oughta Drive

Paramount (E9-11) 7 *Mins.*
(Popeye Cartoon)

Popeye takes Olive Oyl out for a ride and, against his better judgment, lets her take the wheel. She runs the car all over the street, violates every traffic regulation and just about ruins the new car. Popeye and his spinach rescue her from going over a cliff at the right moment. Good Popeye fare.

Paramount Pictorial No. 2

Paramount (V9-10) (Paragraphic) 11 *Mins.*

The first part of this subject deals with the various styles of male hairdos from the stone age to the present with a character trying to find one to fit his face. The second part deals with the beauty aid contributed by the optician by matching lenses to fit milady's features. The lens manufacturing shots are the most interesting part of the subject. It holds attention.

The Exhibitor Has His Say

Columbia

Blondie Has Servant Trouble

A good stunt to change the story. The night in the house provides a lot of good light laughter. And for a change your patrons want to come to a show for pure relaxation and fun. Ask them, they'll tell you. Thurs., Fri. Weather: Hot. Admission: 35-10. Mixed patronage. Population: 3,780. Capacity: 378.—J. R. Wills, Loma, Socorro, N. M.

Doctor Takes a Wife, The

Another good comedy from Columbia which was enjoyed by all. Makes good preview picture. Sat., Sun., Mon. Weather: Warm. Admission: 20-10. General patronage. Population: 1,000.—Melville Danner, Kozy, Granite, Okla.

Too Many Husbands

This was passed to me as another "It Happened One Night" and an "Awful Truth." It was no such thing. At least my public thought otherwise. I did just a fair business and consider the picture not worth what they ask. Too silly to believe such could be the case. Sun., Mon. Weather: Warm. Admission: 36-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Metro-Goldwyn-Mayer

Dr. Kildare's Strange Case

This series is interesting and each one follows in convenient sequence. Well patronized by our customers. Wed., Thurs., Fri., Sat. Weather: Warm. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Edison, the Man

Just another good production from Metro and a swell job of acting by all of the cast. Of course Spencer Tracy is tops. Tues., Wed., Thurs. Weather: Warm. Admission: 20-10. General patronage. Population: 1,000.—Melville Danner, Kozy, Granite, Okla.

Ghost Comes Home, The

A great comedy and Frank Morgan does a great job as do all the cast. Play it. Admission: 35-10. Mixed patronage, Population: 3,780. Capacity: 378.—J. R. Wills, Loma, Socorro, N. M.

I Take This Woman

A very good offering that even surprised me. I did not think it would gross enough to cover the guarantee. The checker said I was wrong, so he must be right. Wed., Thurs. Weather: Hot. Admission: 36-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

20 Mule Team

We ran this five nights at our two houses and had no complaints. This type of picture is our boon. Fri., Sat., Sun., Mon., Tues. Weather: Good. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, **Boxoffice,** *4804 E. 9th St., Kansas City, Mo.*

Waterloo Bridge

Excellent picture. Good gross.—M. B. Hasty, Joy, Dardanelle, Ark.

Monogram

On the Spot

A weak picture that got by on Bargain Nite. No unfavorable comment. They managed to sit through it. Wednesday. Weather: Hot. Admission: 28-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Paramount

Farmer's Daughter

This is the best by Martha Raye in a long time. Very good supporting cast which bolstered things up. Good business. Fri., Sat., Sun. Weather: Warm. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Road to Singapore

Now this is what the world needs more of. Pronounced by all as a *"real* picture." Ran five days to good business at both houses. Fri., Sat., Sun., Mon., Tues. Weather: Warm. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Safari

Pleased all who came.—M. B. Hasty, Joy, Dardanelle, Ark.

Republic

Dark Command

A grand picture to poor business. John Wayne excellent. Thurs., Fri. Weather: Rain. Admission: 28-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Rancho Grande

The third picture with Gene Autry in a story with another title. Too much the same, but in our part of the country it went over just as big as the others. Sun., Mon. Admission: 35-10. Mixed patronage. Population: 3,780. Capacity: 378.—J. R. Wills, Loma, Socorro, N. M.

Scatterbrain

This picture doubled with "Alias the Deacon" (Universal) gave us the biggest Friday-Saturday gross in two years. This is a sample of what people want and like—light, fluffy nonsense. Producers should keep away from war pictures and solid heavy meat pictures. They want nonsense and action. Also no gangsters, unless they are the funny type. Admission: 40-10. Lake and general patronage.—E. C. Arehart, Strand, Milford, Ia.

RKO Radio

Abe Lincoln in Illinois

A fine production. More people should be interested in this type of show. It takes all kinds to make life. Fair business. Wed., Thurs., Fri., Sat. Weather: Cool. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Pinocchio

Not the picture "Snow White" was and naturally not near the business, but it has the fine Disney artwork which out-does the average in this respect. Story is very weak. Sun., Mon. Weather: Warm. Admission: 35-10. Mixed patronage. Population: 3,780. Capacity: 378.—J. R. Wills, Loma, Socorro, N. M.

20th Century-Fox

Johnny Apollo

Good picture, fair business, well acted, swell cast. Should do well in any situation. Tues., Wed., Thurs. Weather: Good. Admission: 20-10. General patronage. Population: 1,000—Melville Danner, Kozy, Granite, Okla.

United Artists

My Son, My Son

Average business. A good picture. Pleased those who saw it. Slow in getting started but finally gets going. Mon., Tues. Weather: Stormy. Admission: 28-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Of Mice and Men

Some patrons did not like it at all, but it was *really* an entertaining drama off the beaten path, and I think variety is the spice of life. Good biz. Wed., Thurs., Fri., Sat. Weather: Hot. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Our Town

Poor, very poor at the boxoffice and in every other way. I had walkouts. Need more be said? Thurs., Fri. Weather: Hot. Admission: 28-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Universal

Alias the Deacon

This seemed to please 100%—and 50% better than last Bob Burns story. Wed., Thurs., Fri., Sat. Weather: Warm. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

If I Had My Way

Business below normal. All this picture had was Crosby and a name.—M. B. Hasty, Joy, Dardanelle, Ark.

Warner Bros.

Virginia City

Just fair. Not nearly what the film company would lead you to think. However, did an excellent business. Fri., Sat., Sun., Mon., Tues. Weather: Hot. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

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	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JAN. 13	10 Musical 1018 **Music in My Heart** (70) Tony Martin Rita Hayworth Andre Kostelanetz R—Dec. 30	12 Com.-Drama 20 **Shop Around the Corner** (100) James Stewart Margaret Sullavan R—Jan. 13	10 Act. Drama 3939 **Danger Ahead** (56) R—Nov. 30 15 Melodrama 3924 **Secret Four** (79) R—Dec. 16	12 O'door Dr. 3918 **Geronimo!** (90) Preston Foster Ellen Drew R—Nov. 25	10 Western 963 **Heroes of the Saddle** (56) Three Mesquiteers R—Jan. 20	12 Comedy 016 **Mexican Spitfire** (67) Lupe Velez R—Dec. 16	12 Drama 027 **City of Chance** (56) Lynn Bari Donald Woods C. Aubrey Smith R—Dec. 30	12 Drama **Of Mice and Men** (104) Burgess Meredith R—Dec. 30	12 Mys. M'dr. 4000 **Invisible Man Returns** (81) Nan Grey Vincent Price R—Jan. 13	13 Comedy WB406 **Brother Rat and a Baby** (87) Priscilla Lane Wayne Morris R—Jan. 13	
JAN. 20	18 Melodrama 1003 **His Girl Friday (92)** Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama 19 **Congo Maisie** (70) Ann Sothern John Carroll R—Jan. 20	15 M'drama 3909 **Fatal Hour** (65) R—Jan. 13 20 Melodrama 3922 **Hidden Enemy** (63) R—Mar. 30	19 Drama 3919 **Remember the Night** (86) Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama 014 **Married and in Love** (60) Barbara Read Alan Marshal R—Dec. 16	19 Drama 023 **He Married His Wife** (83) Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings** (76) Merle Oberon Ralph Richardson R—Jan. 27	19 Western 4061 **West of Carson City** (55) J. Mack Brown Bob Baker R—May 18	20 M'drama WB416 **British Intelligence** (60) Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama **Al'anc Hidden Menace** (59) Gertrude Michael Otto Kruger R—June 1
JAN. 27	26 Mys. Drama 1019 **Lone Wolf Strikes** Warren William (65) R—Jan. 27	26 Comedy 22 **Lambeth Walk** (66) Lupino Lane Sally Grey R—Feb. 17	25 Western 3961 **Pioneer Days** (51) Jack Randall R—Feb. 10	26 Western 3956 **Santa Fe Marshal** (68) William Boyd R—Jan. 20	26 Melodrama 918 **Wolf of New York** (69) Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama 021 **Saint's Double Trouble, The** (67) George Sanders Helene Whitney R—Jan 20	26 Comedy 028 **High School** (74) Jane Withers Joe Brown jr. R—Jan. 6		26 Drama 4041 **Green Hell** (87) Doug. Fairbanks jr. Joan Bennett R—Jan. 6	27 Drama FN451 **Fighting 69th** (85) James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymo Tevya** (93) Yiddish with English titles. Maurice Schwartz R—Jan. 27
FEB. 3	31 Drama 1034 **Convicted Woman** (66) R—Mar. 2 1 Western 1213 **Pioneers of Frontier** (58) R—Apr. 6	2 Drama 26 (98) **I Take This Woman** Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama 3917 **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama 3920 **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama 919 **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama 018 **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama 1030 **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama 4053 **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama WB420 **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy 1026 **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical 21 **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama 3924 **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama 3921 **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama 007 **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama 031 **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. WB421 **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama 24 **Man From Dakota** (75); R—Feb. 24 Wallace Beery Dolores Del Rio	28 Prop. Dr'ma 3925 **Torpedo Raider** (59) Betty Balfour R—June 1	16 Mus. Comedy 3922 **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama 019 **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy 032 **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. 4038 **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama FN459 **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	15 Drama **Al'anc One Night in Pari** (62) John Lodge Hugh Williams R—July 27
FEB. 24		23 Drama 26 ◎**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama 3940 **Murder on the Yukon** (57) J. Newill R-Apr. 27 20 Western 3962 **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western 3923 **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. 091 ◎◎**Pinocchio** (80) R—Feb. 3	23 Drama 033 **They Came by Night** (73) Wm Fyffe R—Mar. 16		23 Drama 4032 **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy 1014 **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama 23 **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western 3953 **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy 3924 **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy 020 **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama 035 **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 30	1 Melodrama **House Across the Bay** (88) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama 4034 **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama FN457 **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western 1204 **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama 1027 **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama 27 **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama 3916 **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western 3957 **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western 964 **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama 017 **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama 040 **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama 4025 **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama 1035 **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	15 Drama 28 ◎**Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama 3925 **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama 920 **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy 022 **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical 4022 **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy FN465 **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'anc Little Miss Molly** (67) Maureen O'Hara
MAR. 23	21 Com. Drama 1004 **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama 3921 **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical 3926 **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western 942 **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama 023 **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy 025 ◎**The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. 4001 **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama WB404 **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. **Asto Crooked Circle** (... ZaSu Pitts
MAR. 30		29 Drama 29 **Florian** (91) Robert Young R—Apr. 6	30 Comedy 3902 **Son of the Navy** (72) Jean Parker Martin Spellman	29 Comedy 3927 **Farmer's Daughter** (61) Martha Raye Charlie Ruggles	26 Western 991 **Ghost Valley Raiders** (57) Donald Barry Lona Andre		29 Melodrama 037 **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon	29 Comedy ◎**Over the Moon** (78) Merle Oberon Rex Harrison			

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APR. 6	4 Western 1308 **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama 35 **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama 3928 **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama 129 **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama 030 **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama 036 **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. 4040 **Half a Sinner** (61) R—Mar. 30 5 Western 4062 **Riders Pasco Basin** (57) R—June 1	6 Com. Dr. WB407 **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama Astor **Vengeance of the Deep** (..) Lloyd Hughes R—Mar. 23
APR. 13		12 Drama 30 **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western 3963 **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama 3929 ◎**Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western 954 **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western 083 **Bullet Code** (59) R—Apr. 13	12 O'dr Drama 039 **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama ◎**Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama 4013 **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. WB422 **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama 1017 **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama 33 **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. 3928 **Sky Bandits** (56) R—May 25 20 Com. Drama 11 **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western 3931 **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama 901 **Dark Command** (94) R—Apr. 13 19 Comedy 922 **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama 009 **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama 042 **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama 4018 **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama FN456 **'Til We Meet Again** (98) Merle Oberon George Brent Pat O'Brien R—Apr. 13	15 M'drama Al'ance **The Terror** (..) Wilfrid Lawson
APR. 27	25 Drama 1005 **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama 34 **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 M'drama 3926 **Mysterious Mr. Reeder** (77) R-May 11 20 Western 3954 **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. 3930 **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical 921 **In Old Missouri** (67) Weavers & Elviry 22 Western 965 **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	26 Drama 027 **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy 041 **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 M'drama 4033 **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. FN468 **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western 1313 **Man From Tumbleweeds** (59) R—June 1	3 Action Drama 35 **20 Mule Team** (85) Wallace Beery R—May 4	2 Western 3964 **Land of Six Guns** (54) R—June 1	3 Comedy 3932 **Buck Benny Rides Again** (80) R—Apr. 20	10 Drama 923 **Crooked Road, The** (66) R—May 18 Edmund Lowe	3 Mus. Com. 024 **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy 043 **So This Is London** (84) R—Apr. 27	3 Comedy **Saps at Sea** (57) Laurel & Hardy R—May 4	3 Musical 4005 **If I Had My Way** (94) R—May 4	4 M'drama WB423 **Tear Gas Squad** (55) R—Apr. 27	M'drama Astor **Hell's Angels** (..) Jean Harlow R—Jan. 27
MAY 11	16 Drama 1029 **Babies for Sale** (64) Rochelle Hudson Glenn Ford R—May 25	10 Drama 36 ◎**Edison, the Man** (106) R—May 25 Spencer Tracy Rita Johnson	9 Western 3955 **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy 3933 **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western 943 **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama 031 **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	10 M'drama 038 **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Dr. 4031 **Ski Patrol** (64) Lull Deste R—May 11	11 Drama WB410 **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama 1023 **Island of Doomed Men** (67) P. Lorre R-May 25 16 Drama 1111 **21 Days Together** (72) Olivier; R-May 4	17 Drama 37 **Waterloo Bridge** (109) R—May 18 Robert Taylor Vivien Leigh		17 Drama 3934 ◎**Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama 924 **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama 025 **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy 044 **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Turnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy 4015 **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama FN466 **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 Drama Alliance **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	23 Western 9206 **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith		23 Western 3965 **Kid From Santa Fe** (50) Jack Randall	24 Drama 3931 **Biscuit Eater, The** (80) Billy Lee R—Apr. 13	24 Western 966 **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	24 Com. Drama 032 **You Can't Fool Your Wife** (65) Lucille Ball R—May 25	24 Drama 045 **Lillian Russell** (127) Alice Faye Henry Fonda R—June 1	24 Drama **Our Town** (90) William Holden Martha Scott R—May 18	24 Melodrama 4056 **Hot Steel** (61) Richard Arlen Andy Devine R—Aug. 17	25 Drama FN455 **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	20 Drama P-R-C **I Take This Oath** (67) Joyce Compton R—June 1
JUNE 1	30 M'drama 1016 **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8	31 Mys. Drama 40 **Phantom Raiders** (70) Walter Pidgeon R—June 1	30 Western 3966 **Riders From Nowhere** (45) Jack Randall	31 Comedy 3936 **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 Drama 025 **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama 051 **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical 4029 **La Conga Nights** (61) R—May 18 31 Western 4063 **Bad Man From Red Butte** (58) R-Jne 15	1 M'drama FN472 **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama Astor **Girls of the Underworld** (..) 1 Western P-R-C **Frontier Crusader** (68) R—June 15
JUNE 8	3 Drama 1112 **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	7 Drama 39 **Susan and God** (117) Joan Crawford R—June 8		7 Western 3958 **Hidden Gold** (61) William Boyd R—May 25	6 Drama 902 **Women in War** (70) Elsie Janis R—June 1	7 Melodrama 033 **Saint Takes Over** (68) R—Apr. 27	7 Drama 034 **Earthbound** (67) Warner Baxter R—May 18		7 Drama 4036 **Love, Honor and Oh Baby** (59) R—June 8	8 Com. Dr. WB405 **Brother Orchid** (91) Edw. G. Robinson R—June 1	
JUNE 15	6 M'drama 1028 **Passport to Alcatraz** (60); Jack Holt R—June 22	14 Drama 41 ◎**Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	11 Com. Drama 3915 **On the Spot** (62) Frankie Darro R—June 8	14 Drama 3937 **Safari** (81) Doug. Fairbanks jr. Madeleine Carroll R—June 1	19 Act'n Drama 907 **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	7 Western 084 **Prairie Law** (60) George O'Brien R—June 8	14 Drama 047 **Four Sons** (88) Don Ameche Mary Beth Hughes R—June 8		14 Com. Drama 4008 **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama FN473 **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	15 Mystery Alliance **Mystery of Room 13** (..) Gibb McLaughlin
JUNE 22	20 Drama 1037 **Girls of the Road** (61) Ann Dvorak Lola Lane R—June 29	21 Com. Drama 42 **Captain Is a Lady** (65) R—June 29 Virginia Grey Billie Burke Charles Coburn	18 Western 3960 **Wild Horse Range** (51) Jack Randall R—June 22	21 Mys. Com. 3938 **Ghost Breakers** (85) Bob Hope Paulette Goddard R—June 15	25 Musical Com. 908 **Grand Ole Opry** (67) R—July 6 27 Western 955 **Carson City Kid** (57) R—July 6	21 Com. Drama 034 **Pop Always Pays** (67) Leon Errol R—June 22	21 Mystery 048 **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy 4037 **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama WB424 **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	

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JUNE 29	27 Western 1214 **Return of Wild Bill** (57) R—July 13 30 Comedy 1021 **Out West With the Peppers** (61)	28 Musical 31 **New Moon** (100) Jeanette MacDonald Nelson Eddy R—June 22	25 M'drama 3927 **Last Alarm** (61) Polly Ann Young Warren Hull R—July 13	28 Drama 3939 **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	29 Western 992 **One Man's Law** (57) Don "Red" Barry Janet Waldo R—July 13	28 Drama 035 **Anne of Windy Poplars** (86) Anne Shirley R—June 22	28 Outd'r Dr. 049 **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama 5046 **The Fugitive** (77) Ralph Richardson Diana Wynyard R—July 6		28 Drama **Neufeld** **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		5 Comedy 43 **Andy Hardy Meets Debutante** (89) Mickey Rooney R—July 6	3 Western 3956 **The Golden Trail** (52) Tex Ritter R—July 13	5 Drama 3940 **Way of All Flesh** (86) R—June 1 Akim Tamiroff Gladys George	12 Drama 903 **Three Faces West** (81) R—June 22 John Wayne Sigrid Gurie	5 Drama 036 **Dr. Christian Meets the Women** (68) Jean Hersholt R—June 29	5 Com. Drama 052 **Sailor's Lady** (66) Nancy Kelly Jon Hall R—July 6		5 Com. Drama 4007 **Private Affairs** (74) Nancy Kelly Roland Young R—June 15	13 Drama FN467 **Man Who Talked Too Much** (75) George Brent R—July 6	1 Melodrama **Crimson Dynasty** (..) 6 Drama **Alliance** **Spies in the Air**
JULY 13		12 Drama 44 **Sporting Blood** (82) Robert Young Maureen O'Sullivan R—July 13		12 Western 3959 **Stagecoach War** (63) R—July 6 Bill Boyd Russell Hayden		12 Com. Drama 039 **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	12 Drama 046 **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama FN454 **All This, and Heaven Too** (143) Bette Davis Charles Boyer R—June 22	
JULY 20	18 Drama 1038 **Military Academy** (66) T. Kelly R-July 13 24 Adventure 1110 **I Married Adventure** (78) R-July 20	19 Com. Drama 45 **We Who Are Young** (79) Lana Turner John Shelton R—July 20	16 Mystery 3910 **Haunted House** (70) Jackie Moran R—Aug. 3 15 Melodrama 4020 **Boys of the City** East Side Kids (63)		20 Comedy 909 **Scatterbrain** (72) Judy Canova R—July 13 15 Western 944 **Carolina Moon** (65) G. Autry R—July 20	19 Drama 029 **Tom Brown's School Days** (82) James Lydon Fred. Bartholomew Cedric Hardwicke R—June 29	19 Drama 050 **Maryland** (91) Walter Brennan Fay Bainter Brenda Joyce R—July 13	18 Melodrama **South of Pago Pago** (96) Victor McLaglen Jon Hall Francis Farmer R—July 20	19 Melodrama 4057 **Black Diamonds** (52) R—July 27 26 Western 4064 **Son of Roaring Dan** (64) R—Aug. 17 Johnny Mack Brown	20 Com. with Mu. WB407 **My Love Came Back** (85) R—July 6 Olivia de Havilland Jeffrey Lynn	20 Western **P-R-C** **Billy the Kid Outlawed** (..) Bob Steele 20 Drama **Alliance** **Murder in the Night** Jack LaRue
JULY 27	25 Comedy 1012 **Blondie Has Servant Trouble** (70) R—July 27 Penny Singleton Arthur Lake	26 Com. Drama 47 **Gold Rush Maisie** (82) Ann Sothern Lee Bowman R—Aug. 3	29 Melodrama 4024 **Orphans of the North** (57) 29 Western 3957 **Rainbow Over the Range** (59) T. Ritter R-Aug. 10	26 Drama 3941 **Untamed** (83) Ray Milland Patricia Morison R—June 29	30 Drama 904 **Girl from God's Country** (71) R—Jul 27 30 Western 956 **Ranger and the Lady** (59) R. Rogers R-July 27	26 Western 085 **Stage to Chino** (59) George O'Brien 26 Com. Drama 037 **Millionaires in Prison** (63) L. Tracy R-June 29			26 Com. Dr. 4023 **You're Not So Tough** (72) R—June 1 26 Outd'r Dr. 4006 **When Daltons Rode** (81) R—Aug. 3	27 Comedy FN474 **Ladies Must Live** (58) Rosemary Lane R—July 27	28 Western **P-R-C** **Gun Code** (..) Tim McCoy
AUG. 3		2 Costume Com. 46 **Pride and Prejudice** (118) R—July 20 Greer Garson Laurence Olivier	5 Melodrama 3908 **Doomed to Die** (67) Boris Karloff R—Aug. 10	2 Melodrama 3942 **Golden Gloves** (69) Richard Denning Jean Cagney R—Aug. 3		2 Drama 061 **Queen of Destiny** (95) R-Nov.26, '38 as "60 Glorious Years"	2 Drama 101 **The Man I Married** Joan Bennett (77) Francis Lederer R—July 20		2 M'drama 4039 **South to Karanga** (69) Charles Bickford R—Aug. 3	3 Drama FN460 **They Drive by Night** (93) R—July 20 George Raft Ann Sheridan	3 M'drama **Astor** **Sky Devils** (81) Spencer Tracy
AUG. 10	7 Drama 1008 **The Lady in Question** (81) Brian Aherne Rita Hayworth	9 Com. Drama 50 **I Love You Again** (99) William Powell Myrna Loy R—Aug. 17	12 Western **Range Busters** (..) King-Corrigan-Terhune	9 Melodrama 3943 **Mystery Sea Raider** (75) R—Aug. 10 Henry Wilcoxon Carole Landis	10 Musical 910 **Sing, Dance, Plenty Hot** (70) Johnny Downs Ruth Terry R—Aug. 3	9 Melodrama 042 **One Crowded Night** (67) R—Aug. 3 Billie Seward William Haade	9 Com. Drama 104 **The Girl From Avenue A** (73) Jane Withers Kent Taylor R—Aug. 10	9 Melodrama **Captain Caution** (86) R—Aug. 10 Victor Mature Louise Platt	9 Comedy 4003 **Boys From Syracuse** (72) R—July 20 Allan Jones Martha Raye	10 Ac. Dram WB414 **River's End** (..) Dennis Morgan Elizabeth Earl	10 M'drama **Astor** **Hell's Crossroads** (77) 13 M'drama **Allia'e** **Hell's Cargo**
AUG. 17	15 Melodrama 1039 **The Secret Seven** (62) Florence Rice 15 Western 2201 **Durango Kid** (57)	16 Drama 49 **Golden Fleecing** (68) Lew Ayres Rita Johnson	12 Com. Drama 3913 **Laughing at Danger** (62) R—Aug. 10	16 Comery 3944 **Comin' Round the Mountain** (62) Bob Burns Una Merkel R—Aug. 17	16 Western 071 **Tulsa Kid** (57) Don "Red" Barry R—Aug. 3	16 Drama 041 **Stranger on the Third Floor** (..) 16 Propaganda 171 **The Ramparts We Watch** (87)	16 Melodrama 103 **Return of Frank James** (92) Henry Fonda Gene Tierney R—Aug. 17	16 Drama **Foreign Correspondent** (..) Joel McCrea Laraine Day		17 Drama WB417 **Money and the Woman** (65) Jeffrey Lynn Brenda Marshall R—Aug. 17	16 M'drama **P-R-C** **Desire to Live** (..) 17 Drama **Alliance** **False Rapture** (..) Otto Kruger
AUG. 24	22 Com. Drama 1006 **He Stayed for Breakfast** (87) Loretta Young R—Aug. 13		19 Melodrama 3939 **Missing People** (..) Will Fyffe 19 Western 3958 **Arizona Frontier** Tex Ritter	23 Com. Drama 3945 **The Great McGinty** (82) Brian Donlevy Muriel Angelus R—July 27		23 Drama 038 **Lucky Partners** (..) Ronald Colman 23 Drama 043 **Wildcat Bus** (63) Fay Wray	23 Drama 106 **Pier 13** (66) Lynn Bari Lloyd Nolan R—Aug. 17			24 Act. Dr. WB412 **Flowing Gold** (..) Pat O'Brien John Garfield Frances Farmer	23 Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy
AUG. 31		30 Drama 48 **Boom Town** (119) Clark Gable Spencer Tracy Claudette Colbert R—Aug. 10	26 Melodrama 3903 **Queen of the Yukon** (..) Charles Bickford Irene Rich		29 Western 069 **Oklahoma Renegades** (57) 31 Comedy **Earl of Puddlestone** (67)	30 Comedy 046 **Dance, Girl, Dance** (..) Maureen O'Hara Louis Hayward Lucille Ball	30 Comedy 109 **Young People** (..) Shirley Temple Jack Oakie	30 Action Drama **Kit Carson** (..) Jon Hall Lynn Bari		31 Drama WB401 **Sea Hawk, The** (125) Errol Flynn Brenda Marshall R—July 27	31 Com. Drama **Let George Do It** (..) George Formby
SEPT. 7	1 Comedy **Five Little Peppers in Trouble** Edith Fellows	6 Drama **Dr. Kildare Goes Home** (..) Lew Ayres Lionel Barrymore	2 Drama **Who Is Guilty** (..) Ben Lyon	6 Com. with Mus. **Rhythm on the River** (..) Bing Crosby Mary Martin	6 Western 043 **Ride, Tenderfoot, Ride** (65) Gene Autry Smiley Burnette	6 Action Drama **Men Against the Sky** (..) Richard Dix Wendy Barrie	6 Melodrama 110 **Charlie Chan at the Wax Museum** (63) Sidney Toler		6 Com. with Mus. **Argentine Nights** (..) Ritz Bros. Andrews Sisters	7 Com. Drama **Calling All Husbands** (..) George Tobias Lucile Fairbanks	1 Drama **P-R-C** **Cross Roads of Life** (..)
SEPT. 14		13 Act. Drama **Bad Man From Wyoming** (..) Wallace Beery Leo Carillo	9 Com. Drama 3914 **Up in the Air** (..) Frankie Darro 16 Melodrama 4001 **The Ape** (..) Boris Karloff			13 Comedy **Dreaming Out Loud** (..) Lum & Abner 13 Western **Wagon Train** (..)	13 Drama 105 **Elsa Maxwell's Public Deb No. 1** (..) George Murphy Brenda Joyce		13 Com. Drama **Hired Wife** (..) Rosalind Russell 13 Melodrama **Leather Pushers** (..)	14 Comedy **No Time for Comedy** (..) James Stewart Rosalind Russell	
SEPT. 21	19 Drama **The Howards of Virginia** (..) 17 Melodrama **Before I Hang** (..)	20 Comedy **Strike Up the Band** (..) Mickey Rooney Judy Garland	16 Western **Riding the Western Plains** (..) 23 Melodrama **That Gang of Mine**	20 Drama **I Want a Divorce** (..) R—Aug. 17 Dick Powell Joan Blondell		20 Drama **I'm Still Alive** (..) Kent Taylor Linda Hayes	20 Drama 116 **Yesterday's Heroes** (..) Robert Sterling Jean Rogers	20 Act. Drama **The Westerner** (..) Gary Cooper R—May 25	20 Mys. Drama **The Mummy's Hand** 20 Western **Ragtime Cowboy Joe** (..)	21 Drama **City for Conquest** (..) James Cagney Ann Sheridan	
SEPT. 28	30 Melodrama **Glamour for Sale** (..) 27 Drama **Angels Over Broadway** (..)	27 Com. Drama **Haunted Honeymoon** (..) Robert Montgomery Constance Cummings	23 Western **Range Busters** (..) John King Ray Corrigan 30 Act. Drama **Drums of the Desert**	27 Melodrama **Rangers of Fortune** (..) Fred MacMurray Patricia Morison		27 Melodrama **They Knew What They Wanted** (..) 27 Western **Triple Justice** (..)	27 Drama 107 **Brigham Young** (..) Tyrone Power Linda Darnell	27 Melodrama **Thief of Bagdad** (..) Conrad Veidt Sabu	27 Mus. Comedy **Spring Parade** (..) Deanna Durbin Robert Cummings	28 Melodrama **East of the River** John Garfield Brenda Marshall	

Looking Ahead

A GUIDE TO FORTHCOMING RELEASES

Features scheduled for release beyond dates in the Booking Chart are listed herein. Running time, as furnished by home office of distributor, follows title. As local conditions such as censorship subject this to change, checkup with exchange is recommended.

Prod. No.	Title	Stars	Released	Reviewed
	COLUMBIA			
	Arizona (..)	Jean Arthur, William Holden	.....	.....
	Fugitive From Prison Camp (..)	Jack Holt, Marion Marsh	.....	.....
	Great Plane Robbery (..)	Jack Holt, Vicki Lester	.....	.....
	So You Won't Talk (..)	Joe E. Brown, Frances Robinson	.....	.....
	M-G-M			
	Bittersweet (..)	Jeanette MacDonald, Nelson Eddy	.....	.....
	Dulcy (..)	Ann Sothern, Ian Hunter	.....	.....
	Escape (..)	Norma Shearer, Robert Taylor	.....	.....
	Go West (..)	Marx Brothers, Lynne Carver	.....	.....
	Philadelphia Story (..)	Katharine Hepburn, Cary Grant	.....	.....
	Third Finger, Left Hand (..)	Melvyn Douglas, Myrna Loy	.....	.....
	MONOGRAM			
	Gypsy Cavalier (..)	Gilbert Roland	.....	.....
	Old Swimmin' Hole (..)	Jackie Moran, Marcia Mae Jones	Oct. 7	.....
	Sign of the Wolf (..)		Oct. 21	.....
	PARAMOUNT			
	Aldrich Family in Life With Henry (..)	Jackie Cooper, Hedda Hopper	Sept. 13	.....
1260	A Night at Earl Carroll's (..)	Ken Murray, Rose Hobart	Oct. 18	.....
1275	Arise My Love (..)	Claudette Colbert, Ray Milland	Nov. 1	.....
	Cherokee Strip (..)	Richard Dix, Florence Rice	Oct. 25	.....
1267	Dancing on a Dime (..)	Robert Paige, Grace McDonald	Nov. 8	.....
	Doomed Caravan (..)		Jan. 24	.....
	Love Thy Neighbor (..)	Jack Benny, Fred Allen, Mary Martin	Dec. 27	.....
	Moon Over Burma (..)	Dorothy Lamour, Robert Preston	Jan. 3	.....
1262	North West Mounted Police (..)	Gary Cooper, Madeleine Carroll	Nov. 22	.....
1275	Quarterback (..)	Wayne Morris, Lillian Cornell	Oct. 4	.....
	Second Chorus (..)	Fred Astaire, Paulette Goddard	Jan. 10	.....
	Something to Shout About (..)		Dec. 6	.....
	Texas Rangers Ride Again (..)	John Howard, Ellen Drew	Dec. 13	.....
	Three Men From Texas (..)	William Boyd, Russell Hayden	Nov. 15	.....
1270	Victory (..)	Fredric March, Betty Field	Oct. 11	.....
	Virginia (..)	Madeleine Carroll, Fred MacMurray	Jan. 17	.....
	REPUBLIC			
	Arizona Skies (..)	Three Mesquiteers	.....	.....
	Colorado (..)	Roy Rogers	.....	.....
	Girl From Havana (..)	D. O'Keefe, C. Carleton, V. Jory	.....	.....
	RKO RADIO			
	Citizen Kane (..)	Orson Welles	Jan. 3, '41	.....
	Dr. Christian No. 1 (..)	Jean Hersholt	Nov. 15	.....
	Kitty Foyle (..)	Ginger Rogers	Nov. 22	.....
	Laddie (..)	Tim Holt, Virginia Gilmore	Oct. 18	.....
	Lee Marcus Production	(title later)	Dec. 20	.....
	Li'l Abner (..)		Nov. 1	.....
	Little Men (..)	Kay Francis, Jack Oakie, Geo. Bancroft	Nov. 8	.....
	Malvina Swings It (..)		Dec. 13	.....
	Mexican Spitfire Out West (..)	Lupe Velez, Leon Errol	Nov. 29	.....
	No, No, Nanette (..)	Anna Neagle	Dec. 27	.....
	Show Business (..)	Alan Mowbray, Frank McBride	Dec. 6	.....
	Tim Holt No. 2 (..)	Tim Holt, Jane Drummond	Nov. 22	.....
	Too Many Girls (..)	Lucille Ball, Richard Carlson	Oct. 11	.....
	Villain Still Pursued Her (65)	Hugh Herbert, Anita Louise	Oct. 4	Aug. 3
	You'll Find Out (..)	Kay Kyser, Ginny Simms	Oct. 25	.....
	20TH-FOX			
113	Bride Wore Crutches (55)	Lynne Roberts, Ted North	Nov. 15	July 27
117	Californian, The (..)	Tyrone Power, Linda Darnell	Nov. 29	.....
118	Charter Pilot (..)	Lynn Bari, Lloyd Nolan	Nov. 22	.....
113	Down Argentine Way (..)	Don Ameche, Betty Grable	Oct. 25	.....
108	Gay Caballero, The (..)	Cesar Romero, Chris-Pin Martin	Oct. 4	.....
111	Great Profile, The (71)	John Barrymore, Mary Beth Hughes	Oct. 11	.....
115	Hudson's Bay (..)	Paul Muni	Nov. 8	.....
114	Night Train (..)	Margaret Lockwood, Rex Harrison	Oct. 18	.....
102	Street of Memories (70)	Lynne Roberts, Guy Kibbee	Nov. 15	July 6
	UNITED ARTISTS			
	Great Dictator, The (..)	Charlie Chaplin	.....	.....
	Long Voyage Home (..)	Thomas Mitchell, John Wayne	.....	.....
	Son of Monte Cristo (..)	Louis Hayward, Joan Bennett	.....	.....
	UNIVERSAL			
	A Little Bit of Heaven (..)	Gloria Jean, Helen Parrish	Oct. 25	.....
	Back Street (..)	Joan Fontaine	Nov. 29	.....
	Caribbean Nights (..)	Virginia Bruce, Allan Jones	Nov. 15	.....
	Diamond Frontier (..)	Victor McLaglen, Anne Nagel	Oct. 4	.....
	Fireman Save My Child (..)	Baby Sandy, Stuart Erwin	Nov. 8	.....
	I'm Nobody's Sweetheart Now (64)	Dennis O'Keefe, Constance Moore	Nov. 1	Aug. 10
	Law and Order (..)	Johnny Mack Brown	Oct. 18	.....
	Pony Post (..)	Johnny Mack Brown	Nov. 8	.....
	Slightly Tempted (60)	Hugh Herbert, Peggy Moran	Oct. 18	Aug. 3
	South of Sumatra (..)	Richard Arlen, Andy Devine	Nov. 1	.....
	Tropical Sinners (..)	Marlene Dietrich, John Wayne	Oct. 11	.....
	WARNER BROS.			
	A Dispatch From Reuters (..)	Edward G. Robinson	.....	.....
	Knute Rockne-All American	Pat O'Brien	.....	.....
	Letter, The (..)	Bette Davis	.....	.....
	Tugboat Annie Sails Again (..)	Marjorie Rambeau, Alan Hale	.....	.....

In the Making

COLUMBIA

Passage West—Pat O'Brien, Constance Bennett, John Halliday, Melville Cooper, Marjorie Gateson, Alan Baxter. Director: John Brahm. Producer: Sam Bischoff. **(Starting)**

(Drama of American citizens fleeing Europe because of the turmoil of war).

Ghost Guns—Bill Elliott, Evelyn Keyes, Dub Taylor, John Dilson. Director: Lambert Hillyer. Producer: Jack Fier. **(Completed)**

METRO-GOLDWYN-MAYER

Hullabaloo—Frank Morgan, Billie Burke, Virginia Grey, Leni Lynn. Director: Edwin L. Marin. Producer: Louis K. Sidney. Original Screenplay: Nat Perrin, Dorothy Yost. **(Starting)**

(Comedy with a metropolitan radio network as the background. Morgan portrays an obscure man who suddenly becomes the "airway rave" of the nation).

The Philadelphia Story—Katharine Hepburn, Cary Grant, James Stewart, John Howard, Roland Young. Director: George Cukor. Producer: Joseph Mankiewicz. Original: Philip Barry. **(Completed)**

PARAMOUNT

The Quarterback—Wayne Morris, Lillian Cornell, Alan Mowbray, Virginia Dale, Edgar Kennedy, Walter Catlett. Director: H. Bruce Humberstone. Producer: Anthony Veiller. Original Screenplay: Robert Pirosh. **(Completed)**

RKO RADIO

No, No, Nanette—Anna Neagle, Richard Carlson, Helen Broderick, Roland Young, ZaSu Pitts. Producer-Director: Herbert Wilcox. Original: Vincent Youmans, Irving Caesar, Otto Harbach. Screenplay: Ken Englund. **(Starting)**

(Film version of the hit musical which ran for 321 performances at the Globe Theatre in New York).

Mexican Spitfire Out West—Lupe Velez, Leon Errol, Donald Woods, Elisabeth Risdon, Charles Quigley. Director: Les Goodwins. Producer: Cliff Reid. Screenplay: Charles E. Roberts, Jack Townley. **(Completed)**

REPUBLIC

Young Bill Hickok—Roy Rogers, George (Gabby) Hayes, Jacqueline Wells, Monte Blue, John Miljan. Producer-Director: Joe Kane. Original: Carleton Brown. Screenplay: Louis Stevens, Olive Cooper. **(Starting)**

(Relates the exploits of the celebrated frontier scout as a prober of "fifth column" activities during the Civil War).

UNITED ARTISTS

Flotsam—Frederic March, Margaret Sullavan, Glenn Ford, Erich Von Stroheim, Leonid Kinskey. Director: John Cromwell. Producers: David L. Loew, Albert Lewin. Original: Erich Remarque. Screenplay: Talbot Jennings. **(Starting)**

(Drama of war's refugees).

Road Show—Adolphe Menjou, Carole Landis, John Hubbard, Charles Butterworth, Patsy Kelly. Producer-Director: Hal Roach. Original: Eric Hatch. Screenplay: Gordon Douglas, Mickell Novak, Harry Langdon, Hal Roach jr. **(Completed)**

UNIVERSAL

Riviera—Allan Jones, Virginia Bruce, Leo Carrillo. Director: Edward Sutherland. Producer: Leonard Spigelgass. **(Starting)**

(Elaborate musical comedy with Jerome Kern music. Laid in a mythical South American republic).

Spring Parade—Deanna Durbin, Robert Cummings, Mischa Auer, Samuel S. Hinds, Reginald Denny. Director: Henry Koster. Producer: Joe Pasternak. Original: Ernst Marishka. Screenplay: Bruce Manning, Felix Jackson. **(Completed)**

A Little Bit of Heaven—Gloria Jean, Robert Stack, C. Aubrey Smith, Nan Grey, Stuart Erwin, Hugh Herbert, Billy Gilbert. Director: Andrew Marton. Producer: Joe Pasternak. Original: Grover Jones. Screenplay: Grover Jones, Daniel Taradash, Harold Goldman. **(Completed)**

WARNER BROS.

South of Suez—George Brent, Geraldine Fitzgerald. Director: Lew Seiler. Producer: Bryan Foy. **(Starting)**

(Melodrama with the Kimberley diamond mines in South Africa as the locale).

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where our compiler is unable to form any opinion from the review the sign "o" is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. Listings cover reviews appearing by the Saturday preceding date of this issue. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A									
Abe Lincoln in Illinois (RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Adventure in Diamonds (Para)	−	±	−	±	±	∓	±	±	6+ 8−
Alias the Deacon (Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too (FN)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante (M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Anne of Windy Poplars (RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas (FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful (M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
B									
Babies for Sale (Col)	±		±	−	±			+	4+ 4−
Bad Man From Red Butte (Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow (RKO)	±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement (RKO)	±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The (Para)	+	+	+	+	ǂ	+	ǂ	+	10+
Black Diamonds (Univ)	±			+			±	±	4+ 3−
Black Friday (Univ)	+	±	±	+	+	+	+	+	8+ 2−
Blazing Six Shooters (Col)	±		±	+	+				4+ 2−
Blondie Has Servant Trouble (Col)	+	+	+	+		+	+	+	7+
Blondie on a Budget (Col)	+	+	+	+	±	+	−	+	7+ 2−
Blue Bird, The (20th-Fox)	+	∓	±	ǂ	+	ǂ	ǂ	+	11+ 2−
Boom Town (M-G-M)	ǂ	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	14+
Boys From Syracuse (Univ)	+	+	ǂ	ǂ	ǂ	+	+	ǂ	12+
Boys of the City (Mono)		+			+				2+
Bride Wore Crutches (20th-Fox)	±		−	∓			±	−	3+ 5−
Brother Orchid (WB)	+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again (Para)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Bullet Code (RKO)	+	+	+	+	+		+	+	7+
Bullets for Rustlers (Col)	∓		±		±				3+ 3−
C									
Captain Caution (UA)	+		±	ǂ	+	+	+	+	8+ 1−
Captain Is a Lady (M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon (Rep)	∓		±	+	+		ǂ	+	7+ 2−
Carson City Kid (Rep)	±		±	+	+				4+ 2−
Chamber of Horrors (Mono)	±	±							2+ 2−
Charlie Chan at the Wax Museum (20th-Fox)	+			±	+	o	+	+	5+ 1−
C. Chan in Panama (20th-Fox)	+	+	+	+	+	+	+		7+
Chan's Murder Cruise (20-Fox)	+		+	+	+	+		+	6+
Code of the Cactus (SR)	−								1−
Comin' Round the Mountain (Para)	−		−	∓			∓	∓	3+ 5−
Courageous Dr. Christian (RKO)	±	±	∓	±	±	±	+	+	8+ 6−
Covered Wagon Days (Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails (Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown (Mono)	∓		=	−					1+ 4−
Crooked Road, The (Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance (RKO)	+	±	+	+	+	±	+	+	8+ 2−
Curtain Call (RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D									
Dark Command (Rep)	ǂ	+	+	+	+	+	ǂ	+	10+
Devil's Island (WB)			∓		+				2+ 1−
Dr. Christian Meets the Women (RKO)	±	±	∓	+	±	+	+	+	8+ 4−
Dr. Cyclops (Para)	−	±	∓	+	±	+	+	∓	7+ 5−
Dr. Kildare's Strange Case (M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife (Col)	ǂ	+	+	ǂ	ǂ	+	ǂ	+	12+
Doomed to Die (Mono)	∓	±	±	±		+	−	+	6+ 5−
Double Alibi (Univ)	+	+	±	+	+	+		±	7+ 2−
E									
Earl of Puddlestone (Rep)			±	+	+	±			4+ 2−
Earthbound (20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man (M-G-M)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Enemy Agent (Univ)	+	±	±	±	±	±	±	±	8+ 7−
Everything Is Rhythm (Astor)			±						1+ 1−
F									
Farmer's Daughter (Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The (Col)	+			+					2+
Flight Angels (FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Florian (M-G-M)	+	+	±	+	+	+	ǂ	±	9+ 2−
Foreign Correspondent (UA)				ǂ					2+
Forgotten Girls (Rep)	±	∓	−	±	+	o			4+ 4−
Four Sons (20th-Fox)	ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers (M-G-M)	+	+	±	+	+	+	±		7+ 2−
Free, Blonde and 21 (20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears (Para)	+	∓			+	+	±	∓	6+ 3−
Frontier Crusader (PRC)	±		−		±				2+ 3−
Fugitive, The (Univ)	−	±		+	ǂ	±	+	±	7+ 4−
Fugitive From Justice (WB)	±	∓	+	−	+	+		−	5+ 4−
Fugitive From a Prison Camp (Col)			=	±	±				2+ 4−
G									
Gambling on High Seas (WB)		±	±	+			∓	±	5+ 4−
Gangs of Chicago (Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade (Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers (Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Ghost Comes Home (M-G-M)	+	±	±	±		∓	−	∓	6+ 6−
Ghost Valley Raiders (Rep)	∓		−	±	±	±			4+ 5−
Girl From Avenue A (20th-Fox)	+	±		+		∓	=	−	4+ 5−
Girl From God's Country (Rep)	+	+	+	+		+	+	+	7+
Girl in 313 (20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road (Col)	±	−	±	±	∓		+	±	6+ 6−
Golden Fleecing, The (M-G-M)							ǂ	ǂ	4+
Golden Gloves (Para)	+	±		+	+	ǂ	+	±	8+ 2−
Golden Trail, The (Mono)	=				∓	∓	±	±	4+ 6−
Gold Rush Maisie (M-G-M)	+	±	+	+		+	+	+	7+ 1−
Grand Ole Opry (Rep)	∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town (Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Grapes of Wrath (20th-Fox)	ǂ	+	ǂ	+	ǂ	ǂ	ǂ	ǂ	14+
Great Profile, The (20th-Fox)				ǂ			+	ǂ	5+
Great McGinty, The (Para)	ǂ	±	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 1−
H									
Half a Sinner (Univ)	+	+	±	+	±			±	6+ 2−
Haunted Honeymoon (M-G-M)			±			+			2+ 1−
Haunted House (Mono)	±		+	+		o	+	+	5+ 1−
He Stayed for Breakfast (Col)	ǂ		+	ǂ	ǂ	ǂ	ǂ	ǂ	13+
Hi-Yo Silver (Rep)	+		+	+	+	+			5+
Hidden Gold (Para)	±		±	+	+	+	+	+	7+ 2−
Hold That Woman (PRC)				+	±		+	−	3+ 2−
Hot Steel (Univ)	−	±	±	∓	±		+	±	6+ 6−
House Across the Bay (UA)	±	=	∓	±	±	∓	∓	−	6+ 9−
House of Seven Gables (Univ)	+	+	+	+	+	+	+	∓	8+ 1−
Human Monster (Mono)	±	±	±	±	±	±	∓	∓	8+ 8−
I									
I Can't Give You Anything But Love (Univ)	∓	+		+	−	±	+	+	6+ 3−
I Love You Again (M-G-M)	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	ǂ	14+
I Married Adventure (Col)	+			ǂ		ǂ	±	+	7+ 1−
I Take This Oath (PRC)	±		∓		+				3+ 2−
I Want a Divorce (Para)	+								1+
I Was an Adventuress (20-Fox)	±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way (Univ)	+	±	−	+	+	o	±	+	6+ 3−
I'm Nobody's Sweetheart Now (Univ)	+		+	ǂ	+	o	+	+	7+
In Disguise (20th-Fox)				±					1+ 1−
In Old Missouri (Rep)		∓	∓	±	∓	∓	∓	±	7+ 7−
Irene (RKO)	+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men (Col)	∓		∓	±	+		−	∓	5+ 5−
Isle of Destiny (RKO)	+	−	∓	±	±	±	±	±	7+ 7−
It All Came True (WB)	+	±	∓	+	+	+	+	+	8+ 2−
It's a Date (Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
J									
Johnny Apollo (20th-Fox)	+	+	+	+	+	+	+	ǂ	9+
K									
King of Lumberjacks (WB)	∓	∓	−	±	±		±	−	5+ 7−
L									
LaConga Nights (Univ)	∓	±	∓	±	∓	±	±	±	8+ 8−
Lady in Question, The (Col)	+		±	ǂ		+	±	+	7+ 2−
Ladies Must Live (FN)	+	±							2+ 1−

‡ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor In the summary ‡ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Land of Six Guns (Mono)	∓		∓	±	±				4+ 4−
Last Alarm (Mono)	±	∓		+	+	±	±	+	7+ 4−
Laughing at Danger (Mono)	+	±		±		+	+	+	6+ 2−
Leopard Men of Africa (SR)	±		+						2+ 1−
Lightning Strikes West (SR)	∓		∓						2+ 2−
Light of Western Stars Para)	+		±	+	+	∓	+	±	7+ 3−
Lillian Russell (20th-Fox)	‡	±	±	‡	‡	‡	‡	‡	14+ 2−
Little Orvie (RKO)	+	±	+	+	+	+	+	+	8+ 1−
Lone Wolf Meets a Lady (Col)	+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby (Univ)	=			±		o	±	−	2+ 5−
Lucky Cisco Kid (20th-Fox)	−		±	±	+	∓	∓	±	6+ 6−
Lucky Partners (RKO)				‡			‡	‡	6+
M									
Ma, He's Making Eyes at Me (Univ)	−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe (Col)	+	±	∓	+	+				5+ 2−
Man From Tumbleweeds (Col)	±		±		+				3+ 2−
Man I Married (20th-Fox)	+	+	+	‡	+	+	+	+	9+
Man Who Talked Too Much, The (WB)	+	±	∓	+	±	+	±	+	8+ 4−
Man With Nine Lives (Col)	±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbeat (20-Fox)	−	±	∓	+	+	o	+	+	6+ 3−
Maryland (20th-Fox)	+	±	±	+	‡	o	+	+	8+ 2−
Mayor's Dilemma (Alliance)							+		1+
Men Without Souls (Col)	−	∓	∓	∓	∓	+	+	∓	5+ 6−
Midnight Limited (Mono)	±	∓		±	+				4+ 3−
Military Academy (Col)	±	±	±	+	±		+	+	7+ 4−
Millionaire Playboy (RKO)	−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison (RKO)	+	±	+	+	+	o	±	+	7+ 2−
Money and the Woman (WB)	±			−		±	∓	±	4+ 5−
Mortal Storm, The (M-G-M)	+	‡	‡	‡	‡	+	‡	+	13+
Murder in the Air (FN)	+	±	∓	+	±	o	∓		6+ 4−
Murder in the Night (SR)	=		−	∓	±				2+ 5−
My Favorite Wife (RKO)	‡	+	+	‡	‡	‡	‡	‡	14+
My Love Came Back (FN)	+	+	‡	+	‡		+	+	9+
My Son, My Son (UA)	‡	+	‡	‡	‡	‡	‡	‡	15+
Mysterious Mr. Reeder (Mono)	±	±	∓	±	+				5+ 4−
Mystery Sea Raider (Para)	+		±	+	‡	+	+	∓	8+ 2−
N									
New Moon (M-G-M)	+	‡	+	‡	‡	+	+	‡	12+
O									
Oklahoma Renegades (Rep)				+	+	o			2+
On the Spot (Mono)	+		−	∓	+	o	+	±	5+ 3−
On Their Own (20th-Fox)	±	±	±	±	±	±	+	±	8+ 7−
One Came Home (M-G-M)									
One Crowded Night (RKO)	±			+	+	+	+	+	6+ 1−
One Man's Law (Rep)	±		∓	+	+	±			5+ 3−
One Million B. C. (UA)	±	±	−	±	+	o	±	∓	6+ 6−
Opened by Mistake (Para)	±	±	∓	±	+	o		∓	6+ 5−
Our Town (UA)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Out West With the Peppers (Col)	−	±	−	+			=	−	2+ 6−
Outside the Three Mile Limit (Col)	±	±	±	+	+	+	+	±	8+ 4−
Over the Moon (UA)	±	±					±	∓	4+ 4−
P									
Pals of the Silver Sage (Mono)	∓		±	+	+				4+ 2−
Passport to Alcatraz (Col)	+	−	±	+	+		∓	−	5+ 4−
Pastor Hall (UA)	±	‡	±	+	+	+	‡	+	10+ 2−
Phantom Raiders (M-G-M)	+	+	+	+	‡		+	±	8+ 1−
Phantom Wagon, The (Col)	+								1+
Pier 13 (20th-Fox)	+	±	±	+	+	+	±	+	8+ 3−
Pioneers of the West (Rep)	±		+	+	+				4+ 1−
Pop Always Pays (RKO)	+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law (RKO)	+	±	+	+	+	o		+	6+ 1−
Pride and Prejudice (M-G-M)	+	‡	+	‡	‡	+	‡	‡	13+
Primrose Path (RKO)	+	∓	±	±	+	+	‡	+	9+ 3−
Private Affairs (Univ)	±	+	±	±	+	+	+	+	8+ 3−
Q									
Queen of Destiny (RKO)							‡	‡	4+
Queen of the Mob (Para)	±	∓	+	+	+	±	±	−	7+ 5−
R									
Rainbow Over the Range (Mono)	±			+		±			3+ 2−
Ramparts We Watch (RKO)	o	∓	+	‡	+	±	‡	+	9+ 2−
Rancho Grande (Rep)	∓		∓	+	+	∓	+	=	6+ 5−
Ranger and the Lady (Rep)	±		+	+	+				4+ 1−
Rebecca (UA)	‡	+	+	‡	‡	‡	+	+	12+
Return of Frank James (20-Fox)	+	+	±	+	‡	‡	‡	+	11+ 1−
Return of Wild Bill (Col)	+		−	+	+				3+ 1−
Rhythm on the Rio Grande (Mono)	∓		±	±	±	+	+	+	7+ 4−
Ride, Tenderfoot, Ride (Rep)						+			1+
Riders From Nowhere (Mono)			‡						1+ 1−
Riders of Pasco Basin (Univ)	∓		∓	±	±				4+ 4−
Road to Singapore (Para)	‡	‡	‡	‡	‡	+	‡	‡	15+
Rocky Mountain Rangers (Rep)	+		+	+	+				4−
S									
Safari (Para)	±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady (20th-Fox)	∓	±	±	∓	+	+	=	∓	7+ 7−
Saint Takes Over (RKO)	+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)	+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea (UA)	±	+	+	±	+	+	±	+	8+ 3−
Saturday's Children (WB)	+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain (Rep)	+	+	±	+	+	+	+	+	8+ 1−
Sea Hawk, The (WB)	‡	±	+	‡	‡	‡	‡	+	13+ 1−
Secret Seven (Col)		±	±	±	+				4+ 3−
Seventeen (Para)	+	±	+	+	+	+	+	+	8+ 1−
Shooting High (20th-Fox)	+	∓	∓	±	+	+	±	+	8+ 4−
Showdown (Para)	+		+	+	+	o	+	+	6+
Sing, Dance, Plenty Hot (Rep)	±	±	−	+	+	+	+	+	7+ 3−
Ski Patrol (Univ)	∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits (Mono)	±								1+ 1−
Slightly Tempted (Univ)	±			+		+	+	±	5+ 2−
So This Is London (20th-Fox)	±				±			=	2+ 4−
Son of Roaring Dan (Univ)	+		+	+	+				4+
Son of the Navy (Mono)	+	+	±	+	±	+	+	+	8+ 2−
South of Pago Pago (UA)	+	+	+	‡		o	∓	+	7+ 1−
South to Karanga (Univ)	+	±	−	+	+	+	±	±	7+ 4−
Spies in the Air (SR)	−				±				1+ 2−
Sporting Blood (M-G-M)	o	±	±	+	±	±	+	±	7+ 5−
Stage to Chino (RKO)		‡					+	+	5+
Stagecoach War (Para)	+		∓	+	+	+		+	6+ 1−
Star Dust (20th-Fox)	+	+	+	+	+	+	+	+	8+
Story of Dr. Ehrlich's Magic Bullet (FN)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Street of Memories (20th-Fox)	±		−	∓	+	o		∓	4+ 4−
Susan and God (M-G-M)	±		+	+	‡	+	‡	+	9+ 1−
T									
Tear Gas Squad (WB)	±	−	−	±	±		=		3+ 7−
Texas Stagecoach (Col)	±	±		+	+				4+ 2−
They Drive by Night (WB)	‡	‡	+	‡	‡	+	‡	‡	14+
Those Were the Days (Para)	+	+	∓	+	+	+	+	+	8+ 1−
Three Cheers for the Irish (FN)	±	+	+	+	+	+	+	+	8+ 1−
Three Faces West (Rep)	±	+	±	+	+	+	+	‡	9+ 2−
'Til We Meet Again (FN)	+	+	+	+	‡	+	‡	+	10+
Tomboy (Mono)	±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days (RKO)	‡	‡	+	+	‡	‡	‡	‡	14+
Too Many Husbands (Col)	‡	+	‡	‡	+	+	‡	‡	13+
Torpedo Raider (Mono)	∓			+					2+ 1−
Torrid Zone (FN)	‡	+	+	‡	+	+	+		9+
Tulsa Kid, The (Rep)	±		∓	+		+	+	±	6+ 3−
Turnabout (UA)	+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team (M-G-M)	+	±	+	±	+	±	+	+	8+ 3−
21 Days Together (Col)	∓	∓	∓	∓	∓	+	∓		7+ 6−
Two Girls on B'way (M-G-M)	±	±	+	+	+	±	+	+	8+ 3−
Typhoon (Para)	±	±	±	±	+	+		+	7+ 4−
U									
Untamed (Para)	−	±	±	+	+	o	±	∓	6+ 5−
V									
Vengeance of the Deep (SR)	=		=	∓	±				2+ 6−
Villain Still Pursued Her, The (RKO)	±	∓	−	−	±	o	±	∓	5+ 7−
Virginia City (WB)	+	±	±	‡	‡	‡	+	+	11+ 2−
Viva Cisco Kid (20th-Fox)	−	∓	=	∓	±	+	±	=	5+ 9−
W									
Wagons Westward (Rep)	+	+	±	+	+	+	−	∓	7+ 3−
Waterloo Bridge (M-G-M)	+	+	‡	‡	‡	‡	‡	‡	14+
Way of All Flesh (Para)	±	∓	−	∓	−	∓	−	∓	5+ 8−
We Who Are Young (M-G-M)	±	±	∓	‡	‡	+	+	∓	10+ 4−
West of Abilene (Col)	+		±	±	+				4+ 2−
Westerner, The (UA)	±								1+ 1−
When the Daltons Rode (Univ)	‡	‡	‡	‡	‡	‡	‡	‡	16+
Wildcat Bus (RKO)				±			∓	=	2+ 4−
Wild Horse Range (Mono)	∓			±	±				3+ 3−
Women in War (Rep)	+	+	±	+	+	+	+	+	8+ 1−
Women Without Names (Para)	±	±	±	±	+	+	+	±	8+ 5−
Y									
You Can't Fool Your Wife (RKO)	+	∓	±	∓	±	o	+	∓	7+ 5−
Young People (20th-Fox)	+	+	+	‡	‡	+	+	+	10+
Young Tom Edison (M-G-M)	+	‡	‡	‡	‡	‡	‡	‡	15+
Young Buffalo Bill (Rep)	+		+	+	±				4+ 1−
You're Not So Tough (Univ)	±	±	−	+	±	o	+	+	6+ 4−
Yukon Flight (Mono)				∓	+				2+ 1−
Z									
Zanzibar (Univ)	±	±	±	∓	+	±	+	±	8+ 6−

Numeral preceding title is production number. Running time follows title. The first date is national release, the second the date of review in BOXOFFICE; both 1940 unless otherwise specified. The symbol between the dates is rating from the BOXOFFICE review: ‡ Very Good, + Good, ± Fair, ∓ Mediocre, — Poor, = Very Poor. ◎ Indicates short of the week. ◎ Indicates Technicolor.

Shorts Chart

A GUIDE TO CURRENT RELEASES

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ALL-STAR COMEDIES			
1435	Boobs in the Woods (17)	5-31	=	7-22
1438	Fireman Save My Choo-Choo (18)	8- 9		....
1430	Heckler, The (17)	2-16	+	2-17
1437	His Bridal Fright (16)	7-12	..	....
1432	Money Squawks (17)	4- 5	..	....
1429	Mr. Clyde Goes to Broadway (17)	2- 2	..	....
1431	Pardon My Berth Marks (18)	3-22	+	3-16
	Pleased to Mitt You (18)	9- 6	..	....
1421	Skinny the Moocher (16½)	9- 8	..	....
1434	South of the Boudoir (18)	5-17	±	6-15
	Spook Speaks, The (18)	9-20	..	....
1436	Taming of the Snood (16)	6-28	..	....
	Trouble Finds Andy Clyde (18)	7-28	..	....
1433	You're Next (17)	4- 5	±	7-22
	CINESCOPES			
1974	Berth of a Queen (11)	3-15	∓	4-20
1973	Fashion Takes a Holiday (11)	3- 8	±	3-16
	Hobby Lobby (..)	8-30	..	....
	Industrial Green Island (..)	9-20	..	....
1975	Odd Vacations (8½)	6-16	..	....
1972	Threads of a Nation (11)	2- 9	±	2-10
	COLOR RHAPSODIES (In Technicolor)			
1506	Boy, a Gun and Birds, A (7)	1-12	..	....
1508	Blackboard Revue (7)	3-15	..	....
1510	Egg Hunt, The (7½)	5-31	∓	6-15
1509	Greyhound and the Rabbit, The (7½)	4-19	+	4-27
1507	Happy Tot's Expedition, The (6½)	2- 9	+	4-27
	Mr. Elephant Goes to Town (7½)	10- 4		....
	Tangled Television (7½)	8-30		....
1512	Timid Pup, The (8)	8- 1		....
1511	Ye Olde Swap Shoppe (7½)	6-28		....
	COLUMBIA TOURS			
	Historic Virginia (Andre de la Varre Productions) (11)	8-16		....
1558	In the Land of Pagodas (..)	6-14		....
1555	New Hampshire (11)	2- 9	∓	3-16
	Old and New Arizona (Special) (..)	8-27		....
1557	Pleasure bound in Canada (9)	5-17		....
1556	Unveiling Algeria (9½)	3- 1	+	4-20
	COMMUNITY SING			
1656	No. 6 (Medley of Hits) (10)	6-28		....
	FABLES CARTOONS			
1754	Barnyard Babies (7½)	6-14		....
	Farmer Tom Thumb (..)	8-13		....
1755	Pooch Parade (6)	7-19		....
1753	Practice Makes Perfect (6)	4- 5	±	4-27
	PHANTASIES CARTOONS			
1705	Fish Follies (6)	5-10		....
1704	Man of Tin (6½)	2-23		....
1703	Mouse Exterminator, The (6½)	1-26	±	3-16
1706	News Oddities (6)	7-19		....
1707	School Boy Dreams (..)	8-30		....
	SCREEN SNAPSHOTS (Series 19)			
1855	No. 5 (11) Art in Hollywood.	2-23	+	3-16
1856	No. 6 (10) Hollywood Recreations.	3-29	±	3-16
1857	No. 7 (10) Wardrobe Designers.	5- 3		....
1858	No. 8 (10) Cowboy Jubilee.	6- 7		....
1859	No. 9 (10) Ken Murray.	7-10		....
1860	No. 10 (9) Jack Oakie.	8-10		....
	SPORT REELS			
1809	Canvas Capers (11)	7-19		....
	Master of Cue With Willie Hoppe (..)	9-20		....
1803	Skiing Techniques (9½)	1-19		....
1805	Roughhouse Fiesta (10)	3- 8		....
1806	Tomorrow's Stars (10)	4-19	+	4-27
1807	Sport of Kings (10)	5-24	±	7- 6
1808	Saving Strokes With Sam Snead (10)	6-28		....
1804	Flying Targets (10)	2-16	+	3-16
	THREE STOOGES COMEDIES			
1406	A 'Plumbing We Will Go (18)	4-19		....
	From Nurse to Worse (..)	8-23		....
1408	How High Is Up (16)	7-16	=	8- 3
1407	Nutty But Nice (18)	6-14		....
1405	Rockin' Through the Rockies (17)	3- 8	±	3-16
1401	◎You Natzy Spy (18)	1-19	‡	2-10
	20TH ANNIVERSARY SNAPSHOTS			
	No. 1 (..)	8- 6		....
	No. 2 (..)	9-18		....
	WASHINGTON PARADE Series 2			
1903	No. 3 (Inside the F. B. I.) (11)	2- 9		....
1904	No. 4 (Social Security) (10)	5-10	+	6-15
1905	No. 5 (The Archives) (11)	7- 4	+	8- 3
1906	No. 6 (Our Nat'l Defense) (..)	8-30		....
	Series 3			
	No. 1 (The Mint) (..)	9- 4		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CRIME DOESN'T PAY			
P- 3	Jack Pot (19)	3- 9	‡	3-30
P- 2	◎Know Your Money (21)	1-27		....
P-815	Think First (21)	9- 9		....
P- 4	Women in Hiding (22)	6-22	±	7- 6
	FITZPATRICK TRAVELTALKS (In Technicolor)			
T-59	Calling on Colombia (8)	3-16	∓	4-27
T-61	Modern New Orleans (8)	5-11	∓	6-22
T-57	Night Descends on Treasure Island (8)	1-20	±	3-23
T-58	Seattle, Gateway to the Northwest (9)	2-17	+	3-30
T-60	Sitka and Juneau (9)	4-13	±	4-27
T-62	Suva, Pride of Fiji (9)	6- 8	∓	6- 8
	MINIATURES			
M-78	Door Will Open, A (11)	3- 9	+	3-30
80-x	Northward Ho! (9) (Sepia)	2-10	+	3-23
M-77	Old South, The (11)	1-20	∓	2-10
M-79	Servants of Mankind (9)	5-11	+	6- 8
M-76	Where Turf Meets Surf (11) (Sepia)	1- 6	±	2- 3
	M-G-M CARTOONS (New Series)			
W- 86	A Rainy Day (7)	4-20		....
W- 83	Fishing Bear, The (9)	1-20	+	2- 3
W- 85	Home on the Range (9)	3-23	+	3-30
W- 89	Milky Way, The (..)	6-22	+	7- 6
W- 84	Puss Gets the Boot (9)	2-10	±	3-23
W- 87	Swing Social (8)	5-18		....
W- 88	Tom Turkey (7)	6- 8		....
	M-G-M NEWS OF THE DAY Released Twice Weekly			
	OUR GANG COMEDIES			
C-134	Alfalfa's Double (11)	1-20	±	2- 3
C-136	All About Hash (11)	3-30	+	6- 8
C-135	Big Premiere, The (10)	3- 9	±	3-30
C-138	Bubbling Troubles (11)	5-25	±	7- 6
C-137	New Pupil, The (11)	4-27	∓	4-27
	PASSING PARADE (New Series)			
K-123	Hidden Master, The (11) (Sepia)	4-20	+	4-27
K-124	Way in the Wilderness, A (10) (Sepia)	6-22	+	7- 6
K-122	XXX Medico (10) (Sepia)	3-23	+	4-27
	PETE SMITH SPECIALTIES			
S-110	Cat College (..) (Sepia)	6-29		....
S-107	Domineering Male, The (10)	3-30	‡	3-30
S-104	Maintain the Right (10)	1-13	±	1-20
S-108	Spots Before Your Eyes (10)	5- 4	+	6- 8
S-106	Stuffie (11)	3- 2	+	3-23
S-105	What's Your I. Q.? (8) (Sepia)	2-10	±	3-23
S-109	What's Your I. Q.? No. 2 (9)	6-10	±	7- 6
	ROBERT BENCHLEY			
F-144	Home Movies (7)	2-17	+	3-16
	SPECIAL			
	◎Flag Speaks, The (19)	6-14	‡	5- 4

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	COLOR CLASSICS (In Technicolor)			
C9-3	◎Ants in the Plants (7)	3-15	±	3-23
C9-2	◎Little Lambkin (7)	2-12	+	2-24
C9-4	Kick in Time, A (7)	5-17	±	5-18
	COLOR CRUISES (New Series in Cinecolor)			
K9-2	Argentina (10)	4- 5		....
K9-4	Cuba (10)	1- 5		....
K9-5	Isle of Columbus (10)	2- 9		....
K9-7	Pacific Paradise (10)	6-21		....
	HEADLINER			
A9-9	Blue Barron and His Orchestra (10)	5-31	+	6-22
A9-7	George Olsen and His Music (10)	3-15		....
A9-8	Have You Met Yvette (10) Paul Baron and Orch.	4-26	+	5- 4
A9-6	Jimmy Dorsey and His Orchestra (10)	2- 2	+	2-24
	Pinky Tomlin and Orch. (11)	7-19		....
	PARAMOUNT NEWS Released Twice Weekly.			
	PARAGRAPHICS			
V9-9	Dangerous Dollars (11)	6-28		....
V9-7	Not So Dumb (10)	3-15		....
V9-6	Paramount Pictorial (10)	2-16	+	2-24
V9-5	Sugar Wind (10)	1-19	+	2- 3
V9-8	◎Television Preview (10) (Lanny Ross-Ted Husing)	5-17	‡	5-18
	POPEYE CARTOONS			
	Doing Impossikible Stunts (7)	8- 2	+	8-17
E9- 3	Females Is Fickle (7)	3- 8	±	3-23
	Fightin' Pals (8)	....	‡	8-17
E8-11	It's the Natural Thing to Do (7)	7-28	±	8-26
E9- 5	Me Feelings Is Hurt (7)	4-12	∓	5- 4
E9- 8	Nurse Mates (7)	6-21		....
E9- 2	Shakespearean Spinach (7)	1-19	∓	2- 3
E9- 4	Stealin' Ain't Honest (7)	3-22	∓	5- 4
E9- 6	Onion Pacific (7)	5-24	+	6-22
	POPULAR SCIENCE (In Cinecolor)			
J9-4	(10)	2-16	+	2-24
J9-5	(10)	5- 3	+	5- 4
J9-6	(11)	6-28		....
	GRANTLAND RICE SPORTLIGHTS			
R9-10	Blue Streak (10)	4-19	+	5- 4
R9- 7	Bowling Skill (10)	1-26	‡	2- 3
R9- 8	Human Fish (10)	2-23	+	2-24
R9-13	Sink or Swim (10)	7-12		....
R9- 9	Two of a Kind (10)	3-22	±	3-23
	STONE AGE CARTOONS			
B9-5	Foul Ball Player, The (7)	5-24	±	6-22
B9-3	Granite Hotel (7)	4-26	±	5-18
	Ugly Dino, The (7)	6-14		....
B9-4	Way Back When a Night Club Was a Stick (7)	5-16		....
B9-2	Way Back When a Nag Was Only a Horse (7)	3- 8	±	3-23
	Way Back When a Razzberry Was a Fruit (7)	7-26	+	8-17
B9-1	Way Back When a Triangle Had Its Points (7)	2- 9	+	3- 2
	UNUSUAL OCCUPATIONS (In Color)			
L9-3	No. 3 (10)	1-19	+	2-10
L9-4	No. 4 (10)	3-29	+	5- 4
L9-5	No. 5 (10)	5-31	+	5-18
L9-6	No. 6 (11)	8- 2	‡	8-17

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (In Technicolor)			
04,105	Billposters (8)	5-17	+	5-25
04,107	Bone Trouble (9)	6-28		....
04,103	Donald's Dog Laundry (8)	5- 5	+	5-25
	Donald's Vacation (8)	....	‡	8-10
04,106	Mr. Duck Steps Out (8)	6- 7		....
04,108	Put-Put Trouble (7)	7-19		....
04,102	Riveter, The (7)	3-15		....
04,104	Tugboat Mickey (7)	4-26	±	5-25
	EDGAR KENNEDY COMEDIES			
03,404	Mutiny in the County (17)	5- 3		....
03,403	Slightly at Sea (16)	2- 9		....
03,405	'Taint Legal (16)	5-24		....
	LEON ERROL COMEDIES			
03,704	Bested by a Beard (20)	7-26		....
	MARCH OF TIME			
03,106	No. 6 (18) Republic of Finland.	1-19	+	1-27
03,107	No. 7 (18) Vatican of Pius XII.	2-16	‡	2-24
03,108	No. 8 (18) Canada at War.	3-15	+	3-16
03,109	No. 9 (19) America's Youth—1940.	4-12	±	4-20
03,110	No. 10 (19) The Philippines.	5-10	+	5-18
03,111	No. 11 (18) The U. S. Navy.	6- 7	+	6-22
03,112	No. 12 (17) Spoils of Conquest.		+	8-10
	PATHE INFORMATION PLEASE			
04,206	No. 6 (11)	1-26	±	2-10
04,207	No. 7 (11)	2-23	‡	3-16
04,208	No. 8 (10)	3-22	+	4-13
04,209	No. 9 (11)	4-19	+	4-27
04,210	No. 10 (11)	5-17	‡	6-22
04,211	No. 11 (10)	6-14	±	6-15
04,212	◎No. 12 (12)	7-12	‡	7-13
04,213	No. 13 (9)		+	8-10
	PATHE NEWS (Released Twice Weekly)			
	RADIO FLASH COMEDIES			
	Marriage-Go-Round (18)	7-28		....
03,204	Twinculets (20)	1-26		....
03,205	Goodness, a Ghost (16)	7- 5		....
	PATHE SPORTSCOPE			
04,306	Aquapoise (9)	1-19	‡	2- 3
04,309	Court Favorites (8)	5-12	+	4-27

WHAT'S IN THE NEWSREELS

TUESDAY, AUGUST 13

Movietone News, No. 97

Roosevelt inspects naval defenses; Hoover visits Willkie in Colorado; freight ship burns; floods in Louisiana; forest fires on west coast; launch ship in San Francisco; Pacific northwest war maneuvers.

News of the Day, No. 95

Miss California beauty contest; soap box derby in Akron; President visits arsenal at Watertown; Lousiana flood; Windsors in Bermuda; freighter burns at New York; Rye tennis matches; New York state war games.

Paramount News, No. 100

Horse racing in Chicago; soap box derby in Akron; freighter burns in New York harbor; Roosevelt inspects naval defenses; army maneuvers; start alien registration; aftermath of Louisiana storm; Windsors in Bermuda.

RKO Pathe News, No. 112

Roosevelt tours defense bases; army maneuvers in upstate New York; ship burns in New York harbor; tennis tourney at Rye; soap box derby in Akron; Chicago horse racing.

Universal Newsreel, No. 901

Army maneuvers; Roosevelt tours defense bases in New England; start alien registration; Willkie and Hoover in Colorado; Windsors land in Bermuda; launch ship in San Francisco; hurricane in south; Louisiana flood; California beauty contest; soap box derby in Akron; Chicago horse racing.

THURSDAY, AUGUST 15

Movietone News, No. 98

Roosevelt tours New England naval base; Willkie host to visitors; South Carolina hurricane; bless shrimp fishing fleet in Louisiana; France demobilizes army; Petain discusses agricultural outlook; Churchill tours defenses; Italian prisoners at Alexandria; Canadian troop reinforcements in England; fall hat fashions; Lew Lehr; Chicago golf; running of Hambletonian at Goshen.

News of the Day, No. 96

British pilots on patrol; Churchill inspects defenses; France demobilizes; Petain on agricultural situation; Secretary of Navy Knox bids America prepare; President at Newport submarine base; sheep roundup-Mont Baker, Washington; monkeys at Philadelphia zoo; new and old in feminine bathing suits; Hambletonian trotting race.

Paramount News, No. 101

Roosevelt inspects naval base at Newport; Willkie meets visitors; hurricane in South Caroline; Ambassador Cudahy returns from Belgium; war aid rally in Brooklyn; W. C. T. U. meets in Chicago; demobilization in France; football teams prepare for coming season; Hambletonian.

RKO Pathe News, No. 113

South Carolina storm; Willkie receives visitors; French army demobilized; troops rehearse Battle of Britian; Cudahy returns; Japanese send admiral to Philippines; Hambletonian race; summer opera in Cincinnati; army housing project starts in Alabama.

Universal Newsreel, No. 902

English on watch for attacking Nazis; France demobilizes army; Roosevelt concludes tours of naval defenses; aftermath of southern hurricane; new feminine hairdo's; Cudahy returns from Belgium post; bless shrimp fleet in Louisiana; Hambletonian.

20th Century-Fox

Prod. No.	Title	Rel. Date	Rat-ing	Rev'd
	ADVENTURES OF A NEWS CAMERAMAN			
	Conquering the Colorado (11)	8-18	‡‡	8-19
0204	Sanctuary of the Seals (..)	6- 7	+	6-22
	ED THORGERSEN—SPORTS			
0306	Action on Ice (..)	7-19		....
0304	Following the Hounds (10)	3- 1		....
0305	Over the Seven Seas (10)	4-26	+	6- 8
0303	Top-Notch Tennis (10)	1-19	+	2-24
	Vacation Time in Florida (8)		±	8-17
	FATHER HUBBARD'S ALASKAN ADVENTURES			
0107	Climbing the Spirit's Home (10)	5-10	+	3-30
1101	Eskimo Trails (10)		+	8-17
0105	Valley of 10,000 Smokes (10)	2-16		....
	FASHIONS (In Technicolor)			
0603	Fashion Forecasts No. 7 (9)	3-29		....
0604	Fashion Forecasts No. 8 (..)	6-21		....
	FOX MOVIETONE NEWS Released Twice Weekly			
	LEW LEHR AND HIS DRIBBLE PUSS PARADE			
0404	Cheerio My Dears (..)	7- 5		....
1401	Grunters and Groaners (8)		+	8-17
0403	Labor Savers (9)	4-12		....
0402	Silly Season, The (10)	1- 5	+	12- 9
	LOWELL THOMAS MAGIC CARPET			
0106	Flying Stewardess (10)	3-15		....
1102	Florida, Land of Flowers (9)		±	8-17
1018	Isle of the East (9)	5-24	+	6- 8
0104	Kangaroo Country, The (10)	2- 2	+	12- 9
	TERRY-TOONS			
0510	All's Well That Ends Well (7)	3- 8	+	3-30
1551	Billy Mouse's Akwakade (7)		∓	8-17
0559	Catnip Capers (7)	5-31	‡‡	6-22
0508	Edgar Runs Again (7)	1-26	±	2-17
0509	Hare and Hounds (7)	2-23		....
0556	Harvest Time (7)	2- 9	+	2-17
0511	It Must Be Love (7)	5- 5		....
0558	Just a Little Bull (7)	4-19		....
0517	Love in a Cottage (7)	7-28		....
0557	Much Ado About Nothing (7)	3-22	+	3-30
0514	Professor Offkeyski (7)	6-14	±	6- 8
0515	Rover's Rescue (7)	6-28		....
0516	Rupert the Runt (7)	7-12		....
0513	Swiss Ski Yodelers (7)	5-17	+	6- 8

Universal

Prod. No.	Title	Rel. Date	Rat-ing	Rev'd
	LANTZ CARTUNES			
4267	Adventures of Tom Thumb jr. (9)	3- 4	+	4-13
4265	Andy Panda Goes Fishing (8)	1-22	±	2- 3
	Fox and the Rabbit (8)	8-12		....
5261	Jolly Little Elves (9)	6- 3		....
4266	Kittens Mittens (8)	2-12	+	2-24
4268	100 Pigmies and Andy Panda (7)	4-22		....
5262	Three Lazy Mice (..)	6-24		....
	GOING PLACES WITH GRAHAM McNAMEE			
4356	No. 71 (9)	1-15	+	2- 3
4357	No. 72 (9)	2- 5	+	3-30
4358	No. 73 (8)	2-26	+	3-30
4359	No. 74 (9)	3-18	±	4-27
4360	No. 75 (9)	4-29	±	4-27
4361	No. 76 (9)	5-13	+	5-11
4362	No. 77 (9)	5-27	+	6-22
4363	No. 78 (9)	6-17		....
4364	No. 79 (9)	7-18	+	8- 3
4365	No. 80 (9½)	8-12		....
	STRANGER THAN FICTION			
4377	No. 72 (8½)	1-29	+	3-30
4378	No. 73 (9)	2-19	+	3-30
4379	No. 74 (8½)	3-11	+	4-27
4380	No. 75 (9)	4-15	±	4-27
4381	No. 76 (9)	5- 6	+	5-11
4382	No. 77 (9)	5-20	+	6-22
4383	No. 78 (9)	6-10	+	6-22
4384	No. 79 (9)	7- 8	+	7-27
4385	No. 80 (9)	8- 5	+	7-27
	No. 81 (..)	9-16		....
	TWO REEL MUSICALS			
4226	Bullets and Ballads (17½)	2-14	±	2- 3
4228	Folies Parisienne (18)	4-17	±	4-20
	Harry Stafford-Leon Belasco.			
4232	Varsity Vanities (17½)	8- 7	+	8- 3
	Six Hits and a Miss, Martha Tilton.			
4231	Hawaiian Rhythm (17)	7-17	+	7-27
	Harry Owens and His Royal Hawaiians.			
	I Dream of Jeanie With the Light Brown Hair (..)	8-28		....
4227	International Revels (17)	3-13	∓	4-13
	William G. Sabbot, Janet Collins.			
4230	Naughty Nineties (18)	6-17	‡‡	7- 6
4225	Rhythm Jamboree (18)	1-17	+	2- 3
	Judy Starr, Ada Broadbent Dancers.			
4229	Swingin' in the Barn (19)	5-15	+	6-22
	Texas Jim Lewis and His Band.			
5110	Swing With Bing (18)	9- 4	±	8- 3
4110	March of Freedom (21)	9- 6		....

Prod. No.	Title	Rel. Date	Rat-ing	Rev'd
	UNIVERSAL NEWS Released Twice Weekly			

Vitaphone

	BROADWAY BREVITIES			
5106	Alex in Wonderland (20)	3- 9		....
5107	Double or Nothing (20)	4-20	±	2-10
5105	One for the Book (20)	2- 3	+	1-13
5108	Public Jitterbug No. 1 (..)	5- 4		....
4008	Ride, Cowboy, Ride (20)	9- 9		....
5109	Spills for Thrills (19)	6-15	‡‡	8- 3
5110	Young America Flies (20)	8- 3		....
	THE COLOR PARADE (New Series)			
5410	Famous Movie Dogs (10)		+	8-17
5407	Gun Dog's Life (10)	5-11	+	5-18
5405	Mechanix Illustrated No. 3 (10)	2-17	+	2-10
5408	Mechanix Illustrated No. 4 (10)	6-29	+	6-15
5406	Men Wanted (10)	3-23	‡‡	4-13
5410	Movie Dog Stars (..)	8-17		....
5404	New Horizons (10)	1- 6		....
5409	Valley, The (..)	7-20	+	7- 6
	LOONEY TUNES CARTOONS			
5608	Africa Squeaks (7)	1-27	‡‡	2-10
5609	Ali Baba Bound (7)	2-10		....
5614	Chewin' Bruin, The (7)	6- 8	±	6-22
5616	Patient Porky (7)	8-24		....
5610	Pilgrim Porky (7)	3-16	+	4-13
5615	Porky's Baseball Broadcast (7)	7- 6	‡‡	7- 6
5611	Slap Happy Pappy (7)	3-13		....
5613	You Ought to Be in Pictures (7)	5-18	+	5-18
5607	Porky's Last Stand (7)	1- 6		....
5612	Porky's Poor Fish (..)	5-18		....
	MELODY MASTERS			
5507	Carl Hoff & Orch. (10)	3-23		....
5505	Coquettes, The (10)	2-17		....
5506	Dave Apollon & Orch. (10)	3- 2	±	2-10
5508	Larry Clinton & Orch. (10)	5-25		....
5509	Ozzie Nelson & Orch. (10)	6-29	‡‡	7- 6
5510	Woody Herman & Orch. (10)	7-27		....
	MERRIE MELODIES (In Technicolor)			
5326	Bear's Tale, The (7)	4-13		....
5312	Busy Bakers (7)	2-10		....
5326	Ceiling Hero (7)	7- 6		....
5321	Circus Today (7)	6-22	+	7- 6
5315	Confederate Honey (7)	3-30		....
5314	Cross-Country Detours (7)	3-16	‡‡	4-13
5310	Early Bird Gets the Worm (7)	1-13		....
5323	Egg Collector (7)	7-20		....
5313	Elmer's Candid Camera (7)	3- 2		....
5319	Gander at Mother Goose (7)	5-25	±	5-18
5325	Ghost Wanted (7)	8-10		....
5317	Hardship of Miles Standish (7)	4-27		....
5322	Little Blabbermouse (7)	7- 6	‡‡	8-17
5311	Mighty Hunters (7)	1-27	±	2-10
5318	Sniffles Takes a Trip (7)	5-11		....
5320	Tom Thumb in Trouble (7)	6- 8	±	6-15
5324	Wild Hare, A (7)	7-27		....
	TECHNICOLOR			
5006	Cinderella's Feller (20)	6- 1	+	6-15
5007	Pony Express Days (20)	7-13	+	7- 6
5008	Service With the Colors (20)	8-31		....
5005	Singin' Dude, The (20)	4- 6	±	4-13
5004	Teddy the Rough Rider (19)	2-24	+	2-10
	SPECIALS (Tech.)			
	Master's Touch, The (10)	2-18		....
	VITAPHONE VARIETIES			
5706	All Girl Revue (10)	6-22		....
5703	An Organ Novelty (10)	1-13	+	10-28
5704	No Parking (10)	3-30		....
5705	Radio and Relatives (10)	5-25		....

Serials

	COLUMBIA			
1180	Deadwood Dick 15 Chapters. Don Douglas, Lorna Gray.	7-19	∓	7-27
1140	Shadow, The 15 Chapters.	1- 5	+	1-13
1161-75	Terry and the Pirates 15 Chapters. William Tracy-Granville Owens.	4-12	∓	4-20
	REPUBLIC			
973	Adventures of Red Ryder. Don "Red" Barry.	6-15	+	6- 8
972	Drums of Fu Manchu 15 Chapters. Henry Brandon, Luana Walters.	3-15	+	2-17
	UNIVERSAL			
	Buck Rogers 12 Chapters. Larry Crabbe, Jackie Moran, Constance Moore, Jack Mulhall.	4-11	+	2-18
4881-92	Flash Gordon Conquers the Universe Larry (Buster) Crabbe.	4- 9	‡‡	2-24
	Junior G-Men 12 Chapters. Dead End Kids, Little Tough Guys.		+	8- 3
	Winners of the West 13 Chapters. Dick Foran, Anne Nagel.	7- 2	∓	5-11

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EQUIPMENT WANTED

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ARTIFICIAL LEATHER MOLESKIN—81c per yd.; Sateen, 60c yd. Six seats from two yards. Samples on request. Commercialeather, 116 Merrimac St., Boston.

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SALESMAN WANTED to sell Entire Theatre Modernizations, Marquees, and Fronts. Ben B. Poblocki & Sons Co., 2159 S. Kinnickinnic Ave., Milwaukee, Wis.

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Rock Bottom Prices
Box No. 1276
BOXOFFICE MAGAZINE
4804 E. Ninth St. Kansas City, Mo.

THEATRES FOR SALE

FOR SALE—Omaha, Neb., completely equipped modern theatre, well paying, 600 seats, in good neighborhood. Have other interests. Write to owner, 1458 South 13th St.

TOWN 1,500—Recently rebuilt—equipped, $5,000. Balance on contract. Sun Theatre, Bangor, Michigan.

THEATRE FOR RENT. Equipment for sale. Twenty-five thousand population. West Texas. Box 450, Sweetwater, Tex.

FINE OPPORTUNITY for large picture show. No show at present. Good oil field payroll. Large district school. Fine corner available. Box 92, Van, Texas.

FOR SALE—Virginia town about 1,400 population. No competition. $7,000 cash. B-1280, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

THEATRES FOR SALE OR LEASE. Easy terms, Kansas towns. Don't answer unless really interested and have $500 or more. Lee Sproule, Rex, Newton, Kas.

MOVING PICTURE THEATRE. City of 100,000. 560 seats. Completely equipped. Rent $150 month. Will sell 9 year lease at $1,500; terms. Hunt Realtor, Brisbane Bldg., Buffalo, N. Y.

CIRCUIT TWO TOWNS, 1,000 and 800 population. Operating three days each town. Pair 35mm RCA Portables. Less than actual investment. Write A. A. Lacy, 526 E. Chestnut St., Carthage, Mo.

THEATRES WANTED

WANT TO BUY small town or subsequent run theatre. What have you to offer? O. B. Kilman, Greenville, Texas.

WANTED TO BUY theatre in small town. Texas or Oklahoma. Pat Duffy, Sweetwater, Texas.

SMALL THEATRE in Illinois, Indiana, Michigan, Ohio. Thomas Arrington, 121 Tenth, Streator, Illinois.

THEATRE WANTED in town not less than 1,500. Modern, well-equipped theatre, no competition, by reliable showman with cash. P. O. Box 6, Horse Cave, Ky.

POSITIONS WANTED

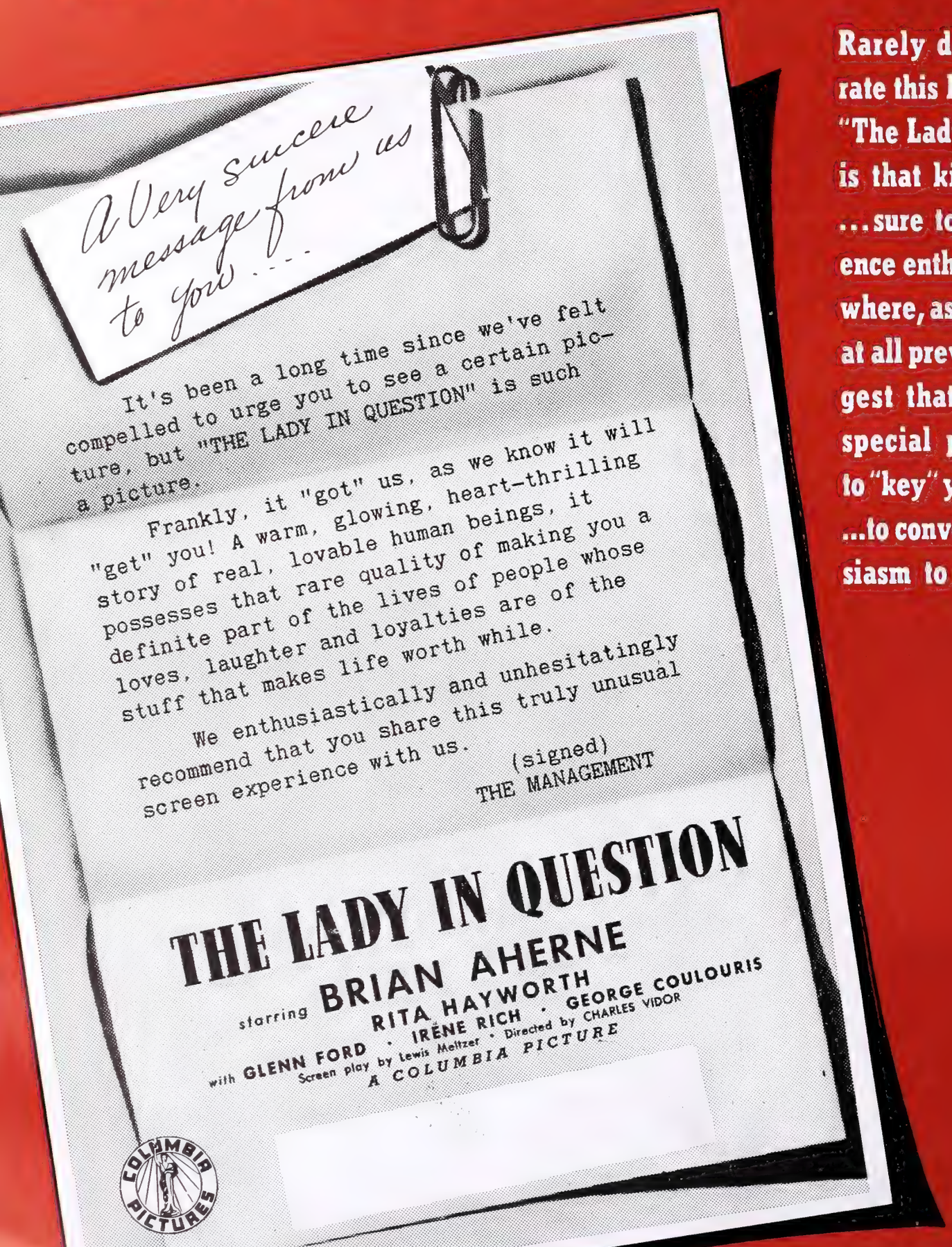
EXPERIENCED MAN desires permanent position as manager or assistant. Can operate. Willis Roberts, Angola, Ind.

MANAGER-OPERATOR—Nine years experience, married, age 25, consider anything, anywhere. Employment urgent. Replies appreciated. Frank E. Justice, 3109 South Western, Oklahoma City, Okla.

OPERATOR—Over 10 years experience. Any make machines. Go anywhere. B-1278, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

• Address copy to BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo. Forms close Monday noon preceding publication date.

this ad INTENDED FOR THE PUBLIC, IS DIRECTED TO EVERY EXHIBITOR AS WELL...



Rarely does a picture rate this kind of ad, but "The Lady In Question" is that kind of picture ...sure to arouse audience enthusiasm everywhere, as it already has at all previews. We suggest that you use this special press book ad to "key" your campaign ...to convey your enthusiasm to your patrons.

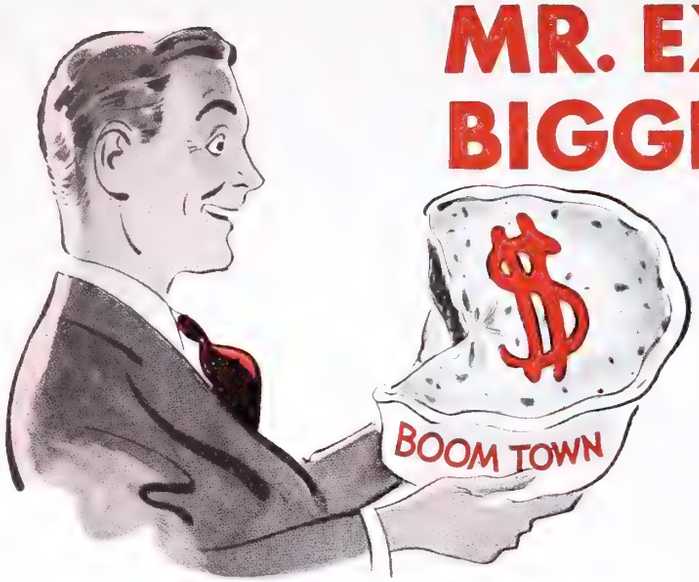
The Pulse of the Motion Picture Industry

BOXOFFICE

AUGUST 31, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year, $7.50. NATIONAL EDITION

LEADERSHIP IN READERSHIP

See Page 5



MR. EXHIBITOR GETS THE BIGGEST SHARE OF THE "BOOM TOWN" DOLLAR PIE!

Here are the amazing figures as previously published!

"BOOM TOWN"	THURSDAY	FRIDAY
BEATS "SAN FRANCISCO"	by $35,795	by $37,640
BEATS "TEST PILOT"	by $43,654	by $45,014
BEATS "BOYS TOWN"	by $45,961	by $49,928
BEATS "BABES IN ARMS"	by $51,489	by $56,484
BEATS "NORTHWEST PASSAGE"	by $58,604	by $65,474

And below are latest figures! *(As this publication goes to press!)*

"Boom Town" grosses in 9 key situations are compared with grosses of M-G-M's biggest previous hits in same situations, same number of days.

"BOOM TOWN"	THURSDAY	FRIDAY	MONDAY
Beats "San Francisco"	by $35,795	by $37,640	by $37,610
Beats "Test Pilot"	by $43,654	by $45,014	by $47,392
Beats "Boys Town"	by $45,961	by $49,928	by $50,544
Beats "Babes In Arms"	by $51,489	by $56,484	by $57,033
Beats "Northwest Passage"	by $58,604	by $65,474	by $66,977

HELD OVER A THIRD WEEK!

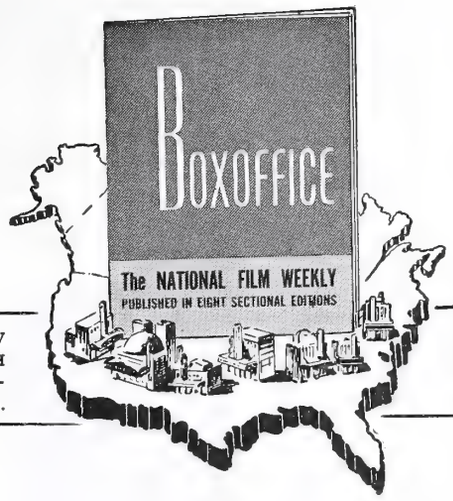
LAST minute news at press time! Imagine this!
7 out of 9 test engagements
HELD over for 3d advanced-price week!
BUSINESS was so terrific in the first few days
OF the second week (*9 out of 9 held over!*)
THAT a 3d advanced-price week is essential!

YOUR TOWN WILL SOON BE A "BOOM TOWN"!

FLASH!

Oklahoma City, a new "Boom Town" advanced-price test engagement, in 4 days beats 7 days of "San Francisco," "Test Pilot," "Boys Town," "Babes in Arms," "Northwest Passage" and many others.

PUBLISHED EVERY SATURDAY BY
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THE CUSTOMERS, THEY KNOW

"IT WAS with a great deal of interest that I read your editorial, 'Completing the Circle Again,'" writes Eddie Silverman of the Essaness circuit of Chicago.

"There is a lot to what you wrote, looking at it from your viewpoint. However, I do not think that your viewpoint is mathematically or analytically correct," says this staunch and unflinching advocate of single bills, thereafter proceeding to outline how and why:

> "Apparently you did not analyze the fact that the largest percentage of people against single features is children under twelve, that the maximum these children pay is ten cents and that a great percentage of this total pay only five cents. Therefore, the total amount of revenue that this large group pays of the total income is the smallest of any important group and, furthermore, they undoubtedly would continue to patronize the movies if only single features and shorts were shown. Kids, as you know, will sit in the theatre for as many hours as you keep them there. In the next group, from 12 to 17, relatively the same holds true. In the group from 18 to 24, while the majority of these are against double features, we undoubtedly are losing a great percentage of this group because of the length of our shows. It is quite plain that, when people are at this age, they want to do a number of things during a day or evening and this cannot be done if the entertainment provided takes up the most part of an afternoon or evening.
>
> "No stress was placed in your analysis on the fact that people paying 30 cents or more for admission are preponderantly against double features.
>
> "Assembling the facts I have called to your attention to above, it is evident that out of every $1,000 of theatre admissions $700 is in favor of single features. That is the big point."

Then this:

> "Instead of looking at the matter of completing the circle, we should try to get out of the circle and get into the straight-of-way. This cannot be done by pursuing the double feature policy. The industry must resort to single features because that is the form of package the public considers most inviting. It is also the package they will buy the most of. It is not a matter of an 'A' and a 'B' together, or two 'A's, but it is a matter of giving the people entertainment in a reasonable length of time that does not constitute an overdose.
>
> "It is unfortunate, now that Dr. Gallup has made analytical figures available, that in the entire industry trade journal comment which has so far come to my attention indicates that only one editor has analyzed these figures correctly. The attitude of most of the trade journals in looking at the poll with a viewpoint of 'Ho, hum, what difference does it make' not only is unconstructive, but dangerous. It is unpleasant to unknowingly encounter a storm, but if people pay no attention to storm signals when they are so evident, it is either foolish or foolhardy."

Agreed the future should be geared not toward another ride around the circle, but toward an effort to get off the merry-go-round, provided, however, (1) this is the step to take at this time and (2) there is an effective manner of achieving it.

But it is necessary to point out the circle circuit was traveled once more, not because a straight line is less desirable but because your journeyist continues to question the wisdom of taking any side trips at this particular juncture in the industry's career. This refers, of course, to reduced revenues brought on by the war and the need to play it cautiously and conservatively in financially disturbed times. Also there continues to be around, so far as these eyes have observed it or these ears have heard it, no all-embracing, effective manner of persuading a whole industry to drop duals for singles, Gallup poll or not. The Chicago challenger will agree that, to make any changeover function properly, it has to be the whole sweep at the one time in the one area or not at all. If Silverman has such a method, he owes it to his convictions, to his business and to the industry to get busy on the wire as soon as he finishes reading this.

And further. This page welcomed the Gallup poll because it was representative of the kind of research this industry needs in large gobs. But this page, by the same token, is not satisfied this one, circumscribed survey of a significant trade practice is sufficient to rivet the nails in its final coffin.

If this industry really wants to learn what its public thinks about singles, doubles, musicals or what have you it ought to do something about canvassing opinion directly from the customers at the theatre.

They answer preview cards in and around Hollywood and producers place great score on them. Why not around the country on the celluloid tastes of the nation?

Kann

DECREE CHANGES REGARDED LIKELY FOLLOWING EXHIBITOR POWWOW WITH DEP'T OF JUSTICE

Allied, MPTOA, ITOA Will Air Views at Special Hearing Sept. 3

WASHINGTON—Possibility that a final decree draft is not yet in sight is seen in the special hearing to be held here on September 3 when Thurman Arnold, assistant attorney general in charge of the anti-trust division of the department of justice, will hear the views of Allied, MPTOA and the ITOA of New York.

Thus far, and aside from any counsel perhaps privately extended to the department by Allied, exhibitors have had no say in the formulation of a decree designed to end the government suit as it applies to the "Big 5," at least. But now they are to get an opportunity.

The conference, scheduled for one day, will be informal. According to Robert Sher, assistant to the attorney general, anyone who wants to be heard will be given the opportunity. And, while this may appear to be in seeming contradiction to the fact that only three exhibitor groups to date will meet Arnold, actually it is explained it is not. Others will be heard, provided word gets to them in time that a hearing is slated and provided they, too, request the right to attend. Up to August 27, Allied, MPTOA and ITOA of New York were the only three organizations in the United States which made specific requests for the right to air their views, generally regarded as being, in the main, in opposition to decree proposals and particularly to the blocks of five and the trade showing clauses.

No D. of J. Stand

The possibility of changes in the proposals as they now stand enters the situation in the reputed recognition of the fact that, until now at least, exhibitors have been relying almost entirely on trade paper reports for their understanding of the salient points under discussion for decree incorporation. Consent proposals represent a consolidation, essentially, of the views of the distributor and the government, but not of the consumer, in the sense that the exhibitor is that consumer.

It is stressed here that the department of justice has taken no stand on the decree officially. While Arnold has informed distributor sources that he sees no objection to the revised escape clause drafted August 22 by Loew's, Paramount, RKO, 20th Century-Fox and Warner and submitted to Washington, the assistant attorney general's own sanction does not of necessity mean the whole decree is acceptable to the department. "The new escape clause is being treated pretty much the same as the rest of the decree," a department spokesman declares. By that, he is construed as meaning the escape clause may be acceptable, but other provisions unacceptable until Attorney General Robert Jackson indicates which it is to be. Jackson, incidentally, will be given a report of the September 3 hearing for whatever he may decide to make of it before accepting or rejecting the decree or, perhaps and not too unlikely, insist upon further revisions.

The exhibitor hearing at once becomes the most significant step for theatremen since decree negotiations were started June 7. The September 3 hearing is expected to be compressed into one day and, it is likely, each group represented will be asked to voice its opinions through a spokesman of its choosing. The forthcoming session, moreover, is not to be a public hearing, but will be in line with the government's previously announced plan of calling in exhibitor groups demanding to be heard before the department of justice makes its final decision. Because it is the desire to induce plain talking and because it is felt the presence of newspaper men might prove a deterrent, the hearing will be closed to the press. However, distributors may send representatives if they so elect.

From White Sulphur Springs mid-week, E. L. Kuykendall, MPTOA president, wired the trade press by way of declaring his executive committee will be on hand when the session gets under way.

The new escape clause which Arnold is said to have approved, but which does not reflect Jackson's opinion, follows:

"If on June 1, 1942, no final decree shall have been entered herein requiring each of the defendants, United Artists, Universal and Columbia, to trade show their features and to license them in groups for exhibition, Sections 1 and 2 of this decree shall be inoperative and of no binding force and effect upon any of the defendants consenting to this decree as to features released after August 31, 1942.

Point Out Difference

"If prior to June 1, 1942, such a decree shall have been entered against United Artists, Universal and Columbia, any defendant consenting to this decree shall upon its election be relieved from further compliance with Sections 1 and 2 of this decree upon complying with all provisions in such decree requiring United Artists, Universal and Columbia to trade show their features and to license them for exhibition in groups, and an order or supplemental decree to that effect shall be entered herein upon the application of the defendant or defendants so electing. Such election may be made at any time after the entry of such a decree against United Artists, Universal and Columbia."

The difference between this clause and the original contained in the August 3 proposals is that the old one was based on business shinkage and the new one on the outcome of the trial against the "Little 3."

In answer to a direct question about disposing of the complainants who brought about the suit, a government spokesman states, "We brought the suit, not the exhibitors. We are taking the heart out of the complaints and making the best deal we can."









On Arbitration—

Here are the men assigned to work out details of the arbitration system to be employed under the consent decree. Above, John F. Caskey of Dwight, Harris, Koegel and Caskey, legal firm representing 20th Century-Fox; and Joseph Hazen, who has been representing Harry M. Warner in the negotiations leading toward settlement of the government suit; he is also a member of the law firm of Friedman, Bareford and Hazen. Below, Austin C. Keough, Paramount's general counsel and vice-president of that company; and Robert E. Sher, government lawyer. Edward C. Raftery of O'Brien, Driscoll & Raftery, lawyers for UA and Universal, was a member of the original committee named late in June. Because the "Little 3" remain out of the negotiations, Raftery is off it.

"Gov't Brought the Suit, Not the Exhibitors," Says Spokesman

Work on Arbitration Formula Forges Ahead

NEW YORK—Moving along in an endeavor to complete the incomplete provisions of the proposed consent decree without regard to the exhibitor hearing planned for Washington September 3, distributor and government lawyers are continuing their efforts to work out the details of an arbitration system.

Austin C. Keough, Joseph H. Hazen and John F. Caskey, for distributor defendants, and Robert Sher and James V. Hayes, for the government, met with several executives of the American Arbitration Association Wednesday in one of a series of conferences.

Here is an approach on their problem from a spokesman not identified with the group.

"They will take months to work this out. Rules and regulations have to be formulated, provisions made to set up local boards and appoint secretaries and a vast

(Continued on page 23)

The Pulse of the Motion Picture Industry

BOXOFFICE

has the largest net paid circulation, including bulk, in the United States.

	Circulation in the U. S.*
BOXOFFICE	**14,099**
M. P. HERALD	13,574

**See A.B.C. Publishers' Statements for 6 months ending June 30, 1940.*

MEMBER AUDIT BUREAU OF CIRCULATIONS

Battle of Doubles Rages On; Smoke Obscures the Outcome

LOS ANGELES—*Debate over double features skipped the boundaries of the industry when proponent and opponent took to the air in "The People's Platform," weekly forum conducted by CBS, and told the ether audience much more about it.*

For doubles appeared I. E. Chadwick and Trem Carr, independent producers, and Mrs. Arthur Beck—she was merely a housewife. For singles were Samuel Goldwyn, Karl Hoblitzelle, head of the Interstate Circuit of Texas, and Mrs. Leo B. Hedges, motion picture chairman of the California Parent-Teachers' Ass'n. Chairman was F. P. Woellner, professor of education at the University of California at Los Angeles.

"The guests have been discussing the topic for some time and now we cut in on their unrehearsed conversation to bring you 'The People's Platform,'" said the announcer.

Some of the highlights, stenographically recorded:

WOELLNER—"Mr. Hoblitzelle, you have been running theatres for the last 35 or 40 years. What has been your experience?"

HOBLITZELLE—"Well, our experience has been that the single feature has many advantages. One great advantage, as I see it, is, first, you have the opportunity of having a greater diversified program and, secondly, you keep the length of your program within reason. Now, we learned back 30-odd years ago, before pictures really became the vogue, with our vaudeville programs, that when these vaudeville programs ran too long, regardless of how good they might be, the next day or days after it people would complain about being kept up too late. As I see the theatre, it is essentially a family institution. It is with us. Where the man and his wife come to the theatre with their children and you keep that family in a theatre three or three and a half and sometimes four hours, it's too long."

Cites PTA Polls

MRS. HEDGES—"May I say that parent-teacher organizations conducted a number of polls in a number of honest efforts to determine what the public wants, our public which represents the family which you spoke of, Mr. Hoblitzelle. We have found at those polls that the family has gone to the theatre frequently. It was the practice of the family to go to the theatre once a week, because this motion picture industry was built on a very simple principle. It was a convenient form of entertainment just around the corner at a price which the family could afford. The family could have their dinner nicely over, go to the theatre at seven o'clock, have two or two hours and a half of a nice feature and a newsreel and an educational short and perhaps a cartoon or perhaps a comedy and get home in time for dad to get to work the next morning and not be sleepy. Now that audience has been lost to the theatre. The family audience is gone and you speak of pleasing the audience which you have. You have lost an audience which you are going to have to go out and bring back into the theatre. They have substituted other forms of entertainment. They stay home listening to the radio."

CHADWICK—"I wish to take issue with that point. I think the audience lost because the present practices and present prices have, in a manner, taken the movies away from the general public and the issue really before the motion picture industry is that it's essential that the industry return the movies to the masses where it originally belonged. Mr. Goldwyn's argument has been really centered upon the question of taste. In matters of taste, there's no argument. What's one man's meat is another man's poison. To the people who prefer and like one feature and a diversified program, there are plenty of opportunities—there is no law that entails upon any exhibitor the necessity of running two features. He's perfectly at liberty to run only one, but this issue of whether or not there should be double features or single features is really agitated because it is the desire of those who wish to see only one feature to expel from the theatre and the general masses their right to have two features on one program if they prefer and within their economic means they like two features because it gives them an assurance of at least a worthwhile evening's entertainment. But the broader economic aspect is this—that in this country we need economic freedom, just as well as we need political freedom and it is essential that those who are beginners in the motion picture industry, those who want to enter the motion picture industry, shall have every opportunity to afford employment to those who will make what we call the second features."

Reminds of Legit

WOELLNER—"Before the movies came, dramatic art was always presented in one form. You never had two shows in an afternoon or an evening. Now the question that I would like to raise is why does the industry want a double feature when it's contrary to the practice of the centuries?"

CHADWICK—"That reverses the question, Dr. Woellner. It isn't whether the industry wants double features or single. The industry wants, and the public should want and does want, I'm sure, economic freedom in the matter. In other words, the freedom of choice. What we are arguing against here is the imposition upon our industry of ceaseless propaganda to wipe out the freedom of the exhibitor to choose his own programs whether it be one feature or two features. There is no propaganda being issued by those who say let there be freedom to say to an exhibitor, 'Only run one feature or only run two.' We say that it is the problem of the exhibitor to run his theatre to the best interests of his community and he should have the freedom to do it and that freedom should not be impaired or circumscribed by rules superimposed upon him from above which prevent his proper selection of a program. If he had the freedom to make his programs without the necessity of having block booking imposed upon him, certain pictures at certain times, he would arrange his program so it would not be too long. He could arrange his program so that it would be properly balanced as between drama and comedy, but the present methods that are imposed upon him do not permit it."

MRS. BECK—"Well, I'd like to represent not only the housewife, but other theatregoers. I'm a theatregoer and I see about 175 pictures every year. That's every year . . . I think we all admit motion pictures are the crowning entertainment of children and persons of all brackets of income, some of them with an empty bank account and some of them hundreds of dollars. Now these people rightly insist that they want to get as much as possible for their money. The price of admission very often must be corraled from substituting vegetable fat for real butter and these are real human facts that I happen to know. But pictures help their morale and so I feel that the longer the program the better for them and those people are not those of the upper bracket of the income who can afford a more expensive fare."

Theory of Abundance

HOBLITZELLE—"If her theory is correct, then why not carry that theory on further; instead of giving people two features why not give them four features? Why not keep them in moving picture theatres all day and all night? I don't agree with her. In theatres, in the theatre program or in real life or in anything else, you can surfeit people. You can give them so much they will finally turn against that which they like the most. Now, I think that the question involved here is how can the theatre best serve its people? . . . I think essentially it's better for the public to give them a well-balanced program, a program that will run a reasonable length of time. Mothers generally all over the country complain about their children being in the theatres too long. The theatre isn't a place where people should go to kill time or loll away; they should go there to be refreshed. If you keep them too long there, they're not refreshed when they come out. And the question of quality seems to me is much more important in the theatre and, if the theatre is going to live, it's got to be based on quality and not on quantity . . . One of the things that helped kill vaudeville was the fact that we went from the five and seven and eight-act bill to a 12 and 15-act bill and out of that 12 or 15 acts we had three or four good acts and 10 or 12 bad acts."

GOLDWYN—"Forty per cent of the people that used to go to pictures don't go any more because they have to stay up too late. Economically, why not buy two automobiles for one? Why not have two meals for one? It's great when you go in and get two meals for one. You do it two or three times and you get indigestion and you don't go to the place any more."

There Are Ways and This Is Just One

Chicago — Competition brings on ingenious tricks. Take the situation here, for instance.

As B&K maintained triples at the Belmont on the north side—"Mortal Storm," "Brother Orchid" and "Queen of the Mob"—Essaness unearthed a way of matching that show at its North Center in point of length any way.

It was done without resorting to three features, but Essaness skirted the situation by advertising:

"'My Favorite Wife' and 'Ghost Breakers,' plus 60 minutes of added screen hits."

Chaplin-Time Suit Meets Settlement Sans Trial

NEW YORK—The $1,000,000 damage suit filed by Charles Chaplin against Time, Inc., publishers of *Life*, has been settled without trial. The action had charged the publication with unauthorized reproduction of stills depicting the comedian in "The Great Dictator."

from

the

DIRECTOR

of

"Rebecca"

Everything Points to A BOX!

1 Masterful Mystery by the Master of Suspense . . Director ALFRED HITCHCOCK!



2 Giant Sea-Plane Crashed to Bring Your Screen Its Most Spectacular Thrill!

Walter Wanger presents

ALFRED HITCHCOCK'S

production of

FOREIGN CORRESPONDENT

from ALFRED HITCHCOCK *who directed "Rebecca"*

Starring

JOEL McCREA *with* LARAINE DAY · HERBERT MARSHALL

GEORGE SANDERS · ALBERT BASSERMAN · ROBERT BENCHLEY

Released thru UNITED ARTISTS

OFFICE HIT

MULTIPLIED BY FIVE!



Story-Strength *Plus* in the First Hollywood Script Written Especially for Hitchcock!



4

Six Popular Players In Their Greatest Roles Under Magic Hitchcock Direction!



5

An Irresistible Title That The Public Mind Translates to Mean Adventure and Romance!



Later

to be presented by Walter Wanger

JOHN FORD'S

PRODUCTION OF

EUGENE O'NEILL'S



LITHO IN U. S. A.

WORRIED EYES SCAN LEGISLATIVE HORIZONS; SEE TROUBLE BREWING IN NEARLY ALL STATES

DeForest Voices Concern for Small Houses Over Television

CHICAGO—"It is almost inevitable that the smaller theatre owners will suffer from the impact of home television," said Dr. Lee DeForest of Los Angeles, during a visit here this week. Dr. DeForest, one of the pioneers in radio development, is now experimenting on television.

"Film producers, however, will not suffer from television," he added. "They have awakened to television and the film industry will be partly diverted to putting prepared entertainment into the home. I feel that every city of reasonable size will have its own television transmitter."

Dr. DeForest added that within ten years there should be 10,000,000 television receivers in American homes. American families will see complete movies and commercial sponsor strips in their homes, with the sponsors' "messages" less irritating than they are now on the radio.

The inventor also spoke of a pilotless television torpedo plane, which he is developing for U. S. Army use in conjunction with U. A. Sanabria, president of American Television Laboratories of Chicago.

FCC Head Sees Industry Producing for Television

WASHINGTON—Production of television programs, both live and film, by the motion picture industry is foreseen by James L. Fly, chairman of the Federal Communications Commission.

Such a step, according to the chairman, would solve the serious production problem of the new radio art and might give the motion picture industry a chance to ease the impact of what may well prove to be its most serious competitor.

The desirability of a partnership between the two forms of entertainment was seen by Chairman Fly following a trip through several of the Hollywood studios where, he said, he was struck by the fact that the film producers are using techniques and equipment which could readily be adapted to television.

Television production methods, he admitted, are far from satisfactory and there seems to be little possibility that they will reach the high level of those of the film industry without the aid of the latter.

Mr. Fly pointed out that the studios have tremendous lots, numerous stages and large volumes of properties, for which television stations will not have either room or money, which could be used for the production of programs to be televised direct from the point of origination.

B&K Drops Triple Bills

CHICAGO—An intensive controversy between B&K and the involved independents over triples at a B&K nabe house has been ended by John Balaban's decision to return to duals on September 13.

Studios Air-Minded And Are Proving It

Detroit—Harold Heffernan, writing in his N. A. N. A. column from Hollywood:

"Along with the rest of the world, Hollywood is getting keenly air-minded. A brand new crop of pictures concerned with combat and other types of flying springs up.

"Just finished at M-G-M is 'Sky Murder,' a Nick Carter thriller with Walter Pidgeon. It is made timely by siccing Nick after a criminal band of fifth columnists. Next week Robert Taylor and a string of actors go to work on 'Flight Command' which is all about the training of navy fliers. Paramount will soon put 'I Wanted Wings,' starring Wayne Morris, into work. Warner has 'Fifty Thousand Fliers' just about ready. Universal has a starting call on 'Give Us Wings' for next week.

"Hollywood, very much up in the air anyway, is now taking the leap in a more literal manner."

Takes Cheerier View Over Rest of 1940

NEW YORK—Satisfactory profits for the remainder of the year are forecast in a new survey of the Poor's Publishing Company, notwithstanding shrinkage of revenue from abroad. The financial publishers foresee increased theatre attendance and higher boxoffice receipts accompanying rising consumer incomes in sufficient volume to offset foreign declines.

There is a three-way approach on this: "On three premises—(1) a prolonged war abroad; (2) maintenance of U. S. neutrality, and (3) development of a good volume of industrial business—an increase in consumer incomes should occur. This, manifestly, should be reflected in greater theatre attendance and boxoffice receipts. The improvement outlined in this country, moreover, is expected to be sufficient to offset losses from abroad. For, even should a 50 per cent decline in foreign film rentals be suffered, a rise of less than seven per cent in total U. S. boxoffice receipts and rentals would prove fully compensatory.

"A trend worth noticing is the inclination of the public to favor single, rather than double feature, programs. Should the industry decide that the time is ripe to discontinue the practice of servicing the double feature market and to concentrate on the production of fewer, but better quality, single features, closer control over operating costs might easily result."

Unbalanced Budgets a Threat of Added Taxes on Trade

NEW YORK—Worries are beginning to mount over the legislative situation next year.

Of the 48 states, not more than three are operating on a balanced, or nearly balanced, budget. The rest of them require funds with which to operate and face the need once more to scan available horizons in their revenue-raising hunt.

The darkest point of view encompasses the conviction the film industry is in for a very rough time along lines earlier attempted. These include various forms of sales and admission taxes, as well as censorship measures providing the usual levy per reel for inspection. Not necessarily new, but indicated at this time is a possible drift toward footage taxes in some of the states as an easy method of raising money.

Privately, a number of executives have been discussing what is in Washington's mind for 1941. Some of the signs are viewed as unmistakable and they tie in, of course, with the administration's national defense program and the funds to carry it forward.

BOXOFFICE already has reported from Washington that taxes will be the theme for 1941. The 1940 tax law which reduced admission levies from 40 to 20 cents, is openly viewed in federal circles as a stop gap measure. To finance the complete national defense program, further increases in the permissible national debt, which already has risen from $45,000,000,000 to $49,000,000,000 is required. It is very likely new forms of imposts and increases in the present taxes will be sought in order to liquidate.

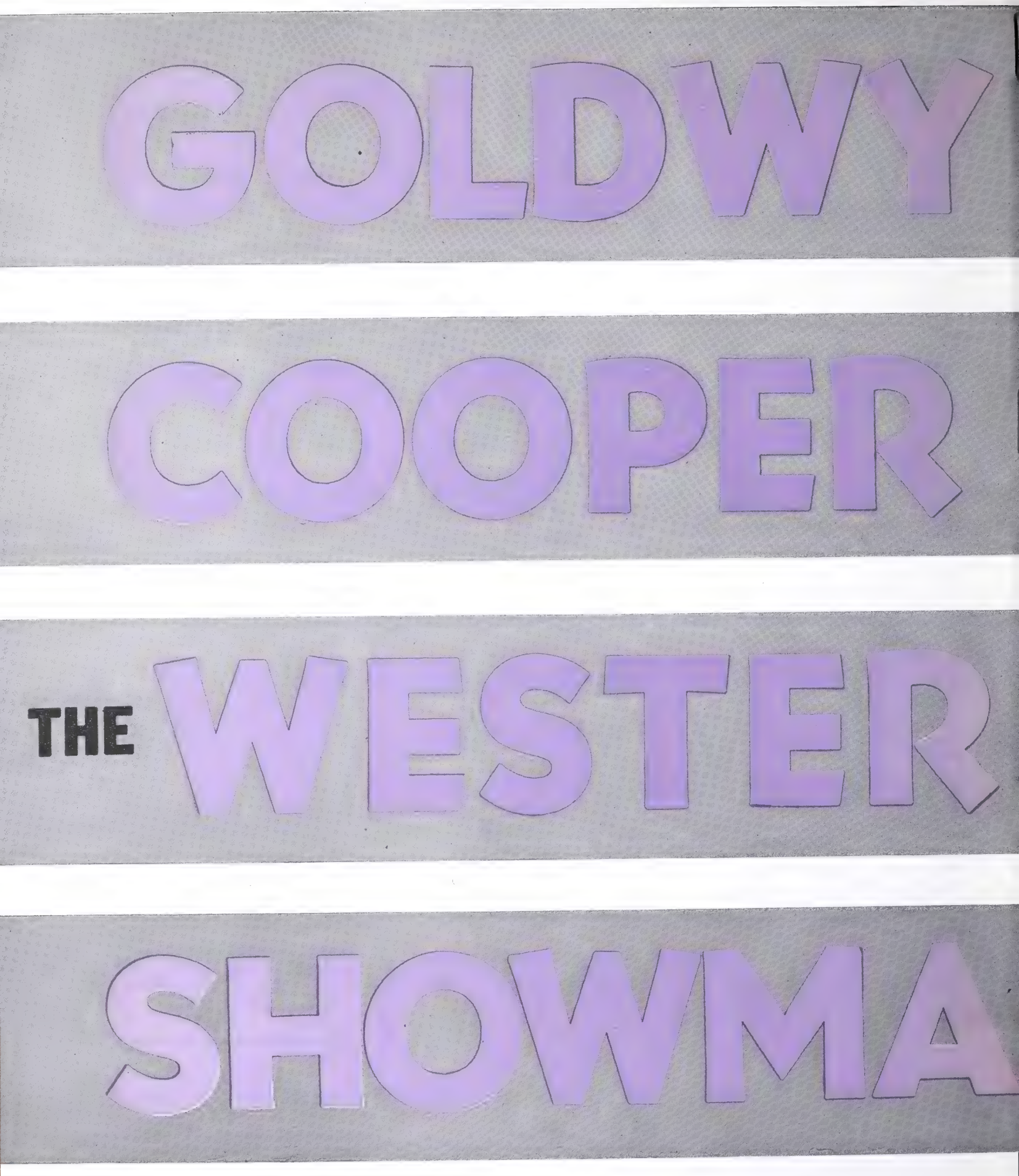
Some Washington quarters, therefore, predict the 1941 tax bill will be the stiffest in the nation's history. There is talk the tax will apply to all admissions without exemption, that the levy on higher admissions will be increased and that income taxes are slated for a heavier boost. Pending, of course, is the excess profits tax.

As a counter balance, treasury officials feel individual incomes will increase as the nation further returns to work and that, as a consequence, more money will be placed in circulation and an increased willingness to spend assert itself.

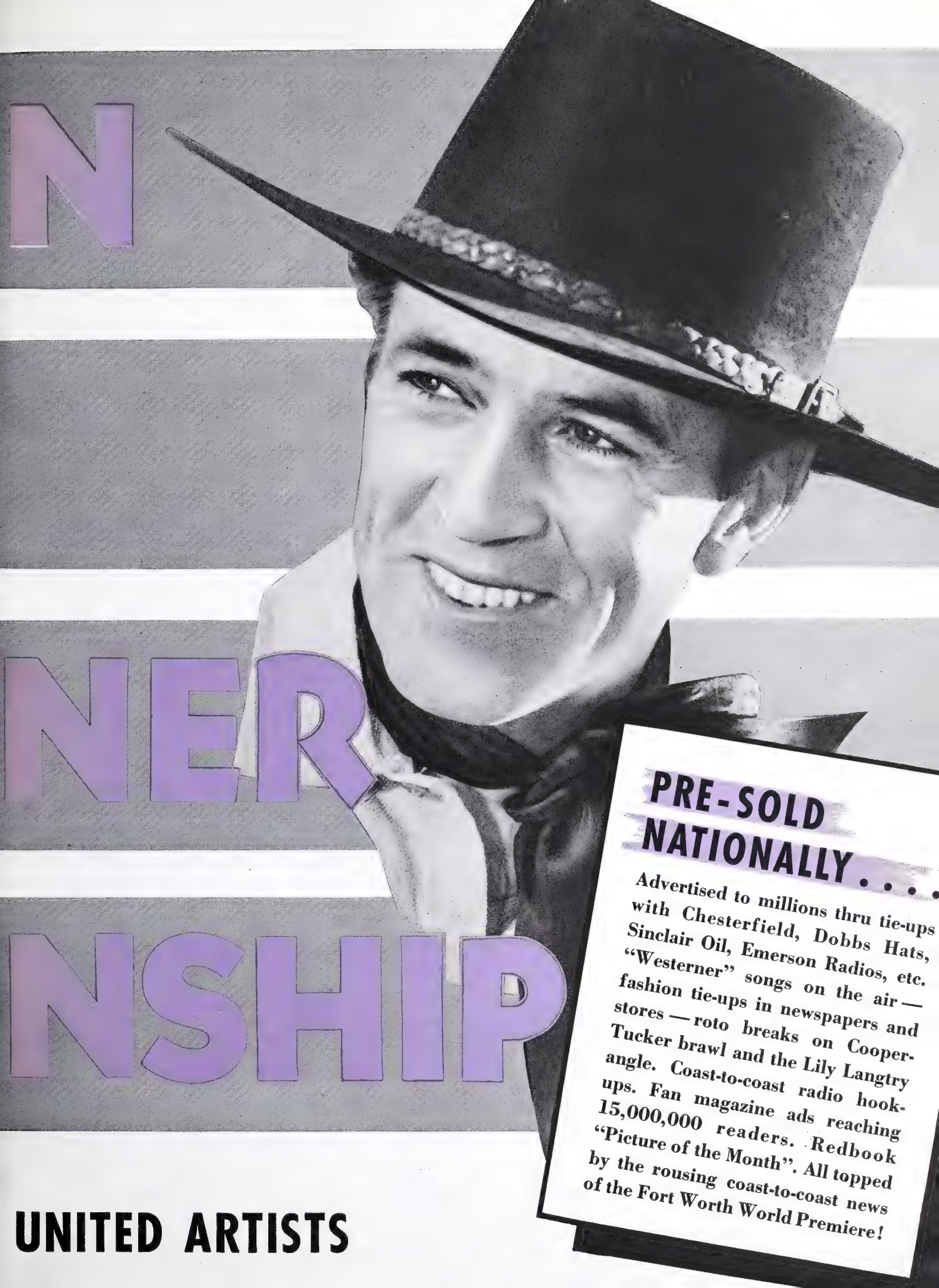
Gov't Reported Busy In Checkup on Taxes

Chicago—Reports circulating here indicate several government men are blind checking theatres to see if any "mistakes" have been made in admission tax returns.

The move may be national, but no furthur information currently is available.



Directed by WILLIAM WYLER • Released Thru


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PRE-SOLD NATIONALLY . . . .
Advertised to millions thru tie-ups with Chesterfield, Dobbs Hats, Sinclair Oil, Emerson Radios, etc. "Westerner" songs on the air — fashion tie-ups in newspapers and stores — roto breaks on Cooper-Tucker brawl and the Lily Langtry angle. Coast-to-coast radio hook-ups. Fan magazine ads reaching 15,000,000 readers. Redbook "Picture of the Month". All topped by the rousing coast-to-coast news of the Fort Worth World Premiere!
UNITED ARTISTS

The Pulse of the Motion Picture Industry

BOXOFFICE

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Notes to You from Red Kann

IT was great fun and a popular pastime with many people, east and west, at the outset. The hammer was out in the open, this time anyway, and the blows were falling thick and fast, loud and long. A fellow out of theatres running a picture company operating a studio run by a couple of other fellows out of exhibition?

It was the nuts. Nobody who was anybody believed it.

Making pictures was a deep and dark secret, vacuumed off by a door to which only a chosen few in Hollywood held the key and they weren't handing out any duplicates.

It was a lot of scoffing, criticism and downright derision that flowed and ebbed never gently around Nate Blumberg's almost white locks when he walked into Universal, but note the locks were almost white before he went in. He used to say during his early days at "U," and there is nothing at all confidential about it, "Look. We haven't even got bread in the house," and followed with a laugh.

But for some time now bread has been on the Universal table. And something to put on it as well. The history of how it came about is too long and too involved to encourage detail here. The point is, and probably it is the chief point, that the turnabout which funnels Universal and whatever it may undertake through the combined horn of its essential manpower's theatre experience has worked.

The yowling had to be beaten down, after it was ignored. It was felt the accumulations of a previous administration had to be changed, trimmed or put back to work; all three were done. There was, in short, a general rewriting process applied to all phases of the business without interrupting the normal processes of the business. And that's a job, as anyone who has attempted anything approaching it can vouchsafe.

The upshot of those early back-breaking weeks and months which made early '38 a special kind of nightmare—eighteen "B" attractions in a solid array while the studio was being readjusted and pictures put on the stages—was that the months following became easier, but never easy. They did one thing, however. They paved the way for a situation now pridefully current at Universal, a condition under which the company can, and does, guarantee delivery of its 1940-41 releases from the pop of the gun to the first of January.

They are saying around headquarters this is a condition which has never prevailed before at Universal; that it represents a concrete and tangible result of the reorganization and the gradual rebuilding of the approximate last two years. In a word, they're proud of that lineup and you don't have to do much pushing to learn about it.

Around, too, is a general awareness of the strides this company has been making. Competitors recognize it and say so, voluntarily and often.

Ask them.

Off the Beaten

Formation of Dave Selnick's new producing company occasions this statement from Nicholas M. Schenck:

> "I have read of the liquidation of Selznick International Pictures and the formation of David O. Selznick Productions, Inc. I wish Mr. Selznick success. He has shown great creative ability, as evidenced by 'Gone With the Wind' and I look forward to a continuation of this quality in his future productions."

Statements about anything from Nick Schenck are rare. In fact, his of a few weeks ago on Loew's policy in view of world-wide conditions, plus his recent one emphasizing company employes called up for military service will find their jobs waiting and now this represent a new high in the short period of time embraced.

It may be simply a compliment to the producer of "GWTW." In fact, it could well be. But in at least half a dozen sets of alert eyes, a spark of substantial glow has been kindled.

"Kit Carson"

Edward Small's latest is a motion picture with the emphasis emphatically on the "motion." Standard in formula and treatment, "Kit Carson" follows the groove already well established by the larger scope westerns, dipping freely in and out of history for purposes of the melodramatic brew and probably coming off all right enough from a popular entertainment point of view.

There's never any question about the outcome, whether it's the spectacular fighting between the wagon

(Continued on page 23)

THE NATION

Meets

THE HOWARDS OF VIRGINIA

SEPTEMBER 19th

(General Release Date)



Virginia is looking forward eagerly to Columbia's world premiere of "THE HOWARDS OF VIRGINIA", which will take place September 4th at three Richmond theatres simultaneously, the Byrd, the State and the Westhampton. Never before has an attraction played a triple day-and-date engagement in Richmond. After this pre-release premiere, the picture will continue at all three houses for an extended run.

DESTINED TO MAKE SCREEN HISTORY WORTHY OF THE TREMENDOUS BACKGROUND THAT INSPIRED IT!

Meet the Howards of Virginia...

LOVE . . . LAUGH AND WEEP WITH THEM!

Live their wondrously exciting romance! See them build a nation in the wilderness! Let yourself be swept along by the relentless tide of a struggle so momentous the screen has never seen its mighty equal!

Man of the people . . proud of his pioneer forebears, who settled far frontiers!

Aristocrat . . spirited, stubborn . . yet eager to dare all . . . for the man she loves!



CARY GRANT
MARTHA SCOTT
as
THE HOWARDS OF VIRGINIA

Frank Lloyd, creator of "Cavalcade", "Mutiny on the Bounty", "Wells Fargo", gives you by far his greatest, most memorable production!





From "THE TREE OF LIBERTY" by Elizabeth Page

Screen play by Sidney Buchman

with SIR CEDRIC HARDWICKE, ALAN MARSHAL, RICHARD CARLSON

Presented by FRANK LLOYD PICTURES, Inc.

JACK H. SKIRBALL, Associate Producer

Produced and Directed by FRANK LLOYD

COLUMBIA PICTURES

PRINTED IN U.S.A.

Garbo Not Mentioned; Turner, Garson Stars

New York—Greta Garbo, originally listed as star in "Madame Curie," does not appear in M-G-M's revised production lineup for 1940-41 in connection with that film or any other.

Lana Turner is to be starred on her own in "Lulu," a Booth Tarkington story, and Greer Garson in "Blossoms in the Dust."

On the original schedule, but off it now are these:

Norma Shearer in "Forever;" Robert Montgomery in "I Had a Comrade;" Jeanette MacDonald in "Smilin' Through;" Myrna Loy in "The Road to Rome," and Clark Gable in "The Life of Simon Bolivar." Also "The Broadway Melody of 1941."

Rosenblatt in High Political Position

NEW YORK—Sol A. Rosenblatt, member of the law firm of Rosenblatt and Jaffe, attorneys for Monogram and other film interests, is now general counsel of the Democratic National Committee, the appointment having been made by Edward J. Flynn, national chairman.



SOL ROSENBLATT

Rosenblatt was active in both of President Roosevelt's earlier campaigns. Identified with the New Deal politically since its inception, he played a pivotal role in the formulation of the NRA code under the Blue Eagle as administrator for motion pictures and filled that post in radio broadcasting, advertising, transportation and the garment and apparel industries as well. In fact, he is currently impartial chairman for the coat and suit industry. In 1934, he was promoted to national director of compliance and enforcement under NRA and held that office until his appointment in 1935 as impartial chairman for the coat and suit trades.

Rosenblatt got his legal training in the office of the late Nathan Burkan, as did William B. Jaffe, his present legal partner, who was attorney for Columbia prior to the inception of their present law firm.

Gala Richmond Opening For "Howards of Virginia"

RICHMOND, VA.—The even flow of things here goes into a nosedive and a tailspin on Wednesday when "The Howards of Virginia" opens simultaneously at the Byrd, State and Westhampton.

The three runs are designed to climax a gala day beginning at 9:30 in the morning when a water pageant will wend its way from Westover, 27 miles along the James River, to Richmond, where the yachting flotilla escorting Frank Lloyd, the producer, and Martha Scott, his leading woman, will be met by a welcoming committee and conveyed to the state capital for an official welcome from Gov. James H. Price.

Columbia executives from New York are due to attend.

M-G-M Revamps Its Schedule For the 1940-41 Season

NEW YORK—Rounding out its original plan of further declaring its product for 1940-41 only when it assumed more definite form and thus carrying the lineup beyond the "probable" stage, M-G-M in a revamped schedule for the new season makes a number of shifts.

The program, as it now stands, is essentially the array divulged by the company following its regional sales meetings in May. In the main, properties and players remain as then set up, but there are a number of changes chiefly concerned with starring assignments.

"Boom Town," of course, heads the company's list. Shooting or editing are "Strike Up the Band," as a successor to "Babes in Arms" with Mickey Rooney and Judy Garland co-starred and Paul Whiteman and his orchestra as well as June Preisser featured. For September release likewise are "Wyoming," starring Wallace Beery; "Haunted Honeymoon," made in London with Robert Montgomery, and "Dr. Kildare Goes Home," fourth in that series with Lew Ayres.

In work and tentatively set for October, November and December release are "Bitter Sweet," co-starring Nelson Eddy and Jeanette MacDonald; "Escape," co-starring Norma Shearer and Robert Taylor; "Go West," starring the Marx Brothers; "Third Finger, Left Hand," starring Myrna Loy; "Philadelphia Story," starring Katharine Hepburn, James Stewart and Cary Grant; "Little Nellie Kelly," a new starring vehicle for Judy Garland; "Flight Command," starring Robert Taylor; "The Ziegfeld Girl," co-starring Hedy Lamarr, Judy Garland and Lana Turner; "Hullabaloo," radio story with Frank Morgan and Billie Burke; "A Woman's Face," starring Joan Crawford, and "Sky Murder," one of the Nick Carter series.

A new combination stemming from "Boom Town," Clark Gable and Hedy Lamarr will co-star in an untitled newspaper story by Ben Hecht and Charles Lederer. Another Hardy, likewise undesignated as to title, is on the list while Ann Sothern, long set for "Dulcy," will also do "Maisie Was a Lady."

Norma Shearer will go through with "The World We Make," but now has a running mate for the male lead in George Raft. Later, she does "Tonight at 8:30" as planned.

The revision outlines 22 properties and "likely stars." Some new and some already talked about, they are:

"Sing Sing," starring Gable.

"Witch of the Wilderness," co-starring Gable and Lana Turner.

"A Night in Bombay," starring Miss Crawford.

"The Ex-Mayor of Boys Town," successor to "Boys Town" and again with Tracy and Rooney.

"The Yearling," starring Tracy.

"I Married an Angel," co-starring Eddy and Miss MacDonald.

"Come Live With Me," co-starring James Stewart and Miss Lamarr. This is new.

"Tortilla Flats," starring Tracy and also new.

"Babes on Broadway," co-starring Rooney and Miss Garland.

"Dawn's Early Light," starring Taylor. His assignment is new.

"Tropical Hurricane," co-starring Taylor and Miss Southern. Lana Turner originally was penciled in as co-star.

"The Thin Man's Shadow," co-starring William Powell and Miss Loy. "Married Bachelor" with the same team, is a new assignment.

"The World's Our Oyster," co-starring Gable and Miss Loy; a new assignment.

"Combat Car," starring Beery.

"Lulu," starring Lana Turner in her first stellar film.

"Blossoms in the Dust," starring Greer Garson for the first time on her own.

"Slightly Married," starring Montgomery.

"Beau Brummel," starring Robert Donat.

"The Man on America's Conscience," starring Tracy; a new assignment.

"Wings on His Back," starring Stewart.

"Sea of Grass," co-starring Tracy and Miss Loy.

An untitled Tarzan story.

"Pride and Prejudice" In 4th Music Hall Week

NEW YORK—"Pride and Prejudice" is in its fourth week at the Music Hall, the third attraction to play the theatre more than three weeks this year and the fourth to do so since the theatre opened almost eight years ago. The others are "Snow White," which went five weeks, "Rebecca," which went six, and "All This, and Heaven Too," which went four.

The Music Hall states "Pride and Prejudice" has smashed all August records, playing to 500,000 admissions in its first three weeks. But there are other figures, as well. For example, the picture on its tenth day played to 3,600 more people than the 21,400 at the opening. The second weekend attendance was 43,433, exceeding the opening day by 1,036. The third weekend equalled the first weekend, the theatre remarking this is "an unusual occurrence with holdover engagements."

Para't District Managers Meet in Kaycee Sept. 10

KANSAS CITY—Paramount's district managers will meet here September 10 to discuss with Neil F. Agnew, vice-president in charge of distribution, the possibility of roadshowing "North West Mounted Police," Cecil B. DeMille's latest.

Whether finally determined as a roadshow or not, Agnew, who flew to the coast recently especially to see the picture, stated in New York special merchandising will be arranged for the film and worked out at the meeting here.

The get-together also will give an opportunity to screen several of Paramount's new season releases. These will include "Christmas in July," co-starring Dick Powell and Ellen Drew; "Arise My Love," starring Claudette Colbert and Ray Milland; "Moon Over Burma," starring Dorothy Lamour and Preston Foster, and incomplete prints of "Second Chorus," starring Fred Astaire and Artie Shaw and his orchestra, as well as "Love Thy Neighbor," starring Jack Benny and Fred Allen.

NEW YORK—The understanding here is that, if "North West Mounted Police" is not handled as a roadshow, Paramount will urge exhibitors to play it at advanced admissions.

This would be the company's first attraction at hiked prices since M-G-M successfully launched "Boom Town" at stepped up scales.



THE FRIENDLY WAY OF DOING BUSINESS!

To the thousands of exhibitors who have co-operated voluntarily in advancing their admission prices for "BOOM TOWN", we take this means of expressing our grateful thanks.

Leo of M-G-M

Seven Houses Usher In 'Brigham Young'

SALT LAKE CITY—The seven-theatre premiere of 20th-Fox's "Brigham Young" here August 24 set a record for simultaneous theatre attendance for such an event.

Every one of the 8,700 seats in the seven theatres was sold at $1.10 per, with throngs turned away.

The premiere festivities began at noon Friday, with a parade through decorated streets, of the celebrities arriving from Hollywood, led by Mayor Ab Jenkins and Governor Blood. In the group were Tyrone Power, Linda Darnell, Mary Astor, Brenda Joyce, Cesar Romero, Dean Jagger, Jane Withers, Nancy Kelly, Jean Rogers, Gregory Ratoff, Ken Murray, Annabella, Brian Donlevy, William F. Goetz, Col. Jason Joy and Mr. and Mrs. Darryl F. Zanuck.

Guests of Governor

Following the parade the visitors were guests of the governor, the mayor and officials of the Mormon church, headed by Heber Grant. Among the guests were President Sidney R. Kent of 20th-Fox, and Mrs. Kent; Mr. and Mrs. Darryl Zanuck, Louis Bromfield, author of the "Brigham Young" screenplay; Herman Wobber, 20th-Fox distribution manager; Walter J. Hutchinson, general foreign manager; George F. Wasson jr., chief legal counsel; Roger Ferri, editor of *Dynamo;* Averill Harriman, chairman of the board of the Union Pacific; William M. Jeffers, president of the Union Pacific; E. C. Schmidt, his assistant; F. H. Knickerbocker, general manager of the Union Pacific; Harry Brand, studio publicity director; William F. Goetz; Ben Miggins of the studio staff, and city and state officials.

Ten-Day Exploitation

A ten-day exploitation ballyhoo, arranged by 20th-Fox and carried out by Harry Brand's studio publicity department, preceded the premiere. Highlights of it included daily radio plugs on two stations and one 11-day program on a third station which recounted "The Days of Brigham Young," featuring each day a different pioneer recalling his early experiences; daily newspaper spreads which included a 10-day pictorial serial; giveaways of 40,000 imprinted shopping bags, 50,000 milk bottle caps featuring the premiere, imprinted bread wrappers and other novelties.



They Needed Police—

The Salt Lake City stalwarts come to the rescue of Tyrone Power and Linda Darnell who attended the seven-theatre premiere of "Brigham Young" in that city last Friday.

20th-Fox Claims Record For "Brigham" Opening

NEW YORK—"Brigham Young" played to the biggest Saturday and Sunday business in the history of the Centre, Salt Lake, according to 20th Century-Fox, which states the picture topped "Alexander's Ragtime Band" by $1,205 on Saturday and $700 on Sunday and went ahead of "Jesse James" by $1,009 on Saturday and $475 on Sunday.

ST. LOUIS—"Brigham Young" goes into the Ambassador September 5 at advanced prices on an extended run. Eddie Solomon is here from New York working with Les Kaufman of F&M on the exploitation campaign.

NEW YORK—Saturday, Sunday and Monday gross totaled $7,621 as against $4,554 for "Alexander" and $4,959 for "Jesse James." The seven theatres which opened "Brigham Young" simultaneously did a combined $8,349, thereby making the total take up to Monday night $15,970.

NEW YORK—Lowell Thomas is commentator of a special 500-foot reel which 20th-Fox has prepared covering the Salt Lake City premiere. The subject is designed for exhibitors only and will be screened ahead of the picture at all exchanges here and in Canada.

20th-Fox Takes to Air Again Starting Sept. 20

NEW YORK—Twentieth Century-Fox resumes its broadcast hookups, joined with day-and-date runs of its bigger attractions, on the Kate Smith hour September 20. Tyrone Power, Mary Astor and Dean Jagger will do a radio version of "Brigham Young," re-enacting their roles in the film.

"Brigham Young"

Hollywood—This opulent production from 20th Century-Fox of a people and their unshatterable faith is so engrossingly and spectacularly filmed that it attains heights as a rare historical picture. With a sterling cast, abetted by masterful direction, the offering easily is in the ranks of the season's most impressive photoplay. Although the almost insurmountable obstacles encountered by the Mormons give a sombre tone to the production, nevertheless top grosses are strongly indicated. Tyrone Power, Linda Darnell, Dean Jagger, Brian Donlevy. Directed by Henry Hathaway.—SPEAR.

Nazi Ban a 'Relief' To Para't Officials

NEW YORK—Paramount officials view "with relief" clarification of the situation in Germany and Nazi-controlled countries even though such clarification closes those markets to them.

Shortly after John W. Hicks jr., the company's vice-president in charge of foreign distribution had informed BOXOFFICE he had no word by way of verification of a cabled story in the New York *Post* that all American films had been routed out of the Hitler orbit, he received a cable from Paramount's Berlin representative informing of verbal decision that the company had to withdraw. No official dictum has been pased along to Paramount, but Hicks regards the situation as closed and the German decision final.

The restriction currently applies to Germany with September 12 as an effective date, to Norway as of now and to Czechoslovakia by the end of September. Hicks believes the ban will be extended to other countries in the Nazi grip as well.

This makes the circumstance complete. All American companies are now out of Germany and the areas it dominates.

Fred W. Lange, general manager for continental Europe, plans to leave within the next week for Lisbon, en route to Berlin, if he can enter the country, to liquidate the company's interests there.

Latin-American Product Has Fifth Ave. Outlet

NEW YORK—A policy switch at the Fifth Avenue Playhouse, hitherto an outlet for French product, now to be devoted to Latin-American films, marks the reopening, September 16, of the house. Growing political and social interest in South America is cited by the management as a factor in the decision.

Latin-American product has until now been confined to the Teatro Latino and Teatro Hispano in Harlem, and occasional showings at the 48th Street Theatre. Opening feature will be "Time in the Sun," a documentary on the Mexican peon compiled from shots by Serge Eisenstein.

"Sea Hawk" Gets Fourth Week at the Strand

NEW YORK—For the fourth time only in the last two years, or since the Strand went to its current stage and name band policy, a film holds for a fourth stanza. It is "The Sea Hawk" which, incidentally, gives Broadway two attractions enjoying the same length run in normal weekly change theatres. The other, of course, is "Pride and Prejudice" at the Music Hall.

Predecessors at the Strand in the same division are "Angels With Dirty Faces" which opened Thanksgiving Day, 1938, and ran four weeks; "The Old Maid" which opened Aug. 11, 1939, and remained six and "The Fighting 69th" which opened January 26 of this year and ran four weeks.

Two Circuit Deals Set

NEW YORK—RKO has set its deals on "The Ramparts We Watch" with the Warner circuit and National Theatres.

THERE'S NOTHING LIKE BETTING ON A SURE THING...

TAKE A TIP... Take a trip on the PARAMOUNT Band Wagon

WES ON

DAYLETTER AUGUST 7 1940

ALL DISTRICT MANAGERS

RHYTHM ON THE RIVER SCREENED THIS MORNING. PUT IT DOWN AS THE BEST CROSBY EVER MADE. STORY ALONE HAS IRRESISTIBLE CHARM. CROSBY'S TALENTS ON DISPLAY AS NEVER BEFORE. MARY MARTIN A SENSATION. SONG HITS FOLLOW EACH OTHER FAR EXCEEDING EVEN WAIKIKI WEDDING. SCREEN IT FOR THE TRADE PROMPTLY. IT IS A SMASH IN ANY TERRITORY. PLEASE RELAY.

NEIL AGNEW



GET A LOAD OF THESE REVIEWS

"Paramount will certainly please Bing's fans with 'Rhythm on the River'." —*Louella Parsons, Los Angeles Examiner*

"'Rhythm on the River' refreshing entertainment. Winning, romantic comedy." —*Los Angeles Daily News*

"One of the best of the films with which Crosby ever has been identified. The tunes and the way they are done will go far to capture audiences." —*Edwin Schallert, Los Angeles Times*

"Bing Crosby goes to town for a hit in 'Rhythm on the River'. A choice piece of entertainment. One of the most entertaining and best quality films the studio has delivered in many months." —*Daily Variety*

"'Rhythm on the River' hits high note in Crosby shows. A most tuneful and tasty piece of Crosby musical entertainment." —*Hollywood Reporter*

AND GET READY TO

CLIMB ON THAT BIG PARAMOUNT BAND-WAGON FOR A YEAR'S JOY RIDE...



Two Mighty Stars in the Year's Grandest Adventure in Human Emotions

"ARISE MY LOVE"

★

SAM ("Goodbye, Mr. Chips") WOOD'S Grandest Heart-Thrilling Action Picture

"RANGERS OF FORTUNE"

★

An All-Star Cast in Joseph Conrad's Immortal

"VICTORY"

(AN ISLAND TALE)

The Years's Slap-Happiest Comedy

"I WANT A DIVORCE"

★

The Year's Greatest All-Star Cast in CECIL B. DEMILLE'S Long Awaited Triumph in Technicolor

"NORTH WEST MOUNTED POLICE"

★

The Year's Comedy Masterpiece... The Benny-Allen, Allen-Benny Picture

"LOVE THY NEIGHBOR"

...with Loads of Light Entertainment from Paramount!

PRINTED IN U.S.A.

Paramount Pictures

* By Arrangement with Samuel Goldwyn

Wanger on Escapism, Hollywood, Hitler

New York—Aside from reopening the Rivoli with "Foreign Correspondent," Walter Wanger is being widely interviewed during his stay in New York. "Candide" in the "Daily Mirror" quotes him in this vein:

"America is afflicted with escapism, refusal to face realities. Oh, yes, I know that Hollywood is the chief carrier of the disease, the chief disseminator of make-believe . . . but a few of the carriers have developed immunity to the disease. And there have been a lot of recoveries from escapism since Nazi bombers headed for Poland months ago. Ironical, isn't it, but Hitler may yet be known as The Man Who Saved America from itself. He woke us up . . .

"You ask me how I would use the movie industry to spur enlistment in the army? I would go about it indirectly—by instilling into the American people a new pride in their country."

Exhibitor Pow-Wow May Bring Decree Changes

(Continued from page 4)

amount of necessary detail, all time-consuming, worked out."

This source, emphasizing the pessimistic approach, is of the opinion that, after the decree is tried, arbitration will be the only surviving phase of the document. He adheres to his point of view, too, that selling in blocks of five is not practical, points to Paramount's failure in 1917 when it sought to sell individually and insists the "Big 5" cannot go one way and the "Little 3," unrestricted as to sales formula, another.

The proposed hearing in Washington is reviving unconfirmed reports that the local offices of the department of justice have received approximately 500 complaints attacking the decree proposals in the past few weeks. Many of these are strangely similar in nature, thereby leading to an occasional suspicion they emanate from the same fountain head and perhaps national exhibitor association sources.

Urges SETOA Protest Five-Block Plan

JACKSONVILLE, FLA.—Members of the Southeastern Theatre Owners Association are being urged by their president, M. C. Moore, to wire Thurman Arnold their objections to the proposed blocks of five sales plan, slated for incorporation in the consent decree terminating the government suit against Loew's, Paramount, RKO, 20th Century-Fox and Warner.

"How would you as an exhibitor be able to buy a continuous supply of features to keep your theatre open?" he asks. "How would you be able to arrange your bookings when you could only buy five features at a time. How could you afford to go to Atlanta every few weeks and buy pictures or have the different film men call on you every few weeks, or days, to sell you another block of five features? I would also like to remind you that all this increases the costs of sales and that you would have to pay it. If you are now buying 50 features from any one company, and you use five companies, that means that you would have to make 50 deals a year instead of the five you now make.

"There is another very undesirable feature of this decree. It is a well known fact that each company will give you one or two good features in each block of five and the balance not so good. How are you going to cancel the features in each block of five that you don't want to play. There is no such animal."

Moore also suggests his membership advise Arnold "that we would rather buy as we are now buying with cancellation privileges of 20 or 25 per cent or buy features one at a time" and adds "if we bought them one at a time, we could at least buy the ones we wanted to buy and leave out the ones we didn't want to run."

Notes to You from Red Kann

(Continued from page 14)

train, the U. S. cavalry and the Indians or the California Americanos against the typical movie villainies of C. Henry Gordon as the sinister-mustachioed General Castro. That goes, in formula, for the love affair between Carson, played according to rule by Jon Hall and Lynn Bari as the attractive heroine.

Plenty of Indians bite the dust and the heroics on the white man's side are simply amazing to behold. A field day for kids in this one.

Wanger's New One

Alfred Hitchcock's directorial prowess in planting audiences at the edge of their seats and keeping them there shines all through "Foreign Correspondent." He has taken what might have been an ordinary spy yarn backgrounded in international intrigue and converted it into a highly exciting and absorbing melodrama which emerges as sure-fire entertainment for all that cross its path. If gradually developing love sequences between Joel McCrea and Laraine Day seem relatively leisurely, blame that on the extraordinary degree of suspense developed in sequences fore and aft and climaxing with sensationally effective wreck of a trans-Atlantic clipper at sea and air broadcast as London is being bombed. The attraction ends on a short wave appeal to America as last untouched stronghold of democracy, to pay heed to Europe's debacle and safeguard her heritage. They'll cheer it to the rafters.

"The Howards"

Out of "The Tree of Liberty," best-selling novel by Elizabeth Page, Frank Lloyd has welded staunch and stirring saga of Colonial America and the sinews that were applied in construction of the nation's foundation. This is a personal story of a pioneer backwoodsman, played very well by Cary Grant, and a Virginian aristocrat, performed excellently by Martha Scott, and the robust times in which they played their part, unfolding much of the historic panorama of the years and events leading into the American revolution. Athwart the narrative, and belonging there, flash the Stamp Act, the Boston Tea Party, Revolt of the Colonies and, finally, the revolution. "The Howards of Virginia" is a big job of picture making, handled earnestly, intelligently and eminently well.

RKO and Subsidiaries Net $220,819 in Half Year

NEW YORK—RKO and subsidiaries show a net of $220,819 for the 26 weeks ended June 30, 1940. The figures are estimated, in part, and subject to audit and adjustment at the end of the calendar year.

Operations profit is $1,425,592 from which is deducted depreciation and taxes of $1,058,385. The remainder of $367,206 is subject to dividend allowances of $146,387, leaving a net of $220,819.

The current net compares with a deficit of $68,070 for the identical period last year.

New Pacts for the Cohns Await Stockholders' Nod

NEW YORK—New three-year employment contracts for Harry and Jack Cohn, calling for salaries of $2,500 and $1,500 respectively, await approval of Columbia stockholders who meet September 18. The new contracts allow Harry 12 per cent and Jack six per cent of the net profits in excess of the dividends for the $2.75 preferred stock, but not over $3,500 as an aggregate salary per week. In Jack's case there is an expense allowance of $200 per week.

Both Harry and Jack are proposed for the directorate. Other nominees are A. H. Giannini, Charles Schwartz, Leo M. Blancke and Nate B. Spingold.

Andy Panda Is First of 13 Lantz Cartoons Set

NEW YORK—The first of the 13 Walter Lantz color cartoons to be released for next season will be "Andy Panda's Crazy House," set for September 9. New characters will supplement the regular "Oswald, the Rabbit," "Li'l Eight Ball" and "Winchester, the Turtle" series.

"BRIGHAM YOUNG"—FOLLO

7-THEATRE WORLD PREM

RECORD-SHATTERING BOXO

LAKE CITY EXTENDED RU

SATURDAY AND SUNDAY GROSSES (First Two Days of Run) 175% OF HISTORIC WEEKEND RECORD OF "ALEXANDER'S RAGTIME BAND"! MONDAY'S BUSINESS MORE THAN DOUBLES "ALEXANDER'S"! AND "JESSE JAMES","STANLEY AND LIVINGSTONE", "THE RAINS CAME", ALL OTHER MARKS CORRESPONDINGLY AND OVERWHELMINGLY SMASHED!

20th CENTURY FOX

WATCH THIS SENSATIONAL RUN

WING ITS PHENOMENAL

RE SELL-OUT–IS MAKING

FICE HISTORY IN ITS SALT

AT ADVANCED PRICES!

THIS IS THE SCALE USED AT THE CENTRE THEATRE
[Salt Lake City]

Matinee Prices Increased

25%

Evening Prices Increased

33⅓%

COMPARE THESE ATTENDANCE RECORDS!

	Brigham Young	*Alexander's Ragtime Band*
Sat.	**7,637**	**5,439**
Sun.	**6,154**	**5,544**
Mon.	**5,266**	**3,019**

FOR WHAT IT MEANS TO YOU!

"Kit Carson" in Debut In Mile-High City

DENVER—One of the largest crowds ever to assemble in this Mile-High city turned out Monday in a six-theatre world premiere tribute to Kit Carson, the pioneer scout, and to the United Artists picture of the same name. Catching its cue from other similar affairs, the debut of the Edward Small-United Artists production soared to new heights for Hollywood name glamour and for altitude.

From the film capital for the event officially sponsored by the Rocky Mountain Screen Club, came the film's stars, Jon Hall and Lynn Bari, and the following satellites:

An appraisal of "Kit Carson" appears in "Notes to You" on page 14.

Charles Ruggles, Fay Wray, Carole Landis, Olympe Bradna, Tom Brown, C. Henry Gordon, Anita Louise, Astrid Allwyn, Harold Huber, John Hubbard, Jack LaRue, William Farnum, Renie Raino, Sabu, Ward Bond, Raymond Hatton, Clayton Moore, Dana Andrews and Florence Bates.

Also from Hollywood came Murphy McHenry, director of publicity for Edward Small, and Richard Rowland, producer.

Visiting UA executives from the east were Monroe Greenthal, director of exploitation, and J. J. Milstein, Small's eastern representative, flanked by the following tradepaper men: Sam Shane, *Motion Picture Daily;* A. Mike Vogel, *Motion Picture Herald,* and Charles E. Lewis, *Showman's Trade Review.* Arthur Unger of *Daily Variety* came in from Hollywood, and Wm. G. Formby, editor of BOXOFFICE, came in from Kansas City.

George R. Gomperts, assistant director of UA exploitation, was in full charge of plans and preparations, coming to Denver three weeks prior to the event.

Gathering momentum for weeks, the festivities surged toward the climax Monday morning with the arrival of the stars and a parade from the union station through the heart of downtown Denver to the Cosmopolitan Hotel, premiere headquarters. A crowd estimated at 100,000 lined the streets to watch the parade. Fourteen airplanes circled overhead in an aerial salute.

An informal reception in the crystal room of the Cosmopolitan followed the parade, and the visitors moved from there to the Lincoln room of the Shirley-Savoy Hotel for a luncheon attended by 1,400 persons under the auspices of the Chamber of Commerce. Gov. Ralph Carr extended the welcome for the state. Charles Ruggles was master of ceremonies. A group of the stars thereafter visited the Children's Hospital to entertain the patients. This was followed by a reception at Shangri La, the home of Harry Huffman, which is patterned after the sanctuary of "Lost Horizon." Huffman, a pioneer Colorado exhibitor, is city manager of Fox-Intermountain Theatres, the chain headed by Frank R. (Rick) Ricketson.

Dinner at the Cosmopolitan preceded the premiere at the Denver, Paramount, Broadway, Rialto, Tabor and Aladdin theatres. The stars appeared at the six houses, the proceedings under the generalship of Charles Ruggles being broadcast over KOA and the NBC network from the stage of the Denver. That house continues the film for an extended engagement. At all houses, capacity crowds, numbering 11,400 paid admissions, thrilled to the exploits of the screen Kit Carson, pioneer scout, trapper and plainsman.



"Kit Carson" Returns to Colorado—

And a six-theatre premiere in Denver of the Edward Small-United Artists film and a civic celebration is the result. At the top, Gov. Ralph Carr of Colorado (left), presents Frank R. (Rick) Ricketson, head of Fox-Intermountain theatres, the proclamation issued by the governor for a statewide celebration of Kit Carson week. Below that is a scene of the arrival broadcast by the stars at the union station. Then a shot of the parade as it proceeded along 17th St. Finally, the visiting stars. Seated: Florence Bates, Renie Riano, Lynn Bari, Jon Hall, Anita Louise, Carole Landis, Fay Wray and Astrid Allwyn. Standing are John Hubbard, Jack LaRue, Dana Andrews, Ward Bond, Sabu, Cynthia Carr (daughter of Colorado's governor, Ralph Carr), C. Henry Gordon, Governor Carr, Tom Brown, Olympe Bradna, Raymond Hatton, Charles Ruggles, William Farnum, Clayton Moore, Richard Rowland (producer) and Harold Huber. Seated in the foreground is Val Paul, representative of Edward Small.



He makes it great!

She makes it greater

JAMES STEWART · ROSALIND RUSSELL

NO TIME FOR COMEDY

with

GENEVIEVE TOBIN · CHARLIE RUGGLES

ALLYN JOSLYN • CLARENCE KOLB • LOUISE BEAVERS

Directed by WILLIAM KEIGHLEY

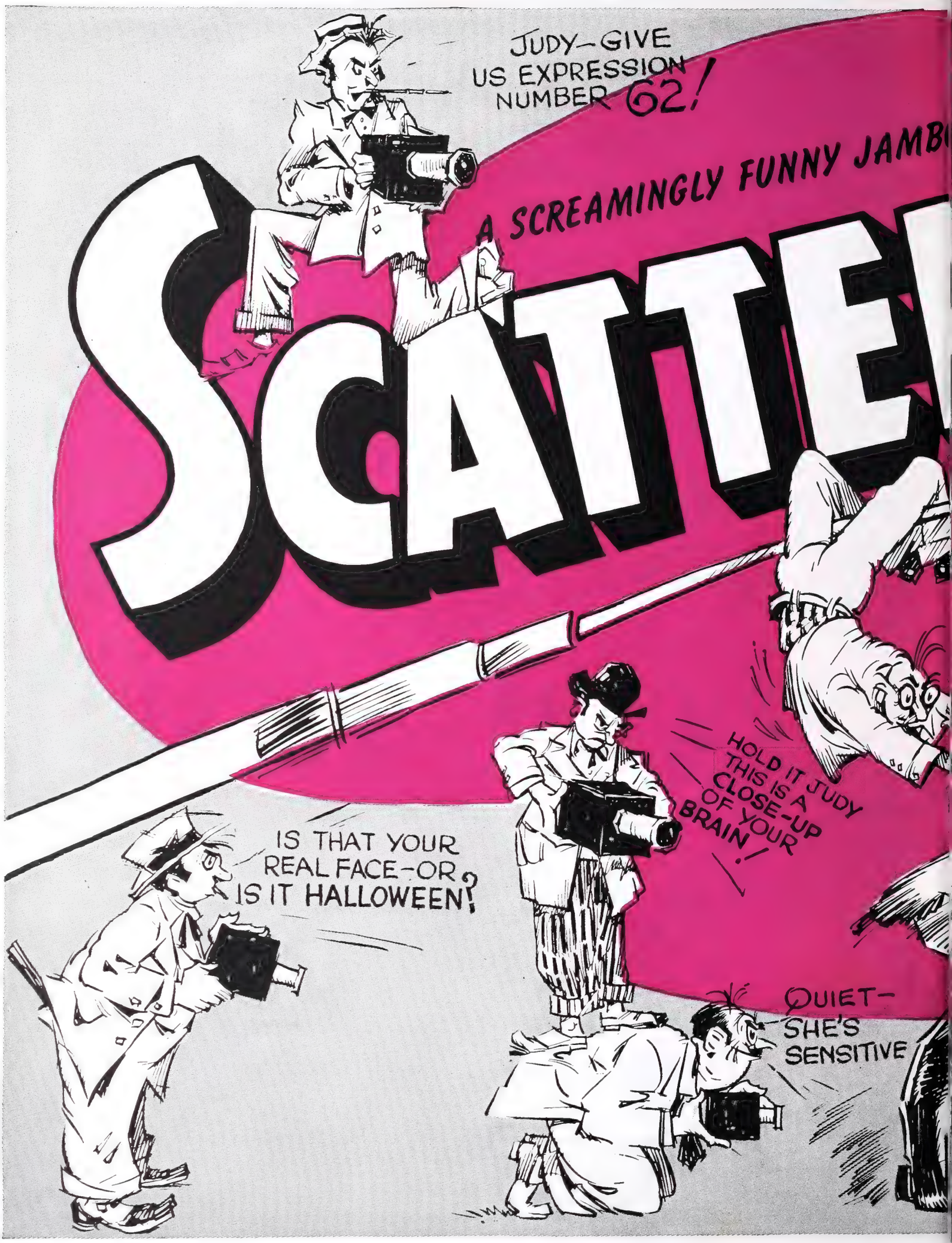
A WARNER BROS.-First National Picture





Warners made it a howling success!

FROM STAGE TO SCREEN WITH A ROAR!


JUDY—GIVE US EXPRESSION NUMBER 62!
A SCREAMINGLY FUNNY JAMB
SCATTE
HOLD IT JUDY THIS IS A CLOSE-UP OF YOUR BRAIN!
IS THAT YOUR REAL FACE—OR IS IT HALLOWEEN?
QUIET— SHE'S SENSITIVE

E OF GAIETY AND MUSIC

RBRAIN

JUDY CANOVA

"The Jenny Lind of the Ozarks"

ALAN MOWBRAY • RUTH DONNELLY
EDDIE FOY, JR. • JOSEPH CAWTHORN
WALLACE FORD · ISABEL JEWELL · LUIS ALBERNI · BILLY GILBERT · EMMETT LYNN
JIMMY STARR · CAL SHRUM'S GANG
MATTY MALNECK AND HIS ORCHESTRA



A Republic PICTURE

CLEVELAND CROWNS "I LOVE YOU AGAIN"

AVERAGE IS 100%

Top Hits of the Week

I LOVE YOU AGAIN—
- Cleveland 300
- Denver (dual) 160
- Providence (dual) 150

BOOM TOWN—
- Indianapolis 215
- New Orleans 200
- Los Angeles 150

RAMPARTS WE WATCH—
- Salt Lake City 200

DISNEY FESTIVAL—
- New Orleans 200

GONE WITH THE WIND—
- Chicago 175

BOYS FROM SYRACUSE—
- New Orleans 175

RETURN OF FRANK JAMES—
- Kansas City 160
- New Orleans 150

SEA HAWK—
- New York City 160

EXTENDED RUNS

Gone With the Wind, 36th wk., New York City; 31st wk., Chicago.

All This, and Heaven Too, 3rd wk., Seattle.

I Love You Again, 3rd wk., Seattle.

BOSTON

Fenway—**The Great McGinty** (Para't); **Scatterbrain** (Rep) 105
Keith Memorial—**The Return of Frank James** (20th-Fox); **The Man I Married** (20th-Fox)..115
Loew's Orpheum—**South of Pago Pago** (UA); **Gold Rush Maisie** (M-G-M) 70
Loew's State—Same as Orpheum 65
Metropolitan—**Young People** (20th-Fox); **River's End** (WB) 60
Paramount—Same as Fenway 115

CHARLOTTE

Broadway—**Flight Angels** (FN)..... 90
Carolina—**Pride and Prejudice** (M-G-M), 1st half 110
Carolina—**Untamed** (Para't), 2nd half.....110
Imperial—**Four Sons** (20th-Fox), 1st half.....100
Imperial—**Gold Rush Maisie** (M-G-M), 2nd half 100
State—**King of the Lumberjacks** (WB), 1st part 100
State—**Charlie Chan's Murder Cruise** (20th-Fox), 2nd part 100
State—**Rocky Mountain Rangers** (Rep), 3rd part 110

CHICAGO

Apollo—**The Man I Married** (20th-Fox)..... 80
Chicago—**My Love Came Back** (WB), plus Ritz Brothers on stage 130
Garrick—**All This, and Heaven Too** (FN), 3rd loop wk. 100
Oriental—**Earthbound** (20th-Fox), plus stage show 90
Palace—**Boys From Syracuse** (Univ), held 2nd wk.; **Saint Takes Over** (RKO) 110
Roosevelt—**They Drive by Night** (WB), 2nd wk.. 90
State-Lake—**Girls of the Road** (Col), plus stage show 85
Studio—**Awful Truth** (Col); **Lost Horizon** (Col), reissues, held 3rd wk. 150
United Artists—**I Love You Again** (M-G-M), 2nd wk. 125
Woods—**Gone With the Wind** (M-G-M), held 31st wk. 175

CINCINNATI

Albee—**Boys From Syracuse** (Univ).....120
Capitol—**Boom Town** (M-G-M), 2nd wk.....120
Keith's—**Blondie Has Servant Trouble** (Col)... 80
Lyric—**We Who Are Young** (M-G-M), 2 days... 50
Lyric—**Walt Disney Festival** (RKO), 5 days....100
Palace—**They Drive by Night** (WB).....120
Shubert—**I Married Adventure** (Col) 50

CLEVELAND

Allen—**Disney Festival** (RKO), 2nd wk.....100
Hippodrome—**The Boys From Syracuse** (Univ). 90
Palace—**The Lady in Question** (Col)..... 60
State—**Pride and Prejudice** (M-G-M).....100
Stillman—**I Love You Again** (M-G-M), 2nd wk..300

DALLAS

Capitol—**Lucky Cisco Kid** (20th-Fox), 1st half 85
Capitol—**Golden Gloves** (Para't), 2nd half..... 90
Majestic—**They Drive by Night** (WB).....100
Rialto—**The Boys From Syracuse** (Univ), 1st half 90
Rialto—**Three Faces West** (Rep), 2nd half... 90
Tower—**When the Dalton's Rode** (Univ), 2nd wk. 95

DENVER

Aladdin—**Disney Festival** (RKO) 120
Broadway—**Pride and Prejudice** (M-G-M); **Gold Rush Maisie** (M-G-M), after wk. at Orpheum.115
Denham—**Comin' Round the Mountain** (Para't).100
Denver—**Return of Frank James** (20th-Fox); **Blondie Has Servant Trouble** (Col).....130
Orpheum—**I Love You Again** (M-G-M); **Dr. Christian Meets the Women** (RKO).....160
Paramount—**I Married a Nazi** (20th-Fox); **River's End** (WB) 130
Rialto—**They Drive by Night** (WB), after wk. at each the Denver and Aladdin; **Boys of the City** (Mono) 125

DETROIT

Adams—**The Boys From Syracuse** (Univ), after wk. at Fox; **Girl From God's Country** (Rep).. 85
Fox—**The Return of Frank James** (20th-Fox); **Charlie Chan in the Wax Museum** (20th-Fox). 95
Michigan—**Untamed** (Para't), plus stage show.140
Palms-State—**I Love You Again** (M-G-M); **Gold Rush Maisie** (M-G-M); 2nd wk., after wk. at Michigan 100

INDIANAPOLIS

Alamo—**Return of Wild Bill** (Col); **Laughing at Danger** (Mono) 80
Circle—**Walt Disney Festival** (RKO).....100
Indiana—**The Return of Frank James** (20th-Fox); **Dr. Christian Meets the Women** (RKO).80
Loew's—**Boom Town** (M-G-M), 2nd wk.....215
Lyric—**Girl From Avenue A** (20th-Fox), plus Clyde McCoy orchestra on stage 100

KANSAS CITY

Esquire—**The Return of Frank James** (20th-Fox), held 160
Midland—**Captain Caution** (UA); **Blondie Has Servant Trouble** (Col) 70
Newman—**Comin' Round the Mountain** (Para't).100
Orpheum—**The Ramparts We Watch** (RKO); **Ladies Must Live** (FN) 75
Tower—**Scatterbrain** (Rep), plus stage show..115
Uptown—Same as Esquire 145

LOS ANGELES

Chinese—**Boom Town** (M-G-M), 2nd wk.....150
Downtown—**River's End** (WB); **Ladies Must Live** (FN) 100
Four Star—**Pride and Prejudice** (M-G-M).....125
Hillstreet—**The Ramparts We Watch** (RKO); **Cross Country Romance** (RKO) 125
Hollywood—Same as Downtown 100
Pantages—Same as Hillstreet 125
Paramount—**The Villain Still Pursued Her** (RKO), plus stage show 115
State—Same as Chinese 150

MILWAUKEE

Riverside—**Wagons Westward** (Rep), plus stage show 110
Strand—**The Man I Married** (20th-Fox); **Sporting Blood** (M-G-M) 90
Warner—**River's End** (WB); **The Boys From Syracuse** (Univ) 125
Wisconsin—**The Return of Frank James** (20th-Fox); **Girl From Avenue A** (20th-Fox).....105

MINNEAPOLIS

Aster—**Sandy Is a Lady** (Univ); **Secret Seven** (Col) 90
Century—**Pride and Prejudice** (M-G-M), 2nd wk. 100
Esquire—**Boys of the City** (Mono)..... 80
Gopher—**The Golden Fleecing** (M-G-M)..... 90
Orpheum—**He Stayed for Breakfast** (Col).....110
State—**The Sea Hawk** (WB) 105
World—**Our Town** (UA) 100

NEW HAVEN

College—**I Love You Again** (M-G-M); **Tom Brown's School Days** (RKO), 2nd wk.....145
Loew-Poli—**The Return of Frank James** (20th-Fox); **The Man I Married** (20th-Fox)..... 95
Paramount—**The Great McGinty** (Para't); **Son of the Navy** (Mono) 110
Roger Sherman—**When the Daltons Rode** (Univ); **Private Affairs** (Univ) 80

NEW ORLEANS

Center—**You're Not So Tough** (Univ)..... 85
Globe—**Susan and God** (M-G-M).....100
Liberty—**Disney Festival** (RKO).....200
Orpheum—**Boys From Syracuse** (Univ) 175
Saenger—**Return of Frank James** (20th-Fox).150
State—**Boom Town** (M-G-M), 2nd wk.....200
Tudor—**Sporting Blood** (M-G-M) 100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 36th roadshow wk. 100
Capitol—**I Love You Again** (M-G-M), plus "Dr. I. Q." radio show 115
Criterion—**Three Faces East** (Rep)..... 50
Paramount—**The Great McGinty** (Para't), plus Cab Calloway band 120
Radio City Music Hall—**Pride and Prejudice** (M-G-M), plus stage show 115
Rialto—**The Gorilla** (20th-Fox); **Hound of Baskervilles** (20th-Fox), 4 days 45
Roxy—**Return of Frank James** (20th-Fox), 2nd wk., pus stage show 80
Strand—**The Sea Hawk** (WB), plus **Phil Spitalny** band, 2nd wk. 160

OMAHA

Brandeis—**Walt Disney Festival** (RKO); **Dr. Christian Meets the Women** (RKO) 115
Omaha—**I Love You Again** (M-G-M); **Sporting Blood** (M-G-M), 2nd wk. 100
Orpheum—**Gold Rush Maisie** (M-G-M); plus Benny Meroff orchestra on stage.....100

PITTSBURGH

Alvin—**The Man I Married** (20th-Fox)..... 85
Barry—**Last Alarm** (Mono); **Prison Farm** (Para't), reissue 90
Fulton—**Leopard Men of Africa** (SR)..... 60
Penn—**Pride and Prejudice** (M-G-M).....120
Ritz—**We Who Are Young** (M-G-M); **The Way of All Flesh** (Para't) 45
Stanley—**Safari** (Para't) 55
Warner—**They Drive by Night** (WB), 2nd d. t. wk 105

PROVIDENCE

Carlton—**Pride and Prejudice** (M-G-M); **We Who Are Young** (M-G-M), 2nd wk..... 95
Fays—**Bullet Code** (RKO); **Haunted House** (Mono) 90
Majestic—**Man I Married** (20th-Fox); **Manhattan Heartbeat** (20th-Fox) 75
State—**I Love You Again** (M-G-M); **Out West With the Peppers** (Col) 150
Strand—**Mystery Sea Raider** (Para't); **Scatterbrain** (Rep) 100

SALT LAKE CITY

Capitol—**Love, Honor and Oh, Baby** (Univ); **Hidden Gold** (Para't) 110
Centre—**Pride and Prejudice** (M-G-M) 115
Rialto—**The Ramparts We Watch** (RKO)....200
Studio—**I Love You Again** (M-G-M).....105
Utah—**Brother Orchid** (WB) 115
Victory—**Gambling on the High Seas** (WB); **Cowboy From Sundown** (Mono) 100

SEATTLE

Blue Mouse—**The Ramparts We Watch** (RKO); **Golden Fleecing** (M-G-M), 2nd wk..... 90
Fifth Avenue—**Lucky Partners** (RKO).....110
Liberty—**Captain Caution** (UA) 100
Music Box—**I Love You Again** (M-G-M), 3rd wk. 90
Orpheum—**Comin' Round the Mountain** (Para't); **Tom Brown's School Days** (RKO)... 90
Palomar—**Three Faces West** (Rep), plus Major Bowes Amateurs on stage.....100
Paramount—**The Return of Frank James** (20th-Fox); **Golden Gloves** (Para't), 2nd wk.. 90
Roosevelt—**All This, and Heaven Too** (FN), 3rd wk. 110

Arthur Lets Loose; Flays Wehrenberg

NEW YORK—Fred Wehrenberg's remarks in the press about F&M and St. Louis Amusement Co. operations have reached the point where Harry C. Arthur, the target, intends to do a little talking on his own in defense.

"Wehrenberg's meeting with me about eliminating gadgets, etc., in St. Louis is a figment of his imagination. He never came to see me about any such thing," Arthur protests.

"What Wehrenberg wants is a lot of privileges for himself and not for others. He puts in gadgets at his own will and has been the leader of every kind of giveaway introduced in St. Louis. He sits back and calls the kettle black because he can't have things his own way."

Arthur has been reading up on the "cracks" Wehrenberg has taken at him.

"For Wehrenberg to call himself an independent is a fake. He has 25 theatres, started as a bartender and is worth over a million. Certainly he can't be classified as a small independent. For him to criticize anyone is wrong.

"He still gives away gifts, dishes, offers two-for-ones and advertises 25 cent admissions and sells five tickets for a dollar.

"He's head of the MPTO of that territory and the members don't even pay any dues. All this unit resolves itself down to is a squawkers' organization. It is not bona fide and does not represent all the exhibitors in the area."

Arthur repeats he has offered to eliminate all types of giveaways if the others in St. Louis do. He insists the move must be done jointly, as promises don't mean a thing. And, Arthur states, "If Wehrenberg and his so-called members want to inaugurate triple features, just let them start. The finish will not be as pleasant," the F&M head promises.

Arbitrator Finds for 'U' In Sam Phillips Case

NEW YORK—Bernard Hershkoff, impartial arbitrator in the dispute centering about Sam Phillips, discharged Big U booker, has found in favor of Universal. However, because of Phillips' 20 years with the distributing company, the outside arbiter has asked William A. Scully, general sales manager, to spot the booker in another exchange. Scully has agreed to place Phillips in Denver, but so far the offer has not been accepted by the booker.

Other arbitrators who sat at the hearings were Edward C. Raftery and E. C. Grainger, for Universal; and Arthur Sandman and Charles Voni, for the bookers' union.

Clevelanders Encouraged By Defense Activity

CLEVELAND—National defense orders to the tune of $60,000,000 are encouraging local exhibitors to believe the period immediately ahead will be satisfactory. Sixty plants here are working on government orders. Fifty in surrounding cities are filling $15,000,000 in orders as well.

U. S. Won't Go In

NEW YORK — Expectancy is American films will not enter the international film exhibit which the Italian government states will be held in Venice this year, as usual.

Gov't May Drop Blocks of 5, Substituting Cancellations



V. F. W. Honor Him—

In view of his efforts in behalf of veteran welfare and his Americanism campaigns, the Veterans of Foreign Wars, meeting in Los Angeles, have awarded Harry M. Warner a Gold Medal for Citizenship. The Warner patriotic shorts were an important contributing factor in the decision.

Kennedy, Negotiator On New U. K. Pact

NEW YORK—Joseph P. Kennedy, American ambassador to England, is expected once more to negotiate a monetary export agreement with the British government on behalf of all American companies operating in the United Kingdom.

Preliminary discussions have been launched by him with the two English agencies necessary to any understanding. These are the board of trade and the treasury. The current agreement, embracing seven companies, permits withdrawal of 50 per cent of their average annual gross for the three years antedating the arrangement which expires October 31. This totals $17,500,000 of which more than 75 per cent has been withdrawn.

In fact and despite general statements to the contrary, the understanding is no American distributor has been substantially embarrassed by the war situation and monetary restrictions growing out of it thus far. The concern is over the future and fears that restrictive imposts may become more severe than those now in effect.

Canadians Launch War Services Member Drive

TORONTO—The Canadian M. P. War Services Committee of the Canadian Picture Pioneers, headed by Clair Hague of Universal, is being organized across the Dominion with a membership objective of 1,000 exhibitors and exchangemen.

NEW YORK—Weekend reports current here lend credence to well-defined impressions the department of justice may revise its stand on the blocks of five selling proposal and offer the exhibitor groups it meets in Washington on Tuesday high-bracket cancellation instead. The proviso that goes with this reputedly bears on exhibitor desire for the substitution. MPTOA units would go for it, but whether Allied will is not so certain.

As a jumping off point in any negotiations leading to cancellations, it is likewise rumored the justice department will strike for 30 per cent, but settle on 20 per cent. Members of the "Big 5," now variously functioning under the 10-15-20 per cent cancellation setup, are believed willing to accept the switch.

The department's men apparently entertain little doubt now about a decree covering the five majors. They feel the proposals, shortly to be submitted to Attorney General Jackson, will be accepted by him. Once this is done, the government plans to file an amended complaint against Columbia, Universal and UA, in which the prosecution will seek relief, chiefly from current selling methods employed by those companies, and more remotely from production. With the anticipated technical delays which inevitably would follow such a complaint, months will be consumed. However, the government feels it can have its trial under way against the "Little 3," if there is to be a trial, by March or April. Once that develops, the department believes it can be cleaned up in three months and the ultimate appeal to the U. S. supreme court filed by the end of the summer.

Meanwhile, it is understood attorneys for distributors and government at a meeting at the Bar Association Building mutually agreed that any long-term franchise deals entered upon by the majors prior to June 7 when negotiations started will not be affected by the terms of a decree. However, and unless they were signed prior to that date, such deals fall under the mandate of decree stipulation.

Blocks of Five Sales Plan Jolts UMPTO

PHILADELPHIA—A vigorous protest against the "blocks of 5" provision of the proposed consent decree is voiced by UMPTO of eastern Pennsylvania, southern New Jersey and Delaware in a letter to Attorney General Thurman Arnold.

At the same time, the organization is broadcasting a plea to exhibitors to wire or write special delivery to Arnold "immediately," protesting the clause.

The letter to Arnold, signed by Lewen Pizor, president, and George P. Aarons, secretary, declares:

"This provision places the exhibitor at the mercy of the distributor, forcing him to buy in blocks of five, regardless of whether or not two or three of such block may be objectionable. The exhibitor at this time enjoys certain cancellation rights, and under this proposed clause, he would be denied any cancellation right. The exhibitor must be protected in cancellation rights.

"The buying of a limit of five pictures would work a very great hardship upon the

(Continued on page 30-D)

Friendly Approach Wins Out

Communication from Ben Serkowich:

"Everybody knows you're 'long' on IQ, but how about your SQ? (Sweets Quota).

"The best way to discover this important factor in your charm list is to eat this box of candy (it accompanied the letter), sent you with the compliments of radio's famous quiz-master, 'Dr. I. Q.' and the publicity staff of the Capitol Theatre where the Doc broadcasts from the stage every Monday night at 9 p. m. and gives away $1,000 in cash awards.

"To establish your 'sweets quota,' merely eat a couple of bars of this candy every day. This puts you in 100 per cent excellent and inspired mood, which causes you to take the attached news item and from the material contained therein, do a little piece of your own on 'Dr. I. Q.' for publication."

The material "contained therein," has the Doc praising New Yorkers for their high IQ rating, which is probably what the Doc tells all the boys and girls in other cities when he plays there, and reminds his show stays at the Capitol through "Boom Town."

Meanwhile, the SQ around the office threatens to outrun the IQ. Until the candy runs out.

Legal Actions Flooding Courts; Old Suit Against "U" Settled

NEW YORK—Court news of the week picked up considerably as the summer waned. Heading the list is a settlement out of the federal court of the $1,350,000 suit of American Feature Film Co. against Universal, on file since 1931.

The suit dealt with an early Universal grant of exclusive distribution rights to its shorts and certain specified features, for five years, to Jay M. Mullins. The plaintiff, who acquired the contract from Mullins, claimed padding of the negative costs, which latter determined the cost of the franchise. Universal's answer denied the charge.

Fox Theatres Corp., through its trustees, Milton C. Weisman and Kenneth P. Steinreich, have applied to the supreme court for permission to demolish a building owned by it on the grounds that the expense of its upkeep is more than it's worth. Cost of repairs would be $9,625 and of demolition, $1,260.

Wants "Brigham Young" Credits

Eleanor Harris, screen writer, has filed suit against 20th-Fox seeking an injunction from the federal court against "Brigham Young" until such time as the company grants her appropriate screen credit. She claims she is the author of the original story and collaborated with Louis Bromfield on the screenplay, but that Bromfield is given full screen credit and she is listed for story research.

John Krimsky and Gifford Cochran, Inc. have filed suit in the federal court against UA seeking damages of $258,582 for alleged improper distribution of the picture, "Emperor Jones." A seven-year contract on the film is just expiring with the plaintiffs claiming UA cancelled contracts and block-booked the picture at low prices in many instances, to secure exhibitor cooperation in playing lesser product. It is also alleged UA failed to reissue the picture or to exploit the 16mm rights.

Edward Rubinstein has filed a supreme court action against Official Films and Leslie Winik seeking damages of $7,619, claiming he was to have received one-half the profits, estimated to exceed $20,000, on a deal for 16mm rights to certain unnamed pictures. He says all he has received is $2,381.

Sigbert Wittman, former film operator, filed a voluntary petition of bankruptcy in the federal court listing $22,000 in assets and $46,514 in liabilities. Of the latter $35,746 is owned to Joe Hornstein Inc. on notes by the defunct Triad Theatres, Inc. Columbia, UA, and National Screen are owed lesser amounts on identical notes. Assets consist primarily of monies owed Wittman by Triad.

Irving Dreeben, manager of the poster department of UA, also filed a bankruptcy petition listing $1,141 in liabilities and $1,100 in assets. Most of the debts are the result of loans by employes at UA, 20th-Fox, and Columbia.

Federal Grand Jury Indicts Geo. Skouras

NEW YORK—George P. Skouras, head of Skouras Theatres Corp., was indicted Friday by a Federal Grand Jury on a charge of conspiring to bribe Martin T. Manton, former senior judge of the U. S. circuit court of appeals. The executive is charged with having loaned Manton $30,000 on January 11, 1937, after which the judge allegedly approved the sale to the Skouras chain of assets of the Fox Theatre Corp., held by Milton C. Weisman, receiver.

The indictment was handed up to Federal Judge Francis G. Caffey, at which time Skouras pleaded not guilty. Bail was set at $2,500 and if convicted he will be subject to a two year jail sentence and a $10,000 fine.

The assets allegedly turned over to the Skouras chain were the receiver's leasehold on the Academy of Music, New York, and the Fox Theatres' interest in the William Fox Realty Co. It is claimed that Skouras' bribe enabled him to secure the leasehold and interest in the William Fox Realty for $155,000, thus depriving Fox Theatres of rights which it is claimed would have yielded a profit of $1,500,000 over 20 years.

Indicted with Skouras are Harvey B. Nevins, former real estate broker and friend of Manton's, who, it is alleged, acted as the judge's procurer of the loan; also, the Skouras Theatres Corp., and the KTIMA Corp., half owned by Fox Theatres Corp.

A statement by Arthur Schwartz, attorney for Skouras, says: "Mr. Skouras is innocent of this charge or of any wrongdoing whatsoever. He has fully cooperated with governmental authorities, made available all records, corporate and personal, and has been subjected to questioning without any claim of privilege or immunity times without number. We are convinced the ultimate outcome will vindicate Mr. Skouras' personal integrity."

Korda Frames Plans Several Years Ahead

HOLLYWOOD—The six-picture program set up by Alexander Korda will cover a releasing period of two seasons and, very probably, three. His plans, it is significant, make no reference to release dates, yet at the rate of two a year for UA and with "The Thief of Bagdad" already set for 1940-41, the producer appears geared to operations over an extended period.

Slated for production in September are a film starring Vivien Leigh and Laurence Olivier and based on the lives of Lord Nelson and Lady Hamilton and "New Wine," a story of the life of the composer, Franz Schubert with Ilona Massey in the feminine lead.

Others plotted are "I Have Been Here Before," starring Merle Oberon; "Jungle Boy," starring Sabu, and "Cyrano," starring Olivier.

Metro Bids for Free Radio Time With Transcriptions

NEW YORK—In two weeks, M-G-M will launch semi-monthly electrical transcriptions in a bid for free radio time on a sustaining program basis. The company's more important fall and winter releases will be plugged in a recording running 14½ minutes, including station announcement at the beginning and close. Some transcriptions will incorporate short scenes in dialogue and news, plus production comment. Others will include songs from forthcoming musicals.

The disks will be produced at the M-G-M studios and shipped from there. First will be "Strike Up the Band," to be followed by "Hullabaloo," "Little Nellie Kelly" and "Bitter Sweet."

Admission Tax Extension Threatens, Says Howard

BOSTON—In a new bulletin, Arthur K. Howard of Independent Exhibitors, Inc., informs his members "a strong movement" is under way by affiliated theatres and "the organization dominated by them" to lower the federal admission tax exemption, or repeal it completely.

"The argument in favor of lowering the exemption," he states, "is that this will protect existing price levels; that so long as there is an exemption there is a tendency to reduce admissions below the breaking point and thus escape the tax. The affiliated theatres sought to reduce exemption to nine cents when the defense tax bill was in the senate. Only prompt action by Allied prevented such action at that time."

BROADWAY

A GOODLY exhibitor crowd turned out for the Astor Theatre showing of "The Howards of Virginia." The Columbia home office contingent was on hand in full complement, of course. But others included Adam Adams, Harry C. Arthur, George Balsdon, Irving Barry, John Benas, Laurence Bolognino, Clayton Bond, Harry and William Brandt, Max A. Cohen, Harold Eskin, Gus Eysell, Si H. Fabian, Max Fellerman, Jack Hattem, Harry Hecht, Ed Hinchey, Milton Hossfeld, Al Hovell, David Idzal, Leo Justin, Harry Katz, Dick Kearney, Larry Kent, Fred Meyers, Charles Moses, Charles C. Moskowitz, John J. Nolan, John K. O'Connor, Jack Partington, William T. Powers, Walter Reade, pere et fils, Eugene Picker, Aubrey and Marvin Schenck, Fred and Leslie Schwartz, Joseph Seider, Ben Sherman, George Skouras, David Snaper, Walter Vincent, Joe Vogel, and Ed Zabel.

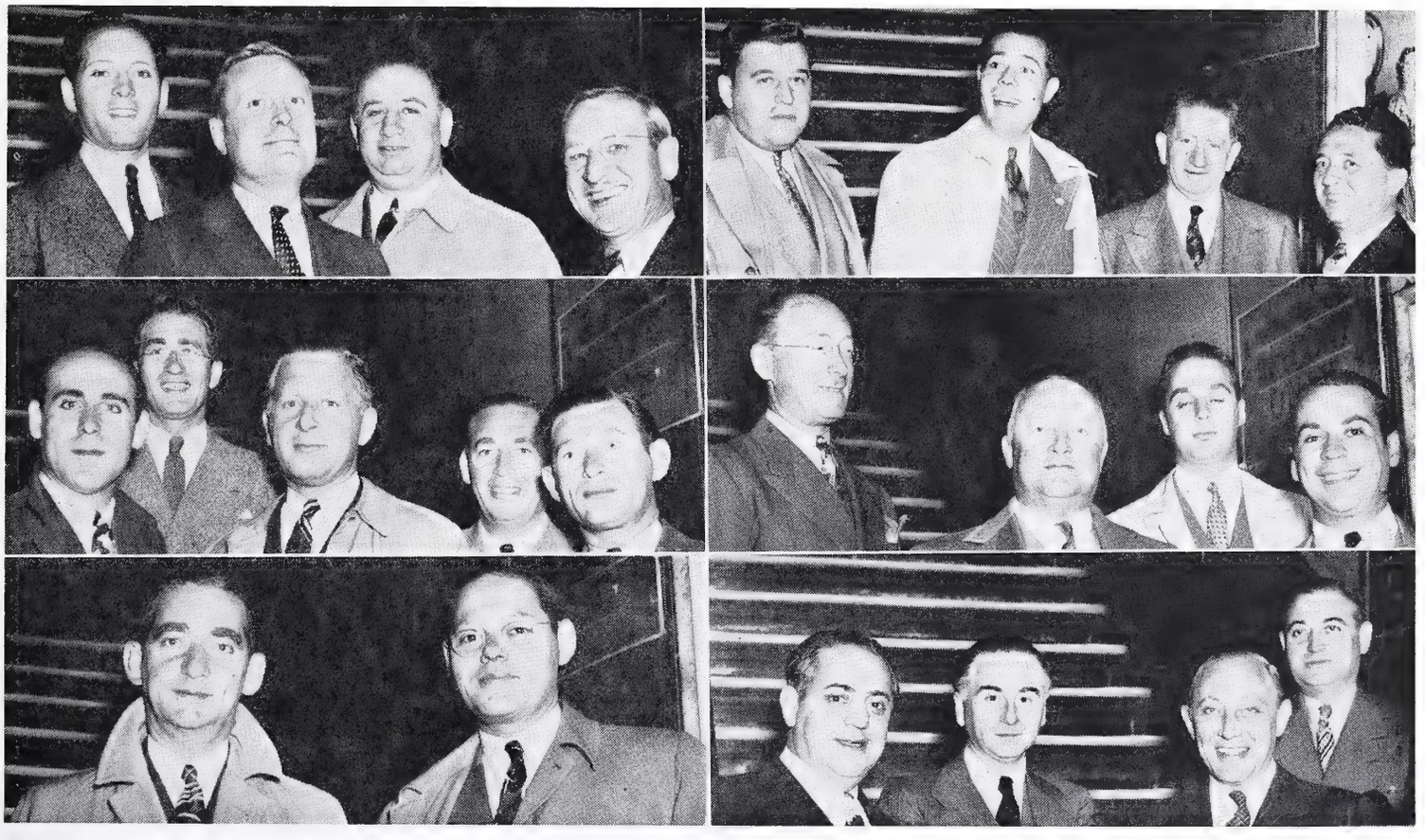
Returning vacationists Tuesday include Homer Harman, publicity chieftain for the Roxy, who has been covering all the highlights of Virginia, including Old Point Comfort, and St. Louis and Columbus; Irving Lesser, managing director for the same house, and Sam Forgotson, production manager for the M-G-M ad department at the h. o. . . . Lou Halper, in charge of Warner coast theatres, is in town for his first visit in years . . . Budd Rogers has closed a deal with Alfred Sack of Sack Amusement Enterprises to handle "The Outsider" . . . Ralph Bellamy and James Cagney are among the coast visitors here for the holidays.

W. Ray Johnston has sold his Larchmont home at a good buy and shipped his furniture out west. He's now back on the coast after a short stay here . . . David Idzal of Fox, Detroit theatre, was in town during the week for conferences with Bill Powers . . . Madeline White has given up her apartment, preparatory to moving to the coast . . . Bill Sussman has been out with a cold all week . . . Joe Schenck came in from the coast the latter part of the week . . . M. A. Lightman stopped off at the Paramount home office before heading for Chicago and the second Paramount meeting on the consent decree . . . Mickey Rooney heads east shortly for a month of personal appearances in a miniature musical revue. He will play Loew houses in New York, Washington, Pittsburgh and Cleveland . . . Harry Carey, having finished his summer theatre stint at Skowhegan, Me., is in New York, but heads for California shortly and a lead in "Shepherd of the Hills."

Si Fabian is back at his desk after a five-week absence. He cut short his stay at Atlantic City due to a quick recovery from his recent illness . . . Bill Brown was in from Stamford for a conference with Eddie Peskay early in the week . . . Charles E. Kessnich, southern M-G-M district manager, has been in town on the Griffith circuit deal . . . Ben Joel of Loew's is out of Park East Hospital where he spent the better part of two weeks with an infected throat . . . Bill Goldman, Quaker City exhibitor, says he's in the hotel business, operating the Warwick, Philadelphia, when he's not closeted on a film deal . . . F. H. Gildemeyer, manager for Western Electric in Havana, is in New York on an extended vacation. He reports the Cuban capital is to have a sort of Radio City of its own—a 14-story structure which will house two theatres. The main house will seat 1,800.

Sidney R. Kent bears visible evidences of having been out in the sun. The respite at the Thousand Islands did it . . . Vincent Hart, long identified with Production Code Administration of the Hays organization in the east, has been named assistant to Edwin F. Jaeckle, the chairman of the Republican state committee . . . Harry Joe Brown, associate producer at 20th Century-Fox, and his wife, Sally Eilers, are rounding out a 12-day West Indies cruise aboard the *America* . . . "Woody" Van Dyke, M-G-M director, a visitor in these parts . . . Lynn Farnol, who flew to Denver for the premiere of "Kit Carson" there Tuesday night, went on to the coast, but again for only a handful of days . . . Clar-

(Continued on next page)



—Metropolitan Photos

Exhibitors, En Masse, Turnout for "The Howards of Virginia"—

The Astor Theatre management was worried about the regular 1:30 *opening of "Gone With the Wind," but the weather was bad and so Joseph R. Vogel had the theatre staff delay the launching of the morning trade showing of Columbia's new one. The house was crowded, a lot of exhibitors being among those present. What the camera caught, in part, goes on above. Starting from the top, swinging from left group to right group and continuing in the same routine, the assemblages include: Irving Barry, William T. Powers, David Idzal and Charles Perry in the first; Murray Miller, Walter Reade jr., Harry Hecht and Leo Brecher in the second. In the third are Irving Pinsker, Harold Rinzler, Irving Dashkin, Irving Kaplan and S. Kolbert, and in the fourth, Sam Goodman, Al Hovell, Leslie and Fred Schwartz. The fifth, a twosome, is made up of Marvin Schenck and Eugene Picker and the sixth, of Louis Weinberg, Red Kann, Joseph R. Vogel and Oscar A. Doob.*

BROADWAY

(Continued from preceding page)

ence Erickson, business manager of Walter Wanger Productions, continues his eastern stay, his longest, incidentally, in quite a time . . . If the chopped liver around Lindy's has been missing Leonard Weisberg, it's because he's been off on vacation.

Tex Ritter is in town . . . Mitchell I. Koppel, formerly with Alexander Film, is now in charge of a newly-created industrial film department at Emerson Yorke studios . . . Bernie Sobel, former press agent for Florenz Ziegfeld and for some years handling special assignments for M-G-M, has formed Bernard Sobel and Associates. However, he will continue to do jobs for Metro, as, for instance, special promotion on "The Ziegfeld Girl" . . . Dave Palfreyman didn't return from that Maine holiday until Wednesday . . . Among those at the Tuesday night preview of "Foreign Correspondent" at the Rivoli were James Roosevelt, Ingrid Bergman, Joan Bennett, Lillian Hellman, Joan Crawford, Nino Martini, Richard Rodgers, George Kaufman, Oscar Serlin, Dennis O'Brien, Merlin H. Aylesworth, Edward Bowes and a flock of others, not excepting the whole battery of UA officials. And, quite naturally, Walter Wanger.

Dave Palfreyman has returned from a vacation at Moose Head Lake, Me., where he forgot business for two weeks . . . E. V. Richards has his yacht, the *Northwind*, docked in the Potomac where he has been negotiating some business deals lately. The boat is the one he bought last winter from Stanton Griffis. Tom Connors recently flew down to Washington and back after a conference with Richards on the boat . . . Bill Rodgers' daughter appeared in the annual "Big, Little Show," held at the Westchester Country Club at Rye. She danced "The Merry Widow" waltz. Among those who saw the show were Gradwell Sears, Ned Depinet, Sam Dembow, E. K. O'Shea, Arthur Rapf and a host of others. And, of course, Rodgers . . . Mike Rosen is going in for fancy cigar holders . . . Martin Moskowitz spent the weekend at Wayne Country Club in the Poconos of Pennsylvania.

Y. Frank Freeman spent a handful of days conferring with Paramount home office executives and is now back at the studio . . . Lynn Farnol is due from Hollywood almost momentarily . . . Morris Helprin, associate producer with Alexander Korda, a visitor from the west . . . Robert Montgomery and Raymond Griffith came east via the Washington *and the Canal . . . Sol Sachs, RKO manager in Dallas, has been spending some time around the home office . . . Charlie McCarthy has returned from his Nantucket holiday . . . Joe Moskowitz acquired quite a tan while in Hollywood . . . H. M. Richey starts his new post with Loew's with this issue.*

George Dembow was the center of many eyes and a lot of jibing in Cincinnati early in the week. This explains how and why: Up at the crack o' dawn in his Larchmont home to catch a 7:05 a. m. plane, the temperature was down to 42. He yelled for a topcoat as he dashed through the door, kindness of Mrs. D., and made the ship without incident. When he arrived in Cincinnati, the thermometer read 95. Everyone he ran across gave him that peculiar look, but compromised with, "Where did you come from? It must have been cold there" . . . Edward Everett Horton, winding up his tour of "Springtime for Henry," goes west shortly where an assignment in "You're the One" awaits him . . . Gale Page plans a New York visit as soon as she finishes work in "Four Mothers" . . . Norman Ayers, Warner branch manager in Boston, was in for talks with Roy Haines.



Off the Shelf—

John J. Payette, zone manager of Warner Bros. Theatres in the Washington territory, offers a book to his daughter Dolores from the "Warner Million Dollar Book Shelf." All the books are on the 1940-41 *production schedule at the company's studios.*

Say Roosevelt Rues Mills Novelty Pact

By GENE RICH

CHICAGO—BOXOFFICE learned from reliable sources this week that James Roosevelt has been trying to "figure a way out" of his tieup with Mills Novelty Company of Chicago to furnish that concern 16mm shorts for its forthcoming slot machine films.

Roosevelt, it is learned, has been finding too much opposition from exhibitors and exhibitor organizations throughout the country, and fears it may affect the regular theatre product he is to produce for United Artists distribution, including "Pot O' Gold," with Horace Heidt and his orchestra and Jimmy Stewart, and other pictures.

So far, it is understood, though not confirmed, that Mills executives have not been willing to release Jimmy from his contract of producing the shorts. Just recently, Henry Henigson, Roosevelt's general manager, is said to have announced immediate plans for production of 30 of the proposed 300 shorts under the deal.

Massachusetts Candidate Would Clamp on Beano

BOSTON—Filing a bill to "put teeth into the state Beano law," Representative George W. Roberts, Republican candidate for attorney-general, charges professional racketeers are reaping a profit of $5,000,000 a year on illegal operations of the game.

The lawmaker proposes an amendment to the existing statute under which violations would be punishable by a fine of $1,000, or a year in prison.

Government May Drop Blocks of 5 Plan

(Continued from page 30-A)

exhibitor, particularly the one located away from the exchange center. It would increase the exhibitor's cost considerably and nullify his present desire for community selectivity and, of course, force him to 'play or pay for' all five of the pictures to get the probable few of such group suitable to his community. This clause serves no public interests whatsoever.

"This organization feels that the department of justice, through yourself, is very anxious to fairly and impartially adjust the differences now existing in this industry and guard the exhibitor against any inequitable approaches by the distributors, and provide a fair basis under which the exhibitor may procure and exhibit his necessary pictures.

"With this thought in mind, we are quite sure that you will agree that a denial to the exhibitor of a cancellation privilege is a denial of a protective right. In conclusion, we urge upon you that this 'five-picture clause' be eliminated from the proposed consent decree, and a very substantial cancellation privilege be substituted therefor."

West Virginia Group Opposes Blocks of 5

WHITE SULPHUR SPRINGS, W. VA.—Swelling the list of exhibitor associations which are on record in opposition to the proposed blocks of five selling plan as part of a consent decree is the West Virginia Managers' Association. A resolution condemning the decree as it now stands was passed, but emphasis was centered on the blocks of five provision. The action followed an address by E. L. Kuykendall.

S. J. Hyman was re-elected president and other officers returned.

Hays Public Relations Committee Forming

HOLLYWOOD—An eastern and western public relations committee, operating under the Hays association banner, is expected to materialize, as earlier reported.

Roy Norr, here for several weeks on the project which would be an outgrowth of Tom Pettey's resignation as public relations counsel at the M. P. Producers' Association, concedes a new setup "largely along those lines" is being worked out, although he adds the procedure probably will not be determined for a few days. He is due back in New York Wednesday. Francis Harmon returns about the same time, but Will H. Hays remains here for several additional weeks.

Aiken Gets "The Birth"

NEW YORK—R. M. Savini has closed with Harry Aiken of Epoch Prod. to distribute "The Birth of a Nation" in its synchronized version in all the western as well as the northeastern states, comprising about 90 per cent of the country.

"McGinty" at $87,000

NEW YORK—Paramount is surprised and pleased over the $87,000 gross rolled up by "The Great McGinty" in two weeks at the Paramount. The picture did $47,500 in its first week and $39,500 in its second. Cab Calloway headed the stage show.

Can Pick Own Basis For Profits Taxes

WASHINGTON—Corporations in the motion picture industry which may be liable for excess profits taxes under the legislation now pending in Congress will be permitted to elect whether to base their profits on average earnings or invested capital.

Earnings in excess of the average or of specified percentages on invested capital will be taxable at rates from 25 to 50 per for the former and 20 to 45 per cent for the latter, under the bill as approved by the House Ways and Means committee.

Designed to prevent profiteering on the national defense program, the bill is to apply to every corporation in the country because of the impossibility of framing legislation which would cover only such activities as were concerned in the defense effort.

While it would, of course, be possible to enact legislation applying only to concerns holding government contracts, such a measure would not be adequate because the government's contractors buy materials and services from others who, in turn, also must buy some of the things they need, so that the defense effort eventually will permeate through to a very great segment of American industry.

Base Period, 1936-39

Corporations subject to excess profits taxes will be permitted to average their earnings for the base period, 1936-39, inclusive, and only earnings in excess of that average will be taxable. A similar average of invested capital will be allowed to corporations electing to be taxed on that basis, and only profits in excess of seven per cent on the first $500,000 of invested capital and five per cent on invested capital in excess of $500,000 will be taxed.

In the case of companies taxed on average earnings, the rates proposed by the House committee are 25 per cent on the first $20,000 of excess earnings, 30 per cent on the next $30,000, 35 per cent on the next $50,000, 40 per cent on the next $150,000, 45 per cent on the next $250,000 and 50 per cent on all over $500,000.

In addition, such companies are to pay an additional normal tax of 4.1 per cent, which is not to be imposed on corporations electing to be taxed on the invested capital basis.

Rates on corporations taxed on the basis of invested capital will be 2 per cent on the first $20,000 of profits in excess of the seven and five per cent allowed, 25 per cent on the next $30,000, 30 per cent on the next $50,000, 35 per cent on the next $150,000, 40 per cent on the next $250,000 and 45 per cent on all over $500,000.

For the benefit of corporations which had poor earnings records during the base years, a number of relief provisions will be written into the bill. Under one of these provisions, corporations which suffered losses from flood, fire or other "acts of God" during the 1936-39 period, for which they had no insurance, will be permitted to add such losses to their average income, while corporations suffering capital losses will be able to deduct such losses, although only to the extent of the earnings lost.

"Long Voyage" Next

NEW YORK—"Long Voyage Home" follows "Foreign Correspondent" into the Rivoli. The latter picture is slated for a five-week run. Both are Walter Wanger pictures.

Paramount Partners Hold Regional in Chicago

CHICAGO—Paramount theatre operators attended a regional meeting here this week, supervised by Leonard Goldenson and Sam Dembow of the Paramount home office theatre department. General operation problems were discussed.

Those attending included John Balaban, B&K, and Jules Rubens, Great States, Chicago; Earl Hudson and Eddie Hyman, United Detroit Theatres, Detroit; Tracy Barham, Cleveland; Abe Blank and Ralph Branton, Tri-States, Des Moines; Harry David, Salt Lake City; John Friedl, Minnesota Amusement, Minneapolis.

Dies Clears Stars

NEW YORK—Franchot Tone, Luise Rainer and Francis Lederer have been cleared of accusations they had been affiliated with the Communist party by Martin Dies, chairman of the house committee on un-American activities.

Montreal the Winner

NEW YORK—RKO's Montreal exchange, headed by H. F. Taylor, is winner of the company's "Escape to Paradise" billings contest which ended in mid-August. G. Lefko and the Cleveland exchange are second in the first group. In the second classification, B. G. Kranze and the Albany exchange are first and H. C. Fuller and Salt Lake, second.



—Metropolitan Photos

The Premiere Season Gets Going—

Furs and black, as well as white, ties made their first appearance of the declining summer in New York as "Foreign Correspondent" opened at the Rivoli. The busy cameraman, bulbs dusted off, caught these people in and around the theatre. Above, Harry D. Buckley, UA vice-president, and Mrs. Buckley. Below, left, Nate B. Spingold of Columbia and Mrs. Spingold, while to the right of them are Jules Brulatour and Mrs. Brulatour (Hope Hampton). Below the Gold family—Harry, Gloria Jean and Mrs. Gold. Finally, Producer Walter Wanger and Lynn Farnol, the latter having left early to fly to Hollywood on plans for "The Great Dictator."

WASHINGTON

WOODY VAN DYKE, M-G-M producer, together with Mrs. Van Dyke, were surprise visitors to the nation's capital over last weekend. Following their guest appearance at Variety's Manor Club dinner-dance they appeared on the Shoreham terrace on Saturday eve as guests of Carter Barron, Loew zone manager, with Mr. and Mrs. Rudy Berger, Mr. and Mrs. Carlton Duffus, and Mr. and Mrs. Gene Ford in attendance . . . Mickey Rooney's forthcoming personal appearance week at the Capitol has the town agog, he being a great favorite here following his attendance at the President's birthday ball.

It is reported that the State, Appalachia, Va., has been purchased from the Byer Interests by M. K. Murphy . . . John Gribble of the New State, Williamsport, Md., visited the Row for a booking session and chanced to meet Freddie Klein of 20th-Fox. Their first meeting since they both attended W. and J. 21 years ago . . . Irving Hanover, Columbia auditor, is in to make the usual check . . . Ted Spraker of Saltville has returned from his Virginia Beach vacation . . . The Motion Picture Salesman's Club of Washington will resume its monthly meetings next month . . . Mr. and Mrs. John Bachman and family, he the Warner branch manager at Charlotte, visited the Row while en route to Pennsylvania to visit his mother.

Warner theatres: Rick LaFalce is home nursing an attack of ptomaine . . . His brother Frank, Mrs. Norman Newnam, and Roy Schatt are victims of Ole Jupe Pluvius and are battling colds . . . "Rusty" Duncan is back after a much enjoyed respite . . . Helen Hopkins chose New England for her two weeks of leisure, while Mrs. Mackie Smith headed for New York and a visit to the fair. George Lenehan's long-awaited Ocean City sojourn has taken a weather beating . . . RKO's Ei Grover is off for a swing through the Clinch.

Herbert Young, son of 20th-Fox's Sara, weekended here and returned to Gloversville . . . Chas. Stern, UA district manager, was a visitor . . . Tommie Taylor of UA is vacationing in Norfolk and vicinity . . . Clark Film's Estelle Tabb had to stay home to shake that cold . . . Harry Thomas, Monogram franchise holder, visited for the Variety soiree . . . Curtis Hildebrand forsook Philly for a weekend in the home town . . . RKO's Jess Smith is seeking nibbles in the waters of southern Maryland . . . Mary Janin is back with the glad tidings that her heart interest has been appointed a non-commissioned officer . . . Frank McNamee's resignation from RKO's Philly branch managership, following 18 *years with the company, with a stretch as the local chief, proved to be quite a shock to his host of friends along the Row.*

Metro chatter: Anna Ridgely is back from her Atlantic City retreat . . . The exchange is still in first place in the charges drive and if the figures hold up each one is in line for two weeks pay . . . Morris Zell's birthday was August 24 . . . Mrs. Fred Rippingale has returned home from her stay at the shore . . . Jack Goldberg has recovered from his illness and is back on the road.

Lavelle Forrester, secretary to Bernie Kreisler, is convalescing from an illness in Emergency hospital . . . Alice Reighly, cashier, observed a birthday August 26 *. . . Paramount's Hugo Johnson has returned following visits to New York and Pennsylvania . . . Mrs. R. Smith, secretary to Eddie Fontaine, has returned from her vacation stay at Wildwood, N. J. . . . Henry Goldberg, auditor, is making a periodic check . . . Bob Denton and the newscameramen trekked to Wilson, N. C., to film the tobacco auctioneers . . . Deepest sympathy is extended to Bertha Boyd and Russell Ricker on the death of their grandmother . . . Justine Shields is the new telephone greeter . . . Ida Greene and Tommy Mudd have returned following visits to the Fair . . . Supervisor J. Haas of Advertising Accessories is installing a new system at the local branch.*

Brandt Booking Deal With Bolte for Bronx Quartet

NEW YORK—Harry Brandt has effected a booking and buying deal with John Bolte for the Wakefield, Laconia, Burke and Kimball in the Bronx. Management continues with Bolte.

Sam Baker is building a new 599-seat house at 72nd Drive and Main St., Regency Park, L. I. It is expected to be opened in a few months, with Interboro handling booking and buying as it does for the other Baker units.

Murray Stahl has pooled the Regent, Kearney, N. J., with Warner's Hudson, same city, with the major circuit handling the booking and buying.

Ed Pollock on Sunday started his usual full week winter policy for the Strand, No. Tarrytown.

Loew's Victory had a fire in the balcony the early part of the week, with minor damage to seats, and with no one reported injured.

Manny Meyers and Ben Levine, who operate the Trio Exchange, have taken the Washington, on Amsterdam Ave., and reopened it over the weekend. It's the first theatre for the exchange combo.

Whether or not Loew's will continue to operate the Ziegfeld, in view of the foreclosure proceedings against one of the Hearst real estate companies, has not been determined yet. Usually proceedings of this kind wipe out a lease, but Loew's has not yet been informed as to its status.

Warner Opens Two Houses In Philadelphia Zone

PHILADELPHIA—Two Warner houses in this zone opened Saturday, August 31. The first was the Hiway, Jenkintown, which has just been taken over by Warner. It will be handled by Larry Graver, district manager, and Morris Conner, theatre manager. Because of the temporary absence of Graver, due to illness, the opening was directed by Lou Davidoff, assisted by Al Zimbalist, publicity department.

The second house is the Arcadia, Wilmington, which was closed during the summer. District Manager A. J. Vanni is in charge.

Need More Hotel Room for N. J. Allied Convention

ATLANTIC CITY—In order to accommodate the many reservations which are piling in for the 21st annual convention of Allied of New Jersey, additional space has been taken at the Chelsea Hotel. The three-day affair, which starts September 25, will take place at the President with a testimonial dinner to Abram F. Myers, general counsel for the national organization, the last evening.

BALTIMORE

WILLIAM K. SAXTON, Loew's Century, has set up a continuous performance scale of increased prices for the Baltimore showing of "Boom Town." The house will open at 9:30 a. m. . . . Louis Youckelle has resigned from Capitol Printing Co. and will devote all his time to managing the Highland . . . Rodney Collier, manager of Warner's Stanley, really has the town plastered for "The Sea Hawk" . . . Bernie Kreisler, Universal branch manager, paid a visit to Lawrence Schanberger at Keith's last week . . . Martin Rogers, manager of the McHenry, is vacationing on the Severn river . . . A. Coplan, Fremont, was seen on the boardwalk at Atlantic City last week.

Holmes Alexander has resigned as vice-chairman of the Maryland board of censors and Governor O'Conor has appointed Mrs. Annie E. Elliott to that post . . . A visitor to Baltimore was Jack Kahn, manager of Warner's Manor, Pittsburgh. Jack visited his father here . . . Sheriff Joe Fields has just returned from a trip to the World's Fair . . . Mr. and Mrs. Nathan Klein have just returned from a three-week Hollywood trip . . . Leon Back attended the tennis matches held by the Washington Variety Club last week and tied for first place and won a portable radio . . . Herman Cluster is opening the Cluster at 11:45 *a. m. for the showing of "All This, and Heaven Too" . . . Mac Cluster is expected to leave the hospital soon, as he is well on the road to recovery . . . Irving Schlossberg of the Rivoli will take those fatal steps soon . . . Milton Schwaber of the Linden has just returned from a trip to Albany, N. Y. . . . Republic's Morris Oletsky, local tennis champ, is sporting a new car.*

James Dixon, assistant manager at Loew's Century, weekended in New York last week . . . Chubby Caplan, Linden, just bought himself a new Studebaker . . . Mr. and Mrs. Frank Hornig jr. took a driving trip to Niagara Falls and Canada . . . Jack Dausus is putting the seats in Bill Hicks Auditorium . . . Bernie Seaman and Ted Routson of the Hippodrome are offering prizes for the best toasts in conjunction with "Lucky Partners." The Baltimore *News Post* is cooperating.

Walter Pacy, Durkee circuit, is vacationing in Ocean City, Md. . . . Elmer Nolte attended a screening at Loew's Valencia with a party of friends and then took them to the Variety Club . . . Joe Grant of the Dunbar is also out of town . . . Ben Flax of the Lincoln vacationed in Atlantic City . . . Nat Rosen of the Royal also was seen there on the boardwalk . . . Fixer Dugan Cohen of the Essex is going to open the Electra about October 10 *. . . The home of Morton E. Rome, son of Morris A. Rome, was burglarized while they were vacationing. The loss was* $1,500 *. . . The Variety Club's cruise down the bay last week proved to be a success. John Wahl still is talking about the swell time he had . . . The women's Gene Autry Club of Forrest Park has named Morris Oletsky of the Republic exchange an honorary member . . . Joe Young, Universal salesman, has a hobby swinging a mallet on hard shell Maryland crabs . . . Louise Platt, who played a star role in "Captain Caution" at Loew's Century last week, is the daughter of a naval officer at Annapolis, Md. . . . Morris Oletsky is mighty happy when he hears someone whistle "Scatterbrain."*

Team Vincent and Von Cube

HOLLYWOOD—Allan Vincent and Irmgard Von Cube have been teamed to script "Face Behind the Mask" for Columbia.

BUFFALO

BERT LAPETINA of the Shea Buffalo orchestra looking forward to the debut of Ernie Fioreto as guest conductor Friday . . . Jim Stubbe, manager of the North Park, back from vacation and rarin' to go . . . Our sympathy to J. Meyer and Louie Schine, who recently lost their mother . . . Jerry Shea, operator of a Toronto house and brother to the late Mike, in town renewing old acquaintances.

Wedding bells pealed this past month for Horace Free, manager of federal checking bureau. Renee Sullivan, wife of UA's Mat, was the pretty bridesmaid . . . Peggy Maurer, ex of the Century Theatre, also took a mate. Incidentally Peggy's sister, Edith, works on the Shea office staff . . . Dick De Tota, formerly of Clifton Springs, in town and making the rounds of the local exchanges.

Bill Bork, Universal's Rochester salesman, is living alone, but not liking it. The family is in Detroit for a while . . . Why doesn't he contact John Scully also of Universal? John's family is spread around the country for a while.

Twentieth Century-Fox Exchange employes held their annual outing at Biehlers (Palace Hamburg), Boston Hills Farm. Billy Gibson's baseball team took an awful beating . . . Life ambition: To walk into Warner's office and see Ruth Rappaport resting. It's harder to see her than the President . . . Did Bill Hallman of the same exchange, and his daughter Pattie, ever miss any picture that ever played this town? . . . Members of the exchanges located at 505 Pearl Street seen arguing over the merits of the newly installed parking meters, in front of the establishment.

Answer to last week's query about George (Roosevelt Theatre) Rosings' fishing trip: No fish . . . The reason for the natural hospitality extended to patrons of the Bailey Theatre is: Don Harpole, manager, is a native of the South, West Virginia, suh . . . Does Spence Balser, (Basil Brothers) booker, ever tell of the time he managed the Genesee Theatre, and all the kids in the neighborhood called him daddy? . . . Keeping in the Balser family, daughters Berniece and Beatrice, are working at the Broadway Theatre . . . Carl Patterson, Kenmore Theatre operator, carries enough clubs with him when golfing to supply a foursome . . . Johnny Sandstone, projectionist, still coming through in the 70s and 80s.

Baseball is coming to a close, with Harry Dixon's Academy team still on the top . . . Last week Frank Gervase of the Shea Buffalo team had to be taken to the hospital for an injury received during the game. Jimmy O'Shea also figured in the affray but came out unscathed. (He threw the ball that did the damage) . . . Jim Phillips, Shea Hippodrome junior executive, looking forward to college in a very few weeks . . . Bud Coyle, ex of the Shea staff, now in the employe of Uncle Sam. He carries the mail . . . Ralph Maw of Metro and wife consistent patrons at the Variety Club.

Fox Paying Dividend

NEW YORK — The 20th Century-Fox board, meeting Thursday, declared a regular quarterly dividend of 37½ cents on the preferred, payable September 30 to stockholders of record at the close of business on September 16.

RKO Product Deal With Warner Circuit Signed

NEW YORK—Ned E. Depinet on Thursday formally stated RKO's deal with the Warner circuit has been signed. It gives his 1940-41 product playing time in 359 situations, including first runs in Philadelphia, Milwaukee, Cleveland and Pittsburgh. Andy Smith represented the distributor and Clayton Bond, the circuit.

B&K Signs for New RKO Product in 40 Houses

CHICAGO—RKO has closed with B&K for 1940-41. Forty theatres are embraced. This was the deal which brought Andy Smith, general sales manager, and Cresson E. Smith, western sales manager, here from New York. Walter E. Branson, midwestern district manager, and J. C. Osserman, local manager, aided them.

Republic Sells Warner

NEW YORK—J. R. Grainger, president of Republic Pictures, announces a contract has been signed with the Warner circuit for Republic's new season product, for houses in Philadelphia, Washington, New Jersey and Pittsburgh.

Ebeling a Victim

SOUTH BEND, IND.—The mystery of Walter Ebeling's disappearance July 9 while en route to the coast, has been cleared up with the confession by two hitchhikers arrested in Indiana, to the murder of the theatreman. Ebeling was manager of the 86th Street Garden Theatre in New York City.

REVIEW FLASHES

DR. KILDARE GOES HOME (M-G-M)—Audiences are administered an educational pill by the popular young film medico in the form of a plea for socialized medicine. However, the pellet is heavily coated with the blend of drama, comedy and romance that has made past entries in this series so popular and there is every indication most customers will find it easy to take. Lew Ayres. Harold S. Bucquet directed.

DURANGO KID (Col)—Homesteaders versus crooks; crooks versus Charles Starrett. That's the collection of motivating forces that effectively contribute to the spirit and entertainment value of this fast moving western. Luana Walters co-stars. Directed by Lambert Hillyer.

STRANGER ON THE THIRD FLOOR (RKO)—Ideal supporting fare for most any program with sufficient suspense to command audience interest. A star reporter supplies the circumstantial evidence which convicts an innocent man of murder; similar circumstances make him suspect and then the real guilty one is tracked down. Peter Lorre, John McGuire, Margaret Tallichet. Boris Ingster directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

PHILADELPHIA

THE SHOWMEN'S CLUB executive board will meet next Thursday at the Bellevue Stratford to formulate final plans for opening of the new quarters at 1315 Vine Street . . . Buck Rinker, Horlacher driver, responded to a call for a blood transfusion for Barney Cohen, Wissahickon, ill at Mount Sinai Hospital . . . Harry Felt, Highland Park, announces the engagement of his daughter, Hilda, to Dr. Bernard Kushner . . . A host of filmites attended the crowning of Frances Burke as Miss Philadelphia at Jack Lynch's . . . George T. Callahan jr. of Exhibitors Film Service, Pittsburgh, was in town conferring with Horlacher's.

Eddie McAvoy, former RKO man, was in Philadelphia representing Select Pictures . . . Columbia has big things planned for the opening of the "Howards of Virginia." Tuesday night Ed Rosenbaum will chaperone a delegation to the world premiere, to be held the following night at Richmond. The visitors will include Elsie Finn and Charles Fisher, Record; *Henry Murdock,* Ledger, *and Ev Callow, Warner. Skip Weshner and Ted Schlanger will fly down the next day . . . On Sunday, September 8, at 8:30 p. m., there will be a reserved seat screening for the trade at the Carman . . . Martha Scott is to be at both showings.*

Mrs. Emashowski was in town booking for her new Larksville . . . The remodeled Cameo, Allentown, reopens this week under the management of George Kurlansik, who has the Towne in the same city . . . Al Farrell, Comerford, is on vacation, catching enough fish for a year of Fridays . . . Among the out-of-towners seen around this week were Bill Bayher, Park, Lehighton; Si Venus, Lyric, Throop; George Reister, Capitol, Shamokin; Tom Elliott, Garden, Frackville; George Gatta, Mildred, Mildred, Pa.; Harry Taylor, Twain, Mansfield, and Doc Weller, Morley, Athens, who has just got over an illness.

Harry Appel, 20th-Fox shipper, is back from vacation . . . So is Helen Lashell, in the billing department . . . Mollie Ellman, Monogram's bookkeeper and receptionist, is vacationing . . . Salesmen Herman Rubin, Jack Holman and George Beattie, Paramounteers, were top men in the district in the recent drive conducted under the banner of Earle Sweigert . . . Edna Grotstein, Republic, was reported undergoing an operation at St. Joseph's Hospital.

Earle Sweigert and Herb Elliott will be "Kings for a Day" at the "Miss America Banquet" in Atlantic City, September 3 . . . Dave Seaman, Forum, and his assistant, Jack Fields, sponsored a picnic for 1,000 kiddies at Wissinoming Park.

Daniel Katlin, Music Hall, Lansdowne, chalked off a birthday on the 24th . . . Allen Lewis, Dante, marked his sixth wedding anniversary on the 26th; and his pal, Moe Verbin, Record, *celebrated with his missus on the 29th . . . Sidney H. Ellis, Broad, marked a birthday on the 30th. Incidentally, he has a date at the altar September 15 . . . William Goldman marks a birthday September 1 . . . Mr. and Mrs. A. M. Ellis celebrate their wedding anniversary the 3rd.*

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Cohns Contracts Provide Salary Cut Restoration

NEW YORK—The impending employment contracts for Harry and Jack Cohn which Columbia stockholders will be asked to approve at the annual meeting September 18 provide for restoration, out of profits, of the 33 1/3 salary cut which these two executives voluntarily took about this time last year. "If the profits are large enough to warrant these payments," states the company, "there will be profits left amounting to approximately $1.18 per share on the common stock after preferred dividends.

Walter Gutlohn Musical Shorts for 16mm Field

NEW YORK—Walter Gutlohn, Inc., states the 21 musical shorts planned by the newly-formed Artists' Films, Inc., are not designed for theatrical distribution, but for schools and the 16mm field.

The company, formed in Hollywood by Rudolph Polk, vice-president of CBS's artists bureau, has signed contracts with a group of notable musicians and musical organizations. These include Jose Iturbi, Albert Spalding, Emanual Feuerman, Gregor Piatigorsky, Mildred Billing and the Coolidge String Quartette.

Felder Leaves Monogram; Duties to H. Thomas

NEW YORK—Joe Felder, local branch manager for Monogram, has resigned after holding down the post a number of years. Harry H. Thomas will add the duties, in addition to the district supervisorship.

Reisman Will Preside at Buenos Aires Meeting

NEW YORK—Aside from inducting into office Ben Y. Cammack, newly appointed Argentina manager for RKO, Phil Reisman is en route to Buenos Aires to preside at a sales convention which opens in that city September 13. He will visit various offices and return here in about eight weeks.

Corporation Changes Name

ALBANY—Luporini and Variety Film Corp., with offices in New York, has made a change of name to Variety Film Distributors, Inc. Attorney: Rudolph Allen, 565 Fifth Ave.

BOXOFFICE is one of my favorite publications, and I look forward to each issue, particularly The Modern Theatre, which is always kept on file for quick reference."

—ROBERT E. BRYANT,
Capitol Theatre,
Rock Hill, N. C.

BOXOFFICE
The Pulse of the Motion Picture Industry

Starts With Record

NEW YORK—The largest booking of a film in any one state is claimed for "The Westerner," which after its premiere in Ft. Worth, September 19, will have simultaneous showings in 100 other Texas theatres the following day. Gary Cooper and other notables will attend the premiere.

Films for Show Boat

CHARLESTOWN, MD.—The floating theatre which has been entertaining Delaware, Maryland, Virginia, and Carolina riverfront towns for many years, is having its final run here this week prior to complete renovations into a motion picture theatre.

Democrats Would Modify Delaware's "Blue Laws"

DOVER, DEL.—A plank calling for the modification of Delaware's ancient Sunday "Blue Laws" is included in the platform adopted Tuesday by the Democratic state convention meeting in the Capitol Theatre here. The plank also recommended the amending of certain state statutes prohibiting the playing of "harmless games of chance."

Delaware's 144-year-old blue laws have been under fire for the past several years over the Sunday shows fight and opinions of Atty.-Gen. James R. Morford ruling against Bank Night and Bingo. The last session of the state legislature appointed a special commission to study possibility of bringing the blue laws up to date.

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Date.....1940

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Title .....

Comment .....

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Date Played..... *Weather*.....

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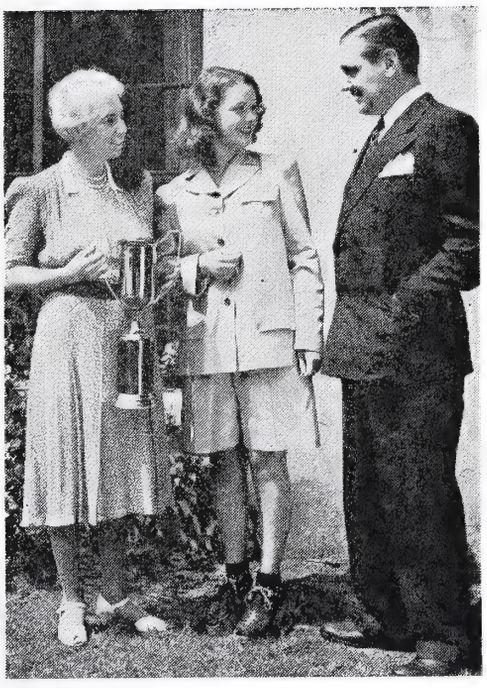
Exhibitor ..... Theatre.....

Capacity .....

Type Patronage ..... Admission.....

Town ..... State..... Population.....

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)



Congratulated—

Winner of the Hollywood Studio Club's annual trophy when she was adjudged "most inspirational extra of the year," Doris Davenport (center) receives the congratulations of Marjorie Williams, club director, and Kenneth Thomson, executive secretary of the Screen Actors Guild. Miss Davenport, extra since 1933, *landed a long-term contract with Samuel Goldwyn and the lead opposite Gary Cooper in Goldwyn's "The Westerner."*

Dies Exonerates Stars of Fitts' Red Charges

District Attorney Buron Fitts having tabled other matters to concentrate on campaign efforts for re-election in the primaries August 27, his strenuous activities in connection with a probe of alleged "fifth column-Communist infiltration" through Southern California in general and the film colony in particular has, temporarily, at least, been sidetracked.

Consequently the scene shifted to New York with the arrival there of Rep. Martin Dies, who promptly issued a statement exonerating Franchot Tone, Francis Lederer and Luise Rainer of charges they were Communist sympathizers. This came as the second setback to Fitts' inquisition, Dies having similarly exonerated Fredric March, James Cagney and Humphrey Bogart after interviews with them here and in San Francisco. All of these players, as well as a number of other screen personalities, had been linked with Communism in testimony before the Los Angeles county grand jury by John Leech, former Communist party secretary.

Backlot Workers, Technicians Follow Extras in Curtailment

Study "White-Collar" Jurisdiction Claims

Claims to jurisdiction over workers in studio casting departments are being threshed out in a National Labor Relations Board hearing by two rival organizations—Screen Office Employes Guild and American Federation of Office Employes. AFOE stepped in after the SOEG had filed a petition seeking jurisdiction over all white-collar workers and claiming majority membership of 1,800. AFOE currently is negotiating closed shop for employes at Central Casting Corp. and asserts it has a majority of casting officers in the studios also. SOEG has waived its claim to shipping clerks now members of IATSE lab local 683.

New membership committee headed by Fred Rinaldo for the Screen Writers Guild will meet shortly to map a studio drive for expanded membership as the SWG's closed shop negotiations with producers are reported near the signature stage. Following a recent session, Y. Frank Freeman for the producers issued a statement advising a further meeting "will be held at an early date."

SAG Election

Screen Actors Guild has scheduled a September 15 meeting to elect officers for the coming year. Meantime the SAG Council has named a number of committees to work with its new officers, headed by Bob Davis as chairman. Class A junior members have been barred from accepting extra work within the 300-mile zone according to a new amendment passed by the SAG board.

Other activities:

Representatives of the Screen Publicists Guild and New York Publicists and Advertising Guild are discussing a proposed national constitution which would merge the two groups. Art Directors Guild has filed a request with producers to open negotiations for securing a basic pact. Society of Motion Picture Film Editors held a general membership meeting at which President Edmund D. Hannan's submitted resignation was turned down and the unemployment situation in the craft was discussed.

On the heels of the Central Casting Corp. announcement last week of a drastic nosedive in job placements and earnings of extras during the first seven months of 1940, a drop in both wages and work calls for backlot workers and technicians in the studios in July was reported by the state division of labor statistics. Earnings were 18.8 per cent under July, 1939, it was disclosed, while placements dived 22.6 per cent under a year ago. However, average weekly earnings jumped 4.9 per cent to $44.07. A total of 12,703 were employed in the studios in July, 1940—exclusive, of course, of actors, writers, directors and other so-called "professionals."

After serving in various executive capacities, including publicity and advertising, for the past six years, Jock Lawrence has resigned his post with Samuel Goldwyn. Announcing no future affiliation, Lawrence will go on a short vacation.

James Roosevelt's Globe Productions personnel will vacate its present space at the Samuel Goldwyn studios to new quarters on the RKO Pathe lot in Culver City, September 3, Roosevelt said, because his $3,500,000 production schedule for United Artists demands more room than the Goldwyn plant can supply. In addition to two features for UA, Roosevelt soon will begin production on 30 of 300 shorts for use in the Mills Novelty Co.'s automatic projection machines.

Director Lewis D. Collins and Producer Larry Darmour have parted company after a three-year association during which Collins piloted most of Darmour's Jack Holt starrers, now discontinued, for Columbia release. Collins is negotiating an independent deal and has optioned a story to turn out for possible major release.

Disney Is Host

Walt Disney played host to members of the Academy of Motion Picture Arts and Sciences August 27 when some details of cartoon-making were explained by William Garity, studio production manager, on a tour of the new cartoon-making plant. Major Nathan Levinson of the Academy's sciences branch handled arrangements.

To Radio Serial Duty

Arthur Eddy, former member of the Warner studio publicity staff, has been engaged for special exploitation work on the new "Big Town" radio serial starring Edward G. Robinson, which goes on the air for CBS in October.

Hollywood Active in Sundry Charities

Charity—for sundry causes—continues as one of the important activities in Hollywood's off-the-screen life.

To increase revenue for her Hollywood Guild, Ann Lehr has launched a "Memento Mart" at her Guild Thrift Shop, in which stars and other film celebrities contribute various personal articles which otherwise would be discarded and which the Guild sells to motion picture fans. Currently visiting tourists and local star-worshipers are the chief customers. Mrs. Lehr plans, however, to expand the stunt into a nationwide merchandising setup in the near future.

With the entire proceeds to go to the Canadian War Relief Fund, a feature-length film comprising excerpts from some 30 Mary Pickford starrers is being assembled at the Samuel Goldwyn studio by Herb Stern and Sonny Chalif. Feature will be tagged with a prologue and epilogue in Technicolor and marks the first time a Pickford film has ever been revived. United Artists will release.

Laurel and Hardy, Charles Laughton and other players lent support to San Francisco's Red Cross campaign by journeying to the Bay City to appear on a Red Cross show at the Federal Plaza there. Locally, for the British War Relief, the Theatre Guild is rehearsing "Charlot's Revue of 1940" for a September 19 opening at the El Capitan, where a cycle of Noel Coward plays recently concluded a successful three-week run.

Mowbray Answers Balcon

Recent charge by Michael Balcon, English producer, that British players in Hollywood should be considered "deserters" was indignantly answered by Alan Mowbray, president of the British War Relief Ass'n of So. Calif., in a cable addressed to Balcon at his Denham, England, studios.

Mowbray branded Balcon's remarks as an "unwarranted smear on a profession of which you are a member," pointed out that 99 per cent of English actors here are "doing their bit and their best" and declared that a majority of them served in the last war and have volunteered by registering with the embassy at the outbreak of the current conflict. He referred Balcon to the British Red Cross for a record of the efforts of the association which Mowbray heads.

VFW Awards H. Warner Gold Citizenship Medal

For his work in behalf of veteran welfare and his Americanism campaigns in the film industry, President Harry M. Warner of Warner Bros. was awarded a Gold Medal for Citizenship at the official business session of the Veteran of Foreign Wars, August 28. V. F. W. held a week-long national convention in Los Angeles.

Presentation was made by Commander-in-Chief Otis N. Brown "for outstanding services as a citizen of the United States in sponsoring a great Americanism program through consistent production of a series of patriotic feature pictures and short subjects."

Jack Warner Jr. on Short

HOLLYWOOD—Jack Warner jr. will supervise "Ed Sullivan's Hollywood," short subject labeled as a "tone poem," which Jean Negulesco will direct.

Production List Points To a Busy September

With 32 starters listed, an average of more than one a day, Hollywood's sound stages will be kept humming during September following the long Labor Day weekend. Schedule as now lined up by the major lots includes:

RKO Radio's "Three Girls and a Gob" and Warner's "Without Her Husband's Consent," "The Fabulous Thirties" and "Fifty Thousand Fliers" rolling September 3. The following day Paramount guns "Shepherd of the Hills" and Republic launches "Friendly Neighbors." September 5 will see beginning of camera work on Metro's "Ziegfeld Girl," RKO Radio's "Passport to Life" and Republic's "Who Killed Aunt Maggie?"

Universal guns "Bury Me Not on the Lone Prairie," September 6 and four others during the week following. It has just announced 1940-41 release dates on 25 pictures covering the period from September 6 to December 27, 15 of which are already completed.

Twentieth Century-Fox starts "Romance of the Rio Grande" and "Golden Hoofs" September 9. Next day Warner rolls "House on the Hill" and "Trial and Error;" Republic starts "Melody Ranch" and "Texas Trail Blazers," and Columbia begins filming "This Thing Called Love." Pegged for September 16 starts are Republic's "Meet the Missus," 20th Century-Fox's "Western Union" and "Private Practice of Michael Shane," and Warner's "The Smiling Ghost."

Republic's "Barnyard Follies" goes September 17 and the same studio's "Gangs of Kansas City" three days later. On September 23 Paramount launches "Reaching for the Sun" and "You're the One." Twentieth Century-Fox winds up the month September 25 by gunning "Corncob Kelly's Benefit" and "Last of the Duanes."

Applebaum Forms Firm Releasing Through Mono.

Formation of Jupiter Films, Inc., new independent company with a Monogram release, has been announced by Irving Applebaum, its production head. First in a series of features will be "Thirty Boys and a Girl," toplining the Robert Mitchell Boys' Choir. Applebaum will produce and direct.

Consider Keighley Plan For Spanish Versions

Warner is considering a plan submitted by Director William Keighley for the production of Spanish-language versions of films which Keighley pilots for the studio. He has worked out a setup with Ramon Nunez, Mexican producer-director, under which Nunez would turn out Spanish versions of Keighley's films under the Warner megger's supervision, using translations of the English scripts and Warner sets.

Lantz Will Do 13

Walter Lantz has been ticketed by Universal to produce 13 one-reel cartoons in color for the 1940-41 season. Initialer, "Andy Panda's Crazy House," goes into production immediately, Lantz headquartering on the Universal lot.

Goldwyn Assigns Lazarus

HOLLYWOOD—Samuel Goldwyn has assigned Milton Lazarus to script "Green Soap," from an original by Adela Rogers St. Johns.

Freeman Back From New York Huddle

Back in Hollywood after a quick trip to New York to discuss Paramount's 1941-42 production program is Y. Frank Freeman, vice-president in charge of studio operations. The studio is now farther ahead on its 1940-41 schedule than in any previous August in company history, with 22 films either already completed or actually before the cameras.

James Grainger, Republic sales chieftain, checked in to preside over a western regional sales meeting August 22-23, attended by J. T. Sheffield, northwest franchise holder; Ed Walton, Seattle; J. H. Sheffield, Portland; Gene Gerbase, Denver; G. S. Pinnell, Salt Lake City; E. M. Loy, Butte; Francis Bateman, Los Angeles, and Sid Weisbaum, San Francisco, as well as studio executives.

Expected in to discuss sales and release plans for Charles Chaplin's "The Great Dictator" was a delegation of United Artists executives including Murray Silverstone, Monroe Greenthal, Lynn Farnol, L. J. Schlaifer, Harry Gold and Arthur Kelly.

Huddles on current and forthcoming product at Universal wound up with the departure for New York of Joseph H. Seidelman, foreign sales manager, and Al Seckler, representative in Brazil. Al Duff, Far Eastern representative, is en route back to his Bombay headquarters. J. Cheever Cowdin returns to New York next week.

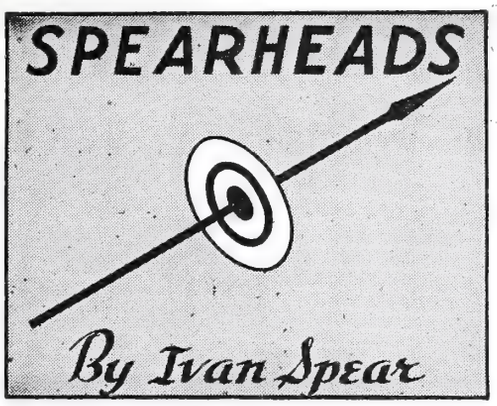
Cecil B. DeMille and his associate, William H. Pine, left for New York to confer with Barney Balaban and other Paramount executives on release plans for "Northwest Mounted Police," on which Robert H. Gillham, company advertising-publicity director, says $250,000 will be expended in exploitation, publicity and advertising. DeMille and Pine will also go down the Carolina coast gathering background data for DeMille's next, "Reap the Wild Wind."

Also eastern bound was James Roosevelt, who stopped off in Washington en route, then headed for New York, where he appeared on an "Information Please" broadcast and attended several "Pastor Hall" openings. Joseph Schenck of 20th Century-Fox returned east on business after spending a couple of weeks here.

Publicity to Coast

Setting a precedent in the annals of motion picture company operations, Paramount has announced that, effective immediately, the studio publicity department is to function under the direct control of the studio management and that the link tying it to the New York office has been cut. Attaches here explain that Cliff Lewis, who will continue to head the unit, will hereafter be directly responsible to Y. Frank Freeman, vice-president in charge of studio operations. Previously the department was a member of the sales staff operated from New York by Neil Agnew and Robert M. Gillham, director of advertising and publicity. Gillham, it was explained, will continue to supervise the national setup and eastern publicity-advertising activities, and advertising and publicity budgets will, as before, be set up in New York. Likewise Paramount's tieup with Tom Fizdale, public relations firm, will continue to operate.

Every effort will be made to coordinate the eastern and western offices, it was declared.



FRANCES FARMER is living proof that Hollywood apparently thrives on abuse and evidence to the effect that a declaration of disdain for motion pictures and their makers is one infallible approach to assurance of further juicy parts at princely remuneration.

But two short years ago, it was the same Miss Farmer who "quit Hollywood," explaining that she found the film capital, its denizens and its work most jarring on her artistic and temperamental nerves—principally because under her Paramount contract it was her belief she had not been given the topline roles to which she thought herself entitled. Shaking the dust of the film colony from her feet, she stormed Broadway for stage work and succeeded in landing the feminine lead in the legitimate presentation of "Golden Boy"—but did little else to lead critics and audiences to believe she might be the second Duse.

Prior to the Farmer blast and its accompanying exodus to the more artistic histrionic aura of Broadway, she had been starred or featured in a number of films, in no one of which, judging by either critical acclaim or customer cash, could her work have been considered even slightly terrific.

But Hollywood brought her back and gave her the leads in two importantly-budgeted current releases, Edward Small's "South of Pago Pago" and Warner's "Flowing Gold." These two Thespic tidbits were given to the recalcitrant player at a time when scores of highly-competent actresses are unemployed, and have been for long periods; actresses who could have been had for less money and most of whom were qualified to fill the parts better than Fanciful Frances. After viewing her work in the two films, it is hard to conceive of any one of them doing worse. Incidentally, they are, in most cases, actresses who like Hollywood and have always been well pleased with and grateful for what it has afforded them.

Maybe their mistake lies in not being sufficiently abusive toward the industry from which they derive their livelihoods, or can it be they picked the wrong agents?

➔

Irreconcilably opposed to the above case is that of Vincent Price, successful and popular Broadway actor imported by Universal with great fanfare and extravagant promises of screen stardom. After a few parts, most of which were nonconsequential and decidedly below his established ability, he was turned loose to freelance, in which mercurial field he has met with little encouragement. Darryl Zanuck brought him from virtual oblivion to portray Joseph Smith in "Brigham Young," a brief, albeit pivotal part, the delineation of which was one of the highlights of a great picture. More and better roles should be the lot of this splendid actor. It is hard to conceive of anyone better fitted for the male lead in "The Constant Nymph," future Warner production, for which, it is understood, he is being considered.

➔

Definitely in the When-Greek-Meets-Greek department is the current controversy between Warner and George Raft, suspended by the Burbank studio when he refused to play the part assigned him in "South of Suez," preferring, instead, to go off salary.

The Burbank plant is the undisputed long-distance champion in the suspension-of-actors sweepstakes. Witness: Bette Davis, James Cagney, Olivia de Havilland, Eddie Albert, Kay Francis, Humphrey Bogart and others. And Raft is no amateur in the same field. He has been suspended by as many—if not more—studios as any star.

So here is a situation, with when-an-irresistable - force - meets - an-immovable-object specifications, the outcome of which should be most interesting.

➔

Feeding the hand that bites you:

Buron Fitts, candidate for re-election as Los Angeles county district attorney, who has been lampooning the industry through his unauthorized and unwarranted "investigations into communistic activities" in Hollywood, is entertained at luncheon, along with his campaign party, at the Fox studio commissary. For the occasion, waitresses and busboys were instructed to wear "Re-elect Fitts" buttons.

➔

BALLYHOODLUMS — When Harry Brand stages a press preview in a theatre it is a toss up as to which are the more scarce—seats or credit sheets . . . John LeRoy Johnston, Walter Wanger's effective adjective agitator, continues his high average for novelty in preview invitations with his announcement of the debut of "Foreign Correspondent" . . . The gentle art of press agentry as malpracticed in Hollywood assumes new proportions with the announcement of the formation of Hubbard-Furman Company, new public relations outfit which includes "lobbying" among its many proffered services . . . Credit Freelancer Henry C. Rogers for having attained an all-time low in the dearth of positive news in a batch of publicity releases, optimistically captioned "casting and production news." Among nine items, eight of them were qualified by "being mentioned for," "is talking," "being considered," "has turned down," "wants to make" and similar ambiguous and negative phrases.

Explosive, Exodus, Exemplary

Good Ol' Doc United Artists administered a shot of adrenalin to inject considerable new life into the Hollywood preview situation, which for the past two weeks has been feebly plucking at the coverlets. Two of a trio which rate first division consideration were for UA release, Walter Wanger's "Foreign Correspondent"—easily the week's best—and Edward Small's "Kit Carson." The third of the big three came from 20th Century-Fox, yclept "Brigham Young." Critical consensus placed it in second position.

Thrills, action, suspense and intrigue in generous chunks—coupled with an aura of timeliness seldom seen on the screen—combine to make "Foreign Correspondent" one of the most up-to-the-minute and breathlessly exciting dramas theatre-goers will be privileged to see for many a month. The original screenplay by Charles Bennett and Joan Harrison, with dialogue by James Hilton and Robert Benchley, strikes a note of unusual realism in unfolding an intimate story of European political machinations leading up to the present conflict—documented through reference to and adaptations from Vincent Sheean's "Personal History." The directorial genius of Alfred Hitchcock is in evidence throughout every foot of its unfolding, the famous English pilot having squeezed the utmost in dramatic impact out of every situation. The feature's inherent excellence, coupled with a cast of competent players, makes it a sure bet for big revenue and a certain winner for Wanger and UA.

Only infrequently—if, indeed, at all—has an historical picture been more spectacularly or engrossingly turned out than "Brigham Young." Opulently produced by Kenneth Macgowan and directed with sweep and authority by Henry Hathaway, it must be classified as one of the season's most impressive features, for which top grosses are strongly indicated. Probably because of a desire to make it factual, Lamar Trotti, who scripted Louis Bromfield's original, keyed his scenario in a sombre mood, understandable in view of the fact that the chronicle is of a people who endured unbelievable persecution, cruelty and hardship in the preservation of their unshatterable faith. Technical contributions are topflight in every department.

In "Kit Carson" Edward Small has a bang-up western in which he, Director George B. Seitz and George Bruce, who wrote the original screenplay, successfully contrived to combine all of the time-honored and proven action elements which, since time immemorial, have made the soldier-and-Injun story sure boxoffice. Small spared nothing in mounting the vehicle; Seitz contributed vigorous direction and Bruce keyed his script in the same lusty vein.

* * *

Bidding for, but missing, the top bracket was Warner's "Flowing Gold," in which story and performances don't quite measure up to the expected specifications. However, it is noisy and full of action and will probably serve with satisfaction and modest profits in most bookings. William Jacobs functioned as producer and Alfred E. Green directed from a screenplay by Kenneth Gamet—the greatest weakness of which, possibly, lies in the fact that not enough of the Rex Beach story used as the framework was incorporated into the finished script.

* * *

Assorted features of varying worth included:

Metro's "Dr. Kildare Goes Home," wherein the popular screen medico delivers a preachment for socialized medicine, but sugar-coats it with the blend of comedy, drama and romance that has made the series so popular. Most customers should find it easy to take. Harry Ruskin and Willis Goldbeck wrote a praiseworthy script from an original by Goldbeck and

(Continued on next page)

Hollywood—
—Personnelities

Barnstormers

Republic

SMILEY BURNETTE returns from two-week p. a. through the south, which he wound up in Lynchburg, Va.

RKO Radio

TIM HOLT to tour key centers with print of "Wagon Trains," his first starring western, to unwind for exhibitors and branch managers.

Warner Bros.

ROSEMARY LANE, DENNIS MORGAN, ROBERT ARMSTRONG, LUCILE FAIRBANKS, WILLIAM T. ORR and a score of other players appeared at the annual Navy Relief Carnival in San Diego August 21. Troupe was in charge of Edward Manson of the publicity department.

Cleffers

Columbia

MORRIS STOLOFF scoring "Blondie Plays Cupid."

VICTOR YOUNG scoring "Arizona."

Metro

FRANZ WAXMAN scoring "Flight Command."

Paramount

ROBERT PAIGE, studio contract player, sells an original tune, "Without You," to Producer Jack Moss for use in "D.O.A." It was written in collaboration with Glen Alexander and Orman Ruthven. Paige will sing it in the picture.

VICTOR YOUNG and **ANDREA SETARO** scoring "Moon Over Burma."

HAL BORNE, arranger, spots an original song in "Second Chorus," the Fred Astaire starrer being produced by National Pictures.

20th Century-Fox

ALFRED NEWMAN scoring "Down Argentine Way."

HARRY WARREN given long-term contract teaming him with **MACK GORDON** as a song-writing duo.

Voco Productions

GLENN MILLER'S orchestra to be featured in this company's next feature for RKO Radio release. Barry Trivers and Bob Andrews are doing the script for Producers Jack Votion and Sam Coslow.

Warner Bros.

HARRY ROSENTHAL, composer and concert pianist, writing symphonic arrangement of Notre Dame's "Victory Song," which he will play at the South Bend, Ind., world premiere of "Knute Rockne—All American."

Meggers

Metro

EDWARD CAHN to "Fightin' Fools," latest Our-Gang one-reeler.

Monogram

ROBERT McGOWAN to "The Ole Swimmin' Hole," next Marcia Mae Jones-Jackie Moran feature. Gerald Breitigam did the original and Dorothy Reid scripted.

GEORGE WAGGNER to "Drums of the Desert." Paul Malvern is producing.

Stephens-Lang

ERLE C. KENTON to an untitled "Dr. Christian" film starring Jean Hersholt. It rolls September 5 for release by RKO Radio.

20th Century-Fox

LYNN SHORES to "Golden Hooves," next Jane Withers vehicle.

EUGENE FORDE to "The Private Practice of Michael Shane," being scripted by Maurice Rapf and Manning O'Connor.

IRVING CUMMINGS to "Tune In," story with radio background, which Milton Sperling will produce.

JOHN FORD to "Rogue Male," which Kenneth Macgowan will produce from the Geoffrey Household novel.

Warner Bros.

LLOYD BACON to "Mine on Sunday," to star Ida Lupino.

Options

Columbia

GLENN FORD, featured player, held for another term.

Loew-Lewin

ALEXANDER GRANACH and **LEONID KINSKEY** signed as comedy team in "Flotsam."

Metro

HUGH HARMAN given new contract as unit cartoon producer.

DIANA LEWIS, featured player, given new contract.

VIRGINIA O'BRIEN, screen newcomer, signs term deal. She debuts in "Hullabaloo."

National Pictures

BEN LESSY signed for supporting role in "Second Chorus," the Fred Astaire starrer for Paramount. Lessy is a nightclub comedian.

RKO Radio

ARTHUR T. HORMAN joins writing staff on one-picture deal.

Stephens-Lang

DOROTHY LOVETT signs to appear in three forthcoming "Dr. Christian" features, starring Jean Hersholt, for RKO Radio release.

20th Century-Fox

MILTON BERLE signs term acting deal, going first into "The Great American Broadcast."

RANDOLPH SCOTT booked for three pictures during next two years.

Universal

JOE PASTERNAK given extension on his production contract.

KAY LESLIE, signed to term deal, makes screen debut in "Seven Sinners." She is former telephone operator and winner of a "personality" contest in San Francisco.

WILLIAM FRAWLEY held for a featured role in "Caribbean Nights" on loan from Paramount.

Percenteers

DAVID WARNER joins Bill Woolfenden agency as an associate.

Scripters

Columbia

BOB ANDREWS to "Under Age" for Producer Ralph Cohn.

ALLAN VINCENT and **IRMGARD VON CUBE** teamed on "Face Behind the Mask," which Wallace MacDonald produces.

PETER MILNE to "Divorce Is a Racket." Jack Fier will produce.

WILLIAM BOWERS to "Legacy" for Producer Robert Sherwood.

Capra-Riskin

ROBERT RISKIN writes added scenes to build up Regis Toomey's part in "Meet John Doe."

Metro

JACK JEVNE to "How to Win Friends and Influence People," from Dale Carnegie's best-seller.

HAL LAW and **ROBERT McGOWAN** complete "Farewell, Miss Pipps," next Our Gang comedy short.

DOANE HOAG to "Captain of Kopenik," next "Passing Parade" short.

Monogram

ED KELSO to "You're Out of Luck," next Frankie Darro starrer, rolling September 16 with Lindsley Parsons producing.

Paramount

CLEMENTS RIPLEY to "Pioneer Woman," starring Barbara Stanwyck, for Producer-Director William A. Wellman.

Republic

OLIVE COOPER to "Valley of the Moon," from Winston Miller's original, as a Gene Autry western.

RKO Radio

BERT GRANET to "Show Business" for Producer Howard Benedict.

CLYDE BRUCKMAN completes "Three Girls and a Gob" for Producer Harold Lloyd.

20th Century-Fox

DUDLEY NICHOLS to "Rogue Male" for Producer Kenneth Macgowan. John Ford directs.

JOHN TAINTOR FOOTE to "Down to the Sea in Ships," for which Tyrone Power and Laird Cregar have been set.

EVERETT FREEMAN and **MAURICE RAPF** to "Tune In."

PHILIP MacDONALD to an original mystery-comedy, untitled.

F. SCOTT FITZGERALD to "The Light of Heart," a Robert Kane production based on Emlyn Williams' play.

Universal

ALEX GOTTLIEB to "East of Miami." Ben Pivar produces.

E. E. PARAMORE to "Trail of the Vigilantes," sequel to "When the Daltons Rode."

GERTRUDE PURCELL polishing "Caribbean Nights" for Director Edward Sutherland.

Warner Bros.

HARRY CLORK to "Fifty Thousand Fliers."

ROBERT PRESNELL to "Hard Luck Dame" for Ida Lupino.

JACK SCHOLL to "Girls on Parade," two-reel musical.

LENORE COFFEE to "January Heights," next Bette Davis-George Brent co-starrer, from a novel by Polan Banks.

JERRY WALD and **RICHARD MACAULAY** to "Open All Night."

MICHAEL HOGAN polishing "South of Suez."

EDWARD KAUFMAN to "Affectionately Yours," from a story by Fanya Foss and Aleen Leslie.

LESTER COLE to "Fifty Thousand Fliers."

Story Buys

Columbia

"Amateur Angel," an original script by Tom Kilpatrick. B. P. Schulberg will produce.

Republic

"A Flagpole Needs a Flag," by Dore Schary and Allen Rivkin. It is being scripted by Isabel Dawn and Boyce DeGaw for Producer Robert North.

"Bubble's Billions," by Arthur V. Jones, to star Edward Ellis. Robert North will produce.

20th Century-Fox

"Yankee Doodle Goes to Plattsburg," by Delmer Daves and Robert Hopkins. Lou Edelman will produce.

Borrow Lamour

Twentieth Century-Fox has borrowed Dorothy Lamour from Paramount for a topline in the Henry Fonda starrer, "Chad Hanna," now before the cameras with Henry King directing.

: SPEARHEADS :

(Continued from preceding page)

Max Brand. Harold S. Bucquet directed with a steady hand.

Distinctively styled as a panorama of backstage life is RKO Radio's "Dance, Girls, Dance"—the type of film fare that will probably exert considerable appeal, particularly for discriminating, first-run patrons. In his first American try Producer Erich Pommer overlooked few bets, incorporating tested entertainment ingredients and entrusting the direction to Dorothy Arzner, who piloted in even tempo. Screenplay by Tess Slesinger and Frank Davis, from Vicki Baum's original, combines romance and comedy with delightful ballet and chorus-girl routines.

A lustrous cast, first-rate production and a story line that imparts a timely ribbing to the parlor-pink variety of Communist should have made 20th Century-Fox's "Public Deb No. 1" a double-barreled comedy hit. The fact that it is only moderately amusing may be attributable either to poor script development or to Gregory Ratoff's direction; in either case it misses top rating. Gene Markey produced and Karl Tunberg and Darrell Ware wrote the screenplay from an original by Tunberg and Don Ettlinger.

A well-produced, directed and enacted programmer, Universal's "The Mummy's Hand" provides enough shivers and gasps to sate the appetites of the most fanatical chill-picture fans. A definite attraction for the kid and neighborhood trade, it might well have been titled "Frankenstein in Egypt." Griffin Jay and Maxwell Shane wrote a thrill-packed script from Jay's original. Christy Cabanne directed for Producer Ben Pivar.

"North West Mounted" To Canada First

HOLLYWOOD — Details are now being worked out for the world premiere of Paramount's "North West Mounted Police," produced and directed by Cecil B. DeMille, in Regina, Saskatchewan, birthplace of the famous constabulary, October 21. Date and place were set here with DeMille by Robert Gillham, Paramount's advertising-publicity chief, and Cliff Lewis, studio publicity director. Present plans are to open the film in Canadian key cities October 25. The leads—Gary Cooper, Preston Foster, Robert Preston and Madeleine Carroll—are expected to attend the Regina debut.

On the night preceding the opening of Notre Dame's new grid season Warner will premiere "Knute Rockne—All American" in South Bend, Ind. Date is October 4, selected after sessions between studio executives and South Bend's mayor, Jesse I. Pavey; Dave Wallerstein, Warner theatre manager there, and Rev. John Cavanagh, vice-president of the university. Picture will climax an "Indian Summer Week" which will include a street dance, flower show and other events. Attending from Hollywood will be Pat O'Brien—who portrays Rockne in the film—Gale Page, Ronald Reagan, Donald Crisp and other players. Sam Clark, Warner's Pacific Coast exploiteer, has checked out for South Bend to handle advance plans.

Salt Lake, Denver Locales

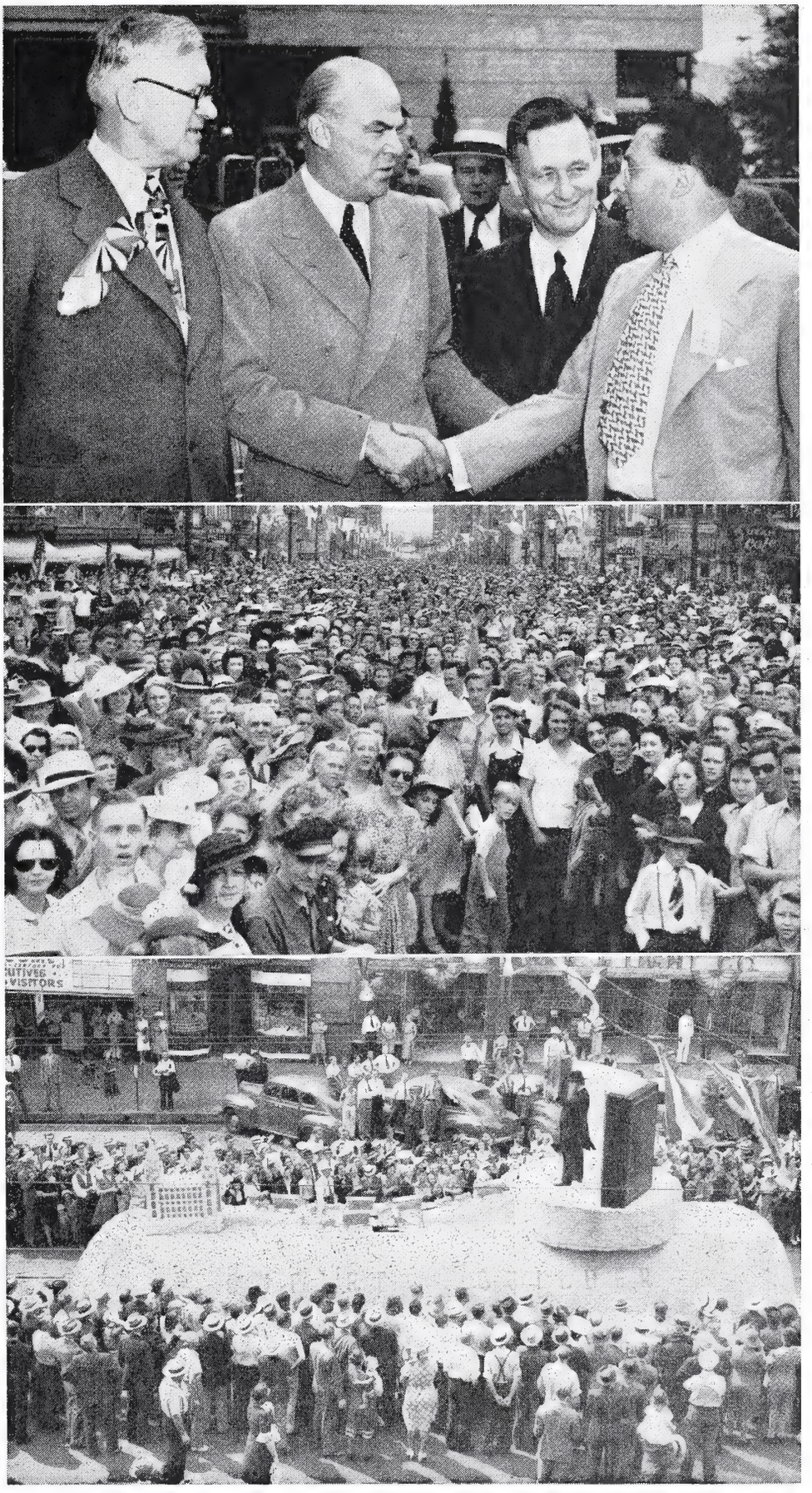
Voco Productions' first for RKO Radio, "Dreaming Out Loud," gets its world premiere in Little Rock, Arkansas, September 5. Lum 'n' Abner, radio comedians who star in the film, will be on hand.

Twentieth Century-Fox drew a turnout of 100,000 fans when "Brigham Young" made its debut in seven Salt Lake City, Utah, theatres August 23. Opening night's combined gross was nearly $8,500. Two plane-loads of Hollywood celebrities contributed to the excitement, the delegation including Darryl Zanuck, Brenda Joyce, Tyrone Power and Annabella, Cesar Romero, Dean Jagger, Robert Kane, Jane Withers, William Goetz, Mary Astor, Ken Murray, Nancy Kelly, Jean Rogers and Louis Bromfield.

Of equal scope was the premiere of Edward Small's newest United Artists release, "Kit Carson," in Denver, Colo., August 26. Gov. Ralph Carr had the governors of Nebraska, Utah, New Mexico and Wyoming as his guests and the event was aired coast-to-coast via an NBC hookup. Attending from Hollywood were Small, Lynn Bari, Jon Hall, Charlie Ruggles, Fay Wray, John Hubbard, Harold Huber, Raymond Hatton, Tom Brown, Olympe Bradna, C. Henry Gordon, Anita Louise, Carole Landis, Sabu, Jack LaRue, Simone Simon and other personalities.

"Syracuse" Cast in P. A. At Two L. A. Theatres

LOS ANGELES—Appearances at both the Hillstreet and Pantages were made August 26 by the cast of Universal's "The Boys From Syracuse," comedy now playing day-date, first-run, in the two houses. On the stages were Allan Jones, Irene Hervey, Joe Penner, Rosemary Lane, Charles Butterworth, Alan Mowbray, Eric Blore, Samuel S. Hinds and Director A. Edward Sutherland.



With "Brigham Young" in Salt Lake City—

Top—Herman Wobber and S. R. Kent, general sales manager and president, respectively, of 20th Century-Fox; shaking Mr. Kent's hand is Harry David, general manager of the Inter-Mountain circuit, flanked by W. J. Hutchinson, foreign sales manager for 20th-Fox. Center—Part of the crowd that gathered on South Main St. Bottom—One of the floats in the parade.

Campaign Rewards for Skouras Managers

LOS ANGELES—Presentation of awards to Southern and Northern California for Fox West Coast district and house managers, bookers and other personnel for achievements in the second annual Spyros Skouras showmanship campaign, plus an address by Spyros Skouras, president of National Theatres, highlighted a one-day session of FWC executives and employes here August 27.

Skouras declared in his talk that upon the shoulders of exhibitors rest the destiny of the motion picture industry in these troubled times and urged every one connected with theatre operations to enlist in a campaign to guarantee the industry's security. Longer playing time and higher admission prices were cited by the NT president as two means by which such security may be obtained and preserved. Detailing NT's financial condition, he disclosed the cash balance is $6,000,000, despite an expenditure of $7,250,000 during the past four years on buildings and rehabilitation.

Americanism to Fore

Promotion of American institutions and ideas, he continued, is an important duty confronting every exhibitor. To that end every person becoming an NT employe henceforth must be 100 per cent American. He also touched upon foreign revenue losses, the government's anti-trust suit, double-features and other problems.

Bonus checks totaling $10,250 were passed out by Charles P. Skouras, FWC president. Recipients included:

Thornton Sargent, So. Calif. district manager, first place, $1,000, award, plaque and gold watch; George Watters, exploiteer for Sargent, $400; Bruce Fowler, manager of the Four Star, first place, Class A theatres, $400; Max Trumpower, Academy, Inglewood, first place for Class B houses, $350; Louis Silverstein, Bruin, Westwood, first place for Class E houses, $250; George O'Brien, Starland, first place for Class F houses, $200.

Dick Dickson and B. V. Sturdivant, other So. Calif. district managers, received $600 and $250 respectively. Others receiving checks and citations included Charles Maestry, booker, San Francisco; Frank Burhans, Ray Deusern, Herman Kersken, Fay Reeder, Harry Marks and Ralph Hammond, house managers. Sidney Pink, California Theatre, Pomona, grabbed $150 for placing second in a "record-breaking" week.

Advises Admission Boosts For Worthy Product

PORTLAND—Graduated prices based on production costs—better boxoffice tariffs for the better pictures—was urged by Charles and Spyros Skouras at a Northwest district meeting in the Benson Hotel. Frank Newman, president of Evergreen Theatres, presided.

In attendance at the session were managers from Portland, Seattle, Wenatchee, Spokane, Bellingham, Olympia, Everett, Aberdeen, Hoquiam, Eugene, Vancouver and Bremerton.

S. Skouras pointed out to the northwest theatre managers that producer income has been reduced 37½ per cent through the loss of foreign trade, and urged the managers to get the most possible out of pictures so that producers will be able to turn out good but costly films.

He said he believed the public is willing to pay more for a truly good picture than for the common run.

SAN FRANCISCO

THE TELENEWS THEATRE celebrates its first anniversary this week. The newsreel house opened its doors for the first time on August 30, 1939, the day that war broke out in Europe. There is an extensive week of celebration planned with the feature being a ten-minute reel entitled "52 Weeks of War." The newspapers and NBC are both cooperating to help make the Telenews' birthday an event. The week will close with a party for the entire staff at one of the city's outstanding eateries.

"Gordon, the Great," premiere mentalist, has signed a contract to work the Golden State chain of theatres here. Gordon currently is appearing at the Harding for a two weeks' engagement . . . Dorothea Rosenberg is now secretary to Barney Rose at Universal, transferring over from the Redwood Circuit office . . . Bessie Halstead visited at the Coast office this week. Bessie is on vacation from the Coast branch in Los Angeles . . . Local B17 will have its bi-monthly party on September 4 . . . J. D. Kendricks, producer of "Secrets of a Model," is calling on the local independent film headquarters.

Ray Summers has moved over to manager at the Santa Clara in Santa Clara. Bill "Red" Fishback goes to McCloud to take over and Atley Fishback moves up from assistant to manager in the Portola, Portola. These are all Harvey Circuit houses . . . Gerald Karski is back in town after a two weeks' absence . . . M. E. Syuffy is giving his T&D Theatre in Oakland an extensive remodeling . . . The Tivoli here also is being renovated in hopes that it might attract some attraction for the fall season.

Oldtimers on the Row were saddened by the death of Mrs. George Malley, who was injured fatally when she fell down a flight of stairs. Malley is the popular football coach at the University of San Francisco and Mrs. Malley formerly was cashier at M-G-M . . . Paramount employes were guests of Manager Neal East last Sunday at his home in the East Bay section and a fine time was reported by all . . . Bob Schultz, National Theatre Supply, has been whispering all week as the result of a tonsillotomy . . . The Warner Club will have an evening at the Fair next week . . . Gordon Allen is touring the Sacramento Valley for Monogram.

Fire on Treasure Island this week demolished the beautiful California Building and ran up a loss of approximately $400,000 . . . "The Baker's Wife" is now in its tenth week at the Clay and is still going strong . . . Dorothy Lamour packed them in at the Golden Gate and came pretty close to Kay Kyser's house record . . . Lucille Ball and Maureen O'Hara made one-day appearances at the Gate in conjunction with the world premiere of their picture "Dance, Girl, Dance." This was on Wednesday following Lamour's departure . . . Sadie Schofield is now with Universal as an inspectress.

Dick Crosby, house manager for the Embassy Theatre, is doing a bang-up job of filling in for Dan McLean in the house's Ten-O-Win twice-a-day presentation . . . Jim Riley is now driving around in a glamorous blue La Salle coupe . . . Noel Coward is in town for a vacation, as is Alfred Hitchcock, who is pursuing his avocation of gourmet.

That was quite a party the Press Club threw for their 53rd anniversary celebration. The guest of honor was Gertrude "Scoop" Lawrence, who closed her "Skylark" engagement on the same night. All the talent in town was on hand either to perform or to watch, and the populace in the vicinity of the Press Club got to sleep only after dawn appeared. Miss Lawrence is one of the five honorary members of the club, the others being Mrs. Roosevelt, Helen Hayes, Ruby Adams and Lillian Russell.

The United Artists closed for four days this week for a rapid renovation, getting a cleanup job inside and out . . . Flora Robson will begin her San Francisco engagement of "Ladies in Retirement" on September 2 . . . The Telenews is selling its exclusive news short of debate between Harry Bridges, militant maritime union labor leader, and Congressman Martin Dies, to theatres around the country . . . Harry Harrison, United Artists shipper, is vacationing . . . Tom Murray, Universal supervisor of exchanges, is visiting the local branch . . . Irving Green is the new shipper at M-G-M . . . "The Life of Verdi" did a capacity week at the Piedmont in Oakland. This was the first foreign film for the house.

Shirley Temple was a Bay area visitor this week . . . Alice Edens, usherette at the Warfield, is vacationing in Hollywood. Alice recently was the stellar performer in "Pride and Prejudice" publicity put on by M-G-M and is the guest of the studio during her sojourn n the film capital . . . Mel Klein, Columbia booker, is taking his vacation at this time . . . 77 of the Standard Oil stations have tied in with the Warfield on publicity for "Boom Town." The prices for this showing will be 40-50-65 . . . Charley Koerner was in town for the Lamour personal appearance.

Bill Wolf has taken over the Sunset. He was formerly RKO exchange head . . . Al Hixon, formerly of this city, is putting new seats in his house in Hilo, Hawaii. Pacific Coast gets the job . . . C. B. Paden is expected back at work at Western Theatrical Supply within two weeks. Paden has been out for 18 months as the result of a broken leg and subsequent complications . . . Herb MacIntyre visiting RKO . . . Jack Oakie and George Bancroft escorted Elsie the cow on her two-day personal appearance at the Fair. Another film star in town this week was Jimmy Cagney who flew out to appear before the Dies committee.

Booking on the Row: Dan Noonan, New Turlock, Turlock; Charley Holtz, Colonial, Sacramento; B. H. Kennerson, State, San Jose; J. Takagi, Nippon, Sacramento; L. A. Schelling, Roxy, St. Helena; Bill Cook, Garberville, Garberville; Tony Bou, Ideal, McFarland.

Harter Buys Decker House

LOS ANGELES—George Harter has purchased the Avalon Theatre, a 900-seater, from Sam Decker. Harter also operates the Arlin.

Remodel at Tulare

TULARE, CAL.—The Tulare Theatre here is being remodeled. Floors, lighting fixtures, foyer and marquee are all being given the once-over.

"Extremely Satisfactory" Conference, Says Poole

LOS ANGELES—Returning from an extended stay in the northwest, during which he presided over a meeting of trustees of the Pacific Coast Conference of Independent Theatre Owners, R. H. (Bob) Poole, executive secretary, limited comment on developments there to a terse: "Extremely satisfactory."

Poole, who doubles as executive director of the ITO of So. Calif. and Ariz., is expected to call a meeting of the ITO directorate shortly to present a full report of exhibition conditions in Seattle, Portland and other northwest points. He may also travel to New York to give department of justice officials a list of suggestions and recommendations concerning the forging of a consent decree.

Stars Appear

SAN FRANCISCO—Lucille Ball and Maureen O'Hara, co-starring in RKO's "Dance, Girl, Dance," made a personal appearance in conjunction with the opening of the film's run at the Golden Gate here August 28.

Ready Hope-Goddard Starrer

HOLLYWOOD—Frederick Hazlitt Brennan has been assigned to script "Nothing But the Truth," next Bob Hope-Paulette Goddard co-starrer.

DENVER

NATIONAL Screen Service celebrated its removal to a new location, two doors from the old, with a cocktail party for the Row and exhibitors. They now have about three or four times their former space, with everything up to the minute, and especially convenient for the customers. Derek Sidney, manager, was host at the party which was a huge success, with nearly all on the Row attending. Plans call for turning one of the large rooms in the basement into a recreation room for the employes, with ping pong tables, etc.

Mona V. McCool, daughter of Mr. and Mrs. George H. McCool, was married in Omaha to John D. Epplen of that city. McCool is office manager of the United Artists Denver exchange. After a honeymoon at Lake Okoboji in Iowa the couple may make their home in Denver.

The publicity incident to the world premiere of the United Artists' "Kit Carson" at six Denver theatres seemingly has had good effect on patrons generally with all first runs reporting better than average business for the current week, and with "Rhythm on the River" holding over at the Denham where it has been turning in the best gross of any Crosby film.

The theatre and film industry was deeply saddened to learn of the accident in Canon City, Colo., which cost the life of one of the long-time and best beloved exhibitors in the territory. Ben P. McCormick, 60, recently completed his flying lessons and had purchased a plane for further lessons. During a solo flight the plane nosedived from a height of only 100 feet, resulting in instant death. McCormick operated theatres in Canon City and Florence, Colo., and Hot Springs, N. M., and was always in the forefront of any move for the betterment of the industry. He is survived by three sons and his wife.

SEATTLE

WITH the summer vacations drawing to a close, the racing and baseball season nearly over, exhibitors are hoping that folks soon will be back in routine with the theatre being part of the family habit. They have taken a bad beating in this neck of the woods this summer . . . A number of M-G-M employes were able to read about the proposed conscription plans with less personal worry this week. Maury Saffle, local branch manager, received word from Nicholas Schenck, president of Loew's, Inc., that the company's employes could be assured that "we will welcome back to the Loew organization all those employes who answer the call of the government."

When the convention of the Order of Ahepa wound up its business here, Van A. Nomikos, chain theatre owner of Chicago, was elected supreme president of the order . . . With his composition, "A Ballad for Americans," sold for picture production, Earl Robinson tok farewell of his native Seattle in a special program of his own songs at the Moose Hall. M-G-M has purchased the ballad for inclusion in a forthcoming production . . . A new director of the music department of Cornish School for the coming year will be Stephen Balogh, it has been announced. Also in the music department will be Ernest Yebert, famed opera conductor . . . New officers have been named by the Warner Club as follows: Morton Endert, president; Guy Maxey, vice-president in charge of entertainment; Mary Schmidtz, secretary-treasurer, and Mamie Moody, chairman of welfare.

Frances Carey, wife of James Carey, manager for Evergreen Theatres in Vancouver, Wash., succumbed this week to an attack of pneumonia, contracted while sojourning with her hubby and child at a health resort in Oregon . . . Josephine Farley of Boise, Ida., joining the M-G-M staff to succeed Ruth Farnham, who resigned to become secretary to L. J. McGinley, manager of Universal . . . Dorothy Dennis Goble of the B. F. Shearer office on a vacation cruise through San Juan Islands . . . Selma Silverstein, after spending the week with Beverly and Bill Parker, has left for New York. The Parkers then left on a trip that will take Bill through Oregon, and then to San Francisco and Los Angeles. Their son, Alan, returns with them from Lake Arrowhead to re-enter school here.

John and Mrs. Hamrick preparing to desert the Broadmoor fairways to compete in the Totem Pole tourney at Jasper Park early next month . . . Bill Forman, Cliff Chellew, and Vic Gauntlett have returned from their vacations and after a few days rest will be able to return to their normal duties and their respective desks. Forman returned, not only with the annual harvest of suntan, but is supporting what proves to be a moustache. Cliff is recovering from a severe case of eyestrain caused when he took in Billy Rose's show at the San Francisco Fair. Vic rested at various retreats on the peaceful shores of Lake This-and-That . . . Word tells that Ted Kemper, formerly chief of U. S. Army motion picture service on the West Coast and now stationed in St. Louis, has been ill and is convalescing in Minnesota.

Milburn Kenworthy of Moscow, Ida., is building a cabin on Couer d'Alene Lake. He recently purchased a cabin cruiser and now carries the moniker of Captain Kenworthy . . . Charles Prutzman, chief counsel for Universal Pictures with Mrs. Prutzman and their son and daughter, are here for a vacation tour of the Northwest . . . Eddie Golden, general sales manager for Monogram, here for a few days with Mel Hulling, western district manager, and Bill Duggan jr., local branch manager . . . Eddie Rivers is back from his vacation in Walla Walla with his entire family, Mrs. Rivers, Cherie, Herbie, and Charmaine. Mrs. Rivers and the children spent the entire summer there . . . Margarith Maughm here from Spokane to become secretary to Pete Higgins of United Artists, succeeding Rose Kindrachuck who resigned.

Frank Vincent, formerly publicity representative here for Universal, on the Row representing an independent picture concern . . . Bette Wheir here from Great Falls, Mont., visiting her aunt Alys Johnson . . . Hugh Bruen and family out for their home in Whittier, Cal. Hugh will return in a couple of weeks to work out further plans for the new formed Hubenart Co. consisting of Bruen, Ben Shearer, and Arthur St. John of Centralia. They combined their houses, making a circuit of 14 . . . Mrs. George Fleming, sister of Bjarne Moe, is here from Los Angeles for two weeks' visit with her brother and his family . . . Peggy Bradford here from Dillingham, Alaska, bringing greetings from Tubby and Avis Griffin to friends on the Row . . . Another Alaskan arrival is B. E. Abegglen, manager of the Hubenart Company's Revilla in Ketchikan . . . Marian Farhan has come from the United Artists exchange in Calgary, Canada, to become bookers' steno at the Warner exchange in Seattle.

Jim Hone back from Portland, where he spent the week with Oregon exhibitors on zoning and clearance problems . . . The Dwight Sprachers have moved from the beach to an apartment on Capitol Hill . . . Jerry and Mrs. Randolph of the Elco, Cathlamet, Ore., who have been visiting Jerry's mother here, have left for a trip to the San Francisco Fair . . . Frank Newman sr., John Hamrick, Frank Christie, Jack Rosenberg, Vic Gauntlett, and the local Hamrick-Evergreen managers off for Portland for a meeting with Charles and Spyros Skouras.

Fax Duncan, Blue Mouse manager, to the hospital for an appendectomy . . . Visitors this week included, Mr. and Mrs. Robin Lee from Sprague; Mr. and Mrs. W. A. Cochrane from Snoqualmie; Bud and Mrs. Benson from Anacortes; Dave Gross, Juneau, Alaska; J. Almos from Paulsbo; Mickey De Leo and party from Port Townsend; Jimmy Beal, manager of the Columbia exchange, in Portland . . . Sammy Seigel entertaining Norman Rivkin of Universal and Mel Epstein of Paramount.

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LOS ANGELES

THE RKO Radio exchange is being air-conditioned under orders from Herb MacIntyre, new western district head . . . Julius Nathanson, who operated the Mayfair about three years ago and is a brother of Sam Nathanson of Coast Pictures, pulls out for Chicago shortly to appear in his repertoire of Yiddish plays. He will bring his company here in January.

Rae Winnick, Metro booker-secretary now on vacation, is driving her fellow-workers green with envy with postcards from the various holiday spots she's visited. Latest is from Reno, where she said she was "unable to find any discarded husbands" . . . Bjorn Foss, formerly with Majestic, is now a salesman at Producers Releasing Corp.

Ray Olmstead checked in after a month's tour of the Publix theatres in Arizona, in which he is a partner . . . Mr. and Mrs. Ned Calvi have returned here after a stay of several weeks in San Francisco. Calvi operates theatres in Hawthorne and Lomita . . . Filmrow had something of a treat when Nate Boasberg, Inglewood exhibitor, brought his nine-year-old daughter along on a recent booking tour.

Gendarmes are taking it into their heads to enforce the one-hour parking law around Washington and Vermont and have bagged some 50 offenders—mostly Filmrow denizens—as a result . . . Visiting her father, Jack Mills of the Ideal Seating Co., is Viola Mills, a resident of San Francisco.

On the Row: Earl Calvert, Lompoc Theatre, Lompoc; Ben Peskay, Palms and Banner theatres . . . Mrs. Joseph G. Mullen, wife of Warner's manager in Mexico, planed out for Mexico City after a three-month visit here.

Edith Collin has replaced Helen Mendel as booker-secretary at the Republic exchange . . . Ruben Calderon, branch manager for Azteca, pulled out for Tijuana to vacation for a few days down Mexico way . . . Bess Emanuel has regained the use of her vocal chords, struck silent when she underwent a throat operation, and is now able to resume where she left off, touting the merits of product handled by her Foreign Films exchange.

Dan Goshay, Altec Service engineer, is planning a two-week vacation at Lake Arrowhead . . . Booking visitors included Mrs. Lorraine Valuskis, of the Bell and Valuskis theatres, and Frank Ullman, operator of the Aztec Theatre in Calexico and the Broadway in El Centro.

Seth Perkins elatedly reported that business was so good at his San-Val Drive-In in Burbank the other night that traffic a half-mile away was blocked for an hour after the show was over by the cars coming out . . . Elva Whittle has quit her post as secretary at Republic to marry N. Barber. Mary Roney takes over for her.

Pulchritude ala Mejico hit the Row when Mariana Tamao and Esther Fernandez, Mexican starlets, visited the Azteca exchange . . . In for bookings: George Diamos, Lyric Amusement Co., Tucson; George Bromley of the Campus; Ben Peskay, Banner and Palms theatres; Milton Webber of the Wistaria in Sierra Madre; Harry Nace jr., booker for the Nace-Publix circuit in Arizona; Grover Smith of Glendale; George Bromley, Campus; A. E. Rice, Admiral, Hollywood.

Mike Newman, Columbia exploiteer, has returned from San Francisco where he handled the "He Stayed for Breakfast" opening . . . Amelia McCormick, mother of Magda McCormick—of M-G-M's contract department—died August 18 after a two-year illness and was buried at Forest Lawn.

In for a week's vacation are Milton F. Samis, San Jose exhibitor, and his two sons, Milton jr. and Kirk. Samis operates the Hester Theatre there and says business is "pretty fair," despite the fact that San Jose is a victim of the dual-billing, give-away policy . . . Pat Roth, booker-secretary at Majestic, is resting for a few days after an emergency nose operation.

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LOS ANGELES

REVIEW FLASHES

DR. KILDARE GOES HOME (M-G-M)—Audiences are administered an educational pill by the popular young film medico in the form of a plea for socialized medicine. However, the pellet is heavily coated with the blend of drama, comedy and romance that has made past entries in this series so popular and there is every indication most customers will find it easy to take. Lew Ayres, Harold S. Bucquet directed.

DURANGO KID (Col)—Homesteaders versus crooks; crooks versus Charles Starrett. That's the collection of motivating forces that effectively contribute to the spirit and entertainment value of this fast moving western. Luana Walters co-stars. Directed by Lambert Hillyer.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

SALT LAKE

THE second annual Movie Day program and outing at Lagoon was attended by many local film and theatre people August 22. Many of the 20th Century-Fox and Intermountain Theatres personnel were unable to attend due to preparations for the world premiere of "Brigham Young." Games, picnicking and dancing continued throughout the day. The swimming events were under the direction of Dick Iba; the selection of Movie Day queen under the supervision of Perry Smoot, Earl Whittaker and Harold Chesler; baseball, Bob Worthen and Walt Sterzer; adult races, Jack Swanson; children's races, Clyde Blasius . . . Robert Hill, Columbia district manager, flew to Salt Lake to attend the outing and flew to Denver in time to attend an outing of similar nature.

J. T. Sheffield of the Sheffield Republic offices in the west is expected to be in Salt Lake City this week. Branch manager, G. S. Pinnell is combing Idaho at present . . . Herschel Stewart was attending a convention in Denver for Fox West Coast representatives . . . Sam Gardner, M-G-M branch manager, left for another extended trip into Montana . . . Tony Hartford, United Artists branch manager, is expected back from a sales trip within a few days . . . "Buck" Wade, Universal manager, has returned from a territorial jaunt.

New Sound at Longmont

LONGMONT, COLO.—Joseph Goodstein is installing new RCA sound in his Longmont here as part of a remodeling program.

PORTLAND

MMESHER, public relations and advertising manager for Hamrick-Evergreen, has returned from a two-week vacation at Gearhart with a tan like an Indian.

H. P. McNary, office manager at Warner and cousin to Oregon's distinguished Senator Charles L. McNary, was too busy Tuesday to attend the ceremony at Salem where his cousin was formally notified of his selection as Republican candidate for vice-president of the United States.

J. M. Carr, who purchased the Roxy several months ago, has been called into active army service, and his wife is running the theatre. Carr was a captain in the Officers Reserve . . . The State Theatre is closing temporarily.

Columbia is holding a trade screening of "Howards of Virginia" September 6 at the Oriental . . . Al Adolph of the State, Salem, was along Filmrow. Adolph recently had new lamps and a rectifier installed in the booth of his house by the B. F. Shearer company.

Jack Kloepper broke in his new car with a trip to Medford . . . The Film All-Stars, Filmrow softball team that has been burning up the diamond recently, came near to taking top honors but was nosed out in the consolation in the Industrial league. Al Sather as roving short has been doing a bang-up job all season.

M-G-M will move into their new exchange next week . . . The Clinton is now on a four-day-a-week schedule . . . Mrs. Hudson of the Colonial is back from a vacation in Los Angeles . . . Mrs. Lockwood of the Irvington has been recuperating at Seaside after a siege in the hospital.

RKO received many favorable comments on a Filmrow showing of "Lucky Partners" last week . . . F. M. Higgins, manager of United Artists at Seattle, was in town . . Betty Mount, secretary to Ted Gamble of J. J. Parker theatres, has been vacationing.

Seen along Filmrow: Mrs. Dow of Vernonia; E. E. Marsh of Klamath Falls, where Mrs. Poole provides the film fare for the bustling southern Oregon city; George Gould of the Majestic of Dallas; Bill Ripley of Longview, and Johnny Matlock of Pendleton.

The Plus Avoids Feature Billing

Chicago—While B&K continued to run triples this week at the Belmont on the northwest side—the program was "Mortal Storm," "Brother Orchid" and "Queen of the Mob"—Essaness discovered a way, it appeared, to give patrons of the nearby North Center a similar lengthy show without actually running three features.

The theatre advertisements read: "My Favorite Wife" and "Ghost Breakers," plus 60 minutes of added screen hits."

Coston Reveals Several Managerial Transfers

Chicago—Managerial transfers in the Chicago and Milwaukee zone of Warner theatres have been announced by James Coston, zone manager, as follows:

Eli Arkin, from Venetian, Racine, to Avalon, Chicago; Al Blasko, from Paramount to Parthenon, Hammond; Marcel Brazee, from Parthenon, Hammond, to Venetian, Racine; Robert Busch, from Shore to Jeffery, Chicago; Marlowe Conner, from Avalon, Chicago, to Sheboygan, Sheboygan; Eugene Hopson, Jeffery to Oakland Square, Chicago; Robert Kennedy, Oakland Square to Symphony, Chicago; Irving Lipnick, from Symphony to Shore, Chicago, and Harry Mintz, from Sheboygan, Sheboygan, to Paramount, Hammond.

Great States Takes Over South Bend Granada

South Bend, Ind.—Great States was understood this week to have negotiated a deal whereby the circuit takes over operation of the Granada here, until recently operated by Jerry Shinbach.

Gene Rich to Wed

Chicago—Miss Charlotte Vallens of Chicago was to marry Gene Rich, central editor of Boxoffice, Sunday, September 1, at her home, 5201 Ingleside. After a two-week automobile trip in the east, the couple will be at home on the south side about September 20.

B & K to Abandon Triple-Bill Policy at Chicago Nabe

B&K Points "Boom Town" Policy With Price Hike

Chicago—B&K is leading the way in this territory for advanced admission prices on M-G-M's "Boom Town," which was to open this week, Saturday, August 31, day and date at both the United Artists and Roosevelt. The reason for the two-theatre engagement is because M-G-M has several pictures ready for the houses, and it is hoped that not so much time will be used up by playing the picture at both theatres.

The schedule of prices calls for the following raises: Weekdays to 1 p. m., from 39 to 50 cents; from 1 to 6:30 p. m., from 55 to 60 cents, with 6:30 to closing prices remaining the same at 75 cents.

Saturdays to 1 p. m., from 44 to 55 cents; from 1 to 6:30 p. m., from 55 to 65 cents, and from 6:30 to closing, from 75 to 85 cents.

Sundays and holidays to 3 p. m., from 55 to 65 cents; from 3 p. m. to closing, from 75 to 85 cents.

Paramount Theatremen Hold Regional Confab

Chicago—Paramount theatre operators attended a regional meeting here this week, supervised by Leonard Goldenson and Sam Dembow of the Paramount home office theatre department. General operation problems were discussed.

Those attending included John Balaban, B&K, and Jules Rubens, Great States, Chicago; Earl Hudson and Eddie Hyman, United Detroit Theatres, Detroit; Tracy Barham, Cleveland; Abe Blank and Ralph Branton, Tri-States, Des Moines; Harry David, Salt Lake City; John Friedl, Minnesota Amusement, Minneapolis.

Childs Building One

Jacksonville, Ill.—Kenneth Childs, operator of the Granada, Streator, is constructing a 750-seat theatre here. It is planned to have the house open by December 1.

Chicago—An intensive controversy has for the time being has been brought to an end by B&K's decision to drop the practice of triple features at the Belmont and restore duals September 13.

In announcing the decision, John Balaban reminded that the "Belmont adopted triples only after competitive theatres surrounding the house presented them for a year or more. It became apparent at the time that triples were popular in the neighborhood and we adopted the idea.

"The restoration of duals at the Belmont will hold indefinitely," he asserted, qualifying, "however, if competitive nighborhood theatres again go triple, we may have no alternative but to do likewise."

Recently, the local Allied unit, directed by Jack Kirsch, has conducted a vigorous campaign to bring a halt to the practice of triple bills, as well as duals, and in the course of the drive wrote to industry leaders and conferred with Allied leaders.

Prices and Product Brewing a Dispute

St. Louis—What is a de luxe second run house?

Clarence Kaimann, veteran North St. Louis motion picture theatre owner, would like to know. Among others he is asking for an answer is none other than Gradwell L. Sears, general sales manager for Warner Bros.

Whether someone in Washington, D. C., will also be requested to furnish a correct definition may be a subsequent development. A certain Mr. Arnold of that vicinity is said to be somewhat of an authority on the question.

It seems that the Rio Theatre on Riverview Blvd. is the house that has Kaimann puzzled. This house is now a unit in the St. Louis Amusement chain, under Fanchon & Marco management.

Kaimann says that on the contention that the Rio is a second run deluxer that house has taken Paramount, Fox, Warner Bros. and Columbia pictures away from his houses, which have had such product for many years.

The Rio was opened last season. It is a modern house and from that viewpoint could undoubtedly qualify as a second run deluxer, along with such other new houses as the Esquire and Norside.

But Kaimann is puzzled because he contends a check he has been making indicates the Rio does not behave like a deluxe second runner. For instance he was of the opinion that on Sunday such a house should charge 25 cents to 2 p. m. and 35 cents thereafter. But, so he says, on Sunday, August 25, the 25 cents rate prevailed to 6:40 p. m., when the 35 cent charge took effect.

Then again the Rio was playing day and date with other second run houses for a couple of weeks, charging the customary 35 cent admission fee, but without notice to others interested in theatres in the Rio's zone, suddenly reverted to a 25-cent admission charge while playing repeat pictures.

Much will depend upon what Gradwell L. Sears has to say to Kaimann.



Premeditating a Premiere—

Pat O'Brien (center), the man who plays the title role, discusses arrangements for the world premiere in South Bend, Ind., of Warner's "Knute Rockne—All American" October 4 with David Wallerstein (left), South Bend theatre manager, and Mayor Jesse Pavey. Wallerstein and Pavey journeyed to Hollywood especially to map details for the coming event.

Monthly Employment In Temporary Dip

INDIANAPOLIS—Normal seasonal developments predominantly influenced Indiana employment and pay roll trends from June to July. The railroad repair shops group, which now is classified as non-manufacturing, was the only major group of industries studied which reversed seasonal curves.

The estimated total number of wage earners employed in manufacturing industries in mid-July was 271,227, which was 10,500 or 3.7 per cent less than the number employed in mid-June.

This loss was larger than expected. Seasonal indexes for Indiana employment based on the experience from 1930 to 1935 inclusive show that a loss of only 0.9 per cent is considered normal for manufacturing industries from June to July.

Such losses may seem paradoxical in the face of shortages of labor in certain occupations and huge appropriations for national defense. In analyzing the situation, the proper perspective must be maintained.

Most of the national defense money is yet to be spent. Many of the plants holding the few orders which actually have been placed are in the tooling-up stage, and in some cases the plants in which production will take place are not in existence today. Some Indiana industries, notably steel and aircraft equipment, are expanding rapidly. From mid-May to mid-July steel mills in the state added more than 4,600 workers, but this number was still about 2,500 short of the 1937 peak. The major expansion in employment is still to come.

Skilled Workers Needed

Real labor shortages are evident only in a very few highly skilled occupations, such as tool and die makers. Mild shortages in these occupations are common at this period of the year when automobile companies and many other industries are preparing for production of new models. The acute shortage this year points to greatly increased employment after these men have built the tools for production workers to use later on.

The automobile, bodies and parts manufacturers reduced employment almost 5,000 from mid-June to Mid-July to account for more than half of the total loss in manufacturing employment. This loss was greater than normal, possibly because the production of 1940 models was maintained at a high level until the latest possible moment and was then stopped abruptly. This policy tended to concentrate into a single month a loss which normally might be expected over a two or three month period.

Another seasonal development was the reduction of approximately 2,200 in the number of canning factory workers from mid-June to mid-July. These were workers who had been added temporarily for the annual pea pack. Normally canning plants would be expected to add between 15,000 and 20,000 workers in August, but the unseasonably dry weather this year will undoubtedly prevent or at least delay a large part of this expansion.

Steel mills added the most workers between June 15 and July 15, an estimated 1,170. Machinery, other; radio, phonograph and parts; cars, electric and steam railroad, and boots and shoes manufacturers each gave employment to 200 to 500 additional workers during this period.

Weekly factory pay rolls for the mid-July period were an estimated $6,94,000, almost $400,000, or 5.3 per cent, under the June estimate. The fact that pay rolls decreased more proportionately than employment was largely attributable to the Fourth of July holiday.

In comparison with a year ago, manufacturing employment was up 9.2 per cent. This meant that 23,000 more workers were employed in manufacturing industries in July than on the same date in July, 1939. During the year factory pay rolls expanded 17.0 per cent or approximately $1,005,000 weekly.

Retailers Hold Firm

Retail trade industries suffered somewhat less than the normal seasonal loss from mid-June to mid-July. This year's employment loss was 2.1 per cent compared with a seasonal average of 5.9 per cent. The principal reductions were in general merchandising and apparel stores.

Wholesale trade, hotels, and dyeing and cleaning establishments made expected curtailments. Coal mines reduced employment about 0.5 per cent or considerably less than the 6.9 per cent shown in seasonal indexes for the June to July period.

Laundries increased employment more than seasonally expected from June to July. The quarrying and non-metallic mining industry made only a slight gain in employment, although seasonal indexes indicate a gain of 8.4 per cent is normal.

The average weekly earnings of factory workers dropped to $25.49 in July, a loss of 1.7 per cent from the June level. This was largely due to a reduction of 1.5 per cent in working hours. Average hourly earnings of factory workers were down 0.1 per cent to 68.7 cents in July.



Congratulations—

A. R. Zimmer, who has been advanced from the managership of the Fox-Lincoln in Springfield, Ill., to the helm of District No. 1, with headquarters at the Kansas City Fox Midwest offices, and C. C. Murray, his successor, were honored at a dinner August 24 in Springfield. Left to right, are Zimmer, S. N. Bonansinga, business agent for the stage employes; Charles E. Horn, past president of the operators' union, and Murray.

Opens Remodeled Lyric

CHICAGO—Sam Kirby of Atlanta has reopened the Lyric on 22nd Street. The 300-seat house has been renovated completely.

INDIANAPOLIS

NATHAN TAMLER, operator of the Oliver, has installed RCA High Fidelity Sound equipment in his theatre . . . The eyes of the nation probably will be turned again on Indiana this fall when the premiere of the motion picture, "Knute Rockne," is staged in two South Bend theatres on October 4, the evening preceding Notre Dame's season-opening game against College of the Pacific.

All three theatres in Frankfort, Ind., which are operated by Alliance Theatres, Inc., have been closed indefinitely in an effort to check the spread of infantile paralysis cases . . . Jesse Stucky, owner and operator of the Warren and Montpelier, Ind., theatres, will open the Warren in Warren on September 13.

Charles Boasberg, RKO district manager, visited the exchange here last week . . . Wilbur Grant, salesman for Universal, is the proud father of a son born to Mrs. Grant at the Coleman Hospital last week.

Mildred Seig, stenographer; Shirley Teneyck, telephone operator, and John Keller, poster clerk, all of Warner Bros., are vacationing at northern Indiana resorts . . . Minnie Smith of the Universal staff is sojourning to Canada . . . "Bill" Feighner, salesman for National Theatre Supply Co., is motoring to California . . . Jean Bisesi, cashier at Paramount, is vacationing to the Smoky Mountains.

Theatres in northern Indiana generally have closed their theatres to children under 16 because of the paralysis scare . . . The Brandenberg in Brandenberg, Ky., operated by Houston Woolfolk, and the Moonlight in Adairville, Ky., operated by L. J. Dunman, have been closed . . . Mack Herrington, former manager of the Auditorium at Carthage, Ind., is now connected in the office of Ger-Bar, Inc., equipment house.

Burglars took approximately $1,300 after knocking the combination from a wall safe in the office of the Vogue. Ransacking the safe, the thieves also took insurance policies, stocks and a will, Carl Niesse, operator of the theatre, reported. Police believe the burglars hid behind a motion picture machine and were locked in the building and apparently escaped through an emergency exit door.

"Boom Town" is being held over for its third week at Loew's . . . Indianapolis' downtown theatres are preparing for the activity usually seen in show business around this time and the managers have announced some big doings for coming weeks . . . Art Baker, manager at the Circle, is getting the performers' quarters back stage in readiness for their first stage show of the season, starting Friday, September 6, featuring Cab Calloway and his Harlem talent.

At the Lyric, Kermit Dart, manager for Charles Olson, announces the Ritz Bros. this week to be followed by the South American, Carlos Molina and his "La Conga Fiesta" show. Dart informs us that Ozzie Nelson and his band featuring Harriett Hilliard, and Blue Barron and his orchestra and Louella Parsons, the Hollywood scribe, are headed for the Lyric's stage during the coming weeks.

Charles Tamler reports that a few days ago one of his patrons brought a 72-year-old lady to his Garfield to witness the first motion picture of her life . . . Oscar Kuschner of the Hollywood left Sunday for a

few days check-up at Mayo Bros. in Minnesota.

The Sheridan last week did the unusual in employing an Indiana University co-ed, Barbara Taylor, for the combined position of cashier and theatre manager. Barbara, long associated with the Cantor theatres, replaces Roger McAndrews who in turn replaces Ed Flynn at the Emerson, who is on vacation.

Rex Williams, formerly with the Indiana-Illinois Theatres circuit, has been appointed manager of the new State in Elkhart, operated by Nate Bernstein . . . Andy Anderson has purchased the Star in Salyersville, Ky., which was formerly operated by H. D. Shelton.

Morris Cantor of the Esquire here is holding over "Ghost Breakers" and "Biscuit Eater." It is only the second time the Esquire has played a program for an entire week . . . State Board of Agriculture officials announced this week that Gene Austin, radio and screen star, will present his own musical revue this year on the fairgrounds midway in association with the Johnny J. Jones exposition. It will be the first time such a revue has been offered on the midway. The State Fair opens here next Friday.

Wm. H. Trunick, district manager for RCA Photophone sales in the midwest territory, will be host at a regional meeting on September 12 at the RCA plant in Indianapolis. The meeting will be attended by home office sales executives out of Camden, N. J., and sales representatives in the midwestern states . . . Trunick is also bragging about his eighth wedding anniversary, just celebrated.

Visitors on Filmrow: V. E. Burkle, Rialto, Fortville; Harry Van Noy, Paramount, Anderson; T. N. Luckett, Dream, French Lick; John Doerr, Alliance Theatres, Chicago; D. G. Steinkamp, English, English; Art Clark, Indiana, Bloomington; Abe Kaufman, Fountain, Terre Haute; Mr. and Mrs. Ballard Long, Hippodrome, Sheridan; Mrs. Nova Vonderschmitt and daughter, Diana, Noblesville; Wally Furnace, Brownie, Brownsburg; Frank Reimer, Quimby Theatres, Fort Wayne; George Heliotes, Rialto, Fort Wayne; Harold V. Neese, Beverly, Brazil; Mrs. Ethel Luckett, Indiana, Scottsburg; Myers Flater, Citadel, Bloomfield; Ferd Nessel, State, Anderson; Ed Donahoe, Grove, Beech Grove; L. S. Belton, Community, Greenwood; Max Page, State, Greenfield; J. B. Sconce, Playhouse, Edinburg; George Mallers, Hines, Portland; D. D. Lee, Princess, Cayuga; Joe Schilling, Auditorium, Connersville; Dallas E. Cannon, Kent, Kentland; Howard F. Morin, Morin, Brookville; C. E. Rogers, Rio, Columbus; Gordon M. May, Dream, Corydon; C. C. Wallace, Boone, Thorntown; Joe Finneran, Elwood, Elwood; E. R. Crouch, Palace, Fairmount; John Dison, Flora, Flora; Mannie Marcus, Eastern, Fort Wayne; Harold Reckley, Chateau, Greencastle; Robert Hudson, Tivoli, Richmond; Sam Neall, Sipe, Kokomo; Merrill Moore, Palace, Kokomo; Wm. Studebaker, Logan, Logansport; Lowell T. Moore, Orpheum, Mitchell; A. McCarty, Roxy, Pendleton; C. W. Massey, State, Worthington.

Mrs. Roy E. Harrold and Joe Ann Harrold, wife and daughter of the operator of the Princess and Castle in Rushville, were principals in a ceremony at Rushville last Monday when the state organization of Tri Kappa Sorority presented Mrs. Wendell L. Willkie with a jeweled pin. Mrs. Harrold was initiated with Mrs. Willkie and Joe Ann is president of the Rushville chapter.

Quimby Circuit Will Build Ft. Wayne 1,000-Seater

FORT WAYNE, IND.—Quimby Theatres, Inc., will construct its first suburban theatre here, a 1,000-seater planned to open next August. The house is to be designed along the same lines as the Beverly in Chicago and Mr. Strauss has been engaged as architect. Strauss recently designed the new Music Hall at Indiana University and was connected with Publix for many years.

The Quimby circuit now operates four downtown Fort Wayne houses and Frank Reimer is general manager.

LeBrun Plans House

SOUTH WHITLEY, IND. — Don LeBrun, operator of the Kent here, announces plans are now being drawn by Irving G. Frederick, Chicago architect, for his new theatre to be constructed in South Whitley in the near future.

Prusiecki Building

HOBART, IND.—Ignatius Prusiecki, operator of the Strand, has completed plans and construction has started for his new theatre there. The theatre was designed by Irving Frederick, Chicago architect, and will be of modern style. The house will seat approximately 1,000.

I-I Remodels in Goshen

GOSHEN, IND.—Alex Manta, president of Indiana-Illinois Theatres, Inc., advises that approximately $15,000 will be spent on a remodeling and modernization program on the Lincoln here. New V-type marquee, new seats and air conditioning are among the changes to be made. Manta also reports that a 15-year lease has been taken on the theatre.

American Film Equipment Auction Set for Sept. 6

CHICAGO—All of the film laboratory machinery and equipment formerly owned by the American Film Corp., 6227 North Broadway, is to be auctioned next Friday, September 6, at 11 a. m., by Robert M. Stein and Co., to satisfy a mortgage foreclosure.

Included in the equipment to be up for sale are several film productions, office furniture and equipment, and various items used in laboratory work.

RCA Company Expanding Indianapolis Plant

INDIANAPOLIS—The RCA Manufacturing Co. has completed plans for enlarging its plant here to meet requirements under the National Defense Program for its products. A new building providing 100,000 square feet of space will be rushed to completion so that it may be in service by January 1.

Announcement of the plant expansion was made public by Mayor Reginald H. Sullivan, immediately following RCA's acquisition of 15 acres of land adjoining the present factory.

Chernoff's Pix to Wells

CHICAGO—Moe Wells has taken over operation of the Pix from Sam Chernoff.

CHICAGO

TED THOMPSON, Santa Fe passenger agent who greets all film folk when they arrive on the Chief or Super-Chief at Dearborn Station, is vacationing.

Larry Stein, Warner theatre zone advertising head, is vacationing . . . Harry Turrell, Warner district manager, is back from his two weeks.

Hal Tate, familiarly known as the "Movie Tattler," is pinch-hitting for Gene Rich, central editor of BOXOFFICE, for two weeks, while the latter is away on an eastern trip.

Max Stahl was transferred this week from the post of sales representative for National Screen Service here to a similar post in Cleveland.

Monroe Rubinger, Warner space grabber here, is spending the Labor Day weekend in New York City.

Charlie House, operator of the State and Capitol in Rockford, and the Rivoli in Monmouth in partnership with E. L. Hainline, was on the Row this week, having returned from his transcontinental trips to New York and the west coast . . . Also on the Row was E. J. Ruberti of the State, Gary.

"You're the Sunshine of My Heart," newest of Moe Wells' song compositions, has been recorded for Varsity Records by Griff Williams and his orchestra . . . Emile Montemurro, Movietone News head here, made a special shot of Giovanni Martinelli's Grant Park concert appearance here this week.

Earl Hudson, head of Paramount's United Detroit Theatres, was in the Windy City this week . . . Tom Flannery was to be host this week to the industry at his annual outing Wednesday at Nippersink Country Club.

Among those in the Windy City of late were: Sam Traynor, Bailey Enterprises; Ben Kalmenson, Warner division manager; Cresson Smith and A. W. Smith of RKO; Jack Flynn, district manager of M-G-M; Grace Moore, en route east . . . Bob Hartman of International Enterprises flew to the coast where he will spend a couple weeks.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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ST. LOUIS

THE local film colony was pleased to hear that Ben Y. Cammack has been appointed general manager of RKO's South American branches. Prior to joining RKO's foreign department in 1934 Ben was a branch manager here.

Shapely Carol Landis is coming to Fanchon & Marco's Missouri Theatre with George Jessel for a week's engagement beginning September 6.

The death Sunday, August 18, in Petoskey, Mich., of Mrs. Shirley De Me Ravold, radio, stage and screen actress and wife of John D. Ravold, theatre owner and actor, formerly of St. Louis, was a severe shock to her many friends here.

For the first time in many, many years St. Louis will soon boast of three burley houses. In the downtown sector the Grand is running under the management of H. K. Minsky of New York, while the Garrick, another downtowner, opens this week. This house is on the Hirst Wheel. And now Sam Reider, who managed the Grand last season for the Wolverine Amusement Co., has obtained a lease on the Shubert-Rialto and plans to open about September 15. His plans call for a house line and traveling principals and vaudeville acts.

An essay on laughter by Jimmy Durante is among the subjects contained in a new ninth grade reader to be used by the St. Louis public schools this year.

The Municipal Opera will close its current season on Sunday night, September 1. The attraction is "The Great Waltz."

Women who were girls at a dinner staged by employes of the local Warner Bros.-First National film exchange back on Aug. 25, 1925, and who staged a reunion dinner on Aug. 25, 1935, came together for another dinner meeting at the Hotel Coronado on Sunday, Aug. 25, 1940. They were feted by the present employes, Anna Conrad, Jeanette Fletcher, Jean Chiodini, Sadie Coffrey, Frances Tamburello and Dorothy Sauerwein.

Forest Park Highlands, a major amusement park, and the Meadowbrook Country Club will close for the season on Labor Day.

The new reserved seat single show evening policy for Fanchon & Marco's Ambassador has gotten away to a nice start. It went into effect on Friday, August 23, with "The Sea Hawk" as the attraction.

Mazie Krebs, industrial designer who designed the new streamlined excursion queen, "The Admiral," for the Streckfus Line, is considering an offer to do set designs and costumes for Paramount, and may veer toward the west coast some day soon.

Between $80,000 and $90,000 has been earmarked by the executives of the St. Louis Pension and Charities Ass'n, Inc., headed by Mayor Bernard F. Dickmann for "The St. Louis Cavalcade" which is being produced by the William Morris Agency, New York. The show will run at the Municipal Auditorium, September 16-29.

The St. Louis Amusement Co. plans to install a new heating plant in the Washington Theatre, Granite City, Ill. Bids were received August 24.

For its 16th anniversary celebration started Friday, August 23, Loew's brought to its screen "Pride and Prejudice" and "Turnabout."

Wisconsin Projectionists Elect Kunzman Head

JANESVILLE, WIS.—The Wisconsin association of stage employes and projectionists, meeting here last week in connection with the annual convention of the Wisconsin state federation of labor, elected John Kunzman, Sheboygan, president.

Other officers named are Jack Warner, Milwaukee, vice-president; Steve Thomas, Racine, secretary, and Stanley Przlomski, Kenosha, treasurer. Delegates to the five-day federation convention were admitted to local theatres on their registration badges, provided they paid the national defense tax.

The federation adopted resolutions providing for the amendment of the unemployment law to raise the weekly benefit and cut the waiting period from three to one week and legislation which will permit employers to come voluntarily under the unemployment compensation act even if they hire less than three employes.

Illinois UTO Activity Outlined at Meeting

CHICAGO—Tax bills pending, free shows and nickel-in-the-slot films were all discussed at the recent meeting of the United Theatre Owners of Illinois at the Hotel Tilden-Hall, Champaign. During the day M-G-M's "Boom Town" was screened, followed by luncheon at the hotel.

Among the UTOI members in that district attending were: A. B. McCollum, McCollum circuit, Hoopeston; John T. Kendall, Farmer City; John L. Frieburg, Leroy; Logan Hedrick, Homer; Elmer Larsen, Chenoa; J. P. Krantz, Monticello; Steve and William Bennis, Lincoln; C. L. Reed, Newman; Loren Fenstermaker, Bement; G. B. Barber, Tuscola; Gene Russell, Champaign; Grant A. Martin and Gil Brown, Champaign; Edward G. Zorn, Pontiac; Harold Alger, Urbana, and a number of others.

MILWAUKEE

THE Milwaukee Better Films council's opening meeting for fall, October 7, will be addressed by Russ Winnie of WTMJ.

Lanny Ross and Florence George sang before some 40,000 persons in the Washington Park Temple of Music here last week. Miss George was accompanied by her husband, Everett Crosby, elder brother of Bing and Bob.

Ray Kulik, brother of Leo Kulik, Waterloo exhibitor, died in Kenosha last week.

Burdette Schwenn has been named assistant manager of the Capitol at Madison succeeding Thomas Mack, who has been named manager of the National here.

The Crown at Racine has installed new sound . . . Fox's Palace here reopened August 24 after being dark for ten days, during whch time new sound was installed.

Oscar Baumann, manager of the Classic at Watertown, promoted a full page cooperative newspaper advertisement and a $10 contest to plug "Boom Town."

Fox's Wisconsin and Strand, downtown houses, have been opening their new programs on Sunday during the past several weeks.

: SPRINGFIELD :

MANAGER M. E. BERMAN of the Orpheum is spending his vacation with members of his family on a train trip to the west coast through Lake Louise, then to Los Angeles and back.

Bernard Palmer, manager of the Lory, one of the Kerasotes group, at Highland, Ill., spent his vacation roughing it in the Missouri Ozarks.

Max Tschauder, manager of the Roxy, returned from the Illinois State Fair auto races with a headache after sitting through the races between showers from 1 p. m. to 8 p. m.

"The Return of Frank James" was held over for a second week at the Fox-Lincoln.

Springfield theatres didn't do so well August 17-25 because of the competition furnished by the Illinois State Fair held here with its carnival shows and nightly schedule of vaudeville acts in front of the grand stand.

Ray Coe, chief of service at the Fox-Lincoln, is back at work after a two weeks' vacation spent in St. Louis and "just restin'."

J. D. Petty, assistant manager of the Fox-Lincoln, thoroughly enjoyed the motorcycle races at the Illinois State Fair.

Tom Finin, manager of the Lincoln in Decatur, and formerly assistant manager of the Orpheum here, was a weekend Springfield visitor.

When George Kerasotes of the Kerasotes chain went "vacationing" to Matanza Lake near Havana, about 12 film men came to call on him.

Bill Kilgore, manager of the Kerasotes Modernistic Theatre at Onarga, Ill., put out a special newspaper edition in celebration of his first anniversary with the theatre.

Jim Frisina, Taylorville, of the Frisina Theatres, shot an 84 in the 18-hole qualifying round of the Chicago district golf tournament.

Prof. H. L. Watling, famous English graphologist, gave free analyses in the lobby of the Senate Theatre, as an expression of goodwill from the theatre management . . . Tom Mix and his Dude Ranch girls appeared in person on the Strand stage.

Bar Youths Under 18 to Theatres Due to Polio

SOUTH BEND, IND.—The infantile paralysis scare here has caused the city to prohibit admission of children under 18 to motion picture theatres. It is understood that several neighboring towns and villages have placed the same restriction on admissions of children.

Dezel Has "Leopard Men"

CHICAGO—Al Dezel, who has returned from a New York buying trip, has announced that he has the distribution rights for Illinois, Wisconsin, Indiana, and eastern Missouri, for "Leopard Men of Africa." The picture is now playing the RKO, Warner and other circuits in the east.

Kansas City Barkers Enjoy Superlative Film Outing

KANSAS CITY—The term "superlative" characterizes Variety Club's multiple-ring show at Ivanhoe, Kansas City, August 26. In spite of rain Monday morning, which contributed to the small attendance from outside the industry, the affair was big, it was enjoyable, and if anyone didn't have a good time it was because of indigestion and not of lack of favorable facilities.

The industry was represented as fully by the attendance as anything Variety has ever held, and when it was all over, the final judgment of everyone who did attend was, "We had a swell time."

A lot of persons deserve credit for success of the event: the officers of the club, Charley Gregory, general chairman for the affair, and his committee chairmen and those who helped them. But special credit is due to those who went out in the two or three weeks before August 26 and scoured Filmrow and the territory for five dollar bills and entries in the turtle race: O. K. Mason of Commonwealth, H. J. Griffith of the Griffith circuit, the indefatigable R. R. Biechele, George Baker, Arthur Cole, Ward Scott, Finton Jones, Jack Gregory, etc.

Prizes by Withers

Special credit is due also to Bob Withers of Republic-Midwest, and his committee on the golf tournament. Bob managed to get together the finest aggregation of golf prizes ever seen by Filmrow.

Loren Turner of Associated Theatres, Independence, Mo., was the lucky guy in the turtle races. Heat winners were entered by George A. Breon; Don Woods; James F. Inglis, New York City; Fox Midwest, and Colorcraft Poster Co., Oklahoma City.

Besides Turtle Masters Biechele, Mason and Griffith, Turtle Drivers Ward Scott, Fint Jones, Bill Truog, Norris Cresswell, participated in the races.

Over 100 participated in the golf match, and practically all of them won prizes. The list of donors: W. O. Redden, Grover Parsons, Blackwell; George Fuller, Abend; Frank Hensler, Larry Larsen, Ward Scott, Dick and Francis Biechele, Howard Jameyson, Dubinsky Brothers Theatres, Fox Midwest Theatres, Commonwealth Theatres, H. J. Griffith Theatres, Jack Shriner, Diamant Jewelry, Price Theatre Premium, Quality Premium, Metro Premium, Bev Miller, King's Hats, Newman Theatre, Screenland, Joe Manfre, Earl Jameson, Bill Truog, W. O. Williamson jr., Ben Marcus, R. C. LiBeau, William Benjamin, Bob Withers, Joe Garrison, T. R. Thompson, Peck and George Baker, Altec Service Corp., Woolf Brothers, National Theatre Supply.

Many Winners

Golf prize winners were: Charles Teel of H. G. Griffith and Wes Dunlap of NSS, tied for low gross—a flashy 59; third low gross was won by Lawrence Breuninger, Fox Midwest manager at Topeka; fourth low gross, Leon Abraham, RKO; low putts, Joe Maguire, Metro; high gross, Stan Goldberg, Monogram; second high gross, Mrs. Joe Maguire; third high gross, Mrs. Walt Lambader, wife of the Metro head booker; fourth high gross, Frances Black, RKO; most number of 2's, Cle Bratton, Council Grove, Kas.; most number of 3's, E. Seiter; most number of 4's, Paul Milberger; most number of 5's, Clark Rhoden, son of E. C. Rhoden of Fox Midwest; most number of 6's, Elmer Rhoden jr., son of E. C. Rhoden, and most number of 7's, Julia Strothers.

The games and contests in the afternoon were ably handled by Nat Hechtman, W. P. Bernfield and Johnny Scott.

Ted Wilson won the 50-yard dash, with a billfold as prize.

Regan of 20th-Fox was second and acquired two passes to the Tower, two to the Newman and two to the Midland.

Ted Pulhamus, manager of the Bijou, had the satisfaction of seeing his daughter Joanna win the first ladies' 50-yard race and another daughter, Betty Lou, win second. Joanna won a 20-piece set of china; Betty Lou, passes.

Ruth Toller of Columbia won the second 50-yard dash for ladies, and can go to the movies for at least eight times without paying!

Eldon Arbeiter of 20th-Fox and Mrs. Irene Sharp, of 20th-Fox, won the watermelon eating contests. Ruth Toller of Columbia "showed." Mrs. Sharp took home a ladies cigarette case.

Emory Duncan and Bobby King of Advertising Accessories carried off the prizes for the three-legged race. Alma DeShel and Juanita Gale of Hollywood Advertising won passes in the foot races.

Homer Blackwell, Joe Manfre, Griffith and others did an excellent job on the Sweepstakes.

Bev Miller's "barn," where the "days of '49" really were in action from the beginning to end of the picnic, was full of activity as a beehive. There was the Wells Fargo bank in charge of Jim States; the shooting gallery next door (Dedeye Dick's) did okay, although some sharpshooters in the crowd gave it a $20 deficit the first half hour. Joe Stark of Paramount was in charge a while; Bev Miller (and Mrs. Miller, looking swell) was on the job, while Hechtman and others spelled Stark.

The busiest "speller" of them all was Sam Abend, who was all over the place doing everything (and watching his turtles lose all six races!).

If nothing else placed the Monday event in a special category the attendance of exhibitors would.

Griffith Managers In

All of the managers of H. J. Griffith Theatres, Inc., were in town with their wives for the affair (and the managers' convention Tuesday and Wednesday). They left the Griffith offices on Broadway in a body, and all dressed up as Spanish caballeros and senoritas, very colorful, and had their picture taken across the street with a Mexican band. Off the record, the handsomest G of the whole bunch was H. J.

Joe Jacobs, Columbia manager in Omaha, came down for the picnic—and business . . . J. E. Pennington was in from Topeka, Kas. . . Sam Sosna was there with Mrs. S. and jr. . . . Oscar Oldknow, vice-president of National Theatre Supply, in Kansas City to visit J. Walter Shreve, local manager, was on deck . . . Walt Talbutt of the Liberty, Rogers, Ark., was on hand. He sat down once unexpectedly—on 50 chairs stacked next the shootin' gallery. Otherwise he felt fine the next day . . . Norris Cresswell ripped his pants . . . Mrs. Lenora Herring, formerly Frank Hensler's secretary at Metro, was in from Des Moines, where she's now a "home body" . . . Rex Barrett of Columbia, Mo., Bill Wagner of Independence, Kas. . . . Doc Cook of the Tivoli, Maryville, Mo. . . . R. E. Richardson, Mt. Vernon, Mo.

One of the busiest little spots on the Ivanhoe grounds was the archery range abutting the barn Arranged by Don Martin of the Osage, Kansas City, Kas.; emceed by W. G. McKinney of the Griffith circuit; pushed by George Baker of Baker enterprises, the range did plenty of business in dimes. One of the big attractions was the beautiful shill the range had out pulling in customers: Hazeljoy Ralph of Commonwealth . . . Florence Flynn of Commonwealth (no Indian) shot an arrow into the air, and hit a balloon. All were surprised, including the balloon. Anyway, she carried off a cane.

The younger element went for the dancing floor in a big way, and Zigmond and his committee had provided plenty of music. A lot of people had their cameras along and took pictures, including Margie Moore, George Harttmann, et al.

The H. J. Griffith theatre managers were not the only ones to use the picnic as a starting point for a managers convention.

George Baker had in his managers from western Kansas, held a meeting Monday morning, and adjourned to Ivanhoe. Here were Paul Amick, manager of the Ritz and Hellstrom, McPherson, Kas., with Mrs. Amick; Herb Ingram of the Crystal, Ellis, Kas., and Charley Balls, Mainstreet, Oakley, Kas. The managers discussed with Baker ideas for getting more business, and several of those evolved from the meeting will be put into effect in a fall campaign . . . Balls played golf in the Variety tournament and won a leather duffle bag . . . Ingram won two passes to the Newman Theatre! He had to stop at a drug store and buy a souvenir of the picnic that would do him any good in Ellis.

The team of George Regan, 20th-Fox, won the softball game, 5 to 4, over the hot shots of Ted Wilkins of Republic-Midwest. Regan's team was aided by, among others, Ted Pulhamus, Bijou; Is Daynowski, Universal booker; Lester Sharp, 20th-Fox, and Lawrence Duett, Film Delivery. Gus Kubitzki of 20th-Fox did some fielding for Regan's team—and did a bang-up job. On Wilkins team were Larry Biechele, Bob Biechele, Gary Hodson and Gene Kay.

Threaten Shut-Down Over High Rentals

MINNEAPOLIS—Independent exhibitors in the territory, members of Northwest Allied, will close their theatres indefinitely next month in a mass protest against film rentals being demanded for new-season product if present threats are carried out.

Insisting they can't meet the distributors' demands and must have relief if they're to avert bankruptcy, the exhibitors say they're prepared to take a united stand in the matter.

Prior to the closing cards would be distributed to patrons explaining the situation and the patrons would be urged to forward the cards to the federal department of justice.

The independents have been assailing 20th-Fox, Universal and Paramount particularly up to the present and now Columbia is coming in for some attention because of their sales policies. The latest complaint has to do with alleged "juggling" of top groups and specials so as to boost exhibitors' film costs substantially. This, it's pointed out, is in the face of conditions "which make a considerable cut imperative."

Branch managers here say they're unworried over the threatened mass closing of the independents' theatres. They point out that such threats have been made in the past without materializing. However, Northwest Allied leaders say, it's going to be a different story this time.

Trivers on "Mandalay"

HOLLYWOOD—Warner Bros. has assigned Barry Trivers to script "Mandalay," forthcoming John Garfield starrer. Harlan Thompson will produce.

MINNEAPOLIS

HARRY DRYER, local independent exhibitor, happy because his son, Sherman, is here on a visit. Although still a young man, Sherman is University of Chicago radio station director. Among many other programs, he puts on the University of Chicago Round Table, every Sunday. An article of his, "Talk Fast, Boys, Talk Fast!," describing the radio personalities and techniques of President F. D. Roosevelt and Wendell Willkie, will appear shortly in *Collier's* Weekly.

The Minnesota Amusement has bought for its circuit from Charlie Weiner a two-reeler picturing the women's wrestling championship. It's said to be a scream . . . Gene Meredith, Warner cashier, getting ready for a vacation trip to be spent on a ranch in Grand Teton National Park . . . M. Sembauer, Montgomery, Minn., exhibitor, a proud father . . . Helen Adams, nee Pauly, secretary to C. K. Olson, Warner branch manager, has resigned to devote herself to domestic duties. Lillian Mullen was moved up from the office staff to succeed her.

Ted Mans, owner of the Oxford, St. Paul, mourning the loss of his infant child . . . Abe A. Kaplan, Twin City circuit owner, back from a visit with W. A. Steffes at the latter's northern Minnesota estate, says Al is improving in health and is in good spirits. Eddie Golden, Monogram general sales manager, paid Al a visit last week, too, after a brief stop in Minneapolis . . . Twin City Variety Club held its second and final golf tournament of the season this week at Breezy Point, Minn., resort.

Ben Blotcky reports that "Unfettered" is doing fine business in the territory . . . Martie Braverman, who formerly managed the Garden, St. Paul, is opening a new independent poster exchange at 35 Glenwood Ave. N., here . . . Harry Anderson, Warner assistant cashier, vacationing in northern Minnesota . . . Unseasonably cold and rainy weather put a dent in State Fair attendance, kept many transients away from Minneapolis and hurt the show business this week Nevertheless, "The Sea Hawk" and "He Stayed for Breakfast," at the State and Orpheum, respectively, did a swell business.

J. Wolf, Paramount city salesman, among the first three in the entire United States in the current sales contest which has been on for six weeks . . . Fred Strom, Northwest Allied executive secretary, a candidate for the state legislature . . . Mort Van Praag, National Screen division manager, flew in for a day . . . Marvin Wolfish, RKO assistant booker, has been transferred to Sioux Falls, S. D., as office manager and booker. Ernie Lund, formerly of Paramount, succeeds him here.

Out-of-town exhibitors visiting Filmrow included Sim Hiller, Grand Rapids and Nashwauk, Minn.; E. L. Danielson, Mabel, Minn.; Lyle Farrow, Parker's Prairie, Minn.; J. M. Rostvold, Harmony, Minn.; Paul Perrizo, Blue Earth and Winnebago, Minn.; Fred Schnee, Litchfield, Minn.; Mr. and Mrs. W. J. Carter, Plainview, Minn., and Bill Krause, Eveleth, Minn.; Tony Paulsen, Clear Lake and Amery, Wis.; Walt Lower, Moose Lake, Minn.; Don Buckley, Redwood Falls, Minn.; Gay Hower, Worthington, Minn.; John Peterson, Pierre and Redfield, S. D.; Charlie Lyons, Aitkin, Minn.; Ray Hiller, Marshall, Minn., and Charlie Connought, Olivia, Minn.

Russell Engner, RKO city salesman, moving into a new home.



—Pictorial Press Service

Rhythm Makers—

This congenial group was snapped at the Fox Midwest Theatres convention steak fry at the suburban home of E. C. Rhoden, circuit head. Rhoden is the one strumming the guitar. Bowing the violin is Senn Lawler, the chain's publicity and advertising director.

Independents Reveal Buying Is Curbed

MINNEAPOLIS—Returns of questionnaires to Fred Strom, Northwest Allied executive secretary, reveal that independent exhibitors in the territory have done little buying of new-season product to date, he says. And the vast majority of the deals already made have been with Columbia, RKO and Universal, according to these returns.

Strom makes clear that there is no exhibitors' buying strike, however.

"Exhibitors want to buy all right, but they want to buy on reasonable terms," asserts Strom. "What's more, they're trying to buy. But with business at least one-third off and the outlook not considered bright, they can't buy at last season's prices. And the major companies are demanding 1939-40 terms or even advances in most instances. It's out of the question for independent exhibitors to meet such demands if they wish to remain in business."

Strom says that his office's request for "information" regarding film deals offered and other matters has met with a gratifying response. The exchange of information to date discloses that the contracts being offered by most of the distributors are as far apart as the two poles in like situations, according to Strom.

Exhibitor Conferences Call Blanks, Branton East

DES MOINES—A. H. Blank, G. Ralph Branton and Myron Blank headed for Chicago Monday to represent Tri-States theatres and the Central States circuit at two days of exhibitor conferences there.

After the meetings, the group was scheduled to skip into Washington, D. C., for two more days of talks in connection with A. H. Blank's assignment as the industry's midwest co-ordinator with the national defense program.

Three for Lovett

HOLLYWOOD—Dorothy Lovett has been signed to appear in three "Dr. Christian" features, starring Jean Hersholt for RKO release.

OMAHA

RUTH COGLEY is the new president of the Warner Club. The other officers are Etta Tatelman, secretary; Dora McLaren, treasurer, and three vice-presidents: Harold Martin in charge of entertainment, Adele Anderson in charge of welfare and Bill Wink in charge of membership. The local Warner exchange will hold its annual picnic on September 15 at Linoma Beach.

Ted Emerson, Tri-States advertising director, now has a new carpet in his office . . . Alice Neal has a bad cold . . . Fran Williams, Joe Scott's girl Friday, just returned from a trip through the mountains . . . Don McLucas, United Artists boss, made a jaunt to Des Moines.

Mona McCool, daughter of George McCool, who used to be United Artists booker here and is now in Denver, was married in Omaha last week . . . Keith Wilson, *World-Herald* critic, is back on the job after a quiet vacation at home. Jake Rachman did a nice job filling Keith's shoes while the latter was away . . . Wally Johnson, Exeter and Friend, Neb., was on Davenport St.

A slight error last week about Lou Egart going on his vacation. Lou is still at work . . . Congrats to Ted Emerson for the unusual exploitation he has been doing for Tri-States theatres in the Omaha area. Ted admits some of the gags are old, but they are getting results, the main thing . . . Where was Mort Troxell this week?

Hollis Silkensen, Silky, Dell Rapids, S. D., has a birthday this week. Silkensen lives at Artesian, S. D., where he owns a filling station . . . Wedding anniversaries: Leslie Roth, State, Estelline, S. D., his 11th, and DuWayne Hartzell, Rivoli, Charter Oak, Ia, his sixth . . . Bruce Merrill, Lyric, Edgar, Neb., celebrates his 21st wedding anniversary the day this BOXOFFICE hits your boxoffice.

More congrats . . . C. F. Craig of Scott-Ballantyne, eighth wedding anniversary . . . Milt Swift of Warners, 11th w. a. . . . Lucille Clow, Paramount, birthday . . . Carsten Gehlsen, Burke, S. D., wedding anniversary . . . Roy Syfert, Ainsworth, Neb., wedding anniversary on one day and birthday the next day . . . John Anderson, South Dakota circuit owner, w. a.

Infant dept.: . . . Charlie Lieb, Metro peddler, and BOXOFFICE stood on Filmrow and exchanged pleasantries about their new son and daughter, respectively. Each modestly admitted their babies looked exactly like daddy . . . Still no report from Karl Silkebakken, Princess, Odebolt, Ia. . . . Bob and Bill Kozal, sons of Lou Kozal, Tri-States artist, have a birthday this week. Lou hopes to be drawing pictures of a baby girl next spring.

What-ever-happened-to dept.: . . . The Goldberg-Tri-States court squabble . . . That new theatre in an Iowa town northeast of Omaha . . . Sol Yeager's presidential poll . . . Mike Roth's yellow necktie . . . Ted Mendenhall's boatful of sand . . . Jackrabbit circuits.

Go Up to Smoke

MINNEAPOLIS—Four local film houses—the World, St. Louis Park, Uptown and Palace—now permit smoking in their balconies with favorable result at the boxoffice. The problem of getting patrons to go upstairs has been solved by confining smoking to balconies.

Griffith's Managers Convene in Kaycee

KANSAS CITY—Its first annual managers' convention was held by H. J. Griffith Theatres, Inc., at the Hotel Ambassador here August 27-28. Managers saw new season product each of the two mornings, at the 20th-Fox screening room, lunched at the Ambassador, and met on the Ambassador roof for afternoon business meetings. The banquet was held Tuesday evening.

The business program Wednesday afternoon consisted of a round table discussion. On Tuesday afternoon, managers and executives of the circuit made brief talks on various phases of theatre operation.

Speakers Tuesday included Barnes Perdue, Chillicothe, Mo.; William H. Wagner, Independence, Kas.; David Dallas, Parsons, Kas.; Harry Wareham, Manhattan, Kas.; Louis Higdon, Marceline, Mo.; J. A. Sanders, Junction City, Kas.; J. Mark Cadle, Pleasant Hill, Mo.; R. W. Ferguson, Osawatomie, Kas.; Stanley McSwain, Nebraska City, Neb.; Glenn Leonard, Auburn, Neb.; W. G. McKinney, home office; Frank Nelson, Osage City, Kas.; Bob Morley, Fredonia, Kas.; Francis Wright, Hiawatha, Kas.; Turner Morrisett, Beloit, Kas.; Harold Sachse, Slater, Mo.; Irwin Tucker, Fayette, Mo.; Harold Harris, home office, and H. J. Griffith.

H. J. Griffith presided. Jack Jeffries, assistant manager at Paola, Kas., was the other manager attending besides those who appeared on the program.

Cassil-Dubinsky Hearing Postponed for Month

ST. JOSEPH, MO.—Federal Judge Merrill E. Otis August 26 put over to the September term of the federal court here the hearing of Frank Cassil's damage suit for $450,000 against Dubinsky Brothers and major distributors. Cassil, who operates the Rialto, and who heads the Kansas-Missouri Theatres Ass'n, sued under the anti-trust laws, charging discrimination in release of pictures in St. Joseph.

Langhofer Equips

KANSAS CITY—Projection, screen and other equipment for the refurbishing of the Plains at Plains, Kas., has been furnished R. J. Langhofer, who is reopening the house, by National Theatre Supply here. The house, dark a year, formerly was operated by A. N. Gilliat.

Mrs. Abe Baier

KANSAS CITY—Mrs. Abe Baier, co-owner and operator of the Lindbergh, died here this week, after a six-month illness. The Baiers have been in the industry for over ten years. She is survived by her husband and two daughters.

Announcing a new and more convenient location for
MISSOURI FILM LABORATORIES
Moving from 110 West 18th St. to
122 WEST 18TH ST.
Same Phone—GRand 0708
Charles Siebenthaler

LINCOLN

DEAR BOSS: This is to notify you that BOXOFFICE's little finger, left hand in Lincoln, Barney Oldfield, is back at the old stand ready to do monkey business in writing. Three weeks of finding out how easy Hitler would find pickings here, considering the present state of equipment of the U. S. army, at the 4th army maneuvers at Camp Ripley, Minn., is behind.

While in the up-country, met a very interesting guy, C. K. Lindquist, who runs a 308-seat theatre in Onamia, Minn., which at no time before was ever more than half full. When the soldiers, 22,000 of them on his side, hit town, for three weeks he never knew what it was to have an empty seat. When he played Dorothy Lamour in "Johnny Apollo" during the last of the three weeks, at sight of Dorothy's assembly lines, the whistles were louder than at the Ford plant in Dearborn, Mich., at quitting time.

Over on the other side of the mock war was Harry Smoots, and his son, Lowell. They have the Ripley and Falls theatres in Little Falls, Minn., and even had to resort to matinees to take care of people. They own a bowling alley, too, and just about have the amusement business corralled. Harry said he was thinking of getting himself a liquor store, but considered it a little off-key and referred to it as the "abusement business."

A $50 deductible insurance policy on that new gray car belonging to BOXOFFICE *saved a lot of money for yours truly, because right outside of St. Cloud, a collision netted $155 worth of damages. Car looked something like RKO Bill Scholl's must have after his Iowa tour. Was on the way to a gab session with Merle Potter in Minneapolis, after camp was over, when it happened. Wanted to say "hi" to Hy Chapman, too. All that was ash-canned, and had to put thumb up and hitch-hike home, glad that two teeth, bounced against the steering wheel, were only slightly loosened, not knocked out, and that nobody was hurt.*

On arrival back in town, found there had been much goings-on in Nebraska territory. George Monroe jr. came in to manage the Fort, in Kearney, and Ed Vaughan is leaving the Lincoln Theatres Corp., doing a ditto on his old pal, Mance Lofgren (now in York, Neb.), to replace Monroe in Greeley. Found, too, that that tip BOXOFFICE gave E. A. Patchen, to try T. B. Noble for a job, after Patchen lost out in Oklahoma City with J. H. Cooper, was okay. He's in Pueblo now, same stand he had before Cooper brought him here with Jerry Zigmond several years ago. Meant to bring home a souvenir for Bob Huffman from the Indian reservation at Vineland, Minn., but had trouble with an unreasonable buck.

Bob Livingston is still straddling fence on matters of governor. Luke Smith is looking around for a job. Orville Rennie wrote that he would be in the radio business before this was printed, as manager of KHAS, in Hastings, which breaks a long time association with Tri-States Theatres, and loses Evert Cummings a swell worker. Howard Federer, sweated at the brow, was trying to get a theatre ready for opening three days before it seemed humanly possible.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Sales Co.
Projectors and Sound for the Largest and Smallest Theatre. John A. Muchmore and R. H. Patt.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Missouri Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
115 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SOUND SERVICE

K. C. SOUND SERVICE
Syncrofilm Sound Equipment and Service
1818 Wyandotte St.
W. P. Humston HA 4783

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: Hland 2694

Odd Pennies Incite To a Price Boost

MINNEAPOLIS—Admission price revisions are in prospect here and throughout the territory. General feeling among exhibitors is that the odd pennies which have been added to 25-cent admissions to cover the new defense tax are detrimental to the boxoffice and that an advance to the flat figure of 30 cents would be less harmful. In addition, it's pointed out, rising operating costs have justified an admission boost for some time, but it has been deferred because of generally unsatisfactory trade conditions.

It now is proposed that houses charging 28c go to 30c, including tax. The Minnesota Amusement Co. is considering a tilt to 50 cents, including tax, for "A" pictures and, perhaps, higher in the case of particularly outstanding films. The independents want to wait for such action before making any change. They think the big circuit should take the lead.

Northwest Allied's central Minnesota group, in a move to eliminate the "penny" nuisance, has altered their admission scales. Houses that have been charging 28 cents, including tax, will have a 20-cent scale two nights and a 30-cent admission five nights a week instead.

Morton Van Praag District Head for National Screen

DES MOINES—Morton Van Praag, formerly Chicago manager for National Screen Service, has been upped to district manager, in keeping with a report current on the Row since he inspected National Screen and AAI consolidation moves here recently.

Van Praag succeeds Harry Taylor, who left National Screen to hawk beauty powders and potions for Connie Bennett.

"Boom Town" Gets Test Run in Spirit Lake

SPIRIT LAKE, IA.—Ray Hillary opened "Boom Town" at his New Royal, a Pioneer circuit house, here Friday night, August 23, as one of 14 test engagements of the picture in the country.

M-G-M had Exploiteer Speed Lambert on the job and a newspaper and exchange guest list from Des Moines and Omaha.





Dinner for Drive Leader—

Among guests at the Tri-States-Central States Theatres party for Fox Drive Leader Moe Levy at Des Moines Hyperion Club, Friday, August 23. Standing, left to right: J. J. Deitch, G. Ralph Branton, Myron Blank and Leo McKechneay of Tri-States and Central States; Joe Podoloff, Fox manager in Minneapolis; J. E. Scott, Fox manager in Omaha; and Harry Warren, vice-president and general manager of Central States. Seated, left to right: S. J. Mayer, Fox manager in Des Moines; M. A. Levy, the guest of honor; and A. H. Blank, president of Tri-States and Central States.

Tri-States Survey Leaves a Problem

DES MOINES—After five days of voting, Tri-States three-theatre poll on the single-or-double-feature issue shows two houses on the single feature side, one predominately for the double bills.

Returns through Tuesday night:

Roosevelt (single feature house)—72 per cent for single features; 28 per cent for doubles.

Des Moines Theatre (double feature house, single this week)—57 per cent for single features; 43 per cent for doubles.

Paramount (double feature house)—27 per cent for single features; 73 per cent for doubles.

Votes of children under 12 are not being counted in the returns.

Unknown quantity in the returns from Tri-States what-to-do-about-it viewpoint, is the 35 per cent of non-voters among patrons. Presumably these are satisfied with current policies, despite fact their votes do not show on the return.

Checking the returns, G. Ralph Branton, Tri-States general manager, commented:

"May we ask the editors of the *Register and Tribune* (opposed to double features) and Mr. Gallup just how these figures would guide them in the booking of their theatres if they were faced with that problem?"

Foster Completes Chore

HOLLYWOOD—Lewis R. Foster has completed scripting "How to Meet a Man," which Gene Towne and Graham Baker will produce for RKO.

Team Vincent and Von Cube

HOLLYWOOD—Allan Vincent and Irmgard Von Cube have been teamed to script "Face Behind the Mask" for Columbia.

1,100-Seat Varsity Opens in Lincoln

LINCOLN—The New Varsity, a 1,100-seater, opened August 28, which puts another genuine A operation into the picture here. It's a Nebraska Theatre, Inc., property, allied with the L. L. Dent-Westland Theatres organization.

Opening picture was "All This, and Heaven Too." It reaches for the ceiling in prices here, topped at 40 cents.

General manager is Howard Federer, and the house itself will be handled by Bill Knight. Alvin Hendricks has the running of the Variety.

Old Liberty was formerly on the site of the new Varsity, and the place was completely gutted to allow the building from fire-wall in of a modern fireproof theatre, swelling seating from 900 to 1,100. Architect was Robert Boller.

Lincoln Manager Awaited; Other Cooper Changes

LINCOLN—With resignation of Ed Vaughan, manager of the Lincoln, having taken effect Friday, City Manager R. W. "Bob" Huffman said there would be a new man sent in, in all probability, within the next two weeks from somewhere else on the J. H. Cooper circuit.

Present alignment of managers, made necessary because of the loss of M. E. Lofgren and Vaughan, in the past couple of months, finds Gene Shanahan at the Nebraska, Paul Anderson at the Stuart, and Harvey Traylor at the Lincoln.

Vaughan is taking on the Chief, in Greeley, Colo., for the Cooper opposition, Westland Theatres. It was formerly managed by George Monroe jr., who resigned to take an interest in the new Fort, in Kearney, Neb.

Government Orders Cheer in Cleveland

CLEVELAND—Exhibitors in the Cleveland territory who unanimously say that they are looking back upon the worst summer business in their experience are facing an optimistic future based on the fact that the government has awarded contracts totaling approximately $60,000,000 to local manufacturers for defense equipment.

Sixty Cleveland plants are now working on government orders, a survey reveals. Of these, 22 are making parts for various types of defense equipment to be used in the manufacture of guns, tanks, shells and fuses. Nineteen plants are producing raw material for use by other manufacturers, including steel tubes, bars, paint and paper supplies. To these 60 plants filling orders for the ordinance department, are others filling contracts for the United States Navy, the Army's Quartermaster's Corps, the Air Corps and the Chemical Warfare Division.

The Cleveland Diesel engine division of General Motors Corp. is working on approximately $20,000,000 worth of navy orders for submarine propulsion machinery and allied equipment.

The White Motor Co. is speeding its production to fulfill an order for 2,132 armored tanks. The cars will cost more than $10,000,000.

In addition to the 60 Cleveland plants now engaged in government work, some 50 concerns in other nearby cities have received similar orders in the amount of $15,000,000.

Commends Theatres' Aid In Promoting Safety

CINCINNATI—A. F. Sommers, president Cincinnati Traffic Safety Council, publicly commended Cincinnati exhibitors for their outstanding cooperation in aiding the council to make the public traffic safety conscious. Sixty-eight theatres in the city are exhibiting messages on their screens sent out by the local council in the form of trailers.

"The free contribution of this time on the local theatre screens is a fine example of real civic cooperation in attacking a common danger," stated Sommers. "It brings our safety message to practically every Cincinnatian driving a car."

Detroit Variety Resumes Social Activity Sept. 16

DETROIT—Detroit Variety Club swings back into strenuous fall activity with an annual golf tournament on Monday, September 16. Event is likely to be an all-industry (stag) holiday, with practically every film man in the territory in attendance.

Prizes are expected to run close to $3,000 in value—a total of 148 prizes were distributed to players last year. Scene this year will be Tam O'Shanter Club, near Orchard Lake. Arrangements are in charge of John Howard, branch manager for Paramount.

Tickets are five dollars per person, which includes golfing privileges, dinner, "and everything." Reservations close September 12, with tickets $6 after that day.

Accord Harris Silverberg Testimonial Sept. 12

DETROIT—Detroit Variety will sponsor a testimonial dinner Thursday, September 12, to Harris Silverberg, National Screen Service manager, at $3.50 per plate. Event will be in the Book Cadillac.

Edgar E. Kirchner, manager of the Family Theatre, is chairman of arrangements. Silverberg, who was formerly Pathe branch manager, is being transferred to Chicago after many years in this territory.

Stagehands' New Pacts Entail Few Changes

DETROIT—Contracts have been sent out to all theatres employing stagehands, by Local 38, IATSE, presenting union terms for renewal, effective September 1. Changes are about the smallest in recent years, with no change whatever in the wage scale. Only changes are in details of minimum hours, and in working conditions in the putting on and taking off of shows. With practically a renewal of existing contracts being sought, there is little danger of a dispute.

Employment for stagehands is at a peak right now, with Nash Motors, Chevrolet and State Fair shows employing as high as 60 men at times. Production in the commercial picture studios is at a high also.

Malanos Excavation Started

EAST MCKEESPORT, PA.—Excavation work was started here last week for the new theatre building for N. A. Malanos, East Pittsburgh exhibitor.



They Plan to Kick Records Around—

Nat Wolf, Warner zone manager, is host to the boys when they attended a two-day managers' meeting in Cleveland August 22-23, at a grilled steak dinner at his home in Shaker Heights. Holding the banner, left to right, are Nat Wolf and District Managers Ray C. Brown, Frank Harpster and Dick Wright.

WB-Ohio Zone Drive Launched by Wolf

CLEVELAND—The two-day meeting of the Warner Bros. Ohio Zone managers held here August 22-23 by Zone Manager Nat Wolf, had, as its primary purpose, the launching of the Warner Ohio Zone "All-American Drive" during which the managers will compete for $900 in cash prizes. The drive will cover 13 weeks. Each manager was presented with a book of rules including a score card on which he may tally operations.

Prizes are divided as follows: 1st prize in each of the three districts, $150; 2nd prize in each district, $100; 3rd prize in each district $50. Thus each district will be eligible to win $300, provided it has reached 100 per cent of last year's first quarter gross.

Prizes in each district go to the managers who show the best percentage increase gross for the first 13 weeks of the new year as compared to the corresponding period last year.

Host to Managers

Wolf struck the keynote of the contest when he declared the new season requires more intelligent, intensified selling campaigns than ever before. "With revenues from important foreign markets gone, it is our responsibility," Wolf told his zone managers, "to bring in greater domestic grosses." To accomplish this, Wolf pointed out, two things are vital. One is to increase theatre attendance. The other is to decrease the cost of theatre operation.

Following the first day's session, Wolf entertained all of the managers with a steak dinner at his home. After the second session, all attended the Variety Club golf tournament.

Attending the meeting were District Managers Ray C. Brown, Frank Harpster, Dick Wright, and Managers John LaDue, Strand, Akron; William D. Harwell, Ohio, Canton; Harland Fend, Sherman, Chillicothe; Don Jacobs, Pastime, Coshocton; Harry Bodie, Sixth Street, Coshocton; Glenn Nelson, Harris, Findlay; "Doc" Elliott, Ohio, Lima; James Skelly, Sigma, Lima; Don Reilly, State, Lima; Louis Lamm, Palace, Lorain; William Dworski, Ohio, Mansfield; Grattan Johnson, Madison, Mansfield; Wayne Williams, Majestic, Mansfield; Irving Solomon, Lincoln, Massillon; George Frazier, Columbia; Portsmouth; J. Knox Strahan, La Roy, Portsmouth; Paul Jacobs, Lyric, Portsmouth; Joe Sholer, Ohio, Sandusky; Clarence Sletz, Ohio, Sidney; Paul Montavon, Capitol, Sidney; D. M. Robins, Frank Savage, Warner, Youngstown; Phil Chakeres, George Bauer, Ray Whitman, George Sutermaster, Richard Offenbacher, Mike Chakeres, Oliver Hickles, all of Springfield, and from Cleveland, Eddie Miller, Hippodrome; Marvin Samuelson, Colony; Julius Lamm, Variety, and Lou Milder, Variety.

E. C. Pearlstein, Dave Bachner and Arnold Nathanson of the publicity staff were also present.

Russells Speed Completion Of Millersburg House

MILLERSBURG, OHIO—The Hoy Russells are rushing completion of their new 500-seat Russell Theatre in expectation of opening it September 15. Mr. and Mrs. Russell have bought their equipment from the National Theatre Supply, through L. H. Walters, manager.

Throng to Testimonial For Lebby, Lynch

CONNEAUT LAKE PARK, PA.—One hundred and forty friends of Ed Lebby and Bob Lynch honored them at a grand testimonial banquet at Hotel Conneaut Tuesday, August 20, the event being the finest motion picture industry gathering on record in the northwestern Pennsylvania area where each of the honor guests had sold film product for 25 years before retiring to enter private business. Burt Bishop jr. was toastmaster and he kept the speaking and entertainment program moving to a very successful conclusion. Lebby and Lynch each received gold pocket watches, with chains and knifes, in addition to beautiful autographed testimonials which depicted characters and events in the industry lives of the retiring film men.

Jack Judd was general chairman of the testimonial. A golf tournament was the feature of the afternoon, and following the banquet in the evening there was entertainment, refreshments and games. Charles Carter's orchestra furnished the musical program and the vaudeville acts were from the Joe Hiller Agency.

Lynch and Lebby are vice-presidents of the Keystone Crankshaft & Machine Tool Co., Erie, Pa.

Among those present, as spotted by a BOXOFFICE reporter, were the following:

Exhibitors—Dr. H. C. Winslow, Meadville; Louis Perretta, Mahoningtown; Cliff Brown, Kane; Hayes Garbarino, Clarion; Mike Marks, Oil City; Chris and Louis Lampros, Farrell; Charles Truran, Meadville; Harry Stahl, Sharon; Dave Victor, New Castle; Glenn Carruthers, Grove City; A. E. Andrews, Emporium; Joe and Bob Shapiro, Mt. Union; M. N. Shapiro, Pittsburgh; Edgar E. Shaffer, Slippery Rock; Mark Kirkpatrick, Galeton; Jake Blatt, Corry; Theo. Mikolowsky, Masontown; Harvey Emmerman, Erie; Charles Szewczyk, Boswell; Jerry Geinzer, Suterville; Tom Masters, New Castle; R. V. McCalmont, Pittsburgh; William Thomas, Zelienople; L. C. Haughton, Franklin; Ted Perrine, Sandy Lake; John Muller, Sharon; Speer Marousis, New Castle; Holis L. Hayes, Linesville; Leo Guerrein, Erie; Melvin Helfant, Brackenridge; Bart Dattola, New Kensington; Frank Panoplos, Clairton; Harry and William Walker, Crafton; Harry Rachiele, Sharpsburg; Peter Antonoplos, East Pittsburgh; Steve Macris, Eldred; Charles Lynch and Louis Frankos.

Distributors—Harry Seed, Jerry Wechsler, F. D. Moore, Vitagraph; Burtus Bishop jr., Harry Fendrick, M-G-M; Ira H. Cohn, George Moore, 20th-Fox; Art Levy, George Tice, Columbia; Lew Lefton, Godfrey Lefton, Producers Releasing Corp.; Herbert Greenblatt, David Silverman, RKO; Lou Hess, Universal; George W. Collins, Republic; Abe Weiner, William Scott, UA; Mark Goldman, Saul Perilman, Monogram; Art Morrone, Vince Josack, Superior M. P. Supply; Walter Dyck, NTS; Sam Steinberg, Gordon Gibson, A. & S. Steinberg, Inc.; Martin Terner, Anthony Simboli, American Theatrical Valance Co.; Jack Judd, Theatrical Posters; Ed Good, Exhibitors Service Co.; Joe Hiller, theatrical booker; Joe Kaliski, former Pittsburgh film distributor, and Jack Rosenfeld, Phil Rosenberg and Bob Klingensmith of Filmrow.

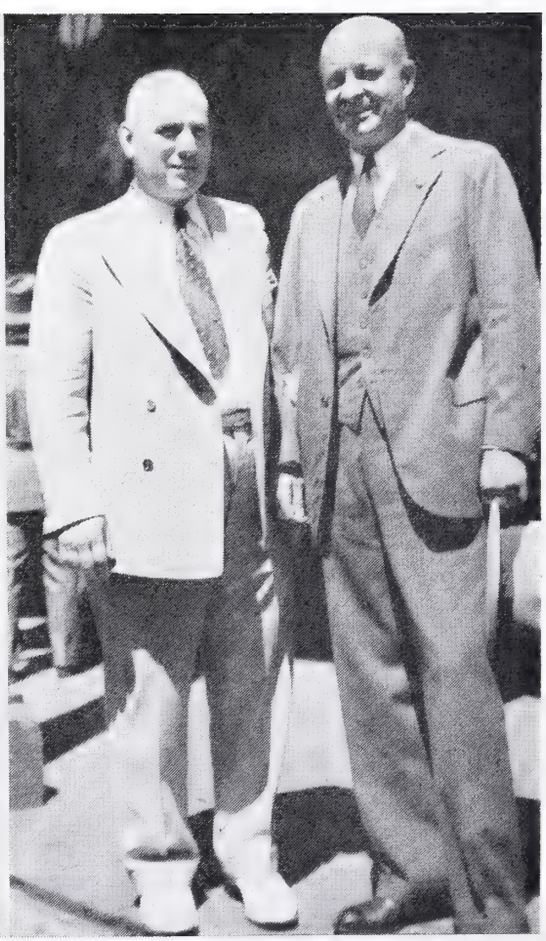
Guests included Jack Lebby, brother of Ed Lebby; Dr. J. M. Harper, brother-in-law of Bob Lynch; Russ Stein, former W. & J. All-American end; Ken Rice, assistant district attorney Crawford County; Edw. I. Bates, publisher Meadville *Tribune-Republican;* Con Jamison, representative Dept. of Highways, Harrisburg; Fred F. Whipple, mayor of Meadville; Judge O. Clare Kent; Senator J. F. Thomas; John E. Wirt, Meadville; J. Perry Eckels, member of the legislature; Frank J. Vaughn, president of Keystone Crankshaft Co., Erie; Dr. J. A. Clawson, and others.

To Hike Admissions for "Boom Town" Run

Cleveland—Circuit houses in this territory will boost admission prices for "Boom Town." Frank Drew, M-G-M branch manager, announces that Warner, Loew's, Schine, Shea and Publix houses have established the advanced scale for this picture. The boost is 25 per cent over established matinee prices and 33 1/3 per cent over established evening prices. Opening engagement in the territory is set for September 1 at East Liverpool.







For a Good Time—and a Campaign—

Among the 140 *exhibitors and members of the industry at Conneaut Lake Park, Pa., for a special outing and get-together were, at the top: Bart Dattola, Harry Rachiele, Peter Antonoplos, the mother of Harry and William Walker, Harry Walker, Martin Terner and Frank Panoplos. Bottom: William Thomas, Bart Dattola, Anthony Simboli, Martin Terner, Peter Antonoplos, Speer Marousis and N. A. Fisher.*

In the panel on the right there is a bit of campaigning as Charles Truran (left), Meadville, Pa., showman, entertains Jay Cooke, Republican nominee for the United States Senate.

Record Turnout for Variety Golf Meet

CLEVELAND—The Annual Variety Club golf tournament, held last Friday at the Grantwood Country Club, claimed a record attendance of 250 people. Weather, which started out cloudy, cleared in time for the first players to arrive at 1:30 o'clock. Some 70 members and friends contended for the golf prizes, with the rest of the crowd coming out for dinner and the evening entertainment.

In addition to the golf prizes, 150 door prizes were awarded to lucky number winners.

Nat Wolf, Warner zone manager, was general chairman in charge of the affair with Charles Albert of the Warner booking department in charge of tickets.

Among the out-of-town guests were Paul Ellies and Joe Robins of Warren and Mr. and Mrs. Loren Solether of Chagrin Falls.

Golf prizes were won by the following:

Manny Landers, low gross, leather golf bag; J. R. Andrews, 2nd gross, wrist watch; Doc Elliott, Lima, 3rd gross, one dozen golf balls; Eddie Johnson, 4th gross, one wood driver; Henry Greenberger, 5th gross, golfer pal.

Low Putts—Jerry Friedlander, duffle bag; W. D. Proudfoot, golf balls.

Mart Friedman, for low poker hand, golf bag; John Kalafat, for high poker hand, trophy cup; Al Gregg, high putts, razor; R. H. Walters, high gross, "white horse collar."

Variety Tourney Will Offer Many Prizes

CINCINNATI—Over 250 prizes and a day devoted to golf and field sports are promised members and guests of the Queen City Variety Club at their sixth annual golf tournament, set for Monday, September 16, at the Summit Hills Country Club. The $5 admission entitles to luncheon, dinner and use of the club. Proceeds will go to realize the $16,500 charity pledge of the Queen City tent.

William Devanney, M-G-M, is general chairman of the day, and requests that all prizes donated be sent to the office of the local Metro exchange, 1632 Central Parkway. John Allen is in charge of tickets.

A feature of the day will be the Monte Carlo handicap when such noted Variety Club golfers as J. J. Grady, Joe Oulahan, John Allen, Paul Krieger, Allan Moritz, Wess Huss, Harris Dudelson, Harold Bernstein, Bill Koegel, Andy Niedenthal, Elmer Shard, Maurice White, Manny Nagle, Irving Sochin and Bill Devanney will tee off and wagers will be readily taken on the outcome. Following the dinner, the prizes will be awarded for the day's events, and also the lucky winner announced of the $200 set of clubs and bag, drawn for the charity fund.

M. A. Rosenberg Acquires Two Glazer Houses

PITTSBURGH—M. A. Rosenberg, president of the AMPTO of W. Pa., Inc., this week became the proprietor of the Parkway and Colony, McKees Rocks, Pa.

Transfer was from Al Glazer, who had operated both theatres for a number of years.

: *Variety Golf Notes* :

Frank Gross, highly elated over being called "Mr Gross" at the first tee.

Bernie Rubin, looking as if he forgot to get out of bed, on account of the white sport shirt he wore for golf.

Marty Friedman, swinging like a rusty gate—he's probably still on the first tee.

Al Sunshine, in those red pants—woo, woo!

Jerry Friedlander: There goes that d—— slice! Joe Lissauer: You never hit one better than that in your life. What do you mean, slice!

Marvin Samuelson . . . looking like a tent in his slack suit.

Bill Harwell: We want strokes . . . Ed Miller: Yes, sun strokes!

Glenn Nelson—a rainbow in blue, yellow and some other luscious shade!

Manny Landers, looking over the prizes before he went out to win the tournament.

"Shappy" Shapiro, buying a ticket for the golf bag and clubs: "What will I do with a set of clubs worth $100?" Matt Goodman: "I'll give you $50 for the set if you win it." Two minutes later, Matt Goodman to someone else: "I'll give you $60 for it if you win it." Shappy: "Oh, I heard you the second time; I'll take $60, too." P. S. Shappy won the bag! Sold to Eddie Miller, Hippodrome manager, for $50.

Les Nehamkin, trying to see how he would look in that size 32 sport shirt—it just fit one arm!

Joe Lissauer, teeing off, hit the ball for about a four-foot drive. Ray Brown, waiting his turn—"Tough course, Joe!"

Joe Zucker, teeing off—"Haven't played since June 2—first time out since June 2." His drive only went within two feet of the cup! And how he ran to break through a foursome—a threesome—and a twosome—to catch up with Nat Wolf's threesome—and he wound up behind the eight ball!

R. H. Walters asking what size his golf prize was—he's mighty particular, don't you think?

Joe Minsky gets very, very sentimental on one drink . . . tell your friends!

Saul Bragin, attending his second annual Variety Club golf tournament. On account of his diet, he doesn't eat, and he hasn't won a door prize yet. Can't someone do something

From now on, Moe Horwitz will be known as "Fifty Buck Moe"—how did you like that rug, Moe?

Dick Deutsch got so used to handing out the old oil (strictly as prizes) that when his wife came up with a winning ticket he started to hand it her!

Patsy Stearn won the toilet paper hanger for an elephant—and tried to tell everyone it was for flowers!

Nat Wolf and Joe Robins, refusing to accept their door prizes and redonating them to the club for auction.

Henry Greenberger and Buck Stoner walking off with two fluorescent desk lamps as door prizes—don't worry, they won them!

We are wondering what Henry Greenberger's next golf score will be, now that he has a checker on himself. And the numbers don't go beyond 10 for each hole.

Grattan Johnson of Mansfield, wondering what he is going to do with his popcorn popper!

Eddie Miller and Shappy Shapiro making a final deal for the golf bag and clubs.

Writ Against Miskinis Is Granted Stoia

DETROIT—Injunction was granted by Circuit Judge Frank Day Smith, restraining Joseph and Mary Miskinis, operators of the Alden Theatre, and Joseph Miskinis jr. and Philip Gorelick—the latter a builder—from proceeding with excavation for a proposed Carmen Theatre on Schaefer Road near Warren Ave. Suit was filed by Joseph Stoia, who operates the Midway and Circle, nearby, and who was formerly a partner with Miskinis.

According to allegation of Stoia, when the partnership was terminated some months ago, it was agreed "that vendors Joseph and Mary Miskinis agree they will neither directly nor indirectly enter into the business of owning, operating, or managing theatres for five years after date, within four miles from the location of either the Midway or Circle. This agreement shall be construed as broadly as possible, to cover any connection of any sort whatsoever with any form of theatre enterprise."

Stoia said that Miskinis had given his son $50,000 as a graduation gift, and inferred that the proposed new house, some half a mile from the Midway, could still be construed as "connected with Miskinis', sr. enterprises" under the clause quoted. He further alleged that at least some of the lots for the proposed theatre were owned, without his knowledge, at the time of the sale and agreement by Mrs. Miskinis under the "assumed name" of Mary Veiveris. The Carmen was registered in the name of Miskinis jr. and Gorelick.

Miskinis jr. then apparently withdrew from the Carmen Theatre Co., which was taken over by Gorelick alone.

Apparently as an answer to this threatened opposition, Joseph Stoia told BOXOFFICE, just before press date, that he will build a new 1,200-seat house in an undisclosed location, half a mile from the proposed Carmen. He will also remodel and reseat the Midway.

Navy Shorts Tieup

PITTSBURGH—AMPTO of W. Pa., Inc., is cooperating with the local U. S. Navy Recruiting Station in the distribution of special gratis short films. Theatres are urged to exhibit these reels, which may be booked through the AMPTO office or from the officer in charge, U. S. Navy Recruiting Station, Old Federal Bldg., Room 308, Pittsburgh, Pa.

DETROIT

COMMODORE FRANK STUART, late manager of the Midwest circuit, is interrupting his vacation at Lake Orion to take a trip with his wife to her home at Auburn, Ind. . . . Joe Conti, late of the Monte Carlo Studios, has won a role in Warner's "East of the River."

F. A. Schneider of the Stratford is back from several weeks' vacation up at Otsego Lake . . . George Kaps of Decorative Metal Products has been making a check-up of recent theatre construction . . . Al Dezel, back from New York, made a deal to distribute "Leopard Men of Africa," and will handle all his Detroit accounts out of the Chicago office. Don Shields will also go to the Chicago office.

Milt London talking about "the old girl going to have her face lifted" had to explain he meant the new front on the Arcadia . . . James Easson, manager of UDT's Alger, was unwitting host to three bandits. The smallest policeman in the precinct captured them alone, after the house closed.

Springer Picture Productions, new commercial film producers, are changing their name to Springer Pictures, Inc. . . . John F. Hancock is establishing the Movie News here . . . Paul S. Keena of Grosse Pointe and Harry L. Long of South Lyon are organizing the Film Service Laboratories on Mack Ave., capitalized at $100,000 *. . . Barney Kilbride has a new permit for further remodeling on the Dawn.*

Ed Ferguson is over at Wilding Studios making his third "Scarecrow" picture, a tire company commercial . . . Francis A. Darling, sound man, is going to conduct a series of talent contests in local theatres, with prizes running up to $125 . . . Fred Schader, former publicity director of the Fox, is back in Detroit.

Charley Roth won a bucket of champagne as the most successful rider of hobby horses at the Bowery . . . Harry Clark, late manager of the Tower, is now assisting Dan J. Lewis, chief booker for Wisper & Wetsman, while his former assistant, George H. Santer, is now managing the Tower.

Wright & Rogvoy, theatrical architects, are putting a ventilating house on the roof of W&W's Ace . . . Ted Rogvoy has been vacationing down in Tennessee . . . Ray W. Springer of Springer Pictures was out of town for the week . . . Charles H. Miles' old Miles-Detroit Theatre Co. is still active as the owner of the Griswold Bldg.

Ed King, stagehands business agent, rates as the town's busiest man . . . Bill Green was a visitor to the Northville Fair . . . Art Robinson of the Belle and Bill Napier of the Virginia seen lunching together quietly . . . Charlie Perry, manager of the Adams, back from northern Michigan, and right off to New York for a week.

Jim West, Variety staff photographer, taking his daughter, "Ginger," for a ride on the Film Bldg.'s revolving door . . . Ed Kirchner, manager of the Family, sick in bed . . . Hal Burriss, back from vacation, unlimbering his drum for fall syncopation . . . Bob Fisher, fight film distributor, is taking a little flyer in politics.

Irwin Pollard of Republic seen on lobby duty . . . Charlie Garner, the old faithful, going into action all over the main floor . . . Sol Krim has a weakness for blue ties . . . Harold B. Jewell has joined the sales education section of Jam Handy's editorial staff, President Jamison Handy discloses . . . Gracie Fields made a personal appearance Tuesday at the Arena in Windsor, while her latest film, "Shipyard Sally," opened at the Empire.

Mrs. Fanny Hartman is managing the new office Detroit Variety is opening for the Tag Day Drive . . . "Fred and Gaines" alternate under Variety's new schedule, opening daily at 11 a. m. now . . . Arnold D. Dickerson has put a new screen in the Film Building projection room . . . Max Blumenthal put in air cooling just before the cold wave.

WOLVERINE DOINGS:

Harry Hobolth is busy building his new house at Davison.

Joseph Allegretti, manager of the Midway in Dearborn, honeymooning in Missouri—the bride is the former Elizabeth Garber . . . Joe Stoia is "working again," managing his own Midway in the newlyweds' absence.

Louis A. Emery, manager of the RKO Uptown in Highland Park, has been away vacationing . . . Louis Schlussel, of the Farnum in Hamtramck, is still working on plans for his new theatre in Melvindale.

Art Black, Chargot circuit's general manager, back from a few days' vacation, plenty busy catching up with his work.

Maxie Gealer, manager and m. c. of the Rialto at Flint, for Associated, is a candidate for city commissioner of Flint.

Bill Schulte's uncompleted theatre building at Center Line is being operated as a roller rink . . . Owen M. Geer jr. of Dearborn bicycled all the way to Los Angeles, just to meet his favorite star, Anita Louise; he's headed home after his interview.

P. N. Curtis of Edmore reported taking over the Roxy at Howard City.

RCA Photophone has installed new sound in the Garden at Marshall for W. G. Thick, and in the New and Orpheum at Kalamazoo for P. C. Schram.

L. C. Becker, American Seating manager, reports installation of 4,000 new rubber-cushioned seats in the Cohen Brothers' Hollywood, and new seats in the Colonial for Midwest Theatres.

Health Precautions Are Affecting Attendance

CHARLESTON, W. VA.—Theatre attendance has suffered in recent weeks due to an epidemic of infantile paralysis and Wayne and Cabell counties have postponed the opening of schools until September 30, the action being "precautionary."

Huntington has no actual "ban" on juvenile attendance at theatre but the advice of doctors "to avoid all crowds" has been heeded by the majority of parents who have been guarding their children against the communicable disease. At Wheeling, theatre managers have been asked to cooperate to keep children out of theatres, and they are doing so. There is no "ban" at Parkersburg, or in the county or surrounding counties, but theatre managers are cooperating with the state health department in advising that children avoid crowds.

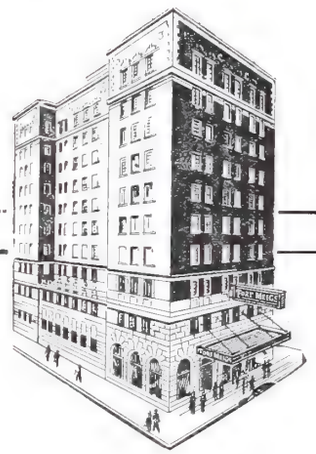
To Lee Chain Helm

AKRON, OHIO—Henry (Bud) Sommers, former Akron Palace manager, has assumed directorship of the five Lee theatres in Frankfort and Winchester, Ky.

Kenton Directing

HOLLYWOOD—Erle C. Kenton is to direct an untitled "Dr. Christian" for RKO to start September 5.

A Finer Place to Stay



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TOLEDO

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Cleveland 20th-Fox Club Has a Picnic

CLEVELAND—The annual 20th Century-Fox picnic is now history. It was held last Monday at Crystal Lake, near Ghent, Ohio, and was attended by 55 20th-Foxites and their families, including District Manager George Roberts and Branch Manager I. J. Schmertz.

Eddie Bergman, club president, was in command of arrangements and saw to it that every employe won a prize. All prizes, by the way, were donated by exhibitors and friends. Also on the entertainment committee as aides to Bergman were Ed Graves, Mrs. Graves, Charles Rice and Nate Scott.

Frank Hunt, head booker, won the running high jump contest and a Graflex camera. The potato race winner was Jerry Akers, secretary to Manager Schmertz. For her prowess she received a man's travel kit, which she later exchanged with Ted Scheinberg for a more suitable compact.

To Miss Von Kaufmann went the Bathing Beauty prize, while Mrs. Lillian Zwick and her boy friend were voted the outstanding couple at the picnic. Mrs. Min Massing and her son shared a box of candy bars for their skill in balancing on a teeter.

Ray Schmertz was the star beach performer. Lucille Murphy partnered by Ted Scheinberg did their stuff on the dance floor to the plaudits of the spectators. Henry Fosbender was lost without a bowling alley.

Bookers Tom Alley and Joe Cosley were busy concentrating on their children, and young "Buzzy" Graves, son of Ed, entertained himself fishing.

In a huddle, no doubt planning next year's picnic were Amy Amster, Micky Altshule, Sadie Wetterman and Adele Holmes. Mrs. Rose and her pretty daughter were also in the huddle.

Frances Burns and Jerry Bieber were the only ones of the group attending their first 20th-Fox picnic. Others spotted were Collette Lanser with a smile. Clara Cantor wearing new sport slacks and Misses Roth, Steffens, Roseman, Matthison and Dumas of the inspection department.

Report Universal Keeping Step With Last Year

CLEVELAND—The Universal exchange is making about the same progress in closing accounts this season as it did last season. Joe Kauffman, local Universal branch manager, says that notwithstanding the fact that the demand on the part of the exhibitors is much more enthusiastic than in previous years, his organization is proceeding with its sales slowly and cautiously.

"The improvement in our product," Manager Kauffman states, "has been very marked during the past two years, and the announcement appearing in the trade papers listing 23 pictures with 23 definite playdates, clearly demonstrates that our studio is now operating on an efficiency basis and is able to turn out pictures as rapidly as the market will absorb them."

Art Cinema Resumes Foreigns

PITTSBURGH—Art Cinema, which played domestic product throughout the summer, will launch its fall season soon with "The Baker's Wife," noted French photoplay.

PITTSBURGH

BERNARD BUCHHEIT, district manager for Manos theatres, and Mrs. Buchheit are departing for Birmingham, Ala., for a visit with his parents . . . M-G-M Pep Club's wedding present for Sylvia Zeisel, who recently was married to Hyman Hurwitz, is a mix-master, and a junior floor lamp is the gift to Thelma Schauer, who was recently married to Charles Bruno, formerly the expressman for the celluloid colony . . . Mark Browar, retired from exhibition after 33 years, says he's going to Hollywood to sell his services . . . Paul O. Klingler, Lewistown, is adding pounds and pounds.

Charles Szewczyk, Boswell showman, merchant and school director, has opened a modern streamline market one mile from the business district there . . . The George J. Corcorans of Monongahela have been vacationing for several weeks in Brooklyn . . . William L. Brown, former Tarentum exhibitor, has been appointed to the Republican executive committee of Allegheny county.

Joseph Delisi, Nanty Glo exhibitor, will move his family from Saltsburg this week to his newly built residence in Ebensburg . . . Ira H. Cohn's new hobby is collecting fine miniature porcelain figures . . . Milt Crandall, whose career in film exploitation dates back to the early days of the industry, returned to his old stamping grounds last week to promote "The Boys From Syracuse," a Fulton attraction . . . A. & S. Steinberg report the sale of projectors, lamps and rectifiers, with screen, to the Roxy, Richeyville; also projectors, lamps, rectifiers, screen and lenses to the State, Kittanning.

Charles Lynch has resigned his manager's post with the Notopoulos circuit at Altoona to join the local Acme Distributing Co. Walt Thomas, head of Acme, also has added to the up-and-coming company's staff old-timer Vincent McHugh, remembered as a local Paramount salesman . . . Mr. and Mrs. Michael N. Shapiro announce the engagement of their daughter, Miss Ruth Flora Shapiro, to David Hadburg, son of Mr. and Mrs. Benjamin Hadburg of Homestead.

Acme Distributing Co. has installed a switchboard, with the addition of various new departments, and the new phone number is ATlantic 6474 . . . Jake Soltz has returned from a vacation in New York and Atlantic City . . . Abe Weiner screened "Foreign Correspondent" the other rainy afternoon . . . Fulton dressed three guys as ancient Greeks who nonchalantly dined al fresco atop the marquee of the William Penn Hotel Saturday p. m. Was a gag for "The Boys From Syracuse," of course . . . Herb Greenblatt was distributing full color American flag buttons this week, advertising "Ramparts We Watch."

George D. Tyson, Harris Amusement publicity director, will be returning to his regular duties soon after completion of the annual talent and beauty contest in Atlantic City's Auditorium which starts September 2, and which he stages each summer. Locally, Miss Alberta Carts outdazzled other beauties, and won the title "Miss Western Pennsylvania." Rita Glaser was second and Bernice Keefe was third. Don D'Carlo, theatrical booker, was in charge of all local area beauty contests and eliminations.

Tex Ritter, Monogram's singing western star, visited at the local exchange Monday morning to say hello to Mark Goldman, manager, and members of the staff. With him were Slim Andrews, Dick Phillips and Buddy Ryan who comprise his Musical Tornadoes. Tex greeted a number of the neighborhood kiddies too. He was en route to White Sulphur Springs, W. Va., to make an appearance at the exhibitor convention there . . . Joe Feeney was in from Clarksburg and reported that Dick Marks and George Sallows, Allied leaders of West Virginia, were flying to White Sulphur Springs to attend the W. Va. MPTOA Managers' Ass'n convention. It was reported that an effort would be made to merge the two exhibitor groups . . . Lew Lefton, PRC manager, headed for the Greenbrier shindig too.

"Proponents of Sunday shows are optimistic, believing the Sabbath day performances will get the green light signal this season. Stage hands and actors' unions are considering a reversal of their 21-year-fight against Sunday theatricals." This quotation is from Kap Monahan's "Show Shops" column in the Press *and is reprinted by request of a subscriber . . . Sam Fineberg reported approximately* 130 *were in attendance at the Variety Club's outing last Sunday, despite rain . . . Jimmy Stewart returned to his home in Indiana, Pa., for a double wedding of friends at the Methodist Church there last Saturday afternoon . . . Jack Mapel was in from Point Marion with the largest Willkie button manufactured . . . Motion pictures became a great art-industry here a quarter of a century ago. It was at the Nixon on September* 1, 25 *years ago that Pittsburghers first witnessed D. W. Griffith's "The Birth of a Nation." Harry Grelle, identified with the masterpiece through these years, recently reissued it in the local territory.*

Smiley Burnette, "Frog" of the Gene Autry pictures, will make a personal appearance at Kennywood Park, Sunday, September 8, and it is expected that he will visit at the local Republic exchange . . . Ed Auger, RCA's roving ambassador, was a visitor this week . . Joe Kaliski, veteran film man of this city, has returned from the Buffalo area and has joined Walt Thomas' Acme Distributing Co. staff . . . Sammy Steinberg vacationed this week in Atlantic City . . . Max Cransfield was expected to submit to an operation at the Veterans Hospital this week. His side-kick, Larry Jacobs, was around trying to shake off intestinal flu . . . Frank H. King, California, Pa., exhibitor, returned from a vacation in Virginia, and his partner, Jean Angeli, departed for Warren, Ohio.

Harris Buys Republic

PITTSBURGH—Republic has closed a deal for its 1940-41 program with the Harris Amusement Co., covering 22 theatres in western Pennsylvania, according to an announcement by J. R. Grainger, Republic president.

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CLEVELAND

DAVE MILLER, Universal district manager, was in Atlantic City last week to meet John Harris of Pittsburgh for the purpose of making a deal for the Harris theatres . . . C. W. Hawk, manager of the Ada, Ada, is now doing the buying and booking for the house, having recently taken over these duties from the owner, Clarence McDonald . . . Miss Rose Sudman, captain of the Paramount switchboard, will assume a new title on September 14, when she will become Mrs. Casimir Masters. The wedding takes place at 10 a. m. at Dunlevy's Hall, St. Clair Ave. and East 72nd St., with a reception following the ceremony. After a short honeymoon the bride will report back to Paramount for duty.

Vincent Ochs, United Artist ad sales manager, is vacationing, if you call it a vacation to respond to the vagaries of a two-month-old baby . . . If you know of a good but painless diet guaranteed to knock off superfluous poundage, send it to Lou Walters, manager of National Theatre Supply Co. No, Lou isn't getting vain all of a sudden, but his store room is so full of slightly used theatre chairs that he is confronted with the alternative of disposing of the chairs or reducing. Right now there isn't room for both . . . Lou Blumenfeld has taken over his new duties as RKO office manager and Otto Braeunig, his predecessor, who has been promoted to home office representative—traveling auditor to you—has started out on his tour of the territory.

Nat Holt, RKO Greater Lakes division manager, served free gingerale to all patrons attending Keith's East 105th St. during the showing of "Maryland" and the latest "Information Please" release . . . When Russell Wiseman, *Plain Dealer* columnist, addressed the New London Rotary Club last week, he was introduced to the assembly by New London's active Rotarian and civic-minded theatre owner, J. O. Guthrie, of the New Carolyn Theatre . . . Herb Ochs of Pioneer Film Exchange announces that he has closed a deal with Community Circuit, Cleveland, for Film Alliance product for the 1940-41 season . . . "I Love You Again," the M-G-M Loy-Powell boxoffice knockout, is being held a second week at Loew's Stillman where it moved after an exceptional week at Loew's State. Jack Lykes, manager of the Stillman, says the picture grossed an amount just under "San Francisco," which holds the house record. "San Francisco" played the Stillman in July, 1936.

"The Howards of Virginia," released through Columbia, will be given a trade screening in Cleveland at the Colony September 3, according to Columbia Branch Manager Lester Zucker. Invitations to the trade are being issued. Frank Lloyd, director, and Jack Skirball, producer, will be in town for the event . . . Harry Lande of Independent Film Service has taken on the Ohio-Kentucky distribution of the Jack Dempsey-Cowboy Luttrell single reel fight picture . . . Hal Shreffler of the Castamba, Shelby, was in town the early part of the week on one of his infrequent visits to the exchanges.

Dorsey Brown, M-G-M head booker, is back from his wedding trip and John Scully, Universal booker, is also back from a journey, only it wasn't a wedding trip this time . . . Vitagraph District Manager Bob Smeltzer visited Local Branch Manager Charles Rich on his tour of exchanges . . . Strand, Canton, is all dressed up with new Alexander Smith carpets . . . Miss Hilda Klein, Columbia secretary, is wearing her arm in a sling because of a roller skate accident . . . PDC is reissuing King Vidor's "Our Daily Bread" under the title of "Hell's Crossroads" with Karen Morley and John Qualen . . . Maurice Kinzler of PDC has his wife and daughter here from New York for a couple of weeks' visit.

Harry Reinhart of Canton and his son, Jerry, were around the exchanges . . . Want a Greater Movie Season banner? Al Sunshine reports he has a complete new line . . . Joe Leavitt of Independent Screen Room is getting over a bad battle with summer flu and Mrs. Leavitt has gone to visit with her sister in New York . . . "The Boys From Syracuse" is spending a second week in town, moving from the Hippodrome to the Allen.

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CINCINNATI

RKO Paramount, Peebles corner, instituted a continuous show policy from 1 p. m. until closing. The price scale also was changed, week days and Saturdays, 25 cents until 6 p. m., after 6 p. m. 25 and 39 cents. Holidays and Sundays, 25 till 1 p. m., 25 and 39 cents after . . . RKO's new Grand opened to peak grosses downtown, with Metro's "I Love You Again."

Cadet Richard Sonz, son of Eddie Sonz, National Screen and Advertising Accessories at Gamesville, Ga., Military Academy. This is young Sonz's fourth year at military school and his hopes are for an appointment to West Point or Annapolis.

Queen City Variety Club dispatched its iron lung to Huntington, W. Va., for use in the infantile paralysis cases now prevalent. Towns of Portsmouth and Ironton, Ohio, Ashland, Ky., and Huntington, W. Va., are feeling the effects of decreased business, due to the epidemic.

Frank Riffle, Altec Service, stopped off to visit old friends on the Row. Riffle is now with Altec in Louisville . . . Lenore Schmidt of Warner's publicity extends thanks to all exhibitors who aided in the short subject drive just completed. Final reports have not been announced.

Mr. and Mrs. R. E. Emmerich, Bijou, Germantown, are vacationing. Charles Goodwin has returned from a cruise on Lake Sylvan, Rome City, Ind. . . . George Jacobs, Universal auditor, was here for installing a new system. Si James, Eaton, Mrs. Rose Thomas and daughter, Josephine and Frank Allora, Mattewan and Delbarton, also visited.

Jimmy Brunetti planed to W. Va., on vacation. Universal's Howard Roudebush has acquired his unlimited radio license. Claudia Miller and Margaret Hicks, New Vienna exhibitors, called on the Row. Moe Wilehens, Oakley, has returned from Hollywood. Columbia's Jim Curran is vacationing . . . Columbia's Pete Niland will spend his vacation taking in the W. Va., exhibitor's convention at Hot Springs.

Mrs. Marie Dukelow, Columbia inspectress for the past eight years, celebrated her 70th birthday, and is retiring from active service September 7 . . . Some 50 members of Metro's "PEP" club attended the outing and dinner given by the organization at the Summit Hills Country Club. A floor show, starring members of the local office, was highlighted by a high diving act staged by Al Hobt, cashier. The party was voted one of the best ever . . . Visitors at Metro this week included J. J. Maloney, district manager; Jerry Jonas, home office representative, and auditors J. H. Zimmerman and Ben Wolf.

E. A. Booth, manager of the M-G-M exchange, announced the company has adopted a policy assuring employes that their positions will not be forfeited in case they be called for military service in the National Guard, Reserves, or under pending conscription plan . . . William Onie announces Tex Ritter will make personal appearances at the W. Va., exhibitors' convention this week . . . Tom McMann, M-G-M, is returning to his desk, following his three months' confinement due to an auto accident.

The Casino Changes Hands

CINCINNATI—William Miller has sold the Casino to Mitchell Cohen. The theatre will be remodeled.

Paul Gusdanovic Opens Remodeled Theatre

CLEVELAND—Regent Theatre, belonging to the Paul Gusdanovic circuit, reopened last Saturday after a complete face lifting job which puts it right up among the town's most modern neighborhood houses. During the week in which it was closed the walls were entirely redecorated, new carpet was laid, and new chairs installed. L. H. Walters, manager for National Theatre Supply, sold the job and supervised the installation.

Every adult patron who attended the formal opening last Saturday received free the first volume of an encyclopedia set. Subsequent volumes are available to patrons attending future shows. This is the deal handled by Milton A. Mooney of Co-operative Theatres of Ohio. Gene Ochs is manager of the Regent.

Warner's Take Third Wilkinsburg Unit

WILKINSBURG, PA.—Warner Bros. circuit acquired its third theatre in this borough this week. Transfer of the State was made to the circuit corporation without advance information regarding negotiations.

The house was opened eight years ago by A. A. Weiland and for the last two years had been operated by Leon Reichblum, Charleroi exhibitor. Warner has the Rowland and Regal here, in addition to the State.

The circuit is having petitions signed for a Sunday motion picture referendum, an issue which was defeated by the voters in 1935.

New Beechwood Theatre For McDonald Chain

BEECHWOOD, OHIO—A new 950-seat theatre, to be known as the Beechwood, will be erected here soon by the Beechwood Investments, Inc., a corporation formed recently. Announcement of plans for the new theatre have been made by C. A. McDonald, owner and operator of a chain of film houses in central Ohio. McDonald is president of the Beechwood concern.

The new house will be of terra cotta stone and brick. The F&Y Building Service, theatre division, Columbus, has been awarded the construction contract. Site acquired is 115x200 feet, McDonald revealed.

Burlesker Reopens

YOUNGSTOWN, OHIO—The Grand, formerly the Princess, dark all summer, opened August 23, with a grind burlesque policy at 20 and 30 cents admission. Jack Kane of Indianapolis has returned to manage the house, which will change programs twice weekly, and offer the usual midnight show Saturday nights. Films may go in later, it was said.

Schultz Has Three-Reeler

CLEVELAND—Nate Schultz, Monogram franchise owner, is distributing "To New Horizons." This is a 3-reel subject in Technicolor, shown at the Futurama exhibit at the New York World's Fair. The picture played a first run in Cleveland at RKO Palace, and is booked to play a second run at the Alhambra.

: Referendum Scene :

PITTSBURGH—Sunday motion picture petitions calling for a referendum on the issue must be certified and filed before Thursday, September 5.

ALTOONA, PA.—Petitions for a referendum on Sunday shows have been filed here. Solicitors favoring Sunday motion pictures after 2 p. m., state that only three per cent of the voters contacted refused to sign the petitions.

LEECHBURG, PA.—A Sunday show referendum was assured here this week when signed petitions were filed with county election authorities. The referendum in 1935 found the issue defeated by three to one.

CLARION, PA.—Petitions for Sunday motion pictures were in circulation here last week. The issue was defeated here in 1935.

EMLENTON, PA.—Voters favoring Sunday shows were busy this week signing petitions which call for a special ballot on the subject.

EVANS CITY, PA.—Proper legal steps have been taken here to assure a referendum on Sunday motion picture exhibition.

PITTSBURGH—There will be a Sunday show referendum at Natrona Heights. This issue will be balloted upon at the general election November 5.

PITTSBURGH—Sunday motion picture referendums will comprise special elections at Beaver Falls, Butler, Crafton, Derry, Hollidaysburg, Indiana, Lock Haven, New Castle, Portage and Wilkinsburg, Pa., according to a recheck as published on these pages several weeks ago.

BRACKENRIDGE, PA.—Special ballot on Sunday motion pictures will be taken at the general-presidential election November 5.

EBENSBURG, PA.—Sunday entertainment, defeated in the 1935 referendum, will come before the voters this fall in conjunction with the general election.

LATROBE, PA.—A Sunday show referendum will be included at the general election. The issue was defeated five years ago.

BLAIRSVILLE, PA.—Petitions have been signed here for a Sunday motion picture referendum, an issue that was defeated in 1935.

ROCHESTER, PA.—Filed with election officers of the county are petitions which call for a referendum on Sunday motion picture exhibitions after 2 p. m.

HOMER CITY, PA.—Voters will decide the question of Sunday shows here at the general election.

Hike for "Hawk"

PITTSBURGH—"The Sea Hawk" went into release in the local area this week at increased admission prices. All matinee admissions have been upped approximately 25 per cent, and for evening performances the increase is around 33 per cent.

Stahl and Veach Face Patron Damage Suit

FRANKLIN, PA.—Filed in Venango county court last week is the charge that excessive heat and gas fumes in the Drake Theatre, Oil City, caused Robert Francis Edwards, of Emlenton, to become unconscious and to fall, sustaining injuries. He has joined his father, Timothy F. Edwards, in suit to recover damages for $6,586. The young man was removed to Oil City Hospital for a period of ten days and contends because of injuries sustained, he missed three months of the term at Pennsylvania State College. He seeks $5,000, his father asks $1,250 for loss of his son's services, and there are hospital and doctors' bills for $336.65.

The suit is against Herman L. Stahl and John B. Veach, associated and doing business both as the Oil City Theatre Co. and the Drake Theatre.

Winslow, Truran Ready Meadville Opening

MEADVILLE, PA.—Meade, newly constructed theatre which will be operated by Dr. H. C. Winslow and Charles Truran of the Meadville Park Theatre Corp., will be opened Labor Day. Five hundred-seat house has been equipped by the Superior M. P. Supply Co. of Pittsburgh. Martin Terner and Anthony Simboli of Pittsburgh are responsible for the decorating. Flexlume furnished the marquee.

The two-story theatre building is owned by Grace Boehm and was constructed at a cost of approximately $30,000. New Meade is located on Water Street a block from the old Penn, operated by Dr. Winslow, which will be converted into a storeroom. A storeroom in the Boehm building is occupied as a ladies hat shop.

Hanauers Speeding New Beaver Falls House

BEAVER FALLS, PA.—The new unnamed theatre under construction here is progressing rapidly and an early November opening is expected, according to Samuel S. Hanauer, veteran exhibitor here. Adjoining Hanauer's Rialto on Seventh Avenue, the new theatre will be a modern structure seating 536 persons. General contractor is George H. Chilli of Homestead.

Entrance of the new house will be separated from the Rialto by two stores, although the auditorium walls will adjoin. The new theatre will be owned and operated by the A. Hanauer Enterprises, a partnership of Samuel S. and Ralph J. Hanauer.

Butterfield Has Monogram

DETROIT—Monogram Pictures has signed a deal with E. C. Beatty, president of Butterfield Theatres, covering 1940-41 product, which will play the entire Butterfield circuit—now 110 theatres. Announcement was made here by Harlan Starr, Monogram manager.

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COLUMBUS

C. A. MacDONALD is building a new theatre in Beechwood, work to start at once under F&Y supervision. "Mac" has five local houses and one in Ada, and the new Boulevard is already under construction. Theatre, a 1,000 seater, is in the $100,000 class, and will be finished by December 15.

Curt Littman is now with Monogram . . . Congratulations to the Monroe Theatre's ball team down in Woodsfield. Boys not only won their league championship but copped the playoff as top team in the locale . . . Leo Kessel is back from a New York business trip . . . Likewise Clark and Ken Rader, back from a South American cruise.

The Beverly Amusement Co., Huntington, W. Va., is building a new nabe in that city. Jim Rodgers is secretary-treasurer of the organization. House will have 600 seats, costs $50,000, and will open December 1. Is another F&Y project.

Leonard Souar, Muncie, Ind., exhibitor, has been vacationing at Buckeye Lake. Frank Walters of Hartford and Dunkirk (Indiana) accompanied him . . . Ollie Brooks, Butterfield executive from Detroit, was down for the Gus Sun banquet, staying over to meet old friends . . . Variety Club members were guests of Tom Jones, Thursday, at his new nitery located just east of the VC clubrooms . . . Lou Holleb has sold his New to Harry Knight, operator of the Royal . . . Willis Vance of Cincy is having plans prepared for a new theatre in the Queen City.

Annual F&Y stag at Buckeye Lake again proved itself tops. Aside from the local delegation we noticed: Harris Dudelson, Stan Jacques, Bud Ackerman, Doc Hoskins, Lou Wiethe and Jimmy Brink from Cincy; Joe Lee, Covington; Bill Settos, Springfield; Ed Fitzmaurice, Union City, Ind.; Charles Hawk, Ada, and Harry Abrams, Lancaster.

Leo Yassenoff and the missus attended the West Virginia exhibitors convention last week in White Sulphur Springs . . . Virgil Jackson and Johnny Murphy have taken over the Indianola. Lee Hofheimer was the operator . . . Local Chamber of Commerce is showing "Our Town" . . . Lucille Ball made a p. a. Sunday on the RKO Palace stage . . . Kit Carson III is also due in for a one-shot promotion appearance.

Evangelical Group Flays Films as a "Menace"

AKRON, OHIO—Motion pictures are "one of the greatest religious menaces of our generation," the committee on Christian social action of the Ohio Evangelical Conference reported to 300 ministers and laymen at the Centennial celebration at Calvary church here August 23.

"What might have been one of the best mediums of wholesome entertainment has degenerated into commercialism," declared Rev. H. L. Zachman of Canton who read the committee report.

"And not only that but the 'movies' are the most persistent enemy of the Sabbath Day," he said.

Building at Stanford

STANFORD, KY.—Charles Behlen is building a new theatre here.

Everett Steinbuck Judges Two Beauty Contests

CLEVELAND—Everett Steinbuck is manager of Loew's State Theatre here most of the time. Some of the time he is Cleveland's leading Beauty Contest judge.

Last week he had two opportunities to exercise his extra-curricular activities. First was in Cleveland where he helped select the Loew State-"Boom Town" beauty in a local contest staged by Steinbuck and Joe Longo, Loew publicity director. His second judging job was in Columbus where the Cleveland winner was selected to represent Mid-Ohio in the finals to be held at Atlantic City. Ohio's contribution to the beauty scene is Miss Betty Hart of Cleveland.

Plan New Race Track

PITTSBURGH—A new one-mile million-dollar race track will be built this fall 35 miles from here just over the Pennsylvania line at Holliday's Cove, West Virginia. The racing commission of that state has been petitioned for permission to hold the opening race meeting next spring. R. B. Buffington and Ross Payton, both of Pittsburgh, are the promoters and the project is being backed by Pittsburgh and West Virginia capital.

Enhances Book Deal

CLEVELAND—Milton A. Mooney, distributor of the encyclopedia deal for theatres, in a new deal, offers the patron Vol. I absolutely free. The latter upon acquiring the entire 20 volumes of the set in 20 weeks has his choice of another book free. He may choose the United States Regional Cook Book, Columbia Concise Dictionary or Replogle Columbia Standard Atlas.

Object to Night Club

LOUISVILLE, KY.—Owensboro residents near Riverview Park have filed a protest with County Judge James R. Wilson against granting a "roadhouse" application to Joe Fullop for a floating night-club to be located about 300 feet from the new Owensboro bridge. Judge Wilson intimated the permit would not be granted and Fullop has indicated he will appeal.

Pitt Drive-In Opens

PITTSBURGH—Initial Drive-In Theatre in the local area opened Tuesday evening. Located on Route 88, near the entrance to South Park, the Drive-In accommodates 300 autos and advertises two complete shows each evening, rain or clear. Children are admitted in cars at no cost. George C. Davis is manager of the company operating the Drive-In.

London Remodels

DETROIT—Julius D. London is closing the Arcadia for remodeling to reopen in about a month. House will have a complete new marquee and front, with new frames and fixtures, as well as complete interior redecorating.

Plan a Full Burlesk Season

PITTSBURGH—A full 40-week season is planned for the Casino, which opens its burlesque season September 1. There will be four stage shows daily, accompanied by short screen subjects.

LOUISVILLE

THE Hollywood, Morgantown, Ky., has been taken over by A. M. Mauzy from W. C. Durham. This now leaves Durham operating the Majestic in Beaver Dam, Ky.

The Lyric, Scottsville, Ky., which was destroyed by fire several months ago, opened Thursday. C. M. Caldwell, owner, doubled the size of his former theatre, by taking over an adjoining store building.

William Metzger, manager of the local Rex, reports that progress on the modernization of his front rapidly is progressing, and will be completed in approximately three weeks. New structural glass, new marquee, modern lobby display frames comprise the improvements.

The Dixie, local colored house which has been closed for several months, has been bought by the Williston Enterprises of Indianapolis, who also operate the three other local colored houses. The house has been completely renovated throughout and new equipment has been installed.

M-G-M's "I Love Again" has been moved over to the Brown for a third downtown week, after being shown at Loew's State the two previous weeks.

It is rumored that the oft-closed National Theatre here is going to be sold within the next few weeks. What the policy of the theatre will be is not known.

Recent installations of equipment by Falls City Theatre Equipment Co. included new draperies, sound equipment and intermediate high lamps at the Majestic, Springfield, Ky.; draperies, light fixtures and intermediate high lamps at the Dixie Theatre, Williamsburg, Ky.; new amplifying equipment at the New Manchester, Manchester, Ky.; draperies, curtain controls, screen, lens at the Lyric, Scottsville.

The New Palace, managed by Ed Campbell, will be ready for opening within the next two weeks. The new theatre is replacing the old Palace, which was torn down to make way for a local low cost housing project.

Local theatre owners are expecting a big boom at the boxoffice within the next few weeks due to the influx of 30,000 army men to be stationed at Fort Knox for several months.

Sammy Weinburg of the Crescent & Shelmar Theatres, and Leo Ciacio of the Downs Theatre are both new boat enthusiasts.

First With Premium

AKRON, OHIO—"Encyclopedia Nite," distributed in this territory by S. P. Farber, headquartering in the Allerton in Cleveland, opens at the Majestic the week of September 3.

Installs Ballantyne

LEWISBURG, OHIO—Nelson Burris has installed new Ballantyne sound equipment in the Lyric here, along with other improvements and new appointments to the interior.

Sees Hope for Action On the Neely Bill

BOSTON—"Action of some kind on the Neely Bill" may be looked for, Arthur K. Howard of the Independent Exhibitors, Inc., stated this week, "now that the political conventions are over and Congress has settled down to work."

"One reason for the delay," Howard said, "has been the hope that something definite would eventuate from the consent decree conference.

Howard urged independent theatre owners in New England to write "again" to their Congressmen, urging them to support the measure.

"In your letters, please point out that, due to the department of justice, legislation is the only possible remedy for the abuses of compulsory block booking and blind selling. Also check up on the performance of the several distributors under their voluntary cancellation provisions.

"Our information is that none of them, with the possible exception of Metro, is allowing cancellations proportionately among the several brackets. They apparently permit cancellations only in the lowest price bracket. The Fox contract evidently does not provide for any cancellation this year. If you find such to be the case, tell your Congressman about it so that he will better appreciate the need for the legislation."

Negotiate New Operator Contracts in Boston

BOSTON—Negotiations are now in progress between local theatre operators and the Moving Picture Operators Union Local 182 for renewal of projectionists' contracts. Present working agreements between exhibitors and the AFL unit expire August 31 after having been in effect for the past two years.

Theatremen are asking decreases while the operators are asking more money. A move to lower operators' salaries for the summer months was unsuccessful. Amicable renewals of contracts appear imminent.

Operators of Local 273 Negotiating New Pacts

NEW HAVEN—Motion picture operators of New Haven, Ansonia and Derby belonging to local No. 273 are now negotiating with Loew's, Warner and M&P, as well as independents in this vicinity, for new contracts, according to business agent Matthew Kennedy.

Three-year contracts with the affiliated circuits and one-year contracts with the indes expire in September. First of a series of special meetings was held Monday night at Trades Council Hall, with Nelson Frazier presiding.

Independents Meet Sept. 17

BOSTON—Frank Lydon, Allied States eastern regional vice-president, announced this week that the next regular business meeting of the Independent Exhibitors, Inc., would probably be held here on September 17.

Honor Jim Granger

NORTH ATTLEBORO, MASS.—Jim Granger, assistant at the M&P Community Theatre here, has been elected Grand Knight of the local council of Knights of Columbus for a second term.

M&R Briefs Are Filed; Case in Hands of Master Hendrick

BOSTON—The lengthy Morse & Rothenberg anti-trust suit, hearings on which recently closed in Boston after three calendar years, came nearer to a conclusion with the filing of briefs by George S. Ryan, attorney for the plaintiffs. The case is now in the hands of Philip Hendrick, a master appointed by the U. S. district court for the first district.

"If it be assumed that at the times the various plaintiffs began to operate in their respective localities a competing exhibitor was already established and its monopolistic power in full force, such a condition is no defense," Ryan contended. "No one is entitled to maintain an illegal status permanently, with complete immunity from claims for damages sustained by any subsequent entry into the competitive field. There is no prescriptive right to maintain a monopoly or other form of nuisance.

"The Sherman Act incorporated this standard of economic morality into the laws of the United States. But it did more. Its 'all-embracing' enumeration is a guaranty that by no new method or combination, 'in whatever form, of whatever nature, and whoever may be the parties to it,' can a direct and undue restraint be imposed upon interstate commerce."

The defense in a brief filed by John Spalding, attorney for the Maine & New Hampshire Theatres Company, questions if the contracts were in restraint of trade. "If, as we contend," Spalding said, "the evidence fails to establish a conspiracy under section 1 of the Sherman Act, it may be argued by the plaintiff that the contracts under consideration were in restraint of trade and like the contracts in the Interstate case were of the sort denounced by the Sherman Act. It is submitted that the facts in the Interstate case are far different in this respect.

Point Out Differences

"In that case there was an agreement between A (the distributor) and B (the exhibitor) as to what course A should pursue in licensing X, one of B's competitors. On no aspect of the evidence was this sort of thing done in the case at bar. Nothing more than an exclusive run was ever asked for or obtained. The majority opinion in the Interstate case in several places concedes that were this all that was done it would have been proper."

Said the defense at another point "the mere fact that certain of the defendants may have seen fit to follow along in the same course that their competitors may have initiated, doesn't constitute a violation of law."

Ryan defined the words "combination" and "conspiracy" as being so frequently synonymous that "it is difficult if not impossible, to draw a hard and fast line distinctly between them.

"Both terms, however, may be used to designate acts, agreements, understanding or concert of action between competitors, or between other persons or corporations dealing with each other in such a manner as to violate the anti-trust laws."

The Maine & New Hampshire Theatres Company submitted that the evidence failed to show a combination or conspiracy in restraint of trade under the Sherman Act.

"To a very large extent," said the Paramount partner, "this question is one of fact rather than law, but to some extent it presents a question of law or one of mixed law and fact.

"It is, of course, true that a conspiracy need not be proved by direct evidence but may be inferred from indirect or circumstantial evidence. But it does not follow that a finding that conspiracy existed can be predicated on surmise or conjecture.

"With respect to the situation existing at Portsmouth, the most that the plaintiff has shown is that the distributor defendants entered into contracts with the defendant's theatres and not, to any extent, after 1932-33 season with the plaintiff. There was at the very most a certain amount of uniformity of action but uniformity of action where the business was such that uniformity might from the very nature of things be expected does not signify a conspiracy.

"If Mr. Ford desired exclusive runs for his theatres in Portsmouth, it was only natural that he should request it from all the companies with whom he dealt. It by no means follows that this was brought about by concert of action. It is entirely consistent with negotiations entered into separately with each distributor in accordance with the overwhelming weight of evidence in this case. The courts have on many occasions and particularly in cases involving the moving picture industry recognized that uniformity of action is not necessarily concerted action."

Speaking of copyright laws, Ryan stated that, "like the patent laws, they give a monopoly to the owner of the copyright. But they do not give him permission to violate the anti-trust laws by combining with other copyright owners to restrain interstate commerce."

Claimed the Maine & New Hampshire Theatres Company, "it has been well established for many years that the anti-trust laws impose no restrictions upon a

(Continued on page 30-C)

Watchful of Attempt At Extending Tax

BOSTON—Continuing the fight against any attempts to lower the limits of the present federal defense tax on theatre admissions, the Independent Exhibitors, Inc., informed members this week that "a strong movement has been launched by the Affiliated Theatres and the organization dominated by them to lower the exemption on the federal admission tax or to repeal it altogether. Some think the tax should start with ten cent admissions, others that it should begin at one cent.

"The argument in favor of lowering the exemption is that this will protect existing price levels; that so long as there is an exemption, there is a tendency to reduce admissions below the breaking point and thus escape the tax.

"The affiliated theatres sought to reduce the exemption to nine cents when the defense tax bill was in the senate. Only prompt action by Allied prevented such action at that time."

The Independent Exhibitors, Inc., recently voted unanimously at a business meeting to oppose lowering the present exemption. The local unit subsequently advised Allied States Association of its stand.

HARTFORD

WITH a majority of employes vacations over, local theatres are preparing stunts and tieups to usher in the new motion picture season with a bang . . . College Open-Air, Middletown, presented Invincible Picture Corp.'s "Three of a Kind" . . . A New Haven visitor on business was Michael Daly of Hartford, Plainfield and Lowell . . . In town were Harry F. Shaw, divisional manager, and Louis Brown, publicist, from the Loew-Poli, New Haven, headquarters.

Instead of going in to Boston on the usual weekly Monday as he has been doing for some time now, Bernard M. Levy, manager of the local main stem Proven Pictures and also district chief for the Lieberman houses in Hartford and Holyoke, was in the Hub City on business purposes . . . Manager George E. Landers of the E. M. Loew's, Hartford, visited New Haven film exchanges the other day . . . William B. Benn, projectionist at the Proven Pictures, visited the New York World's Fair while on vacation.

I. J. Hoffman, Warner New England representative, has been supervising the renovation of the WB's Palace, Torrington . . . Cameo, Bristol, is being redecorated . . . After James F. McCarthy, manager of the WB's Strand, Hartford, returned from a vacation on Cape Cod, his assistant, Kenneth Faye, left for a vacation at West Haven . . . Jean Salvatore is a new cashier at the Paramount, New Haven, replacing Ann Clemente.

Clarence Callahan, doorman at the Astor, East Hartford, anticipates spending his vacation this fall visiting the New York World's Fair . . . In New Haven at one time or other last week were the following Hartfordites: Martin Kelleher, Princess; Charlie Repass, Crown; and Maurice Schulman of the Webster, Rivoli, and Plaza-Windsor . . . Ann Lamndry is a new addition to the usherettes' staff at the Proven Picture, succeeding Anne Randazzo, resigned . . . Mrs. M. Oakley Christoph, film columnist and critic for the Hartford Courant, *was in New York.*

Clarence Callahan, doorman at the Astor, East Hartford, has been taking charge of that situation while the Astor's regular manager, Joseph Anger, is vacationing along the Connecticut shoreline . . . David Sugarman, manager of the WB's Colonial, Hartford, packed up his family and vacationed at Point Beach, Milford. Harold H. Campbell, WB's Central, West Hartford, manager, managed both houses for the two weeks that Sugarman was away . . . While Dennis Rich of the WB's Cameo, Bristol, was vacationing at Orchard Beach, Maine, Victor M. Morelli of the WB's Rialto here filled in. William B. Flanaghan of the WB's Lyric, Hartford, took care of both the Rialto and the Lyric while Morelli was out of town . . . Al Pickus' Stratford was slated to have reopened August 30, after having had 200 seats, air conditioning, new floor, acoustical treatment, and also interior redecorating accomplished at that house.

Capitol, Ansonia, has reopened with new seats, lobby, marquee and interior repairs and redecorating . . . According to reports reaching Hartford, the Alhambra, Torrington, is slated to reopen about September 1 . . . Bob Carney of the Loew-Poli Majestic, Bridgeport, tied in with a Park City fur store for a nice co-op ad on "The Man I Married" . . . The Community, Fairfield, held a kiddies' show last Saturday morning.

Now back in town after filling in for vacationing Manager Dennis Rich at the Cameo, Bristol, Victor M. Morelli reports that during the p. a. of Monogram's cowboy hero, Tex Ritter, at the Bristol showplace, he tied in with Bristol music stores for window displays and also the Bristol *Press* for pictures and stories . . . After serving as doorman at the Rialto, Hartford, for over nine months, Edward Black has resigned that post to attend college, and has been replaced by Donald Perkins . . . While Tommy Maller, WB's Lenox manager, was on the sick list with a heavy cold, Lenox doorman, Johnnie McDonald filled in . . . Community, Oakville, is now offering enamelware to patrons these days.

Toby Sullivan, Loew-Poli Palace electrician, has been vacationing along the Connecticut shoreline with his family . . . Russell F. Grant, Loew-Poli student assistant, can speak four languages.

George E. Landers of E. M. Loew's took a business trip to Boston . . . William B. Flanaghan of the WB's Lyric, Hartford, was a New Haven visitor . . . Leon J. Bamberger, sales production manager for RKO, has been vacationing in New England . . . West End, Bridgeport, brought back "Wells Fargo" . . . A Hartford visitor the other day was Charlie R. Smith, manager of the Broadway, Springfield . . . Lou Astor, eastern representative for Columbia, was in this state.

Glastonbury, Glastonbury, now has Ladies Dish Night on Wednesday and Thursday evenings . . . WB's Capitol, Springfield, had some minor repairs accomplished on its carpet . . . In Hartford quite frequently now have been Harry F. Shaw, Loew-Poli division manager, and Louis Brown, that circuit's publicist, who have been lining up new stunts for the new motion picture season . . . Loew-Poli, Hartford, announced plans last fortnight regarding "Boom Town." One stunt was to have been played off this Wednesday night, through the cooperation of the Chamber of Commerce and other local bodies. Louis A. Cohen, acting Loew-Poli manager, had in mind the placing of pennants in downtown Hartford, and also a parade, complete with a float and band. The theatre had placed in its lobby radios in connection with a co-op ad with local radio dealers for the new film season.

Mayor Spellacy was to have been a guest of the management of the Loew-Poli at the theatre Wednesday night in connection with the new motion picture season . . . In the area was Harry Green, New England representative for Alexander Preview Co., of Colorado Springs, Colo. . . . Mrs. M. Oakley Christoph, film columnist for the Hartford *Courant*, writes in a recent column to cranks: "If you don't think films are your best bet then get yourself stranded at home or otherwise and try to find something to make you forget you're all alone."

Loew-Poli Palace reported a good house during practically the entire second week's engagement of "I Love You Again" at that house . . . "Yankee Underworld," a motion picture made by George A. Raiche, Springfield newspaperman, was shown at the Springfield Boys' Club in Brimfield, Mass. . . . Harris Brothers' State landed a full-page co-op ad in the Hartford Times *in connection with its opening day. Cooperating were artists' representatives of New York and also repairers, besides an air conditioning outfit.*

Sees 'Smear Campaign' In Plaguing Stars

HARTFORD—"The charge of Communism brought against 18 Hollywood personages by John Leech, an ex-member of the party, has created an unpleasant episode," writes the Hartford *Courant* editorially.

"Rumor is an insidious, under-handed weapon. It is not enough that these people should deny such affiliation, that in the deportation case of Harry Bridges, Mr. Leech's testimony was stricken from the records. The whispers have been started, and the damage has been done. Many Americans who are ordinarily tolerant of Communism fear it these days not so much for its political philosophy as for its link with all that bespeaks of treachery and foreign domination. This state of mind is readily titillated by 'spy stories,' substantiated or not . . ."

"This attack on the movie people has all the earmarks of a smear campaign intended to inflame the public mind. No explanation for the publication of Leech's testimony has been forthcoming. The grand jury was in session for the ostensible purpose of investigating a Los Angeles murder with which none of the movie people were connected. The public should not let the doubtful charges of Communism, the false implication of fifth column activity, blind it to these salient points."

Loew-Poli Houses Boost Prices for "Boom Town"

NEW HAVEN — "Boom Town" officially opened the Loew-Poli new movie season in New Haven, Bridgeport, Hartford, Springfield, and Worcester, August 29, and in Waterbury, August 31. Admissions are reported increased approximately 33-1/3 per cent evenings, 25 per cent afternoons, and five cents above usual for children at all times for this run.

Subsequent to special managers' meeting with Harry F. Shaw, division manager, in New Haven, Manager Robert Russell of the Loew-Poli arranged a tieup through the Chamber of Commerce with 136 stores, cooperating by special ads, special Boom Town values, slugs in advertising, display of publicity material, etc. In addition, Russell effected a Sinclair Oil tieup for special displays in stations, a stunt used over the circuit.

The slogan contest, which drew tremendous response has been followed up with a slogan and new season trailer, used in all Poli houses. The special float, designed by Lou Brown, Loew-Poli publicity chief, publicizing all the new product, started its circuit-wide route on August 29 in New Haven.

Edward Fitzpatrick, manager of the Poli, Waterbury, was one of the first to tie up with his local Chamber of Commerce and receive cooperation on a Boom Town Day. In Hartford and Worcester, Jack Simons and H. H. Maloney, respectively, arranged a Boom Town Week. Harry F. Shaw was promised the cooperation of Connecticut's governor on his return from a vacation.

Spragg Reopening Strand

TAUNTON, MASS.—William Spragg, M&P Theatres Corp. district manager, plans to reopen the Strand here next week following a summer closing.

BOSTON

ARTHUR LOCKWOOD, partner in the Gordon & Lockwood 14-house circuit, was convalescing at Beth Israel last week . . . William Marshall of Columbia, who was seriously ill this spring with pneumonia and complications, has been confined again to bed following a setback arising from effects of a recent operation.

Pauline Mendelson of the Strand in Boston vacationed last week in Onset . . . Meyer Fox, local assistant accessories manager for Columbia, has been on vacation leave . . . Al Borrelli of Specialty Pictures, Inc., has been away on summer leave.

Zippy Goldman, president of the Boston Picture Salesmen's Club, this week welcomed his youngster home from camp at Indian Acres at Freyeburg, Me. . . . Martha Heffner, daughter of Roy E. Heffner of Specialty Pictures, Inc., has returned to her home following a summer at Cathedral Camp in Hubbardston.

Harry Aaronson of the Rialto in Scollay Square, Kenneth Forkey of the Strand in Boston, Major Patrick F. Healey of the Massachusetts department of public safety, and Al Kenney of the Theatrical Post of American Legion, attended the state convention at Salisbury last week . . . Elmore Rhines, manager of the Mayfair in Bridgton, has been supervising external renovations of the Maine house for Sam Kurson interests.

L. L. Foster, Capitol Theatre Supply Co. executive, has been reporting large catches during a fishing vacation in company with Frank LePage, Millinocket exhibitor, in northern Maine . . . Ethel Moore of Capitol has been continuing a Lake Winnipesaukee vacation.

R. E. Morris has been running a cooking school at the Colonial in Laconia, N. H. . . . Wini Coyle, Keith's Memorial treasurer, has been vacationing at her summer home on Cape Cod . . . Rube Jackter, Columbia assistant general sales manager, was in Boston last week . . . Ramon Novarro was at Cohasset last week starring in "The Command to Live."

William Miles plans to darken the Berkshire in Stockbridge . . . Frank Whelan of the staff of the Warner in Lynn has been advanced by Harold Cummings to the position of assistant manager.

Mary Trainor, veteran Columbia employe, who has been in ill health for some months, continued critically ill this week . . . M. E. Morey, Republic sales manager in New England, reports that Interstate Theatres Corp., embracing over two dozen theatres, has been sold 100 *per cent for the* 1940-41 *season.*

Matthew Moriarty of Universal, head of the Exchange Employes' Local, has called a business meeting of the AFL unit for September 16 . . . Robert Mochrie, eastern sales manager for RKO, has been in town . . . Tallulah Bankhead has been yachting off Marblehead . . . Buster West and Lucille Page were in the Hub this week.

Max Melincoff of the Warner circuit was to reopen the Globe in Clinton August 31 *with Lloyd Nordgren as manager . . . Richard Rubin, operator of the State in Saugus, plans to bring the family home from North Conway, N. H., next week . . . William Cuddy, RKO booker, has welcomed his youngster home from camp at Westmoreland Depot, N. H.*

Norma Boone, formerly of the Metropolitan in Boston and later with the Latin Quarter prior to her marriage, has taken up knitting for that certain reason.

Warren Nichols, operator of the Gem in Peterborough, was in from New Hampshire last week . . . Oze Tessier was in from New Bedford last week . . . Charles Wilson, Republic booker, has been taking brief vacations at Sharon.

Al Bevan, M&P booker, is again changing his plans. The Scollay Square film man, who recently despaired of making a Canadian hunting foray this year because of temporary laws forbidding aliens in Canada to possess firearms, is again readying for the excursion after learning from this publication, via film man Mark Jeffrey, that the war-time regulation has been rescinded.

Bette Davis, vacationing at her New Hampshire summer home, has found a new way to aid the Red Cross. Her autographs now cost a dime apiece . . . Jack Saef, advertising manager of the Paramount and Fenway, pulled the trick that turned a sleeper into a money maker with his teaser campaign on "The Great McGinty."

Sam and Nathan Goldstein plan to reopen the Colonial in Pittsfield on Monday . . . Joe Brennan, executive secretary here of the MPTO, is in demand as a judge of barbershop quartet contests. The Boston fire department barbershop quartet, winner of a recently staged Boston Common competition, at which Brennan was one of the supervisors, has been signed by RKO for a Boston stage appearance.

Walter E. Floyd, nationally known vaudevillian and magician, died in harness at the age of 79 *last week when he was performing in Chelsea. His wife, who had been associated with him in many performances, was the first to reach Floyd's side following his collapse.*

Henry Greenberg, local Columbia booker, is bragging that the family hopeful, young Stuart Greenberg, is a husky. The other day two-and a half-year old Stuart aroused feminine consternation by trotting up the street with a rat in his hand. He has also learned the trick of taking off his shoes and throwing them down the sewer. All making him seem a natural for the film district.

Jacob Rotman, chief projectionist at the Bowdoin Square, is vacationing with friends in Burlington, Vt., where he attended the University of Vermont.

Canadian Distributor for Bald Eagle Productions

NEW HAVEN—Bald Eagle Film Productions, producers of 16mm films, with studios here, have arranged for Canadian distribution through General Films, Ltd., at Regina. Connecticut distributors are Visual Education Service in this city; while a Boston tieup has been made with Visual Education Service of Massachusetts.

The company, which is directed by Wallace Rosenthal, with Joseph Einhorn as production division manager, and Harry Alpert, director of photography, is now producing the second in its "Geometry Brought to Life" series. It also is negotiating with Professor William Lyon Phelps, Yale man of letters, on a series of films on literature.

Productions with Newt Perry's band are being submitted to distributors of slot machine film product.

Andrews on "Under Age"

HOLLYWOOD—Columbia has assigned Bob Andrews to the script of "Under Age."

M&R Briefs Before Master Hendrick

(Continued from page 30-A)

person with repect to the selection of customers or persons with whom he sees fit to enter into negotiations.

"Not only may the owner of an article choose his own customers, but he may if it is copyrighted or patented do considerably more with respect to regulating the conditions under which it may be sold than the owner of an uncopyrighted or unpatented article. A copyright by its very terms, is a monopoly for a limited period of time.

"The owner of a motion picture copyright may stipulate with the licensee as to admission prices or he may refuse to license one if admission prices are not satisfactory. Considerable evidence was introduced to the effect that various license agreements contained a stipulation that the admission price would not be below a certain figure. There was also a considerable amount of evidence to the effect that one of the reasons that defendant distributors sold Maine & New Hampshire Theatres Co. in Portsmouth rather than the plaintiff's was because the low admission prices of the latter would affect the first run revenue in the Maine & New Hampshire Theatres.

The plaintiffs contended that in the pending actions there is abundant evidence from which reasonably accurate findings of difference may be made.

Compare Drawing Power

"The superiority in drawing power at the boxoffice of major films over independent films, is so clear as to be practically undisputed," Ryan said.

"All the records of the plaintiffs, showing receipts and expenses before and during the time of the conspiracy have been produced. Records showing receipts at other theatres in the same localities using major films have also been received in evidence. The testimony of some witnesses for the defendants, particularly Walsh and Grainger indicate that the prospective profits of a theatre may be computed with a reasonable approximation to accuracy.

"In such circumstances, the expert testimony adduced by the plaintiffs, although not indispensable, should be a guide and an aid to the master in reaching his determination of the amount of the damages sustained by the plaintiffs by reason of the defendant's violation of the anti-trust laws.

"How can one say with the slightest degree of certainty," countered the defendant, "that a given picture produced by a major company which has played first run at the Colonial and second run at the Olympia in Portsmouth will, when exhibited as third run at the Arcadia, bring to the plaintiff $20 more than, let us say, a first run picture put out by an independent company. The various factors entering into this were summed up in the following testimony of Mr. Ford.

"There were too many factors governing it. You have your time factor. You have the question of what run of major product you are speaking of. You have to determine what major picture is going to replace an independent picture and what that independent picture is. You also have to consider the economic conditions. You have to consider the house in which the product is played, the days of the week on which the picture is played, and the admission prices."

NEW HAVEN

WORK at the closed Stratford, operated by Al Pickus, is going full speed ahead, with September 3 announced as the reopening date. Meantime new seats are being installed by Modern Theatre Equipment, and National Theatre Supply has the contract for new screen and lamps. A new floor is being laid, and the interior redecorated . . . Warner Theatre Department reopened the 1,200-seat Palace, Torrington, August 24, after a week's dark period for sprucing up and repairs . . . Nick Marlemes, new operator of the Rialto, New Britain, reopened after installation of new projector, and lamps, and new screen by National Theatre Supply.

Following finals of highly successful bathing beauty contests at the Bijou, a five-week series of jitterbug contests is under way, with eight to ten couples jittering to audible audience approval each Thursday night . . . Roy Haines, Warner general sales manager, visited the local exchange . . . Guilford Theatre weekday matinees will be discontinued after Labor Day . . . Charles Leach, manager of Ross Federal here, reports appointment to his staff of former Warner checkers F. W. Stevens of Hartford and Peter S. Sandahl of Bridgeport.

John Hesse, Roger Sherman, manager, is building a home in the Milbrook section of Hamden . . . Phil S. Carr, connected with the Ridgefield summer theatre, will be doing a play on Broadway this fall . . . James Conroy, manager of the Ridgefield strawhat, which has finished its eight-week season, was a visitor on Meadow St. . . . Tony Boscardine of the Colonial, Canaan, was a rare visitor . . . I. Levine, Imperial representative, spent the weekend at Sebago Lake and Higgins Beach, Me. . . . George Weber, Metro checking manager, and crack photographer, sold his unusual shot of the North Truro lighthouse, snapped during his vacation, to the chamber of commerce of the Cape town.

The Glastonbury Theatre now has something new in personnel—a crooning assistant manager. Natt Levine solos with bands on his night off and Glastonbury is just a stepping-stone in his career . . . Morris Pouzzner, of the Middletown theatres, was in from Boston for the weekend and on the Street.

Lucy Flack of Capitol, Milford, confined to her home for several days with a cold . . . Mrs. Pete DeFazio, wife of the Warner salesman, expected home from the hospital this week . . . Arthur H. Lockwood still in the hospital in Boston . . . Bob Russell, Bill Reisinger and party caught 125 fish at Faulkner's Island last week . . . Herbert Hillman, student assistant at the College, is keeping his vacation destination a secret . . . Harry Wenzel, of Advertising Accessories, spends the first week in September in Maine and then switches to Atlantic City.

Cy Barrett, Warner theatre district manager, is spending the summer at Madison as usual . . . Si O'Toole, chief sound engineer at Warner's, is vacationing at Hotchkiss Grove . . . Thomas G. Donaldson spent a few days in Boston on business . . . Hugh Maguire, RKO booker, finishing up his vacation with a week at Saratoga . . . Albert Poulton, operator with Adolph Johnson of the New Colony, Sound View, and having learned "How to Take a Bath" from his screen, is now trying a new version at Saratoga Springs . . . Emil Feldberg of National Screen is back from a stay at Lido Beach and Schroon Lake.

Gruber and Haase Enter Premium Field in Hub

BOSTON—Meyer Gruber has opened offices for the American Merchandising Co. at 435 Park Square Building in Boston. Sam Haase, former film salesman and present theatre broker, is associated with Gruber in the enterprise. Gruber, formerly New England manager for First Edition, zoomed a local premium concern to a national chain and sold out a few months ago, reportedly at a substantial profit. The new organization marks his return to the theatre premium field.

Frederick Greenway III Is Promoted to Bridgeport

BOSTON—Frederick Randolph Greenway III, manager of Loew's State in Boston for the past three years, has been promoted to the helm of the Loew's Poli in Bridgeport, Conn.

Greenway came to Boston from Baltimore, Md., succeeding Stanley Gosnell. Greenway has resigned his position as a director of the Allied Theatres of Massachusetts, Inc., an MPTOA affiliate.

Stand by Bingo

NEW BRITAIN, CONN.—A pound or two of petitions containing more than 1,500 names of persons favoring the continuation of legalized Bingo here have been filed with City Clerk Harry E. Scheuy for action by the common council. On the council's decision will rest the fate of Bingo for the year starting September 15, as far as this Hardware City is concerned.

Against Cash Games

BOSTON—Edmund R. Dewing, district attorney of Plymouth and Norfolk counties in Massachusetts and a candidate on the Republican ticket for the office of Attorney General, has come out vehemently against Bank Night and other theatre cash giveaways in his campaign.

: NEW HAMPSHIRE :

RITA COLLYER of Lisbon, a former Hollywood cinema "doctor," who worked on several productions, including "Monsieur Beaucaire," has announced her candidacy for the Republican nomination for Congress in the Second District of New Hampshire. This is her second attempt to win the honor.

Mel Morrison, manager of the Strand in Dover, delivered a talk on "The Motion Picture Industry Today as a Theatre Manager Sees It," at a recent gathering of the Dover Kiwanis Club.

The Puritan Second St. Ice Cream Stand in Manchester has introduced free drive-in films as a crowd-coaxer. A dine-and-dance spot near Nashua has also been using the idea.

Frances Farmer of the films appeared in the Marian DeForest version of "Little Women," presented by the Farragut Players at Rye Beach.

Sherburne R. Graves, Plymouth Theatre operator, and Mrs. Graves served as co-chairmen of a recent art show sponsored by the Plymouth Garden Club.

BRIDGEPORT

THE New Movie Season was ushered in by the Loew-Poli and Loew-Poli-Majestic with a joint press party which was attended by Harry Shaw and Lou Brown . . . Les Beardsley, Majestic projectionist, entertained the other Loew operators here at a beach party at his Pleasure Beach cottage.

Jack Sidney and Otto Esposito of the Loew-Poli promoted ten-gallons hats, bandanas and a half-dozen six shooters. They loaded the six-shooters with blanks and dashed on the stage just before each showing of the "When the Daltons Rode" trailer and gave the audience plenty of bang, bangs.

The father of Robert Carney, assistant manager at the Majestic, is seriously ill . . . Frederick Hellman, former doorman at the Colonial, is now managing the Barnum for Lou Anger. He has been replaced at the Colonial by Frederick Evans . . . The Globe entertained the Legion Auxiliary for "Women in War."

John Fogarty, scenic artist at the Majestic, is filling in for George Beatty, Post-Telegram *artist, who is seriously ill . . . Al Schuman, manager of the Black Rock, is back from a short rest in Westbrook . . . Robert Norton has been substituting in the American projection booth.*

Fred H. Russell, *Post and Telegram* film editor, is vacationing in the Green Mountains. He stayed around long enough to see that the New Movie Season was properly launched in his papers.

An Old-Timers revue, featuring former stars of the stage, was used successfully by Manager Edward Fitzpatrick of the Loew's Poli in Waterbury . . . The Tower in Waterbury ties in with a nearby parking lot and patrons are allowed to park their autos free of charge, while attending the show.

Manager Robert Elliano has been visiting at his home here while his Palace in Torrington was being renovated . . . New drapes and screen have been installed in the Capitol . . . All of Mrs. Al Schuman's summer visitors have returned to Montgomery, Ala. Mus Schuman is planning a trip to Arkansas in the winter.

"Prof. I. Q." has been booked by the Loew-Poli for personal appearance on four consecutive Monday nights . . . Mrs. Samuel Haddleman and daughter are due home soon after passing the summer in Moodus . . . Eleanore Carbone, Capitol cashier, will "middle-aisle it" on September, 28.

The fuel oil tanks at the Warner, located under the sidewalk, sprung a leak on a Sunday morning and 100 gallons were lost before it could be drained . . . Vincent Burns, student assistant manager at the Majestic, is back from his vacation . . . Michael Carroll of the American is back to work for another 51 weeks.

Ralph Chatteron has resigned as special exploitation man at the Loew-Poli . . . There is a romance between a cashier and a projectionist at the Hippodrome that is expected to bring forth an engagement announcement soon . . . New seats and marquee will be included in the remodeling program now underway at the Rialto.

Scripting "Penny Serenade"

HOLLYWOOD—George Stevens and Morrie Ryskind are teamed on the script of "Penny Serenade" for Columbia.

"Inspect New Films," Says La. Trade

NEW ORLEANS—Reconciled to the idea of the creation of a censorship board as a revenue raising measure, exchangemen are expressing the opinion that the board confine its work to the inspection of new product and not, as proposed, all film in exchange vaults, which at a footage rate, would assess a prohibitive sum upon the industry.

Too, opinion is unanimous in calling for a non-political board composed of persons familiar with the industry, any other appointment being fraught with havoc-wreaking possibility.

Two Theatres Opened; Three Slated Soon

NEW ORLEANS—Two new theatres are reported opened and three scheduled to open soon in the territory. The Southern Amusement Co. at Lake Charles has opened the Amusu at Westlake, just across from Lake Charles. C. M. Butterfield has opened the Amusu, a Negro house, at New Iberia.

The Jeff, William Castay's new house just across the parish line, opens September 12. Emile Tate is opening a new theatre at Ville Platte, La., yet unnamed. C. G. Purvis of Pelahatchee, Miss., is building a new independent theatre at Brannon, Miss., which will be completed in time for a fall opening. Contracts are being sought for the erection of a Drive-In at Pontchartrain Beach, to be ready early in the spring.

W. W. Young has disposed of his interest in the Ritz at Prentiss, Miss., to T. Carraway. The Peoples at Kaylan, La., will be remodeled with new seats and other equipment.

Projectionists Fete Two Interstate Managers

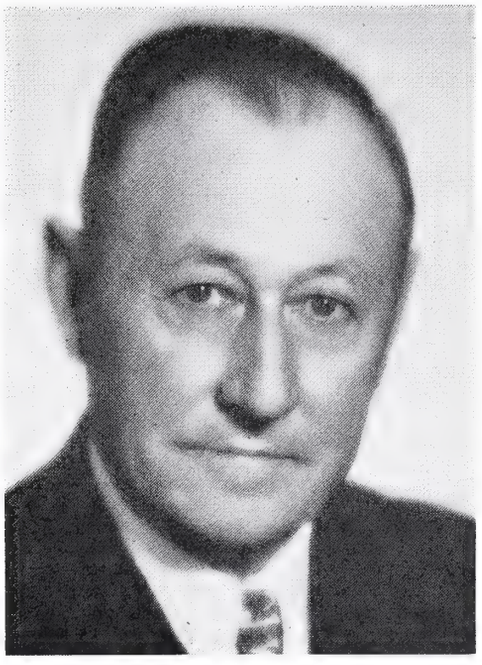
DALLAS—Further details on the picnic given by union projectionists at Amarillo for George Tucker and Fred Patterson, outgoing and incoming city manager of Interstate theatres, were that the affair was held after show hours on Buffalo Lake. Jim Golding, owner of the Rex, operates this property as a fishing and pleasure resort.

The union projectionists responsible for the party were Asa Blankenship, president of the local; John Davis, business agent; John Scroggins, active on arrangements; Solon May, R. D. Short, Brown Wilson, Brown Wilson jr., Claude Prater, Ralph Holloway, C. McAdams and several others. There were 102 persons present.

Royal and Simpson Will Open 700-Seater Nov. 1

MERIDIAN, MISS.—A lease has been signed by Lloyd Royal and George L. Simpson on a building for a 700-seat theatre. Remodeling will start September 15 and be completed about November 1.

Royal has two theatres in Gulfport and another under construction with a partner, Monte Hance, in McComb, Miss. Simpson is from Amarillo, Tex., and is making his first venture in exhibition.



Mulkey Holds Title "Oldest" in Texas

DALLAS—Being a Texas exhibitor established at one point under his own banner for 31 years, Homer Mulkey, owner of the Pastime and Cozy in Clarendon, Tex., is believed to be the oldest film showman in the Lone Star State by reason of service. He appropriately celebrated that anniversary on August 13.

A year ago Mulkey was pointed out as "the oldest exhibitor" and the challenge never was answered. At the time it was said that Sam Parish had been down in Huntsville operating shows for about as long.

Mulkey was a good photographer in Clarendon in 1906. He bought his first theatre four years later, getting film service out of Amarillo. Through the years he has improved and modernized his theatres and has absorbed most of the product offered for his situation. Mulkey is a civic leader in that portion of west Texas and is a member in several fraternal and social organizations, which includes being a director in Allied Theatre Owners of Texas.

On his 30th anniversary Mulkey was host to all bookers at a barbecue and frolic in Clarendon, being the first entertainment of its kind known to the trade. The trip, which was made in a group by chartered bus, is still being talked about on Filmrow.

Two Reissues Do Good Business in Dallas

DALLAS—Two monumental attractions reissued, one being of ancient vintage, did good business on Elm Street for the current week. Griffith's "Birth of a Nation," which has had countless runs here during the years, played to an extended five days run at the Capitol. This film is being distributed by Dixie Film Company which has offices in Atlanta and has announced opening of a Dallas branch.

Walt Disney's "Festival of Hits," topped by "Snow White" was reported doing a good business at the Tower for the week.

"No 10% for Tribute" Answer to Legion

GULFPORT, MISS.—Characterizing the demands of the American Legion for a 10 per cent cut of the proceeds from operation of Sunday shows in view of the national defense tax, the Paramount Richards Theatres issued a statement relative to their refusal to continue to pay this sum to the American Legion.

During the last 11 years the Legion has realized thousands of dollars from a deal with the theatres which paid the amount to avoid arrest for violation of the Mississippi blue laws.

Boriskey Plans Building Chattanooga Drive-In

CHATTANOOGA, TENN.—Abe H. Boriskey, secretary-treasurer of the Independent Theatres, operators of six suburban theatres here, announces his company plans to construct immediately a drive-in theatre in the Brainerd section of the city. The grounds, between eight and ten acres, will accommodate from 500 to 600 cars and the entire development, with a brilliantly lighted neon front on the highway, is estimated to cost $40,000. A 40x60 foot screen is planned. Abe Solomon is president of Independent Theatres, which is locally owned and operated.

Memphis Open-Air Stage Show Season Success

MEMPHIS, TENN.—Memphis film theatre owners have watched with interest the season of the Memphis Open-Air Theatre, which has just closed. Twenty-nine performances were attended by 50,870 persons as compared with 52,000 last year. However, Business Manager Cortese reports this season has been a financial success while last year the season ended with an indebtedness of $18,970.61.

Hearings on Interstate's Suits Due September

DALLAS—Damage suits against Interstate filed earlier in the year by independent subsequent run exhibitors are expected to be aired in Judge Atwell's federal court during September. The controversies are aftermaths of the 25-cent minimum admissions and double bill restrictions which were in force for some months until declared illegal by Judge Atwell with his opinion being upheld by the United States supreme court. The several damage suits are an outgrowth of that verdict.

When Judge Atwell sets his docket for the fall term, it is believed at informed sources that the cases of Louis Richker of the Gayety in Ft. Worth and Holger Jorgensen of the East Grand in Dallas will follow in order.

Push Sunday Bill

CLEVELAND, TENN.—E. O. Hembree, manager of the Princess, states that local merchants are strongly backing a proposal to the local city commission for Sunday shows. The merchants claim that too much business is going to Chattanooga because it has Sunday shows and Cleveland does not.

Film Attorney Pro-Willkie

DALLAS—Mike Rice, film and theatre attorney, is chairman of the Dallas County Texas for Willkie Club which already claims 1,237 members.

DALLAS

NOYES STARR, manager of the Regis at San Diego for Rubin Frels, has been on vacation so he and Mrs. Starr are spending the time at their homes in New Braunfels. He was in Dallas Tuesday on a side trip with G. A. Cole, who opened the Cole in New Braunfels Wednesday night of last week.

Julius Gordon, head of Jefferson Amusement Co. and East Texas Theatres, arrived Tuesday for a visit at the circuit's Dallas booking offices.

Ed Rowley jr. was around on a visit, which had nothing to do with show business. He's researching in geology at the University of Texas and admits he's headed for the oil business after completing his course in about two more years. He already holds a degree in business administration from Texas University.

Tommie Birdwell, manager of the Roxy in Electra, and Mrs. Birdwell were business visitors doing booking and buying for the theatre and taking on a few equipment needs from the supply houses.

Harry M. Popkin, producer of Million Dollar Productions, all-Negro cast films, spent Friday with John Jenkins, who recently opened a Dallas exchange to distribute those and other releases. Popkin was traveling by plane.

J. W. Bates and Floyd Daniels, the latter being a booker for U. S. Army Motion Picture Service, are back from Louisiana, where they worked out for two weeks with the National Guard. Bates said that B. F. Sharp, manager of the Palace here in 1931, *and now with an oil company in Athens, Tex., was also in the mobilization.*

Karl Lybrand jr. of the Majestic, Wills Point, brought his projectionist, E. C. Moughon, to town with him this week, both spending a few hours on the Row.

Harry Graham, Universal's southern division manager of Atlanta, dropped off

(Continued on page 58)

Five-Picture Deal Plan Is Opposed

OKLAHOMA CITY—Morris Loewenstein, president of the Oklahoma Theatre Owners, Inc., this week wrote to Thurman Arnold, United States attorney general, in Washington, D. C., telling him that exhibitors in Oklahoma were opposed to the five-picture plan in the consent decree of the government's equity suit against the film industry.

Loewenstein said in his letter that he had contacted as many state exhibitors as possible and that an overwhelming majority were against the necessity of making ten contracts for 50 pictures when one contract only is necessary now. Exhibitors here feel that the five-picture contract would eliminate the privilege of cancellation and would force the exhibitor to buy three or four pictures he might not want in order to get one good picture in a group that he did want, Loewenstein wrote.

Ed Kuykendall, president of the MPTOA, wrote Loewenstein this week that he, Kuykendall, had asked that Arnold call a meeting of his staff and the members of the executive committee of the MPTOA to discuss the consent decree.

"The five-picture contract plan would allow an unscrupulous distributor to have a decided advantage of his purchaser, inasmuch as he could take a good "A" picture and tie four clucks to it and the exhibitor would have no alternative but to buy the whole group if he wanted any pictures," Loewenstein said.

In his letter Kuykendall said he feels that this five-picture plan is of such extreme importance that others than attorneys for film companies should be allowed to have a hand in the ultimate conclusion.

Loewenstein urged that Oklahoma exhibitors write direct to Thurman Arnold, Department of Justice, Washington, D. C., to protest against adoption of the five-picture contract.



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VISITORS included: Jack H. Adams jr., (Adams Film Exchanges, Dallas) and family, at Azteca office; Alfred W. Rohde jr., March of Time, New York, at "El Jardin;" Kirsten Flagstad, Met opera star, at Sunken Garden Theatre, and Dave Molder, Edinburg, at Latin-American Film Exchange. He reported that Briggs and Darby Construction Co. of Pharr has the contract for Dr. L. J. Montague's new Rio Grande Valley house there.

The Hot Wells PTA sponsored a show in the school auditorium recently. A comedy and Lloyd Hughes in "Vengeance of the Deep" were shown, along with a cartoon. After viewing this feature, the parents and teachers were well versed on the art of deep sea diving.

Miss Mary Louise Walliser, *Evening News* dramatic critic, is vacationing in Hollywood . . . Lee Aronstein, manager of the Palace, is back on deck after a three-week vacation.

An open airdome has made its appearance here three nights weekly out at 1301 *Pleasanton Road. This is the only show of its kind now playing here. Admission is* 15 *cents for adults and* 10 *cents for children.*

Bill Johnson is the newly appointed assistant to Clarence H. Moss, director of publicity for Interstate here . . . Eddie J. Miller, southwestern representative for IATSE out of Houston, and father of Screen Star Nan Gray, serenaded his local friends, Mr. and Mrs. Bill Keeler; Mr. and Mrs. Johnny Dennis, and Manager Oliver "Buzzo" Thomas of the State, with an accordion solo while in the Alamo City the other day.

Mart Cole of Cole Theatres, Rosenburg, was a show-shopper at Azteca Film Exchange last week . . . Maurice Gleaves, skipper of the Broadway, was chairman of the entertainment committee for the Alamo Heights Volunteer Fire Dept.'s barbecue given Sunday in the Olmos Basin Park . . . Hedda Hopper has arrived to play a role in Paramount's "I Wanted Wings," now before the cameras at Randolph Field.

: ARKANSAS :

DRIVE-IN shows have been introduced to Searcy and Wynne with one-night showings.

The Melba at Batesville recently showed Pathe's newsreel of the 1940 *White River Water Carnival, which was filmed at Batesville.*

Guy B. Snow, manager of the Strand at Newport, announces the opening of the new Capitol. New sound and latest type air-conditioning system have been installed. Both houses are owned by the Malco group.

William Headstream jr., aged 22, *one of the youngest theatre managers in the state, continued as head of the Melba at Batesville when the theatre recently was bought by a Kansas City group. It is said the owners will construct a new building next month.*

Kirkwood to Lionel Keene

ATLANTA—George Wilby has sold his Kirkwood to Lionel Keene.

Sunday Shows Start

WINCHESTER, TENN.—Winchester now has Sunday films for the first time following a passage of an ordinance by city council. Show hours are limited to 1 to 5 p. m. and after 8:30 p. m. The Rivoli showed "Sporting Blood" for its first Sunday offering.

MEMPHIS

W. N. CHRISTIAN, who has operated the WNC Theatre at Flippin, Ark., for some time, was on the Row, with Mr. and Mrs. Albert Reed, who have just taken over the management of this house . . . W. O. Anderson, Ross Federal's district manager, came in from Oklahoma City for a few days with Cliff Wallace, his local manager, where negotiations were completed for the taking over of all the checkings for Warner Bros. Incidentally, Frances Goodyear, Cliff Wallace's secretary, is off on a two-week vacation in Louisiana.

Exhibitors on the Row: Joe Jones, Ritz, Aberdeen, Miss.; S. T. "Doc" Lyles, Ritz, Oxford, Miss.; Dwight Blizzard, Okolona, Okolona, Miss.; Miss Louise Mask, Luez, Bolivar, Tenn.; P. E. Morris, Honey & Regent, Indianola, Miss.; Mrs. J. C. Noble, Temple, Leland, Miss.; Mrs. H. G. Brewer, Savoy, Clarksdale, Miss.; R. B. Gooch, Ritz, Selmer, Tenn.; G. H. Goff, Rustic, Parsons, Tenn.; Adrian Tarner, Quitman Theatre, Quitman, Ark.; Miss Ethel Lobdell and Polly Coppege of Talisman, Rosedale, Miss.; Miss Emma Cox, Gem, Osceola, Ark.

Lyle Richmond and John Mohrstadt, who operate a number of theatres in Missouri, advise they have changed the name of their house in Parma from the Parma to the Missouri . . . Mr. and Mrs. R. B. Cox of the Batesville at Batesville, Miss., are back after a ten-day vacation . . . Al Avery of RKO has been having his difficulties for the past week, as his shipping and inspection departments have been moved into their new location, while the balance of the office is still carrying on at their S. Second St. address. He expects to be able to get completely in his new exchange within the next week.

Preston P. Vance of Sardis, Miss., has taken over the Ritz at Crenshaw from F. B. Howell. Miss Elise Hanks is to be booker and buyer . . . J. A. Prichard, Universal's branch manager, has returned from a visit with Harry Graham, at the district office . . . Mary Alice Sperry of Vitagraph is vacationing.

The assemblage of bookers recently at the Variety Club, at the behest of Film Transit, was for a business meeting instead of a celebration marking Film Transit's extension into a wider territory, as at first reported. Object of the meeting with the bookers was to effect the most efficient routings.

Ed Doherty, RKO's office manager, is vacationing in New York, which is going home to Ed . . . O. G. Wren, president of Independent Theatre Owners of Arkansas, and skipper of the Wren at El Dorado, and Crescent at Little Rock, was in on one of his periodical booking trips.

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ATLANTA

ATLANTA Variety Club, Tent No. 21, members received through the mail this week the first issue of *The Barker*. It is to be a monthly publication and will go to all members far and wide, carrying club news, personal items, and other news. The editor of *The Barker* is Earle M. Holden, manager of the Capitol Theatre, and who is well known for his writing.

Ed Beach, Silvertown, Thomaston, Ga., was in town for the day accompanied by Mrs. Beach, who is well on the way to recovery following her recent illness.

Vacationing: Bill Gaddis, booker, Metro-Goldwyn-Mayer, and M. L. Curry, accessory clerk, Universal.

R. Cameron Price, Alabama representative, and "Crip" Harrison, Florida representative for RKO, were visitors this week.

Hank Hearn, United Artists, Charlotte, N. C., spent the weekend in Atlanta as the guest of J. H. Harrison.

Bill and Frank Dowler, Dixie Operating Co., Chattanooga, Tenn., were visitors for the first time in many months.

John G. Evins, who operates the Tenth Street and Plaza theatres, is running for Council, 5th Ward, Democratic Primary, September 4.

Visitors: J. Jarrell, Roxy, Commerce, Ga.; T. K. Jones, Ritz, Dadeville, Ala.; L. C. Worthington, Auto Movies, Bessemer, Ala.; E. F. Ingram, Ashland, Ashland, Ala.; M. C Moore, Riverside, Jacksonville, Fla.; Bill Griffin, Lyric, Cullman, Ala.; Abe Borisky, Independent Theatres, Chattanooga, Tenn.; Frank Bryan, formerly operator Clay, Green Cove Springs, Fla.; Julian Lowe, Colonial, Buford, Ga.; F. L. Shingler, Richland, Richland, Ga.; R. P. Higginbotham, Lyric, Pell City, Ala.; L. T. Sheffield and A. C Saunders, operators of a chain of theatres in Headland, Ala.; Bonifay, Fla., etc.; Spurgeon Dunn, Gibson, Chattahoochee, Fla.; Ellison Dunn, Olive, Donaldsonville, Ga.; W. A. "Buddy" Bowers, Warrior, Warrior, Ala.; J. R. Kimbrel, Dixie, Unadilla, Ga., and Charlie Rook, who is opening a new theatre in Montgomery, Ala.

A. C. Bromberg, Republic Pictures, has just returned from New Orleans where he met J. R. Grainger, president of Republic, on business.

Miss Mary E. Bowers is the new switchboard operator at Universal, replacing Miss Clark, resigned.

"Hap" Barnes, United Artists representative, Birmingham, Ala., the Mrs. and young daughter "Jerry Rae," were in town over the weekend.

Jack Marco, script writer, has accepted a position to write for a company in Hollywood.

S. Moscow, district manager of Columbia, and son "Bob" have returned from Boston.

Perry Spencer, publicity director for Republic Pictures, and the Mrs. will combine business with pleasure in Florida next week.

Ed Green, formerly Fox Theatre artist, has been added to the personnel of Theatrical Printing.

Dan Coursey, 20th Century-Fox booker, who was married last week, is honeymooning in Florida.

J. H. Murphy, Universal Pictures, New York, spent several days in Atlanta in the interest of the new booking system. He also has visited Charlotte, New Orleans and Memphis.

Charles Sumner, Universal booker, will spend his vacation at the Army camp at Pensacola, where he is a commissioned officer in the Reserve Corps.

Luke Stein came in town for several days and brought the news that his associate, Carl Floyd, Haines City, Fla., was the proud papa of a baby girl.

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DALLAS

(Continued from page 56)

here on a return from the Oklahoma territory where he was in company with F. J. A. McCarthy, eastern sales manager, and E. S. (Dutch) Olsmith, manager of the Dallas branch.

Mrs. J. W. Curley of Bridgeport was here last week on just a friendly call. In days gone by she was a regular shopper at the exchanges, but that routine is now in charge of her son, Steve, who does the job regularly here each week.

Paul Short, district manager of National Screen Service, returned early in the week from New Orleans on company business.

A baby girl, weighing over seven pounds, was born this week to the W. B. Kings. The father stopped all work in progress for two or three days to greet the youngster.

At the booking counters: Dale Wilson, Eltex at Elgin; Leroy Land, Crystal, Ralls; P. V. Williams, Roxy, Munday; Harold Werner, Queen, Trinity; D. B. English, English at Tahoka; Claude Leon, Palace, Graham; C. C. Caldwell, Rex, O'Donnell; Harry Fulgham, Queen, Ft. Worth; W. A. Nave, Aztec, Grandview; G. A. Cole, Cole, New Braunfels; Audry Cox, Palace, Lamesa; and there were others.

Ben Ferguson, receiver for the new Campus at College Station and now operating the house, was in to book. Reports around are that the house is doing nicely.

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O. C. Variety, Operators Extend Portable Shows

OKLAHOMA CITY—Oklahoma City Variety Club, Tent 22, and IATSE, Local 380, extended the scope of their motion picture shows for unfortunates last week to members of the McAlester prison convict crew building and the Y. M. C. A. boys' camp near Davis, Okla., L. C. Griffith, chief barker, said this week.

Manned by Howard and Gordon Wortham and Earl Landsberger, operators, the club's special projection truck, ordinarily used in showing pictures at Oklahoma City hospitals and orphanages, made the trip. One night the same week, campers at the Lion's Club camp near Bethany, Okla., were guests at a special showing.

Close With Saenger's

NEW ORLEANS—J. R. Grainger, president of Republic Pictures, has closed with the Saenger circuit for Republic's 1940-41 product. Gaston Dureau and Levere Montgomery represented the circuit.

NEW ORLEANS

VISITORS to the Row: Louisiana—L. D. Guidry, Royal, Elizabeth; Milton Guidry, Erath and Abbeville; Lawrence Lampo, Avalon, Jeanerette; L. J. Langlois, New Roads, made a special trip to see the Perrin-Scalzo fight at City Park; Roy Pfeiffer, local RKO attache, minus his cigar; J. O'Quinn, People's, Kaplan. Mississippi—R. Collin, Fay, Fayette; Eddie Delaney, Magnolia; Frank Bishop, Ellisville and Clarksville; A. L. Royal, Meridian.

Fishermen of Filmrow report the sport is growing. Manager Reed of the Rex Poster Exchange claims an excellent catch, which is verified by Willis Cobb of the Isis and W. H. Prewitt of the American Desk Mfg. Co., but sad to relate concrete evidence is missing . . . Filmrow is wondering just what door Charlie Lamantia hit with his fist, which is swollen about three times its natural size . . . A. H. Crook of Louisiana Motion Picture Equipment Co. is entertaining a cousin, William Scott of Memphis. Crook will return the visit when he goes on his vacation October 5 . . . Ann Donnelly of National Screen Service leaves for her vacation September 5.

J. R. Grainger and Arthur Bromberg of the executive offices of Republic Films were visitors, talking over the local situation with Resident Manager Leo Seichsnaydre . . . Ted Toddy of the Dixie Film Exchange, Atlanta, was here on business . . . While not officially confirmed, it is reported that Edward L. Schanbach of the Folly Theatre will be appointed manager of the new United Chain house in Algiers . . . Sam Loube, Affiliated shipping clerk, took a two weeks' vacation on the Gulf coast. He took his fishing outfit with him.

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OKLA. CITY

DIVISION MANAGER C. O. FULGHAM of the Griffith Amusement Co., his wife and their son, Paul Lindsey, will visit Mr. Fulgham's family briefly in Weatherford, Tex., on their way to Carlsbad Caverns, N. M. From Carlsbad they will go to Red River, N. M. for a vacation visit.

B. C. Gibson, United Artists manager, Dallas, was in Oklahoma during the past week calling on the trade . . . C. B. Akers and L. C. Griffith of the Griffith Amusement Co. were in Lubbock, Tex., for opening of the new Tower there August 22 by the circuit . . . Roy D. Thrash, Dallas, Texlite representative, was in town having gotten wind of two new suburban houses to be built here and was looking for business.

E. S. "Dutch" Oldsmith, Dallas Universal branch manager; Jimmy Hobbs, Universal Oklahoma City branch manager; Harry Graham, division manager from Atlanta, and F. J. A. McCarthy, eastern general sales manager, were here last week conferring with Griffith circuit film buyers on product for the coming season . . . Linford Pitts, assistant Metro booker, leaves this week for Kansas City where he and his wife will spend their vacation and also fish in the Ozarks.

The old quarters of the Paramount advertising accessories department on the first floor of the exchange building here will be turned into a recreation room and club headquarters for the Paramount Pep Club soon . . . Mrs. Reva Jean Hawk, Paramount bookkeeper, is new president of the Paramount Pep Club, which is comprised of the employes of the Paramount exchange here.

Mrs. Ruth Elms, Paramount inspectress, who has been employed there for the past eight years, has resigned to spend her time housekeeping and caring for her daughter, Bobby Lou. The Paramount Pep Club presented her with a lamp set August 23 to mark her leaving. Sam Brunk, head booker, made the presentation at the exchange on behalf of the club members.

Walter Wortham, salesman for National Theatre Supply Co. here, and Charley Rook, who is building a new house in Montgomery, Ala., left last week for a fishing trip off the Florida coast . . . Wilma Spillers, Monogram secretary, and Imogene Foster, formerly of the National Theatre Supply staff, spent the weekend in Enid, Okla. . . . Helen Moore, National Theatre Supply, bookkeeper, is back from her vacation.

J. P. Hudgens, Columbia head booker, returns to his duties here this week after spending two weeks' vacation on his acreage out of Oklahoma City . . . Ben Hill, Dallas, in town for campaign for Bing Crosby's latest, "Rhythm on the River," which opens at the Midwest this week . . . Andrew Higgins, maintenance engineer for the State, was married August 18 to Miss Flo Branham of Wichita, Kas., the ceremony taking place in Blackwell, Okla. Higgins plans to move to Wichita soon and will leave the employ of the State here.

Filmrow visitors: Jack Weiss, State, Harrah; Chester V. Fleming, Rainbow and Luxour, Nowata; Crawford Spearman, Broncho, Edmond; Mr. and Mrs. Earl Barrett, Arcadia, Maud; Glen Smith, Ritz, Sallisaw; Lee Guthrie of the Guthrie brothers who operate Rogue theatres in Wheeler and Matador, Tex., and at Erick and Wetumka, Okla., and the Vogue in Skellyville, Tex.; Frank Miller, Ritz, Marlow.

Picture Pioneers Bind Trade for Service

TORONTO—The Canadian Motion Picture War Services Committee of the Canadian Picture Pioneers, headed by Clair Hague, is being organized across the Dominion with a membership of 1,000 exhibitors, managers and film executives comprising all those who participated in the recent Win the War Campaign which resulted in the raising of $714,000 for the Canadian Government through the sale of War Savings Stamps. Attractive membership cards are being sent out from the Hague office along with emblem cards to be displayed in theatre lobbies and exchange offices. The emblem consists of a Union Jack field, surmounted by a Canadian Maple Leaf and encircled by a band which is inscribed with the name of the committee, all of which is done in the national colors of red, white and blue.

The Pioneers are dealing with plans for an elaborate stunt which is tentatively scheduled to be staged at Toronto in November, the program to take the form of a rodeo. If permission can be obtained from the Department of National Defense, there is a probability that the big Coliseum of the Canadian National Exhibition will be secured for the occasion. Canada's armed forces are taking over the whole of Exhibition Park once more immediately after the close of this year's Canadian fair but the Coliseum is understood to be available for the rodeo in view of the patriotic purposes of the event. It is expected that the headline attraction will be Gene Autry, western star of the screen, who has intimated that he will be available for the cause at his own expense on the completion of his present engagements in the States. It had previously been reported that Autry would make a personal appearance at an Ontario ranch in September but developments have brought a transfer of the event to the big indoor arena which can accommodate upwards of 15,000 persons. Cowboys and horses from Charlie Mavety's ranch, with several flash vaudeville acts, would round out the Film Pioneers' program.

Other events are in prospect for other key centers of the Dominion under the sponsorship of branches of the Canadian Picture Pioneers.

The Canadian Motion Picture War Services Committee is also dealing with a request from the Dominion Government for the handling of the film trailer for the next Canadian War Loan Campaign in September as a co-operative move in Canada's war effort.

Two Inde Exchanges Occupy Single Suite

TORONTO—The offices of two independent film exchanges, Superior Films Limited and Colonial Pictures Limited, have been joined in one suite of the Exchange Building, in the cause of economy. Colonial, headed by B. W. Silver, has moved from its former premises on the same floor and is sharing the quarters of Superior Films, the president of which is Harry Price. The two businesses will continue to be distinct, with separate staffs.

Tyrone Power Will Visit

MONTREAL—Tyrone Power and his wife, Annabella, have sent word that they will be in Montreal during the first week in September.

National Exhibition Has Regained Drawing Power

TORONTO—The Canadian National Exhibition has been in full swing during the past week and will continue its merry way until September 7, little hampered by the war. Tourists from the United States made a somewhat belated appearance in considerable number while out-of-town Canadians are here in thousands, the prospect being that the attendance will reach the 2,000,000 mark.

Two of the outstanding popular features are moving picture attractions. "Not Peace But the Sword" is being presented nightly in a large outdoor theatre which is the only one of its kind in the Dominion. There is no charge for admission to a performance. Another feature dealing with the war is "Canada on Guard," which depicts the armed developments of the Dominion during the first year of the Second Great War.

In addition to these features there are many commercial theatres in the various buildings in which large companies are using films of topical and semi-fictional type to advertise products and processes. For instance, General Motors Corp. is showing two films. One is "To New Horizons," revealing the world of 1960 as depicted at the New York World's Fair, and the second is "Motors on the March" which shows the production and use of vehicles and other equipment for the Canadian Active Service Force.

With cooler weather, Toronto's theatres experienced a decided pick-up in business which was also partly due to the presence of Exhibition visitors. Theatre advertising was directed toward the extra patronage to be found in these out-of-town people and the result is considerably better than last year when the outbreak of hostilities brought a rush for home on the part of tourists who had not become hardened to the tide of warfare.

Juveniles Hunt Avenue to Shows Via Registration

TORONTO — Canada's National Registration for War Service, a gigantic campaign involving the filing of information of every person in the Dominion 16 years of age and older, has been completed and the stock-taking is having interesting results. The minimum age limit coincides to a large extent with the line drawn by many theatres for juvenile or student patronage and, if a person is in possession of a registration card showing that he has reached the 16th birthday, then the admission price to be paid falls within the adult brackets. On the other hand, in places where there is a restriction on juvenile patronage below 16 years of age there has been a tendency on the part of younger persons to secure registration cards in order to qualify for admission to shows.

A misconception on the part of some juveniles regarding the value or meaning of the government cards has created the idea that they can be used as a complimentary pass to a theatre, some having been offered to doormen for admission. One reason for this startling attempt was due to the fact that the registration card resembles the pass used by some theatres and extra cards had been secured by some individuals apparently for the purpose.

Deanna on the Air

MONTREAL—Her legion of admirers in Canada are delighted to learn that Deanna Durbin will star in the inaugural Charlie McCarthy show this season—her first radio date in many months.

Cut-Rate Admission Trend Censured

TORONTO—Following a meeting of the film section of the Toronto board of trade, a strongly worded resolution was sent out to every theatre in Greater Toronto regarding the trend in one section of the city toward cut-rate admissions through various methods.

Evidence was produced showing that exhibitors in the area generally bounded by Spadina Avenue, Bloor, Dufferin and Queen Streets had been engaging in a price war through devious devices—without reducing the admission scale at the boxoffice except in one possible instance.

The procedures included gifts of household articles without a service or handling charge; the generous distribution of passes which were accepted on payment of a fee of 10 cents; price concessions to organizations which might be considered as having a wide-open membership and the holding of bargain nights with two persons admitted for the price of one, namely 25 cents. There might have been other underground tunnels but the above was the extent of the schemes officially considered by the board.

A call to reason was issued to the local exhibitors generally and the recommendation to call a halt to questionable practices was extended in the hope that the price war would not spread. Among the theatres under fire were several which are associated with groups, as well as unaffiliated independents.

Programs Reckon With School Reopenings

TORONTO—The school opening situation in Ontario has been finally cleared up insofar as decisions by authorities in the respective cities and towns are concerned and the exhibitors have been able to ascertain the position in which they stand with respect to bookings of features having juvenile appeal. One aspect of the uncertainty was noted in the postponement of the showing of "Tom Brown's School Days" at the Toronto Uptown in order to reap the maximum family trade.

A variety of arrangements has been made and the situation throughout the Province resembles a jig-saw puzzle. The Toronto Board has ordered the fall term at high and public schools to start September 3 and the families will have to be back from summer resorts by that date. In Ottawa, enrollment at primary schools takes place September 3 but the high schools do not start until September 16. St. Catharines' schools will have registration September 3 but classes will not get under way until September 16. Schools in some centers will not open until October 1. Delayed opening was requested by the government so that older pupils could help in harvesting operations.

UA Holds Trophy

TORONTO—Present indications are that the N. L. Nathanson Trophy, emblematic of the golf championship of the Canadian film industry, will remain the property of the United Artists Corp. "for the duration of the war," the team representing that exchange having been the first winner of the handsome prize last summer. The trophy occupies a prominent place in the private office of H. M. Masters, general manager, and apparently has become a permanent fixture as no plans have been made for a 1940 tournament.

TORONTO

COL. JOHN A. COOPER, who raised the Canadian Buffs Battalion of the Canadian Expeditionary Force and commanded the famous unit throughout the First Great War in Canada, Great Britain and France, is once more serving his King and Country in both body and spirit through his three sons who are officers in the Canadian Active Service Force, the third having recently secured his commission, and through his own personal service as president of the Canadian Red Cross Society, Ontario Branch. Lieut. Donald Cooper is already in England with the Royal Canadian Artillery; John is a major in the Artillery and Norman has become a captain in the Infantry. John and Donald are both graduates of the Royal Military College.

Leo M. Devaney, general manager of RKO Distributing Corp. of Canada, has been in Winnipeg on business while Mark Plottel, Ontario branch manager, recently returned from a trip to Ottawa. Henry L. Nathanson, general manager of Regal Films Ltd., has observed another birthday. Wolfe Cohen, general manager of Warner Bros. in Canada, spent several days in New York while W. C. Gehring, Canadian district manager of 20th Century-Fox Corp., was in from New York to confer with James P. O'Loghlin, general manager of 20th-Fox of Canada.

Walter Kennedy, exploitation chief of Empire-Universal, was in London, Ont., arranging for the opening of "Pastor Hall" at the Patricia and H. C. D. Main, supervising manager of Hanson Theatres Corp., was also on the London scene for opening details . . . Lou Guimond, director of publicity for United Artists, Toronto, made a trip to Montreal to cooperate with Manager Joe Lightstone of the Orpheum following the reopening of that theatre after alterations.

E. H. Wells, national secretary of the Canadian Film Boards of Trade, officiated as registrar for the film distributing companies and exhibitors in Toronto under the National War Services Registration Campaign. Upwards of 350 executives and employes of the industry in Toronto took out their registration cards through Wells.

President A. J. Laurie of Esquire Films, Ltd., enjoyed a double bill when he captured the club championship of the Fairmont Golf Club and also experienced the satisfaction of having his feature, "Convoy," held over for a second week at the big Toronto Imperial for its Canadian premiere, this being the first picture to be held by Manager Tom Daley in several months.

Lloyd Mills, manager of the Ottawa Elgin, was in Toronto to arrange for the Canadian premiere of "Foreign Correspondent" and then hurried back to the Canadian capital for the opening Thursday which was graced by the personal appearance at the theatre of Walter Wanger, producer, who made a special trip to attend the opening.

Ed Warren of Aurora is seriously ill with a heart attack. He is the proprietor of the Royal at Aurora and the Star, Carleton Place.

Mrs. R. d'Hondt of the Imperial, Delhi, Ont., made calls along Toronto's Filmrow following the opening of her new Imperial at Waterford, which had an auspicious start . . . Pete Barnes, organizer of the Foto-Nite feature at many Ontario theatres, was in London, Ont., where he has acquired the Rex which was operated many years by the late Bill Stewart, veteran Canadian showman, and managed in recent months by H. G. Law.

A. E. Sanderson, treasurer of Hanson Theatres Corp., has returned from a vacation at Fenelon Falls where he ran across Harry Dahn, veteran Canadian theatre executive who is spending most of the summer at his nearby summer residence. Murray Mitchell of Empire-Universal is headed for a two weeks' vacation under the auspices of the Canadian government—at a military training camp. Tom McKnight, manager of the London Patricia, stopped over in Toronto on his way back from his holidays.

Col. John A. Cooper, who has been doing strenuous work for the Canadian Red Cross, the Film Industry's Win the War Campaign and other patriotic undertakings in addition to his regular duties, has been enjoying a rest at his summer home at Sturgeon Lake . . . Jack Silverthorne, acting manager of the Grand at Sudbury and a brother of Chairman O. J. Silverthorne of the Ontario Board of Moving Picture Censors, had a holiday stay at his Toronto home after spending two weeks in Orillia. . . . Fred Robertson, manager of the Mayfair in Ottawa South, has been married.

The first of the new season's midnight frolics in Toronto is being organized for September 4 at the Bedford by Manager W. G. Hunt under the auspices of the Bedford Park Businessmen's Assn., the proceeds of the special performance to be turned over to the Toronto Scottish Regiment. A feature will be a lucky draw for $100 in cash prizes and many other merchandize prizes donated by merchants of the district.

Don Stapleton, proprietor of the Centre, Ottawa, at last has an apparent winner in the Ottawa Senators baseball team of the Canadian-American League, the club holding first place with 75 wins and 31 losses for a standing percentage of .708. Amsterdam, N. Y., is in second place with .573 and a big series is expected when these teams meet in the playoffs. For years Stapleton has sponsored the Ottawa club through a series of financial and playing reverses without a complaint.

Manager Al Sedgwick of the Toronto Belsize and past president of the Mount Pleasant Businessmen's Assn., and Ald. John M. Innes organized the annual golf tournament of the association which brought out 50 players. Sedgwick was not too busy to win one of the prizes, this being for the low net for the first nine holes, but after that he hurried to the clubhouse at Pine Point to look after refreshment details.

The Toronto Eglinton continued its almost unbroken record of holdovers when Manager Bob Eves continued with "Irene" for a second week.

Duke Ellington, dance band leader of screen and radio fame, was the first of the name conductors to fill an orchestra engagement at the Canadian National Exhibition.

The Richard Arlen Cup, donated by the screen star for the juvenile swimming championship at Williamson's Lake when he was in Canada for the making of "Silent Barriers" in 1936, is still in circulation, the fifth competition for the trophy resulting in a tie score by Lynwood Chatfield and Jack White.

Lederer in Canada for Drama Company Tours

TORONTO — Much has been reported locally about the romantic inclinations of Francis Lederer toward a Toronto young lady, formerly of Brampton, Ont., including the publication of their pictures. But another reason for the presence of Lederer here has been announced in the plans for Canadian tours of dramatic stage companies during the coming season under the direction of Frank McCoy. The theatres include units of the Famous Players' chain in cities other than Toronto. The plan represents a revival of stage shows in the Dominion which were not much of a success in recent years when undertaken by players from England.

Lederer is expected to tour to the Pacific Coast in "Autumn Crocus" and back East again in "Pursuit of Happiness."

MPDC and Film Board's Headquarters Moved

TORONTO—The head office of the Motion Picture Distributors of Canada, Col. John A. Cooper president, and of the Canadian Film Boards of Trade has been moved from the Metropolitan Building in Toronto's Wall Street district to the Film Exchange Building. The "nerve center" of the Canadian industry now occupies the quarters on the 6th floor of the building recently used as the campaign office for the Win the War Campaign of the Canadian Picture Pioneers. E. H. Wells, national secretary of the Film Boards, now finds himself in the midst of the film exchanges.

Milton Berle's First

HOLLYWOOD—Milton Berle has signed a term acting deal with 20th-Fox. His first will be "The Great American Broadcast."

George Waggner Set

HOLLYWOOD—George Waggner will direct "Drums of the Desert" for Monogram. Paul Malvern is producing.

: *Delivers Himself* :

MONTREAL—R. A. Boque, Canadian Pacific Telegraph messenger No. 13, filling an emergency call for his office in the rotunda of the Royal Alexandra Hotel, Winnipeg, became a motion-picture actor in less time than it takes to tell it. Today he is with John Seabourne, director of the western unit of "49th Parallel" doubling for Eric Portman in the part of one of the four Nazi spies around whose story the play is built.

"A perfect natural" said Seabourne of his new find. Mr. Seabourne was struck for a Portman double when suddenly across the hotel rotunda hurried No. 13.

"Hey, boy, want to be an actor?" called the director. With mystified grin, the lad turned to protest he had a job to do.

"But I've got to have you, you're perfect," protested Seabourne.

It wasn't long before C. P. R. Telegraph's officials were reached and the lad freed for the time necessary for picture taking around the site of the Canadian Pacific Railway Bridge at Headingly, where the British Ortus Film Company is continuing the western sequences of the thrilling story.

VANCOUVER

LEVY GRAHAM expects to open his new house at Wells, B. C., by October 15 and has placed an order with the Theatre Equipment Supply Co., Harry Howard manager, for the projection equipment. At present, the house is known as the South Wells Theatre, meanwhile Levy is cudgelling his brain for a shorter, and snappier, name. He will continue to operate the Strand, Prince George, as a picture house but is turning the Princess, also Prince George, into a roller skating rink.

Mrs. M. L. Murray may lose her right hand man, Will Dixon, as he has come to Vancouver with the intention of applying for enlistment in the air force. Her Log Cabin Theatre has been closed for a time, but she intends opening again on Labor Day.

Mrs. Tillie Fox is turning over the management of the Granada, Grand Forks, B. C., to her son, D. C. His success in operating is unquestioned as he was brought up in the sound of the low whir of a projector and has the well wishes of all Filmrow.

Fred Stone, Empire-Universal salesman, just back from a trip in the Cariboo, reports continued rains there, and points to his mud-caked car as supporting evidence.

Jim Cameron, Ashcroft, Ashcroft, B. C., spent an evening at a dude ranch in a poker game with Fred Stone E-U and two school teachers to find at the end of many hands that his net winnings totaled one and a half dollars. As entertainment it paid well, but as a business proposition it was a dud.

Ralph Calladine, Columbia and Plaza, Victoria, is in the city to watch the ponies run, and, to judge by his happy expression, has been picking the good ones.

R. J. Dawson, Plaza and Princess, this city, is another for whom the horses he chose did their stuff as he too has a happy smile.

It is suggested that Elisabeth Bergner, star in "The 49th Parallel," who passed through here on her way from Banff, where some scenes were filmed in that picture, change her first name to "Elusive" as she successfully sidetracked the press boys here with: "So sorree, no time to talk."

Sam Nagler has been concentrating on the booking records since the booker left and anxiously is awaiting word of the appointment of another to take his place.

E. W. Bickle was in town but too busy negotiating the purchase of new seats for one of his houses, The ILO at Cumberland and the Bickle at Courtney, to talk booking.

H. C. Jackson, booker for Regal Films, is away on his vacation, fishing at Gabriola Island. As he is an enthusiastic amateur photographer, his friends on the Row expect some interesting action pictures.

Miss Edith Manning, Regal Films Inspectress, is also away on her vacation at Yellow Point V. I.

M. E. Fairleigh's Hollywood is closed temporarily while new seats are being installed.

Mrs. G. E. Hewitt, First National accountant, is back at her desk after a vacation.

Owen Bird is substituting for Steve Ralston at the booking desk in the Paramount office while the latter is away. Owen, the star table tennis player of Filmrow, says that many of the players have been practicing seriously during the summer, so that there will be more competitive material to draw from in inter-club matches this fall and winter.

Babe Coval is advising exhibitors of a special showing of "Sea Hawk," WB, set for August 27 at the Broadway.

The controversy of Westminster Theatres, Ltd., and the B. C. Projectionists Society (Local 348) regarding the sharing of time between one of the company and the union projectionists reached an impasse and will now come before the board of arbitration for settlement. Two theatres, the Metro and the Fox, are involved.

Tom Gear, projectionist of the Star, is mourning the loss of his father who passed away this week.

Charlie Melleni will be away from the booth in the Alma for two weeks on vacation. His place will be filled by T. Joy in the interim . . . Jack Mawson, Music Box projectionist, will be supplanted by Bob Holm while he is on Vancouver Island on his holidays.

"Snow White and the Seven Dwarfs" apparently has not lost its appeal for notwithstanding that it has had first, second and other runs in the city, it is still drawing them to the Plaza with possibilities of being kept on for another week.

MONTREAL

THE PUBLIC appetite for vivid newsreel pictures of the war is far from being satisfied these days, many fans commenting on the paucity of realistic shots from the European war areas. In this connection it is noted that British Movietone has been showing pictures of the air fighting over Dover which give convincing evidence of the superiority of the R. A. F. over their German antagonists.

Harry Paynter, general sales manager of Empire-Universal, in town from Toronto and visited M. Isman at the local office . . . Exhibitors who dropped in at the Expire-Universal office on Craig street included T. Trow, Imperial, Three Rivers; J. Adilson, Roxy, Ste. Agathe and George Champagne of the Roxy and Auditorium, Shawinigan Falls.

Archie Cohen, demon salesman of Columbia Pictures, has returned from a trip to the north country . . . W. Regan, Laurier, Hull, and Mr. and Mrs. A. Chouinard, of the Princess, Quebec, were Filmrow visitors.

Departing from its policy of showing British comedy pictures, the Snowdon has revived "60 Glorious Years" . . . "Not Peace But a Sword," was presented by Toronto Globe and Mail *at Harry E. Foster's open-air theatre at the Canadian National Exhibition . . . "Squadron 992," fifth in the series of war films issued to Canadian theatres by the National Film Board, is being shown at the Palace.*

Striking evidence of the value of business films was shown in Montreal when counterfeit $10 United States bills were detected as a result of the cashier in a local department store having attended a recent showing of a film on counterfeit money.

Registration cards stolen from one of the National Registration offices were filled in by a group of youngsters who produced them at theatre boxoffices in an attempt to convince the ticket sellers that they were over 16 and so entitled to admission. The ruse did not work, and the youngsters went to Juvenile Court.

"Convoy," described as the most ambitious product of Ealing Studios, and picturing the British convoy system, is being shown at the Palace . . . Gracie Fields, working her way east, sang before 10,000 at Winnipeg and 3,000 at Kenora . . . Representatives of eight United States motion picture companies and five United Artists producers, handed over a check for $16,000 to Ambassador Kennedy in London to be used to further the efforts of volunteer relief organizations in Great Britain. Contributing companies are: Columbia, M-G-M, Paramount, RKO, 20th-Fox, Universal, Warner Bros. and United Artists. Individual contributors are Alex Korda, David Selznick, Walter Wanger, Edward Small and Hal Roach.

Thomas Kondert, New Hamburg, Ont., theatre operator, was arrested charged with a breach of the Defense of Canada regulations. He is alleged to have declared that "By fall everything will be alright. Hitler will be here and everything will be O. K." The magistrate remanded him . . . Mayor Lyle Telford of Vancouver, B. C., has received a letter from Mary Pickford informing him that she plans to make a personal appearance in theatres there in aid of war charities.

Dearer cinema seats are not yet being talked about in Canada, but in Great Britain, as a result of war taxation, the minimum price will be raised from sixpence to ninepence. Other seats will run from 1s.2d. to 2s.10d. Some cinema operators wished to make the minimum one shilling.

New managers, impresarios and owners have come to the fore in the French theatre and cinema, word received here from Paris states. Such stars as Josephine Baker are out of work, and one theatre is advertising its productions as "Pure French by pure Frenchmen." Sacha Guitry, who has just completed in Paris a brief revival of his play, "Pasteur," is the only top notch French star who has appeared since the German occupation. The Paris Opera opened August 24 with "Faust," which naturally appeals to the Germans.

Walter Wanger has been conducting a study of the Canadian market. His wife, Joan Bennett, will meet him in Toronto . . . S. Morgan-Powell, editor-in-chief of *Montreal Star,* and for over 30 years dramatic critic, finds that Hollywood is paying increased attention to Canada with a view to utilization of scenic background, as well as locales for stories with a Canadian flavor.

Filmrow executives and their staffs have now all returned from their summer vacations, and are preparing for a busy fall. As soon as Labor Day is over they expect to see an upturn in activity, and keen competition for the favor of exhibitors by the several studios represented on Monkland Avenue and Craig Street.

Canada Broadcast Honors "Foreign Correspondent"

OTTAWA — A number of dominion and provincial officials participated in a coast-to-coast broadcast sponsoree emanating from here Thursday evening, August 29.

The program was predicated on the opening of "Foreign Correspondent," a Walter Wanger production directed by Alfred Hitchcock. The producer and director were guests of honor at the opening and the broadcast.

Open at Hamilton

TORONTO — The Century, operated for many years as the Lyric, has been opened at Hamilton, Ont., after extensive alterations under the supervision of N. A. Taylor of Toronto. It will operate as a unit of 20th Century Theatres of which Taylor is general manager.

F-P Dividend on Common

MONTREAL—Directors of Famous Players Canadian Corporation, Ltd., have declared a quarterly dividend of 25 cents per share on the common no-par value stock of the company, payable September 27 to shareholders of record September 17.

Duo Finishes Chore

HOLLYWOOD — Charles MacArthur and Charles Lederer have completed the script on "Comrade X," re-make of a 1933 release, "Clear All Wires," for Metro.

Peter Milne Scripting

HOLLYWOOD—Peter Milne is scripting "Divorce Is a Racket" for Columbia. Jack Fier will produce.

WINNIPEG

WHILE most of the members of the "49th Parallel" company are up north in the Churchill Bay country filming sequences of the picture, a few of the extras have remained in town to clean up tag ends of filming. Shots in front of the Winnipeg *Free Press* and of the downtown section of the city were taken during the week. An episode filmed at Stevenson's airdrome last week brought out 5,000 citizens who served as extras in a mob scene.

Nestor Novak, assistant manager at the Capitol, and Jack Fitzgibbons who has the same post at the Metropolitan, had their hands full last week when they served as registrars for the F-P staff in the city in connection with the Dominion registration scheme.

The Times Theatre, long dark, is scheduled for reopening next week. Present indications are that the house's policy will consist of showings of tail end runs of standard fare.

Syl Gunn staged a fine bit of showmanship in connection with his stage feature, "Public Opinion," when he arranged to have members of the "69th Parallel" company appear as participants. The personal appearance of the film actors drew a large house at the Metropolitan, a fact especially newsworthy in view of the concurrent appearance of Gracie Fields at the Winnipeg Amphitheatre, where on two nights 16,000 *paid admission.*

Harold Bishop's private screening of "Pride and Prejudice" proved its effectiveness when his show opened to fine houses. Continuing throughout the week the film went over in fine fashion.

Allen Will Distribute 12 British Features

TORONTO—Harry J. Allen, president and general manager of Grand National Films Limited, Toronto, has completed negotiations for the Canadian distributing rights of a group of 12 British features, the first of which is expected to be "It's a Laugh."

Allen has been busy of late with bookings on "Hitler, Beast of Berlin" which is playing the Allen circuit and a number of independent houses after a somewhat retarded start. First Toronto run for "Hitler" is scheduled for the Circle, commencing Labor Day.

Offices Replace Theatre

OTTAWA—Finley McRae, administrator of the estate of the late Harry Brouse, one of Canada's noted showmen of the old school, has announced that the office building which is replacing the Family Theatre in downtown Ottawa will be ready for occupancy in September. The famous theatre was torn down to make way for the Insurance Exchange Building to provide accommodation for business firms which had given up their premises for the use of the headquarters' staff of the Royal Canadian Air Force.

Jack Pechett of Canadian Screen publicity left for Bienfait, Sask., in company with Lucien Roy, Associated Screen News cameraman. Pechett has been working with Roy on a number of commercial shorts.

Leo Devaney, general manager for RKO, has been a visitor to the city . . . E. W. O'Brien, auditor for Warner, arrived here during the week.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... THEATRE ..... LOCATION .....

Selling Seats

Street Ballyhoos Key 'Breakfast' Campaign

HARRISBURG, PA.—Street ballyhoos keyed the promotional campaign that Assistant Manager Deverter of the Colonial, aided by Exploiteer Ed Rosenbaum, put on for "He Stayed for Breakfast."

Came opening day, a parade of new Plymouth cars, labeled "For better smileage ride the new Plymouth; for real fun see 'He Stayed for Breakfast' at the Colonial" traversed Harrisburg streets. Also, a man dressed as a chef, carried a tray of breakfast through town, tagged, "I'm on my way to the Colonial to see," etc.; a breakfast table with dishes and service and a man dressed in tails and top hat seated thereby was placed before the theatre, with copy reading, "Another satisfied customer . . . He Stayed for Breakfast;" and to conclude the street publicity, a young couple, mounted on a tandem bicycle, appropriately placarded, covered the town.

The campaign in the press took the form of a perfect breakfast menu contest. Guest tickets and breakfasts at a leading hotel went to the winners. The newspaper sponsored the contest for four days, and also ran a four-column fashion mat.

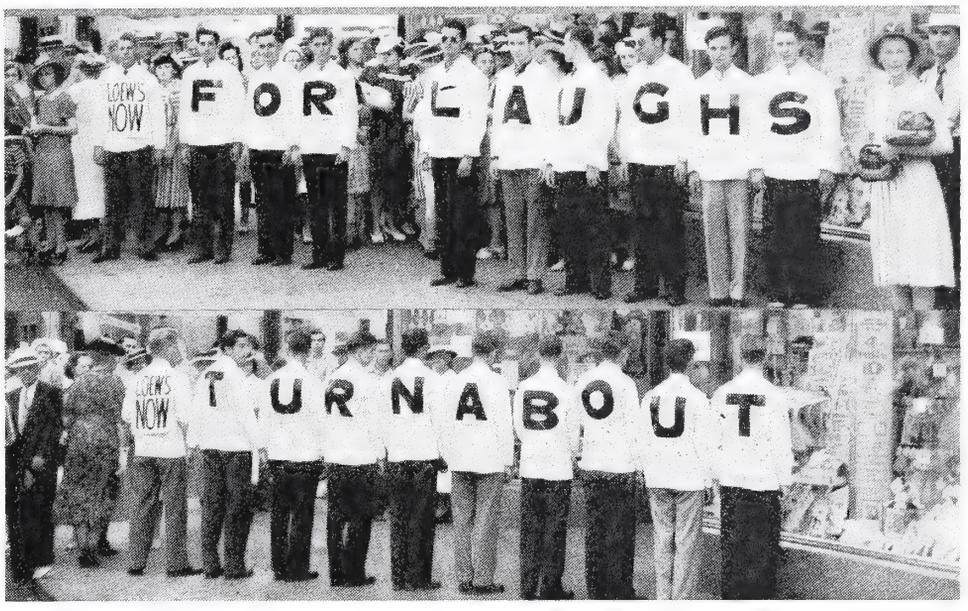
Other promotion included the delivery of breakfasts to motion picture critics on opening day; two shadow boxes in downtown stores, inviting, "Take a peek and see why 'He Stayed for Breakfast'" with star photos and copy inside; and displays by a coffee company which, using the picture's title, added, "Because she served (brand) of coffee."

A trailer two weeks in advance, a 24-sheet, six-sheet, three 11x14s among other paper, completed the sales barrage.



For Laughs—

How Johnny Barcroft of the RKO Palace in Columbus, Ohio, ballyhooed "My Love Came Back." The sign on the clown's back advises people to "Laugh Away Your Blues."



Ten Parade for "Turnabout"—

Manager Wally Caldwell of Loew's Valentine in Toledo, Ohio, not only halted traffic with the above-pictured stunt, but also had the office occupants craning their necks to see. Ten college boys in white coats to the backs of which were pinned block letters reading "Turnabout" and the fronts reading "For Laughs" marched throughout the downtown district four feet apart, stopping twice in every block at the curbline with their backs to the public. At a signal from the cheerleader they would do a military reverse step and burst out with long, loud belly laughs which could be heard a block away.

Features and a Contest Plug "Lillian Russell"

CLEVELAND—David Bachner, advertising manager for the Hippodrome, took to the papers to merchandise a recent run of "Lillian Russell."

Locating a collector of rare programs and photographs resulted in a Sunday newspaper feature with cuts, both of the photographs offered by the collector and of scenes from the picture.

Next a contest run in cooperation with a newspaper in the classified ad section called for correct answers to questions scattered through the classified section. Prizes were 15 pair of passes to the show. The paper called attention to the contest with an ad which amply mentioned the picture in telling of the reward.

Completing the ballyhoo, a tieup with a news agency made available its 35 trucks for banners, one half of which blurbed the picture and theatre playdates, the other half blurbed a Lillian Russell feature in one of the film magazines distributed by the agency.

Send a Sample

NEW YORK—As a special feature in the marketing of Deanna Durbin's new starrer, "Spring Parade," Universal is sending Garrett J. Lloyd on a tour of exchange centers with a specially prepared two-reeler in which the star sings one song from each of her pictures and which has scenes from her current film. The reel will be shown Universal salesmen, exhibitors and critics.

Anniversary Inspires Exploitation Push

STOCKTON, KAS.—The recent eighth anniversary of his Nova Theatre inspired Manager Merle M. Swank to extra effort in publicizing the event, and the picture that was booked during anniversary week, "Our Town," both profited therefrom and proved peculiarly adaptable to the demands of the occasion.

On behalf of the picture, Swank promoted a full page cooperative ad in the town's paper, each of the advertisers making use of the title—"Our Town" in his copy. A coupon ad invited readers in Stockton to write 100-word letters telling why they liked the town, the three best letters to receive a two-month, one-month and two-week pass, respectively, to the Nova.

A Mailing List

In the selling of the anniversary, Swank invited his patrons to fill in their name and birthdate on a coupon he ran in conjunction with his ad, and leave the information at the theatre, their reward to be a pass on their birthday. The paper of course covered the event and the invitation with a gratifying news story. Also in line with the celebration, he issued cards, good for the month of August, which when punched three times, denoting three paid admissions, entitled the holder of the card to a free admission.

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

High School Night Pays

FORT WORTH, TEX.—A source of big business every Friday night has been tapped by Lowell T. Bodiford of the Parkway Theatre with a midnight show for high school students, which amateur stage contests and novel presentations convert into a veritable party.

To begin with, Bodiford advertises the shows quite thoroughly, with trailers, a sidewalk A-board, lettered mirrors in the lobby and a large sign over the marquee, but does not reveal what the pictures will be—selling the idea of a complete show rather than any particular feature. Bodiford uses a "B" feature and surrounds it with a good swing short, a cartoon or two, and a serial, which he runs the following Saturday. He has the operator clip title and cast from the films before unreeling them.

The usual procedure is to start off with the band number; follow with a community sing, slides for which have been prepared (in this case sometimes using the school songs); next a quiz on popular songs or motion pictures, which if correctly answered would bring the contestant a remittance of his admission; then the cartoons, the serial and the feature.

Among the various novelties that Bodiford utilizes to keep the shows varied and the party spirit going are to have contestants from the different high schools display what talents they possess, rewarding the best ones (judged by applause) with a $2.50 cash prize. Needless to say, the students from the various schools root for their schoolmate.

At other times Bodiford conducts a "Reverse Auction" whereby he buys for from 10 cents to 50 cents, various articles from the audience, ranging from a sack of popcorn to a shirt. Too, some of the seats are numbered and the lucky one nets its occupant a free pass; or some Friday night all the high school red heads are guests; or again a school is honored by having that night designated by its name. Once started upon, the avenue to varied stunts is wide and clear.

Fur Show for "New Moon" Draws Capacity Business

CONNELLSVILLE, PA.—With the cooperation of a local merchant, Johnnie Broumas, manager of the Orpheum, was able to put on a fur show in conjunction with the opening of "New Moon" that attracted capacity crowds. In addition to the fur show, several acts, put on by local talent, were presented.

Leading off the advertising for the show was a herald, printed as a folder in the theatre program style, which contained several cuts depicting furs; listed the various acts that would be presented at the theatre, announced the fact that $50,000 worth of furs would be on display, and divided space between copy on the theatre program and the merchant's wares.

Furthering the campaign, marquee banners were hung a week in advance; a trailer ran a week in advance; window cards were distributed through the city and a lobby display featured several furs and stills from the picture.

Too, the merchant sent postcards to all his accounts announcing the show and followed these by letters. The radio carried plugs every day for a week in advance and of course the store provided window space and floor space for displays and announcements.

Perfect Blend

HAMDEN, CONN.—For what is believed to be the first time, Franklin E. Ferguson, manager of the Whitney, tied in a stage performance of a play with the picture made from the same play. The nearby Players Guild, of the Plymouth Playhouse, Milford, were induced to appear in a condensed version of "Our Town" Sunday evening, after which "Our Town" and "Waterloo Bridge" were presented on the screen. The combination packed the house on a warm night.

"Human Monster" Inspires Ambitious Lobby Display

CHESTER, PA.—When "Human Monster" came to the State, Charley Crowley rigged up a barber's chair in the lobby, a week in advance, and blazoned:

"A free haircut to anybody whose hair stands on end."

"Free dyeing to anybody whose hair turns white."

A pan filled with strawberry jello was captioned "The frozen blood of a victim of the monster." A headstone was spotted in the mezzanine with the legend, "Here Lies a Victim," etc. Another display consisted of socks, on a board with a sign offering free woolies to anybody who got cold feet; and nearby was a pile of candles for people afraid to go home in the dark after the show.

The topoff was to dress up a man as the human monster, and let him go around town frightening those who scare.

It brought the customers.

On a Limb

HARRISBURG, PA.—Loew's assistant manager, Carl Rogers, arranged a stunt for "Boom Town" that was highly effective as a street ballyhoo, and whose novelty enabled Exploiteer Bill Elder to obtain picture space in the Harrisburg *Telegram*.

The stunt consisted of having three attractive girls, the backs of their legs vertically lettered with the last names of the stars and with the picture's title, parade arm in arm through downtown Harrisburg. In detail, a word per leg, thus: Gable, Tracy, Colbert, Lamarr, Boom, Town. The girl in the center had the front of her legs lettered as well, reading "Loew's" on one leg and "Thurs" on the other.

NUGGETS

LENDING libraries, the books being those which Warner is using as the basis for forthcoming pictures, have been started in several suburban houses in Chicago by Larry Stein, Warner publicist. Patrons are loaned the books free.

•

Three persons, mounted on horseback and placarded, "Shoot the Daltons" (with a camera) paraded Springfield, Ill., streets for Max Tschauder, manager of the Roxy, during the run of "When the Daltons Rode." Best pictures snapped of the group netted cash prizes.

•

Seven Saratoga Springs stores tied in for a cooperative ad with Walter Reade's Community Theatre for "Boom Town." The ad was capped "Help Make Saratoga a Boom Town." Then followed pictures of the stars, with brief dialogue by the characters they portray, and in turn followed by the announcement of the run and the merchants' ads.

•

Paper plates, imprinted with a rubber stamp, "Don't wash your dishes, use these paper plates instead, so you can rush down and see Ann Sheridan in 'Torrid Zone'" were distributed at the theatre and in the street at the behest of Assistant Manager E. Sedlack of the Shore in Chicago.

•

Jim Skelly, manager of the Sigma, at Lima, Ohio, distributed pharmaceutical boxes in department stores, drug stores, anywhere people congregated, which were imprinted: "Herein contained prescription for four days of complete happiness." Inside were four capsules with the following directions: "Take two after eating. Then consult 'Dr. Kildare's Strange Case' at the Sigma Theatre."

•

Pennant shaped cardboards, advertising "Brother Orchid" and bearing the one line "Use Postal Telegraph" were mounted on all the bikes of Postal Telegraph messengers by David Bachner, advertising manager of the Cleveland Hippodrome. Holes were stapled in the three corners to permit easier attachment.

•

Ten days in advance of the recent run of "Irene" at the Hippodrome in Cleveland, Advertising Manager David Bachner distributed teaser cards, printed up like business cards, with the name Irene in the center and the theatre's phone number and the customary office hours of 9 to 5 in the lower corners. In small type, in the upper corner of the card was the message, "Feeling blue and low down? Call the Girl in the Alice Blue Gown." The gag pulled a great number of calls and callers were given the spiel that Irene could be seen at the Hippodrome starting, etc.

Britons Sponsor "Queen"

PORTLAND, ORE.—The ticket sale for "Queen of Destiny" which premiered at the Paramount, coupled with the personal appearance of Anna Neagle, was sponsored by the British Ambulance Corps and various British societies.

"Mortal Storm," Fountain Drinks Find Affinity

KALAMAZOO, MICH.—A tieup with the Kresge store which netted a 12-foot banner and an announcement of free drinks was effected by Pat Heavey, manager of the State, aided by Warren A. Slee, exploiteer, to help sell "The Mortal Storm."

The banner divided space between a plug for a certain fountain drink as James Stewart's favorite and copy on the picture and playdate. The day before the opening of the film two girls distributed lightweight cardboard tickets imprinted on one side with Jimmie Stewart's picture and playdate copy, and on the other with advertisement for the drink available at the store. The tickets were numbered and bore instructions that the number be compared with those numbers mounted on a board above the Kresge fountain—corresponding numbers netting a free drink.

Puppy Giveaway Sells "The Biscuit Eater"

DORCHESTER, MASS.—W. Harold Friary, manager of the Fields Corner Theatre, sold "The Biscuit Eater" with a puppy giveaway contest and the mailing of 1,000 post cards to dog owners, their names obtained from the license register at the city hall.

In connection with the puppy giveaway, awarded to the juvenile who wrote the best letter on "Why I Want This Puppy," Friary put up an attractive lobby display consisting of a large dog house, decorated with stills from the picture, several promoted dog foods, and a card reading: "I'm waiting for my pal, 'The Biscuit Eater' who will arrive on (the playdate)." A one-sheet gave details on the letter writing contest. The display impelled both adults and children to stop.

Free Lending Library Houston Summer Stunt

HOUSTON, TEX.—The idea of a free lending library as a summer stunt was developed with good results by Francis Deering, manager of Loew's State, in conjunction with "Pride and Prejudice" and the forthcoming "Escape." Deering arranged a special display with stills of books made into films and those now being dramatized for the screen. About ten copies of each are made available. Stories on the honesty of film fans in returning books and their reading habits were good for newspaper breaks.

Let Truckers Pick

CHICAGO—Publicizing "They Drive by Night," Monroe Rubinger, Warner publicity chief, provided a sequel to the stunt whereby Hollywood truck drivers named Ann Sheridan as the one they would prefer to give a lift. He prevailed upon the local truck drivers of the Riss Company to pick their candidate among Chicagoans. Not entirely coincidental was the fact that the girl picked, Miss Terry Porter, is an employe of the Chicago Warner office.

Selling Seats

CHICAGO—Following installation of new seats in the Chicago, B&K displayed a sample chair in the lower lounge of the theatre. Copy invited patrons to "step up and sit down. What a difference you'll notice." It was labeled the "B&K Cushion Comfort Seat," with cut-away parts of the chair displayed showing its construction.

: Bathers' Burlesk :

NEBRASKA CITY, NEB.—A lot of fun for patrons and a lot of business for the Arbor Theatre was created when Stanley McSwain promoted an unusual stage show. First he advertised for old-fashioned bathing suits for ladies, "the kind Ma, Paw and Grandpa and Grandma used to wear when they pitched woo at the old swimmin' hole." Cash and theatre tickets were offered for the old suits.

Then McSwain advertised: "Wanted! Two dozen men with slinky, willowy curves, to fit inside the two dozen old-fashioned bathing suits we have, to enter the Armor Theatre Men's Burlesk Bathing Review."

Banners and Heralds Sell "Great McGinty"

KANSAS CITY—Bannered cars, election cards distributed by ushers, a sidewalk display of preview audience's comments, inserts in *Liberty* magazine and heralds distributed by Postal Telegraph boys rounded out a remunerative campaign on "The Great McGinty" for Jerry Zigmond and Harold Graves of the Newman.

The bannered cars were those of the *Liberty* magazine distributors, the banners bearing the picture title, theatre, and a blurb to keep up with the times by reading the magazine. The magazine lads also inserted throwaways, printed on reduced-size Postal Telegraph blanks that urged attendance at the theatre for "McGinty" and called attention to the magazine's review of the feature. The "electioneering" cards passed out by the theatre staff to patrons read "Vote for the Great McGinty" on one side, and on the other, read, "Meet him at the Newman Theatre, Wednesday, July 31st."

Postal Telegraph boys too distributed the throwaways, duplicative of the regular wires, with copy thereon, leading off with "Here's good news, rushed to you by Postal" and followed with selling copy for the show.

The McGintys of the community were extended invitations to see the show as guests of the house.

Open Wide on Ballyhoo For "Leopard Men"

ALBANY, N. Y.—A spectacular selling campaign for "Leopard Men of Africa," planned by Charles A. Smakwitz, Warner Theatres district manager, helped to roll up good grosses at the Ritz. Extra newspaper advertising space carried drawings and slogans that underlined the unusual nature of the film. "Half-Brute! Half-Human" was the heading on one large insertion. "Exposing the Jungle's Blood Chilling Secrets! Strange Rituals of Natives! Sensational New Thrills from Africa—First Time on Any Screen! They Dive From Trees to Kill. See . . . 10 Billion Locusts! Tribal Virgins! Earthquakes! Battling Monsters! Killer Lions." These were among other catch phrases printed above a sketch of a Leopard Man. Below were drawings of huge animals.

Smakwitz dressed up the Ritz with a big front and banners. A truck, equipped with loudspeakers, cruised the streets. Stuffed animals, including a leopard, a giraffe and a rhinoceros were mounted on the truck and by means of a motor were moved up and down. Phone calls to Albany citizens urged seeing "Leopard Men of Africa." Window cards and house circulars were distributed and a special screening was held for educators, curators, playground instructors, etc.

Fur Fashion Show Proves Antidote for Weather

ALBANY, N. Y.—A fashion fur show on three of summer's hottest nights had a refreshing effect on the take at Manager Andrew Roy's Strand.

Through the cooperation of a leading department store, models, wearing the coming season's styles, paraded the stage of the Strand, to the accompaniment of a specially booked orchestra. Extra newspaper space heralded the fur display.

Coop Contest

KNOXVILLE, TENN. — Manager Eugene Street used an essay contest to promote "My Favorite Wife," at the Tennessee. The subject was "The Ideal Gift for a Favorite Wife" and there was a newspaper ad tie-in with local merchants. Prizes were $5 in cash and awards of free passes.



They're Broadway Cowboys—

Al Rosen, manager of Loew's State, New York, went western on "When The Dalton's Rode." Page boys and ushers wore cowboy attire a week in advance and during the showing.

MONEY IN THE BOXOFFICE

is deserving of handling by
COMFORTABLY — HEALTHFULLY
SEATED CASHIERS

CRAMER "Air-Flow" POSTURE CHAIRS
Makes This Possible With the
"ALL-IN-ONE"
(Pat. applied for)

HI-MODEL CHAIR AND STOOL

- ADJUST SEAT HEIGHT 23" TO 33"
- ADJUST FOOT REST TO CORRESPOND
- ALL PARTS INTERCHANGEABLE
- CHANGE CHAIR TO ROUND STOOL
- CHANGE FOOT RING TO PLATFORM

Any Color Combination



30 Other Models for
ANY SEATED WORKER

Dealers in principal cities

CRAMER POSTURE CHAIR CO.
1210 CAMPBELL — KANSAS CITY, MO.

: Try Your Station :

COLUMBUS, OHIO—Nightly radio plugs, costing no more than a pair of tickets a night, were obtained by Johnny Barcroft, RKO publicist, during the recent run of "Tom Brown's School Days" at the Palace.

The broadcasting period during which the tieup is a go is that time from about 11:30 p. m. to 1:30 in the morning, when the request numbers are played.

The procedure is as follows: An alarm clock, set to ring during the broadcast, is set near the mike. Whoever happens to be phoning in his request at the time, or the last call before the alarm goes off, receives a pair of tickets to the show. The name of the winner and mention of the show and its offering is read by the announcer at this time.

The gift tickets, helping along listener interest, provide the station with a selling point in obtaining commercial announcements that make the deal a good bet.

"Ghost Breakers" Stunt Gets Good Reaction

KNOXVILLE, TENN.—Eugene Street, manager of the Tennessee, continues to have unusual reactions to his promotion of "The Ghost Breakers."

First, police arrested two of his ushers shrouded and masked as ghosts and marching in front of the theatre. Following this, Manager Street placed ads in local papers offering the services of the cast of "The Ghost Breakers" as ghost chasers. The first day brought over 200 calls, many of them apparently serious. The picture is having a good run.

A light color paint on the soffit of your marquee will do some gratifying reduction on your wattage. The discovery is Marty Aninsman's, a manager on the Warner Philadelphia circuit.

PUT
Movie Time TO WORK FOR YOU!

Date ....., 1940

PRINTING SYNDICATE CO.,
4804 E. 9th St., Kansas City, Mo.

Without obligation send me complete particulars about your MOVIE TIME weekly news magazine and quote me price for .... thousand. Send samples.

Name .....

Theatre .....

Street Address .....

City ..... State .....

Establish "personal" contact with your patrons through the newsy, chatty contents of this weekly newsmagazine about moviedom. And on the back page (left blank for your own exclusive use) you can not only imprint your week's program but also personal messages directed to your patrons and prospective patrons.

MOVIE TIME is an attractive little house organ, syndicated yet suited to the individuality of your theatre. Each page (9x12) is filled to the brim with breezy copy, attractively illustrated. It is printed on good quality white book paper similar to this page.

MOVIE TIME will work for you in every home into which it is taken; it will interest and be read by the whole family.

Put Movie Time to Work for You Now!

20th Century-Fox (107) **114 Minutes** **Rel. Sept. 27, '40**

Seldom, if ever, has an historical picture been more engrossingly and spectacularly filmed than this chronicle of a people and their unshatterable faith. Opulent production, masterful direction and a sterling cast are but a few of the feature's laudable assets. Its story theme, probably because of a desire to make it factual, is sombre and, at times, depressing, dealing largely with persecution, cruelty and hardship. This quality may prove a slight deterrent to the top grosses which are so strongly indicated by the fact the offering must be classified as one of the season's most impressive photoplays. The screenplay portrays the almost insurmountable obstacles which were encountered by the Mormons when they were driven from their Illinois homes and until their Utah settlement was established. Directed by Henry Hathaway.

Tyrone Power, Linda Darnell, Dean Jagger, Brian Donlevy, Jane Darwell, John Carradine, Mary Astor.

Brigham Young F Historical Drama

M-G-M (——) **82 Minutes** **Rel. Sept. 27, '40**

Produced in England by Metro, this possesses as its greatest asset Robert Montgomery, the only American member of the cast and staff, whose typically debonair performance adds considerable pace and lustre to the picture. The production is handsomely mounted in the British manner, with painstaking attention to detail and background. The story is a murder mystery, suspenseful enough, albeit a bit slow in its unfolding. Direction is highly competent, as is the supporting cast, entirely composed of English players, most of whom will mean little to American audiences. Montgomery, an amateur detective who has promised his bride, Constance Cummings, that he will quit sleuthing, finds himself forced into a man-hunt when, upon moving into a country manor-house, he discovers the owner has been murdered. Arthur B. Woods directed.

Robert Montgomery, Constance Cummings, Leslie Banks, Sir Seymour Hicks, Robert Newton, Googie Withers.

Haunted Honeymoon F Mystery-Comedy

Universal (——) **67 Minutes** **Rel. Sept. 20, '40**

The most insatiable appetites for shivers, gasps and "Ah's" will be sated by this chiller, which might have been titled "Frankenstein in Egypt." The plot is built around a mummy, which has been kept alive for some three thousand years, and turns out to be an ol' meanie, the way he goes around killing folks. But for all of its story extremes, the film is very well produced, directed and enacted and should prove a welcome addition and asset to any program arranged to attract the kid and neighborhood trade. Dick Foran, a stranded archeologist, raises enough money to finance an expedition to discover a fabulously rich tomb. Despite unbelievable obstacles, he wins fame, fortune and his sponsor's daughter. Directed by Christy Cabanne.

Dick Foran, Peggy Moran, Wallace Ford, Eduardo Ciannelli, George Zucco, Cecil Kelloway, Charles Trowbridge.

The Mummy's Hand F Melodrama

RKO Radio (046) **87 Minutes** **Rel. Aug. 30, '40**

A distinctively styled panorama of backstage life, bristling with finely-etched youthful characterizations and neatly blending romance and comedy with delightful ballet and chorus-girl routines. It will doubtlessly exert considerable appeal among theatre-goers of every type, although its popularity probably will be most noticeable among discriminating, first-run patrons. Directed in steady tempo by Dorothy Arzner, it has been given topline production by Erich Pommer, English film-maker, in his first American try. Lucille Ball, exhibiting hitherto unknown toe-tapping ability, cops the acting honors, closely pressed by Maureen O'Hara and Ralph Bellamy, while the work of the supporting players is excellent throughout. The two girls are rivals, both seeking to have their names in lights and both after the same man.

Maureen O'Hara, Lucille Ball, Ralph Bellamy, Louis Hayward, Maria Ouspenskaya, Virginia Field, Mary Carlisle.

Dance, Girl, Dance F Romantic Comedy With Music

20th Century-Fox (105) **79 Minutes** **Rel. Sept. 13, '40**

What with the ribbing it gives the parlor-pink variety of Communist, a lustrous cast and class production, this one had ample opportunity to emerge as a double-barreled comedy hit. However, it is only moderately amusing and too infrequently hilarious. Whether the fault lies with Gregory Ratoff's direction or a story line that never quite jells is open to debate. Regardless, it misses rating as a topline attraction and will probably serve most satisfactorily as ordinary program material. Brenda Joyce, heiress to soup millions, a typical cafe society snob, embraces Communism as her latest fad and her exploits in behalf of the "world revolution" cause a drop in soup sales that almost bankrupts the company. With Elsa Maxwell's assistance, Brenda's family finally brings her to her senses.

George Murphy, Brenda Joyce, Ralph Bellamy, Elsa Maxwell, Charlie Ruggles, Franklin Pangborn, Mischa Auer.

Public Deb No. 1 F Comedy

RKO Radio (——) **74 Minutes** **Rel. Sept. 6, '40**

Only through the timeliness of its theme does this transcend the run-of-the-mill programmer designation. Being, however, a story of behind-the-fence activities in a modern airplane factory, the feature takes on more than ordinary interest and emerges as a very acceptable parcel of entertainment designed to have special appeal to those who are not too critical of picture-making mechanics. Richard Dix portrays an erstwhile ace who has lost a prolonged dog fight with John Barleycorn—a weak part, weakly delineated. His sister, a draftsman, in love with the chief engineer, uses some of Dix's ideas in plane design, enabling him to make the supreme sacrifice to ultimately prove the worth of a new ship, which brings fame, fortune and happiness to all others concerned. Directed by Leslie Goodwins.

Richard Dix, Kent Taylor, Edmund Lowe, Wendy Barrie, Granville Bates, Grant Withers, Donald Briggs.

Men Against the Sky F Melodrama

Warner Bros. (WB412) **81 Minutes** **Rel. Aug. 24, '40**

Here's a lusty and noisy action melodrama of the oil fields, aimed at current mass tastes in celluloid entertainment, but missing the bull's eye because both story and performances fail in measuring up to expected specifications. What small acting honors the vehicle affords go to John Garfield by a wide margin. The picture will serve satisfactorily, and probably with modest profits, in most bookings but cannot hope to attain greatness in either acclaim or revenue. Garfield, an oilfields worker, flees after killing a man in self-defense. Given a job by Pat O'Brien, a field foreman, he falls in love with Frances Farmer, daughter of a promoter. When fire threatens the well on which they are working, Garfield saves the day although doing so compels him to give himself up to the law. Alfred E. Green directed.

John Garfield, Frances Farmer, Pat O'Brien, Raymond Walburn, Cliff Edwards, Tom Kennedy, Granville Bates.

Flowing Gold F Melodrama

Republic (043) **65 Minutes** **Rel. Sep. 6, '40**

This latest Gene Autry film is solid entertainment all the way, spiced at intervals with catchy music, effective comedy and a story that keeps together. Gene is heir to a packing plant. When he takes over the opposition, June Storey, she tries to pull a fast deal which would combine the companies and leave a goodly number of employes out in the cold. Autry thwarts this in good time with the aid of Mary Lee, Smiley Burnette and other worthies. There is nothing too complicated about the story to depart from outdoor atmosphere. Photography and direction deserve credit for giving rich values to the production. Joe Frisco has a brief part as a fast talking haberdasher who outfits Burnette. Frank McDonald directed.

Gene Autry, Smiley Burnette, June Storey, Mary Lee, Warren Hull, Joe McGuinn.

Ride, Tenderfoot, Ride F Western

Monogram (4020) **63 Minutes** **Rel. July 15, '40**

All the theatrical effects that are associated with the supernatural were thrown into this film, plus the East Side Kids and a story that strains to give average satisfaction. It is childish stuff with heavy emphasis on imitation. The story is a slap-dash arrangement with all types assembled in an old house and the familiar props of this formula-sliding door panels, organs playing at night, screams, an old witch of a woman, etc. To top it all the East Side Kids parade their jargon and a renegade judge gets the business. Chalk it up as indifferent entertainment or not-so-hot East Side Kids stuff. Joe Lewis directed.

East Side Kids, Vince Barnett, Inna Gest, Dave O'Brien, Dennis Moore.

Boys of the City F Comedy-Drama

SELLING ANGLES: **"The Mummy's Hand"**

Dick Foran is the marquee name here. Emphasize the picture's chill angles by staging a special "midnight thrill show" at which patrons are supplied with noise-makers and other devices. Decorate the lobby in Egyptian style and have the house technician construct a "mummy" which answers questions put to it by curious customers. An attendant is concealed nearby, of course, with a microphone running to the "mummy's" mouth. Make cosmetics-store tieups on facial creams "guaranteed to preserve a woman's beauty through the years."

CATCHLINES:

He Defied an Ancient Death Curse to Search for the Tomb of an Egyptian Princess . . . And Found a Horrible, Death-Dealing Monster.

The Horror Sensation of the Century . . . The Story of a Mummy Kept Alive to Guard the Tomb of the Princess He Had Loved 3,000 Years Ago.

SELLING ANGLES: **"Men Against the Sky"**

Marquee space should be devoted to Richard Dix, Edmund Lowe and Wendy Barrie. Dress attendants in leather jackets and aviator's helmets. From a nearby tall building drop small paper parachutes containing picture billing and perhaps a half-dozen passes. Have house technician construct a compo-board airplane wing and fuselage to be mounted above the marquee with baby spots playing over it at night. Juvenile patrons can be tied into an airplane model-building contest with a "Richard Dix" trophy going to the builder of the winning entry.

CATCHLINES:

Unsung Heroes . . . To Whom Death Means Nothing . . . In Their Battle to Make America the Ruler of the Air.

All the Thrills of a Power Dive . . . This Story of Men Who Are Putting Wings on America.

SELLING ANGLES: **"Boys of the City"**

Arrange a teaser display in the lobby consisting of cards with lethal warnings imprinted on them, stuck into the walls with knives. There is a collection of stills called "lessons in etiquette by the Boys of the City" which features such ideas as "When you take a shower don't bother about taking your clothes off." The pressbook that accompanies the film has any number of exploitation stunts in keeping with the entertainment level.

CATCHLINES:

Moider! . . . Dat's What It Is . . . Sendin' Us Up De River . . . For a Vacashun . . . No Less.

They're Scared of Nothing on Two Feet . . . But Put a Sheet Over It and See What Happens.

SELLING ANGLES: **"Haunted Honeymoon"**

Robert Montgomery's name will have to carry the marquee burden. To detective fans it should be pointed out that this is based upon a story by Dorothy L. Sayers, one of the foremost mystery writers, and that it features Montgomery as "Lord Peter Wimsey," celebrated fictional sleuth. Make the customary library tieups on Miss Sayers' books. As a lobby center-piece, construct a layout of famous film and fiction sleuths including Charlie Chan, the Lone Wolf, the Saint and others, with Montgomery occupying the most prominent position.

CATCHLINES:

He Promised His Bride to Give Up Detective Work . . . And Then Their Honeymoon Was Interrupted by a Murder.

It Blends Chills With Chuckles . . . This Story of Murder in a Manor-House . . . And a Honeymooning Detective.

SELLING ANGLES: **"Public Deb. No. 1"**

There's plenty of marquee material here—George Murphy, Brenda Joyce, Ralph Bellamy, Charlie Ruggles and Elsa Maxwell are all worthy of mention. Promote a letter contest in which entrants outline what they would do of a constructive nature if they were "the richest girl in the world." With the aid of the newspaper's society editor, stage a "theatre box party" and as mailing pieces to society leaders print up invitations in formal "R.S.V.P" style.

CATCHLINES:

Screaming Fun . . . With America's Richest Girl . . . In the Season's Gayest Coming-Out Party.

The World's Richest Deb Gets Spanked Where It Hurts the Most . . . By a Struggling Waiter Who Loves Her.

SELLING ANGLES: **"Ride, Tenderfoot, Ride"**

In addition to the usual Gene Autry exploitation props the exhibitor also has eight musical numbers on which he should concentrate the major part of his campaign. They are all substantial songs in that they are tuneful, funny, romantic and the like. The now-current "Woodpecker Song" is featured. Miss Storey has many compelling attributes as an actress. This one has bathing girls, cattle, cowboys, etc.—all interesting material for a still display outside the theatre.

CATCHLINES:

From Cowhand to Boss of a Packing Company . . . Gene Autry Sings His Way, Romances and Fights . . . The Way You Like Him.

Fightin', Singin', Romancin' Gene Autry . . . Here Again for Your Complete Entertainment.

SELLING ANGLES: **"Brigham Young"**

For lobby display install a giant map of the U. S. from Illinois to California, tracing the Mormons' progress and running strings or arrows to illustrative stills from the picture. Marquee space should be devoted to Tyrone Power, Linda Darnell and Dean Jagger. Garnish the foyer with wagon wheels, oxen yokes, anvils and other western props. For street ballyhoo hitch two horses—or oxen, if they are obtainable—to a specially-constructed covered wagon. If there are any Mormons in your community invite them to the showing as your guests.

CATCHLINES:

The Mormon Trail . . . One of the Most Amazing Treks in the History of America . . . Becomes the Screen's Most Stirring Adventure.

An All-American Epic of the Mightiest Mass Migration in American History.

SELLING ANGLES: **"Dance, Girl, Dance"**

Among possible marquee names here are Maureen O'Hara, Lucille Ball and Louis Hayward. Songs spotted throughout the production should be worked into music-store and radio plugs. With cooperation of local orchestra and dancing academy stage a contest for amateur hoofers on theatre stage as an added attraction. Perhaps the approval of civic authorities can be obtained to rope off the thoroughfare in front of the theatre on opening night for a street dance, with music supplied by small orchestra or through phonograph records.

CATCHLINES:

It's New . . . It's Lively . . . It's Filled With Beautiful Girls and Tunes That'll Have Your Toes Tapping.

Packed With Pulchritude . . . Loaded With Laughs . . . Rarin' to Go With Its Gay Romance.

SELLING ANGLES: **"Flowing Gold"**

Construct a miniature facsimile of an oil well and mount it above the marquee, playing baby spots on it at night. Sell the names of John Garfield and Pat O'Brien as a new screen team. Arrange tieups with gasoline and oil distributors to placard their trucks and service stations with posters advertising the picture. As mailing pieces issue "oil stock" good for one share in an "entertainment gusher." A display of oil-field equipment might be set up in the lobby.

CATCHLINES:

They Drew Fortunes From the Ground . . . And Threw Them Away for Love and Laughter.

A Dramatic Smash . . . Is This Story of One of America's Greatest Industries . . . And the Men Who Gamble All for Fortune.

Short Subject Reviews

Fireman Save My Choo-Choo

Columbia (1438) (Andy Clyde) 18 *Mins.*

This is one of the more spectacular Andy Clyde numbers, photographically. The humor content depends, as always, on the usual bag of Clyde gags and dialogue which has its own following. Here he inherits a railroad which turns out to be a one-train, single track affair and decrepit, its only train two weeks late. He takes over. In order to keep the franchise has to race a bus. This latter part is good with a lot of real railroad photography rounding out the action. Eventually Clyde wins, but wrecks his train when he fails to see a derailing switch.

Riding Into Society

Vitaphone (....) 19 *Mins.*

(Blue Ribbon Comedy)

Elsa Maxwell's first short subject venture falls slightly below substantial in entertainment. Here, interviewed on shipboard, she tells how she first crashed society. It seems she met, also aboard ship, an English noble and his wife, quite accidentally, and forthwith was invited to hunting in the shires. What transpires then in flashback is the crudest sort of all too familiar slapstick that is interspersed with Miss Maxwell's own brand of raucous wisecracking repartee. The action generally takes place on a horse.

From Nurse to Worse

Columbia (....) (Three Stooges) 17 *Mins.*

The Three Stooges attempt to develop an income by taking out an insurance policy for Curly and then passing him off as crazy. However, when they visit a doctor for an examination, the medico decides to operate immediately. The rest of the film devotes itself to harum-scarum chase, tomfoolery and heynonny the trio have evidenced in past performances. All the familiar hospital gags are used and they are still funny. At length the boys catch up with their adviser. Good Three Stooges stuff.

Football Highlights

Vitaphone (....) (Sports Parade) 10 *Mins.*

In just a few more weeks this short will be the most timely item an exhibitor could play. Emphasis is placed on the contributions of Knute Rockne to the game. Many of his original plays in actual games are shown along with other fine past game shots. A few rare feet of film with Rockne on the sound track are also included. Worthwhile.

Snubbed by a Snob

Paramount (Color Classic) 7 *Mins.*

Hunky and Spunky invade the domicile of thoroughbred horses and, being of a lesser species, are forthwith given the lifted eyebrow. But Spunky saves a colt from an enraged bull and everything soon becomes Hunkyspunkydory. There are good gags and clever animation tricks to make this one of the best of the series. Worthwhile.

Short of the Week

Gateways to Panama

RKO 20 *Mins.*

(March of Time, Vol. 6, No. 13)

Timeliness continues to be the proper descriptive word for this series. Currently in the headlines and in transatlantic diplomatic conversations the problem of the defense of the Caribbean zone as it relates to the vulnerability of the Panama Canal is discussed here photographically. Shown are the American naval bases in Cuba, the French and British bases in Martinique and Jamaica. Discussed is the problem of possible Nazi influence in French Guiana with the ready-made Fifth Column element in the prison colony of Cayenne. Emphasis is placed on the closeness, by air, of already Nazi-influenced Dakar, in French Equatorial Africa, nine hours away. This photography of the prison colony is vividly realistic documentation. The narrative ably fits the photographic compositions. Defense measures at the Canal Zone are shown with the latest data related on the sound track and the various steps of airport construction and army quarters come in for their share of attention. A recent newspaper statement by a Congressman will increase the attention on the last point. All told, it's quite in keeping with national feeling at the moment.

Service With the Colors

Vitaphone (5008) (In Technicolor) 20 *Mins.*

As an aid in putting conscription over, the government might look into this production for it is a handsomely made account of the life of a soldier in the army —what he eats, how he dresses, the discipline and methods for curing problem recruits. A good deal of regimental tradition is injected and the piece concludes with a regiment parading and drilling on the San Francisco Fair grounds. The film was photographed at the San Francisco Presidio. Featured are Robert Armstrong, William Lundigan, Henry O'Neill, William Orr, Herbert Anderson, George Haywood. Bill it as an advance glimpse into what is coming for a few million.

Pinky Tomlin and His Orchestra

Paramount (Headliner) 11 *Mins.*

This is a generally good musical item. The novelty element in its production is a tour motif. The various types of music which different locales in the country favor are played. Tomlin sings. The orchestra is predominantly photographed in outdoor settings and plays well.

Screen Snapshots No. 10

Columbia (1860) 9½ *Mins.*

Jack Oakie leads the audience around this time. He takes them to Basil Rathbone's place where a fencing demonstration is given. Other faces seen off the set and having fun are Penny Singleton, Wayne Morris and Jimmy Newell, the latter singing an aria from "Rigoletto." It's good stuff in its way.

The Bookworm Turns

M-G-M (Technicolor Cartoon) 8 *Mins.*

Highly imaginative animation and brilliant execution, plus a cleverly cooked up story make this subject a standout production in its field. A raven, from Poe's book, decides he's stupid and visits Dr. Jekyll, who, between rapid metamorphosis, tells him he needs a brain. The raven catches a bookworm and the doctor forthwith makes a transplantation. After the switch all sorts of violence occurs. The raven and the worm go for a whirlwind trip through variously colored chemical apparatus. Queer electrical contraptions spark and flash. Eventually things come back to normal and the raven feels he is lucky not to have a brain. The accent is on humorous horror. Strictly for grown-ups, the exhibitor who plays it to his young audience had better run a fairy tale item for a mental chaser if he thinks they would enjoy it without later having nightmares.

The Bear's Tale

Vitaphone (5316) (Merrie Melody) 7 *Mins.*

The juvenile favorite, "The Three Bears," has been supercharged with smart humor and situations to serve this Technicolor item well in the entertainment department. From one screwball extreme to another, Goldilocks, as she investigates the domicile of the animals, is amply taken care of by the offscreen narrator. In addition Little Red Riding Hood is present to help out when the script is twisted due to the Grandma Wolf's developing an appetite for Goldilocks. It is recommended for its harum-scarum, dipsy doodle comedy which will hit the audience right between its optics.

Dogs You Seldom See

Vitaphone (....) (Sports Parade) 10 *Mins.*

Discounting the injection of the hokum element in this production, it turns out to be a fine collection of scenes and narration about the origin of many present day dogs and traces their lineage to ancient days. The animals shown are unusual, as the title indicates. A glance at the success of a recent dog film should prove helpful in arriving at a decision to book this one. Worthwhile.

A Peep in the Deep

Columbia (...) (Scrappy Cartoon) 6½ *Mins.*

Scrappy and his brother are fishermen. They find a bottle with directions for locating a sunken treasure chest. When they attempt to raise it they run into difficulties with an octopus. Getting rid of him, they open the box to find another and he says he's Yehudi. It's well animated, clever and entertaining.

The Timid Pup

Columbia (1512) 7½ *Mins.*

(Color Rhapsody)

Kitten and puppy, dog and cat stuff, quite average and apparently suitable for juvenile matinees. The Technicolor is good, but the animation lacks imagination and skilful execution.

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.

Columbia

Blondie on a Budget

Dualled with Warner's "Calling Philo Vance." Two very good pictures played together on a Tuesday night with excellent results at bargain prices. That seems to be our only salvation during this hot weather. Ordinary program pictures don't have a chance. Admission: 36-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Texas Stagecoach

Good. Sons of the Pioneers are liked awfully well in this picture.—M. B. Hasty, Joy, Dardanelle, Ark.

Metro-Goldwyn-Mayer

Ghost Comes Home, The

Doubled with Paramount's "Seventeen." Didn't think much of these two so played them together on a Saturday. My audience must have thought the same as I did and stayed away. Both of these pictures were reported as very good, except their drawing power. Weather: Warm. Admission: 36-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

I Take This Woman

Personally, I can't see why M-G-M cried their eyes out over this one. It was a good picture. Hedy may not be an actress but men and women like to look at her. Fri., Sat., Sun., Mon., Tues. Weather: Warm. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

20 Mule Team

This is not Wallace Berry's best picture by any means. His acting is satisfactory but the story is rather weak stuff. A few of the Beery fans were disappointed in the picture, but it was satisfactory to most of them. Attendance up to weekend average. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,000. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Waterloo Bridge

The women got the men to come and the former thought the picture was wonderful. Many of the latter politely refrained from comment, but their expressions revealed their disturbed state of mind. Business excellent. Criticism: Too heavy and not enough action. Sun., Mon., Tues. Capacity: 400.—R. Evans, Melodian, Cheney, Wash.

Paramount

Seventeen

This picture has what it takes. Plenty of humor and enough down-to-earthness to make the oldsters think back when. Good biz. Wed., Thurs., Fri., Sat. Weather: Warm. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore

Sidewalks of London

I think it is about time Laughton quit directing and producing his own pictures. This one is terrible. Come back to America, Laughton, and give us a "Ruggles of Red Gap" or a "Mutiny on the Bounty." We have directors here. And good ones. Thursday. Weather: OK. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Typhoon

The picture was fine and one pat on the back for the producers was that the storm and fire were both short and when patrons left they said "Not enough." That's what you want them to say. Sun., Mon. Weather: Fine. Admission: 35-10. Mixed patronage. Population: 3,780. Capacity: 378.—J. R. Wills, Loma, Socorro, N. M.

RKO Radio

Meet Dr. Christian and
Courageous Dr. Christian

A nice group. Not as well known as Dr. Kildare, but nevertheless entertainment that pleases. Did a nice 4-day biz. Wed., Thurs., Fri., Sat. Weather: Warm. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Irene

Although title doesn't mean much to younger generation, this is a fine production. Miss Neagle has lovely voice and is good to look at too. Fair business. Fri., Sat., Sun., Mon., Tues. Weather: Warm. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Pinocchio

One of the joys of the show business. This picture pleased young and old alike. Thought it far better than "Snow White." Biz very good. Sun., Mon., Tues., Wed., Thurs., Fri. Weather: Hot. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Republic

Dark Command

Good picture, plenty of action, well acted and directed. Good show for small town. Tues., Wed., Thurs. Weather: Hot. Admission: 20-10. General patronage. Population: 1,000.—Melville Danner, Kozy, Granite, Okla.

20th Century-Fox

Little Old New York

To my surprise, this picture held up to normal business for the middle of the week. Allocation was above what it should have been, however. When the company does not make enough good ones, they have to do something about it. This was it. Wed., Thurs. Weather: Cold. Admission: 40-25-10. General patronage. Population: 3,000. Capacity: 500.—A. E. Andrews, Emporium, Emporium, Pa.

United Artists

Rebecca

Swell business. Almost sold itself through the novel. Business upped about 25 per cent above normal. And it pleased all who saw it. Mon., Tues. Weather: Hot. Admission: 28-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Turnabout

A grand comedy. This one was above par at the boxoffice. Everyone enjoyed it. Not as good as "Topper" though. Wednesday. Weather: Fair. Admission: 28-10. General patronage. Population: 2,000. Capacity: 300.—Frank Medley, Palace, Monterey, Tenn.

Universal

Danger on Wheels

About the average for Tuesday and Wednesday pictures. Plenty of action and thrills. Saturday. Weather: Fair. Admission: 15-10. Rural patronage. Population: 1,800. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ark.

Love, Honor and Oh Baby

Pretty fair little programmer. Admission: 40-10. Lake and general patronage. —E. C. Arehart, Strand, Milford, Ia.

Ma, He's Making Eyes at Me

This would not win any Academy awards, but I will say this, that it is short and snappy and all my patrons enjoyed it. Played Sunday and audience reaction was very good. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago, Ill.

Warner Bros.

Virginia City

Just another super-western not as good as "Dodge City," made by the same company not so long ago. They think it is by high allocation and percentage with a checker, but the boxoffice receipts say no. Give me "Dodge City" in preference as to cast, story, human interest, etc. Sun., Mon. Weather: Hot. Admission: 36-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time, as furnished by home office of distributor, follows title. As local conditions, such as censorship, subject this to change, checkup with local exchanges is recommended. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JAN. 20	18 Melodrama **1003** **His Girl Friday (92)** Cary Grant Rosalind Russell Ralph Bellamy R—Jan. 13	19 Com. Drama **19** **Congo Maisie (70)** Ann Sothern John Carroll R—Jan. 20	15 M'drama **3909** **Fatal Hour (65)** R—Jan. 13 20 Melodrama **3922** **Hidden Enemy (63)** R—Mar. 30	19 Drama **3919** **Remember the Night (86)** Barbara Stanwyck Fred MacMurray R—Jan. 13		19 Drama **014** **Married and in Love (60)** Barbara Read Alan Marshal R—Dec. 16	19 Drama **023** **He Married His Wife (83)** Joel McCrea Nancy Kelly R—Jan. 6	19 Melodrama **Lion Has Wings (76)** Merle Oberon Ralph Richardson R—Jan. 27	19 Western **4061** **West of Carson City (55)** J. Mack Brown Bob Baker R—May 18	20 M'drama **WB416** **British Intelligence (60)** Boris Karloff Margaret Lindsay R—Jan. 13	15 Drama **Al'ance** **Hidden Menace (59)** Gertrude Michael Otto Kruger R—June 1
JAN. 27	26 Mys. Drama **1019** **Lone Wolf Strikes** Warren William (65) R—Jan. 27	26 Comedy **22** **Lambeth Walk (66)** Lupino Lane Sally Grey R—Feb. 17	25 Western **3961** **Pioneer Days (51)** Jack Randall R—Feb. 10	26 Western **3956** **Santa Fe Marshal (68)** William Boyd R—Jan. 20	26 Melodrama **918** **Wolf of New York (69)** Edmund Lowe Rose Hobart R—Jan. 27	26 Melodrama **021** **Saint's Double Trouble, The (67)** George Sanders Helene Whitney R—Jan 20	26 Comedy **028** **High School (74)** Jane Withers Joe Brown jr. R—Jan. 6		26 Drama **4041** **Green Hell (87)** Doug. Fairbanks jr Joan Bennett R—Jan. 6	27 Drama **FN451** **Fighting 69th (85)** James Cagney Pat O'Brien R—Jan. 13	26 Drama **Maymon** **Fevya (93)** Yiddish with English titles. Maurice Schwartz R—Jan. 27
FEB. 3	31 Drama **1034** **Convicted Woman (66)** R—Mar. 2 1 Western **1212** **Pioneers of Frontier (58)** R—Apr. 6	2 Drama **26** **(98)** **I Take This Woman** Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama **3917** **Chasing Trouble (64)** Frankie Darro R—Feb. 3	2 Drama **3920** **Parole Fixer (60)** William Henry Virginia Dale R—Feb. 10	30 Mus. Drama **919** **Village Barn Dance (74)** Richard Cromwell Doris Day R—Feb. 10	2 Melodrama **018** **Marines Fly High (68)** Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama **1030** **Man Who Wouldn't Talk (74)** Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama **4053** **Danger on Wheels (61)** Richard Arlen Andy Devine R—Jan. 20	3 M'drama **WB420** **Calling Philo Vance (62)** James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy **1026** **Five Little Peppers at Home (67)** Edith Fellows R—Mar. 9	9 Musical **21** **Broadway Melody of '40 (100)** R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama **3924** **East Side Kids (62)** Vince Barnett Dennis Moore R—Feb. 24	9 Drama **3921** **Light That Failed (97)** Ronald Colman R—Dec. 30		9 Drama **007** **Vigil in the Night (94)** Carole Lombard R—Feb. 10	9 Mus. Drama **031** **Little Old New York (100)** Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee (84)**; R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. **WB421** **Granny Get Your Gun (60)** May Robson R—Jan. 6	
FEB. 17		16 Drama **24** **Man From Dakota (75)**; R—Feb. 24 Wallace Beery Dolores Del Rio	28 Prop. Dr'ma **3925** **Torpedo Raider (59)** Betty Balfour R—June 1	16 Mus. Comedy **3922** **Sidewalks of London (84)** Chas. Laughton R—Jan. 27		16 Drama **019** **Swiss Family Robinson (93)** Fred Bartholomew R—Feb. 3	16 Comedy **032** **Young as You Feel (59)** Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford (63)** Laurel & Hardy R—Feb. 17	16 Com. Dr. **4038** **Honeymoon Deferred (59)** Edmund Lowe R—Feb. 24	17 Drama **FN459** **Castle on the Hudson (77)** R-Dec. 16 (Form. Years Without Days)	15 Drama **Al'ance** **One Night in Paris (62)** John Lodge Hugh Williams R—July 27
FEB. 24		23 Drama **25** ◎**Northwest Passage (115)** Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama **3940** **Murder on the Yukon (57)** J. Newill R-Apr. 27 20 Western **3962** **Cheyenne Kid (48)** R—Mar. 23; Randall	23 Western **3923** **Knights of the Range (68)** Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. **091** ◎◎**Pinocchio (80)** R—Feb. 3	23 Drama **033** **They Came by Night (73)** Will Fyffe R—Mar. 16		23 Drama **4032** **Framed (62)** Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy **1014** **Blondie on a Budget (73)** Penny Singleton R—Mar. 2	1 Melodrama **23** **Strange Cargo (105)** Clark Gable Joan Crawford R—Mar. 9	2 Western **3953** **Rhythm on the Rio Grande (53)** Tex Ritter R—Apr. 20	1 Comedy **3924** **Seventeen (78)** Betty Field Jackie Cooper R—Feb. 24		1 Comedy **020** **Little Orvie (66)** John Sheffield Ernest Truex R—Mar. 9	1 Melodrama **035** **Charlie Chan in Panama (68)** Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay (88)** Joan Bennett Geo. Raft R—Mar. 2	1 M'drama **4034** **Double Alibi (60)** Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet (101)** Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western **1204** **Bullets for Rustlers (58)**; R—Feb. 17 7 M'drama **1027** **Outside the Three Mile Limit (64)** R—Feb. 17	8 Com. Drama **27** **Ghost Comes Home (76)** Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama **3916** **Human Monster (73)** Bela Lugosi R—Mar. 16	8 Western **3957** **Showdown (64)** William Boyd Russell Hayden R—Mar. 2	12 Western **964** **Pioneers of the West (56)** Three Mesquiteers R—Mar. 16	8 Drama **017** **Isle of Destiny (83)** William Gargan June Lang R—Mar. 9	15 Drama **040** **Grapes of Wrath (128)** Henry Fonda Jane Darwell R—Jan. 27		8 M'drama **4025** **Zanzibar (69)** Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama **1035** **Men Without Souls (62)** Rochelle Hudson John Litel R—June 1	15 Drama **28** ◎**Young Tom Edison (85)**; R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama **3925** **Women Without Names (62)** Ellen Drew R—Feb. 24	15 Drama **920** **Forgotten Girls (67)** Louise Platt R—Mar. 23	15 Comedy **022** **Millionaire Playboy (64)**; R—Mar. 2 Joe Penner Linda Hayes			15 Musical **4022** **Ma, He's Making Eyes at Me (61)** Tom Brown R—Mar. 30	16 Comedy **FN465** **Three Cheers for the Irish (98)** D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'ance** **Little Miss Molly (67)** **Maureen O'Hara**
MAR. 23	21 Com. Drama **1004** **Too Many Husbands (84)** Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama **3921** **Midnight Limited (61)** Marjorie Reynolds R—Mar. 23	22 Musical **3926** **Road to Singapore (84)**; R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western **942** **Rancho Grande (66)** Gene Autry Smiley Burnette R—May 11	22 Drama **023** **Primrose Path (95)** Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy **025** ◎**The Blue Bird (83)** Shirley Temple R—Jan. 27	22 Drama **My Son, My Son (115)**; R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. **4001** **It's a Date (102)** Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama **WB404** **Virginia City (120)** Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. **Astor** **Crooked Circle (..)** ZaSu Pitts
MAR. 30		29 Drama **29** **Florian (91)** Robert Young R—Apr. 6	30 Comedy **3902** **Son of the Navy (72)** Jean Parker Martin Spellman R—Apr. 6	29 Comedy **3927** **Farmer's Daughter (61)** Martha Raye Charlie Ruggles R—Feb. 17	26 Western **991** **Ghost Valley Raiders (57)** Donald Barry Lona Andre R—April 6.		29 Melodrama **037** **Free, Blonde and 21 (67)** Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy ◎**Over the Moon (78)** Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western **1205** **Blazing Six Shooters (61)** Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama **32** **And One Was Beautiful (70)** Laraine Day Jean Muir R—Apr. 6		5 M'drama **3928** **Adventure in Diamonds (80)** George Brent R—Jan. 20	10 West. Drama **129** **Hi-Yo, Silver (65)** Silver Chief Lynn Roberts R—Apr. 20	5 Drama **030** **Courageous Dr. Christian (67)** R—Mar. 30	5 Drama **036** **Star Dust (85)** Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C. (78)** Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. **4040** **Half a Sinner (61)** R—Mar. 30 5 Western **4062** **Riders Pasco Basin (57)** R—June 1	6 Com. Dr. **WB407** **It All Came True (97)** Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama **Astor** **Vengeance of the Deep (..)** Lloyd Hughes R—Mar. 23

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time, as furnished by home office of distributor, follows title. As local conditions, such as censorship, subject this to change, checkup with local exchanges is recommended. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ⊙ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
APR. 13		12 Drama **30** **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western **3963** **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama **3929** ⊙**Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western **954** **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western **083** **Bullet Code** (59) R—Apr. 13	12 O'dr Drama **039** **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama ◎**Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama **4013** **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. **WB422** **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama **1017** **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama **33** **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. **3928** **Sky Bandits** (56) R—May 25 20 Com. Drama **11** **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western **3931** **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama **901** **Dark Command** (94) R—Apr. 13 19 Comedy **922** **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama **009** **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama **042** **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 **M'drama 4018** **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama **FN456** **'Til We Meet Again** (98) Merle Oberon George Brent Pat O'Brien R—Apr. 13	15 M'drama **Al'anc** **The Terror** (..) **Wilfrid Lawson**
APR. 27	25 Drama **1005** **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama **34** **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 M'drama **3920** **Mysterious Mr. Reeder** (77) R-May 11 20 Western **3954** **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. **3930** **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 **Musical 921** **In Old Missouri** (67) Weavers & Elviry 22 Western **965** **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	26 Drama **027** **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy **041** **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 **M'drama 4033** **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. **FN468** **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western **1213** **Man From Tumbleweeds** (59) R—June 1	3 Action Drama **35** **20 Mule Team** (85) Wallace Beery R—May 4	2 Western **3944** **Land of Six Guns** (54) R—June 1	3 Comedy **3932** **Buck Benny Rides Again** (80) R—Apr. 20	10 Drama **923** **Crooked Road, The** (66) R—May 18 Edmund Lowe	3 Mus. Com. **024** **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy **043** **So This Is London** (84) R—Apr. 27	3 Comedy **Saps at Sea** (57) Laurel & Hardy R—May 4	3 Musical **4005** **If I Had My Way** (94) R—May 4	4 M'drama **WB423** **Tear Gas Squad** (55) R—Apr. 27	M'drama **Astor** **Hell's Angels** (..) Jean Harlow R—Jan. 27
MAY 11	16 Drama **1029** **Babies for Sale** (64) Rochelle Hudson Glenn Ford R—May 25	10 Drama **36** ◎**Edison, the Man** (106) R—May 25 Spencer Tracy Rita Johnson	9 Western **3955** **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy **3935** **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western **943** **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama **031** **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	10 **M'drama 038** **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Dr. **4031** **Ski Patrol** (64) Lull Deste R—May 11	11 Drama **WB416** **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama **1023** **Island of Doomed Men** (67) P. Lorre R-May 25 16 Drama **1111** **21 Days Together**(72) Ollvier; R-May 4	17 Drama **37** **Waterloo Bridge** (109) R—May 18 Robert Taylor Vivien Leigh		17 Drama **3934** ⊙**Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama **924** **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama **025** **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy **044** **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Turnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy **4015** **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama **FN466** **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 Drama **Alliance** **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	23 Western **9206** **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith		23 Western **3965** **Kid From Santa Fe** (50) Jack Randall	24 Drama **3931** **Biscuit Eater, The** (80) Billy Lee R—Apr. 13	24 Western **966** **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	24 Com. Drama **032** **You Can't Fool Your Wife** (65) Lucille Ball R—May 25	24 Drama **045** **Lillian Russell** (127) Alice Faye Henry Fonda R—June 1	24 Drama **Our Town** (90) William Holden Martha Scott R—May 18	24 Melodrama **4056** **Hot Steel** (61) Richard Arlen Andy Devine R—Aug. 17	25 Drama **FN455** **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	20 Drama **P-R-O** **I Take This Oath** (67) Joyce Compton R—June 1
JUNE 1	30 M'drama **1016** **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8	31 Mys. Drama **40** **Phantom Raiders** (70) Walter Pidgeon R—June 1	30 Western **3966** **Riders From Nowhere** (45) Jack Randall	31 Comedy **3936** **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 Drama **025** **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama **051** **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical **4029** **La Conga Nights** (61) R—May 18 31 Western **4063** **Bad Man From Red Butte** (58) R-Jne 15	1 M'drama **FN472** **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama **Astor** **Girls of the Underworld** (..) 1 Western **P-R-O** **Frontier Crusader** (68) R—June 15
JUNE 8	3 Drama **1112** **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	7 Drama **39** **Susan and God** (117) Joan Crawford R—June 8		7 Western **3958** **Hidden Gold** (61) William Boyd R—May 25	6 Drama **902** **Women in War** (70) Elsie Janis R—June 1	7 Melodrama **033** **Saint Takes Over** (68) R—Apr. 27	7 Drama **034** **Earthbound** (67) Warner Baxter R—May 18		7 Drama **4036** **Love, Honor and Oh Baby** (59) R—June 8	8 Com. Dr. **WB405** **Brother Orchid** (91) Edw. G. Robinson R—June 1	
JUNE 15	6 M'drama **1028** **Passport to Alcatraz** (60); Jack Holt R—June 22	14 Drama **41** ◎**Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	11 Com. Drama **3915** **On the Spot** (62) Frankie Darro R—June 8	14 Drama **3937** **Safari** (81) Doug. Fairbanks Jr. Madeleine Carroll R—June 1	19 Act'n Drama **907** **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	7 Western **084** **Prairie Law** (60) George O'Brien R—June 8	14 Drama **047** **Four Sons** (88) Don Ameche Mary Beth Hughes R—June 8		14 Com. Drama **4008** **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama **FN473** **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	15 Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin
JUNE 22	20 Drama **1037** **Girls of the Road** (61) Ann Dvorak Lola Lane R—June 29	21 Com. Drama **42** **Captain Is a Lady** (65) R—June 29 Virginia Grey Billie Burke Charles Coburn	18 Western **3960** **Wild Horse Range** (51) Jack Randall R—June 22	21 Mys. Com. **3938** **Ghost Breakers** (85) Bob Hope Paulette Goddard R—June 15	25 Musical Com. **908** **Grand Ole Opry** (67) R—July 6 27 Western **955** **Carson City Kid** (57) R—July 6	21 Com. Drama **034** **Pop Always Pays** (67) Leon Errol R—June 22	21 Mystery **048** **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy **4037** **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama **WB424** **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	
JUNE 29	27 Western **1214** **Return of Wild Bill** (57) R—July 13 30 Comedy **1021** **Out West With the Peppers** (61)	28 Musical **31** **New Moon** (100) Jeanette MacDonald Nelson Eddy R—June 22	25 M'drama **3927** **Last Alarm** (61) Polly Ann Young Warren Hull R—July 13	28 Drama **3939** **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	29 Western **992** **One Man's Law** (57) Don "Red" Barry Janet Waldo R—July 13	28 Drama **035** **Anne of Windy Poplars** (86) Anne Shirley R—June 22	28 Outd'r Dr. **049** **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama **5046** **The Fugitive** (77) Ralph Richardson Diana Wynyard R—July 6		28 Drama **Neufeld** **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JULY 6		5 Comedy 43 **Andy Hardy Meets Debutante (89)** Mickey Rooney R—July 6	3 Western 3956 **The Golden Trail** (52) Tex Ritter R—July 13	5 Drama 3940 **Way of All Flesh** (86) R—June 1 Akim Tamiroff Gladys George	12 Drama 903 **Three Faces West** (81) R—June 22 John Wayne Sigrid Gurie	5 Drama 036 **Dr. Christian Meets the Women** (68) Jean Hersholt R—June 29	5 Com. Drama 052 **Sailor's Lady** (66) Nancy Kelly Jon Hall R—July 6		5 Com. Drama 4007 **Private Affairs** (74) Nancy Kelly Roland Young R—June 15	13 Drama FN467 **Man Who Talked Too Much** (75) George Brent R—July 6	1 Melodrama **Crimson Dynasty** (..) 6 Drama **Alliance** **Spies in the Air**
JULY 13		12 Drama 44 **Sporting Blood** (82) Robert Young Maureen O'Sullivan R—July 13		12 Western 3959 **Stagecoach War** (63) R—July 6 Bill Boyd Russell Hayden		12 Com. Drama 039 **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	12 Drama 046 **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama FN454 **All This, and Heaven Too** (143) Bette Davis Charles Boyer R—June 22	
JULY 20	18 Drama 1038 **Military Academy** (66) T. Kelly R-July 13 24 Adventure 1110 **I Married Adventure** (78) R-July 20	19 Com. Drama 45 **We Who Are Young** (79) Lana Turner John Shelton R—July 20	16 Mystery 3910 **Haunted House** (70) Jackie Moran R—Aug. 3 15 Melodrama 4020 **Boys of the City** East Side Kids (63)		20 Comedy 909 **Scatterbrain** (72) Judy Canova R—July 13 15 Western 944 **Carolina Moon** (65) G. Autry R—July 20	19 Drama 029 **Tom Brown's School Days** (82) James Lydon Fred. Bartholomew Cedric Hardwicke R—June 29	19 Drama 050 **Maryland** (91) Walter Brennan Fay Bainter Brenda Joyce R—July 13	18 Melodrama **South of Pago Pago** (96) Victor McLaglen Jon Hall Francis Farmer R—July 20	19 Melodrama 4057 **Black Diamonds** (52) R—July 27 26 Western 4064 **Son of Roaring Dan** (64) R—Aug. 17 Johnny Mack Brown	20 Com. with Mu. **WB407** **My Love Came Back** (85) R—July 6 Olivia de Havilland Jeffrey Lynn	20 Western **P-R-C** **Billy the Kid Outlawed** (..) Bob Steele 20 Drama **Alliance** **Murder in the Night** Jack LaRue
JULY 27	25 Comedy 1012 **Blondie Has Servant Trouble** (70) R—July 27 Penny Singleton Arthur Lake	26 Com. Drama 47 **Gold Rush Maisie** (82) Ann Sothern Lee Bowman R—Aug. 3	29 Melodrama 4024 **Orphans of the North** (57) 29 Western 3957 **Rainbow Over the Range** (59) T. Ritter R-Aug. 10	26 Drama 3941 **Untamed** (83) Ray Milland Patricia Morison R—June 29	30 Drama 904 **Girl from God's Country** (71) R—Jul 27 30 Western 956 **Ranger and the Lady** (59) R. Rogers R-July 27	26 Western 085 **Stage to Chino** (59) G.O'Brien R-Aug. 24 26 Com. Drama 037 **Millionaires in Prison** (63) L. Tracy R-June 29			26 Com. Dr. 4023 **You're Not So Tough** (72) R—June 1 26 Outd'r Dr. 4006 **When Daltons Rode** (81) R—Aug. 3	27 Comedy FN474 **Ladies Must Live** (58) Rosemary Lane R—July 27	28 Western **P-R-C** **Gun Code** (..) Tim McCoy
AUG. 3		2 Costume Com. 46 **Pride and Prejudice** (118) R—July 20 Greer Garson Laurence Olivier	5 Melodrama 3908 **Doomed to Die** (67) Boris Karloff R—Aug. 10	2 Melodrama 3942 **Golden Gloves** (69) Richard Denning Jean Cagney R—Aug. 3		2 Drama 061 **Queen of Destiny** (95) R-Nov.26, '38 as "60 Glorious Years"	2 Drama 101 **The Man I Married** Joan Bennett (77) Francis Lederer R—July 20		2 M'drama 4039 **South to Karanga** (69) Charles Bickford R—Aug. 3	3 Drama FN460 **They Drive by Night** (93) R—July 20 George Raft Ann Sheridan	3 M'drama **Astor** **Sky Devils** (81) Spencer Tracy
AUG. 10	7 Drama 1008 **The Lady in Question** (81) Brian Aherne Rita Hayworth	9 Com. Drama 50 **I Love You Again** (99) William Powell Myrna Loy R—Aug. 17	12 Western **Range Busters No. 1** (..) King-Corrigan-Terhune	9 Melodrama 3943 **Mystery Sea Raider** (75) R—Aug. 10 Henry Wilcoxon Carole Landis	10 Musical 910 **Sing, Dance, Plenty Hot** (70) Johnny Downs Ruth Terry R—Aug. 3	9 Melodrama 042 **One Crowded Night** (67) R—Aug. 3 Billie Seward William Haade	9 Com. Drama 104 **The Girl From Avenue A** (73) Jane Withers Kent Taylor R—Aug. 10	9 Melodrama **Captain Caution** (86) R—Aug. 10 Victor Mature Louise Platt	9 Comedy 4003 **Boys From Syracuse** (72) R—July 20 Allan Jones Martha Raye	10 Ac. Dram **WB414** **River's End** (..) Dennis Morgan Elizabeth Earl R—Aug. 24	10 M'drama **Astor** **Hell's Crossroads** (77) 13 M'drama **Allia'e** **Hell's Cargo**
AUG. 17	15 Melodrama 1039 **The Secret Seven** (62) R—Aug. 24 Florence Rice 15 Western 2201 **Durango Kid** (57)	16 Comedy 49 **Golden Fleecing** (68) Lew Ayres Rita Johnson R—Aug. 24	12 Mys. Drama 3913 **Laughing at Danger** (62) R—Aug. 10	16 Comery 3944 **Comin' Round the Mountain** (62) Bob Burns Una Merkel R—Aug. 17	16 Western 071 **Tulsa Kid** (57) Don "Red" Barry R—Aug. 3	16 Drama 041 **Stranger on the Third Floor** (..) 16 Propaganda 171 **Ramparts We Watch** (87) R—July 27	16 Melodrama 103 **Return of Frank James** (92) Henry Fonda Gene Tierney R—Aug. 17	16 Drama **Foreign Correspondent** (..) Joel McCrea Laraine Day		17 Drama **WB417** **Money and the Woman** (65) Jeffrey Lynn Brenda Marshall R—Aug. 17	16 M'drama **P-R-C** **Desire to Live** (..) 17 Drama **Alliance** **False Rapture** (..) Otto Kruger
AUG. 24	22 Com. Drama 1006 **He Stayed for Breakfast** (87) Loretta Young R—Aug. 13		19 Melodrama 3939 **Missing People** (..) Will Fyffe 19 Western 3958 **Arizona Frontier** Tex Ritter	23 Com. Drama 3945 **The Great McGinty** (82) Brian Donlevy Muriel Angelus R—July 27		23 Drama 038 **Lucky Partners** (..) R.Colman R-Aug. 24 23 Drama 043 **Wildcat Bus** (63) F. Wray R-Aug. 24	23 Drama 106 **Fier 13** (66) Lynn Bari Lloyd Nolan R—Aug. 17			24 Act. Dr. **WB412** **Flowing Gold** (..) Pat O'Brien John Garfield Frances Farmer	23 Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy
AUG. 31		30 Drama 48 **Boom Town** (119) Clark Gable Spencer Tracy Claudette Colbert R—Aug. 10	26 Melodrama 3903 **Queen of the Yukon** (..) Charles Bickford Irene Rich		29 Western 069 **Oklahoma Renegades** (57) 31 Comedy 924 **Earl of Puddlestone** (67) R—Aug. 24	30 Comedy 046 **Dance, Girl, Dance** (..) Maureen O'Hara Louis Hayward Lucille Ball	30 Comedy 109 **Young People** (79) Shirley Temple Jack Oakie R—July 20	30 Action Drama **Kit Carson** (..) Jon Hall Lynn Bari		31 Drama **WB401** **Sea Hawk, The** (125) Errol Flynn Brenda Marshall R—July 27	31 Com. Dr. **Allia'e** **Let George Do It** (..) George Formby
SEPT. 7	1 Comedy **Five Little Peppers in Trouble** Edith Fellows	6 Drama **Dr. Kildare Goes Home** (..) Lew Ayres Lionel Barrymore	2 Drama **Who Is Guilty** (..) Ben Lyon	6 Com. with Mus. **Rhythm on the River** (..) Bing Crosby R—Aug. 24	6 Western 043 **Ride, Tenderfoot, Ride** (65) Gene Autry Smiley Burnette	6 Action Drama **Men Against the Sky** (..) Richard Dix Wendy Barrie	6 Melodrama 110 **Charlie Chan at the Wax Museum** (63) Sidney Toler R—Aug. 3		6 Com. with Mus. **Argentine Nights** (..) Ritz Bros. Andrews Sisters	7 Com. Drama **Calling All Husbands** (..) George Tobias Lucile Fairbanks	1 Drama **P-R-C** **Cross Roads of Life** (..)
SEPT. 14		13 Act. Drama **Bad Man From Wyoming** (..) Wallace Beery Leo Carillo	9 Com. Drama 3914 **Up in the Air** (..) Frankie Darro 16 Melodrama 4001 **The Ape** (..) Boris Karloff		11 Drama **Girl From Havana** (..) Dennis O'Keefe Clair Carlton	13 Comedy **Dreaming Out Loud** (..) Lum & Abner 13 Western **Wagon Train** (..)	13 Drama 105 **Elsa Maxwell's Public Deb No. 1** (..) George Murphy Brenda Joyce	15 Comedy **Great Dictator, The** (..) Charles Chaplin Paulette Goddard	13 Com. Drama **Mired Wife** (..) Rosalind Russell 13 Melodrama **Leather Pushers** (..)	14 Comedy **No Time for Comedy** (..) James Stewart Rosalind Russell	
SEPT. 21	19 Drama **The Howards of Virginia** (..) 17 Melodrama **Before I Hang** (..)	20 Comedy **Strike Up the Band** (..) Mickey Rooney Judy Garland	16 Western **Riding the Western Plains** (..) 23 Melodrama **That Gang of Mine**	20 Drama **I Want a Divorce** (..) R—Aug. 17 Dick Powell Joan Blondell	15 Western **Colorado** (..) Roy Rogers	20 Drama **I'm Still Alive** (..) Kent Taylor Linda Hayes	20 Drama 116 **Yesterday's Heroes** (..) Robert Sterling Jean Rogers	20 Act. Drama **The Westerner** (..) Gary Cooper R—May 25	20 Mys. Drama **The Mummy's Hand** 20 Western **Ragtime Cowboy Joe** (..)	21 Drama **City for Conquest** (..) James Cagney Ann Sheridan	
SEPT. 28	30 Melodrama **Glamour for Sale** (..) 27 Drama **Angels Over Broadway** (..)	27 Com. Drama **Haunted Honeymoon** (..) Robert Montgomery Constance Cummings	23 Western **Range Busters No. 2** (55) John King 30 Act. Drama **Drums of the Desert**	27 Melodrama **Rangers of Fortune** (..) Fred MacMurray Patricia Morison	22 Western **Under Texas Skies** (..) Three Mesquiteers	27 Melodrama **They Knew What They Wanted** (..) 27 Western **Triple Justice** (..)	27 Drama 107 **Brigham Young** (..) Tyrone Power Linda Darnell	27 Melodrama **Thief of Bagdad** (..) Conrad Veidt Sabu	20 Melodrama **Fugitive, The** (76) 27 Mus. Comedy **Spring Parade** (..) Deanna Durbin	28 Melodrama **East of the River** John Garfield Brenda Marshall	
OCT. 5				4 Pigskin M'dr. **Quarterback** (..) Wayne Morris Lillian Cornell		4 Burl. Com. Dr. **Villain Still Pursued Her, The** (..) Hugh Herbert Anita Louise	4 Action Drama **Gay Caballero, The** (..) Cesar Romero Chris-Pin Martin		4 Drama **Diamond Frontier** (..) Victor McLaglen Anne Nagel	5 Drama **Knute Rockne, All American** (..) Pat O'Brien	

Looking Ahead

A GUIDE TO FORTHCOMING RELEASES

Features scheduled for release beyond dates in the Booking Chart are listed herein. Running time, as furnished by home office of distributor, follows title. As local conditions such as censorship subject this to change, checkup with exchange is recommended.

Prod. No.	Title	Stars	Released	Reviewed
	COLUMBIA			
	Arizona (..)	Jean Arthur, William Holden	.....	.....
	Durango Kid (..)	Charles Starrett, Luana Walters	.....	.....
	Fugitive From Prison Camp (..)	Jack Holt, Marion Marsh	.....	.....
	Great Plane Robbery (..)	Jack Holt, Vicki Lester	.....	.....
	So You Won't Talk (..)	Joe E. Brown, Frances Robinson	.....	.....
	West of Abilene (..)	Charles Starrett, Marjorie Cooley	.....	.....
	M-G-M			
	Bittersweet (..)	Jeanette MacDonald, Nelson Eddy	.....	.....
	Duley (..)	Ann Sothern, Ian Hunter	.....	.....
	Escape (..)	Norma Shearer, Robert Taylor	.....	.....
	Go West (..)	Marx Brothers, Lynne Carver	.....	.....
	Philadelphia Story (..)	Katharine Hepburn, Cary Grant	.....	.....
	Third Finger, Left Hand (..)	Melvyn Douglas, Myrna Loy	.....	.....
	MONOGRAM			
	Gypsy Cavalier (..)	Gilbert Roland	.....	.....
	Old Swimmin' Hole (..)	Jackie Moran, Marcia Mae Jones	Oct. 7	.....
	Sign of the Wolf (..)		Oct. 21	.....
	PARAMOUNT			
	Aldrich Family in Life With Henry (..)	Jackie Cooper, Hedda Hopper	Sept. 13	.....
1260	A Night at Earl Carroll's (..)	Ken Murray, Rose Hobart	Oct. 18	.....
1275	Arise My Love (..)	Claudette Colbert, Ray Milland	Nov. 1	.....
	Cherokee Strip (..)	Richard Dix, Florence Rice	Oct. 25	.....
1267	Dancing on a Dime (..)	Robert Paige, Grace McDonald	Nov. 8	.....
	Doomed Caravan (..)		Jan. 24	.....
	Love Thy Neighbor (..)	Jack Benny, Fred Allen, Mary Martin	Dec. 27	.....
	Moon Over Burma (..)	Dorothy Lamour, Robert Preston	Jan. 3	.....
1262	North West Mounted Police (..)	Gary Cooper, Madeleine Carroll	Nov. 22	.....
	Second Chorus (..)	Fred Astaire, Paulette Goddard	Jan. 10	.....
	Something to Shout About (..)		Dec. 6	.....
	Texas Rangers Ride Again (..)	John Howard, Ellen Drew	Dec. 13	.....
	Three Men From Texas (..)	William Boyd, Russell Hayden	Nov. 15	.....
1270	Victory (..)	Fredric March, Betty Field	Oct. 11	.....
	◎Virginia (..)	Madeleine Carroll, Fred MacMurray	Jan. 17	.....
	RKO RADIO			
	Citizen Kane (..)	Orson Welles	Jan. 3, '41	.....
	Dr. Christian No. 1 (..)	Jean Hersholt	Nov. 15	.....
	Kitty Foyle (..)	Ginger Rogers	Nov. 22	.....
	Laddie (..)	Tim Holt, Virginia Gilmore	Oct. 18	.....
	Lee Marcus Production	(title later)	Dec. 20	.....
	Li'l Abner (..)		Nov. 1	.....
	Little Men (..)	Kay Francis, Jack Oakie, Geo. Bancroft	Nov. 8	.....
	Malvina Swings It (..)		Dec. 13	.....
	Mexican Spitfire Out West (..)	Lupe Velez, Leon Errol	Nov. 29	.....
	No, No, Nanette (..)	Anna Neagle	Dec. 27	.....
	Show Business (..)	Alan Mowbray, Frank McBride	Dec. 6	.....
	Tim Holt No. 2 (..)	Tim Holt, Jane Drummond	Nov. 22	.....
	Too Many Girls (..)	Lucille Ball, Richard Carlson	Oct. 11	.....
	You'll Find Out (..)	Kay Kyser, Ginny Simms	Oct. 25	.....
	20TH-FOX			
113	Bride Wore Crutches (55)	Lynne Roberts, Ted North	.....	July 27
117	Californian, The (..)	Tyrone Power, Linda Darnell	Nov. 29	.....
118	Charter Pilot (..)	Lynn Bari, Lloyd Nolan	Nov. 22	.....
113	◎Down Argentine Way (..)	Don Ameche, Betty Grable	Oct. 25	.....
111	Great Profile, The (71)	John Barrymore, Mary Beth Hughes	Oct. 11	Aug. 24
115	Hudson's Bay (..)	Paul Muni	Nov. 8	.....
114	Night Train (..)	Margaret Lockwood, Rex Harrison	Oct. 18	.....
102	Street of Memories (70)	Lynne Roberts, Guy Kibbee	Nov. 15	July 6
	UNITED ARTISTS			
	Long Voyage Home (..)	Thomas Mitchell, John Wayne	.....	.....
	Pastor Hall (..)	Nova Pilbeam, Wilfred Lawson	.....	.....
	Son of Monte Cristo (..)	Louis Hayward, Joan Bennett	.....	.....
	UNIVERSAL			
	A Little Bit of Heaven (..)	Gloria Jean, Helen Parrish	Oct. 25	.....
	Back Street (..)	Joan Fontaine	Nov. 29	.....
	Bank Dick, The (..)	W. C. Fields	Dec. 27	.....
	Caribbean Nights (..)	Virginia Bruce, Allan Jones	Nov. 15	.....
	Fireman Save My Child (..)	Baby Sandy, Stuart Erwin	Nov. 8	.....
	Green Hornet Strikes Again	Warren Hull	Dec. 24	.....
	I'm Nobody's Sweetheart Now (64)	Dennis O'Keefe, Constance Moore	Nov. 1	Aug. 10
	Invisible Woman (..)		Dec. 13	.....
	Law and Order (..)	Johnny Mack Brown	Oct. 18	.....
	Margie (..)	Mischa Auer, Nan Grey, Tom Brown	Dec. 6	.....
	Meet the Wildcat (..)	Ralph Bellamy, Margaret Lindsay	Nov. 22	.....
	Pony Post (..)	Johnny Mack Brown	Nov. 8	.....
	Slightly Tempted (60)	Hugh Herbert, Peggy Moran	Oct. 18	Aug. 3
	South of Sumatra (..)	Richard Arlen, Andy Devine	Nov. 1	.....
	Streets of Cairo (..)	Sigrid Gurie	Dec. 20	.....
	Tropical Sinners (..)	Marlene Dietrich, John Wayne	Oct. 11	.....
	WARNER BROS.			
	A Dispatch From Reuters (..)	Edward G. Robinson	.....	.....
	Honeymoon for Three (..)	George Brent, Ann Sheridan	.....	.....
	Letter, The (..)	Bette Davis	.....	.....
	Tugboat Annie Sails Again (..)	Marjorie Rambeau, Alan Hale	.....	.....

In the Making

COLUMBIA

Alias the Lone Wolf—Warren William, Frances Robinson, Eric Blore, Lester Mathews, Thurston Hall, Jed Prouty. Director: Sidney Salkow. Producer: Ralph Cohn. Original: Louis Joseph Vance. Screenplay: Earl Felton, Sidney Salkow. **(Starting)**

(Another in the series of mystery comedy-dramas with Warren William again portraying the celebrated fictional adventurer).

Blondie Plays Cupid—Arthur Lake, Penny Singleton, Larry Simms, Daisy, Danny Mummert. Director: Frank R. Strayer. Producer: Robert Sparks. Screenplay: Richard Flournoy, Karen DeWolf. **(Completed)**

Girls Under 21—Paul Kelly, Rochelle Hudson, Bruce Cabot, John Tyrrell. Director: Max Nosseck. Producer: Ralph Cohn. **(Completed).**

METRO

Comrade X—Clark Gable, Hedy Lamarr, Felix Bressart. Director: King Vidor. Producer: Gottfried Reinhardt. Screenplay: Ben Hecht, Charles Lederer. **(Starting)**

(Comedy-drama of a daredevil American newspaperman in Russia).

PARAMOUNT

I Wanted Wings—Ray Milland, William Holden, Wayne Morris, Brian Donlevy, Constance Moore, Veronica Lake. Director: Ted Reed. Producer: Arthur Hornblow jr. Original Screenplay: Lieut. Beirne Lay jr., Frank Wead, Eleanore Griffin. **(Starting)**

(Saga of peace time army flying, much of which will be filmed on location at Randolph Field, San Antonio, Texas).

RKO RADIO

Kitty Foyle—Ginger Rogers, Dennis Morgan, Eduardo Ciannelli, Gladys Cooper, Ernest Cossart. Director: Sam Wood. Producer: David Hempstead. Original: Christopher Morley. Screenplay: Donald Ogden Stewart, Dalton Trumbo. **(Starting)**

(Story of a "white-collar" girl, her unfortunate love affair with a member of Philadelphian high society and her general outlook on life, love and the state of the nation).

Li'l Abner—Granville Owen, Buster Keaton, Mona Ray, Johnny Morris. Director: Al Rogell. Producer: Lou Ostrow (Vogue Productions. Original: Al Capp. Screenplay: Charles Kerr, Tyler Johnson. **(Starting)**

(Based on the popular comic strip of the same name—relating the adventures of the Yokum Family of Dogpatch, up in the hillbilly country).

REPUBLIC

Young Bill Hickok—Roy Rogers, George (Gabby) Hayes, Jacqueline Wells, Monte Blue, John Miljan, Archie Twitchell. Producer-Director: Joe Kane. Original: Carleton Brown. Screenplay: Louis Stevens, Olive Cooper. **(Completed)**

UNIVERSAL

Flying News—Richard Arlen, Andy Devine. Director: Lew Landers. Producer: Ben Pivar. **(Starting)**

(Action drama, dealing with the exploits of newsreel cameramen).

Boss of Bullion City—Johnny Mack Brown, Fuzzy Knight, Nell O'Day, Maria Montez. Director: Ray Taylor. Producer: Joseph Sanford. Screenplay: Vic McLeod. **(Starting)**

(Another in the series of westerns starring Johnny Mack Brown with Fuzzy Knight supplying the comedy relief).

Meet the Wildcat—Margaret Lindsay, Ralph Bellamy, Joseph Schildkraut, Jerome Cowan, Allan Jenkins. Director: Arthur Lubin. Producer: Joseph G. Sanford. Original Screenplay: Alex Gottlieb. **(Completed)**

WARNER-FN

The Lady With Red Hair—Miriam Hopkins, Richard Ainley, Claude Rains, Helen Westley, Laura Hope Crews. Director: Kurt Bernhardt. Producer: Edmund Grainger. Original: Mrs. Leslie Carter. Screenplay: Charles Kenyon. **(Starting)**

(Backstage drama based upon the autobiography of Mrs. Leslie Carter, famed actress at the turn of the century).

Father Knows Best—Richard Clayton, Grant Mitchell, Lee Patrick, John Litel, Pierre Watkin. Director: Noel Smith. Producer: William Jacobs. **(Starting)**

(Domestic comedy with a typical-American-family background).

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where our compiler is unable to form any opinion from the review the sign "o" is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. Listings cover reviews appearing by the Saturday preceding date of this issue. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A									
Abe Lincoln in Illinois (RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Adventure in Diamonds (Para)	−	±	−	±	±	∓	±	±	6+ 8−
Alias the Deacon (Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too (FN)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante (M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Anne of Windy Poplars (RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas (FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful (M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
B									
Babies for Sale (Col)	±		±	−	±			+	4+ 4−
Bad Man From Red Butte (Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow (RKO)	±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement (RKO)	±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The (Para)	+	+	+	+	ǂ	+	ǂ	+	10+
Black Diamonds (Univ)	±	±		+			±	±	5+ 4−
Black Friday (Univ)	+	±	±	+	+	+	+	+	8+ 2−
Blazing Six Shooters (Col)	±		±	+	+				4+ 2−
Blondie Has Servant Trouble (Col)	+	+	+	+		+	+	+	7+
Blue Bird, The (20th-Fox)	+	∓	±	ǂ	+	ǂ	ǂ	+	11+ 2−
Boom Town (M-G-M)	ǂ	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	14+
Boys From Syracuse (Univ)	+	+	ǂ	ǂ	ǂ	+	+	ǂ	12+
Boys of the City (Mono)		+	−		+				2+ 1−
Bride Wore Crutches (20th-Fox)	±		−	∓			±	−	3+ 5−
Brother Orchid (WB)	+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again (Para)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Bullet Code (RKO)	+	+	+	+	+		+	+	7+
Bullets for Rustlers (Col)	∓		±		±				3+ 3−
C									
Captain Caution (UA)	+	±	±	ǂ	+	+	+	+	9+ 2−
Captain Is a Lady (M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon (Rep)	∓		±	+	+		ǂ	+	7+ 2−
Carson City Kid (Rep)	±		±	+	+				4+ 2−
Chamber of Horrors (Mono)	±	±							2+ 2−
Charlie Chan at the Wax Museum (20th-Fox)	+			±	+	o	+	+	5+ 1−
Chan's Murder Cruise (20-Fox)	+		+	+	+	+		+	6+
Code of the Cactus (SR)	−								1−
Comin' Round the Mountain (Para)	−	±	−	∓			∓	∓	4+ 6−
Courageous Dr. Christian (RKO)	±	±	∓	±	±	±	+	+	8+ 6−
Covered Wagon Days (Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails (Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown (Mono)	∓		=	−					1+ 4−
Crooked Road, The (Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance (RKO)	+	±	+	+	+	±	+	+	8+ 2−
Curtain Call (RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D									
Dark Command (Rep)	ǂ	+	+	+	+	+	ǂ	+	10+
Devil's Island (WB)			∓		+				2+ 1−
Dr. Christian Meets the Women (RKO)	±	±	∓	+	±	+	+	+	8+ 4−
Dr. Cyclops (Para)	−	±	∓	+	±	+	+	∓	7+ 5−
Dr. Kildare's Strange Case (M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife (Col)	ǂ	+	+	ǂ	ǂ	+	ǂ	+	12+
Doomed to Die (Mono)	∓	±	±	±		+	−	+	6+ 5−
Durango Kid, The (Col)					+				1+
E									
Earl of Puddlestone (Rep)	±		±	+	+	±			5+ 3−
Earthbound (20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man (M-G-M)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Elsa Maxwell's Public Deb No. 1 (20th-Fox)							+	∓	2+ 1−
Enemy Agent (Univ)	+	±	±	±	±	±	±	±	8+ 7−
Everything Is Rhythm (Astor)			±						1+ 1−
F									
Farmer's Daughter (Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The (Col)	+			+					2+
Flight Angels (FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Florian (M-G-M)	+	+	±	+	+	+	ǂ	±	9+ 2−
Flowing Gold (WB)				ǂ			±	±	4+ 2−
Foreign Correspondent (UA)		ǂ		ǂ					4+
Forgotten Girls (Rep)	±	∓	−	±	+	o			4+ 4−
Four Sons (20th-Fox)	ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers (M-G-M)	+	+	±	+	+	+	±		7+ 2−
Free, Blonde and 21 (20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears (Para)	+	∓			+	+	±	∓	6+ 3−
Frontier Crusader (PRC)	±		−		±				2+ 3−
Fugitive, The (Univ)	−	±		+	ǂ	±	+	±	7+ 4−
Fugitive From Justice (WB)	±	∓	+	−	+	+		−	5+ 4−
Fugitive From a Prison Camp (Col)			=	±	±				2+ 4−
G									
Gambling on High Seas (WB)		±	±	+			∓	±	5+ 4−
Gangs of Chicago (Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade (Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers (Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Ghost Comes Home (M-G-M)	+	±	±	±		∓	−	∓	6+ 6−
Ghost Valley Raiders (Rep)	∓		−	±	±	±			4+ 5−
Girl From Avenue A (20th-Fox)	+	±		+		∓	=	−	4+ 5−
Girl From God's Country (Rep)	+	+	+	+		+	+	+	7+
Girl in 313 (20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road (Col)	±	−	±	±	∓		+	±	6+ 6−
Golden Fleecing, The (M-G-M)	+		±	+		+	ǂ	ǂ	8+ 1−
Golden Gloves (Para)	+	±		+	+	ǂ	+	±	8+ 2−
Golden Trail, The (Mono)	=				∓	∓	±	±	4+ 6−
Gold Rush Maisie (M-G-M)	+	±	+	+		+	+	+	7+ 1−
Grand Ole Opry (Rep)	∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town (Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Grapes of Wrath (20th-Fox)	ǂ	+	ǂ	+	ǂ	ǂ	ǂ	ǂ	14+
Great Profile, The (20th-Fox)	+		ǂ	ǂ	ǂ	ǂ	+	ǂ	12+
Great McGinty, The (Para)	ǂ	±	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 1−
H									
Half a Sinner (Univ)	+	+	±	+	±			±	6+ 2−
Haunted Honeymoon (M-G-M)			±			+	=	±	3+ 4−
Haunted House (Mono)	±		+	+		o	+	+	5+ 1−
He Stayed for Breakfast (Col)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Hi-Yo Silver (Rep)	+		+	+	+	+			5+
Hidden Gold (Para)	±		±	+	+	+	+	+	7+ 2−
Hold That Woman (PRC)				+	±		+	−	3+ 2−
Hot Steel (Univ)	−	±	±	∓	±		+	±	6+ 6−
House of Seven Gables (Univ)	+	+	+	+	+	+	+	∓	8+ 1−
Human Monster (Mono)	±	±	±	±	±	±	∓	∓	8+ 8−
I									
I Can't Give You Anything But Love (Univ)	∓	+		+	−	±	+	+	6+ 3−
I Love You Again (M-G-M)	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	ǂ	14+
I Married Adventure (Col)	+			ǂ		ǂ	±	+	7+ 1−
I Take This Oath (PRC)	±		∓		+				3+ 2−
I Want a Divorce (Para)	+								1+
I Was an Adventuress (20-Fox)	±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way (Univ)	+	±	−	+	+	o	±	+	6+ 3−
I'm Nobody's Sweetheart Now (Univ)	+		+	ǂ	+	o	+	+	7+
In Disguise (20th-Fox)				±					1+ 1−
In Old Missouri (Rep)		∓	∓	±	∓	∓	∓	±	7+ 7−
Irene (RKO)	+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men (Col)	∓		∓	±	+		−	∓	5+ 5−
Isle of Destiny (RKO)	+	−	∓	±	±	±	±	±	7+ 7−
It All Came True (WB)	+	±	∓	+	+	+	+	+	8+ 2−
It's a Date (Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
J									
Johnny Apollo (20th-Fox)	+	+	+	+	+	+	+	ǂ	9+
K									
King of Lumberjacks (WB)	∓	∓	−	±	±		±	−	5+ 7−
L									
LaConga Nights (Univ)	∓	±	∓	±	∓	±	±	±	8+ 8−
Lady in Question, The (Col)	+	+	±	ǂ		+	±	+	8+ 2−
Ladies Must Live (FN)	+	±		∓		o	+	∓	5+ 3−

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Land of Six Guns (Mono)	∓		∓	±	±				4+ 4−
Last Alarm (Mono)	±	∓		+	+	±	±	+	7+ 4−
Laughing at Danger (Mono)	+	±	±	±	+	+	+	+	8+ 3−
Leopard Men of Africa (SR)	±		+						2+ 1−
Lightning Strikes West (SR)	∓		∓						2+ 2−
Light of Western Stars Para)	+		±	+	+	∓	+	±	7+ 3−
Lillian Russell (20th-Fox)	ǂ	±	±	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 2−
Lone Wolf Meets a Lady (Col)	+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby (Univ)	=			±		o	±	−	2+ 5−
Lucky Cisco Kid (20th-Fox)	−		±	±	+	∓	∓	±	6+ 6−
Lucky Partners (RKO)	ǂ		+	ǂ	ǂ	ǂ	ǂ	ǂ	13+
M									
Ma, He's Making Eyes at Me (Univ)	−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe (Col)	+	±	∓	+	+				5+ 2−
Man From Tumbleweeds (Col)	±		±		+				3+ 2−
Man I Married (20th-Fox)	+	+	+	ǂ	+	+	+	+	9+
Man Who Talked Too Much, The (WB)	+	±	∓	+	±	+	±	+	8+ 4−
Man With Nine Lives (Col)	±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbeat (20-Fox)	−	±	∓	+	+	o	+	+	6+ 3−
Maryland (20th-Fox)	+	±	±	+	ǂ	o	+	+	8+ 2−
Mayor's Dilemma (Alliance)							+		1+
Men Against the Sky (RKO)				ǂ		+	+	±	5+ 1−
Men Without Souls (Col)	−	∓	∓	∓	∓	+	+	∓	5+ 6−
Midnight Limited (Mono)	±	∓		±	+				4+ 3−
Military Academy (Col)	±	±	±	+	±		+	+	7+ 4−
Millionaire Playboy (RKO)	−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison (RKO)	+	±	+	+	+	o	±	+	7+ 2−
Money and the Woman (WB)	±			−		±	∓	±	4+ 5−
Mortal Storm, The (M-G-M)	+	ǂ	ǂ	ǂ	ǂ	+	ǂ	+	13+
Mummy's Hand, The (Univ)							+	+	2+
Murder in the Air (FN)	+	±	∓	+	±	o	∓		6+ 4−
Murder in the Night (SR)	=		−	∓	±				2+ 5−
My Favorite Wife (RKO)	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+
My Love Came Back (FN)	+	+	ǂ	+	ǂ		+	+	9+
My Son, My Son (UA)	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Mysterious Mr. Reeder (Mono)	±	±	∓	±	+				5+ 4−
Mystery Sea Raider (Para)	+	+	±	+	ǂ	+	+	∓	9+ 2−
N									
New Moon (M-G-M)	+	ǂ	+	ǂ	ǂ	+	+	ǂ	12+
O									
Oklahoma Renegades (Rep)				+	+	o			2+
On the Spot (Mono)	+		−	∓	+	o	+	±	5+ 3−
On Their Own (20th-Fox)	±	±	±	±	±	±	+	±	8+ 7−
One Came Home (M-G-M)									
One Crowded Night (RKO)	±		±	+	+	+	+	+	7+ 2−
One Man's Law (Rep)	±		∓	+	+	±			5+ 3−
One Million B. C. (UA)	±	±	−	±	+	o	±	∓	6+ 6−
Opened by Mistake (Para)	±	±	∓	±	+	o		∓	6+ 5−
Our Town (UA)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Out West With the Peppers (Col)	−	±	−	+			=	−	2+ 6−
Outside the Three Mile Limit (Col)	±	±	±	+	+	+	+	±	8+ 4−
Over the Moon (UA)	±	±					±	∓	4+ 4−
P									
Pals of the Silver Sage (Mono)	∓		±	+	+				4+ 2−
Passport to Alcatraz (Col)	+	−	±	+	+		∓	−	5+ 4−
Pastor Hall (UA)	±	ǂ	±	+	+	+	ǂ	+	10+ 2−
Phantom Raiders (M-G-M)	+	+	+	+	ǂ		+	±	8+ 1−
Phantom Wagon, The (Col)	+								1+
Pier 13 (20th-Fox)	+	±	±	+	+	+	±	+	8+ 3−
Pioneers of the West (Rep)	±		+	+	+				4+ 1−
Pop Always Pays (RKO)	+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law (RKO)	+	±	+	+	+	o		+	6+ 1−
Pride and Prejudice (M-G-M)	+	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	13+
Primrose Path (RKO)	+	∓	±	±	+	+	ǂ	+	9+ 3−
Private Affairs (Univ)	±	+	±	±	+	+	+	+	8+ 3−
Q									
Queen of Destiny (RKO)							ǂ	ǂ	4+
Queen of the Mob (Para)	±	∓	+	+	+	±	±	−	7+ 5−
R									
Rainbow Over the Range (Mono)	±			+		±			3+ 2−
Ramparts We Watch (RKO)	o	∓	+	ǂ	+	±	ǂ	+	9+ 2−
Rancho Grande (Rep)	∓		∓	+	+	∓	+	=	6+ 5−
Range Busters (Mono)							+		1+
Ranger and the Lady (Rep)	±		+	+	+				4+ 1−
Rebecca (UA)	ǂ	+	+	ǂ	ǂ	ǂ	+	+	12+
Return of Frank James (20-Fox)	+	+	±	+	ǂ	ǂ	ǂ	+	11+ 1−
Return of Wild Bill (Col)	+		−	+	+				3+ 1−
Rhythm on the River (Para)	+	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	13+
Ride, Tenderfoot, Ride (Rep)			+	+	+	+			4+
Riders From Nowhere (Mono)			±						1+ 1−
Riders of Pasco Basin (Univ)	∓		∓	±	±				4+ 4−
River's End (WB)	+			+		o	+	±	4+ 1−
Road to Singapore (Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Rocky Mountain Rangers (Rep)	+		+	+	+				4−
S									
Safari (Para)	±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady (20th-Fox)	∓	±	±	∓	+	+	=	∓	7+ 7−
Saint Takes Over (RKO)	+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)	+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea (UA)	±	+	+	±	+	+	±	+	8+ 3−
Saturday's Children (WB)	+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain (Rep)	+	+	±	+	+	+	+	+	8+ 1−
Sea Hawk, The (WB)	ǂ	±	+	ǂ	ǂ	ǂ	ǂ	+	13+ 1−
Secret Seven (Col)	∓	±	±	±	+				5+ 4−
Shooting High (20th-Fox)	+	∓	∓	±	+	+	±	+	8+ 4−
Showdown (Para)	+		+	+	+	o	+	+	6+
Sing, Dance, Plenty Hot (Rep)	±	±	−	+	+	+	+	+	7+ 3−
Ski Patrol (Univ)	∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits (Mono)	±								1+ 1−
Slightly Tempted (Univ)	±			+		+	+	±	5+ 2−
So This Is London (20th-Fox)	±				±			=	2+ 4−
Son of Roaring Dan (Univ)	+		+	+	+				4+
Son of the Navy (Mono)	+	+	±	+	±	+	+	+	8+ 2−
South of Pago Pago (UA)	+	+	+	ǂ		o	∓	+	7+ 1−
South to Karanga (Univ)	+	±	−	+	+	+	±	±	7+ 4−
Spies in the Air (SR)	−				±				1+ 2−
Sporting Blood (M-G-M)	o	±	±	+	±	±	+	±	7+ 5−
Stage to Chino (RKO)	+	ǂ	+	+	+		+	+	8+
Stagecoach War (Para)	+		∓	+	+	+		+	6+ 1−
Star Dust (20th-Fox)	+	+	+	+	+	+	+	+	8+
Street of Memories (20th-Fox)	±		−	∓	+	o		∓	4+ 4−
Susan and God (M-G-M)	±		+	+	ǂ	+	ǂ	+	9+ 1−
T									
Tear Gas Squad (WB)	±	−	−	±	±		=		3+ 7−
Texas Stagecoach (Col)	±	±		+	+				4+ 2−
They Drive by Night (WB)	ǂ	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	14+
Those Were the Days (Para)	+	+	∓	+	+	+	+	+	8+ 1−
Three Cheers for the Irish (FN)	±	+	+	+	+	+	+	+	8+ 1−
Three Faces West (Rep)	±	+	±	+	+	+	+	ǂ	9+ 2−
'Til We Meet Again (FN)	+	+	+	+	ǂ	+	ǂ	+	10+
Tomboy (Mono)	±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days (RKO)	ǂ	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	14+
Too Many Husbands (Col)	ǂ	+	ǂ	ǂ	+	+	ǂ	ǂ	13+
Torpedo Raider (Mono)	∓			+					2+ 1−
Torrid Zone (FN)	ǂ	+	+	ǂ	+	+	+		9+
Tulsa Kid, The (Rep)	±		∓	+		+	+	±	6+ 3−
Turnabout (UA)	+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team (M-G-M)	+	±	+	±	+	±	+	+	8+ 3−
21 Days Together (Col)	∓	∓	∓	∓	∓	+	∓		7+ 6−
Two Girls on B'way (M-G-M)	±	±	+	+	+	±	+	+	8+ 3−
Typhoon (Para)	±	±	±	±	+	+		+	7+ 4−
U									
Untamed (Para)	−	±	±	+	+	o	±	∓	6+ 5−
V									
Vengeance of the Deep (SR)	=		=	∓	±				2+ 6−
Villain Still Pursued Her, The (RKO)	±	∓	−	−	±	o	±	∓	5+ 7−
Virginia City (WB)	+	±	±	ǂ	ǂ	ǂ	+	+	11+ 2−
Viva Cisco Kid (20th-Fox)	−	∓	=	∓	±	+	±	=	5+ 9−
W									
Wagons Westward (Rep)	+	+	±	+	+	+	−	∓	7+ 3−
Waterloo Bridge (M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Way of All Flesh (Para)	±	∓	−	∓	−	∓	−	∓	5+ 8−
We Who Are Young (M-G-M)	±	±	∓	ǂ	ǂ	+	+	∓	10+ 4−
West of Abilene (Col)	+		±	±	+				4+ 2−
Westerner, The (UA)	±								1+ 1−
When the Daltons Rode (Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Widcat Bus (RKO)	=		∓	±			∓	=	3+ 7−
Wild Horse Range (Mono)	∓			±	±				3+ 3−
Women in War (Rep)	+	+	±	+	+	+	+	+	8+ 1−
Women Without Names (Para)	±	±	±	±	+	+	+	±	8+ 5−
Y									
You Can't Fool Your Wife (RKO)	+	∓	±	∓	±	o	+	∓	7+ 5−
Young People (20th-Fox)	+	+	+	ǂ	ǂ	+	+	+	10+
Young Tom Edison (M-G-M)	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Young Buffalo Bill (Rep)	+		+	+	±				4+ 1−
You're Not So Tough (Univ)	±	±	−	+	±	o	+	+	6+ 4−
Yukon Flight (Mono)				∓	+				2+ 1−
Z									
Zanzibar (Univ)	±	±	±	∓	+	±	+	±	8+ 6−

Numeral is production number. Running time follows title. First date is national release, second the date of review in BOXOFFICE; both 1940 unless otherwise specified. The symbol between the dates is rating from the BOXOFFICE review: ++ Very good, + Good, ± Fair, ∓ Mediocre, — Poor, = Very Poor. ◎ Indicates short of the week. ◎ Indicates Technicolor.

Shorts Chart

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ALL-STAR COMEDIES			
1435	Boobs in the Woods (17)	5-31	=	7-22
1438	Fireman Save My Choo-Choo (18)	8- 9		....
1430	Heckler, The (17)	2-16	+	2-17
1437	His Bridal Fright (16)	7-12		....
1432	Money Squawks (17)	4- 5		....
1429	Mr. Clyde Goes to Broadway (17)	2- 2		....
1431	Pardon My Berth Marks (18)	3-22	+	3-16
2421	Pleased to Mitt You (18)	9- 6		....
1421	Skinny the Moocher (16½)	9- 8		....
1434	South of the Boudoir (18)	5-17	±	6-15
.....	Spook Speaks, The (18)	9-20		....
1436	Taming of the Snood (16)	6-28		....
9437	Trouble Finds Andy Clyde (18)	7-28		....
1433	You're Next (17)	4- 5	±	7-22
	CINESCOPES			
1974	Berth of a Queen (11)	3-15	∓	4-20
1973	Fashion Takes a Holiday (11)	3- 8	±	3-16
2971	Hobby Lobby (..)	8-30		....
2972	Industrial Green Island (..)	9-20		....
1975	Odd Vacations (8½)	6-16		....
1972	Threads of a Nation (11)	2- 9	±	2-10
	COLOR RHAPSODIES (In Technicolor)			
1508	Blackboard Revue (7)	3-15		....
1510	Egg Hunt, The (7½)	5-31	∓	6-15
1509	Greyhound and the Rabbit, The (7½)	4-19	+	4-27
1507	Happy Tot's Expedition, The (6½)	2- 9	+	4-27
2502	◎Mr. Elephant Goes to Town (7½)	10- 4		....
2501	Tangled Television (7½)	8-30		....
1512	Timid Pup, The (8)	8- 1		....
1511	Ye Olde Swap Shoppe (7½)	6-28		....
	COLUMBIA TOURS			
2551	Historic Virginia (Andre de la Varre Productions) (11)	8-16		....
1558	In the Land of Pagodas (..)	6-14		....
1555	New Hampshire (11)	2- 9	∓	3-16
.....	Old and New Arizona (Special) (..)	8-27		....
1557	Pleasure bound in Canada (9)	5-17		....
1556	Unveiling Algeria (9½)	3- 1	+	4-20
	COMMUNITY SING			
1656	No. 6 (Medley of Hits) (10)	6-28		....
	FABLES CARTOONS			
1754	Barnyard Babies (7½)	6-14		....
2751	Farmer Tom Thumb (..)	8-13		....
1755	Pooch Parade (6)	7-19		....
1753	Practice Makes Perfect (6)	4- 5	±	4-27
	PHANTASIES CARTOONS			
1705	Fish Follies (6)	5-10		....
1704	Man of Tin (6½)	2-23		....
1706	News Oddities (6)	7-19		....
1707	School Boy Dreams (..)	8-30		....
	SCREEN SNAPSHOTS (Series 19)			
1855	No. 5 (11) Art in Hollywood.	2-23	+	3-16
1856	No. 6 (10) Hollywood Recreations.	3-29	±	3-16
1857	No. 7 (10) Wardrobe Designers.	5- 3		....
1858	No. 8 (10) Cowboy Jubilee.	6- 7		....
1859	No. 9 (10) Ken Murray.	7-10		....
1860	No. 10 (9) Jack Oakie.	8-10		....
	SPORT REELS			
1809	Canvas Capers (11)	7-19		....
2801	Master of Cue With Willie Hoppe (..)	9-20		....
1805	Roughhouse Fiesta (10)	3- 8		....
1806	Tomorrow's Stars (10)	4-19	+	4-27
1807	Sport of Kings (10)	5-24	±	7- 6
1808	Saving Strokes With Sam Snead (10)	6-28		....
1804	Flying Targets (10)	2-16	+	3-16
	THREE STOOGES COMEDIES			
1406	A 'Plumbing We Will Go (18)	4-19		....
2401	From Nurse to Worse (17)	8-23		....
1408	How High Is Up (16)	7-16	=	8- 3
1407	Nutty But Nice (18)	6-14		....
1405	Rockin' Through the Rockies (17)	3- 8	±	3-16
	20TH ANNIVERSARY SNAPSHOTS			
2851	No. 1 (..)	8- 6		....
2852	No. 2 (..)	9-18		....
	WASHINGTON PARADE Series 2			
1903	No. 3 (Inside the F. B. I.) (11)	2- 9		....
1904	No. 4 (Social Security) (10)	5-10	+	6-15
1905	No. 5 (The Archives) (11)	7- 4	+	8- 3
1906	No. 6 (Our Nat'l Defense) (..)	8-30		....
	Series 3			
2901	No. 1 (The Mint) (..)	9- 4		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CRIME DOESN'T PAY			
P- 3	Jack Pot (19)	3- 9	++	3-30
P-815	Think First (21)	9- 9		....
P- 4	Women in Hiding (22)	6-22	±	7- 6
	FITZPATRICK TRAVELTALKS (In Technicolor)			
T-59	Calling on Colombia (8)	3-16	∓	4-27
T-61	Modern New Orleans (8)	5-11	∓	6-22
T-58	Seattle, Gateway to the Northwest (9)	2-17	+	3-30
T-60	Sitka and Juneau (9)	4-13	±	4-27
T-62	Suva, Pride of Fiji (9)	6- 8	∓	6- 8
	MINIATURES			
M-78	Door Will Open, A (11)	3- 9	+	3-30
80-x	Northward Ho! (9) (Sepia)	2-10	+	3-23
M-79	Servants of Mankind (9)	5-11	+	6- 8
	M-G-M CARTOONS (New Series)			
W- 86	A Rainy Day (7)	4-20		....
W- 85	Home on the Range (9)	3-23	+	3-30
W- 89	Milky Way, The (..)	6-22	+	7- 6
W- 84	Puss Gets the Boot (9)	2-10	±	3-23
W- 87	Swing Social (8)	5-18		....
W- 88	Tom Turkey (7)	6- 8		....
	M-G-M NEWS OF THE DAY Released Twice Weekly			
	OUR GANG COMEDIES			
C-136	All About Hash (11)	3-30	+	6- 8
C-135	Big Premiere, The (10)	3- 9	±	3-30
C-138	Bubbling Troubles (11)	5-25	±	7- 6
C-137	New Pupil, The (11)	4-27	∓	4-27
	PASSING PARADE (New Series)			
K-123	Hidden Master, The (11) (Sepia)	4-20	+	4-27
K-124	Way in the Wilderness, A (10) (Sepia)	6-22	+	7- 6
K-122	XXX Medico (10) (Sepia)	3-23	+	4-27
	PETE SMITH SPECIALTIES			
S-110	Cat College (9) (Sepia)	6-29		....
S-107	Domineering Male, The (10)	3-30	++	3-30
S-108	Spots Before Your Eyes (10)	5- 4	+	6- 8
S-106	Stuffie (11)	3- 2	+	3-23
S-105	What's Your I. Q.? (8) (Sepia)	2-10	±	3-23
S-109	What's Your I. Q.? No. 2 (9)	6-10	±	7- 6
	ROBERT BENCHLEY			
F-144	Home Movies (7)	2-17	+	3-16
	SPECIAL			
X-151	◎Flag Speaks, The (19) (Lanny Ross-Ted Husing)	6-14	++	5- 4

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	COLOR CLASSICS (In Technicolor)			
C9-3	Ants in the Plants (7)	3-15	±	3-23
C9-2	Little Lambkin (7)	2-12	+	2-24
C9-4	Kick in Time, A (7)	5-17	±	5-18
C9-6	You Can't Shoe a Horsefly (7)	8-23	+	8-24
	COLOR CRUISES (New Series in Cinecolor)			
K9-2	Argentina (10)	4- 5		....
K9-5	Isle of Columbus (10)	2- 9		....
K9-7	Pacific Paradise (10)	6-21		....
	HEADLINER			
A9-9	Blue Barron and His Orchestra (10)	5-31	+	6-22
A9-7	George Olsen and His Music (10)	3-15		....
A9-8	Have You Met Yvette (10) Paul Baron and Orch.	4-26	+	5- 4
A9-6	Jimmy Dorsey and His Orchestra (10)	2- 2	+	2-24
A9-10	Pinky Tomlin and Orch. (11)	7-19		....
	PARAMOUNT NEWS Released Twice Weekly.			
	PARAGRAPHICS			
V9-9	Dangerous Dollars (11)	6-28		....
V9-7	Not So Dumb (10)	3-15		....
V9-6	Paramount Pictorial (10)	2-16	+	2-24
V9-10	Paramount Pictorial No. 2 (11)	8- 9	±	8-24
V9-8	◎Television Preview (10)	5-17	++	5-18

Prod. No.	Title	Rel. Date	Rating	Rev'd
	POPEYE CARTOONS			
E9-10	Doing Impossikible Stunts (7)	8- 2	+	8-17
E9- 3	Females Is Fickle (7)	3- 8	±	3-23
E9- 9	Fightin' Pals (8)	7-12	++	8-17
E8-11	It's the Natural Thing to Do (7)	7-28	±	8-26
E9- 5	Me Feelings Is Hurt (7)	4-12	∓	5- 4
E9- 8	Nurse Mates (7)	6-21		....
E9- 4	Stealin' Ain't Honest (7)	3-22	∓	5- 4
E9- 6	Onion Pacific (7)	5-24	+	6-22
E9-12	Puttin' on the Act (7)	8-30	+	8-24
E9-11	Wimmin' Hadn't Oughta Drive (7)	8-16	+	8-24
	POPULAR SCIENCE (In Cinecolor)			
J9-4	(10)	2-16	+	2-24
J9-5	(10)	5- 3	+	5- 4
J9-6	(11)	6-28		....
	GRANTLAND RICE SPORTLIGHTS			
R9-10	Blue Streak (10)	4-19	+	5- 4
R9- 8	Human Fish (10)	2-23	+	2-24
R9-13	Sink or Swim (10)	7-12		....
R9- 9	Two of a Kind (10)	3-22	±	3-23
	STONE AGE CARTOONS			
B9-5	Foul Ball Player, The (7)	5-24	±	6-22
B9-9	Fulla Bluff Man, The (7)	8- 9	±	8-24
B9-3	Granite Hotel (7)	4-26	±	5-18
.....	Ugly Dino, The (7)	6-14		....
B9-4	Way Back When a Night Club Was a Stick (7)	5-16		....
B9-2	Way Back When a Nag Was Only a Horse (7)	3- 8	±	3-23
B9-8	Way Back When a Razzberry Was a Fruit (7)	7-26	+	8-17
B9-1	Way Back When a Triangle Had Its Points (7)	2- 9	+	3- 2
	UNUSUAL OCCUPATIONS (In Color)			
L9-4	No. 4 (10)	3-29	+	5- 4
L9-5	No. 5 (10)	5-31	+	5-18
L9-6	No. 6 (11)	8- 2	++	8-17

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (In Technicolor)			
04,105	Billposters (8)	5-17	+	5-25
04,107	Bone Trouble (9)	6-28		....
04,103	Donald's Dog Laundry (8)	5- 5	+	5-25
04,109	Donald's Vacation (8)	8- 9	++	8-10
04,106	Mr. Duck Steps Out (8)	6- 7		....
.....	Pluto's Dream House (8)	8-30		....
04,108	Put-Put Trouble (7)	7-19		....
04,102	Riveter, The (7)	3-15		....
04,104	Tugboat Mickey (7)	4-26	±	5-25
	EDGAR KENNEDY COMEDIES			
03,404	Mutiny in the County (17)	5- 3		....
03,403	Slightly at Sea (16)	2- 9		....
03,405	'Taint Legal (16)	5-24		....
	LEON ERROL COMEDIES			
03,704	Bested by a Beard (20)	7-26		....
	MARCH OF TIME			
03,107	No. 7 (18)	2-16	++	2-24
	Vatican of Pius XII.			
03,108	No. 8 (18)	3-15	+	3-16
	Canada at War.			
03,109	No. 9 (19)	4-12	±	4-20
	America's Youth—1940.			
03,110	No. 10 (19)	5-10	+	5-18
	The Philippines.			
03,111	No. 11 (18)	6- 7	+	6-22
	The U. S. Navy.			
03,112	No. 12 (17)	8- 2	+	8-10
	Spoils of Conquest.			
	PATHE INFORMATION PLEASE			
04,207	No. 7 (11)	2-23	++	3-16
04,208	No. 8 (10)	3-22	+	4-13
04,209	No. 9 (11)	4-19	+	4-27
04,210	No. 10 (11)	5-17	++	6-22
04,211	No. 11 (10)	6-14	±	6-15
04,212	◎No. 12 (12)	7-12	++	7-13
04,213	No. 13 (11)	8- 9	+	8-10
	PATHE NEWS (Released Twice Weekly)			
	RADIO FLASH COMEDIES			
.....	Marriage-Go-Round (18)	7-28		....
03,205	Goodness, a Ghost (16)	7- 5		....
	PATHE SPORTSCOPE			
04,309	Court Favorites (8)	5-12	+	4-27
04,311	◎Hurdle Hoppers (9)	6- 7		....
04,307	Pennant Chasers (9)	2-16	++	3-16
04,310	Silent Wings (9)	5-10	+	6-22
04,611	Streamlined (9)	6-21		....
.....	Trouble Shooter (9)	8- 2		....
04,308	Flycasting (9)	5-15	+	4-13
	RAY WHITLEY WESTERNS (New Series)			
03,503	Molly Cures a Cowboy (19)	3-22		....
03,504	Corralling a Schoolmarm (20)	6-14	+	8-10

: WHAT'S IN THE NEWSREELS :

TUESDAY, AUGUST 20

Movietone News, No. 99

Willkie acceptance speech; Roosevelt meets Canadian prime minister; Ambassador Bullitt speaks at Philadelphia; Windsors in Bahamas; new plane parachute demonstrated in Maine; Lew Lehr; running of Travers Stakes at Saratoga; Gold cup regatta in Long Island Sound.

News of the Day, No. 297

Willkie opens campaign; Roosevelt meets Mackenzie King; Bullitt speech; Windsors in Nassau; balloon barrage bags Nazi plane; jalopy derby.

Paramount News, No. 102

Willkie speech in Indiana; Roosevelt concludes defense pact with Canada; Bullitt warns of invasion; Windsors take up gubernatorial duties; Ku Klux Klan rallies with Bund; women's swimming meet; Gold cup regatta.

RKO Pathe News, No. 114

Willkie opens campaign; formulate Canada-U. S. defense pact; Bullitt warns of invasion; Windsor sworn in as Bahamas governor.

Universal Newsreel, No. 903

Willkie acceptance speech; Roosevelt and Canadian prime minister meet; parachute plane tried out in Maine; Windsor becomes Bahamas governor; Gold cup regatta.

THURSDAY, AUGUST 22

Movietone News, No. 100

Windsors give party; King George inspects Indian troops; raise German fleet at Scapa Flow for scrap metal; Willkie inspects his farm holdings; Flynn takes over party chairmanship from Jim Farley; mosquito fleet units ready for U. S. defense; Dionnes celebrate sixth birthday; exploration of Nisqually Glacier on Mount Rainier; Lew Lehr; Washington aquaplaning in Colorado.

News of the Day, No. 298

British fleet shells Libya; parashooters in England; Mrs. Churchill aids Anzacs; King George reviews Indian Punjabi troops; English child refugees arrive on "Samaria;" Willkie inspects his farms; Windsors give Nassau party; Dionnes observe sixth birthday; outboard motorboat races in California.

Paramount News, No. 103

Del Mar racing, film stars attend; trap shooting in Ohio; cowboys in Sun Valley; Secretary Ickes replies to Willkie's speech; Willkie visits his farms; fighting in air over Dover; "Samaria" brings English refugees; Dionnes observe sixth birthday.

RKO Pathe News, No. 115

Show lie to Nazi bomb claims in England; Ickes answers Willkie; Willkie looks over his farms; Farley hands party reins to Flynn; Canada puts defense on assembly line; set new transatlantic airline; Dionnes in press interview on sixth birthday.

Universal Newsreel, No. 904

British home defenses in high gear; Willkie visits his farms; Flynn takes over Farley party job; Dionnes are six; refugee English children arrive; Windsors in press conference; new transatlantic airline set for operation; cowboys at Sun Valley 'Frisco Fair stunt; woman catches 500-pound tuna off Nova Scotia.

Prod. No.	Title	Rel. Date	Rat-ing	Rev'd
	REELISMS (New Series)			
04,609	Air Army (9)	4-26	‡‡	4-27
.....	Hats (9)	8-16		....
04,607	Navajo Land (10)	3- 1	+	2- 3
04,608	Siege (10)	3-29	‡‡	2-24
04,610	Stray Lamb (8)	5-24	+	6-15
.....	Streamlined (9)	....	∓	8-10
04,606	Vacation Diary (10)	2- 2	+	2-17
04,612	Week End (9)	7-19		....

20th Century-Fox

	ADVENTURES OF A NEWS CAMERAMAN			
0201	Conquering the Colorado (11)	8-18	‡‡	8-19
0204	Sanctuary of the Seals (9)	6- 7	+	6-22
	ED THORGERSEN—SPORTS			
0306	Action on Ice (9)	7-19		....
0304	◎Following the Hounds (10)	3- 1		....
0305	Over the Seven Seas (10)	4-26	+	6- 8
1301	◎Vacation Time in Florida (8)		±	8-17
	FATHER HUBBARD'S ALASKAN ADVENTURES			
0107	Climbing the Spirit's Home (10)	5-10	+	3-30
1101	Eskimo Trails (10)	8- 2	+	8-17
0105	Valley of 10,000 Smokes (10)	2-16		....
	FASHIONS (In Technicolor)			
0603	Fashion Forecasts No. 7 (8)	6-21		....
0604	Fashion Forecasts No. 8 (8)	6-21		....
	FOX MOVIETONE NEWS Released Twice Weekly			
	LEW LEHR AND HIS DRIBBLE PUSS PARADE			
0404	Cheerio My Dears (9)	7- 5		....
1401	Grunters and Groaners (8)	8-30	+	8-17
0403	Labor Savers (9)	4-12		....
	LOWELL THOMAS MAGIC CARPET			
0106	Flying Stewardess (10)	3-15		....
1102	◎Florida, Land of Flowers (9)	9-13	±	8-17
1018	Isle of the East (9)	5-24	+	6- 8
0104	Kangaroo Country, The (10)	2- 2	+	12- 9
	TERRY-TOONS			
0510	All's Well That Ends Well (7)	3- 8	+	3-30
1551	◎Billy Mouse's Akwakade (7)	8- 9	∓	8-17
0559	Catnip Capers (7)	5-31	‡‡	6-22
0509	Hare and Hounds (7)	2-23		....
0556	◎Harvest Time (7)	2- 9	+	2-17
0511	It Must Be Love (7)	5- 5		....
0558	◎Just a Little Bull (7)	4-19		....
0517	Love in a Cottage (7)	7-28		....
0557	Much Ado About Nothing (7)	3-22	+	3-30
0514	Professor Offkeyski (7)	6-14	±	6- 8
0515	Rover's Rescue (7)	6-28		....
0516	Rupert the Runt (7)	7-12		....
0513	Swiss Ski Yodelers (7)	5-17	+	6- 8

Universal

	LANTZ CARTUNES			
4267	Adventures of Tom Thumb jr. (9)	3- 4	+	4-13
5265	Fox and the Rabbit (8)	8-12		....
5261	Jolly Little Elves (9)	6- 3		....
4266	Kittens Mittens (8)	2-12	+	2-24
4268	100 Pigmies and Andy Panda (7)	4-22		....
5262	Three Lazy Mice (..)	6-24		....
	GOING PLACES WITH GRAHAM McNAMEE			
4357	No. 72 (9)	2- 5	+	3-30
4358	No. 73 (8)	2-26	+	3-30
4359	No. 74 (9)	3-18	±	4-27
4360	No. 75 (9)	4-29	±	4-27
4361	No. 76 (9)	5-13	+	5-11
4362	No. 77 (9)	5-27	+	6-22
4363	No. 78 (9)	6-17		....
4364	No. 79 (9)	7-18	+	8- 3
4365	No. 80 (9½)	8-12		....
.....	No. 81 (..)	9-23		....
	STRANGER THAN FICTION			
4378	No. 73 (9)	2-19	+	3-30
4379	No. 74 (8½)	3-11	+	4-27
4380	No. 75 (9)	4-15	±	4-27
4381	No. 76 (9)	5- 6	+	5-11
4382	No. 77 (9)	5-20	+	6-22
4383	No. 78 (9)	6-10	+	6-22
4384	No. 79 (9)	7- 8	+	7-27
4385	No. 80 (9)	8- 5	+	7-27
.....	No. 81 (.)	9-16		....
	TWO REEL MUSICALS			
4226	Bullets and Ballads (17½)	2-14	±	2- 3
4228	Folies Parisienne (18) Harry Stafford-Leon Belasco.	4-17	±	4-20
4231	Hawaiian Rhythm (17) Harry Owens and His Royal Hawaiians.	7-17	+	7-27
.....	I Dream of Jeanie With the Light Brown Hair (..)	8-28		....
4227	International Revels (17) William G. Sabbot, Janet Collins.	3-13	∓	4-13
4230	Naughty Nineties (18)	6-17	‡‡	7- 6
4229	Swingin' in the Barn (19) Texas Jim Lewis and His Band.	5-15	+	6-22
5110	Swing With Bing (19)	9- 4	±	8- 3
4110	March of Freedom (21)	9- 6		....
4232	Varsity Vanities (17½) Six Hits and a Miss, Martha Tilton.	8- 7	+	8- 3

UNIVERSAL NEWS Released Twice Weekly

Vitaphone

	BROADWAY BREVITIES			
5106	Alex in Wonderland (20)	3- 9		....
5107	Double or Nothing (20)	4-20	±	2-10
.....	Down on the Farm (..)	10- 5		....
5105	One for the Book (20)	2- 3	+	1-13
5108	Public Jitterbug No. 1 (..)	5- 4		....
4008	Ride, Cowboy, Ride (20)	9- 9		....
5109	◎Spills for Thrills (19)	6-15	‡‡	8- 3
5110	Young America Flies (20)	8- 3		....
	THE COLOR PARADE (New Series)			
.....	California Thoroughbreds (..)	9-21		....
5410	Famous Movie Dogs (10)	.....	+	8-17
5407	Gun Dog's Life (10)	5-11	+	5-18
5405	Mechanix Illustrated No. 3 (10)	2-17	+	2-10
5408	Mechanix Illustrated No. 4 (10)	6-29	+	6-15
5406	Men Wanted (10)	3-23	‡‡	4-13
5410	Movie Dog Stars (10)	8-17		....
5409	Valley, The (8)	7-20	+	7- 6
	ELSA MAXWELL'S BLUE RIBBON COMEDIES			
.....	Riding Into Society (..)	9- 7		....
	HOLLYWOOD NOVELTY			
.....	Football Thrills (..)	9-28		....
	LOONEY TUNES CARTOONS			
5609	Ali Baba Bound (7)	2-10		....
.....	Calling Dr. Porky (..)	9-21		....
5614	Chewin' Bruin, The (7)	6- 8	±	6-22
5616	Patient Porky (7)	8-24	‡‡	8-24
5610	Pilgrim Porky (7)	3-16	+	4-13
5615	Porky's Baseball Broadcast (7)	7- 6	‡‡	7- 6
5612	Porky's Poor Fish (..)	5-18		....
.....	Prehistoric Porky (..)	10-12		....
5611	Slap Happy Pappy (7)	3-13		....
5613	You Ought to Be in Pictures (7)	5-18	+	5-18
	MELODY MASTERS			
5507	Carl Hoff & Orch. (10)	3-23		....
5505	Coquettes, The (10)	2-17		....
5506	Dave Apollon & Orch. (10)	3- 2	±	2-10
.....	Joe Reichman & Orch. (..)	10-26		....
5508	Larry Clinton & Orch. (10)	5-25		....
.....	Matty Malneck & Band (10)	9-14	‡‡	8-24
5509	Ozzie Nelson & Orch. (10)	6-29	‡‡	7- 6
5510	Woody Herman & Orch. (10)	7-27		....
	MERRIE MELODIES (In Technicolor)			
5326	Bear's Tale, The (7)	4-13		....
5312	Busy Bakers (7)	2-10		....
5326	Ceiling Hero (7)	7- 6		....
5321	Circus Today (7)	6-22	+	7- 6
5315	Confederate Honey (7)	3-30		....
5314	Cross-Country Detours (7)	3-16	‡‡	4-13
5323	Egg Collector (7)	7-20		....
5313	Elmer's Candid Camera (7)	3- 2		....
5319	Gander at Mother Goose (7)	5-25	±	5-18
5325	Ghost Wanted (7)	8-10		....
.....	Good Night Elmer (..)	10-26		....
5317	Hardship of Miles Standish (7)	4-27		....
.....	Holiday Highlights (..)	10-12		....
5322	Little Blabbermouse (7)	7- 6	‡‡	8-17
.....	Malibu Beach Party (..)	9-14		....
5318	Sniffles Takes a Trip (7)	5-11		....
.....	Stagefright (..)	9-28		....
5320	Tom Thumb in Trouble (7)	6- 8	±	6-15
5324	Wild Hare, A (7)	7-27		....
	TECHNICOLOR			
5006	Cinderella's Feller (20)	6- 1	+	6-15
.....	Flag of Humanity (..)	10-19		....
5007	Pony Express Days (20)	7-13	+	7- 6
5008	Service With the Colors (20)	8-31		....
5005	Singin' Dude, The (20)	4- 6	±	4-13
5004	Teddy the Rough Rider (19)	2-24	+	2-10
	SPECIALS (Tech.)			
.....	Master's Touch, The (10)	2-18		....
	VITAPHONE VARIETIES			
5706	All Girl Revue (10)	6-22		....
5704	No Parking (10)	3-30		....
5705	Radio and Relatives (10)	5-25		....

Serials

	COLUMBIA			
1180	Deadwood Dick 15 Chapters. Don Douglas, Lorna Gray.	7-19	∓	7-27
1161-75	Terry and the Pirates 15 Chapters. William Tracy-Granville Owens.	4-12	∓	4-20
	REPUBLIC			
973	Adventures of Red Ryder. Don "Red" Barry.	6-15	+	6- 8
972	Drums of Fu Manchu 15 Chapters. Henry Brandon, Luana Walters.	3-15	+	2-17
.....	King of the Royal Mounted 12 Chapters. Allan Lane.		‡‡	8-24
	UNIVERSAL			
4881-92	Flash Gordon Conquers the Universe Larry (Buster) Crabbe.	4- 9	‡‡	2-24
5681	Junior G-Men 12 Chapters. Dead End Kids, Little Tough Guys.	7-25	+	8- 3
5581	Winners of the West 13 Chapters. Dick Foran, Anne Nagel.	7- 2	∓	5 11

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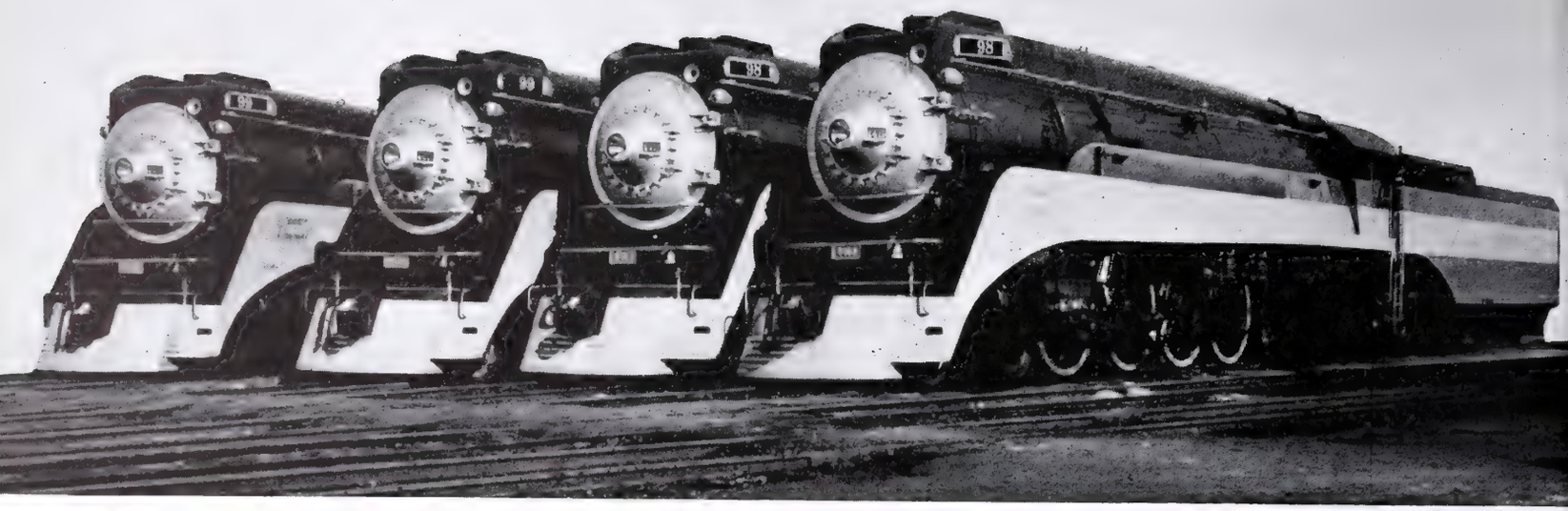
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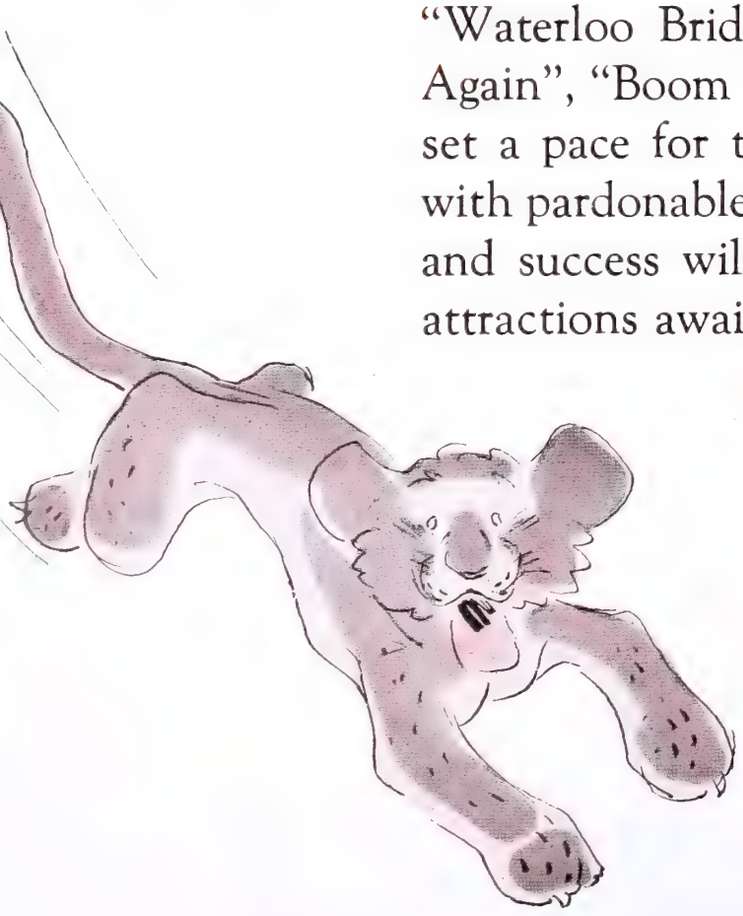
In This Issue—

PRODUCTION INDEX



M-G-M IS TRAVELLING FASTER THAN FOUR LOCOMOTIVES!

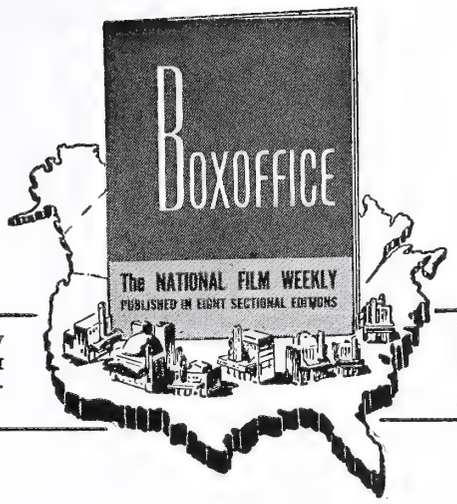
Isn't it wonderful! A great year of hits! Topped off by a summer that included such attractions as "Andy Hardy Meets Debutante", "New Moon", "Mortal Storm", "Waterloo Bridge", "Pride and Prejudice", "I Love You Again", "Boom Town" and others. M-G-M has not only set a pace for the industry but for itself! We say here with pardonable pride that the same tempo of enthusiasm and success will carry over into the New Season. Great attractions await our friendly customers!



TURN TO PAGE 7

for M-G-M's Big New Season Announcement!

PUBLISHED EVERY SATURDAY BY
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HOW HIGH CAN UP GO?

THESE are the days of joyful shivers.

They are saying the answer to the industry's prayer is at hand—nice and shiny, newly discovered and workable—and the way out for the financial ground lost through the war.

We are wondering about the shivers, the answer and the out.

Big pictures, real and not so real, marketed at advanced prices are precipitating large tremors of excitement. So much is this so, that returning journeymen from far-off Hollywood report the studios are calling the turn on candidates for this exclusive division before they roll off the assembly lines, but not before the producers scan overages in the budgets.

It all began, historically observing it, with "Gone With the Wind," of course. The essentials surrounding that picture—the fact this was the one attraction, if there never had been another, which had a market waiting; that here, definitely, was a film dripping with merit; that even David O. Selznick went on record he might in some remote age find another property like it, although he doubted it—were pretty much lost in the inconclusive calculations following in its wake. It might have been pardonable pride, but it also might have been the cost, that persuaded the producer at large to go vastly beyond hope and figure boldly his latest, and most expensive, was the baby to blanch the color from Scarlett O'Hara's cheeks.

And, of course, nothing happened.

Currently, the blood boilings are traceable directly to "Boom Town." Every producer says he has one, but by another name. All of the claims in this direction may be correct, but it's an outside chance and decidedly outside at that.

The obvious point is the distributor, egged on by his producing arm and a willing victim on his own anyway, is thinking and acting in terms of attractions to be sold the patient and generally faithful public at higher admissions. The important question is whether the understandable lure for more money is warranted and, assuming that it is, how long and with what frequency the public will go for the extra sock.

Now. This space has ever intention of keeping its chin off the mat as often as it can manage. For instance, it will enter upon no arguments with anyone about "Boom Town," for that success story is well on its way toward complete establishment. It will not argue about others of the undeniably strong attractions here and reported on the way. The public can be asked to pay more to see them, and will.

But it begs leave to launch some inquiries in a couple of directions. For instance, it asks what will be the reaction to attractions pulled by the bootstraps to help save an over-budget enterprise when the attractions themselves fail to show what it takes? It also begs leave to ask how many times it is reasonable to anticipate the public can be expected, or will be able, to dig further into its pocket to comply with the advanced price gadget when it already pays more in the form of admission taxes?

Then, too, it might be pertinent to point blank a query about the effects of a varying scale on the institution of the price structure. Part of that query naturally calls upon exhibitors, and distributors, to recall their earlier experiences when the public never could be sure what its film entertainment was to cost, because theatres were moving the tariffs around. There is to bear in mind, as well, the general economic state of the groups which make up the bulk of the film-going public, the decline in consumer earning power, the higher cost of living.

Perhaps it is not too screwy an idea to give some thought to the regular flow of product and whether the public will conclude there are things wrong with it; if the hiked attractions will earmark the unhiked as an inferior grade of goods.

This department does not believe it is going to be such a pushover, this accelerating trend toward more and more attractions at higher prices.

It thinks the effort, undeniably sound in what ultimately will turn out to be a highly restricted number of instances, carries dangers in its formula; that the trend should bear close watching, have sound judgment used on its application and, finally, to remember at all times that whatever goes up comes down.

Sometimes with a loud crash.

Kann

GOV'T WILL ASK COURT TO LET ALL HAVE SAY BEFORE SIGNING DECREE; DRAFT SEEN OCT. 1

Will Fight Contention Blocks-of-Five Plan On Thin Legal Ice

By BILL ORNSTEIN

WASHINGTON—Following the one-day exhibitor hearings by Thurman Arnold on the proposed consent decree, the department of justice will ask Federal Judge Henry Warren Goddard, in charge of the all-industry suit in New York, to hear any and everybody who wants to have his say before the court signs the decree, James V. Hayes, "trouble shooter" for Arnold, stated.

The request will be made as soon as the decree is drafted, and that is not expected before October 1, Hayes added.

Asked whether the government would have anything to say at the court hearing, the "trouble shooter" answered, "it all depends."

"If anyone comes in and says selling in blocks of five is illegal, certainly we will oppose this because we do not believe it illegal. Distributors are willing to try it and if exhibitors enter the argument the decree would be ruinous to them we will fight the contention."

Now that Allied, the MPTOA, the ITOA of New York and other independents have met with Arnold, his assistants, which include A. H. Feller, head of the consent decree division; Hayes, Robert Sher and Robert L. Wright, all of whom attended the Tuesday sessions, they have since then presented their opinions to Arnold. Paul Williams did not attend. He was in New York at the time.

It is pointed out by Hayes that neither Arnold nor Attorney General Robert Jackson have approved any part of the decree. Before Jackson signs it he will be completely informed of everybody's position.

Changes may yet be likely in the August 3 decree draft, but any attempt to predict what they may be is impossible, Hayes asserts.

Although the exhibitor groups conferring with Arnold orally, and by brief, sought to include cancellation privileges of 20 and 25 per cent, on the condition full block sales would substitute for groups of five, the government spokesman scotches all thoughts along those lines.

Said Hayes, "the government contends block booking is illegal." He refers to a season's sale and not groups of five, which he holds is within the law.

Upon Manton Edict

He bases the government viewpoint on a decision it lost before Judge Manton in the second circuit court in a Paramount case.

The government's views in this connection puzzled the MPTOA and ITOA of New York groups. These representatives hold groups of five are a block and since block booking is illegal so is the sale of five pictures at one time.

In all, there were 18 exhibitor representatives who met with Arnold and his assistants. During the Allied session, Mrs. Wycoff was called in to represent Mrs. Mary Bannerman whose activities on the Neely Bill stirred up quite a bit of excitement during sub-committee hearings some time ago. Col. H. A. Cole was conspicuously absent. He had left several days before for his home in Dallas.

Reports further meetings with theatre groups were contemplated were denied emphatically. All who have asked for a hearing have come, Hayes said. Also in the same category were rumors that letters of protest to the decree had been sent to Arnold by a group of congressmen and senators. Hayes took time out to show BOXOFFICE a total of 36 wires and letters received on the day of the hearings, some from exhibitors who attended, but none from congressmen or senators. Most of the telegrams and letters were formula written. One or two exhibitors submitted briefs by mail.

No date has been set for future conferences with distributor counsel on the decree. However, it is pointed out, there is no controversy on arbitration and "all it amounts to is getting it down on paper," Hayes declared. He added Louis Phillips of Paramount's home office counsel has been added to the arbitration committee working with the American Arbitration Association.

Again it is repeated by the department of justice plans are to go ahead with the suit against United Artists, Universal and Columbia. An amended petition must first be filed. When depends on how soon the decree is signed and the "Big Five" eliminated in this fashion.

No official action has been taken by Jackson or Arnold on the last revised escape clause. Neither man has said, it was emphasized, whether or not they will accept the decree.

On a direct question as to the outcome of monopoly charges in production, Hayes said the government is doing nothing on lending stars, sets, etc., in the decree. The reason, as explained by the "trouble shooter," is that independent producers feel the situation will improve if sales are limited to small groups. That is, small independent producers hope to find an open market for their product if distributors are limited to selling in fives.

Harry Brandt, president; Leo Brecher, a director, and Melvin Albert of Milton Weisman's legal firm represented the ITOA of New York. This group spent about two

(Continued on page 23)



For the Government—

Thurman Arnold, frequently described as the "Trust Buster." He listened.

Reiterates Intention to Pursue Action Against The "Little Three"



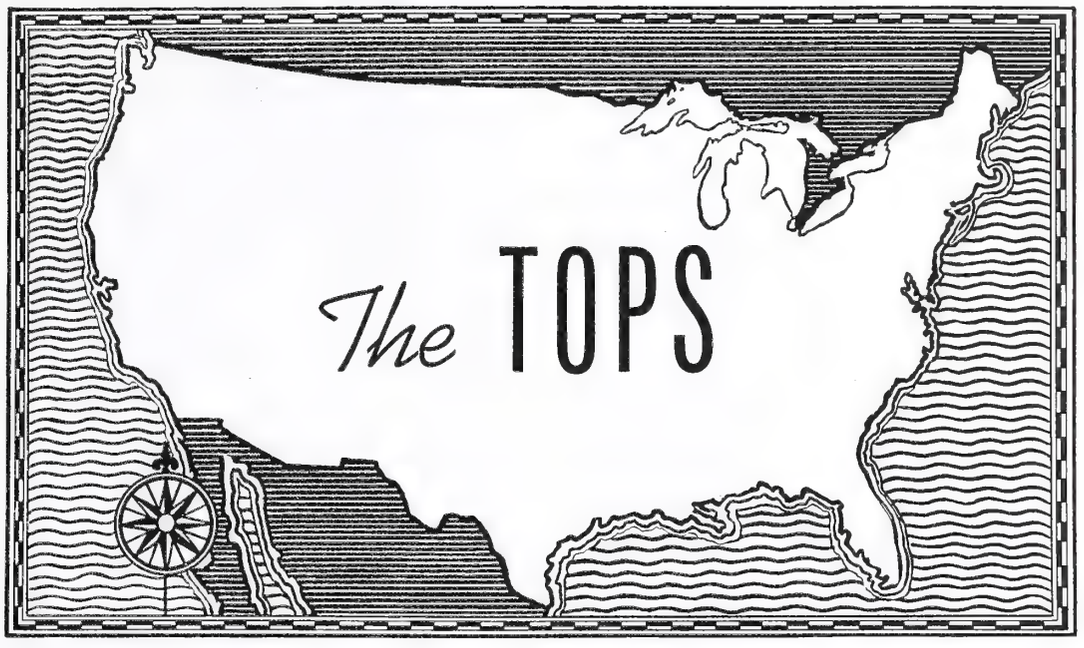
For Allied States—

Abram F. Myers, chairman of the board and general counsel. He spoke.



For the MPTOA—

E. L. Kuykendall, national president. He did a lot of talking, too.



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Notes to You from Red Kann

WHAT follows is an interesting calendar of dates and what occurred on them. Aside from that generally applied adjective, no further claims are advanced.

However, page three in the issue of August 10 carried an editorial captioned "Of, By and For . . . " In part, it read:

[The army of theatremen has] "a stake, and a very vital one, in current decree deliberations under way in New York. The litigation from which decree conferences stem may involve eight companies, per se, but the broader view and the larger interest behind this lawsuit takes form in the thousands of exhibitors who may have to follow a new and untried course as the consequences of a settlement which affects them, but in the making of which they will have played a minor part."

In the same space on August 24, an editorial, "The Little Man Who Wasn't There," indulged in some doubling back to August 10 and further observed:

" . . . a peculiar situation continues peculiar. Decree negotiations, swirling in their own cross currents, developed out of a federal suit charging monopoly. It is painfully academic to point out, then, that the department of justice is seeking to bring about relief in an industry which it insists requires relief and which, in fact, does.

"As we view any effort in that direction, nothing substantially can come of it unless pressures felt, or exercised on, the greatest number are reduced, if not nullified. The greatest number involved in this issue obviously is the exhibitor. Collectively, his investment outdistances the equities represented by production and distribution. Yet of the three component parts of this business, he is having the least to say about the fashioning of his own future.

" . . . we do know that from a practical point of view there is now being proposed the adoption of a series of industry credos which may or may not prove damaging to the very group for whom the cry of relief has been largely sent aloft.

"No one can accurately say if the damage will follow or whether it will not.

"No one has endeavored to find out.

"The indication now is no one intends bothering."

Made known in Washington on August 27 and so reported in BOXOFFICE on August 31:

"Possibility that a final decree draft is not yet in sight is seen in the special hearing to be held here on September 3 when Thurman Arnold, assistant attorney general in charge of the anti-trust division of the department of justice, will hear the views of Allied, MPTOA and ITOA of New York."

September 3—The hearing is held.

IT WAS June a year ago. The head of one of the major companies was talking about angles of a consent decree, as early as all of that. It was off-the-record then. In fact, it still is with one exception. The quotes are printable, but the man's name is not. Said he:

"Let us assume that I signed a decree for the company of which I am the president. Regardless of the terms of that document, I, or my company, must live up to it, of course. But we have a large number of salesmen stretched across this country and they are committed to sell our product. Suppose just one of these salesmen turns out to be a trifle over anxious in making a deal and unknowingly—because he doesn't carry the terms of the decree in his pocket every day, or any day for that matter—does something he should not. It means that the company is open to a charge of violating the decree, if someone wants to press the charge."

Definitely on the prophetic side, in the light of the furious discussions over the blocks of five plan, is this. And remember, it's fourteen months old:

"While it cannot be determined definitely at this time, I foresee great difficulty for thousands of exhibitors in keeping their doors open if they are forced to buy product other than under our present system. Undoubtedly, many of them would lose their theatres. This would necessarily have a bearing on the number of pictures all companies would produce and simply would reduce itself to production of fewer pictures. Naturally so, if any wholesale darkening of theatres came about.

"My greatest concern is with exhibition—those men whose entire investments are in one, two or three theatres."

A 1940 Nostradamus?

Confused

"How are you? What are you doing these days"—exhibitor to Julius Singer.

"I'm selling optimism"—the reply.

"Wish I could do business with you. But what with Bingo, Screeno and Bank Night I haven't any room for more games"—the finale.

Streamlined

Of an impending coast trip, a certain executive who pretty obviously doesn't think much of Hollywood, remarked:

"I'm taking my pain in the neck with me, instead of bringing it back this time."



BUILDING ON A SOLID FOUNDATION!

SUCCESS HAS NEVER CHANGED LEO!

The Friendly Company has the pictures and it's the easiest company to do business with!





1924-25

The Navigator • Janice Meredith He Who Gets Slapped • *The Merry Widow • Never the Twain Shall Meet The Circle • Sally, Irene and Mary Zander the Great • His Secretary



1929

†Broadway Melody • The Trial of Mary Dugan • Dynamite • The Bridge of San Luis Rey • *The Last of Mrs. Cheyney • *Madame X • The Hollywood Revue • *Hallelujah



1933

Tugboat Annie • Dancing Lady *Rasputin and the Empress • The White Sister • Hell Below • Reunion in Vienna • Night Flight



1937

Camille • Maytime • *Romeo and Juliet • A Day at the Races • *Captains Courageous • *The Good Earth Saratoga • Broadway Melody of 1938 The Bride Wore Red • Conquest The Firefly • Rosalie



1926

The Torrent • The Road to Mandalay Mare Nostrum • The Temptress Bardelys, the Magnificent • *The Flesh and the Devil



1927

Tell It to the Marines • *The Big Parade • *Ben-Hur • The Fire Brigade Slide, Kelly, Slide • Rookies • The Garden of Allah



1928

West Point • The Student Prince Rose Marie • Laugh, Clown, Laugh Our Dancing Daughters • White Shadows of South Seas



1930

*Anna Christie • *The Big House *Min and Bill • Caught Short • *The Divorcee • The Unholy Three • Billy the Kid • Our Blushing Brides



1931

Trader Horn • Reducing • Politics Possessed • Inspiration • Strangers May Kiss • The Secret Six • Susan Lenox • Private Lives • Mata Hari



1932

Hell Divers • *Emma • Tarzan, the Ape Man • †Grand Hotel *Smilin' Through • Prosperity Strange Interlude



1934

*Dinner at Eight • *Barretts of Wimpole Street • Chained • Forsaking All Others • Viva, Villa! • *The Thin Man • Evelyn Prentice • Eskimo Treasure Island • Queen Christina Riptide • Men in White • Tarzan and His Mate



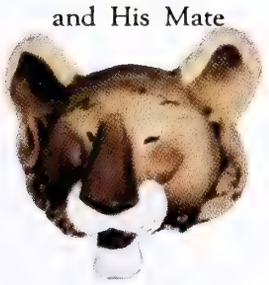
1935

*David Copperfield • No More Ladies China Seas • *Broadway Melody of 1936 • †Mutiny on the Bounty • A Night at the Opera • *Naughty Marietta • *Anna Karenina • *A Tale of Two Cities



1936

Rose Marie • Wife vs. Secretary *San Francisco • The Gorgeous Hussy †The Great Ziegfeld • Libeled Lady Born to Dance • After the Thin Man



1938

A Yank at Oxford • Test Pilot • *The Citadel • *Love Finds Andy Hardy *Marie Antoinette • *Boys Town • Too Hot to Handle • The Great Waltz • Out West With the Hardys • Sweethearts Three Comrades





1939-1940

Idiot's Delight • Honolulu • Huckleberry Finn • *Pygmalion • The Hardys Ride High Tarzan Finds a Son • *The Wizard of Oz • Andy Hardy Gets Spring Fever *Goodbye, Mr. Chips • *The Women • Babes in Arms • Ninotchka • Another Thin Man • Balalaika • Broadway Melody of 1940 • Northwest Passage • Edison, The Man • Waterloo Bridge • The Mortal Storm • New Moon • Andy Hardy Meets Debutante • Pride and Prejudice • Boom Town • I Love You Again

*One of "Film Daily's" Ten Best pictures.
†One of the Ten Best; also Academy award.

(What a record! Turn the page for more!)



YOU DON'T HAVE TO TAKE M-G-M WITH A GRAIN OF SALT!

These are no times to take chances. The record of M-G-M over the course of 16 solid years of success is comforting to exhibitors. The stability of the company today with more stars than ever before and greater resources is a guarantee that's worth a fortune in peace of mind, safety of investment. SECURITY! That's important today!

THE THINKER ACTS!

"Don't they ever get TIRED? Can that M-G-M crowd keep it up forever?"



"One thing I like especially —M-G-M's got 18 top ranking producers, not just a few like other companies. It gives me a sense of security."



"Gosh, what a list of Stars! That's the policy they began with and they've been consistent ever since. More stars than ever now!"



"That's what I ask myself each year. My judgment is always confirmed. M-G-M always comes through."



"That outfit realizes that conditions change so they keep grooming new producers, writers, directors to keep up to the minute."



"It's a typical M-G-M summer. 'Boom Town', 'New Moon,' 'Andy Hardy Meets Deb,' 'Pride and Prejudice,' 'I Love You Again' and all the others. Every summer M-G-M's a life-saver to me."



"That phrase THE FRIENDLY COMPANY has real meaning. It's a pleasure to do business with them."

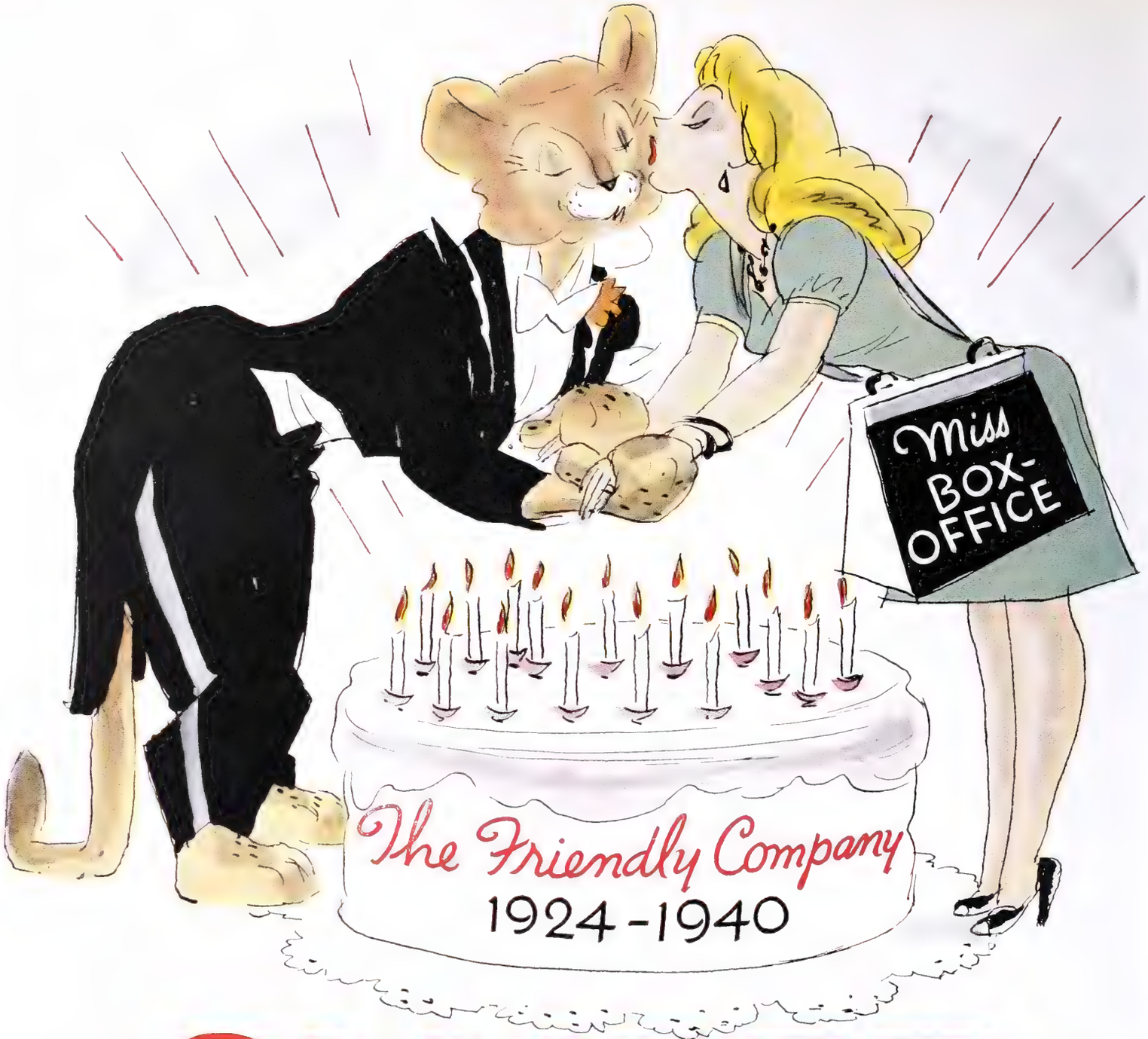


"Something I've discovered is that M-G-M's best is always better than anyone else's best, and M-G-M's average is always better than anyone else's average."



"WHAT ARE WE WAITING FOR! WHERE'S THAT M-G-M CONTRACT!"





SWEET SIXTEEN

And he's always been kissed!

(by Miss Box-Office)





NOVELIST! PLAYWRIGHT!
KEEP WORKING!



"Every time I pick up a newspaper I read that M-G-M has bought a new stage hit or best-selling novel. They spend a fortune on story material."

It's a fact that M-G-M buys more novels and plays than any other company. As a result nowhere else do you get the fast change of entertainment pace which is the essence of showmanship. To keep the public coming, you must tempt them with new appeals each week and M-G-M does just that. Best sellers, famed stage hits — they get to be "Best" because they have great stories to tell. M-G-M is in a position to accumulate Big Time material which lends itself to the Big Time Production Standards of the M-G-M Studios.

AT THE TOP OF THE BEST-SELLER LIST!

It would take pages to illustrate all the great book and play properties in Leo's million dollar library of box-office properties. Here are just a few of them which will be source material from which outstanding attractions of the new season will be drawn!





HERE ARE PICTURES TO ENTER IN YOUR DATE BOOK!

M-G-M will produce a minimum of 44 and a maximum of 52 pictures in 1940-1941. Our friendly customers know from previous years that in listing a new season prospectus we reserve the right to make changes. Our mutual aim is to get the best ultimate results and any deviation from the following would only be in the interests of making the best pictures possible. We will let our record speak for that. The following pages reveal the greatest listing of entertainments and star values in the history of the Friendly Company. Here are the materials from which M-G-M's new season productions will be drawn.

ESCAPE (*book*) . . . Ethel Vance's sensational best-seller, flaming with a daring romance that made it the most talked-about novel of the year. Starring Norma Shearer and Robert Taylor with Conrad Veidt, Nazimova, Felix Bressart, Albert Basserman, Phillip Dorn, Bonita Granville and Blanche Yurka. Mervyn LeRoy directs from screen play by Arch Oboler and Marguerite Roberts.

•

WYOMING . . . spectacular outdoor drama filmed in the heart of the rugged West's most breath-taking beauty, starring Wallace Beery with Leo Carrillo, Ann Rutherford, Lee Bowman, Joseph Calleia, Paul Kelly, Bobs Watson, Marjorie Main and Henry Travers. Richard Thorpe directs from original story by Jack Jevne and screen play by Jack Jevne and Hugo Butler.

•

DR. KILDARE GOES HOME . . . further adventures in this series which is becoming increasingly popular and beloved by audiences everywhere, featuring Lionel Barrymore, Lew Ayres, Laraine Day, John Shelton, Gene Lockhart, Nat Pendleton, Samuel Hinds, Alma Kruger, Emma Dunn, Walter Kingsford, Nell Craig and Cliff Danielson. Harold Bucquet directs from screen play by Willis Goldbeck and Harry Ruskin from original story by Max Brand.

•

STRIKE UP THE BAND . . . smashing successor to BABES IN ARMS, tuneful parade of youth starring Mickey Rooney and Judy Garland with Paul Whiteman and his orchestra, June Preisser, William Tracy, Larry Nunn and hundreds of their pulchritudinous pals. Hit song "Our Love Affair." Busby Berkeley directs from original screen play by John Monks, Jr., and Fred Finklehoffe.

•

THE PHILADELPHIA STORY (*play*) . . . Phillip Barry's stage success that ran a solid year on Broadway, brought to the screen starring Cary Grant, Katharine Hepburn, James Stewart with John Howard, Roland Young, John Halliday, Mary Nash, Virginia Weidler, Ruth Hussey. George Cukor directs.

•

SKY MURDER . . . thrilling sequel to Nick Carter's earlier adventures, with this immortal detective hero again portrayed by Walter Pidgeon with Donald Meek, Karen Verne, Edward Ashley, Joyce Compton, George Lessey, Tom Neal, Chill Wills and Tom Conway. George Seitz directs.

DULCY (*play*) . . . Only Ann Sothern could do justice to the flippety heroine of this famous play by George S. Kaufman and Marc Connelly. The comedy cast includes Ian Hunter, Reginald Gardiner, Lynne Carver, Roland Young, Billie Burke and Dan Dailey, Jr. S. Sylvan Simon directs from screen play by Albert Mannheimer, Jerome Chodorov and Joseph A. Fields.

•

THIRD FINGER, LEFT HAND . . . Lionel Houser's madcap romance of a self-sufficient young lady who pretends to have a husband . . . until a husband shows up to claim his bride. Starring Myrna Loy with Melvyn Douglas, Lee Bowman, Donald Meek, Felix Bressart, Raymond Walburn, Bonita Granville, Sidney Blackmer, Ann Morriss, Halliwell Hobbes and May McAvoy. Robert Z. Leonard directs.

•

BITTERSWEET (*play*) . . . Thrilling musical romance, considered Noel Coward's most distinguished achievement, filmed in radiant Technicolor as a starring vehicle for Jeanette MacDonald and Nelson Eddy, with Ian Hunter, George Sanders, Felix Bressart, Curt Bois, Sig Rumann, Fay Holden, Lynne Carver, Edward Ashley, Diana Lewis and Herman Bing. W. S. Van Dyke II directs.

•

LITTLE NELLIE KELLY (*play*) . . . George M. Cohan's memorable New York stage hit, a-kindle with such nostalgic tunes as "You Remind Me of Your Mother" and "Everybody Works But Father." Judy Garland is in the title role, with George Murphy, Charles Winninger, Douglas McPhail and Arthur Shields in the cast. Norman Taurog directs.

•

ARE YOU LISTENING? (*Radio Story*) . . . Hilarious moments backstage in a radio station with the inimitable Frank Morgan heading the fun-making cast including Virginia Grey, Dan Dailey, Jr., Ann Morriss, Donald Meek, Felix Bressart, Leni Lynn and Larry Nunn. Edwin L. Marin directs from an original story by Nat Perrin and Dorothy Yost.

•

MARX BROTHERS GO WEST . . . the mad Marxes don boot and saddle to invade the rip-roarin' gold gulches where men are men and women are blondes. The Marx Brothers tried and tested their material before audiences as they did with "A Night at the Opera." Edward Buzzell directs, with cast including Marion Martin, Diana Lewis and Walter Woolf King.

continued

TALK ABOUT SALES POLICY!



TWO SONS . . . dramatic story of a power-loving District Attorney and how the inspiring influence of his children tips the scales of justice in favor of an innocent man.

•

A WOMAN'S FACE (*play*) . . . powerfully poignant drama of a woman's quest for beauty after a life of disfigurement. Starring Joan Crawford in the adaptation of the French play by Francois de Croisset.

•

MAISIE . . . Ann Sothern's rising popularity in this now-famous screen character will be further enhanced in a sparkling new story.

•

FLIGHT COMMAND . . . Spectacular Navy aviation drama, thrill-packed with spine-tingling exploits of America's mighty air armadas, starring Robert Taylor with Walter Pidgeon, Ruth Hussey, Paul Kelly and John Shelton. Frank Borzage directs from original story by Commander Harvey S. Haislip and John Sutherland.

•

SING SING . . . teeming prison drama, based upon the story by Jonathan Finn and Harold Friedman, starring Clark Gable as the warden who dared to bring humanitarianism into his grim duty.

•

NEW HARDY FAMILY PICTURES . . . Continuance of the top entertainment quality in this outstanding family series, with Lewis Stone, Mickey Rooney, Fay Holden, Cecilia Parker, Ann Rutherford, Sara Haden in their familiar roles, based upon the famous characters created by Aurania Rouverol.

•

ZIEGFELD GIRL . . . glamorous cavalcade of American beauty, based upon story by William Anthony McGuire, starring Hedy Lamarr, Judy Garland and Lana Turner.

•

NIGHT IN BOMBAY (*book*) . . . starring Joan Crawford in Louis Bromfield's newest romantic novel, a fascinating story of a girl and two men against the exotic lure of India.

•

EX-MAYOR OF BOYS TOWN . . . sequel to the smash screen hit of last year, "BOYS TOWN", with Spencer Tracy and Mickey Rooney again starred.

•

I MARRIED AN ANGEL (*play*) . . . starring Jeanette MacDonald and Nelson Eddy in the musical romance that thrilled Broadway, based upon the play by John Vaszary with book and lyrics by Rodgers and Hart.

THIN MAN'S SHADOW . . . starring William Powell and Myrna Loy in another adventure of the celebrated screen detective, based upon the famous characters created by Dashiell Hammett.

•

WITCH OF THE WILDERNESS (*book*) . . . stirring romantic drama of what happens when sophisticated men and women find themselves facing primitive peril, starring Clark Gable and Lana Turner, based upon the novel by Desmond Holdridge.

•

THE YEARLING (*book*) . . . Marjorie Kinnan Rawling's Pulitzer prize novel that has become one of America's literary masterpieces within a span of two best-selling years, the homespun tale of a man and a boy and a deer, to be filmed in Technicolor with Spencer Tracy starred. Directed by Victor Fleming of "Gone With the Wind" fame.

•

TONIGHT AT 8:30 (*play*) . . . starring Norma Shearer. Noel Coward's sensational international hit.

•

THE WORLD WE MAKE (*play*) . . . starring Norma Shearer and George Raft in the screen presentation of Sidney Kingsley's Theatre Guild stage production, based upon the Millen Brand novel, "Outward Room."

•

TROPICAL HURRICANE . . . sultry romance in the jungles, starring Robert Taylor and Ann Sothern. Story by Wilson Collison.

•

TORTILLA FLAT (*book*) . . . John Steinbeck's fascinating portrayal of a quaint people, with Spencer Tracy starred in one of the most appealing characterizations of his brilliant career.

•

BABES ON BROADWAY . . . the bonfire team of Mickey Rooney and Judy Garland invades Broadway with an army of youth and talent that brings back the bright lights to the old White Way.

•

COME LIVE WITH ME . . . Hedy Lamarr and James Stewart teamed in a timely comedy of a beautiful refugee who seeks an American home. Clarence Brown directs from a story by Virginia Van Upp and Patterson McNutt.

•

DAWN'S EARLY LIGHT . . . starring Robert Taylor in the brilliant pageant of American history authored by Dorothy Thompson and Fritz Kortner.

FEELING LIKE A MILLION . . . bringing back the good old days of vaudeville, starring Eleanor Powell and Ann Sothern in a story by Jack MacGowan.

•

BLOSSOMS IN THE DUST . . . story by Ralph Wheelwright of a woman whose inspiring life is dedicated to thousands of motherless children for whom she has found happy homes. Starring Greer Garson in a role recalling her famous Mrs. Chips characterization.

•

BILLY THE KID (*book*) . . . action drama of the Southwest's famous desperado. From the novel by Walter Noble Burns.

•

LULU (*book*)...Booth Tarkington's "Presenting Lily Mars," story of the playwright who wrote his dreams . . . and fell in love with his dream girl. Starring Lana Turner.

•

TARZAN . . . Edgar Rice Burroughs' famous jungle romance flames with new action thrills. Johnny Weissmuller and Maureen O'Sullivan are featured.

•

SLIGHTLY MARRIED . . . starring Robert Montgomery in a madcap matrimonial mixup that starts when a husband and wife decide to test each other's fidelity.

•

MARRIED BACHELOR . . . story by Manny Seff of a marital relations expert who diagnoses his own domestic troubles. William Powell and Myrna Loy star.

•

DR. EPHRAIM McDOWELL . . . stirring saga of a pioneer physician who brings scientific enlightenment to a world of darkness and pestilence. Spencer Tracy will star.

•

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE (*book*)...Dale Carnegie's famous book to be brought to the screen with an all-star comedy cast.

•

THE WORLD'S OUR OYSTER . . . based upon the famous Get-Rich-Quick-Wallingford character. Starring Clark Gable and Myrna Loy.

•

COMBAT CAR . . . drama of the army's mechanized forces, by Lawrence Kimble, with Wallace Beery starred as the veteran cavalry sergeant who has to give up his beloved horses for tanks.

THE YOUNGEST PROFESSION (*book*) . . . by Lillian Day. This is a story of fan's adoration of film stars. Judy Garland plays the role of the star-struck youngster who launches a fan club.

•

GET A HORSE . . . comedy-drama by Herman Mankiewicz and Albert Shelby Levino, of the early days in the automobile industry. Starring Wallace Beery.

•

ARGENTINA . . . the Marx Brothers become wild men of the Pampas.

•

SEA OF GRASS (*book*)...saga of America's great wheat fields, from the novel by Conrad Richter, starring Spencer Tracy and Myrna Loy.

•

STRANGE HONEYMOON (*play*) . . . by Jacques Deval, starring William Powell and Myrna Loy in a Sun Valley setting, where two divorced couples meet in pursuit of happiness . . . and to escape each other.

•

WINGS ON HIS BACK . . . Myles Connelly's story of a barnstorming aviator who writes love letters in the sky. Starring Jimmy Stewart.

•

THE MAN ON AMERICA'S CONSCIENCE... dramatic story by Alvin Meyer and Lowell Brodeaux, of the tragic life of President Andrew Johnson who followed Abraham Lincoln into the White House, only to face impeachment when he struggles to preserve the doctrines of the Great Emancipator. Spencer Tracy will star.

•

BEAU BRUMMEL (*play*)...Starring Robert Donat in a screen adaptation of the Clyde Fitch play of the Eighteenth Century gallant whose adventures won for him a pedestal in the history of world romance.

•

CAUSE FOR ALARM (*book*)...exciting novel by Eric Ambler of international espionage and its sinister effect upon the fate of the world today.

•

RAGE IN HEAVEN (*book*)...James Hilton's powerful novel of a bitterly disillusioned husband who seeks, through his own suicide, to entrap his faithless wife.

•

ROAD TO ROME (*play*) . . . gay picturization of a modern Hannibal storming the gates of Rome, from the capricious play by Robert Sherwood.

The METRO-GOLDWYN-MAYER'S LION'S ROAR



Published in this space every month

The greatest star of the screen!

You are now reading a special issue for the trade of the most famous magazine advertising column in America.

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Research authorities who make those surveys of housewives, etc., advise us that it's the most widely read ad of its size in the national publications and GROWING by leaps and bounds.

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This column appears once a month in preferred positions in the following magazines:

True Story
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Red Book
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Look
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Saturday Evening Post
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Farm Journal and Farmer's Wife.
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Every month Leo the M-G-M Lion chats breezily with the public about current pictures with special emphasis on STARS.

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The first thing *you* ask about a picture and the first thing *your patrons* ask is "Who's in it?"

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More than most other companies combined.

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It would take a whole fan magazine to illustrate them.

M-G-M has under contract 43 Featured Players in addition to the 26 Stars on these pages.

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CLARK GABLE
They go for him!



NORMA SHEARER
Watch for "Escape"!



ROBERT TAYLOR
Bigger than ever!



JOAN CRAWFORD
Darling of the fans!



SPENCER TRACY
That man can act!



JEANETTE MacDONALD
In a class by herself!



NELSON EDDY
Screen, radio, concert world!



MICKEY ROONEY
Need we say more?



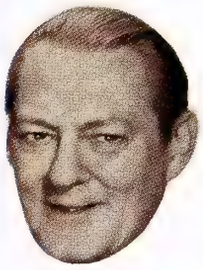
JUDY GARLAND
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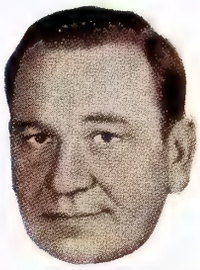
JAMES STEWART
A regular guy!



MYRNA LOY
She's got appeal!



LIONEL BARRYMORE
American idol!



WALLACE BEERY
Right down their alley!



HEDY LAMARR
Isn't she beautiful!



MARGARET SULLAVAN
Heart appeal!



ELEANOR POWELL
Keep America dancing!



WILLIAM POWELL
Gee, you're swell, Bill!



KATHARINE HEPBURN
A style of her own!



ROBERT DONAT
Prize winner!



ROBERT MONTGOMERY
Better than ever!



ROSALIND RUSSELL
She's popular!



MARX BROTHERS
The public needs you!



GRETA GARBO
"Ninotchka" made her topchka!



GREER GARSON
Adorable "Mrs. Chips"!



LANA TURNER
Going up!



ANN SOTHERN
Maisie's a winner!

When you've got a line-up of Stars like these your name is Big Chief Sitting Pretty.

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And signing a contract with The Friendly Company is just the beginning.

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There's no outfit in the business that's so conscious of merchandising as M-G-M.

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Direct to the public through magazine and newspaper advertising.

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Cooperation with theatres through the biggest permanent field force of exploiteers in the industry.

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New ideas continuously and the willingness to spend money to improve our services.

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Call on me anytime! — *Leo*





DON'T PLAY DREAMO FOR PRODUCT!

Be sure with M-G-M in 1940-41!

ALLIED WILL GO FOR BLOCKS OF FIVE SALES AND SO INFORMS ARNOLD AND JUSTICE DEP'T

Secret Session Medium For Advice; Some of Its Units Opposed

WASHINGTON—Allied is the only one of the three exhibitor groups which met with Thurman Arnold and his assistants here and officially went on record in favor of sales in blocks of five and advance trade screenings, BOXOFFICE learns from an inside source. Both the MPTOA and ITOA of New York groups opposed the plan.

With Abram F. Myers, Sidney Samuelson, Nathan Yamins and Harold Stoneman as the official Allied mouthpiece, the organization informed Arnold in closed session it had no objections to the practices which have created great concern among various other exhibitor organizations and individuals. However, it is understood a number of the Allied units themselves are opposed to the practices to which Myers and his group saw no objection.

At least one evidence of this is a letter from Leo F. Wolcott, president of Allied of Iowa and Nebraska, to Attorney General Robert Jackson. (See page 24.)

Allied's group spent the greatest amount of time of the three with Arnold and his aides. And during the meeting a four-point Allied protest to the decree was made. They are:

1—That demands for changes in clearances and run should not be limited to writing, as provided in Section 7, but oral requests should be sufficient.

2—A stiffer "standstill" agreement on theatre expansion.

3—Some of the language in the section dealing with availability of pictures on some run should be changed.

4—The definition of clearance as included in the present proposals is not all that it should be. Allied, however, agreed this was not vitally important, it is understood.

A spokesman for the department of justice, in commenting on the four-point protest, viewed them as minor points and "did not mean anything."

Cole Had Denied Allied Favored Blocks of 5 Plan

NEW YORK—The Washington dispatch, reporting the inside of the conference held by representatives of Allied and Thurman Arnold at which the organization's spokesmen voiced approval of the blocks of five proposal, assumes greater interest for these reasons:

BOXOFFICE, in its issue dated August 24, reported an extensive New York interview with Col. H. A. Cole, Allied's president, in which Cole, certainly speaking for himself if not for Allied, declared the blocks of five plan was acceptable to the organization.

Subsequently and in a letter from Dallas, Cole stated "this headline and some parts of the article are categorical misstatements." Continuing he wrote:

"Your representative called to see me at my hotel in New York and his first request was that I give him a statement as to Allied's position on the proposed consent decree. I stated to him that Allied could not take a position on this matter inasmuch as the proposals were changed from day to day and neither side, film company nor government, had yet arrived at something definite on which an opinion could be voiced. He then asked me Allied's stand on Clauses 1 and 2 which have reference to screening of pictures before sale and selling in blocks of five. I then told him definitely that neither I nor Allied wished to take any stand on this matter until the whole program was outlined by the two parties.

"We then entered into a general discussion on the workability of such sales plan and I very frankly stated to him that this plan had certain good points and certain bad ones according to the opinions of many of our members. Since perhaps it is true that three good points were discussed and only two bad ones, it is possible that he arrived at his conclusion through arithmetical, rather than logical, reasoning, but certainly this did not justify either him or your paper in publishing such a statement as he did.

"He has one paragraph in his article which is absolutely correct and which denies in itself both the headline and previous parts of his article. This paragraph reads:

" 'Allied itself has not gone on record officially on any phases of the proposed consent decree'."

Now, and a handful of days late, official representatives of Allied privately inform the department of justice the blocks of five proposal is acceptable.

Gov't Will Ask Court to Let Everybody Air Decree Views

(Continued from page 4)

hours with Arnold, the MPTOA an hour and a half, and Allied about three hours, in the order listed.

Groups of five selling was declared highly objectionable by all exhibitors. Allied, in addition, took exception to the seven-day clause for cancelling out objectionable pictures, claiming this was not enough time for an exhibitor to get local reaction. Opposition also was made to the interchangeability of pictures from one group to another.

The MPTOA group found considerable fault with the idea of permitting outsiders, without any knowledge or understanding of the business, to arbitrate clearances. However, department aides have been checking into NRA boards' records where run and clearances were decided under the Blue Eagle, in contradiction to the contention made by MPTOA-ites.

Paramount's partners, represented by Robert Wilby of Atlanta, and Fred Kent, attorney for E. J. Sparks, are still opposed to the decree. As spokesman for the southern group, Kent asked for a flexible cancellation of 25 per cent in full line sales with the understanding distributors would go for it.

Arnold, who did all the talking for the department, flatly refused to consider on the theory block booking is illegal.

The MPTOA group said it was willing to negotiate cancellations with distributors along these lines. The trust buster is understood to have said he has had enough negotiations with the film companies and is satisfied with what he has in the decree.

Nat Williams, vice-president of Southeastern Theatre Owners, does not like the decree. He pointed up a peculiar situation which might develop in his towns on blocks of fives. He said he may have in one group a picture which he may be asked to play by one of the civic bodies. The local parents association may object to it. What stand is he to take, he queries.

Arnold is said to have told the MPTOA representation he has two weeks "to do something" about the decree, but what the implication carried with it no one would hazard a guess. The impression in some quarters is that he is making every effort to have a final decree draft ready for Judge Goddard by October 7, the date for the next scheduled New York court hearing.

Before he left for New York, Kent was anxious to know how he could present arguments for Paramount partners to the court before it approves the decree. At the time, however, he did not know the department of justice would request the judge to hear all and sundry protests.

Hayes pointed out Judge Goddard does not necessarily have to follow the suggestion. In some instances, judges have done this, and in others they have declined.

Kent revealed exhibitors cannot come into court as *amicus curiae*, which means friend of the court, and demand a hearing when all parties to a decree have consented.

For this reason, too, it is held, no injunctive relief can be sought.

Arnold declined to comment on the hearings. Abram F. Myers, Allied general counsel, held to the organization's policy of withholding his views until it was all over, stating "I don't think it smart to issue a statement at this stage of the game."

It Was a Hearing, And They Heard

Washington—One of the MPTOA crowd, after retiring from the conference with the trust buster, had this to say in sizing up the meeting:

"Thurman Arnold talked more than anyone else, and said damn little. He wouldn't even let his assistants open up."

Another exhibitor summed it up thusly: "It was a hearing and we heard."

MPTOA Fights Current Draft; Irked by Arnold Attitude

WASHINGTON—Bitter over the "dictatorial attitude" displayed by Thurman Arnold at the meeting with MPTOA representatives on the proposed consent decree, Ed Kuykendall, president of the exhibitor organization, told BOXOFFICE "We'll fight the proposed consent decree as it now stands because we feel the investments of the theatre owner are being jeopardized. Further the decree takes away all exhibitors' rights and privileges," he said.

Contending distributor and government attorneys have been working two months on the decree, "I don't think we had the kind of a hearing we expected." Kuykendall pointed out his group was in session with Arnold for an hour and a half, most of which was spent listening to the trust buster.

"We didn't find the government's attitude reciprocal. They didn't want to listen, had definitely made up their mind about the decree and made us listen. We had no other choice."

As soon as the MPTOA group was called in by Arnold, the trust buster opened with: "What would you rather have, a consent decree, kill the suit, or fight the suit?"

Kuykendall suggested holding up the decree, feeling the MPTOA could get together with distributors and formulate a workable plan. But Arnold said, according to Kuykendall, he would not be a party to such a decree.

In With Kuykendall

Sitting in with Kuykendall were Max A. Cohen, president of Allied of New York; Roy L. Walker of Lampasas, Tex., and president of the Theatre Owners Protective Assn. of Texas; Nat Williams of Thomasville, Ga., and vice-president of Southeastern Theatre Owners; Louis M. Wade of Terquay Springs, N. C., representing himself; Stanley Sumner of the University, Cambridge, Mass., representing himself; Bob White of Portland, Ore., representing the PCCITO; Fred Wehrenberg of St. Louis, representing the MPTO unit in that city; Robert Wilby of Atlanta, for the Kincey-Wilby circuit; Fred Kent of Jacksonville, attorney for E. J. Sparks, and representing all Paramount partners in the south, and C. A. Young of Highpoint, N. C., representing himself.

Kuykendall said he handed in a brief seeking not less than 25 per cent cancellation and Arnold only read parts of it. White submitted a PCCITO brief for 20 per cent elimination, although he personally asked for 25 per cent.

"At Distributor's Mercy"

"The MPTOA insisted there should be a reasonable cancellation clause and selling in blocks of five without elimination puts the exhibitor entirely at the mercy of the distributor.

"We asked to continue selling under the system that now prevails with cancellation. That is the only way you can have community choice of pictures.

"Blocks of five would intensify monopoly. The exhibitor would have to take all five or none which removes all responsibility of community choice."

The MPTOA head held exhibitors want the right to cancel objectionable pictures, not only because of racial, religious or moral grounds, but for any reason whatsoever.

Arnold is charged by the MPTOA head as trying to confuse the issue by not permitting all groups to meet together with him.

"The meeting was cut and dried," Kuykendall said. He and White contended they have never been kicked around like that in their life.

"The decree is so much worse than what we have now, it would be better if we didn't have one," both Kuykendall and White agreed.

Particular exception is taken to Arnold's stand that selling in groups of five are not block sales. "That is ridiculous!" the MPTOA president protested.

An executive committee meeting was slated to be held to discuss procedure by the MPTOA, which would then go to the board for action, Kuykendall stated. "We will have our day," he said. "Time is short, but I am taking the necessary steps subject to the board's approval." It is understood he and his group will ask the court for a hearing on the merits of the decree before Judge Henry Warren Goddard signs it in New York.

Both Kuykendall and White describe Arnold's action as "shoving the decree down our throats, and that it takes away the very ability of the independent exhibitor to exist."

Allied Not Talking On Decree Talks

Washington—In line with a policy adopted at the start of negotiations, Abram F. Myers, general counsel for Allied, declined to make a statement on discussions with Thurman Arnold and his aides on the consent decree proposals.

Myers denied to BOXOFFICE he had issued a confidential bulletin on Allied's stand on the proposed decree. He said he found that confidential bulletins are not held in that regard, so he has stopped issuing them.

Nathan Yamins, Sidney Samuelson and Harold Stoneman, who sat in the Arnold sessions with Myers, also were tight-lipped and sidetracked all queries in connection with the decree. All said they did not intend to discuss the Arnold talks with their units.

Myers indicated, however, that after all is said and done he would make a statement, but not until then.

Hazen, Gov't Aides Confer On Decree Objections

WASHINGTON—Joseph H. Hazen, assistant to Harry M. Warner, spent Wednesday here in conference with James V. Hayes and Robert L. Wright, assistants to the attorney general, in an effort to clarify any objections to the August 3 draft of the consent decree.

Next Allied National Meet in Philadelphia

WASHINGTON—Allied will hold its national convention next year in Philadelphia, Abram F. Myers, general counsel, states. This was decided upon at the last Chicago convention, he adds.

Sidney Samuelson, business manager for the Allied unit in the Quaker City and here for the consent decree discussions with Thurman Arnold, said the committee has not yet decided on a date and the convention was a long way off.

Soured on Decree As It Stands Now

ELDORA, IA.—Allied of Iowa and Nebraska is sour on any decree along lines outlined prior to the hearing of exhibitor associations in Washington this week. In a letter to Attorney General Robert Jackson, Leo F. Wolcott, president of the association, explains why, basing his reasoning on the August 3 draft.

"Little, if anything, will be accomplished by its adoption toward elimination or control of this monopoly or of the many unfair trade practices to which the thousands of independent theatres are subject," he wrote. "We agree in principle that the suggestions made by Allied States Association in their letter to Mr. [Thurman] Arnold, dated August 15, would somewhat strengthen and clarify the proposed decree, but we cannot agree even then that the proposed decree will improve business conditions in this industry. As we view it, this decree leaves so many loopholes of escape from its several provisions as to be almost impossible to enforce and arbitration will be found practically unworkable in the multiple and complex interests of this industry.

Clearance, Blocks Snag

"We object strenuously to the provision which would legalize clearance and protection and to that which would require feature pictures to be sold in blocks of not more than five without cancellation, after screening in the exchange centers. This five-picture selling plan would work a real hardship on these thousands of smaller town theatres throughout the country who use from three to five feature pictures each week. It would abolish any steady source of supply which is so necessary to their successful operation. This plan would increase the cost of selling pictures many times over and would place these exhibitors at the complete mercy of the distributors. The distributors would undoubtedly place one or two good pictures in each group and require the exhibitor to take the five or none. This is a return to enforced block booking with a vengeance. And would result, we are sure, in the showing of many unworthy pictures which are now eliminated under the 10 and 20 per cent cancellation privilege. We are also certain the increased selling cost would result in many of these small town theatres closing their doors as their success today is dependent entirely upon bringing quality entertainment to the masses of the people at low prices."

Wants Cancellation Hike

Arguing for cancellation as a better method, Wolcott concludes with this:

"We, therefore, urgently request that the five-picture selling plan be dropped from the proposed consent decree and that, instead, a 25 per cent cancellation privilege from all brackets of the entire annual output of feature pictures be adopted. We cannot too strongly urge upon you the tremendous importance of this provision to the great majority of theatres throughout the country. If we must have the five-picture selling plan, then surely provision will be made for a cancellation privilege covering at least one or two pictures in each block of five. Without this, the selling and showing of many unworthy pictures will be sanctioned by the government and, through the escape clause, the distributors will return to full line enforced block booking in 1942."

Why Gov't Insists On Small Blocks

WASHINGTON—Here is an explanation by a department of justice spokesman why the blocks of five plan, and not individual picture selling, has been incorporated in the consent decree draft.

"Selling singly is unreasonable and too expensive. But selling in groups of five is not too expensive and not too unreasonable to expect."

Clearance and Run Clause Brandt's Principal Objection

WASHINGTON—Harry Brandt's principal objection to the proposed consent decree deals with Section 7, it is learned following talks with Thurman Arnold. This section has to do with clearance and run.

The ITOA group, which included Brandt, Leo Brecher and Melvin Albert, representing counsel for the unit, raised a number of minor objections as to language. A government source said this was essentially a misunderstanding which was cleared up by Arnold and his aides.

Public Groups Next On Arnold Agenda

WASHINGTON—Now that the exhibitor meetings are out of the way, Thurman Arnold is planning to confer with representatives of Parents-Teachers Ass'ns and National Education Ass'n.

It is pointed out these groups are among those who wrote in favoring the commerce department's plan for a consent decree and sales in blocks of five.

Arnold's reported view is that, with a decree draft formulated, these groups should be given a chance to discuss it before he takes action.

Terms Blocks-of-Five Plaints Propaganda

WASHINGTON—All the objections made to blocks of five sales are propaganda, according to a government spokesman.

This source holds that this selling method is being given a year's trial and if it is found to be onerous modifications in the decree will be made.

"All decrees are open for modification if they prove to be harmful and injurious."

"Cold Shoulder" Not Intriguing to Ed

Washington—Ed Kuykendall is not going to take Thurman Arnold's lack of interest in what the MPTOA has to say about the consent decree sitting down.

"We can't take this sort of thing so lightly when so much is at stake," he says.

"Why, this is the first time I ever attended a hearing when those who invited us announce their minds are made up and no matter what you say will not be considered."

Kuykendall charged that the government men attending the decree hearings know little or nothing about the business, "yet put us in a position where our backs are against the wall."

Last-Lap Decree Phase May Be Under Way in Washington

By EARLE A. DYER

WASHINGTON—What may be the penultimate chapter of the consent decree in the all-industry suit is being written in Washington this month.

In a series of conferences with exhibitor leaders from all over the country Assistant Attorney General Thurman Arnold is receiving the views of the theatre operators on the various provisions of the consent-decree proposals agreed to in principle by the five major theatre-owning distributors last month and now before the department of justice for final analysis.

Arnold refuses to disclose what organizations and individuals would be heard, but says the exhibitors' views will be received at a succession of meetings with the various groups which will take two, and maybe three, weeks.

Gives Exhibitors "Chance"

The anti-trust division executive makes it clear that the conferences were of the exhibitors' seeking and are designed to give the theatre men a chance to explain how they will be affected by the various provisions of the proposals which have been made.

He explains that he still has an "open mind" on the consent decree and will be glad to have the advantage of the exhibitors' views, especially as the suit was initiated on the complaints of exhibitors and is designed to remedy evils of which they had long complained.

The first meeting of Arnold and his colleagues was with a group representing the MPTOA, but practically every large organization and many of the smaller associations will be heard before the conclusion of the conferences.

Requests for an opportunity to be heard before the final decision was made with respect to the consent decree began to reach the department some weeks ago when it first became apparent that this form of settlement of the suit was probable. So many applications were received that it was decided to set time apart for the holding of a series of conferences, which got under way this week.

They Run the Gamut

Department officials maintain strict silence regarding the subjects discussed at the meetings, but admit they run the whole gamut of the consent decree proposals. Most of the provisions of those proposals, they also admit, were objected to by one or another of the groups coming in to meet with Arnold.

Exhibitor delegations coming to the department are understood to have been told that while the consent-decree proposals are not perfect they do represent a method whereby the "most obnoxious" practices of the distributors will be eliminated and the position of the theatre operator correspondingly improved.

It is argued that the department cannot reorganize the industry in its entirety, but can only require the companies to abandon or modify practices which the government believes to be in violation of the law. While department officials are confident they would be successful if the suit went to trial, they point out that the desired relief for the exhibitor can more quickly and less expensively be secured by a consent decree. But to make a consent decree possible, it is explained, all parties to the suit must make concessions and reach a working agreement.

Pacific Coast Group Makes Up Own Mind

Washington—The Pacific Coast Conference of Independent Theatre Owners has a mind of its own, and acts accordingly.

During the negotiations with distributors on a fair trade practice code a year and a half ago, the coast group lined up with Harry Brandt's ITOA of New York.

At the exhibitor hearings here on a proposed consent decree, the unit was in the MPTOA representative group. Bob White, chairman of the Oregon organization and representing the entire Pacific coast group, saw eye to eye with everything Ed Kuykendall had to say, and did.

Bitter, PCCITO Will Fight All the Way

WASHINGTON—Declaring the 800 theatres representing the PCCITO, which comprises independent units in Washington, Idaho and Alaska, Oregon, Northern California and Nevada, and Southern California and Arizona have "been badly dealt with" by Thurman Arnold at the one-day exhibitor conference on the proposed consent decree, Bob White, chairman of the Oregon board, stated the independent exhibitors have had no say in the negotiations and will fight the decree to the "limit of our ability."

Following the Arnold session, White telephoned Robert Poole, business manager of the PCCITO, in Los Angeles, and a meeting was set for that city Thursday.

"We anticipated what was going to happen," White said after the meeting, "and the board of trustees have already gone on record to take any and all necessary actions to fight the enactment of the consent decree as now handed to us." He pointed out the board's action was taken August 8 at Seattle. "We had it pegged then," he added.

"The government has gotten away from its original intention," White asserted, "and instead of the suit's purpose being to help us, it is adding more troubles and no relief."

White would not discuss the ways and means to be taken to fight the decree, but added "the consent decree is untenable and will put a lot of exhibitors out of business."

Accompanied by Ed Kuykendall, MPTOA president, White left for New York Tuesday night. Both men returned here Friday. White plans to leave Monday for Chicago and Portland. His views on the Arnold session were seconded by Kuykendall.

Justice Dep't Operatives Down East for Evidence

BOSTON—Insofar as department of justice men are concerned, decree negotiations apparently make no difference in the even tenor of their routine.

Seymour Krieger and Seymour Simon have been here, gathering evidence for the government in the all-industry suit.

O'Leary at Comerford Helm; Walker, Postmaster General

NEW YORK—J. J. O'Leary will assume full operation of the Comerford circuit as Frank C. Walker, president of the various companies bearing that name, enters President Roosevelt's official family as postmaster general. Walker so informs BOXOFFICE.

O'Leary is general manager of the Comerford interests and has been associated with them since 1927. For many years he was identified with Anaconda Copper in Butte, Mont., where Walker spent a number of years and practiced law until 1926 when he came to New York to join the theatre companies headed by his uncle, the late M. E. Comerford.

Walker becomes the first man identified with the film industry to occupy a post in the cabinet. Will H. Hays, of course, resigned the postmaster generalship in the Harding administration to become head of the MPPDA in 1922. Interestingly enough, Walker moves into the same position 18 years later, thereby giving the industry two men, considered of filmdom's own, who hold the distinction of identification with offices of such high import.

Walker has been unfaltering in his political allegiance to Franklin D. Roosevelt, his fidelity tracing to the days when Roosevelt, then governor of New York, was being talked about among his intimates for the Democratic presidential nomination in 1932. In fact, Walker is considered one of a triumvirate composed of James A. Farley, whom he succeeds, and Edward Flynn, chairman of the Democratic National Committee, which has been closely associated, politically and personally, with the President for years. It is interesting that the New York *Herald-Tribune*, in commenting on the President's selection of Walker, observed, "It was natural that Mr. Walker should take the place of the retiring postmaster general."

Born in Plymouth, Pa., 54 years ago, Frank Comerford Walker was reared from early childhood in Montana. He studied at Gonzaga University, Spokane, Wash., and graduated the law school at Notre Dame in 1909. The next approximate 17 years were spent in his law practice in Butte where, among other clients, he represented Anaconda. In 1926, he joined Comerford theatre interests with headquarters in New York and frequent visits to Scranton, the company's base of operations.

He was one of a small group which contributed $10,000 apiece to the Roosevelt pre-convention drive eight years ago and was treasurer of the Democratic National Committee in the 1932 campaign. Walker, whose self-affacement and desire to remain in the background are well known, has been extremely reluctant to accept any public office, although it is understood his was the choice of a variety of posts. It was only at the insistence of the President that in 1933 he accepted the post of coordinator of many of the New Deal agencies and later became chairman of the National Emergency Council, a position he resigned in 1935 to devote his time to the Comerford interests and his law practice. However, when Roosevelt determined to establish the memorial library bearing his name on his Hyde Park estate, Walker became chairman of a committee to raise funds for the purpose.

If his long-maintained desire to stay far in the background has persisted, and there is no reason to believe otherwise, it would follow that his acceptance of the postmaster generalship came about only after the President's insistence that Walker must accede in the public interest.



—Blackstone Studios

Enters the Cabinet—

Frank Comerford Walker, first film executive to be named to the Cabinet. He will, of course, be postmaster general, succeeding James A. Farley.

Two-Day Paramount Sales Policy Meet

NEW YORK—Paramount's district managers' meeting, slated to discuss sales policies for "North West Mounted Police," moves back from a one-day session September 10 to a two-day session September 11 and 12 in Kansas City. Adolph Zukor, chairman of the board, will attend according to Neil F. Agnew, vice-president in charge of sales.

For the first time in its press releases, Paramount suggests an alternative to the roadshow angle. As reported in BOXOFFICE, this swings around the probability the meeting will end with a decision to seek advanced admissions in place of a two-a-day plan.

Division managers to attend will be Joseph J. Unger, in charge of the east; Charles Reagan, in charge of the west, and Oscar Morgan, the south. District managers include Milton S. Kusell, Harry Goldstein, William Erbb, Allen Usher, R. C. LiBeau, George A. Smith, Harold F. Wilkes, Hugh Braly and M. A. Milligan and William Hansher, the latter two from Canada.

Additionally, Robert M. Gillham, director of advertising and publicity, is bringing in the eight company exploiteers. They are Clinton Bolton, Atlanta; Don Chambers, Boston; William Brooker, Philadelphia and Washington; Jack Dailey, Dallas; J. M. Joice, Cleveland; Carl Krueger, Chicago; Ralph Ravenscroft, Los Angeles and Bill Lansburg, Kansas City.

Fox Theatre "Tangle" Seen Gov't Object

NEW YORK — "The *World-Telegram* learned today that the bribery indictment of George P. Skouras, theatre chain operator, and Harvey B. Newins, real estate man, was a gambit on which the government stakes high hopes of unraveling the fantastic tangle of the Fox Theatres Corp. receivership, a tangle involving many millions of dollars and unexplained incidents in one of the biggest receiverships on record," writes Asa Bordage in that paper.

"However, the *World-Telegram* learned that the government regards a final and complete lifting of the lid of the Fox receivership as far more important than a case against two alleged bribe payers to a judge already convicted," he adds. "And, the government, it was learned, believes that Skouras and Newins can open the way to the heart of the tangle if they will. Consequently, the government hopes they may cooperate fully in this in return for 'consideration' in the bribery charge."

Skouras was indicted by a federal grand jury on August 30 of conspiring to bribe Martin T. Manton, former senior judge of the U. S. circuit court of appeals, by having loaned him $30,000 on January 11, 1937, after which the judge is alleged to have approved the sale to Skouras Theatres Corp. of assets of Fox Theatres, held by Milton C. Weisman, receiver. The assets presumably include the leasehold on the Academy of Music here and Fox Theatres' interest in the William Fox Realty Co. Alleged to have paid $155,000 in the latter instance, it is claimed Fox Theatres has been deprived of rights which would have netted a $1,500,000 profit in 20 years.

According to Matthew Correa, assistant to John T. Cahill, U. S. attorney for the southern district of New York, Skouras submitted a bid for these properties to Weisman, the receiver took the offer to Manton for approval and the then judge approved the sale by ordering sealed bids and, after opening the bids, sold the property to Skouras.

The board of Skouras Theatres not only has declined Skouras' tender of resignation as president, but has extended him a vote of confidence. In a statement, Skouras declares:

"The vote of confidence expressed by the board of directors of Skouras Theatres Corp. will be amply justified by the ultimate outcome.

"I appeared before two different grand juries and they apparently saw fit to take no action until the prosecuting attorney persisted to obtain his result by presenting only a portion of the case. I have no other choice than to await the public hearing of the basis for these charges. I regret only that until such time all the details cannot be disclosed by either side."

Meanwhile, Skouras pleads not guilty and bail has been set at $2,500.

"Sis Hopkins" Republic Starrer for Judy Canova

HOLLYWOOD — "Sis Hopkins," widely known stage play, has been acquired by Republic as a starring vehicle for Judy Canova, described by the company's press department as "Republic's 'Jenny Lind of the Ozarks'." Designed to follow "Scatterbrain," her current vehicle, the producer asserts the purchase price is $50,000.

This vehicle, as well as forthcoming Canova subjects are being moved into the company's "De Luxe Group," its high budget classification.

PARAMOUNT GETS THE SMALL TOWN VOTE!









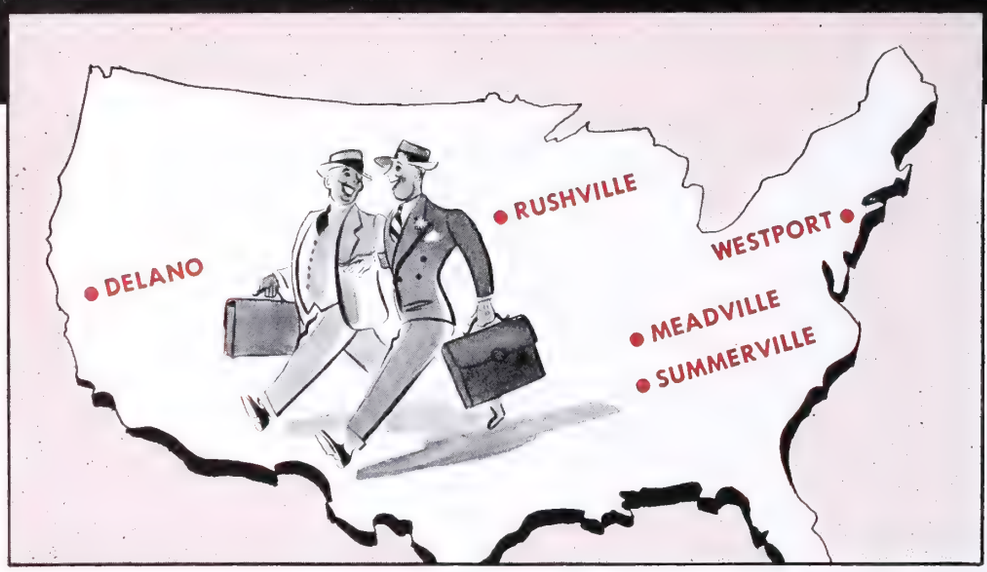


5 SMALL TOWNS IN FIVE DIFFERENT SECTIONS OF THE U. S. A. TELL WHY IT PAYS TO PLAY PARAMOUNT PICTURES IN 1940-41

Paramount Pictures

WHAT KIND OF PRODUCT DO SMALL TOWNS *NEED* THIS YEAR!

"On Location" survey shows how Paramount's program of...



38 Big Paramount Productions!

plus 6

"HOPALONG CASSIDYS"

serve that need in →

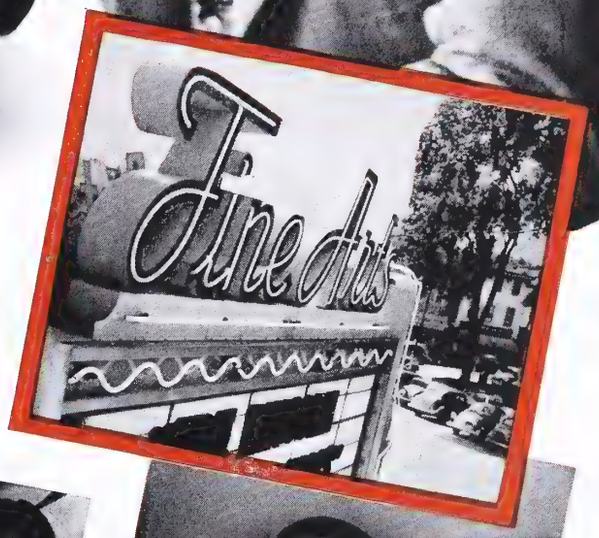
Paramount's 1940-41 Policy! No "B" pictures! An increase in production cost of $100,000 per picture! 86 Short Subjects!



HIGH-HAT SUBURBAN TOWN

"I cater to the station-wagon set. My customers see the Broadway shows . . . sing the latest hit tunes . . . read the new books. And they want the best in pictures, too. That's why I look to Paramount this year. Stage hits like 'Kiss the Boys Goodbye' and 'Skylark'. . . stories like 'An American Vagabond', the life of O. Henry, and 'City That Never Sleeps,' from best-seller 'F.O.B. Detroit'. . . new stars from the stage like Betty Field, Mary Martin, Leila Ernst, Eddie Bracken . . . and the lightest and gayest of musicals like 'Rhythm on the River'. . . that's the kind of entertainment the Westport people want . . . and that's why Paramount's going to get the big play from Westport this year!"

—GEORGE COMDEN, Owner-Manager of the Fine Arts Theatre (499 seats) Westport, Connecticut

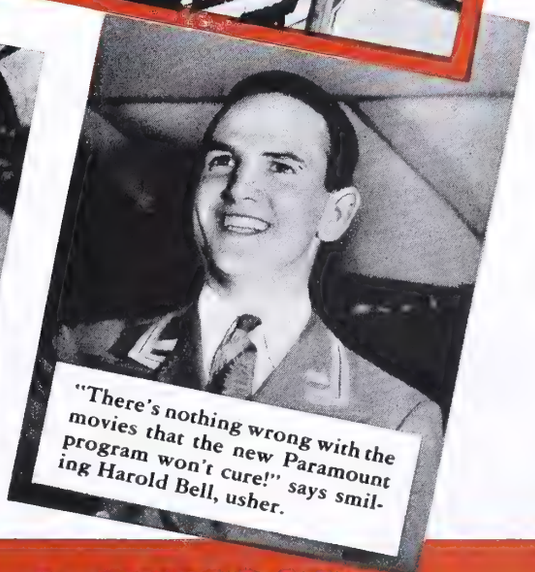




Even in swank Westport Hopalong Cassidy finds an ardent supporter.



Three of Westport's younger set discuss "Rhythm on the River." "I liked Oscar Levant best," says Helen Jones. "Give me Bing any time," says Janet Bendtzer. "My heart belongs to Mary Martin," says Joyce Guyaz.



"There's nothing wrong with the movies that the new Paramount program won't cure!" says smiling Harold Bell, usher.

"RHYTHM ON THE RIVER"

starring

BING CROSBY • MARY MARTIN • BASIL RATHBONE

with

Oscar Levant • Lillian Cornell

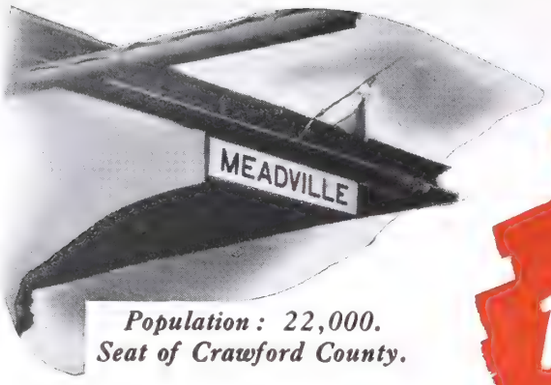
"I WANT A DIVORCE"

starring

JOAN BLONDELL • DICK POWELL

with

Gloria Dickson • Frank Fay



Population: 22,000.
Seat of Crawford County.

PENNSYLVANIA FARMING AND FACTORY TOWN



"After the show at the Academy, most folks like to drop in for a soda. Noticed when it's a Paramount picture, business here picks up!" That's Bill Carter on the right talking. Joe Boswell smiles agreement.

"The Paramount line-up looks like extended playing time, and that's right up our alley. Paramount's weeded out the 'B's' and weak sisters and given us a chance to get back into real show business. With all the big ones coming up, we can exploit, advertise, and build up runs that'll look like marathons . . . and that's where the profit is. Take the Benny-Allen 'Love Thy Neighbor' . . . Claudette Colbert and Ray Milland in 'Arise My Love'. . . and, well, any one of the pictures in this announcement . . . with shows like these it looks like we can really kiss the 'B's' goodbye!"



Owner of the 730-seat Academy Theatre, R. H. SHADLEY, talks over the Paramount program with Manager E. T. CLAFFEY.



Bus Driver D. W. Mook: "Thanks for tipping me off about that new Joan Blondell and Dick Powell comedy, 'I Want a Divorce.' I'm laughing already!"



ROBERT S. BATES, editor of the Meadville Tribune - Republican, after looking over the new season line-up, says:

"We congratulate Paramount on its forward-looking program for the year, concentrating its efforts on fewer pictures and emphasizing humor and action wherever possible. The nation needs more humor and entertainment to maintain its balance!"

"Did you hear Dotty Lamour and Robert Preston are going to be in 'Moon Over Burma'? I saw them in 'Typhoon' and I wouldn't miss their next picture for anything!"

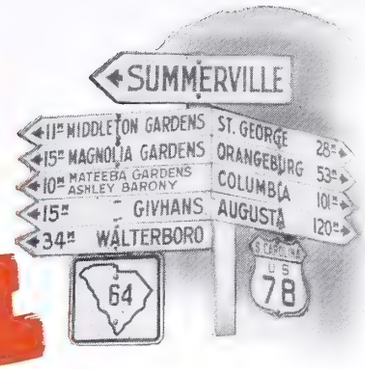


"TEXAS RANGERS RIDE AGAIN"
with
[illegible] HOWARD • ELLEN DREW • AKIM TAMIROFF
May Robson • Broderick Crawford
Directed by James Hogan

"DANCING ON A DIME"
with
Grace McDonald • Robert Paige • Virginia Dale
William Frawley • Peter Hayes • Lillian Cornell
Eddie Quillan • Frank Jenks
Directed by Joseph Santley

"ARISE MY LOVE"
starring
CLAUDETTE COLBERT • RAY MILLAND
with
Walter Abel • George Zucco
Directed by Mitchell Leisen

IN THE HEART OF THE DEEP SOUTH



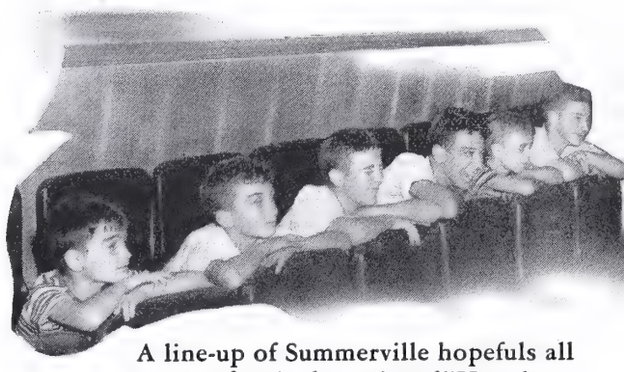
"We want the kind of pictures our customers want," says owner Morris Legendre," and right now they want light entertainment, with music and laughs and popular stars. No problem pictures to make 'em worry...no propaganda pictures to remind 'em of the headlines. Looks like Paramount has its ear close to the ground, 'cause they're giving me exactly the kind of entertainment I need to keep my audiences happy . . .'Rhythm on the River,' and one that looks as if it was made specially for me, 'Virginia'!"



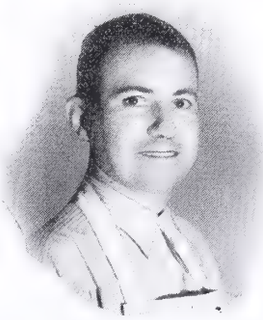
MR. LEGENDRE looks over the Paramount line-up...and begins to count up those good old grosses on the adding machine.



"Got to have a mighty strong show to get the folks into town these 'dog days'. Thanks to Paramount, there are no 'dog days' at the Summerville Theatre. Those big ones keep my house packed!"



A line-up of Summerville hopefuls all wrapped up in the antics of "Hopalong Cassidy"! Mr. Legendre believes in building his program to satisfy everyone.



"Paramount sure knows its groceries," cracks clerk Roy Driggers, "to keep those swell pictures coming one after another. 'Texas Rangers Ride Again,' and 'The Quarterback' look wonderful to me!"

Joseph Conrad's **"VICTORY"**
(AN ISLAND TALE) starring
FREDRIC MARCH · BETTY FIELD
with **Sir Cedric Hardwicke** and
Jerome Cowan · Based on the Novel by

"THE QUARTERBACK"
with
Wayne Morris · Virginia Dale · Lillian Cornell · William Frawley · Edgar Kennedy Jerome Cowan · Alan Mowbray

"RANGERS OF FORTUNE"
with
FRED MacMURRAY · PATRICIA MORISON · ALBERT DEKKER
Gilbert Roland · Joseph Schildkraut · Dick Foran

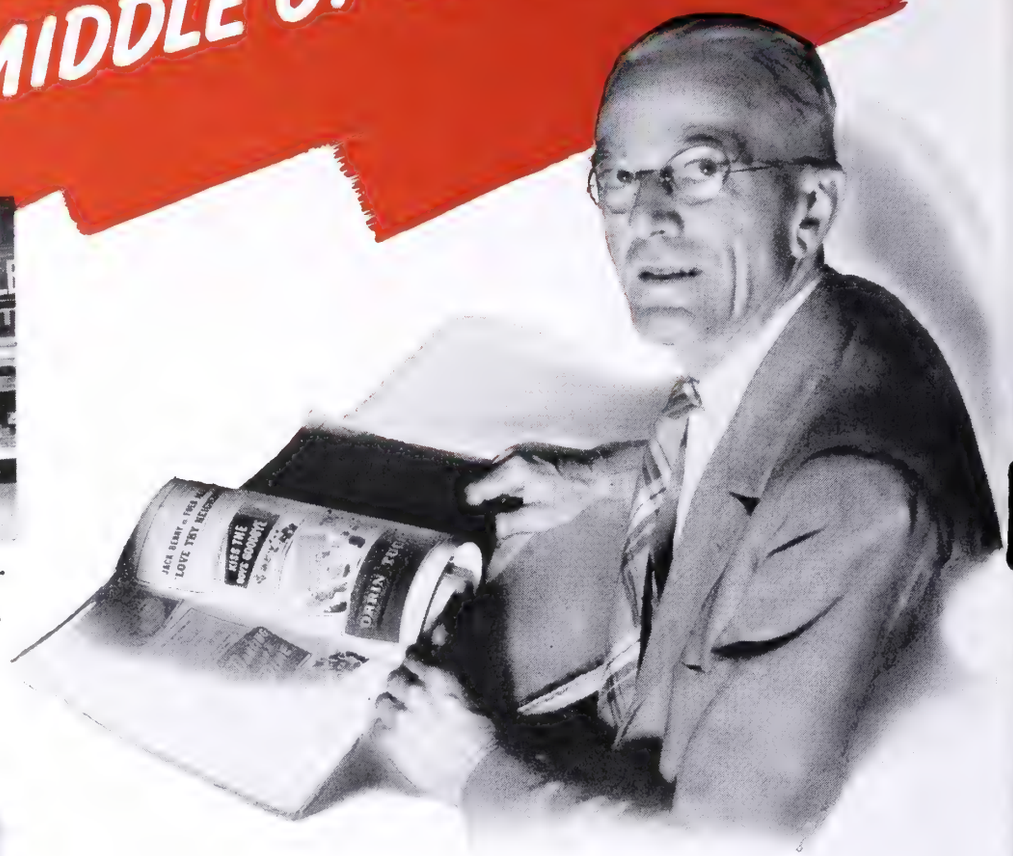


County seat of Rush County . . . three factories, but predominantly a farming town.

RIGHT IN THE MIDDLE OF THE U.S.A.



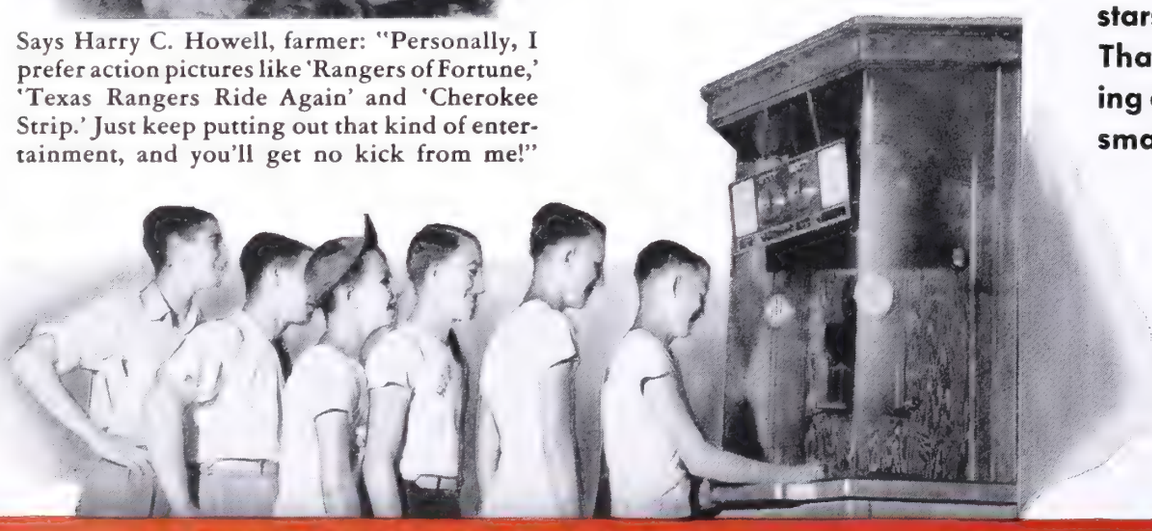
Here's what ROY HARROLD, owner of Rushville's 667-seat Princess Theatre, says he needs this year:





Says Harry C. Howell, farmer: "Personally, I prefer action pictures like 'Rangers of Fortune,' 'Texas Rangers Ride Again' and 'Cherokee Strip.' Just keep putting out that kind of entertainment, and you'll get no kick from me!"

"The people who come to my theatre are mostly farming folk. And they like their entertainment down to earth, too . . . the kind they can understand, like Joseph Conrad's 'Victory' and 'Aloma of the South Seas.' Not that they don't like musical comedies. Most everybody tunes in on Jack Benny, Fred Allen, Bing Crosby, Bob Hope, and every one of these stars packs the house for me. Thanks, Paramount, for turning out the kind of pictures that small town audiences go for!"



Roy Harrold says he can keep these lads in line even during the basketball season with Paramount comedies.

"LOVE THY NEIGHBOR"
starring
JACK BENNY vs. FRED ALLEN
with Mary Martin • The Merry Macs
Veree Teasdale and Rochester

"MOON OVER BURMA"
starring
DOROTHY LAMOUR • ROBERT PRESTON • PRESTON FOSTER
with
Doris Nolan • Albert Basserman



Delano, Cal. Population: 4,456. Delano Theatre (air-cooled) seats 730. Competition: Bowling, roller skating, ten weeks of night basketball.

WAY OUT WEST IN SAN JOAQUIN VALLEY



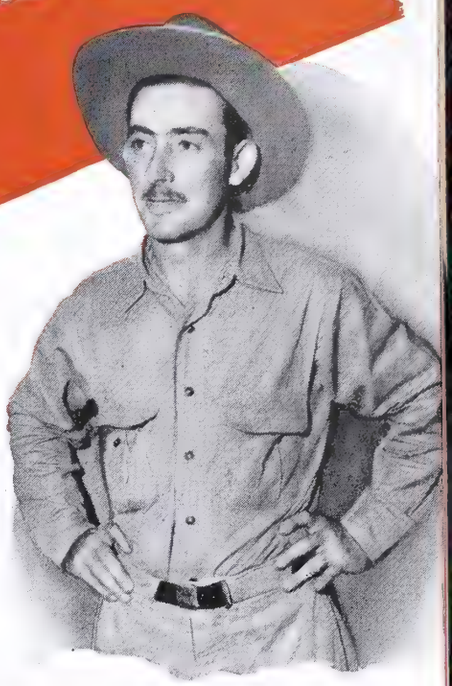
FRANK PANERO, manager of the Delano Theatre.

"Action . . . and more action. That's what we want out here. And I'm tickled pink to see that Paramount's put the emphasis on action again this year . . . pictures like 'Rangers of Fortune,' 'Sunrise in My Pocket,' 'Shepherd of the Hills' and 'Cherokee Strip.' And I'm glad to see we're getting six more Hopalong Cassidies. They do better business for us than any other series of Westerns made.

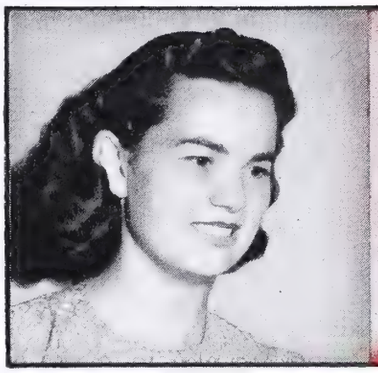
"I've been playing Paramount product for 25 years. My all-time record was hung up with Paramount's 'Covered Wagon.' This year, with all the big ones coming up, I'm out to shoot holes in that record. Paramount's putting more money into every picture . . . and I'll get more money out of every one!"



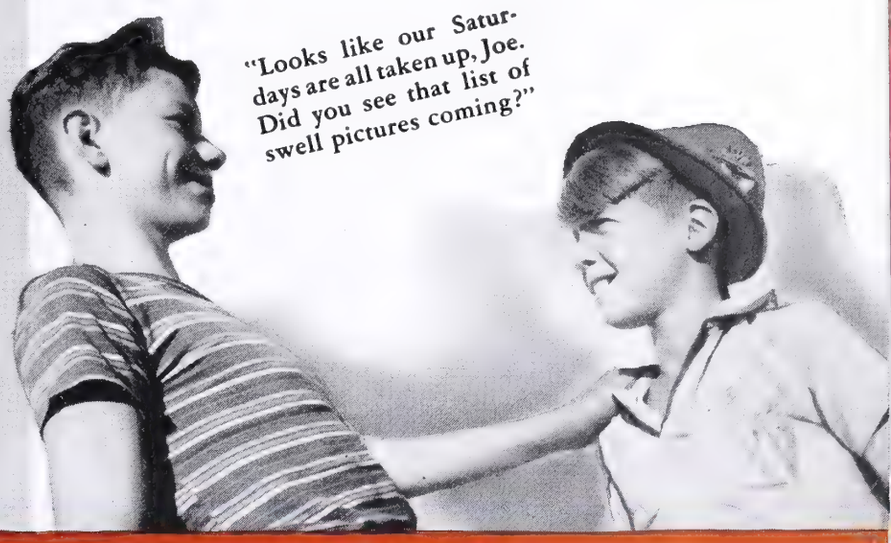
This is the Wasco Theatre. Folks here like their movies a little more sophisticated. Paramount's got the right program for them, too.



O. L. Johnston, agricultural worker, says: "History pictures are my dish. That's why I liked 'Union Pacific' and that's why I look forward to 'Sunrise in My Pocket' and 'Texas Rangers Ride Again'!"



"Comedies with radio personalities—people I hear on the air but never get to see except in the movies—appeal to me. Paramount seems to have all the big radio stars . . . so I'll take Paramount!" So says Marion Twiford of Delano Union High School.



"Looks like our Saturdays are all taken up, Joe. Did you see that list of swell pictures coming?"

"SECOND CHORUS"

starring

FRED ASTAIRE · PAULETTE GODDARD

with **Artie Shaw and his Band · Burgess Meredith**

Charlie Butterworth · Directed by Henry Potter

"VIRGINIA"

starring

MADELEINE CARROLL · FRED MacMURRAY

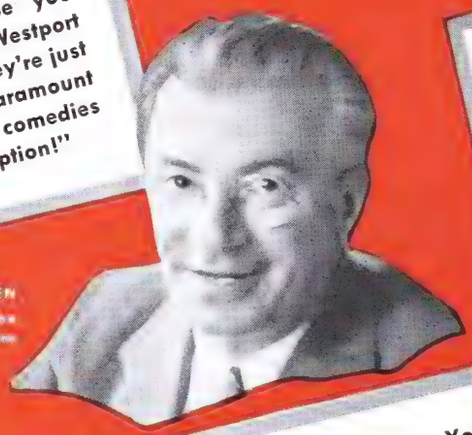
with

Carolyn Lee · Stirling Hayden · John Rutherford

What 5 experts say about PARAMOUNTS SHORTS...

"You'd be surprised, or maybe you wouldn't, what a terrific kick Westport audiences get out of Popeye. They're just the thing to round out a perfect Paramount program. And those Benchley comedies are sure to get a bang-up reception!"

—GEORGE COMDEN
Fine Arts Theatre
Westport, Conn.



"Paramount Animated Cartoons are the tops in the business. I'm glad that you made a star of Gabby and put him in his own series. My audiences loved him in 'Gulliver' and sure will welcome him back. I'm anxious to see that new 'Merry Models' series, with puppets!"



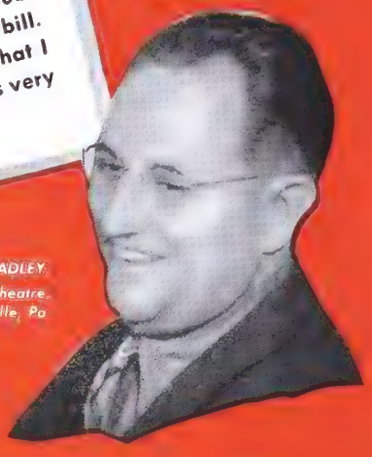
—FRANK PANERO
Delano Theatre,
Delano, Calif.

"Do I like Paramount shorts? You bet! They've got everything I need to balance my show and keep the customers happy. Variety . . . color . . . and, say, that pre-testing sure does work out swell. There's plenty of those Paramount shorts that get marquee billing in my house!"



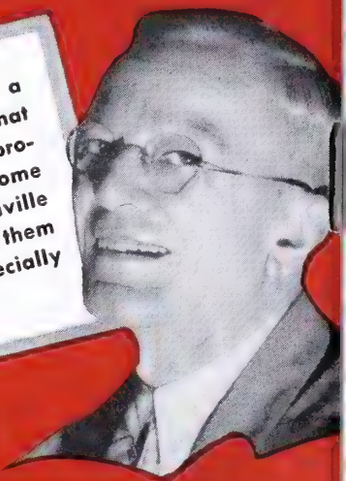
—MORRIS LEGENDRE
Summerville Theatre,
Summerville, N. C.

"When I run on a single feature policy, I need a strong short subject program to round out the bill. Paramount gives me just what I want. The new line-up looks very good to me, indeed!"



—R. H. SHADLEY
Academy Theatre,
Meadville, Pa.

"I look on Paramount shorts as a kind of show insurance. I know that as long as there's one on the program, my audiences will go home happy. And then, folks in Rushville practically insist on my giving them their Paramount News, especially in these times!"



—ROY HARROLD
Princess Theatre
Rushville, Ind.

86 SHORT SUBJECTS FROM PARAMOUNT FOR 1940-41 . . . and 33 of them are in COLOR! Look at this line-up . . . every one a money-maker! 12 Max Fleischer "Popeyes" ★ 8 Max Fleischer "Gabby" Cartoons in Technicolor ★ 13 Grantland Rice "Sportlights" ★ 6 "Unusual Occupations" in Cinecolor ★ 1 "Raggedy Ann" ★ 6 "Popular Science" in Cinecolor ★ 6 "Fascinating Journeys" in Technicolor ★ 10 Max Fleischer "Animated Antics" ★ 6 Paramount "Paragraphics" 8 "Headliners" ★ 4 Single Reel Robert Benchley Comedies ★ 6 "Merry Models" in Technicolor

Color Television in Slight Cloud Bank

NEW YORK—After officially taking the position that it "hopes" to have its full color television system "ready for commercial use by January 1, 1941," the Columbia Broadcasting System exercised a prerogative and officially declared the "forecast" a "misinterpretation." Here, officially, is how it came about:

"It apparently arises from the company's employment of the phrase 'commercial use' in opposition to 'laboratory development.' It was Columbia's intention to use the word 'commercial' in reference to the manufacture of receiving sets and transmitting equipment by commercial producers in those fields. In that sense, Columbia does hope that January 1 will see the beginning of, or at least substantial progress toward, the manufacture of such commercial equipment.

"Since Columbia is not itself a commercial manufacturer of television apparatus, it is not possible for this company to say how long it will take to begin actual marketing of the necessary devices."

Held Private Showing

And before the reason for all this is lost sight of, it should be reported that Columbia held a private showing of its new full color television for Chairman James L. Fly of the FCC. After it was over, Fly was asked to comment. He did, something like this: "I am not a television expert, and do not want to pose as one, but I must say I was tremendously interested by the new system. The scheme has a basic simplicity that indicates its practical possibilities."

Paul V. Kesten, CBS vice-president, declared color television pictures used the same frequency band width required for black and white images. He paid tribute to Dr. Peter C. Goldmark, CBS chief television engineer who invented and developed the system, and went on to say: "In the pictures we have seen the colors are real colors, not just approximations. They appear to have a greater and more faithful range of shadow and vitality than exists today even in color motion pictures."

The press is to be invited to a demonstration next week.

Pathe Dividend

NEW YORK—Pathe Film has declared a regular quarterly dividend of $1.75 on its seven per cent convertible preferred, payable October 1 to stockholders of record as of September 23.

Fear Export Agency May Run Afoul of Justice Dep't O. K.

NEW YORK—Fear of an adverse interpretation by the department of justice over statutes governing the formation of any agency to further the interests of sales abroad, together with the unwillingness of one major distributor to go for the idea has "frozen" the year-old proposal to set up a joint outlet to combat the growing trend of foreign monopolies, such as that imposed in Italy.

As pointed out by foreign market spokesmen, the idea has been "popping up and down" for the last year, was last discussed about three months ago and then "died." It has been learned there has been no joint discussion between all major foreign representatives, although, through individual action, the plan received majority support before it fell through. Proponents declare the Webb-Pomery act enables the establishment of such associations, permitting the pooling, in this case, of all major product, with a general manager, board of directors and others who would set the policies of all exports. The act is said to require the registration with the government of such an agency and guarantees freedom from enmeshment with the anti-trust laws. However, those who are against any such move apparently have convinced the others the justice department might invoke the Sherman act if it found even one, slight inconsistency with the spirit of the Webb-Pomery act.

No German Order Data

Meanwhile, on the foreign front, there is no confirmation of reports Germany has demanded M-G-M and Paramount instruct offices in German-occupied countries to turn over one print of each picture in their possession. It is learned similar demands were made, but not complied with, earlier this year. The reason, although not official so far as Germany was concerned, was that the Nazi government wanted its controlled film industry to study production technique on each new Hollywood film as it was released abroad.

Back in the western hemisphere, the Cuban anti-block-booking legislation is receiving scant attention, it appears, from foreign sales managers in the hope the new "liberal" administration which takes office October 10 may be induced to rescind the recently enacted legislation. During arguments for appeal of the statute, which were in vain, distributors saw "hope" in the observation of the Cuban secretary of commerce that "this does not mean the matter is closed."

There seems to be little optimism over the turn of events in Japan. "Go ahead and make the best of it" is the attitude expressed in one informed quarter, where emotions are mixed over an admittedly "very good market and one of the few we have left," and the attitude of the Japanese government in refusing to comply with terms of an agreement effected in June, 1938. This pact, which expires in June, 1941, stipulated Japan would issue import permits for all pictures American distributors required. Although exchange was restricted, the deal provided for the transfer of funds to the San Francisco branch of the Yokohama specie bank to cover print costs for all majors' product. It is alleged not only has Japan not lived up to this phase of the agreement but has declined to issue a single permit this year, while only issuing but approximately 10 last year. As interpreted by a veteran foreign executive, Japan's attitude is simply to make it as easy as possible for its native industry to function with as little competition from Hollywood as is possible.

Negotiate on Exchange Deal

While conversations are said not to have reached the "detail stage," negotiations are reported in progress between the MPPDA foreign office in London and the American embassy on one side and the British board of trade on the other for a new agreement covering exchange which would permit American distributors to draw out "at least" the $17,500,000 authorized in the one year period expiring October 31, or a "better deal." Spokesmen declare that, despite incessant air raids over England, theatre business is not being disrupted. This observation is based on the argument large populations that have left the channel towns and moved to the interior of the "tight little isle" to escape the bombings are providing extraordinary business to local theatre operators.

Raids Close Many

Meanwhile, the Wall Street *Journal*, in reporting repeated air raids over London have resulted in the closing of several theatres, states, "It is expected that if the raids continue, nearly all of the film houses will close for a month or more until fall foggy weather shuts in, which is expected to halt the bombing raids."

"Challenges the Imagination"

NEW YORK—Acknowledging what he claims to have been the demand of theatregoers who saw the original, feature-length March of Time production, "The Ramparts We Watch," for a clearer picture of the "menace" to the American way of life, Louis de Rochemont, producer of the film, has consented.

He has done it by inserting about 16 minutes of new footage that replaces what he himself terms "the child growing up to maturity"—as exemplified in the original version—with the child "now full grown." This full-grown child, of course, is the Hitler war machine. And slightly less than two reels of it comes from "Baptism of Fire," the film produced by the Nazis and distributed by Ufa to demonstrate how Poland was conquered.

The scenes are real and, as such, must be paired with the most important of historical documents. They give to "The Ramparts We Watch" a vitality that only such history-making events can impart. As one who appraised the original version, the new one with the "Baptism of Fire" sequence gives forth an eye-and-ear picture that challenges the imagination of every male and female who appreciates the full meaning of preparedness.—WEISBERG.

Singles Plan Holdout Feared "Illegality"

MILWAUKEE—Harold Mirisch, operator of the Tower and Oriental whose withdrawal from the single feature agreement stymied the move among 72 Milwaukee county theatres, declares he took the step on advice of attorneys who viewed the proposal as a possible restraint of trade and consequently illegal.

The ITPA of Wisconsin, according to Harry Perlewitz, its business manager, states no further efforts to swing from duals to singles are planned at this time. However, he continues to believe the move would have been successful.


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***It's* LAUGH-POWER *plus* NAME-POWER**
***to make* TICKET-SELLING POWER!**

It's *This* season's comedy hit!
It's *This* year's MONEY show!

FROM UNIVERSAL
FOR IMMEDIATE DATING!





UNIVERSAL *presents*

ROSALIND RUSSELL ★ BRIAN AHERNE
★ VIRGINIA BRUCE

in

Hired Wife

with

ROBERT BENCHLEY ★ JOHN CARROLL
Hobart CAVANAUGH Richard LANE

Produced and Directed by **WILLIAM A. SEITER**

Based on an Original Story by George Beck
Screenplay by RICHARD CONNELL, GLADYS LEHMAN
Associate Producer: GLENN TRYON

NATIONAL RELEASE
SEPT. 13th

Circuit Ends Drive; Launches Another

NEW YORK—With the return of Sypros Skouras from a complete tour of National Theatres' five divisions, the circuit's fifth drive is under way and will continue until December 28. It will run 17 weeks as against 16 last year and will be limited to divisional and district managers.

During Skouras' trip, approximately $27,000 in prizes was distributed among divisional, district and house managers by way of signalizing the termination of the second Spyros Skouras Showmanship Campaign. Here are the winners of the districts:

Lon Cox, of midwest division; Dick Dickson, Southern California; William Geehan, Wisconsin; Ed Haas, midwest; H. E. Jameyson, midwest; Harry McClure, midwest; Lowell Parmentier, Wisconsin; Thornton Sargent, Southern California; Robert Selig, mountain; Fred Souttar, midwest; Dick Spier, Northern California; R. V. Sturdivant, Southern California; H. Tollette, Wisconsin, and Verne Touchett, Wisconsin.

The full list of winners follows:

B. F. Adcock, Strand, Hays, Kas.; C. J. Alden, Alden-Globe, Globe, Ariz.; Ralph Allen, Fox, Oakland Cal.; Ed Allison, Gem, Topeka, Kas.; Arnold Anderson, California, Ontario, Calif.; John Anglin, Ritz, S. Pasadena, Calif.; Robert Apple, Strand, Vallejo, Calif.; Manuel Argyres, Jackson, Milwaukee; A. Artabasy, Grace, Milwaukee; George Barber, Marquis, Los Angeles; Lloyd Bareing, Babcock, Billings, Mont.; Charles Barnes, Granada, Kansas City, Kas.; Earle Barry, Criterion, Santa Monica, Calif.; R. J. Batscheiet, Bluebird, Denver; H. Beaumont, Florence, Los Angeles; Laurence Beltz, Grand, Wausau, Wis.; Harry Biederman, Linwood, Kansas City, Mo.; Lester Bostwick, Venetian, Milwaukee; Art Bowman, Arbo-Star, Nevada, Mo.; Charles Bowser, Golden Gate, Belvidere Gardens, Calif.; David Boyd, Cabrillo, San Pedro, Calif.; J. P. Bradley, California, Huntington Park, Calif.; Charles Brislin, Gentry, Los Angeles; Irwin Brod, California, Glendale, Calif.; Max Brodie, San Mateo, San Mateo, Calif.; Stanley Brown, West Coast, Long Beach, Calif.; C. E. Browne, Mission, San Jose, Calif.; Arnold Brumm, Ritz, Milwaukee; Lawrence Brunet, Plaza, Milwaukee; John Bruno, Self-Coronado, Las Vegas, N. M.; Frank Burhans, Paramount, Oakland, Calif.; Ken Butterfied, Beverly and Meyers, Jamesville, Wis.; V. P. Byrne, Rio Grande, Las Cruces, N. M.

Frank Calbos, Imperial, Long Beach, Calif.; James M. Carey, Castle Kiggins, Vancouver, Wash.; H. D. Carroll, Empress-Liberty, Ft. Scott, Kas.; Roy Cato, Broadway, Cape Girardeau, Mo.; Lewis D. Clarke, Dome, Ocean Park, Calif.; John Collins, Grand-Oz'kee, Port Washington, Wis.; Ned Collins, Kiva, Durango, Colo.; Robert Cottom, Nile, Bakersfield, Calif.; C. S. Crews, E. S. Crews, El Portal, N. Hollywood; Frank Culp, Tabor, Denver; E. D. Darrell, Midland, Coffeyville, Kas.; Floyd Davis, Auditorium, Marshall, Mo.; Ray Deusern, Wilshire, Beverly Hills, Calif.; Gordon Dimmitt, Uptown, Racine, Wis.; C. G. Doty, Judith, Lewistown, Calif.; Ray Duddy, California, Stockton, Calif.; R. F. Duke, Ritz, Los Angeles; Ben M. Eaton, Varsity, Palo Alto, Calif.; Clinton Eberly, Senator, Oakland, Calif.; John Echols, Beverly, Beverly Hills, Calif.; Jack Edwards, Rialto, Butte, Calif.; A. Eichenlaub, Strand, Rawlins, Wyo.; Robert Erspamer, Mesa, Los Angeles; W. A. Erwin, Grand, DuQuoin, Ill.; Roy Evans, Highland, Los Angeles.

E. Farness, Varsity, Milwaukee; Hugh Flanery, Orpheum, Madison, Wis.; Bruce Fowler, Four Star, Los Angeles; Harry Francis, Plaza, San Diego, Calif.; N. Frank, Retlaw, Fond du Lac, Wis.; R. Frankenberger, Miss.-Del Rio, Las Cruces, N. M.; Harley Fryer, Fox, Joplin, Mo.; E. Gallagher, Illinois-Grand, Centralia, Ill.; Fred Glass, Palace, Wichita, Kas.; Ed B. Glenn, U. A.-Royale, Belvidere Gardens, Calif.; Arthur Goddard, Madison, Madison, Wis.; H. L. Golladay, Grand-4th St., Moberly, Mo.; H. E. Gollogher, Kiva, Durango, Colo.; Edward Harris, Glendale, Glendale, Calif.; L. M. Harris, Alexander, Glendale, Calif.; William Hartford, Everett, Everett, Wash.; Dale Havelon, Brookside, Kansas City, Mo.; A. L. Haynie, Boulevard, Los Angeles; Charles Hayward, California, San Jose, Calif.; Bert Henson, Liberty, Great Falls, Calif.; Ed Hickey, Braumart, Iron Mountain, Wis.; Philip T. Hill, Jayhawk-Orpheum, Topeka, Kas.; Earl Hilton, Crown, Dodge City, Kas.; Hal Honore, Sequoia, Redwood City, Calif.; G. I. Hunter, Illinois-Majestic, Jacksonville, Ill.

C. D. Jarrett, Rex, Clay Center, Kas.; William H. Jenner, Tower, Compton, Calif.; J. D. Johnson, Lyric, Boonville, Mo.; Forrest Justus, Egyptian, Long Beach, Calif.; George Kane, La Brea, Los Angeles; Lawrence Kelly, Cudahy-Majestic, Cudahy, Wis.; J. H. Kennedy, Rosemary, Ocean Park, Calif.; Herman Kersken, Fox, San Francisco; Joseph Klauser, Layton Park, Milwaukee; John Klee, United Artists, Inglewood, Calif.; Harold Knudsen, Fond du Lac, Fond du Lac, Wis.; Duncan Knowles, Baywood, San Mateo, Calif.; William Koster, Miller, Milwaukee; Roland Koutnik, Sherman, Milwaukee; T. Kraft, Riviera, Milwaukee; Henry Kratz, Strand, Milwaukee; David Lackie, Sunkist, Pomona, Calif.; William M. Laughlin, Crane-Tiger, Carthage, Mo.; Russell Leddy, Orpheum, Green Bay, Wis.; Mike Lehman,

REVIEW FLASHES

DREAMING OUT LOUD (RKO)—The popular Lum 'n' Abner radio show was responsible for this one, and among the followers of that air program, as well as the neighborhood and juvenile trade, it will probably prove adequate supporting fare. An amateurish and highly involved story, however, is the principal factor in retarding it from attaining much stature as general screen material. Chester Lauck and Norris Goff, who portray the garrulous Pine Ridgers on the air, are featured, while the slight acting honors afforded by the vehicle go to Frances Langford. Harold Young directed and Jack Votion and Sam Coslow produced for Voco Productions.

HIRED WIFE (Univ)—Sparkling performances and a smartly sophisticated comedy script are the two principal assets which should put this in the money class insofar as present customer tastes are concerned. Some genuinely funny trouping by Rosalind Russell, Brian Aherne and, in particular, John Carroll, in the leads, compensates for a lack of romantic zest its title implies. William Seiter, who both produced and directed, overlooked few bets in either assignment.

NO TIME FOR COMEDY (WB)—Brilliant seems almost inadequate in describing this one, and it will prove an entertainment symphony to discriminating and sophisticated picture shoppers. They will love it for its bristling dialogue, its subtle comedy, its slick direction and opulent production values. And to assure the additional patronage of those who may not be entirely appreciative of its fine-grained approach to high humor, there is the current individual popularity of the starring duo, James Stewart and Rosalind Russell, to whom the masterfully written screenplay affords an opportunity to inject a satisfying contrast of romance and a few heart tugs. Hence, there is no apparent reason to believe that the feature can finish anywhere but in the hit class. Stewart is at his all-time best in a part somewhat reminiscent of his "Mr. Smith" and Miss Russell was never thespically better nor physically more attractive. Robert Lord produced; William Keighley directed.

WHO IS GUILTY? (Mono)—Indifferent production, acting and direction of a good mystery idea relegates this British importation to the lesser playing time category. Cast, headed by Ben Lyon, contains comparatively unknowns here. Fred Zelnik directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

Big Midwest Haul Of Chain Prizes

Uptown, Wichita, Kas.; Spencer Leve, Westlake, Los Angeles; Fred Levey, California, Venice, Calif.; F. Liederbach, World, Milwaukee; James J. Long, Plaza, Kansas City, Mo.; George Lundberg, Village, Westwood, Calif.

W. L. McBreen, Carlton, Los Angeles; Al McClure, Regent, Wellington, Kas.; J. McDougall, U. C., Berkeley, Calif.; Russ McNamee, Colonial, Iron Mt., Wis.; Jack Maes, Liberty, Maysville, Kas.; Ed Mater, Liberty-Sedalia, Sedalia, Mo.; Carl Mahne, Egypt-Neptune, Seattle; David Martin, Granada, Inglewood, Calif.; Ernest Martin, Fox, San Bernardino, Calif.; Homer Marvel, Granada, Mt. Vernon, Ill.; Harry Marx, Loew's State, Los Angeles; R. O. Mears, Glen, Glendale, Calif.; Stan Meyer, U. A., Pasadena, Calif.; George Miller, Figueroa, Los Angeles; Mel Miller, Plaza-Webster, Ottawa, Kas.; B. M. Montee, Rivoli, Beatrice, Neb.; Roy Monzingo, Tucker-Plaza, Liberal, Kas.; Morrill Moore, Isis-Apollo, Kansas City, Mo.; Herb Morewitz, Western, Los Angeles; Charles Morrill, Gladstone, Kansas City, Mo.; C. C. Murray, Lincoln, Belleville, Ill.

Sam Naster, Lincoln, Kansas City, Mo.; Robert Nelson, Liberty Bell, Leadville, Colo.; L. F. Newkirk, Paramount, N. Platte, Neb.; M. Newman, Fox and Lyric, Stevens Point, Wis.; J. Nicholson, State, Milwaukee; Roy Nothies, Mayan, Denver; Oscar Nyberg, Fox, Spokane; John H. Nylen, Lyric, Monrovia, Calif.; C. W. O'Brien, Kiva, Las Vegas, N. M.; George D. O'Brien, Starland, Los Angeles; James O'Connell, McDonald-Rex, Eugene, Ore.; John F. O'Neil, American, Butte, Mont.; L. L. Peterson, Rex-Rialto, Bremerton, Wash.; Henry Pines, Leimert, Los Angeles; Sidney Pink, California, Pomona, Calif.; W. B. Prine, El Rey, Salinas, Calif.; A. Provinzano, Downer, Milwaukee; H. Quartermount, Zenith, Milwaukee; Fay S. Reeder, Senator, Sacramento; Clifford Reid, Gateway, Glendale, Calif.; J. D. Richardson, La Reina, Sherman Oaks, Calif.; William R. Roberts, California, San Diego, Calif.; Leon Robertson, Electric, Springfield, Mo.; R. C. Rothafel, Van Nuys, Van Nuys, Calif.; Verne Rounds, Wausau, Wausau, Wis.; W. R. Rowell, El Dorado-Pal, El Dorado, Kas.; James Runte, Capitol, Glendale, Calif.; William Ryan, Calumet, Calumet, Wis.

W. R. Scott, Lyons, Lyons, Kas.; H. A. Sefton, Orpheum, Wichita, Kas.; W. R. Seale, State, Spokane, Wash.; Ray Search, Fox-Temple, McCook, Neb.; George Sharp, Wilson, Fresno, Calif.; Robert Sharp, California, Richmond, Calif.; C. Don Sheedy, Lincoln, Cheyenne, Wis.; Don Sheedy, Fox, Billings, Calif.; Louis Silverstern, Bruin, Westwood, Calif.; Ernest Sloan, Arroyo, Los Angeles; Dick Smith jr., Rialto, S. Pasadena, Calif.; Walter Smith, Belmont, Long Beach, Calif.; H. B. Sobottka, Paramount, Portland, Ore.; Lester Solberg, Riverside, Riverside, Calif.; Steve Souttar, DeGraw, Brookfield, Mo.; W. J. Souttar, Ken-Princess, Kirksville, Mo.; Jas Swanstrom, Maywood, Maywood, Calif.; A. C. Stalcup, Fox, Sidney, Neb.; C. A. Stewart, Grand, Topeka, Kas.; Robert Strauss, Orpheum, San Diego, Calif.; E. L. Sturm, Strand, San Pedro, Calif.; E. L. Sturm, Hermosa, Hermosa, Calif.; E. J. Sullivan, Peninsula, Burlingame, Calif.

G. F. Teckemeyer, Stanford, Palo Alto, Calif.; William Thedford, Redondo, Redondo, Calif.; Jack Thorson, Redwood, Redwood City, Calif.; Max Trumpower, Academy, Inglewood, Calif.; Hort Ulrich, Watson-Strand, Salina, Kas.; Ben VanKorn, Paradise, West Allis, Wis.; Louis G. Vegci, Lyric, Huntington Park, Calif.; R. J. Vogel, De Anza, Riverside, Calif.; C. E. Voorhees, Carson-Rourke, La Junta, Colo.; James Walker, Alcazar, Great Falls, Calif.; Byron C. Ward, Long Beach, Long Beach, Calif.; Alan Warshauer, Paramount, San Francisco; Robert L. Weeks, Stadium, Los Angeles; Lee Wentz, Studio, Studio City, Calif.; L. R. Whittmore, U. A.-Royale, Belvidere Gardens, Calif.; T. S. Wilson, Beyer, Excelsior Springs, Mo.; Othel Wise, Valley, N. Hollywood, Calif.; Walt Wohlers, Strand, San Pedro, Calif.; James M. Wyatt, Rivoli, Van Nuys, Calif.; Harry Zeidell, Alpha, Bell, Calif.

"Superman" Cartoons New Fleischer Series

MIAMI—The Fleischer studio will produce a series of cartoons based on the Superman character widely used in magazines and over the radio. Paramount negotiated the rights with Harry Donenfeld, president of Superman, Inc., in New York.

Superman is merchandised in various novelty form by more than 21 authorized licensees. First release is planned for Christmas.


Remember "DRACULA" and "FRANKENSTEIN"!
Universal WARNS YOU to shake "The MUMMY'S HAND"!
159% OF TOP BUSINESS!
AVON THEATRE
UTICA, N. Y.
TEST CAMPAIGN SOCKS HOME SECOND BIGGEST OPENING THEATRE HAS HAD THIS SEASON!
NO TRICKS!
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Just the Campaign Illustrated Here — and Which Universal has READY FOR YOU NOW!
AVON NOW
GALA 2-HIT HOLIDAY SHOW . . . UTICA ACCLAIMS IT!
DATE IT NOW! DON'T LAY OFF THE PAYOFF!
AVON NOW
TERROR AND PASSIO
TO THRILL YOU IN THE SUPER SHOCKER OF THEM ALL . .
CAN YOU TAKE IT?
GET THOSE TERROR-IFIC GROSSES!
IT'S ANOTHER HORROR-SCORER!
Starts Saturday
WOOD SAYS:
CAN TAKE IT!
THE WILL TO
MUMMY'S HAND
Out of Frankenstein
RE YOU TO SEE IT!
with
DICK FORAN · PEGGY MORAN · WALLACE FORD
CECIL KELLAWAY · EDUARDO CIANNELLI
GEORGE ZUCCO · TOM TYLER
RETURN? IS THERE
SEE A
REVEALED!
Original story by Griffin Jay
Screenplay by MAXWELL SHANE and GRIFFIN JAY
Directed by CHRISTY CABANNE
Associate Producer: BEN PIVAR
A UNIVERSAL PICTURE

"I LOVE YOU AGAIN" HIGH FOR THIRD WEEK

AVERAGE IS 100%

Top Hits of the Week

I Love You Again—
- Cleveland 225
- Pittsburgh 160

Boom Town—
- Detroit 200
- New Orleans 200

Brigham Young—
- Salt Lake City 200

Sea Hawk—
- Los Angeles 175
- New York City 160

All This, and Heaven Too—
- New Orleans 175

Gone With the Wind—
- Chicago 175

EXTENDED RUNS

Gone With the Wind, 37th wk., New York City; 32nd wk., Chicago.

I Love You Again, 4th wk., Seattle; 3rd wk., Cleveland.

All This, and Heaven Too, 4th wk., Seattle; 3rd wk., Chicago.

Boom Town, 3rd wk., Cincinnati, New Orleans.

Sea Hawk, 3rd wk., New York City.

Pride and Prejudice, 3rd wk., New York City.

BOSTON

Fenway—**Comin' Round the Mountain** (Para't); **Girl From God's Country** (Rep) 60
Keith's Memorial—**Return of Frank James** (20th-Fox); **The Man I Married** (20th-Fox), 2nd wk. 55
Loew's Orpheum—**He Stayed for Breakfast** (M-G-M); **Golden Fleecing** (M-G-M).....110
Loew's State—Same as Orpheum.....105
Metropolitan—**Rhythm on the River** (Para't); **Money and the Woman** (WB).....135
Paramount—Same as Fenway 55

CHARLOTTE

Broadway—**Adventure in Diamonds** (Para't), 1st part 90
Broadway—**Phantom Raiders** (M-G-M), 2nd part 90
Broadway—**Ladies Must Live** (FN), 3rd part. 90
Carolina—**Untamed** (Para't), 1st half.....100
Carolina—**He Stayed for Breakfast** (Col), 2nd half 90
Imperial—**We Who Are Young** (M-G-M), 1st half 90
Imperial—**Sporting Blood** (M-G-M), 2nd half. 90
State—**Babies for Sale** (Col), 1st part.....110
State—**Men Without Souls** (Col), 2nd part..... 90
State—**One Man's Law** (Rep), 3rd part.....100

CHICAGO

Apollo—**They Drive by Night** (WB), 2nd loop wk. 90
Chicago—**Return of Frank James** (20th-Fox), plus stage show 110
Garrick—**All This, and Heaven Too** (FN), 3rd loop wk. 95
Oriental—**Private Affairs** (Univ), 2nd loop wk., plus stage show 85
Palace—**Boys From Syracuse** (Univ), 2nd wk.; **Tom Brown's School Days** (RKO)..... 90
Roosevelt—**The Great McGinty** (Para't).....100
State-Lake—**Queen of the Mob** (Para't), plus stage show 90
Studio—**Awful Truth** and **Lost Horizon** (Col)., revivals, held 3rd wk. 150
United Artists—**I Love You Again** (M-G-M), held 2nd wk. 115
Woods—**Gone With the Wind** (M-G-M), held 32nd wk. 175

CINCINNATI

Albee—**Return of Frank James** (20th-Fox)....110
Capitol—**Boom Town** (M-G-M), 3rd wk.....110
Grand—**I Love You Again** (M-G-M).....120
Keith's—**Gold Rush Maisie** (M-G-M).....100
Lyric—**Boys From Syracuse** (Univ), 2nd wk...100
Palace—**He Stayed for Breakfast** (Col).....110
Shubert—**They Drive by Night** (WB), 2nd wk..100

CLEVELAND

Allen—**The Boys From Syracuse** (Univ), 2nd wk. 105
Hippodrome—**Return of Frank James** (20th-Fox) 120
Palace—**Flowing Gold** (WB) 70
State—**Captain Caution** (UA) 75
Stillman—**I Love You Again** (M-G-M), 3rd wk. 225

DALLAS

Capitol—**Birth of a Nation** (SR), 5 days.....125
Capitol—**Pier 13** (20th-Fox), 2 days 85
Majestic—**Return of Frank James** (20th-Fox)..130
Palace—**Turnabout** (UA) 80
Rialto—**Money and the Woman** (WB), 1st half.120
Rialto—**Gold Rush Maisie** (M-G-M), 2nd half.125
Tower—**Walt Disney Festival** (RKO).....125

DENVER

Aladdin—**Return of Frank James** (20th-Fox)..120
Broadway—**Pride and Prejudice** (M-G-M); **Gold Rush Maisie** (M-G-M), 2nd wk.....120
Denham—**Rhythm on the River** (Para't).....150
Denver—**Boys From Syracuse** (Univ); **Queen of the Mob** (Para't) 125
Orpheum—**I Love You Again** (M-G-M); **We Who Are Young** (M-G-M), 2nd wk.....110
Paramount—**Money and the Woman** (WB); **South to Karango** (Univ) 115
Rialto—**When the Daltons Rode** (Univ), after wk. at the Paramount; **Love, Honor and Oh, Baby** (Univ) 120

DETROIT

Adams—**Disney Festival** (RKO); **South to Karanga** (Univ) 100
Fox—**Return of Frank James** (20th-Fox), 2nd wk.; **Blondie Has Servant Trouble** (Col) 120
Michigan—**They Drive by Night** (WB); **The Golden Fleecing** (M-G-M).....135
Palms-State—**The Great McGinty** (Para't); **Golden Gloves** (Para't) 125
United Artists—**Boom Town** (M-G-M).....200

INDIANAPOLIS

Alamo—**Rocky Mountain Rangers** (Rep); **Second Fiddle** (20th-Fox) 80
Circle—**When the Daltons Rode** (Univ); **You're Not So Tough** (Univ) 100
Indiana—**Lucky Partners** (RKO); **Cross Country Romance** (RKO) 85
Loew's—**Boom Town** (M-G-M), 3rd wk.....125
Lyric—**The Man I Married** (20th-Fox), plus Ritz Bros. on stage 95

KANSAS CITY

Esquire—**Return of Frank James** (20th-Fox), 2nd wk. 75
Midland—**He Stayed for Breakfast** (Col); **The Golden Fleecing** (M-G-M) 125
Newman—**Flowing Gold** (WB) 60
Orpheum—**They Drive by Night** (WB); **Dr. Christian Meets the Women** (RKO).....140
Tower—**Private Affairs** (Univ), plus stage show 120
Uptown—Same as Esquire 80

LOS ANGELES

Chinese—**Return of Frank James** (20th-Fox); **Manhattan Heartbeat** (20th-Fox) 125
Downtown—**The Sea Hawk** (WB) 175
Four Star—**Pride and Prejudice** (M-G-M), 2nd wk. 100
Hillstreet—**Boys From Syracuse** (Univ); **You're Not So Tough** (Univ).....150
Hollywood—Same as Downtown 175
Pantages—Same as Hillstreet 150
Paramount—**Rhythm on the River** (Para't), plus **Count Basie** on stage 175
State—Same as Chinese 150

MILWAUKEE

Palace—**Comin' Round the Mountain** (Para't); **The Great McGinty** (Para't) 110
Riverside—**Sandy Is a Lady** (Univ), plus **Sammy Kaye** on stage 150
Strand—**The Lady in Question** (Col); **Lucky Cisco Kid** (20th-Fox) 90
Warner—**Flowing Gold** (WB); **Private Affairs** (Univ) 120
Wisconsin—**Return of Frank James** (20th-Fox); **The Girl From Avenue A** (20th-Fox)..125

MINNEAPOLIS

Aster—**Mystery Sea Raider** (Para't); **Out West With the Peppers** (Col)..... 90
Century—**The Sea Hawk** (WB), 2nd wk.....110
Esquire—**Boys of the City** (Mono), 2nd wk....100
Gopher—**The Great McGinty** (Para't).....125
Orpheum—**Untamed** (Para't), plus Benny Meroff on stage 125
State—**Rhythm on the River** (Para't).....150
World—**Our Town** (UA), 2nd wk.....100

NEW HAVEN

College—**Return of Frank James** (20th-Fox); **The Man I Married** (20th-Fox), 2nd wk.....105
Loew-Poli—**He Stayed for Breakfast** (Col); **The Golden Fleecing** (M-G-M).....115
Paramount—**Comin' Round the Mountain** (Para't); **Mystery Sea Raider** (Para't).....110
Roger Sherman—**Flowing Gold** (WB); **Anne of Windy Poplars** (RKO) 90

NEW ORLEANS

Center—**Sandy Is a Lady** (Univ).....100
Globe—**Ghost Breakers** (Para't) 85
Liberty—**Boys From Syracuse** (Univ).....100
Orpheum—**All This, and Heaven Too** (FN)....175
Saenger—**Flowing Gold** (WB) 150
State—**Boom Town** (M-G-M), 3rd wk.....200
Tudor—**New Moon** (M-G-M) 150

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 37th wk. 100
Capitol—**I Love You Again** (M-G-M), 2nd wk., plus "Dr. I. Q." radio show..... 95
Criterion—**Mystery Sea Raider** (Para't)..... 70
Paramount—**The Great McGinty** (Para't), 2nd wk., plus Cab Calloway band.....100
Radio City Music Hall—**Pride and Prejudice** (M-G-M), 3rd wk., plus stage show.....115
Rialto—**Golden Gloves** (Para't) 50
Roxy—**Young People** (20th-Fox), plus Major Bowes' unit 95
Strand—**The Sea Hawk** (WB), 3rd wk., plus **Spitalny** band 160

OKLAHOMA CITY

Criterion—**Boom Town** (M-G-M), 2nd wk.....120
Liberty—**Sandy Is a Lady** (Univ); **Bad Man From Red Butte** (Univ), 1st half 90
Liberty—**You Can't Fool Your Wife** (RKO), plus stage show, 2nd half..... 95
State—**Doomed to Die** (Mono); **Girls of the Road** (Col), 1st half 100
State—**Three Faces West** (Rep); **Babies for Sale** (Col), 2nd half 75
Tower—**Private Affairs** (Univ) 90
Warner—**Manhattan Heartbeat** (20th-Fox); **Barricade** (20th-Fox) 95

OMAHA

Brandeis—**Lucky Partners** (RKO); **Military Academy** (Col) 130
Omaha—**Rhythm on the River** (Para't); **Those Were the Days** (Para't) 150
Orpheum—**Comin' Round the Mountain** (Para't); **The Man I Married** (20th-Fox)...100
State—**Scatterbrain** (Rep); **Girl From God's Country** (Rep) 100

PHILADELPHIA

Aldine—**Pastor Hall** (UA) 100
Boyd—**The Sea Hawk** (WB), 2nd wk.....110
Earle—**He Stayed for Breakfast** (Col).....100
Fox—**Flowing Gold** (WB) 100
Karlton—**I Love You Again** (M-G-M), 2nd run 145
Keith's—**The Boys From Syracuse** (Univ), 2nd run 100
Stanley—**He Stayed for Breakfast** (Col).....100
Stanton—**The Golden Fleecing** (M-G-M)..... 95

PITTSBURGH

Alvin—**The Lady in Question** (Col)..... 45
Barry—**Doomed to Die** (Mono); **Hell's Cargo** (SR) 75
Fulton—**Sandy Is a Lady** (Univ); **Love, Honor and Oh, Baby** (Univ) 65
Penn—**Captain Caution** (UA) 60
Ritz—**They Drive by Night** (WB), 3rd d. t. wk.. 70
Stanley—**I Love You Again** (M-G-M).....160
Warner—**Pride and Prejudice** (M-G-M), 2nd d. t. wk. 110

SALT LAKE CITY

Capitol—**Safari** (Para't); **Black Diamonds** (Univ) 115
Centre—**Brigham Young** (20th-Fox).....200
Rialto—**Tom Brown's School Days** (RKO); **Cross Country Romance** (RKO) 105
Studio—**Pride and Prejudice** (M-G-M), 2nd wk..100
Utah—**Flowing Gold** (WB) 100
Victory—**The Captain Is a Lady** (M-G-M); **Last Alarm** (Mono) 100

SEATTLE

Blue Mouse—**Comin' Round the Mountain** (Para't); **Tom Brown's School Days** (RKO), 2nd wk. 90
Fifth Avenue—**Lucky Partners** (RKO), 2nd wk. 100
Liberty—**He Stayed for Breakfast** (Col).....100
Music Box—**I Love You Again** (M-G-M), 4th wk. 90
Orpheum—**Kit Carson** (UA); **Girl From Avenue A** (20th-Fox) 100
Palomar—**They Drive by Night** (WB), plus stage show 100
Paramount—**Rhythm on the River** (Para't); **Chan at the Wax Museum** (20th-Fox).....100
Roosevelt—**All This, and Heaven Too** (FN), 4th wk. 90

THESE ARE THE ADVANCED-PRICE RUNS FOR YOU TO CHECK!

Others are being set daily!

Uptown & Esquire, Kansas City
Loew's State & Chinese, Los Angeles
Ambassador, St. Louis
Denver, Denver
Missouri, Columbia, Mo.
Egyptian, Ogden, Utah
Capital, Logan
Paramount, Provo
Strand, Tooele
Capitol, Brigham City
Liberty, Tremonton
Firmage, Beaver
Firmage, Milford
Alladin, Parowan
Avalon, Fillmore
Wadsworth, St. George
Empress, Magna
Vogue, Vernal
Paramount, Idaho Falls, Idaho
Orpheum, Twin Falls
Star, Malad
Chief, Pocatello
Schubert, Gooding
Pinney, Boise
Isis, Preston
Stadium, Caldwell
Majestic, Nampa
Rialto, Butte, Montana
Marlow, Helena
Fox, Billings
Wilma, Missoula
Liberty, Great Falls
Judith, Lewistown
Hartwig, Dillong
Roxy, Ontario, Oregon
Ely, Ely, Nev.
Ruth, Ruth
Fallon, Fallon
Virginia, Virginia City

"BRIGHAM YOUNG"

THESE ARE THE AMAZING FACTS FOR YOU TO CONSIDER!

You know what they mean to you!

"Brigham Young" in the first 7 days of its record-shattering run at advanced prices in Salt Lake City, played to practically one-third of the entire population! It smashed every record for grosses and attendance in the history of the Centre Theatre...with no other picture even close! For its 2nd week another house—the Studio Theatre—was forced to open at the same increased price scale!

20th CENTURY FOX



"Pride and Prejudice" Wins August Blue Ribbon Award

"Pride and Prejudice," M-G-M's screen dramatization of Jane Austen's romantic novel, has been selected by the National Screen Council as the outstanding picture released in August, and winner of the BOXOFFICE Blue Ribbon Award for that month. Metro has won a total of four out of the eight awards made so far this year, the other three productions being "Young Tom Edison" (March), "Edison, the Man" (May), and "The Mortal Storm" (June).

Produced by Hunt Stromberg and directed by Robert Z. Leonard, "Pride and Prejudice" stars Greer Garson and Laurence Olivier, with a supporting cast including Mary Boland, Edna May Oliver, Maureen O'Sullivan, Ann Rutherford and Frieda Inescort. Hunt Stromberg will be remembered for his production of such outstanding hits as "Naughty Marietta," "Ah Wilderness," "Maytime," "The Firefly," and "Sweethearts," all of which have been BOXOFFICE Blue Ribbon winners. Robert Z. Leonard has also received similar Awards for his direction of "Maytime" and "The Firefly." Laurence Olivier won two previous Awards for his performance in "Wuthering Heights" (April, 1939) and "Rebecca" (April, 1940).

"Pride and Prejudice" is a human interest story, bordering on the comedy side, of a family of five marriageable daughters living in a provincial English village in the year 1820.

Cast of Characters

Elizabeth Bennet.....GREER GARSON
Mr. Darcy.....LAURENCE OLIVIER
Mrs. Bennet.....MARY BOLAND
Lady Catherine de Bourgh
.....EDNA MAY OLIVER
Jane Bennet
.....MAUREEN O'SULLIVAN
Lydia Bennet.....ANN RUTHERFORD
Miss Bingley.....FRIEDA INESCORT
Mr. Bennet.....EDMUND GWENN
Mrs. Collins.....KAREN MORLEY
Kitty Bennet.....HEATHER ANGEL
Mary Bennet.....MARSHA HUNT
Mr. Bingley.....BRUCE LESTER
Mr. Wickham.....EDWARD ASHLEY
Mr. Collins.....MELVILLE COOPER
Mr. Denny.....MARTIN LAMONT
Sir William Lucas.....E. E. CLIVE
Mrs. Phillips.....MAY BEATTY
Lady Lucas.....MARJORIE WOOD

Production Staff

Executive Producer
.....LOUIS B. MAYER
Producer.....HUNT STROMBERG
Director.....ROBERT Z. LEONARD
Screenplay
....ALDOUS HUXLEY, JANE MURFIN
Based on Jane Austen's novel, written by....HELEN JEROME
Musical Score....HERBERT STOTHART
Recording Director
.....DOUGLAS SHEARER
Art Director.....CEDRIC GIBBONS
Associate.....PAUL GROESSE
Set Decorations.....EDWIN WILLIS
Gowns by.....ADRIAN
Men's Costumes by....GILE STEELE
Hair Stylist.....SYDNEY GUILAROFF
Make-up Creations.....JACK DAWN
Director of Photography
.....KARL FREUND, A.S.C
Dance Direction by..ERNST MATRAY
Technical Adviser
.....GEORGE RICHELAVIE
Film Editor.....ROBERT J. KERN



This Award is given each month to the film receiving the highest number of votes by the members of the National Screen Council, whose selection is governed by outstanding merit and suitability of the film to whole-family entertainment. Members of the Council include over 200 motion picture editors of leading newspapers throughout the country, motion picture reviewing committee of the International Federation of Catholic Alumnae, and state motion picture chairmen of the General Federation of Women's Clubs.

Yes! You'll have

JAMES **STEWART** ☆ ROSALIND **RUSSELL**



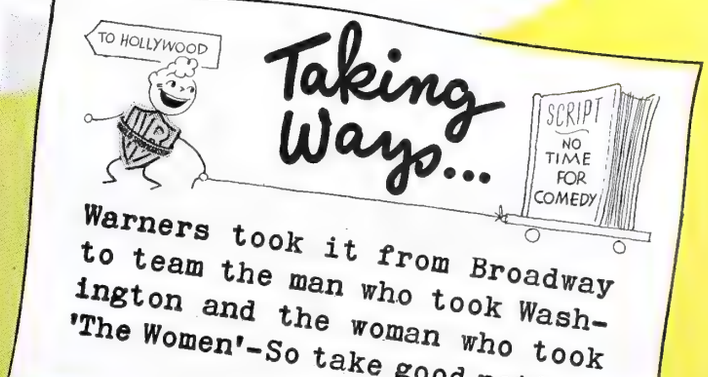
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NO TIME FOR COMEDY

Next Week!*

*** There's no time for this comedy like Broadway Str'And TIME— and a solid 3 weeks, at that!!!**



with

GENEVIEVE TOBIN • CHARLIE RUGGLES

Allyn Joslyn • Clarence Kolb • Louise Beavers

Directed by WILLIAM KEIGHLEY

Screen Play by Julius J. and Philip G. Epstein • From the Stage Play by S. N. BEHRMAN

Produced by Katharine Cornell and the Playwrights' Company

A Warner Bros.-First National Picture

Canada's 1,313 Increase Of 89 in Two Years

TORONTO—Licensed theatres in the Dominion show an increase of 89 in the past two years, according to the Canadian Film Boards of Trade which report 1,313 currently as against 1,224 in 1938. Operating are 1,272, a gain of 92 over two years ago. Today's seating capacity is computed at 687,367 as against 645,082. Despite the increase of 89 in the comparative period, fewer houses are now dark.

Toronto, of course, heads the list with 111 while Montreal is second with 63 and Winnipeg next with 44. Vancouver has 36; Hamilton, 20, and Ottawa, 14.

Filmack Warns Against Patriotic Trailer Gag

CHICAGO—The Filmack Trailer Co. employs no salesmen other than those in the city of Chicago, Irving Mack, president, advises in response to reports that individuals in the field have offered exhibitors a merchant tieup arrangement on the trailer, "The Star-Spangled Banner." The company's national business is carried on by mail exclusively, Mack points out.

Reports are current that promoters have offered to arrange merchant tieups for the trailer, have collected money from participating business men and then have left town without delivering the trailer.



Richmond Is Thrilled By Those "Howards"

RICHMOND, VA.—This aristocratic city of the south forgot the appellation completely as its population, as well as that of the borderlines, turned itself inside out in a fashion reminiscent of the best mardi-gras traditions for the four-theatre, pre-release, world premiere of "The Howards of Virginia." It was, beginning slightly after sun-up Wednesday and ending just before sun-up Thursday an event of such magnitude that will be long remembered by all within eye or ear shot.

To begin with, if such designations are proper beginnings, Governor James H. Price officially proclaimed the week of September 2-8 as Re-Dedication Week for the entire state, during which citizens are called upon to "re-dedicate themselves to the principles of liberty, justice and equality, as established by their forebears," and as presented in the action of the film. Mayor Ambler also proclaimed September 4 as "Richmond Day" the better for citizens to participate in the showings of the picture.

Then there was the United States destroyer, *Barney*, which came down the historic James River from Westover to the Deep-Water Terminal with a cargo consisting of Frank Lloyd, the producer-director, and Martha Scott, the feminine lead, and a host of state and city officials. This was the opening gun for a series of events that made a full day of pageantry. There were private luncheons, civic luncheons, ordinary luncheons. Then a ceremony that saw Miss Scott place a wreath on the grave of William Byrd, founder of Richmond. An impressive event was the re-enactment at St. John's Church of the Second Virginia Convention, at which Patrick Henry delivered his famous "Liberty or Death" oration. The performance was given by the Richmond Theatre Guild, with 100 players.

Later in the afternoon there were folk dancing and more pageantry at the natural amphitheatre in Byrd Park with all guests attending. It was put on by children and adults from the City Department of Playgrounds and from the Community Recreation Ass'n. Dances of the Colonial days were the motif.

The premiere unfolded simultaneously at the Byrd, State, Westhampton and Capitol, one more house than originally planned.

NEW YORK—Tuesday marks termination of a solid week of trade showings by Columbia of "The Howards of Virginia" throughout the country. For exhibitor appraisal, of course, the screenings ran the geographical gamut from Boston to Seattle and covered 24 cities.

Detroiters Develop New Screen Watching Device

DETROIT—A device allowing the projectionist to keep watch on the screen without recourse to the usual peepholes in the booth has been worked up by Louis B. Goodman, manager of the Piccadilly, and George T. Haskins, projectionist. It consists of a mirror 1/32 inch square arranged in front of the lens so that it reflects the screen to the sidewall of the booth with an image about 12 by 14 inches in size. Goodman claims the mirror, while in the direct throw between lens and screen, causes little interference.

Need Years to Iron Out Films–Arnold

WASHINGTON—The film industry "cartel" grew up under "government neglect" and years of expensive litigation and loss to stockholders will be required to straighten it out, according to Assistant Attorney General Thurman Arnold in his new book, "The Bottlenecks of Business."

Developing his idea that bigness is not a curse in itself, but that the Sherman act should be an instrument to break down trade barriers which prevent new enterprise from coming up both in small and large businesses, Arnold repeatedly cites the film industry as an example of the manner in which restraints of trade are imposed by large and powerful organizations.

Particularly, he argues, the film industry offers an example of how private prosecution may become an actual weapon in the hands of organizations strong enough to finance lawsuits against those not sufficiently astute or well financed to use this method of protection.

At "Mercy" of Majors

"Under the outrageous system of block-booking of the motion picture cartel, independent theatres were at the mercy of the major producers," he writes. "A large producing company sent its agents into a certain territory and demanded of the independent theatres an increase in payments for the company's pictures ranging from 35 per cent to 45 per cent. The independent theatres protested that such an increase would be ruinous. They had no real choice, however, but to accept the increase, because the supply of pictures was under a cartel control which also controlled competing theatres. Since the producers had their own theatre outlets in the same territory, they were under no pressure to meet the independents even half-way.

"The salesmen assured the independent theatres that during the next year they were going to get certain new pictures of tremendous popular appeal. They described the pictures and named the actors. Finally the independents stuck their heads in the noose and signed on the dotted line.

"When the time came for delivery, none of the great pictures was forthcoming. There were delays. The exhibitors were paying the increased price without getting the feature pictures. One picture that had been 'sold' in advance under these representations was 'Lost Horizon.' It was tremendously popular. But instead of furnishing it to the theatre under the system of block-booking, it was exhibited specially in 'road shows' at high prices until the cream was all skimmed off. Only

(Continued on page 38-F)

N. Y. Allied to Intervene in Court If Decree Goes as Is

NEW YORK—Definite steps will be taken by Allied of New York to intervene before Judge Goddard if the department of justice approves the consent decree in its present form, Max A. Cohen, president, states.

After getting nowhere with Thurman Arnold at the Washington exhibitor conference early in the week, Cohen contends that if the sales in blocks of five goes through the independent exhibitor will not be in business long. At a press meeting in his office, he went into detail about what happened at the Arnold palaver, adding, "We came down to air our grievances and got the air."

Declaring it "as his last official act," Cohen is sending cards out to all exhibitors throughout the country polling them on their acceptance of blocks of five or preference to selling methods as they exist today with cancellation privileges.

Jacob Schechter of Schechter & Salzberger, Cohen's attorney, is already making plans for the court protest. He is expected to have the return cards from exhibitors as evidence of their objection to the selling method proposed in the decree. Cohen points out he is instituting the poll on his own.

Would Consider Cancellation

He adds that during the Arnold conference the "trust buster" informed the MPTOA group he would consider cancellation if exhibitors could get the distributors to go for it in place of the five-picture sales idea.

The protest to the court would be based on the contention property rights of the exhibitors involved would be jeopardized under the decree as it now stands.

With booking conditions now viewed by him as unbearable for the small independent because of circuit operations, the Allied of New York head pictures a worse situation under the five-picture plan. He cited the instance of "Our Town," which played several weeks ago at the Music Hall and is now current on the Loew circuit. Independents have had to wait until Loew plays the picture around before they can get it, he asserts. What would happen if this, or another circuit, gets into a fight on price and haggles for weeks on a group of five pictures? he asks.

On Wednesday, Cohen sent out the following telegram to all presidents and general sales managers of the "Big 5:"

"At yesterday's hearing in Washington before Thurman Arnold, independent and affiliated groups went on record opposing the consent decree as presently drafted insofar as selling in blocks of five is concerned. All groups were unanimous in their decided preference for block selling, including cancellation privilege. Thurman Arnold plainly stated that his department was unsuccessful in its negotiations as part of the consent decree to embody a cancellation privilege.

"He, therefore, insisted on the block of five sales plan to conform with anti-trust laws in that it eliminated the forcing of full line selling. Arnold further stated he would enter into no further negotiations on the consent decree as he believed nothing further could be accomplished. But the groups understood that he would accept cancellation privileges on block selling in place of groups of five as presently contemplated.

"Arnold further stated he is prepared to go to trial if consent decree is not accepted."

Cohen then goes on to say,

"Allied of New York's negotiations with your company always indicated your willingness to go along on cancellation privileges. If this still holds true, a consent decree can be worked out eliminating useless and expensive litigation which will continue for a period of years. The majority opinion of the groups in Washington is definitely toward going into court to set aside the consent decree if the distributors and the department of justice attempt to have it approved. We must appreciate that time is of the essence and if we are to accomplish anything constructive it must be done now."

The Allied head then states the same message has been sent to others of the "Big 5" "and if what herein proposed meets with unanimous approval, the New York Allied pledges itself to present the proposal to the department of justice and insist upon cancellation substitution as against selling in blocks of five. How soon can we expect an answer?" he asks.

There have been reports, Cohen and Ed Kuykendall, president of the MPTOA, would call a mass meeting on the decree. This is still being mulled over, but no action is deemed likely.

Says 20th-Fox Can't Grant Cancellation

New York—Sidney R. Kent, president of 20th Century-Fox, is understood to have informed Max A. Cohen, head of Allied of New York, that international conditions make it impossible for 20th-Fox to grant cancellation privileges as a substitute for the consent decree blocks-of-five provision. Whether this stand is sufficient to block the general move by the "Big Five" now is a matter of conjecture, although some opinion holds that it may. Ned E. Depinet, RKO vice-president, cannot make a statement, but has passed the Cohen telegram requesting the cancellation alternative to the RKO legal department for handling.

And They're Still Riled

New York—Exhibitor leaders, who were closeted with Thurman Arnold in Washington Tuesday and expressed their resentment over his attitude at the time, maintained that point of view when they arrived here.

"All we got was air," is the way one of them put it. "Arnold was intolerant of us, frequently brushed some of us aside and endeavored to get a yes or no answer to his question, 'Do you or don't you want the decree as it now stands?'"

Another petitioner for relief from the blocks of five plan said he left with the impression the department of justice is fed up on the entire situation, would drop the suit if it could "with honor" but, under any circumstance, is determined to end the litigation as rapidly as it can.

Among other statements, Arnold told the delegations the suit has cost the government $200,000 to date.

ITOA Polls Exhibitors On Blocks of 5 Plan

NEW YORK—ITOA of New York turns over part of its editorial page in the *Independent*, house organ, to a ballot, designed for exhibitors and asking them to

(Continued on page 38-E)

The Pulse of the Motion Picture Industry

INTER-OFFICE BOXOFFICE COMMUNICATION

TO: Red
FROM: Len W.

Date: Friday
Place: New York

I think one of the greatest obstacles exhibitors face today is a self-imposed defeatism. Conditions are bad enough without theatremen insisting that they can't make a go of it. Best example of this sort of thing is the instance of an exhibitor acquiring a theatre in Metuchen, N. J. His press contact wrote a note about it and said the first thing the exhibitor contemplates is "complete receding of the theatre."

"U" Heads for $2,025,000 Net; Columbia Profits Rise Sharply

WASHINGTON—After several years' losses, the last in 1938 reaching $591,178, Universal's profits under the first year of the Nate Blumberg administration rose to $1,153,321 for 1939 and an estimated $2,025,000 for 1940, it is revealed in a statement filed with the finance committee of the senate by J. Cheever Cowdin, board chairman, charging the pending excess profits tax bill as "obviously disastrous to any normally growing company, which is the backbone of America."

The statement points out that in estimating the federal income and excess profits taxes payable by Universal under existing laws plus the new legislation already passed by the House of Representatives, the company, based on current earnings, would pay over 47 per cent for such taxes.

"This is obviously almost double the percentage of tax which would be paid under the same bill by the majority of other corporations upon which the tax will be imposed, this in spite of the fact that this company will reap no benefits from defense or other government contracts. It demonstrates, we believe," the statement concludes, "that the bill as drawn is discriminatory and inequitable."

Cowdin "urgently recommends" that the pending bill be amended, offering a six point program, the last of which reads:

"If it is the purpose of this bill to tax excess profits resulting from government or other wartime contracts, then the inequalities and discriminations existing in the present draft of the bill should be eliminated. However, if in reality the purpose of the bill is to raise a specific or certain revenue to help meet government necessities, let's frankly face it and increase the normal rate on all corporations sufficiently to make up for any loss in revenue resulting from the elimination of such inequalities and discriminations."

Three Para't Dividends

NEW YORK—Paramount on Thursday declared three dividends. The first was 15 cents on its common, the second a quarterly dividend of $1.50 on its first preferred and the third, a quarterly of 15 cents on its second preferred. All are payable October 1 to stockholders of record as of September 17.

Pay on Common

NEW YORK—Loew's declared its regular quarterly common dividend of 50 cents, payable September 30 to stockholders of record September 19.

NEW YORK—Reflecting a startling rise in its net, Columbia reports earnings of $512,185 for its fiscal year ending June 29, 1940 as compared with $2,046 for the previous financial period. Current net, after all charges and tax provisions, is equivalent to earnings of approximately 83 cents a share on the 366,268 outstanding shares of common but after deducting dividends on outstanding preferred.

The latest balance sheet shows current assets of $13,146,250 of which about $2,354,700 is in cash. Total current liabilities are $1,925,715 and working capital $11,221,000.

Columbia Renews With Music Hall; Signs Circuit

NEW YORK—Columbia has renewed a three-year deal with the Music Hall. It calls for a minimum amount of playing time of the distributor's product each year of the pact.

The company has signed a two-year franchise with R. E. Griffith covering 80 situations in the southwest. The deal embraces R. E. Griffith Theatres, Westex Theatres, Long-Griffith Theatres, Louis F. Long Theatres, H. J. Griffith Theatres, K. Lee Williams Theatres and Partnership Theatres. It is for 1940-41 and 1941-42.

Hyland, Leonard Form Production Company

NEW YORK—Dick Hyland, formerly with Warner's eastern and southern publicity and advertising staff, and Arthur Leonard, who handled casting for the same company at its Brooklyn studios, have formed Cinemasters to produce industrial and theatrical films. The new outfit is operating from Fox Movietone Studios with 200 shares of no par value stock listed with the two principals as sole officers. Ben Greene is sales manager.

Their first production, "Hobby Lobby," a short featuring Mrs. Franklin D. Roosevelt and Dave Elman, the opener of a proposed series of six, has been acquired by Columbia and is in current release.

'News' Carries Directory

NEW YORK—The *Daily News* on Monday begins publication for the first time, and follows seven days each week, the Loew's Movie Directory that has taken the place of the circuit's weekly program handout at theatres and through the mail. The deal makes the *News* the sixth New York newspaper that carries the directory daily.

Self-Sufficiency Here, Says Monogram

NEW YORK—"The budgeted costs of our future pictures have now been adjusted to a point where the company does not feel it will be dependent on foreign markets," states a Monogram financial statement reporting a loss of $179,656 for the year ended June 29. The report also states "various agreements have been entered into with outside producers of proven merit in this field to produce pictures for your company" for the greater part of the 1940-41 program. This move was actuated by a desire to conserve assets and enjoy the benefit of reduced operating cost and various other economies, it adds.

The report reveals the company's franchise holders have loaned $108,785, of which $106,955 may be liquidated at any time within 18 months from Feb. 13, 1940 by the issuance of common capital stock on the basis of $2 per share. Of the principal sum, $56,930 has been received up to June 29, and the balance is payable in weekly installments to Feb. 11, 1941.

The company's annual stockholders' meeting is set for October 2, at which nine board members will be elected.

No Hays Recognition To Canadian Revamp

NEW YORK—Spokesmen for the MPPDA here take no official cognizance of the reorganization of the Canadian M. P. Distributors Ass'n. and regard as "loose language" the inference that the Canadian and American organizations had any official connection.

The Canadian body, it is claimed at the Hays office, never received any monetary support from the MPPDA. It was comprised of and supported by American distributors with offices in Canada, it is said. The group decided to disband "some months ago" and apparently has reorganized to become "100 per cent Canadian," is the way a spokesman here puts it. At all times the Canadian MPDA operated entirely independently of the MPPDA, he adds.

Last Rites in New York For Murray Beier, 52

NEW YORK—Funeral services for Murray Beier, 52, veteran film man, were held Wednesday at Park West Memorial Chapel. He had undergone an operation three days before at Mt. Sinai Hospital, where he died. Surviving are his widow, a son, Herbert, assistant to Emanuel Silverstone, eastern representative for Alexander Korda, and a daughter, Grace. A brother, Nat, is a salesman at the local UA exchange.

Beier was at one time Kansas City district manager for UA and more recently conducted his own independent exchange.

Buying Report Soon

PHILADELPHIA—The first report from Allied's Information Department, which is conducting a survey of exhibitors' problems, is expected to be ready about the end of the month, Allied indicates. The mechanics and purposes of the survey was explained to Allied at a meeting at the organization's headquarters by Sid Samuelson, who heads the department.

BROADWAY

JOE STEIN spent the long weekend boating up and down the Hudson . . . Evelyn Gerstein has opened her own publicity office at Radio City. Gertrude Fischer is associated . . . Joe Brown jr.—he boasts of freckles—is vacationing here. His pappy is a stage employe at the Music Hall . . . Rosalind Russell, who came east to attend the wedding of her sister at Waterbury, Conn., returned pronto to the coast . . . It was "Bagdad Day" at the World's Fair Wednesday. Sabu and June Duprez were the subjects of various functions over on the meadows . . . Matty Fox, who had expected to return to Universal City after Labor Day, stays on about another week, now that Nate Blumberg is in town again . . . Walter Wanger interrupted his New York stay with a quick trip to Toronto.

Albert Deane once more is supervising foreign publicity for Paramount following the resignation of George Fraser as head of the works. However, Paul Ackerman, who has been in the department for seven years, assumes direct charge . . . Word to Paramount, by the way, has it Robert L. Graham, assistant manager for Mexico and resident in Mexico City, is the father of a son. They have named him Michael . . . Sabu and June Duprez, stars of "The Thief of Bagdad," are spending a few days here following Kansas City and Chicago stopovers where they were engaged in the important function of christening a new TWA stratoliner . . . William Gargan is back in Hollywood, now that he and his sons have properly explored Brooklyn. However, prior to his departure, he declared he plans to produce a play here sometime next year.

Jack Cohn, Abe Montague and Nate Spingold were among the Columbia topnotchers who attended the Richmond festivities on behalf of "The Howards of Virginia." Others included Sam Galanty, district manager out of Washington; Jack Skirball, associate producer; his brother, Joe; Frank Lloyd, the producer, of course, and his family. The Philadelphia group included Mrs. Edna Carroll, head of the Pennsylvania censor board; Everett Callow, director of publicity for the Warner theatre zone, and David Weshner, central zone director for Warner houses. Washington sent George Crouch, assistant general manager under John J. Payette, and Frank La Falce, publicity director of the Warner theatre organization centering in that city.

Irving Lesser, managing director of the Roxy, has been on the coast previewing a lot of 20th Century-Fox product . . . Harry M. Bessey, secretary-treasurer of Altec, has returned from a six weeks' business trip . . . Samuel Goldwyn, as chairman of the Hollywood motion picture group of the Allied Relief Fund, has turned over a check for $80,880 to Winthrop W. Aldrich, president of the fund. It was the largest single check which has thus far been received by the fund, Aldrich said . . . Rose Gootnick and Helen Cohen of the 20th Century-Fox purchasing department are taking new names. In fact, Miss Gootnick became Mrs. Harry Levine over the weekend. Miss Cohen is engaged to Sol Kreig of the still department . . . Helen Steckman of the company's telephone staff secretly became Mrs. George Monahan and Terry Marcus of the contract department quietly slipped out two weeks ago and married Jack Firestone.

Wallace Beery is around, having piloted his own plane from the west . . . J. Cheever Cowdin is back from a visit to the Universal studios . . . Louella O. Parsons will be in town September 20 for the "Brigham Young" broadcast . . . Eddie Solomon was in St. Louis on advance publicity for the same picture . . . Sol Shapiro is the new manager at the Gem, Far Rockaway, L. I., a George Moss house . . . D. Roussos is now managing the Central in the same town for the same operators . . . Harvey Day, Terrytoon business manager, is on a business trip to the northwest . . . Evelyn Sichelman, who has been at the 20th Century-Fox exchange for the past six years, has resigned. Reason: A blessed event . . . Los Angeles Branch Manager John Dillon is in town working with Fox western division manager, William J. Kupper, on some coast deals . . . George Dembow was a very, very busy man with his brood of NSS salesmen attending a "pep" meeting at the Hotel Astor . . . Bing Crosby did a guester on the *Golf* Magazine radio program over WHN Thursday evening. He's been around recently, mostly for the National Amateur tournament.

Gene Rich, Central editor of BOXOFFICE, *is here with his bride, the former Charlotte Vallens. It's a honeymoon trip, of course, with designs on the World's Fair, the shows and so on . . . Arthur W. Kelly, vice-president in charge of UA's foreign sales, was among that company's New York executives in Hollywood. On general business pertaining to further releases, Kelly's trip more particularly concerned "The Great Dictator." He's been Charlie Chaplin's personal representative in New York for years, and more years . . . Ed Kuykendall left town Saturday, heading for Columbus, Miss., with a planned stopover in Washington . . . Fred Wehrenberg, president of the MPTO of eastern Missouri and southern Illinois, came up from the decree hearings, stayed a bit and then left for St. Louis. Due again in a couple of weeks . . . Bob Wilby of Atlanta was another.*

Lou Lifton, Monogram advertising and publicity head, had the boys of the trade press in for a couple of snifters Friday on the occasion of his departure for the coast, where the company has shifted its New York personnel. He and Mrs. Lifton and Madeleine White, secretary to Ray Johnston, leave Monday. Marian Kirschner, Lifton's secretary, leaves in a few days. The exodus will be complete with the departure in a week of Charles Dorsa, art department; Lloyd L. Lind, contact department, and T. P. Loach, vice-president, the latter around October 3 . . . Ampa directors gave Lifton a farewell luncheon Friday. Present were Leon J. Bamberger, Joseph Gould, Ed Schreiber, Paul Lazarus, Eli Sugarman, Martin Starr and Rutgers Neilson . . . W. J. McShea, assistant manager of branch operations for RKO, has been confined to his

(Continued on page 38-F)



Awarded Him, Too—

Louis B. Mayer, who was accorded a gold citizenship award by the Veterans of Foreign Wars at their recent Los Angeles convention, in recognition of his contributions to Americanism. Harry M. Warner has been recognized similarly.



—Metropolitan Photos

They're Here From Three Continents—

Four of 20th Century-Fox's foreign legion assemble in New York for consultation with Foreign Sales Manager Walter J. Hutchinson. Left to right, they are: William B. Morgan, manager for France, Belgium and Switzerland; Otto W. Bolle, managing director for South Africa; Del Goodman, Far Eastern manager, and Ben Miggins, European manager.

Reade Appeals Edict Upholding Pool

TRENTON, N. J.—Walter Reade has appealed to the court of errors and appeals on the decision recently handed down against him in the Morristown dispute with Leo Justin and Morris Jacks. The latter two partners filed an action to uphold a 20-year pooling agreement with Reade in Morristown. The chancery court decided in favor of Justin and Jacks.

A suit has been instituted in the supreme court by Joseph D. Basson, president of Local 306, IATSE, together with six projectionists against N. and R. Theatres, Louis Nelson, Irving Renner, Parkshire Ridge Amusement Corp., Samuel and Solomon Strausberg, Williamsburg Photoplays Corp., Photo Amusement Corp., Metsun Amusement Corp., Frank and Fay Gelber.

The plaintiffs claim that when the Metro and Sun theatres in Brooklyn were disposed of by part of the defendants, all of whom are members of the ITOA, the new owners fired Local 306 projectionists, thus failing to live up to an ITOA contract signed in January, 1937. An injunction, reinstatement, and back salaries from June 22 are sought.

The Lefrak Amusement Co. had authorized the entry of a judgment of $26,637 against it by Unity Theatres Corp. Judgment was based on monies loaned from April 1938 through April 1940. Defendant borrowed the money to aid in the operation of its theatres.

Paramount has filed a supreme court action against the tax commission of New York claiming it was over-assessed $30,000 on property located at 544 West 43rd St. Justice Ferdinand Pecora set September 23 as a date for the hearing. The property is a five story laboratory which was assessed at $165,000.

Justice Ferdinand Pecora has denied an application by James Young, author, to examine Herman Zohbel, secretary of RKO Pathe, before trial. The decision obviously was based on the fact that Zohbel is dead and RKO Pathe no longer in existance. The judge suggested that Young amend his complaint to include proper defendants and he would reconsider the application.

Capra Tops Directors In Trade Paper Poll

NEW YORK—Frank Capra tops the list in a poll conducted by the *Film Daily* among critics and exhibitors to determine the 20 best directors of 1939-40. Pictures released from May 1, 1939 to April 30, 1940, were embraced.

John Ford is second; Alfred Hitchcock, third; Ernst Lubitsch, fourth, and Sam Wood, fifth. The others, in order, are William Dieterle, King Vidor, George Cukor, Victor Fleming, Michael Curtiz, Edmund Goulding, John Cromwell, Cecil B. DeMille, Norman Taurog, Henry King, W. S. Van Dyke, Gregory La Cava, Lewis Milestone, Frank Borzage, and Clarence Brown.

Covering the same period, a poll designed to establish the outstanding acting performance places Robert Donat first. The other leading four in the first five are: Spencer Tracy, James Stewart, Raymond Massey and Laurence Olivier.

Vague on Reports Pickford Medley for War Relief

NEW YORK—In the absence of Murray Silverstone, who is in Hollywood, UA is vague on coast reports Mary Pickford is editing 30 of her silent films into one feature for release through the company with proceeds designed for Canadian war relief. It was pointed out, however, that, provided the report is correct, distribution probably would be confined to Canada.

Silverstone leaves California Tuesday. Harry L. Gold, Arthur W. Kelly and Lynn Farnol have returned from the coast where they discussed selling plans for "The Thief of Bagdad" and "The Great Dictator." L. Jack Schlaifer stopped off in Chicago.

The Chaplin film may run day and date on reserved seat basis in the Hollywood and Astor theatres here.

U. K. Operator Leases Metuchen, N. J. House

METUCHEN, N. J.—The Forum, formerly operated by James Forgione, has been acquired on a 21-year lease by Jack Davis who is managing director of Monsignor Theatres, Ltd., operators of a chain of houses in London, England. Davis plans extensive renovations of the Forum.

Record for "Rhythm"

NEW YORK—Topping $37,000 over the Labor Day holiday, Paramount asserts "Rhythm on the River" gave the Paramount Theatre its best such weekend since 1935. The attraction did about $65,000 in its first week and is now about to close its second stanza there.

REVIEW FLASHES

GIRL FROM HAVANA (Rep)—This is suitable program fare which depends for its entertainment virtues on fisticuffs, gunfights and the dramatic possibilities inherent in revolutionary South American politics. Dennis O'Keefe, Victor Jory and Steffi Duna. Lew Landers directed.

RANGERS OF FORTUNE (Para)—Delivering surefire entertainment in the best sagebrush tradition, enacted by a cast that knows its business, and directed with breathless pace by Sam Wood, this one should find an exceptionally warm welcome awaiting it wherever the demand is for tip-top outdoor action stuff. Fred MacMurray, Gilbert Roland, Albert Dekker, Betty Brewer.

THREE MEN FROM TEXAS (Para)—In this sterling Hopalong Cassidy, Producer Harry Sherman has injected an additional dose of production values in the form of a larger cast, even better backgrounds and photography, and an action-freighted story. Lesley Selander's direction is noteworthy.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

ADDITIONAL REVIEW FLASHES ON PAGE 30

Urge Close Watch On UFA Activity

WASHINGTON—The Non-Sectarian Anti-Nazi League has requested the state department to seek further data from Ufa, which the organization claims is an agent of the German government here in the distribution of Nazi propaganda films. The league insists Ufa be required to give further information on its background, contending the Nazi government controls all German film companies.

Confers With President On Defense Two-Reeler

WASHINGTON—Presumably here to spend a two-week vacation, W. S. Van Dyke, M-G-M director, was called into conference with President Roosevelt twice in connection with projected plans to produce a two-reel subject for family consumption on national defense. A number of important Capitol Hill officials also have conferred with the director, but the matter was still left open when Van Dyke left here Friday to return to the coast.

Each of the sessions with the President lasted over an hour. It is understood the chief executive is anxious to have a short produced along national defense lines for release around October 15.

It is also said Van Dyke spent a few days in New York conferring with M-G-M superiors, outlining the President's plans. Because of the time limit, it is believed the director could not very well make a definite commitment. President Roosevelt did not mention a choice of stars for the picture he has in mind, hence something may be worked out in the near future.

"Down Argentine Way" Is Seen in the $1.10 Class

NEW YORK—Although the policy has not been set, Spyros and Charles Skouras believe "Down Argentine Way" to be in the $1.10 class, according to Herman Wobber, 20th Century-Fox sales manager. Although he declares he "cannot feel so radical" as do the Skourases, Wobber is of the opinion the film "is worthy of advanced admissions along the policy that has been tried and proved successful with outstanding and high-costing productions."

Wobber reveals that Irving Lesser estimates the film will run four weeks at the Roxy.

Yeshiva Anniversary

NEW YORK—The 12th anniversary of Yeshiva College will be celebrated with a dinner at the Hotel Astor, December 15. It is the only college of liberal arts and science in America under Jewish auspices with important film men listed among its supporters.

M&H Buys Republic

BOSTON — Maine and New Hampshire Theatres has closed a deal with Republic for 1940-41. Sitting in were W. J. Sullivan and John J. Ford of the circuit and J. R. Grainger and M. E. Morey for Republic.

RCA Sound for Farragut

BROOKLYN, N. Y.—The Century circuit is installing RCA sound at the Farragut.



A STATEMENT TO THE AMERICAN PEOPLE

Regarding the Aims and Policies of The British War Relief Society

★

The rapid growth of The British War Relief Society, Inc., now a nation-wide organization with more than 200 branches and over 30,000 contributors, has aroused great interest and attracted countless inquiries for further information concerning the Society and its functions. The statement is published in response to this widespread and sympathetic interest in all parts of the country.

Origin, Aims and Policies

The British War Relief Society, Inc., was organized late in 1939, with the approval of the British Ambassador in Washington, to give an opportunity to all friends of Great Britain in the United States to participate directly in war relief work for Britain. Registered with the State Department of the United States, its purposes are:

1. To receive contributions, in money and in kind, from people of British birth and descent in this country, and from all other friendly persons desiring to lend their support to this humanitarian task.

2. To dispense these contributions wisely and promptly in response to the most urgent British needs. The closest contact is maintained with the British Red Cross and other approved British war relief organizations.

3. To arrange free transportation on shipboard for its own relief goods and for those of other war relief organizations operating on behalf of Britain in the United States. This is done by official arrangement with the British Ministry of Shipping.

The British War Relief Society does not conflict with the American Red Cross, with which it has a close and cooperative understanding.

Accomplishments

The British War Relief Society, Inc., has developed rapidly. Day after day new branches are organizing; daily more workers and more contributors add their unselfish support to this cause.

Ships sailing out of New York harbor week after week have carried cargoes of vital relief supplies from The British War Relief Society, such as the following:

Ambulances	Drugs and Medicines
X-Ray Units	"Kitchens on Wheels"
Surgical Instruments	Equipment and Supplies
Surgical Bandages	for Hospital Beds
Hospital Dressings	Woolen Knitted Goods

For the many thousands of evacuees and destitute refugees in Great Britain, the Society has shipped large quantities of used clothing, clean and in good condition.

Acknowledgment of the value of this work has come in many letters and cables of sincere thanks from relief organizations in Great Britain. Many letters from individuals testify that the Society's contributions of money and goods have alleviated distress on a broad front.

Greater Service Opportunities Ahead

Every day the struggle intensifies and more and more people in the United States realize its tragic consequences. Bombs fall among civilians as well as among soldiers, in villages as well as upon ships. Newspapers, radio and newsreels tell America a running story of human suffering.

Britain faces its enemies with belt tightened and all resources summoned for the conflict. Men, Women and Children of the British Isles, casualties of the war and those who suffer in a dislocated economy, can be helped by all who wish to help them in this grave hour through contributions to The British War Relief Society.

We deeply appreciate the generosity which has permitted the Society to do so much. We earnestly hope that the Society will be able to do infinitely more.

THE BRITISH WAR RELIEF SOCIETY, INC.

587 Fifth Avenue, New York City

Registered with U. S. State Dept. No. 208

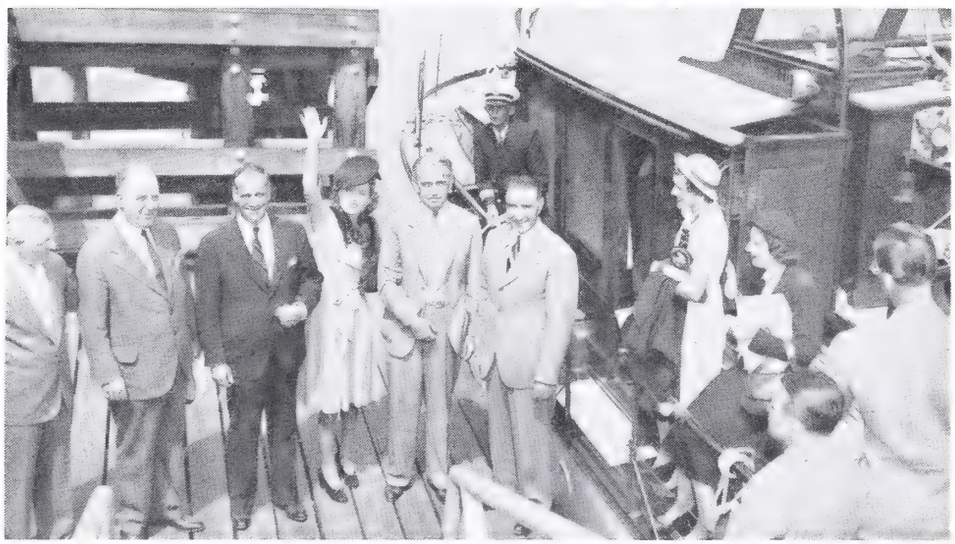


Atlas Increases RKO Holdings During July

WASHINGTON—Atlas Corporation added 26,901 shares of common and 800 shares of preferred stock to its holdings of Radio Keith Orpheum securities in July, according to the semi-monthly report of the securities and exchange commission.

As a result of this activity, the corporation at the close of the month was shown to hold 30,681 shares of RKO preferred stock, 327,812 warrants for common stock and 591,090 shares of common stock direct and 268,230 shares held through the American Company.

The only other film security transactions reported were the disposition of 6,000 shares of 20th Century-Fox preferred stock by Joseph M. Schenck, director, reducing his interest to 8,784 shares, and the disposition of 600 shares of Loew's, Inc., common by J. Robert Rubin, officer, reducing his holdings to 25,015 shares.





The Virginia Howards Reappear—

The occasion, the four-ply pre-release world premiere of Columbia's "The Howards of Virginia" at Richmond's State, Byrd, Westhampton and Capitol theatres. The center picture shows the arrival of the film party at Deepwater Terminal after the procession up the James River from Westover. Left to right are J. V. Rice, Alex F. Ryland, Mayor Gordon B. Ambler, Martha Scott (co-star in the film with Cary Grant), Col. W. M. Kemper and Frank Lloyd, the director. At the top, Lloyd and Miss Scott pose on the state capitol steps with Gov. James H. Price. Directly above, the actress joins in a Virginia Reel at Byrd Park.

RICHMOND

FOLKS are still talking about the world premiere of "The Howards of Virginia" at the Byrd, State, Capitol, and Westhampton with Martha Scott and Frank Lloyd on hand taking part in the festivities. The picture is running at all four houses to big business . . . John Carnell, projectionist at the State, underwent an operation at Grace Hospital. He will be confined for several weeks . . . Allen Sparrow, manager of Loew's, raised prices for the showing of "Boom Town" from 33 and 44 to 40 and 60 cents with a nickel added to the children's price of 15 cents. Sparrow put on a contest in conjunction with the *Times Dispatch* offering two trips to the World's Fair and hotel accommodations for the best suggestions for a boom town. Tickets were also awarded.

Al Nowitsky, manager of the National, back from his vacation at Norfolk, is busy making plans for the stage shows which will resume at his house next week . . . Mrs. Mervin Ullman, wife of the Altec engineer, is recovering nicely following that auto accident in Washington . . . Sam Gordon, manager of the Venus, and Bob Coulter drove up with a load of girl bowlers for the opening of the Arlington alleys . . . Ben Pitts attended the Elks convention in Norfolk . . . Louise Cogbill, cashier of the Carillon, has been sick . . . Roger Gentry has returned to the staff at the Park . . . Bobby Hatcher and Sonny Peay, Wilmer & Vincent theatres, vacationed at Virginia Beach . . . Muriel Stevenson, secretary to Frank O'Brien, is still in the hospital recuperating from her operation.

Peggy Churchill, new member of the office staff at Neighborhood Theatres, visited in Hopewell . . . Harry Nordin is back from camp . . . Bob Overcash, engineer at the Capitol, has a new car . . . John Taylor is projectionist at the Ponton, succeeding Joe Antone who returned to North Carolina . . . Charlie Hann is now working at the Patrick Henry . . . Pruny Morrisette returned to the Capitol booth when it reopened.

Louis Magalis is a new projectionist at the State, replacing William Butler, who is now doing relief work . . . J. E. Macon has been promoted from doorman of the Chadwick in Suffolk to manager of the new Smithfield . . . Bill Dalton, well known organist who played for some time at Loew's and the Byrd, has been visiting here . . . Ben Caplon, Columbia salesman, was a visitor . . . Also Jake Flax, Republic, and Nick Haefele, National Theatre Supply . . . Bob Coulter, manager of the Byrd, is taking his wife to the Fair in New York.

Tom Deldridge, manager of Loew's, in Dayton, Ohio, and a native of Norfolk, dropped in on some of his friends while on vacation . . . Lichtman Theatres are having a "Greater Movie Season" . . . Leah Brewster, cashier at the State, and her husband have moved into their new apartment on West Grace. They are also driving a new car . . . Lee Smoot, Colonial doorman, vacationed with his family in the country . . . Dot Riggin, cashier of Loew's State, Norfolk, was a visitor during her vacation . . . Carter Barron, Loew district manager, was here conferring with Allen Sparrow . . . Pete Stainback, chief of service at Loew's, fished on his vacation . . . "The Ramparts We Watch" rated an editorial in the *Times Dispatch* during its run at the Byrd . . . Billy Ballenger, manager of the Grand, has a new car.

WASHINGTON

THE world premiere of "The Howards of Virginia" at Neighborhood's Byrd, State, and Westhampton in Richmond, Va., called for an entourage of filmfolk, drama critics, and circuit heads from Washington and Baltimore . . . Hunter Perry of Dominion Theatres journeyed to the Row accompanied by his city managers and joined with Goleum Ketchum, head booker, for a huddle over the coming season product. Those making the trip included: Willis Grist, Lynchburg; Alec Thompson and Jack Katz, Charlottesville; Harl Wolever, Newport News, and E. T. Warner, Cape Charles.

Frank Boucher, Schine division manager, visited from Gloversville accompanied by Gus Lampe, formerly of Syracuse and recently appointed division manager for this territory, and Bill Fischer, local head booker . . . Muriel Stevenson, secretary to Wilmer Vincent's Frank O'Brien, is convalescing nicely at Stuart Circle Hospital following a serious operation . . . Ike Weiner of Hollywood, Md., has planned a formal opening of his new house in Waldorf, Md., with "When the Daltons Rode" as the attraction. Bill Smith, formerly associated with the Roth circuit and a Texas corporation, has been appointed manager . . . A motion picture bowling league is in the making. All interested will kindly file their names with Al Miller of 20th-Fox.

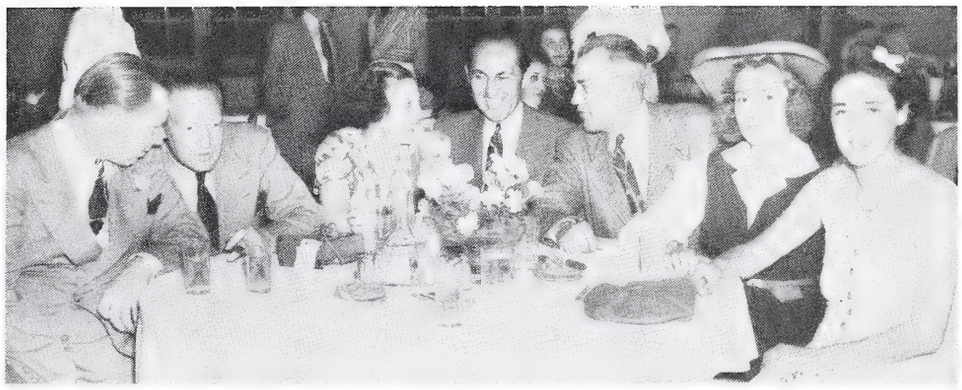
Universal's Barney Frank's homeward trek to New York for the holidays proved very eventful. He was greeted with the news of his daughter's marriage to Bill Walker of Pittsburgh. He being the son of a circuit owner in the smoky city, and she the former Powers model known as Ann Corcoran, and current national "swim for health week queen." This surprise was augmented with the news his car had been stolen and subsequently stripped. The terrifying electrical storm completed the hectic cycle . . . Jack Fruchtman, Paramount office manager, will celebrate his 11th year with the company during the current month . . . Universal's Lavelle Forrester celebrated a natal day September 7 . . . Columbia's Freddie Saperstein has chosen the Great White Way for his belated vacation . . . Harry Brown, Monogram branch manager, visited the Baltimore accounts with Salesman Harry Crull.

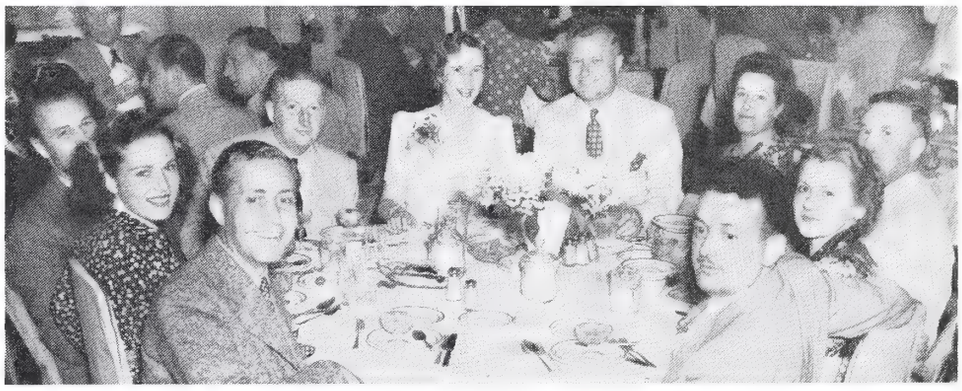
The Row was shocked to hear of the drowning of Roger Christopher in Chesapeake Bay. He was a favorite along the Row for many years, having been the owner of the Federal, Federalsburg, and Music Hall, Easton, Md., prior to their acquisition by Schine . . . Tommy Goldberg of the Walbrook, Baltimore, appeared on the local scene with his nephew prior to taking a peek at the Yanks-Nats ball game . . . Jules Lapidus, Universal district manager, visited with Bernie Kreisler for a few days . . . Harold Wilcher of Occquan is experiencing the throes of an expectant father.

Sara Monfried and Hattie Flax of Republic took advantage of the holiday weekend to motor to the Will Rogers Memorial Hospital for a visit with their former co-worker, Miriam Hirsch . . . Deepest sympathy is extended to Will George of the Carey, Baltimore, on the death of his mother . . . Blessed events of note: Frank Taylor of the Columbia is the daddy of a baby girl . . . Alan Kahn of Curtis Bay the proud papa of a baby girl, and Jack Levin of the Irvington now answering to "uncle" . . . The winning streaks of the Boston Red Sox are usually cracked when in session with the Nats. The appearance of Bostonian Mack Goldstein might be the hex—why not try it out on Cleveland, eagle eye?

WARNER THEATRE MEMOS: *Frank LaFalce and George Crouch journeyed to Richmond for the premiere . . . Helen Hopkins has returned from her New England retreat, fanned but not tanned . . . Norma Newnam tried the Atlantic City surf over the weekend . . . Ann DeMello worked on the water wings at Virginia Beach . . . Beware of runaway cars—Mary Lou Swenarton is learning how to manipulate a gas buggy.*

METRO ITEMS: Esther Blendman took in the Virginia scenery over the holiday . . . Phil Bobys headed for Fredericksburg and environs.





Capital Barkers Enjoy Their Holiday—

Variety Club members of the Washington tent, friends and out-of-town guests decorate the festive board at the club's annual golf tournament and dinner dance. At the top, left to right: Jerry Price, Warner Bros.; Carter Barron, Loew's division manager; Mrs. Jerry Price; Sam Galanty, Columbia district manager; W. S. Van Dyke, Metro director; Mrs. Van Dyke, and Mrs. Dave Badel. Below, clockwise around the table: L. Ribnitzki, Warner Bros.; Mrs. Carl Gentzel, Warner Bros.; Carl Gentzel; Robert Folliard, RKO manager, and the following Warnerites: Miss Davis, George Crouch (assistant zone manager), Miss Browne, Nat Browne (secretary to J. J. Payette), Mrs. L. Ribnitzki, and George Werner.

Paramount Bound by Deal With Gov't

New York—Paramount feels bound by its agreement with the government under which the blocks-of-five proposal is to be tried on an experimental basis, and which also has an escape clause that provides the company a complete and absolute out after nine months.

It is pointed out by informed spokesmen that Paramount has never altered its point of view in respect to the selling proposal under the suggested decree. The important point, however, is that in honor and good faith bound, Paramount will stand by the deal.

ITOA Polls Exhibitors On Blocks of 5 Plan

(Continued from page 37)

check approval or disapproval of the proposed blocks of five sales plan as currently proposed in the consent decree.

With the ballot, the ITOA reiterates its own opposition to the plan and states in that connection,

"The ITOA is on record with Mr. [Thurman] Arnold that this provision is against the best interests of independent exhibitors, that it be eliminated and in its place be substituted a cancellation privilege of sufficient scope to allow the buying of pictures in block and still give the exhibitors a modicum of safety in allowing them to pass up those pictures they do not want.

"From our contacts with exhibitors all over the country, we know that a great majority of them disfavor the blocks of five provision. However, in order to have accurate, written information to present to the government, we herewith print a ballot and ask each reader to check his preference and mail it promptly to the editor of this publication. This is of great importance to all exhibitors, for the results will immediately be forwarded to the department of justice."

Meanwhile, the unit has called an "indignation meeting" for the Hotel Astor Wednesday.

PHILADELPHIA

MORE than one house is reporting the biggest Labor Day business in five or six years. Bad weather that kept Philadelphians from heading for the shore is credited with super showing . . . "Boom Town" at the Earle is netting grosses that may set a new record for the house . . . Meanwhile show-going and practically every other diversion except swimming and boating was halted temporarily all along the White Horse and Black Horse Pikes and Delsea Drive by the $7,000,000 flood.

Max Miller, William Goldman's publicity expert, is back from a vacation in Canada . . . Ben Blumberg, Lane, is entertaining friends with latest bulletins on his baby's weight gaining . . . The Film Exchange employes union starts off its fall activities with a meeting September 13 *. . . Mollie Ellman, Monogram, is back on the job . . . Oscar Althoff, Elks, Mahanoy City, is mourning the death of his wife.*

Virginia Mearns, Metroite, took an airplane ride to Long Island last weekend. She came back with a memento in the form of ivy poisoning . . . Peg Fogarty, head Metro film inspectress, is vacationing in Florida . . . Warner Brothers Ace opened last week . . . The Republic girls report Edna Grotstein is on the recovery road at St. Joseph's Hospital . . . Mary Dougherty is back from a Wildwood vacation . . . Republic's entire office staff is trying to persuade Steve Coppola, poster boss, to treat his weary eyes to a pair of specs.

Columbia screened "The Howards of Virginia" to a big turnout at the Carman . . . The Walnut, one of the city's historic theatres, is going to be honored in its old age with burlesque. The impresario is I. Hirst . . . Edward O'Donnell, Warner booker, took a look around New York, Labor Day weekend . . . Roy Robbins, Karlton, got some potent plugs for the return showing of "Snow White" over Uncle Wip's radio spiel . . . Jack Minsky, Frankford, has a private success formula. If the feature appeals to the ladies, he's sure to get shorts that'll bring out the males; and vice versa.

"Thrills-a-poppin" is the caption Art Cohn, Roosevelt, gives to his weekly thriller shows. Among the highlights are two chapters of the "Lone Ranger" at each session . . . Two-Gun Phil Manes had a lot of oldtime shooting irons parked in the lobby of the Model for "Twenty Mule Team" . . . Joe Bergin, Stanley, Chester, had his own house picketed—by a ghost! The stooge in costume carried a sign saying: "Ghost Breakers unfair to organized ghosts."

BROADWAY

(Continued from page 38-A)

home with a heart ailment . . . H. M. Richey is on his first assignment with M-G-M, having gone to Chicago and Cleveland with William F. Rodgers on business. They're due back Tuesday.

William Nitsche, manager of Loew's Triboro, is the father of an eight and a half pound boy . . . The stork also brought a bundle to the Irving Ludwigs. He was formerly manager of the Eighth Street Playhouse. It's a girl—Arlene Henrietta . . . Ed Sullivan and Oscar Doob lunching at Dinty Moore's . . . L. LeRoy Johnston, Walter Wanger's coast publicity chief, is in town again . . . William Wyler, Mrs. Lela Rogers, Lee Shubert, Christopher Morley, Douglas Wood, William Saroyan, Annabella and Mack Millar at "Hero of the World," put on at the Millpond Playhouse, Roslyn, L. I., under the direction of David Lowe of WNEW, who is also president of the National Radio Film Commentators' Circle. The play is authored by Saroyan.

June Preisser has left for the coast . . . Tom Connors was in Toronto for a short business visit . . . E. M. Saunders was on the sick list for a few days . . . Mary Astor is here from the coast for a brief vacation. She'll guest star on the Kate Smith broadcast September 20 in "Brigham Young" . . . Andre R. Heymann, president of French Films Import Co., says his first new season release will be "Heritage," which was a Broadway play in 1920, then known as "Spanish Love" . . . Phyllis Fraser, cousin to Ginger Rogers, will marry Bennett Cerf of Random House, September 17 . . . Goldie Weltman, stenographer in the M-G-M sales department, was married Sunday to Joseph Greenberg. About 30 of her office friends gave Miss Weltman a farewell luncheon at the Hotel Astor and presented her with a set of silver . . . Carmen Miranda will take her own Brazilian band to Hollywood, November 1, to appear in "They Met in Rio."

Dave Levy and Arthur Rapf on Wednesday celebrated joint birthdays, the former reaching the half century mark and the latter his 53*rd anniversary. Arthur Mayer, Sam Rinzler, Max Cohen and Irving Kaplan gave the celebrants a luncheon at the Astor . . . Dave Bernstein is back from a summer in Maine . . . Joe Hazen spent Wednesday in Washington with a number of department of justice representatives in connection with the consent decree . . . Grad Sears is back from that quick one to the Warner studios. Charlie Einfeld next visits the town in about three or four weeks . . . Dave Palfreyman now wears glasses, but as a regular procedure.*

Mort Blumenstock today returns from South Bend where he conferred with officials of Notre Dame on the impending three-theatre premiere of "Knute Rockne —All American." Sam Clark, Warner field exploiteeer, is with him.

Variety Beauty Pageant Dinner Draws a Crowd

ATLANTIC CITY—Three hundred persons attended the Variety Club's annual beauty pageant dinner at the Hotel Traymore. Earle Sweigert, manager of the Philadelphia Paramount exchange, and Herbert Elliott, operator of the Fern Rock Theatre, Philadelphia, were "kings for a day."

Sweigert officially presented the 46 candidates for the "Miss America" title to Mayor Taggart.

Parkchester by Xmas

NEW YORK—The new 2,000-seat Parkchester in the Bronx is expected to be opened by Loew's around Christmas. Building is several months behind, original plans having called for a Labor Day debut.

Need Years to Iron Out Films-Arnold

(Continued from page 37)

then could the independent theatres obtain it as part of their contracts.

"The independent theatres protested. They said it had been represented to them that certain specific pictures with well-known actors would be given to them in exchange for the increased payments. They demanded performance of these representations. At this point legal representatives of the producers called on the independents. They pointed out certain fine print in the contracts which said no representations of sales agents would be binding on the company. They told them about the Statute of Frauds which prevents oral representations from being used to vary the terms of a written contract.

"Deprived of a legal remedy the independent theatres organized a boycott against the producing company to prevent the use of such tactics. At this point the producing company instituted a private suit against the independent theatres for combining through the boycott to restrain trade in violation of the Sherman act. Thus was the act used by a powerful private company to enforce its own monopolistic price control over film.

"Sherman act enforcement should function as an umpire in the competitive game. However, the umpire can never be in the pay of one of the competing teams and still remain an umpire."

Philly Musicians, Warner Find Path to Peace

PHILADELPHIA—A formula for settlement of the 10-month-old contract dispute between Warner theatres and Local 77 of the musicians' union has been reached.

Pickets are to be withdrawn from the downtown Warner houses, but no date has yet been set for the musicians to return to work.

According to the reported settlement, worked out in New York by James Petrillo, the musicians' international president, and Frank Phelps, Warner's labor relations representative, an orchestra is to be employed at the Earle six days a week and at the Stanley, Camden, on Sundays. The union has failed to win its demand that orchestras also be placed in the Fox and the five neighborhood houses that had them up to last November. However, it is understood the union has won a concession in that the two orchestras will be larger than before.

The dispute, which was termed a strike by Warner and a lockout by the musicians, was marked by many conferences in an attempt to reach an agreement. Federal labor conciliators are understood to have helped settle the matter.

Albany Exchange Workers Get Organizer's Report

NEW YORK—Edward Flaherty, organizer and business agent for New York Office Workers' local, and a secretary to William Green, AFL president, addressed a meeting in Albany of exchange office employes who have voted for unionization.

Flaherty reported on attempts to negotiate a contract with New York executives of Warner Bros., Columbia, 20th Century-Fox, RKO, Universal and Republic. Although the union drive has run against what is described as a "stone wall," one company is reported to have indicated willingness to sign a contract.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

SAG Concerned Over Problems of Extras

Major Screen Actors Guild headache—the extra problem in its various ramifications—currently is dominating that organization's activities. The SAG trial board called a meeting September 4 to investigate charges filed by Howard Philbrick, head of Central Casting, that certain extras had lodged threats of physical violence against several Central officials. The SAG declared that although it is "not concerned officially" with the private quarrels which its members may have with other persons, it is "vitally concerned with an unfair distribution of picture jobs which may have been occasioned by such tactics." The trial board also conducted a hearing on charges that one extra turned over a percentage of his earnings to a casting director in exchange for work calls.

The SAG Council adopted a resolution requesting that at least three of the nine Guild delegates to the Central Labor Council be chosen from extra ranks.

National Labor Relations Board has ordered an election of studio scenic artists to determine whether the Scenic Artists Ass'n or the Motion Picture Painters should be designated as the craft's exclusive bargaining agent. The NLRB again postponed its hearing on the Screen Office Employes Guild's bargaining certification petition.

Another conference between producer representatives and the American Federation of Office Employes has been scheduled to review revisions in the AFOE's proposed closed-shop contract at Central Casting. Contract calls for a $22.50 weekly minimum for clerks and $37.50 for casting directors.

IATSE Laboratory local 68 held its annual election of officers September 4.

Scenic Artists Get 30 Days To Name Representative

WASHINGTON—Scenic artists and assistants of nine Hollywood studios have been ordered by the National Labor Relations Board to hold an election within 30 days for the purpose of designating a representative for collective bargaining purposes.

The elections will be held by employes of Warner, RKO, 20th Century-Fox, Columbia, M-G-M, Universal, Samuel Goldwyn Studios, Paramount and Hal Roach Studios, to determine whether they wish to be represented by Moving Picture Painters (AFL) or by Scenic Arts Association of America or by neither.

In it's order, the board explained that in an election held in October, 1938, the SAA was selected as bargaining representative of the employes, but held that that designation did not constitute a bar to a new election.

Gabe Yorke Tub-Thumping "Westerner" Premiere

Gabe Yorke, veteran publicity-advertising-exploitation executive, has been engaged by Samuel Goldwyn to handle details of the Fort Worth and Dallas premieres of Goldwyn's newest United Artists release, "The Westerner," slated for September 19 and 20. Yorke steps in as a replacement for Jock Lawrence, Goldwyn's executive aide and publicity director for the past several years, who resigned a short time ago.

Another ex-Goldwyn employe, Jerry Dale, has been appointed publicity director for Alexander Korda's United Artists production unit, headquartering on the General Service lot. Dale was among those who left Goldwyn after the producer announced he was going into a production lull for the next several months. He had functioned as Lawrence's assistant.

Signed as an M-G-M associate producer, effective October 1, is George Haight, who left RKO Radio recently after a two-year association. His final chore for RKO Radio was the Ginger-Rogers-Ronald Colman starrer, "Lucky Partners." He follows Pandro Berman, former RKO Radio production head, to M-G-M, where no assignment has been handed him as yet.

Scotty Welbourne has replaced George Hurrell as head portrait photographer at Warner, Hurrell having resigned to freelance.

Conscripted Workers' Jobs Will Be Held

In the event of general military conscription, studio workers called to the colors will find their jobs waiting for them when they return.

That, spokesmen for the producers association declare, is almost a certainty as the result of preliminary discussions concerning conscription which highlighted the regular monthly association meeting, over which Y. Frank Freeman presided. Hays office attaches pointed out that Loew's, Inc., through Nicholas Schenck, has already assured its workers such will be the case, and it was declared unofficially that other studio executives have signified their willingness to follow Schenck's example.

Producers also heard a report from James Roosevelt, chairman of the Motion Picture Relief Fund's special case committee, concerning activities and expenditures of that group, and discussed the status of negotiations with the Screen Writers Guild, the American Federation of Office Employes and other crafts. Meeting was attended by all association members save Walter Wanger and Joseph M. Schenck, both in the east.



Relevancy, the New Note—

The days of purely "escapist" motion pictures are numbered, contrary to the belief of many film producers, in the opinion of Dr. George H. Chase (center), dean of Harvard University. During the course of a visit with Producers Albert Lewin and David Loew on the "Flotsam" set, Dean Chase said of such "escapist" stories: "Young men of college, who are about to serve—or perhaps even die for—a very real cause, want no such dainty a diet . . . They are demanding a solid core of relevance to this swiftly changing world in which they live and are apt very soon to play vital parts." Dean Chase is flanked here by Director John Cromwell (left) and Lewin. The Harvard educator was accompanied to Hollywood by his wife.

23 Films Are Set For September

The long Labor Day weekend a think of the past, the major lots are turning with renewed energies to their September production schedules, which call for a total of 23 pictures to go into work before the end of the month.

Fireworks get underway with the projected start of four features September 9 —20th Century-Fox's "Romance of the Rio Grande" and "Golden Hoofs," Universal's "Bank Dick" and an untitled Keye Luke starrer at Monogram.

September 10 looms as the busiest day to hit the studios in years, with ten films listed for launching. Five of them are accounted for by Warner—"50,000 Fliers," "Without Her Husband's Consent," "The Fabulous Thirties," "House on the Hill" and "Trial and Error." Republic will start "Texas Trail Blazers" and "Melody Ranch." Columbia is to gun "This Thing Called Love" and "The Round Up." At RKO Harold Lloyd will signal a start on "Three Girls and a Gob."

After a brief lull, activities will resume September 16 when five more go into production. 20th Century-Fox will roll "Western Union" and "Corncob Kelly's Benefit." Republic plans a start on "Meet the Missus." Warner will enter "The Smiling Ghost" and Monogram is to launch "You're Out of Luck." The following day Republic starts another, "Barnyard Follies." Paramount will clean up the month's schedule September 23 with the projected starts of "Reaching for the Sun" and "You're the One."

October 1 will see M-G-M launching "Ziegfeld Girl" and Hal Roach ending a six-week lull by gunning "Topper Returns." Ernst Lubitsch has charted an October 15 starting date on his first, as yet untitled, for United Artists release, with Melvyn Douglas starring.

Contingent to "Westerner" Debut in Three Planes

Samuel Goldwyn has chartered three planes to carry a contingent of Hollywood players and press representatives, as well as himself, to Fort Worth, Tex., September 19, when his latest United Artists production, "The Westerner," is scheduled to receive its world premiere.

Festivities will be carried over to Dallas the following day, where another showing of "The Westerner" will be staged along similarly lavish lines. Already set to make the trek are Gary Cooper, Doris Davenport and Walter Brennan, who have leading roles in the picture. Handling arrangements for the two affairs is Gabe Yorke. The Fort Worth debut will highlight that community's annual "Casa Manana" celebration.

Warner will world premiere "Knute Rockne—All American" in three South Bend, Ind., theatres October 4. Premiere prices in the houses, with a total seating capacity of 7,000, have been pegged at $2.20, after which the film will begin a popular-price run in all three showcases. Pat O'Brien, Gale Page, Donald Crisp and Ronald Reagan will be sent east for personal appearances at the affair.

The Canadian premiere of Walter Wanger's "Foreign Correspondent" was held in Ottawa August 29 at the Elgin Theatre. Wanger, who has been in New York for several weeks, journeyed to the Canadian capital to meet Director Alfred Hitchcock, who made the trip by plane from Hollywood. Showing was attended by a number of Canadian governmental dignitaries.

Gilbert Leaves Forum

Jesse J. Gilbert has resigned as associate producer for the recently-organized Forum Films, headed by Sam Berkowitz. Company plans production of 16mm films for distribution in schools and churches.

Hutchinson to N. Y. Following Parley

Signaling the windup of a series of product huddles at the studio, a continuation of earlier executive sessions in Salt Lake City during the "Brigham Young" premiere, W. J. Hutchinson, 20th Century-Fox's foreign distribution manager, has returned to New York. He will be followed in a few days by Herman Wobber, general sales chief.

Some revisions in the company's 1940-41 schedule highlighted both the studio and the Salt Lake City conferences, the latter of which Sidney R. Kent, 20th Century-Fox president, attended. Participating in the conclave here additionally were Joseph M. Schenck, William Goetz, Charles and Spyros Skouras and Irving Lesser and Jack Partington of the Roxy Theatre, New York.

President Nate Blumberg of Universal has returned to his New York offices after spending the summer at the studio. Checking in at the plant was Matty Fox, his executive assistant, who put in three months at Universal's eastern headquarters and is now slated to resume his studio duties. Another arrival here was Charles D. Prutzman, vice-president and general counsel, who is conferring on future studio plans with Cliff Work, studio chieftain, and other executives.

Expected in last week but delayed by unexpected business, a United Artists delegation comprising Murray Silverstone, Monroe Greenthal, Harry Gold and L. J. Schlaifer was expected in to go over final release plans on "The Great Dictator" with Charles Chaplin. Lynn Farnol, UA advertising-publicity executive, has been here for some time lining up publicity, exploitation and advertising plans on the picture. Silverstone and Chaplin are expected to set a definite release date on the film.

Conferences on fall product occupied the attention of Gradwell Sears, Warner general sales manager, when he trained in to huddle with Harry and Jack Warner, Hal Wallis and Charlie Einfeld. He will be accompanied on his return to New York by Einfeld, who will launch a national newspaper advertising campaign for "Knute Rockne—All American" and make advance arrangements for the picture's October 4 premiere in South Bend, Indiana.

John LeRoy Johnston, Walter Wanger's publicity-advertising director, has joined his chieftain on the latter's survey tour of key cities, addressing business organizations and conferring with exhibitors. With St. Louis and Boston on his itinerary, Wanger expects to be on the road for another three weeks, at which time he and Johnston will return to the film capital.

Edward Golden, Monogram sales chief, has checked in for huddles with studio production officials and conferences with local distribution executives. He is on a nation-wide tour of Monogram sales branches.

Erpi-Educational Suit Impels Fine Arts Move

If, as and when Electrical Research Products, Inc., carries through on its announced intention of filing suit against Educational to foreclose on a $245,000 mortgage it holds on the Educational studio here, Franklyn Warner's Fine Arts unit, which holds a lease on the property, will surrender its option and seek other quarters rather than be caught in the middle.

Such is the gist of a statement by Warner, amplified by other FA attaches who pointed out the uncertainty of the Erpi-Educational setup has forced Warner to pass up several lucrative rental deals and has been one of the factors in the continued delay of his plans to reenter active production.

Warner declared the FA-Educational lease was contingent upon settlement of the Educational-Erpi litigation within six months, but that Erpi's action in foreclosing in superior court will prolong the uncertainty for an "indefinite period." It was indicated FA will pull up stakes within 60 days.

Warner himself checks out next week on a combined business-pleasure trip to New York.

Cinémarks

Producer-Director William A. Seiter, accompanied by his wife, Marian Nixon, has sailed for Honolulu for an extended holiday. They will return early in October, when Seiter will report to Universal for his next assignment.

*

Ed Chodorov, Metro writer, planed out for New York . . . Director George Cukor of M-G-M is vacationing in San Francisco, his latest studio assignment having been completed.

*

Scripters Gladys Lehman and Richard Connell have planed in from Chicago, where they conferred with Bert Wheeler on the screen play of a Paramount picture they are writing in which Wheeler will be starred.

*

Attending the world premiere of "The Howards of Virginia" in Richmond, September 4, were Frank Lloyd, who produced the picture; his associate, Jack Skirball, and Martha Scott, who co-starred with Cary Grant.

*

Back at his studio desk—but with a bride now waiting for him at home—is Jack Otterson, Universal art director, who married Actress Iris Meredith in Las Vegas over the Labor Day weekend . . . William Seiter cut his Mexican holiday short to plane in for the preview of "Hired Wife," which he directed.

*

Edward G. Robinson has checked out for White Sulphur Springs to accept a testimonial from the Wholesale Drug Assn. of America, in convention there, for his work in "Dr. Ehrlich's Magic Bullet."

*

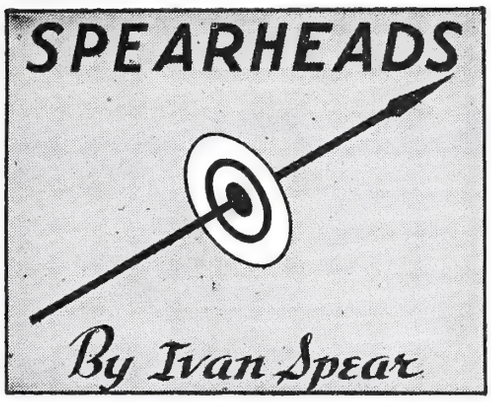
Pat O'Brien has been presented the Helm Athletic Foundation trophy given annually to the person who has contributed most to perpetuating the amateur athletic ideal. Presentation was made by Foundation officials in recognition of O'Brien's work in "Knute Rockne—All American" . . . Gordon Hollingshead, Warner short subjects producer, has returned from a Balboa vacation . . . Sam Clark, Warner exploiteer, planed to New York to work on advance preparations for the "Knute Rockne" premiere in South Bend October 4.

*

Arthur Rose, Metro unit production manager, was called to New York suddenly because of a death in his family . . . Herbert Stothart, of Metro's musical staff, has checked in from a vacation in the Pacific Northwest.

*

Producer Paul Malvern is back on the job at Monogram after a short holiday . . . Louis King, Paramount director, in from San Francisco.



THE Hays office is perfecting a plan which will increase the size and activities of its so-called public relations department. The new project calls for the establishment of two committees —one here, one in New York—each comprising two to three men well-trained in the gentle art of toning down adverse industry publicity and in building up, instead, goodwill for motion pictures and their makers. The setup is now in the discussional stages and was first broached when the question of selecting a successor to Tom Pettey, who functioned as public relations counsel for the producers association here, came up following Pettey's resignation. Working it out in detail with company executives have been Will Hays, Francis Harmon and Roy Norr.

Two incidents of the past few weeks offer irrefutable evidence to the effect that there is a crying need for such expansion—but quickly. At the same time they afford a sad commentary concerning the methods and inefficiency of the men and women who, individually and collectively, have been responsible for creating the current attitude of public and press toward films and those employed in their manufacture.

The Veterans of Foreign Wars, while conventioning in Los Angeles last week, presented Louis B. Mayer with their highest award, the Gold Citizenship Medal, in recognition of his outstanding contributions to Americanism as a producer of motion pictures and his personal activities in patriotic organizations. In bestowing the award, the veterans paid high tribute to Mayer's donations to a greater national spirit through his production pursuits and in engaging in Americanization work as a private citizen. Last March, a similar honor was bestowed upon Mayer by the American Legion.

Earlier in the week, Harry M. Warner also was a recipient of the V. F. W. Gold Citizenship medal "for outstanding services as a citizen of the United States in sponsoring a great Americanism program through consistent production of a series of patriotic feature pictures and short subjects."

Here were two of the industry's most prominent men singled out by the nation's second largest ex-service men's organization to be publicly honored for their patriotism, and broadcasting the news thereof was restricted to small items in the tradepapers and even smaller paragraphs in some of the more liberally-spaced gossip columns.

But when a political opportunist like Buron Fitts, district attorney of Los Angeles county and a candidate for re-election this fall, accused a few obscure film folks, with comparatively remote and uncertain picture connections, of being "Reds," every newspaper in the country dusted off its mile-high type and devoted pages to lampooning the entire industry for its alleged "subversive activities."

Certainly Mayer and Warner are more representative of motion pictures as a whole—their people, their purposes and their patriotism—than are Herbert Biberman, Lionel Stander, Gale Sondergaard, Sam Ornitz and the few others on whom Fitts predicated his harmful campaign of vilification.

Yet, the honoring of industry leaders for their sponsorship of Americanism is kept a deep secret, while the press had a Roman holiday when Fitts made his bid for space—and votes—by juggling a few red herring, none of which had grown beyond the size of minnows.

All of which seems strongly to indicate that it is high time the Hays office, the production companies and all others interested in the future of films, hired a few public relations experts qualified to do something to innoculate newspaper editors with a more fair viewpoint toward motion picture "news."

→

Universal hired Harold (Doc) Baker, Pacific Coast pocket billiard champion, to tutor Marlene Dietrich in pool-room technique for her role in "Seven Sinners." That expense could have been saved merely by calling on one of the many producers who have distinguished themselves behind the eight-ball.

→

Fairy Tales of the Future:

Once upon a time Universal made a "B" picture without Constance Moore. But only after Connie had checked off the lot and had been replaced as standard equipment by Kathryn Adams. Which was something of an improvement inasmuch as—Allah be praised—Kathryn hasn't tried to sing—yet.

→

In previewing—with liberal illustrations —Charlie Chaplin's forthcoming "The Great Dictator," which journalistic lovefest was staged simultaneously with the withdrawal of Charlie's $1,000,000 *damage suit against the magazine for unauthorized reproduction of* one *still,* Life *terms the producer the "world's most beloved figure."*

Proving that even successful publishers can love a million dollars?

→

BALLYHOODLUMS—The Blurbiest Battle of the Century was staged on Hollywood Boulevard when Universal and Warner previewed their respective Rosalind Russell starrers on the same night and within spittin' distance of each other, to the detriment of both companies and the bewilderment of the reviewers who wanted to see both pictures.

With Battling Kid Joseph in the Universal corner and Slugger Einfeld throwing punches for dear ol' Burbank, the bout ended in a draw for everyone but the critics, who are still trying to decide who did it to whom—and why . . . If, when and as the expanded public relations department of the Hays office starts functioning, such ridiculous and costly situations may be eliminated . . . Samuel Goldwyn could not have made a better choice than Gabe Yorke to step into the spot vacated by Jock Lawrence as head of his publicity department. While the announcement of Yorke's selection states he was hired to handle only the preparations for the Fort Worth premiere of "The Westerner," Goldwyn will probably make the appointment permanent, providing he uses the good judgment which characterizes most of his operations . . . Cliff Lewis' bid for sensationalism and space in connection with the preview of "I Want a Divorce" was probably the weakest and the most ludicrous Hollywood has witnessed in many months. The Lewisian pipedream concerned an alleged arrangement whereby Dr. Paul Popenoe, authority on domestic problems, assertedly brought 60 estranged couples whose marital difficulties he has been studying to the preview of the film. It was the good doctor's belief, according to Lewis, that the picture—although "kept in light comedy vein"—is a "strong preachment against divorce." Which is a good trick if you can do it.

Russell, Rugged, Ritzes, Recanters

Despite the long Labor Day weekend there was no letdown in the preview raids which for the past several weeks have had Hollywood reviewers catching most of their sleep—but little of their groceries—in theatre bomb shelters.

The seven-day period might have been called Russell week, inasmuch as lovely Rosalind of that tribe was starred in two of the trio of features attaining the pinnacle division.

Brilliant hardly seems adequate as a description of Warner's "No Time for Comedy," in which Miss Russell co-stars with James Stewart. Discriminating and sophisticated picture-goers will acclaim its bristling dialogue, subtle comedy, slick direction and opulent production mounting; and the Stewart-Russell team should suffice as a magnet for those patrons who may not grasp all of the high comedy nuances in the script by Julius J. and Philip G. Epstein. This writing team did a masterful job in translating S. N. Behrman's play to the screen; and its excellent work was matched in every respect by Producer Robert Lord and Director William Keighley. Stewart tops his previous screen efforts and Miss Russell was never better.

Universal has a definite money-winner in "Hired Wife," wherein Miss Russell has Brian Aherne as her running-mate and a staunch supporting cast, plus a smartly sophisticated comedy script, to help her carry the load. Richard Connell and Gladys Lehman, working from an original by George Beck, deftly tailored their scenario to current customer tastes, and some genuinely funny trouping and a sprinkling of hilarious gags compensates for a certain lack of the romantic zest its title implies. William A. Seiter accounts for a top job in direction and in his first try as a producer, with Glenn Tryon as his associate.

A staunch and stirring saga of Colonial America is Frank Lloyd's Columbia production, "The Howards of Virginia," based upon Elizabeth Page's best-seller, "The Tree of Liberty." Lloyd, who produced and directed, handled his task intelligently and well; and, with its inherently time-

(Continued on page 43)

Hollywood—
—Personnelities

Barnstormers

Alexander Korda

SABU and **JUNE DUPREZ,** featured in "The Thief of Bagdad," plane out on TWA Stratoliner, christened "The Flying Carpet," to participate in ceremonies in Kansas City, Chicago and New York launching the new air service.

Metro

LARAINE DAY checks in from p.a. tour through the east.

MICKEY ROONEY heads east on four-week personal appearance trek, with stopovers scheduled in Cleveland, Pittsburgh, Washington and New York.

Paramount

DOROTHY LAMOUR pulls out for New Orleans for a three-day p.a. in connection with a benefit show for hurricane sufferers.

Republic

SMILEY BURNETTE pulls out for extensive personal appearance tour through the eastern territory, through Pennsylvania, Ohio and New Jersey, including stopovers in Cleveland, Pittsburgh and Washington, D. C. He returned only a short time ago from another p.a. jaunt.

Briefies

NEIL McGUIRE launches his 27th 16mm. subject for automatic dime-in-slot projectors, "Colors on Parade," based on the song by Dorothea Towne. He is also readying a Hawaiian fantasy and an undersea musical novelty, "Ten Thousand Legs Under the Sea." McGuire Productions has been incorporated in Sacramento with McGuire as president and Philip Cohen, Arthur Morris and Lucille M. McGuire as directors.

JAMES ROOSEVELT and **FRED MILLS** to premiere their "Panoram" projector and a group of 16mm. "Soundies" at the Hollywood Roosevelt Hotel September 16.

Cleffers

Alexander Korda

MIKLOS ROSZA completes recording of his own musical score for "The Thief of Bagdad." He used a chorus of 25 mixed voices and a 65-piece orchestra.

Metro

"The Woodpecker's Song," top tune of some months ago, purchased for Chico Marx to play as a piano solo in "Go West."

Paramount

ANDRE KOSTELANETZ signed as musical director to supervise musical arrangements and scoring on first two "Puppettoon" shorts which George Pal is scheduled to produce.

VICTOR YOUNG and **ANDREA SETARO** scoring "Arise My Love."

PHIL BOUTELJE named musical advisor on "You're the One," the Orrin Tucker-Bonnie Baker musical which Gene Markey will produce.

JOHN LEIPOLD composing and orchestrating score for "The Quarterback," with **IRVIN TALBOT** conducting studio orchestra.

Edward Small

EDWARD WARD scoring "The Son of Monte Cristo."

20th Century-Fox

RALPH RAINGER and **LEO ROBIN** to do tunes for "The Great American Broadcast."

Loanouts

RKO Radio

JEAN ROGERS borrowed from 20th Century-Fox for feminine lead opposite Kent Taylor in "Malvina Swings It." Howard Benedict produces and Les Goodwins will direct.

Universal

NANCY KELLY borrowed from 20th Century-Fox to replace Virginia Bruce in "Caribbean Holiday."

Meggers

Metro

BUSBY BERKELEY piloting "Zigeuner," musical sequence in "Bittersweet," being filmed in Technicolor.

FELIX FEIST to "Dreams," a Passing Parade short.

FRED ZINNEMAN to "America's No. 1 Meddler," a Carey Wilson "Miniature." Julian Hochfelder and Barney Gerard scripted.

DAVID MILLER to the second in the "Nostradamus" short subject series, revolving around predictions of the 16th-century prophet.

Republic

JOSEPH SANTLEY to "Melody Ranch," starring Gene Autry.

ARTHUR LUBIN to "Who Killed Aunt Maggie?"

Richard Rowland

TAY GARNETT to "Three Cheers for Miss Bishop," to be made for United Artists release.

20th Century-Fox

NORMAN FOSTER to "Corncob Kelly's Benefit."

Warner Bros.

EDMUND GOULDING to "Miss Wheelwright Discovers America," from a story by Leonard Spigelgass, scripted by Jerry Wald and Richard Macaulay. David Lewis produces.

RAY ENRIGHT to "The Weak Link," forthcoming Eddie Albert starrer.

JEAN NEGULESCO to "Ed Sullivan's Hollywood," two-reeler, which rolls September 16 with Jack Warner jr. supervising.

Options

Columbia

ALBERT DUFFY signs one-picture writing ticket.

Alexander Korda

SARA ALLGOOD, Irish actress, signed for a major role in "Lady Hamilton," co-starring Vivien Leigh and Laurence Olivier.

Krasna-Ross

CHARLES COBURN booked for a lead in the Jean Arthur film, "The Devil and Miss Jones," which RKO Radio will release.

Metro

JOHN RAITT, former college athlete, given term acting contract and role in "Flight Command."

WILLIAM R. LIPMAN signs term writing ticket.

RALPH SPENCE joins writing staff in the Arthur Freed unit.

ROGER MOORE, stock player, held for another term.

Paramount

EDWARD EVERETT HORTON signed for top role in the forthcoming Bonnie Baker-Orrin Tucker film, "You're the One," which Gene Markey will produce.

HARRY TUGEND signs one-picture writing deal to work on an original musical comedy.

Republic

JOHN HUBBARD borrowed from Hal Roach for the topline in "Who Killed Aunt Maggie?" Arthur Lubin directs.

RKO Radio

JAMES ELLISON given term acting contract and male lead in "Debutantes, Inc."

JANE HALL joins writing staff in the Gene Towne-Graham Baker production unit.

20th Century-Fox

PATRICIA MORISON borrowed from Paramount for the lead opposite Cesar Romero in "Romance of the Rio Grande."

ROBERT STERLING, featured player, held for another term.

MARY BETH HUGHES, featured player, held for another term.

Universal

SHEMP HOWARD, comedian, handed term contract and a role in "Give Us Wings."

Warner Bros.

JOHNNY RUSSELL, child actor, borrowed for a role in "The Lady With Red Hair."

Scripters

Columbia

LEWIS MELTZER to "And So Goodbye," to be directed by Charles Vidor.

Frank Lloyd Productions

KATHRYN SCOLA to "The Lady From Cheyenne," from a story by Jonathan Finn and Theresa Oakes. It is Lloyd's first for Universal release.

Metro

DOROTHY PARKER and **ALAN CAMPBELL** to "Come Live With Me," from an original by Virginia Van Upp and Patterson McNutt. Clarence Brown will direct Hedy Lamarr and James Stewart in the leads.

Pyramid

EDWARD T. LOWE to "Scattergood Baines."

Republic

HENRY MEYERS to "Melody Ranch," a Gene Autry western.

WINSTON MILLER teamed with **OLIVE COOPER** on "Valley of the Moon."

RKO Radio

MORTON GRANT to "West of the Big Horn," a Tim Holt western.

20th Century-Fox

WANDA TUCHOCK to "A Very Young Lady," forthcoming Jane Withers vehicle.

DARRELL WARE and **KARL TUNBERG** to "Man Alive," based on a musical comedy by Albert Duffy.

ARTHUR FITZ-RICHARDS teamed with F. Scott Fitzgerald on "The Light of Heart," a play by Emlyn Williams.

Universal

LARRY RHINE and **BEN CHAPMAN** to "They Dance in Havana."

Warner Bros.

MILTON KRIMS and **NORMAN REILLY RAINE** complete "The Fabulous Thirties" for Producer Mark Hellinger. Priscilla Lane and John Garfield have the leads.

HARRY CLORK to "Four Cheers for Mother," from a play by Phil Dunning and L. Lighton.

JOHN HUSTON to "Mr. Skeffington," novel by Elizabeth.

JULIUS and **PHILIP EPSTEIN** to "One Sunday Afternoon," which William Cagney will produce as a James Cagney starrer.

CAPT. JOHN T. PROUT teamed with **ABEN FINKEL** and **HARRY CHANDLEE** on "The Amazing Story of Sergeant York."

ROBERT KENT to "And So She Was Married."

STEPHEN MOREHOUSE AVERY to "Happiness."

KEN GAMET to "Her Temporary Husband." Ray Enright directs.

Technically

Columbia

WILLIAM MULL named assistant director on "This Thing Called Love," which Alexander Hall will pilot.

Alexander Korda

EDWARD G. BOYLE doing interior decorating on the untitled film biography of Lord Nelson and Lady Hamilton.

Metro

JOHNNY WATERS and **ART SMITH** lining up backgrounds in Sonora for "Go West."

Paramount

CHARLES LANG to photograph "Shepherd of the Hills."

WILLIAM MELLOR to photograph "Reaching for the Sun." The William A. Wellman production rolls September 23 with Joel McCrea and Barbara Stanwyck in the leads.

JEAN YARBOROUGH filming motor boat chase sequences at Catalina Island for "Love Thy Neighbor."

20th Century-Fox

NICK CASTLE and **GENEVA SAWYER** directing dance sequences in "Hudson's Bay."

"Dr. Christian" Dropped From Title of Series

Stephens-Lang Productions has eliminated the "Dr. Christian" prefix from its new series for RKO Radio starring Jean Hersholt, although the films will continue to be built around that character. First of the 1940-41 group, titled "Remedy for Riches," went before the cameras September 7 with Erle C. Kenton directing. It is being filmed at General Service.

In dropping the "Dr. Christian" from the titles, the company follows in the footsteps of 20th Century-Fox, which recently embraced that policy on its "Cisco Kid" vehicles.

North Guides Series

Production reins on the "Higgins Family" series at Republic have been handed to Robert North, with "Meet the Missus" as the next to go before the cameras. Series was under the guidance of the late Gus Meins.

Mono. Acquires Space For N. Y. Arrivals

Preparing for the expansion of its executive, departmental and productional activities which will follow the transfer of the bulk of its New York personnel to Hollywood late in September, Monogram has leased a major portion of International Studios and, according to company spokesmen, contemplates eventually taking over the entire lot and bidding adieu to Talisman Studios, where it has headquartered for several years.

Currently ensconced at International are President W. Ray Johnston; Pete Friedhoff, treasurer; Ralph Bettinson, story editor; Bill Peirce jr., west coast publicity-advertising director; and unit producers including Paul Malvern and Lindsley Parsons. Remaining at Talisman for the time being are Scott R. Dunlap, production head, and Charles Bigelow, production manager.

The same spokesmen declared it was the general belief that Johnston's action in transferring Monogram's headquarters here from the east will not seriously affect the west coast personnel and that duplication of effort resulting from the merger will not be large. It was pointed out that about 50 members of the eastern staff, most of them secretarial workers, had been given notice and would not be brought here. Among departmental heads moving to Hollywood are accounting and sales executives as well as Lou Lifton, east coast publicity director. Duties of Lifton and Peirce under the new setup have not yet been clearly defined.

Errol Flynn's Next Set

Next starring vehicle for Errol Flynn at Warner will be "Footsteps in the Dark," detective story scripted by Lester Cole and John Wexley from a play by Ladislaus Fedor.

Academy Committees Scan Sound Field Operation

To investigate problems in the sound field Darryl Zanuck, chairman of the Academy Research Council, has appointed several subcommittees to operate under supervision of the Council's Basic Sound Committee.

One group with James G. Stewart of RKO Radio as chairman will look into means of effecting economies in sound recording dubbing. Membership includes Daniel J. Bloomberg, W. P. Delaplain, Roger Heman, Arthur Johns, Kenneth Lambert, Russell Malmgren, Louis Mesenkop, Hal Shaw and E. H. Wetzel.

William Mueller, C. W. Faulkner, Gordon Sawyer and William Thayer will investigate set sound recording problems. Another committee comprising S. J. Twining, A. C. Blaney, Ferdinand Eich, J. G. Frayne, John Hilliard and Thomas Ingman will work out methods of eliminating flutter in sound recording equipment.

Methods of saving sound recording film stock will be probed by Clem Portman, Gerald Best and Kenneth Lambert.

Mercury Vapor Lamps Are Studied by Committee

Possibilities for increased studio use of newly-developed mercury vapor lamps are being studied by a committee appointed by Darryl F. Zanuck, chairman of the Academy Research Council.

The group comprises Fred Albin, chairman; Lawrence Aicholtz, Arthur C. Blaney, Charles Daily, Ferdinand Eich, J. G. Frayne, John Hilliard, Edward H. Richard, Carl Schillinger and Burton F. Miller. They will test the new lamps in relation to possible use in sound recording, laboratory printing machines and other ways.

Reins to Paul Jones

Paul Jones has been handed production reins on Paramount's "The Road to Zanzibar," co-starring Bing Crosby, Bob Hope and Dorothy Lamour.

War Relief Drive Yields $440,416

Exceeding earlier estimates by more than $100,000, the recent studio Red Cross-Allied War Relief campaign brought in a total of $440,416.73, according to a report filed by Samuel Goldwyn, chairman of the campaign committee, to Dr. A. H. Giannini, head of the Citizens' Emergency Relief Committee of Los Angeles. The industry contribution boosted L. A. county's total to $807,716.77, well above the $680,000 quota which had originally been set.

Of the studio total, $301,787 goes to the Red Cross, the balance to the Allied War Relief fund.

Former service men now employed at the Warner studio have formed Warvets, a home defense preparation organization, with Harry Platt, staff shop foreman, as president. Being shaped up are a searchlight battery, rifle and pistol clubs. Other officers include C. A. Fischer, vice-president; Cy Wilder, comptroller-treasurer; George Murray, secretary, and Bill Henry, sergeant-at-arms.

All future productions for the British War Relief Ass'n of So. Calif. will be presented by The Players Theatre, incorporated as a California organization at Sacramento and replacing the Theatre Guild because of a protest lodged against confusion in names by the Theatre Guild of N. Y. Next enterprise will be "Charlot's Revue," opening September 20 at the El Capitan Theatre. A portion of the weekly revenue goes to the Motion Picture Relief Fund.

Scores of Hollywood notables were on hand when a benefit show for youngsters at the Vista Del Mar Orphanage was held at the Uplifters' Ranch in Santa Monica. Arrangements were handled by Mrs. William Koenig, Mrs. Harry Brand and Mrs. Seymour Felix. Appearing on the program were Jack Benny, Mary Livingstone, Bob Hope, George Murphy, Fred Allen, Judy Garland, Dorothy Lamour, Mary Pickford, George Raft, Ruby Keeler, Bill Robinson and others.

A delegation of M-G-M players including Robert Taylor, John Carroll, Douglas McPhail, Chill Wills and Red Skelton were guest stars on the final Navy Charity Carnival show in San Diego August 31.

RKO Pathe Lot Harboring Several Independents

Activity of independent producers headquartering on the RKO Pathe lot in Culver City is approaching boom proportions with the addition of still another unit—Samuel Bronston Productions—moving there from the Samuel Goldwyn lot because of the necessity for expanding its facilities.

Also transferring from Goldwyn's studio to RKO Pathe was James Roosevelt's Globe Productions. Other independents leasing space at the Culver City plant include Vogue, Voco, Pyramid Pictures, Producers Corp. of America, David O. Selznick and Colonial.

Bronston's unit is aiming toward a November 15 start on "Martin Eden," from the Jack London novel. It will be released by James Roosevelt, who is chairman of the board, through United Artists. Roosevelt's Globe Productions will turn out "Pot O' Gold," also for UA, as well as its 16 mm short subjects for use in the Mills automatic dime-in-slot projectors.

Jerry Brandt has purchased Charles Ford's partnership interest in Pyramid Pictures, which has secured an RKO Radio release for three "Scattergood Baines" films for 1940-41.

SPEARHEADS

(Continued from page 41)

ly subject matter, the feature should account for itself notably at the boxoffice. Sidney Buchman wrote the script.

* * *

A worthwhile quartette of middle-bracket offerings included "I Want a Divorce" from Paramount, wherein comedy is neatly blended with pathos and an entertaining preachment on divorce. It has the ingredients which make for satisfactory fare, skillfully directed by Ralph Murphy from a script by Frank Butler, who based his work on an original by Adela Rogers St. Johns. George Arthur functioned as associate producer.

A few more entries like "The Leather-Pushers" and Universal will have a top action draw in the Richard Arlen-Andy Devine team. Ben Pivar cunningly masked his low production budget with a first-rate cast and a well-knit script by Larry Rhine, Ben Chapman and Maxwell Shane, while John Rawlins, as director, kept things moving all the way.

Artistry rarely encountered in a modestly-budgeted feature highlights RKO Radio's "Stranger on the Third Floor." Sufficient suspense has been incorporated in Frank Partos' script to command audience interest and classify it as ideal supporting fare. Boris Ingster, in his directorial debut, piloted with a sure and effective hand under Lee Marcus' production supervision.

There isn't much plot to Universal's "Argentine Nights," its makers having resorted to the time-proven formula for musical comedy. Ken Goldsmith was none too lavish in his production and Al Rogell's direction is undistinguished; consequently the film, with the Ritz Brothers and the Andrews Sisters as its chief draws, barely rises above mediocrity. No less than five writers did their bit in its concoction—J. Robert Bren and Gladys Atwater contributing the original, and Arthur T. Horman, Ray Golden and Sid Kuller collaborating on the screenplay.

* * *

Bringing up the rear was the RKO Radio release of the Voco production, "Dreaming Out Loud." Featuring Lum 'n' Abner, well-known radio comedians, it will probably draw its most substantial patronage from among fans of that air-show interspersed with the neighborhood and juvenile trade. Retarding it from attaining much stature as general screen material, however, is an amateurish and highly involved plot, scripted by Howard J. Green, Barry Trivers and Robert D. Andrews from an original by Trivers and Andrews. Harold Young directed for Producers Jack Votion and Sam Coslow.

S' FRANCISCO

AN EXCELLENT day and a two-hour parade brought many people downtown on Labor Day but only a few of the city's theatres did capacity business. The Warfield, with "Boom Town" had holdouts all through the day and did the best business of the downtown houses. The Fair drew 200,000 on Sunday and Monday, and the State Fair at Sacramento set new attendance records with upwards of 60,000 jamming the grounds.

F. T. Murray, Universal branch operations manager, a visitor this week . . . Bob Lippert back at his desk after a trip to Chicago and other points east . . . Pat Patterson regaling the Row folk with tales of fishing around Catalina. Pat was one of six to accompany Dan McLean on the good ship Nadinot *. . . Bill Peters is remodeling the entire block of business stores in Manteca opposite his new El Rey. The old Lyric will be converted in the renovation job . . . Rose Hobart looking very patriotic in red, white and blue, while visiting on a vacation from Hollywood.*

Andy Larson, Columbia shipper, was among the 600 and some couples that journeyed to Reno and came away married over the Labor Day weekend. It is reported that Reno closed the divorce courts and devoted all its attention to those clamoring to be hitched . . . Mel Klein back in town after visiting all the Columbia offices from here to Canada . . . "I Love You Again" is playing its fourth Market Street week . . . Willis Bell, 20th Century sales manager, is out with a slight touch of the flu . . . Al Lehrman is now working for his former boss, National Screen Accessories.

The Esquire, recently gutted by fire, reopened this week. The house is in Oakland . . . Sid Weisbaum has returned from Hollywood . . . The "hot" Dies-Bridges newsreel debate will be distributed by Coast Pictures . . . Dorothy Arzner, femme director, in town for the personal appearance of Lucille Ball and Maureen O'Hara . . . Al Nasser and son, Warner, off to New York on the liner S. S. Manhattan *. . . M. H. Alger opened his new house, the Alger, this week in Lakeview, Oregon . . . Katharine Hepburn in town to visit her uncle, Rear Admiral Arthur W. Hepburn.*

The California State Fair and Exposition was held this week with Hollywood and the air lanes providing most of the entertainment. Bob Hope appeared for two days with Skinnay Ennis and his orchestra; Horace Heidt and his Musical Knights; Orrin Tucker and his orchestra; Kay Kyser and his troupe; and a string of Hollywood starlets filled the entertainment bill for the eight-day event . . . Robert Young and wife, Fannie Brice, Dick Powell, and Mischa Auer were other Hollywood celebrities in town this week.

V. Preston, Warner booker, vacationing in the north . . . H. Przyborowski, shipper from the same exchange, to the Siskiyou country for a couple of weeks . . . The Fair installed "Pirate's Treasure" this week and will play the give-away game each night at 10:30 *with* $1,000 *being given away in ten spins . . . Booking on the Row: Harry Oastler, American, Winnemucca; Ernie Glascock, Lake, Woodlake; Bill Allen, Sunset, Riverdale.*

Santley Megs an Autry

HOLLYWOOD—"Melody Ranch," Gene Autry starrer for Republic, will be directed by Joseph Santley.

Trade in Dark on New Retailers' League

LOS ANGELES — Exhibition circles here profess to be completely in the dark concerning the background, formation, aims or purposes of the Los Angeles Retail Merchants and Theatre Owners Nonpartisan Political League, given a charter as a California corporation in Sacramento August 30.

That the "Theatre Owners" referred to in its title are, so far, nonexistent was corroborated by officials of the California Intelligence Bureau, which works with the L. A. Chamber of Commerce in securing a thorough analysis and report on each and every new enterprise in the state. No exhibitors are listed among its directorate and, so far as can be learned, none is numbered in whatever membership it may have.

The organization promises that as a corollary to its primary platform—legalization of pin-ball games in the city—it will also secure a legal okay for Bank Nights in local theatres. As to how this is to be done, however, no information is forthcoming. Spokesmen for the ITO of So. Calif. and Ariz., representing several hundred theatres in the territory, declared themselves to be at a loss on this point, inasmuch as various forms of cash giveaways are part and parcel of the regular program in many houses already.

C. I. B. attaches opine that the group has political ramifications linking it with the coming municipal election and hazarded the guess that it is seeking votes among theatremen—although for what candidates is not yet known. Its organizer is J. Francis Quinn, public relations counsel.

White PCCITO Delegate At Consent Hearings

LOS ANGELES—The Pacific Coast Conference of Independent Theatre Owners' delegate to the consent decree hearings which opened September 3 in Washington, D. C., is Bob White, PCCITO trustee and executive of the ITO of Washington, Northern Idaho and Alaska.

White was selected at a recent PCCITO trustees meeting in Seattle, at which R. H. Poole, executive secretary, presided. White traveled east in place of Poole, who was originally scheduled to make the trip but decided against it because of an impending meeting of the directorate of the ITO of So. Calif. and Ariz., of which he is executive director.

White is expected to return early next week at which time a full report of what transpired in Washington will be presented to the PCCITO.

Seattle Orpheum Is Sold to Evergreen

PORTLAND—Sale of the Orpheum building to the Evergreen State Amusement Corp. has been announced. Title will pass on October 1, when the lease with the Multnomah Theatres, who will be operating lessor, will become effective. The lease with John Danz, Seattle, was canceled in the deal.

The Orpheum has been closed for several weeks, and no opening date has yet been announced.

The Capitol also changed hands, with Ted Gamble, manager for J. J. Parker theatres, taking over.

PORTLAND

BOB WHITE, one of the directors of the Oregon Independent Theatre Owners, flew back to Washington to represent PCCITO at the consent decree hearing being held by the anti-trust division of the justice department. The PCCITO represents about 1,500 houses.

Charles Rosemeyer, shipper and assistant booker for RKO, has been ordered to National Guard camp on September 15 *at Fort Lewis, Wash. Carl K. Adams, who has been with Columbia, is stepping into his job.*

F. W. Talbert of Republic and H. P. McNary, Warner manager, spent several days up in the fossil beds of the John Day country in eastern Oregon. McNary took colored pictures of the area and found a few fossils . . . M-G-M moved into their new building on Filmrow September 1. Although workmen still are finishing the building, it was necessary to move in because of expiration of the lease on their old building.

Out-of-town directors at the executive session of the Independent Theatre Owners during the week, included Oscar Phelps, Hillsboro; Milt Odem, Redmond; Avery Combs, Camas; R. J. Stumbo, Salem; A. S. Kolstad, Hood River, and A. West Johnson, Eugene. Several new plans will be announced in the near future.

Donn Raddabaugh of the Indian Theatre, Roseburg, has been on vacation. Norman Goodin of Oswego and Carlton has been vacationing in Hollywood with visits to the studios . . . Seen along Filmrow: George Hunt and Enio Hemmila of Medford, Mendy Mendenhall of Grants Pass, Robert Marsden of Marshfield, B. E. Fisk of Bandon, Cleo Morelock of Cottage Grove, Art Adamson of Albany, T. R. Poorman of Woodburn, James O'Connell of Eugene, Don Myers of LaGrande, W. A. Hibbert of Sheridan and Willamina.

Newsreel House's First Anniversary Eventful

SAN FRANCISCO—The recent first anniversary of the Telenews Theatre, a downtown newsreel house, was made as much of an occasion by Manager Ellis W. Levy as any premiere. A special trailer, announcements, radio, newspapers, lobby displays and even a press and staff cocktail party were all utilized to make the observance eventful.

In the way of announcements, 25,000 were distributed through a tieup with a sandwich company. On the air 98 five-minute news broadcasts, originating in the theatre, were made; a quiz program, man-on-the-street broadcast, news program and spot announcements rounded out the radio campaign.

In the press daily news stories appeared a week in advance; a special four-page section was printed up for distribution to Telenews patrons, later appearing in co-operating newspaper, and 5,000 cards were distributed to news racks throughout the city.

Additional publicity came through announcements on menus at leading restaurants; a program mailing to patrons; cards on street light standards in the vicinity of the theatre; kleig lights before the house on anniversary night; gardenias for the lady patrons; new uniforms for the staff, and of course the press reception.

Donate $3,000 to Equip Robert Speer Hospital

DENVER—The Rocky Mountain Screen Club and the Will Rogers Memorial Ass'n have donated $3,000 to the new Robert Speer Memorial Hospital, operated by the city. This will make it possible for the city to equip 12 rooms. The hospital, built recently, has been standing idle because of lack of funds for equipment.

The committee, which made a thorough investigation before allocating the funds, was composed of Rick Ricketson, Earl Collins, A. P. Archer, Henry Friedel, Lon Fidler and William Agron, all film and theatre men of Denver.

Fair Adopts Giveaway

SAN FRANCISCO — On September 3, "Pirate's Treasure" give-away game was installed at the Golden Gate International Exposition to overcome a normal loss of business after Labor Day. "Pirate's Treasure" is a Ten-O-Win theatre game adapted for the theme and capacity of the Fair.

"Pastor Hall" to Esquire

LOS ANGELES — A five-week minimum booking at Herb Rosener's Esquire has been set for James Roosevelt's release of the British film, "Pastor Hall." The opening will follow termination of the current Esquire run, "Madame Satan."

Altec Signs Evergreen

SEATTLE—Altec has secured contracts with the Evergreen circuit covering theatres in Seattle, Bellingham, Bremerton and Spokane in Washington, Portland, Ore., and Vancouver.

Clefs "Hit Parade of '41"

HOLLYWOOD—Walter Scharf is doing the musical arrangements for Republic's "Hit Parade of 1941."

SALT LAKE

WITH weather conditions and moisture content back to normal here and in the surrounding territory, the outlook is brightened for this section . . . Two film notables who spent their school days in Salt Lake—Fay Wray and Val Paul—returned here as members of a group of film personages en route to Denver for the premiere of "Kit Carson." More than 500 persons gathered at the station to see the stars, who were introduced by Comedian Charles Ruggles. They included Jon Hall, Lynn Bari, Miss Wray, Anita Louise, Florence Bates, Ward Bond, Raymond Hatton, William Farnum, Carole Landis, Jack LaRue, Tom Brown, Astrid Allwyn, Harold Huber, John Hubbard, C. Henry Gordon and Sabu.

Continuing enthusiastic public response for "Brigham Young," depicting the saga of the Mormon trek westward, will keep the picture at the Centre a second week . . . Joseph F. Goss, 59, retired theatre manager, died recently of a heart attack . . . Sam Gardner, M-G-M branch manager here, is working the Montana district . . . Walt Sterzer, booker for Columbia, is vacationing . . . George A. Smith, district manager for Paramount, was in conferring with local Branch Manager F. H. Smith.

SEATTLE

THEATRE men here are looking forward to an upturn in business due to the 70 million-dollar contract awarded by the government to the Boeing Aircraft Co. for the purchase of new bombers . . . Jack Sampson, publicity head for Sterling Theatres, deserves credit for his campaign on "They Drive by Night." This feature of the campaign is the picking of Seattle's handsomest truck driver. Tied up with the *Star*, pictures of the various drivers are being run daily, the winner to receive an Ann Sheridan loving cup . . . Columbia exchange is being remodeled. Neal Walton, branch manager, expects the office to be in real shape within ten days.

Herndon Edmonds announces that Archie Holt, newly appointed salesman, has now taken over the eastern Washington territory and Jimmy Brooks is handling the western spots. Also, Leonard Raatz has succeeded Chet Thorpe as ad sales manager and Richie Jamison joins the staff as assistant shipper . . . Mac Rubenfeld of M-G-M has left for New York because of the serious illness of his brother, Joe M. Rubenfeld of Loew's Theatres . . . Rufus Blair of the Paramount studio publicity department in from Hollywood and out for Minneapolis by plane . . . Jerry Ross is back at the Palomar as master of ceremonies . . . Mortimer E. Berman, resident manager of the Publix Great States Theatres in Springfield, Ill., dropping in for a visit with Troy Himmelman.

Murphy McHenry, director of publicity for Edward Small Productions, was in town checking reaction to the campaign here for "Kit Carson." Seattle will be used as a barometer for further advertising campaigns, for this is the first spot outside of the world premiere that the picture has shown . . . Grand time of the week was held at the Northwest Film Club quarters when Tex Hall and his Hollywood Cowhands orchestra entertained the members . . . Gage Fleming here from California to join Mrs. Fleming in her visit with the Bjarne Moes . . . The Eldred Bechtels receiving congratulations on the birth of a daughter. The new youngster will be named Deanna . . . The mother of Adelaide Cooper is here for a visit and as a guest of the Jimmy O'Neals. She makes her home in San Francisco where her son-in-law, Roy Cooper, is division manager of Golden State Theatres.

Morrie Segel, local branch manager for Paramount, held a special midnight preview of "Rhythm on the River" at the Music Box . . . Junior Mercy to Yakima to attend a meeting of all Mercy managers. Jack Flannery of National Screen and Eddie Lamb of RKO were among the principal speakers . . . H. M. Bessey, treasurer of Altec, here from New York combining business and pleasure . . . Juel Rogers, booker in Sheffield-Republic's office in Butte, vacationing here with her hubby, Hughes Rogers. They are guests of "Mac" McNabb, business agent for the operators' union . . . Art Aronson back to Los Angeles after a long stay in this territory conferring and working with Jack Flannery of National Screen. Art is coast division manager for the company . . . Word from Grand Coulee that Ollie Hartman is improving after spending some time in an oxygen tent recovering from pneumonia . . . Tom Shearer up from Portland for a few days.

F. T. Murray, manager of branch operations out of the Universal home office in New York, visited L. J. McGinley, local branch manager, then flew out for Salt Lake . . . Work on Guy Navarre's Varsity in the University district is progressing rapidly, and the house will be ready for opening about September 15 . . . Mildred Bishop has returned to her theatres in Lewiston, Ida., after a vacation at an eastern Washington resort . . . Al Ahlskog, minus his appendix, back at his desk at Hamrick-Evergreen offices . . . Fax Duncan, manager of the Blue Mouse, also recovering from an appendectomy, has been taken home from General Hospital . . . John Lee, who is building a new theatre in Ephrata, spending some time here buying and booking product . . . Eddie Golden and Mel Hulling of Monogram out for Los Angeles after a business visit here with Bill Duggan jr., local head . . . Mel Sohns of Kirkland and Bill Stober of Burien City doing a little chin-wagging over lunch at the Rendezvous.

Jimmy O'Neal, and not the Longacres bookmakers, paid Mrs. O'Neal $12 when the horse she bet on won at the track. Sylvia gave Jimmy the money with instructions which he failed to follow. He thought he knew a better horse and put it on that, but his wife's horse won . . . Carlos and Mary Anthony of Great Falls, Mont., have left for home after a short visit with Leroy and Alys Johnson . . . The Paul Bangassers back from their vacation . . . Bill Evans of the Post Street in Spokane meeting Bill Evans of the Hubenart theatres in Centralia and both getting phone calls and each answering the wrong call . . . Charley Powers, branch manager for Fox in Portland, lunching with Herndon Edmond, local manager . . . J. T. Sheffield, president of Republic in the Northwest, flew from Salt Lake to Butte, next day back to Salt Lake, then on to Los Angeles for a meeting at the studios with Herbert J. Yates.

Walter Graham in from Shelton with his daughter, Kathleen. They were joined at lunch by Roy Graham, manager of the Graham at Elma . . . Eldon Pollock flying to Salt Lake. Eldon, finally through teaching at the flying school, will now devote his entire time to his theatres in Mount Vernon . . . Mrs. Don Hayes of Spokane visiting the Les Theuerkaufs . . . Roger Brogan is opening his new Pix in Clarkston soon . . . The George Blairs spending a weekend at Victoria, B. C. George's mother, Mrs. Jessie Blair, accompanied them.

Dark in Corona

CORONA, CALIF.—G. Enriquez has closed the Circle here because of "dwindling revenue." May reopen later in the season.

The World's Finest
BURCH
Super Showman Popcorn
MACHINES
ALL OVER THE WORLD
POPCORN SMITH
BOX 284 — SEATTLE

LOS ANGELES

UNITED ARTISTS held a trade showing of Walter Wanger's "Foreign Correspondent" at the Fox Boulevard, September 3, and Columbia trade-screened "The Howards of Virginia" the following day at the same house, giving exhibitors a busy two days . . . Harry M. Popkin, circuit executive and independent producer, has checked in from a six-week trip through the east working out playdates on "While Thousands Cheer," feature with an all-Negro cast.

Oscar Oldknow of National Theatre Supply is back in town after spending a month in New York, Atlanta and other spots on business . . . Herb MacIntyre, RKO western district manager, is in Seattle . . . The Constance Bennett Cosmetics line will be distributed both to theatres and to retail stores by George Alderman under a new setup which he has just incorporated. He is the sole distributor in the United States.

Sam Milner, Universal salesman, checked in after a trip through his southern territory . . . In for bookings: John Keogh of the Keogh Theatres—operator of the Seville in Chula Vista as well as houses in Ocean Beach, El Cajon, San Diego and Encinitas . . . Harry Milstein, who has houses in Torrence and Gardena.

Despite the summery weather Eddie Thompson, operator of the Aero in Santa Monica, is wearing a new hand-knitted sweater which was given to him by a certain young lady . . . Bess Emanuel has booked her new game, "Broadway Handicap," into the Mendota, Mendota, and the Ideal in MacFarland. Both are operated by Tony Bon.

Here for a visit and to look over the field with the view to purchasing a theatre is Don Cottral, former Colorado Springs showman . . . Ed Shriver, district manager for Altec Service, pulled out for San Francisco for a two-week vacation.

Harry Nace sr. and Harry Nace jr. of the Nace-Publix circuit in Arizona are attending the Publix Theatres convention in New York . . . In for bookings: Murray Hawkins, Swan Theatres; Harold Glass, operator of the Gordon; Bill Knotts, Covina, Covina; Mr. and Mrs. Molina, Placentia, Placentia; Tommy Huntington, Seville, Chula Vista; Fred Seigal, Palomar and Margo theatres, Oceanside.

F. T. Murray, branch operations manager for Universal, checked out for the San Francisco office after a three-day stay here . . . Coast Pictures has acquired distribution rights to "Martin Dies vs. Harry Bridges," a documentary short subject.

C. A. B. Emanuel of Foreign Films, in from a vacation spent on his Healdsburg ranch . . . Frances Ramirez, booker-secretary at the Azteca exchange, spent a few days at Big Bear Lake . . . Producers Releasing Corp. announces "Arizona Gang Busters," with Tim McCoy, is ready for distribution.

Film Alliance will release 26 features and 12 westerns for 1940-41, Norman Elson, general sales manager, told Harry Stern, west coast franchise holder, during recent conferences . . . In for bookings: Ronald Vincent, South Coast and Laguna theatres, Laguna Beach; Jack Berman of the Eastland circuit; Jack Goldberg, booker for Ben Bronstein's houses.

In to see their brother Lou of Astor Pictures were Bella and Phyllis Goldstein . . . Mrs. A. Lynch, daughter of Mrs. Foster Jackson of the Elsinore Theatre, Elsinore, is back home after a motor trip through northern California with her husband and family.

M. J. E. McCarthy, Monogram salesman, is back at the old grind, fully recovered from a recent appendectomy which he underwent at the California Lutheran Hospital . . . Ed H. Walk, manufacturer of projection equipment in Chicago, spent several days here, combining business with pleasure.

FWC Frisco First Runs Boost Prices 10 Cents

SAN FRANCISCO—Fox West Coast has upped the evening price in their first run houses here from 40 to 50 cents. As the latter is a flat price, the increase was only six cents. This change includes the Paramount, Fox, Warfield and St. Francis, all on Market St. FWC subsequent houses are expected to increase admissions in the near future.

Capital Variety Club Will Honor Wanger

WASHINGTON—Walter Wanger will be tendered a luncheon by the Variety Club Tuesday at the Willard Hotel. All exhibitors and distributors in the local zone are being invited. The UA producer will discuss problems of the industry. Fred Rhors, local UA branch manager, and Carter Barron, Loew district manager, are in charge of arrangements.

Form in Frisco

SAN FRANCISCO—F. E. Cannon and B. E. Kragen have incorporated here as San Joaquin Theatre Co., Inc., with a capitalization of $12,000.

Cox Readying Chief

CASA GRANDE, ARIZ.—W. E. Cox is readying his new Chief for an opening early in September. House is a 600-seater.

A Role for Horton

HOLLYWOOD—Paramount has signed Edward Everett Horton for a top role in the forthcoming Bonnie Baker-Orrin Tucker film, "You're the One," which Gene Markey will produce.

Records Plugging Product New Metro Undertaking

HOLLYWOOD—M-G-M will distribute a new series of electrical transcriptions, titled "The M-G-M Hollywood Reporter," and plugging forthcoming studio product, September 15. Records will be released twice monthly to some 700 radio stations in the United States and Canada and will feature diversified programs, plugging several coming attractions on each disc, interspersed with news items and talks by heads of the fashions, makeup, music, hair dressing, writing and manuscript departments.

Production and distribution of the records will be handled at the Culver City studio with Howard Dietz supervising and Frank Whitbeck producing and doing the commentation. They will be 14½ minutes long with two quarter-minute breaks for theatre announcements.

Radio Artists Federation Elects Tibbett Head

DENVER—Lawrence Tibbett was elected president of the American Federation of Radio Artists, succeeding Eddie Cantor, at their annual convention here. Vice-presidents include Edward Arnold, Jean Hersholt, Margaret Speaks, Virginia Payne and Mark Smith. George Heller was re-elected treasurer and Alex McKee was named recording secretary.

The body voted to place a second organizer in the field and referred proposed law changes to committees for future report. Resolutions adopted favored the Wagner Labor Act, the wage-hour law and the administration's defense program. Detroit was selected as the convention city for 1941, with date to be selected later.

Theatrical Federation Aid To Legion's Fund Drive

SEATTLE—The Seattle Theatrical Federation has voted to donate all services for the American Legion play, "See America First," October 4, to raise funds for purchase of an "iron lung," Basil Gray announces.

Unions affiliated with the federation are the stage employes, musicians, motion picture operators, bill posters, cashiers, doormen, usherettes, building service employes and Filmrow union.

The federation also went on record urging all unions to support the cause by purchasing tickets to the play.

Daigler Leaves Post As Hamrick's Aide

SEATTLE—Hal Daigler, for the past few years assistant to John Hamrick, head of the Hamrick-Evergreen theatres, has resigned from the organization.

Following a month's vacation, Daigler will announce his new connections.

Sterling Reopens One

SEATTLE—Completely renovated, the Colonial, a Sterling unit here, has reopened. Improvements and new equipment include fluorescent carpets, new projection equipment, new sound, and a new air conditioning system.

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B&K Action Wins Allied Acclaim

Chicago—The recent decision of B&K to drop triple billing at their neighborhood Belmont, won the acclaim of Allied of Illinois, long-time foe of the practice and vigorous proponent of a return to singles. Declares Jack Kirsch, president of the Allied unit: "We commend Balaban & Katz for their action in eliminating triple features in the Belmont Theatre, Chicago, and trust we shall have an announcement from them in the near future of the complete abolishment of triple features at their other houses, to be followed by a return to single features as the next progressive step."

Polio Darkens Lido

ARGOS, IND.—The Lido here, operated by Anthony Bokas, has been closed because of the infantile paralysis epidemic. Most theatres in northern Indiana are admitting adults only.

Milwaukee, After Announcing It, Abandons Singles Test

MILWAUKEE—Milwaukee county theatres did not revert to single feature programs September 3 as announced several weeks ago. With all except one house of the county's 72 theatres sold on the proposed policy, Harold Mirisch, operator of the Tower and Oriental, de luxe neighborhood houses, withdrew his pledge to the policy change.

Mirisch, an independent exhibitor, said he decided to withdraw from the single feature agreement after his attorneys had advised him it might be construed to be in restraint of trade and consequently illegal.

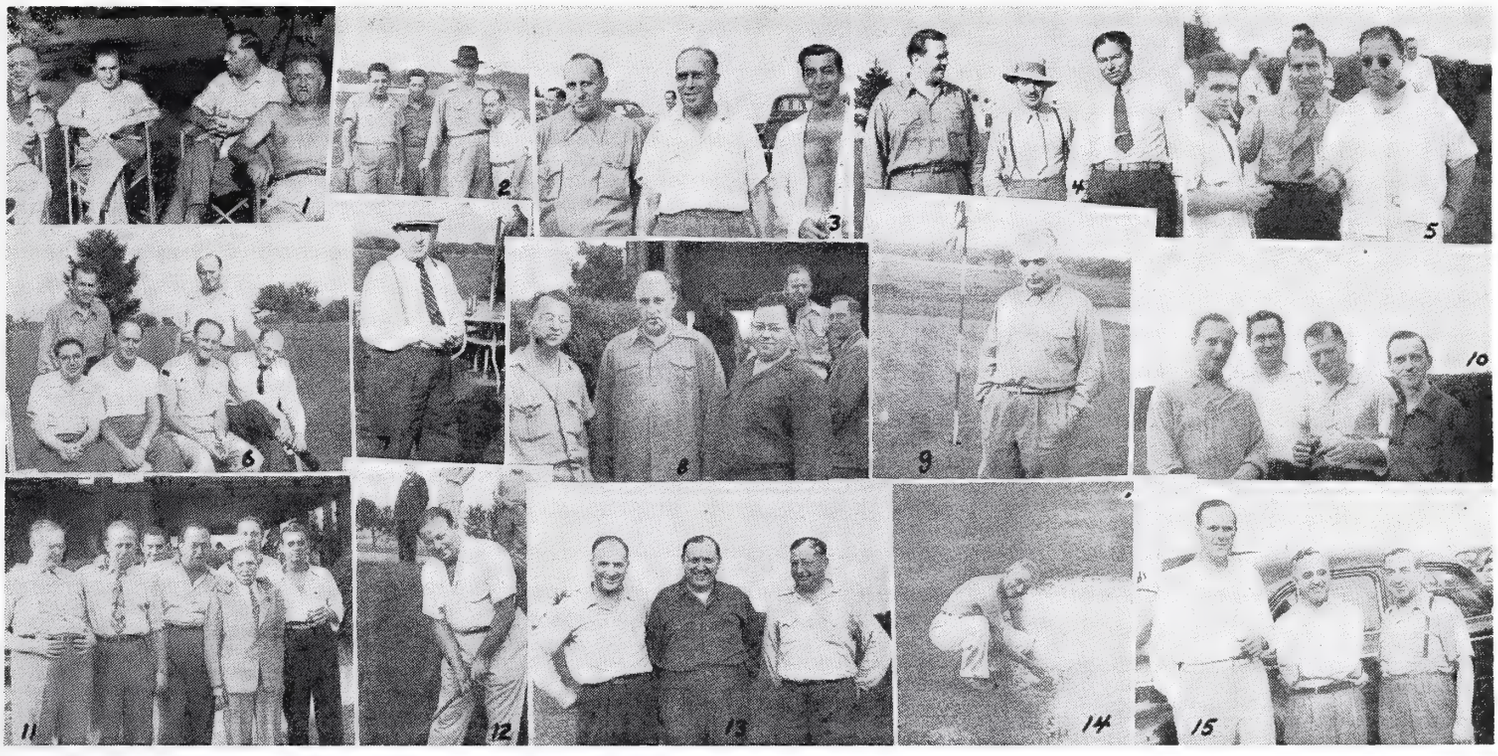
Harry Perlewitz, business manager of the ITPA of Wisconsin, who engineered the single feature policy plan, said no further attempt to go to solos would be made at this time. He declared he was convinced in his own mind, after sounding out public opinion of theatre goers and conversing with managers around the city, that the policy would have proved successful.

The single feature proposal had its repercussion in Racine where a filmgoer wrote a protest to the local daily.

The single feature proposal here did not call for any reduction in admission prices. It was felt that if there were any additional profit for exhibitors as a result of the change, it would go into meeting the higher prices being asked for film rentals on the new product.

Take Back Dearborn

CHICAGO—The Harry & Elmer Balaban circuit has taken back operation of the Dearborn here from Jones, Linick & Schaefer.



When Tom Flannery Entertained in Chicago—

CHICAGO—*About 400 Filmrowites and others attended the annual all-day outing sponsored by Tom Flannery of White Way Electric Sign and Maintenance Co. last week at Nippersink Lodge and Country Club in Wisconsin.*

These exclusive BOXOFFICE *photos taken by Gene Rich, show some of those at the gathering. All are given in the usual left-to-right order:*

1—*George Weinberg, Warner Bros.; Charlie Golin, Deluxe; Alex Halperin, Warner head booker; and Abe Gumbiner.*

2—*Mannie Sperling, Confection Cabinet; Sam Halper, Metro Theatre; Herb Wheeler and Ben Cohen, Warner Theatres.*

3—*Dave Balaban and Jack Sampson, B&K; and Henry (Hank) Saperstein.*

4—*Jim Donohue, Paramount; Bill Charuchas and John Semadalas.*

5—*Jimmy Savage, Eddie Seguin and Jack Garber, the B&K publicity gang.*

6—*(front), Bill Baker, Universal; Charlie Cooper; Abe Platt, B&K, and Jack Schlaifer, United Artists; (standing) Max Schiff, Central Park manager for B&K, and Dick Salken, Jackson Park.*

7—*Nate Joseph, State, on 35th and State.*

8—*Jimmy Booth, Essaness; Sylvan Goldfinger, Telenews; and Al Blasko, Parthenon, Hammond, Ind.*

9—*The host, Tom Flannery.*

10—*A crowd from Milwaukee: Al Kvool, Warner-Saxe Theatres; Howard Gleason, Saxe Enterprises; Charlie Trampe, Film Service; and Jack Keegan, Warner Theatres.*

11—*Herb Elisburg, Studio; Leonard Soll, Chicago* Times; *Ben Bloomfield, B&K Uptown; Hank Markbreit, Chicago* Times; *Irving Mack; Bill Holden, B&K Chicago, and Ben Feldman, B&K United Artists.*

12—*Jack Kirsch of Allied tries a put.*

13—*Smiling Glen Sweeney, operator at the Chicago, who carded a 108-yard hole-in-one on the 7th hole; John Smith and Neil Bishop of the operators' union.*

14—*Abe Gumbiner washing his hands in one of the water puddles on the course after the heavy rainstorm.*

15—*Harris Silverberg, new Chicago manager, National Screen; Mannie Gottlieb, Universal; and Johnny Mednikow, National Screen Service.*

Many in Variety's Golf Tournament

INDIANAPOLIS—The annual golf tournament of the local Variety Club brought many out-of-town exhibitors and friends to the Broadmoor Country Club.

Rudy Zibart, artist at the Rialto in Louisville, was winner of the tournament with a score of 76. Second place and possession of the Variety trophy went to Stuart Tomlinson, a member of the local tent, who posted an 80. Thomas McCleaster, Fox salesman, and Paul Anderson of Indianapolis were tied for third place with 81s. Jack Dowd, booker at Warner Bros., won the driving contest with smash of 256 yards.

Prizes were distributed following a dinner in the evening, attended by 150.

Among those who participated in the tournament were: Ray Boomer, Chicago; Howard Morin, Brookville; Roy Harrold, Rushville; Frank Reimer, Fort Wayne; Gail Lancaster, Huntington; Ira Kerr, Louisville; Bill Studebaker, Logansport; Harry Van Noy, Anderson; John Micu, Fort Wayne; Roy Feltus, Bloomington; Harold Neese, Brazil; Lisle Krieghbaum, Rochester; Walter Easley, Greensburg; Art Baker, Bloomington; Abe Kaufman, Terre Haute; Harry Switow, Louisville; Oscar and Jesse Fine, Evansville; Irving Fredericks, Chicago; Sam Switow, Louisville.

Local fellows included: C. W. Becker, Herb Kaufman, Guy Craig, Milton Krueger, H. J. Newton, Fred Greenberg, Al Rust, Harry Lorch jr., E. M. Hartley, Guy Hancock, John Herdt, Forest Quinn, Bill Meyer, Whitey Wagoner, Fred Heaton, H. J. Arvin, Laddie Hancock, Jerry Adams, Frank Nuber, Bill Harding, Harry Lorch, Bud May, Carl Harthill, Sam Abrams, Harry Hays, Joe Neger, Dick Martin, Curt Butler, Gail Black, Don Hammer, Bill Sherman, Harold Marshall, C. Patterson, Frank Warren, Milt Ettinger.

Had Hull, Don Smith, Ike Holycross, Bill Marriott, Elmer Donnelly, A. C. Zaring, Harry Gorman, Tom Baker, Ernie Miller, Charles Krebs, Tim Cleary, A. B. McCoy, Wilbur Grant, J. H. Boswell, Abe Gelman, Bill Feighner, H. Stevens, Wade Willman, Russell Brentlinger, G. L. Heinrich, Bob Roger, John Morris, Russell Bleeke, K. Dotterer, Marc J. Wolf, H. T. Litterall, O. C. Jones, C. M. Berkshire, Fred Wagoner, R. K. Daly, Billy Ash, Earl Penrod, Carl Niesse, O. A. Dynes, John Noonan, John Spahr, Robert McRaven, Larry Shubnell, Ralph Iula, Duff Newman, Art Truc, Dr. F. A. Gutierrez, Ed Golden, George Landis, Ken Collins.

Abe Madison, J. R. Snyder, M. D. Hummer, R. A. Stieler, C. E. Fleck, Chick Calloway, Dick Frank, William Wallace, Herman Morgan, Al Blocker, Dan Penrod, Judy Joseph, Sam Mantel, Lloyd Carter, Rex Young, John Servaas, Sam Rose, Claude McKean, Foster Gauker, V. U. Young, Arnold Ray, Herb Kenney, Paul Wycoff, Al Ackerman, R. E. Lee, K. A. Stegemeier, Tom Tompkins, Art Landis, Pete Fortune, H. Frederickson, Lasky Farb, Otto Ebert, Roy Churchill, Red Mackey, Corbin Patrick, Sol Greenberg, Don Rossiter, John Kennedy, Stan Fusell, Jacob Weiss and Joe Marsh.



Now a Member—

Sabu, 16-year-old star of "The Thief of Bagdad," is the recipient of a flying certificate from three hostesses on the airline which brought the star to Chicago. Sabu later participated in ceremonies attendant upon the christening of a TWA airliner "The Flying Carpet."



An Annual Frisina Custom—

Dominic Frisina and Dominic Giachetto, of the Frisina Theatre Enterprises, entertain at an annual Good Will luncheon in Springfield for civic leaders of Illinois, Iowa and Missouri cities where the circuit has houses. Included in the group are Harry B. Hershey, Democratic candidate for governor; Mayor John W. Kapp of Springfield, and Louie Lewis, state treasurer.

Slot Machine Films Premiere Sept. 16

CHICAGO—The world premiere of Mills Novelty Company's new mini-movie machines called "Panoram," will be held at the Hollywood-Roosevelt Hotel in Hollywood September 16-19 inclusive, according to James T. Mangan, advertising and merchandising manager of the Mills firm.

Also to be shown for the first time will be eight different shorts, initial productions of James Roosevelt's Globe Company. According to Mangan, the shorts, called "soundies," last a little less than three minutes apiece and are of a musical variety nature. Talent on the initial series include the Rio Brothers and Joy Hodges with Victor Young in charge of musical production for all eight soundies.

Mangan said that distribution of the machines would begin right after the trade showing with the public getting its first opportunity of viewing the soundies either late in October or early in November.

Regarding reports that James Roosevelt and the Mills Novelty Co. had severed relations, Mangan told BOXOFFICE that "there was nothing to it." In fact, he said that Roosevelt had a contract to make practically the entire first year's output of soundies for Mills Novelty. Mangan also said that although Roosevelt was going to make a feature length production starring Horace Heidt's orchestra he knew nothing of reports that the Heidt organization would star in a soundie.

Fox and Standard Make Management Changes

MILWAUKEE—Changes in management in both the Fox and Standard theatre circuits are announced.

At Stevens Point. H. L. Caesar has been made manager of Fox's Lyric. The house was formerly under the joint management of Myron A. Neumann, who continues to manage the circuit's Fox in Stevens Point. Caesar was manager of the Orpheum at Hancock, Mich., for the past year and one-half.

John Matis, formerly manager of Fox's Strand at Manitowoc, has been named manager of the circuit's Wausau at Wausau, while Clarence Wall, former manager of the Lloyd in Menominee, Mich., has become manager of the Fox in Marinette. He is succeeded by Russell McNamee, former manager of the Colonial at Iron Mountain, Mich.

On the Standard circuit, E. R. Brennan, manager of the Kenosha at Kenosha, has been transferred to Green Bay to manage the Bay. He is succeeded in Kenosha by Francis Schlax, former Bay manager. At Racine, Marce Brazee, former manager of the Pathenon in Hammond, Ind., has been named manager of Warner's Venetian, succeeding Eli Arkin, who becomes manager of the Avalon in South Chicago.

A Teletype Machine Is Installed by Lyric

ST. LOUIS—A new form of competition for the smaller theatres in the downtown area is being provided by the Lyric, a 600-seater, which has installed a Trans-Radio teletype machine in its lobby and is inviting passersby, through brightly painted signs plastered all over its front, to step into the lobby and get current news happenings.

INDIANAPOLIS

CARL NIESSE, operator of the Vogue, and his family flew to New York for a vacation . . . Roger McAndrews, newly appointed manager of the Sheridan, was rushed to the hospital for an emergency appendectomy . . . Ed Donahoe, manager of the Grove in Beech Grove, is proudly passing out cigars. It's a boy, born last Sunday and named Edward Bruce.

Mrs. Nelle Orr, operator of the Speedway, Speedway City, vacationed over the holidays in Chicago . . . Roy Perry, manager of Olson's Oriental, returned this week from his vacation spent at Lake Tippecanoe where he says he caught the limit in bass bluegills, etc. . . . A pretentious program of ice events to be staged at the State Fairgrounds Coliseum, world's largest skating arena, was announced this week by Arthur M. Wirtz, president of the Indianapolis Coliseum Corp.

Lucille Ball and Maureen O'Hara, Hollywood stars, stopped at Municipal Airport last Saturday while on their way to make stage appearances at Columbus, Ohio. There has been some talk of a possible personal appearance by Misses Ball and O'Hara in connection with the opening of "Dance, Girl, Dance," at the Circle September 13.

Leonard Sowar, manager in Muncie for Theatrical Managers, Inc., spent his vacation at Buckeye Lake, near Columbus, Ohio. He was accompanied by Frank Walters, operator of the Orpheum and Jefferson theatres in Hartford City and the New Main at Dunkirk.

Mrs. Mary Ellen Arvin, wife of Robert E. Arvin, shipper at Columbia, was the excited winner last week of $1,000 in a "Sayingame" contest conducted by a local newspaper . . . Mrs. H. S. Teitel, in the office of her husband of Teitel Film Service, was unanimously elected southern vice-president of the Indiana department of the American Legion Auxiliary at their recent convention in Gary . . . "Shorty" Phillips hosted a group of 40 children from the Mayer Neighborhood House of the Second Presbyterian Church at his Drive-In.

Patriotic Trailer Lauded By Justice Department

CHICAGO—A 50-foot trailer exhorting all citizens to "Be American, Buy American, Act American and Think American," and designed as an institutional trailer for theatres, has been accorded special recognition by the department of justice in a letter received by the Chicago office of National Screen Service, producers of the trailer, from W. S. Devereaux, regional director of the FBI.

Lauding the film, Devereaux's letter stated in part: "It was also noted with interest and appreciation the fact that you specify that all types of un-American activities should be reported to the FBI office in the various communities . . ."

The film was conceived and written by Duke Hickey, NSS midwest special service department head, and was made under the supervision of Clarence Fuglsang, production director, with Francis Venegas at the camera.

Borrows Patricia Morison

HOLLYWOOD — Twentieth-Fox has borrowed Patricia Morison from Paramount for the lead opposite Cesar Romero in "Romance of the Rio Grande."

Action Against B&K Moved to Oct. 15

Chicago—The federal anti-trust suit against Barney Balaban, Balaban and Katz, Paramount and several distributors, has been postponed until October 15. The defendants have until then to file objections.

"Rockne" Will Bow At Three Houses

CHICAGO—B&K and Warner executives are completing details for the world premiere of "Knute Rockne—All American," in South Bend, October 4. Plans call for the premiere to be a three-theatre affair—at the Colfax, Palace and State.

Pat O'Brien, who plays Rockne, Gale Page, Ronald Reagan, Donald Crisp and others of the cast, as well as prominent sports figures, and possibly other film stars, will appear in person. Also expected are Harry or Jack Warner, S. Charles Einfeld and other Warner executives.

Working on the premiere will be Sam Clark, of the Warner west coast publicity staff, and Monroe Rubinger, midwest publicist; Bill Hollander, publicity director; Dave Wallerstein, district manager; Guy Martin, city manager, and Hugh Martin, press agent for the South Bend B&K houses.

Closed by Fire Marshal

CHURUBUSCO, IND.—The Busco here has been ordered closed by the state fire marshal's office. The theatre was operated by F. G. Pennell.

CHICAGO

ABE BALABAN was in from New York looking after several of his business interests here . . . Harris Silverberg, new National Screen Service branch manager, will be given a testimonial dinner by Detroit Variety, where he formerly was located, September 12 . . . Jerry Asher, assistant to Monroe Rubinger, Warner press agent here, is vacationing . . . A recent visitor was C. U. Yaeger, Denver, who ideaed Bank Night and who is now a circuit operator in the Colorado city.

Others in recently were Jack Flynn, M-G-M district manager; Bill Gehring and Moe Levy of 20th Century-Fox; Ben Kalmenson and Fred Greenberg of Warner Bros.; Harry Ross, head of Ross Federal, and Wade Willman, M-G-M Indianapolis branch manager . . . Bing Crosby and his wife, Dixie Lee, passed through on the Super Chief en route to New York on a vacation . . . The Villard at Villa Park has been added to the Indiana-Illinois booking circuit.

Filmrow was deserted over the long weekend . . . Bill Potts, M-G-M checking supervisor, was to have his tonsils out this week . . . Gene Rich, central editor of BOXOFFICE, was guest at a gathering of numerous local press agents and film folk given at the Stevens Hotel in honor of his marriage over the weekend to Miss Charlotte Vallens.

ST. LOUIS

JUST to give you an idea what kind of competition bears, snakes and monkeys can be: On Sunday, September 1, 40,000 visitors from 40 states were clocked at the St. Louis Zoological Gardens in Forest Park . . . The European war, which has prevented the return of dancers to Europe, has concentrated in America the art of the ballet and made this country the ballet center of the world, according to William Dollar, now with the Ballet Russe de Monte Carlo, who recently visited his parents in East St. Louis, Ill.

Reseated, redecorated and sporting an $8,000 *electric sign and fluorescent lights underneath the marquee, the Garrick, a burley, was to open its current season, September* 7. *Frank Reidelberger is back for his* 10*th consecutive season.*

Paul Beisman, manager of Municipal Theatre Assn. and the American Theatre, local legiter, in a local hospital where he will undergo an operation . . . With the 1940 season of the Municipal Opera now history, John Ward, business manager, has returned to head the boxoffice department of the Municipal Auditorium.

William Zalken, publicity and advertising director of the St. Louis Symphony Society and the Municipal Theatre Assn., is bedded in a local hospital . . . George Givot, the "Greek Ambassador" of the films and radio, is a current attraction at the Chase Club, swanky west end nitery.

Bernard Palmer, manager of the Lory, Highland, Ill., is back on the job following a vacation in the Ozarks . . . Kenneth Childs hopes to open his new 750-seat house in Jacksonville, Ill., about December 1. He also has the Granada, Streator, Ill.

Arnold Berger, resident manager of the Drive-In Theatre in Des Peres, Mo., is the proud father of a boy born to Mrs. Berger at St. John's Hospital a few days ago.

Adapt Cagney Starrer

HOLLYWOOD—"One Sunday Afternoon," forthcoming James Cagney starrer for Warner, is being scripted by Julius and Philip Epstein.

TRADE DIRECTORY

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CHICAGO

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Nick, Weston Trial Opens on Monday

ST. LOUIS — More than 100 witnesses have been called by the department of justice for use in the anti-racketeering trial here of John P. Nick and Clyde A. Weston which opens on Monday before Federal Judge John Caskie Collet. Nick formerly was a vice-president of the IATSE, Weston onetime business manager of the IA Local No. 143. Their case is said to be the first time the government has invoked the anti-racketeering act since it became effective in 1934.

The charges against Nick and Weston grew out of their negotiations with various theatre owners here in connection with new wage contracts and working conditions at their house. Several weeks ago Judge Collet overruled defense motions for the quashing of the indictments. The motions challenged the constitutionality of the anti-racketeering law and the application of the Sherman anti-trust act to a labor dispute. He also denied a motion that Nick and Weston be given separate trials.

Settos Adds Two Units, Making a Total of 17

INDIANAPOLIS—George Settos, head of the Settos Theatre Co., has acquired two more theatres in Indiana making a total of 17 in Indiana and Kentucky. The two acquisitions are the Cine and Sherritz in Linton. The houses were formerly operated by Robert F. Scherer. Settos will rename the Sherritz, the Ritz.

The Cine, built about a year ago, is a de luxe house with a seating capacity of 1,000. The Ritz will be redecorated in the near future.

Warner Theatres Thank Flannery for Outing

CHICAGO—Warner Theatres sent Tom Flannery of Whiteway Electric Sign and Maintenance Co. a letter of appreciation for the recent all-day outing at Nippersink Country Club. Over 400 members of the industry and friends of Flannery were at the all-day affair. Luncheon and dinner were served in the club house, and during the day the guests enjoyed golf, tennis, horseshoes and, of course, "African golf."

Firm Incorporates

INDIANAPOLIS—Incorporation papers have been filed by the Fox Amusement Co., Inc. The company lists 100 shares of no par value stock. Incorporators are Charles Rothstein, Arthur Clamage and Jack Dickstein.

Hosts 1,600 Kids

PORTLAND, IND.—Roger Ludy, manager of the Hines here, held his second annual Kid's Day Party last Thursday. It was attended by 1,600 children. The show was preceded by a mile-long parade which featured three bands.

20th-Fox Screens "Comedy"

INDIANAPOLIS—Twenty-Fox trade screened their new release, "No Time for Comedy," last Tuesday when Filmrow was dotted with out-of-town exhibitors after the holidays.

Mortgages Are Filed on Two Annenberg Houses

MILWAUKEE—Mortgages for $8,000,000 on nine properties here, including the Oriental and Tower theatres, and also covering properties elsewhere, owned by Moe L. Annenberg, have been filed with the register of deeds by the M. L. A. Investment Co. to the United States of America.

The mortgages were believed to be a government lien on Annenberg's real estate holdings here and elsewhere, to guarantee the payment of the $8,000,000 he agreed to pay in settlement of civil claims when he was convicted in Chicago of evading $1,217,296 taxes on his 1936 income.

An "Automatic Hostess" To Sell Juke Boxes

ST. LOUIS—The "automatic hostess" is the latest wrinkle hereabouts in popularizing juke boxes with patrons of local taverns and road houses.

From a hidden retreat in a large office building in the vicinity of Grand Boulevard and Olive streets, the hostess talks via telephone synchronizing her voice with the electric records played on the automats.

Telephone line costs from the taverns to the "studio" vary between $250 and $300 per month, and are shared by the tavern owner and the operator of the juke boxes. The present take of the boxes operating in St. Louis is about $17,500 per week.

"Pastor Hall" at Apollo; To a First Run Policy

INDIANAPOLIS—The Apollo, which reopened with revivals and newsreels, will return to first run status September 12 with the showing of James Roosevelt's first production, "Pastor Hall." The theatre also will present "Captain Caution" and "1,000,000 B. C." in the near future.

MILWAUKEE

RUFUS BLAIR was in town plugging Paramount's "The Great McGinty," shown at Fox's Palace . . . The Riverside has discarded its 30-cent balcony admission in the evening and is charging 40 cents after 5:30 for seats anywhere in the house.

Stanley Lambert, manager of the Rialto in Racine, has returned to WRJN's airlanes with his 15-minute program of movie gossip, "Through the Hollywood Lens" . . . J. Richard Schacht, manager of the Badger at Merrill, was married last week to Miss Ellen Williams.

Frederick V. Bowers, composer and pianist, has been addressing various civic organizations in Milwaukee and Wisconsin in behalf of Ascap . . . Harold H. Berkholtz, associated with his father, A. C. Berkholtz, in the operation of a number of theatres in the state, was married recently to Miss Alberta Irene Anderson. A. C. is a director of the ITPA of Wisconsin.

Harold S. Knudsen, manager of the Fond du Lac at Fond du Lac, inaugurated the new fall show season, September 1 . . . Delbert Zoelleck, projectionist at the Vista in Mukwonago, was married recently to Miss Dorothy Roller.

Local 143 Places Pickets About 3

ST. LOUIS—Members of Local 143 are picketing the Kirkwood, a 500-seat house operated by Theodore Lending, the Osage a 700-seater also in Kirkwood, Mo., operated by H. Wendt, and the Ozark an 850-seat house operated by J. A. Siepker in Webster Groves, Mo., because the managements of the three houses have refused to renew contracts providing for the employment of two projectionists on each shift.

The union wage scale would be $47.50 for each of two operators at the Kirkwood, $50 each at the Osage, and $75 a week each at the Ozark. The theatres would also be subject to an increase in wages if an agreement on that basis is finally reached between the union and the association of independent theatre owners affecting houses in St. Louis and St. Louis county.

Several weeks ago the union effected a new three-year contract with Fanchon & Marco embracing the Ambassador, Fox, Missouri and the St. Louis in the first run field and the St. Louis Amusement Co. fleet of second run, neighborhood and suburban houses.

Chicago Council Lists Eight "Mature" Films

CHICAGO—Four pictures were chosen in the family group in the August report of the Chicago Better Films Council. Eight was placed in the "mature" category.

The family pictures were: "Boys From Syracuse" (Univ), "Cross-Country Romance" (RKO), "Scatterbrain" (Rep), and "The Ramparts We Watch" (March of Time).

In the "mature" classification were three M-G-M films: "I Love You Again," "Phantom Raiders," and "We Who Are Young." Others were "All This, and Heaven Too" (FN), "The Fugitive" (Univ), "Girls of the Road" (Col), "The Saint Takes Over" (RKO) and "The Way of All Flesh" (Para).

One for Williston

INDIANAPOLIS—Dudley Williston, operator of the Park, Walker and Lido theatres here and three other colored houses in Louisville, Ky., has acquired the Dixie in Louisville, which has been closed for several months.

Sarnoff to Speak

CHICAGO — David Sarnoff, RCA president, is to be one of the main speakers at the 35th annual meeting of the American Life convention to be held at the Edgewater Beach here, October 7-10.

P. A. for "Dance"

ST. LOUIS—Maureen O'Hara and Lucille Ball, RKO stars, made personal appearances at the Fox, 5,000-seat deluxer, in conjunction with "Dance, Girl, Dance," in which they co-star.

Show Patriotic Shorts

CHICAGO—All Indiana-Illinois circuit theatres presented at least one patriotic short subject from Warner Bros. collection over the Labor Day weekend.

Ruben Managers Hear Exploitation Lauded

MINNEAPOLIS—Novelty and versatility in exploitation are winning back to pictures the thousands that have been temporarily weaned away by opposition entertainment, it was asserted by house managers and circuit officials at the semi-annual convention of Eddie Ruben's Welworth circuit at the Nicollet Hotel here.

High-grade showmanship and good pictures are all that's needed to keep motion pictures on the top of the entertainment heap, Eddie Ruben said in a talk. Eschewing stereotyped advertising and exploitation, the chain of 12 theatres, one of the largest and most successful of the territory's independent circuits, continues to forge ahead on the wings of ingeniously original and clever selling of its amusement goods, he pointed out.

Individual operation of the various theatres is given chief credit by Ruben for his circuit's success and he intends to adhere to that policy, he said.

"I always have held that the manager of a theatre must have the final say in all policy matters because if the home office sets itself up as a dictator the theatre loses its individuality and when that happens the house starts on the downgrade," said Ruben. "This policy has proved its worth."

Insists on Showmanship

Ruben said that he always insists that all of his house managers must prove their showmanship. He feels the difference between a showman and advertising man is imperceptible. He expressed confidence in the business outlook and a hope that the Hollywood producers will be able to overcome the handicaps of their present crisis and meet their biggest test.

"In the hour of adversity Hollywood will find its weak spots and eliminate them," asserted Ruben. "The present crisis will serve the good purpose of exposing the weaknesses. I am confident that the industry will come through this trial stronger than ever."

While giveaways are necessary yet in many situations, the picture always must be the paramount commodity for sale by theatres, managers asserted.

W. H. Workman, M-G-M branch manager, one of the speakers, declared the secret of his company's success in turning out superior product is attributable to the policy of individual producers. Even better pictures can be expected in the future from M-G-M, he said. In addition to "Boom Town," there will be four to six more higher admission films released by the company during the ensuing fall and winter, he told the convention.

Among those in attendance were President E. E. Ruben, Cliff Gill, Lowell Kaplan, Ted Bolnick, Art Abelson, Jo Floyd, Al Hill, Emery Eckberg, Clayt Severson, John Cliplef, Carl Engstrom, Eddie Swanson, Harold Bartlett, John Diedenhofen, Gene Bender, Bess Crane, Dorothy Crane and Helen Johnson.

To Larger Quarters

KANSAS CITY—The Missouri Film Laboratory is moving to 122 West 18th St., where it will have considerably larger space and a street front location. The organization recently was taken over by Charley Siebenthaler.

Northwest Allied Leaders Insist Buying Leashed

MINNEAPOLIS—Buying continues almost at a standstill, Northwest Allied heads still insist, scoffing at the distributors' selling claims. The situation is the result of the independent exhibitors' refusal to meet the "unreasonable" demands for new-season product, according to Fred Strom, Northwest Allied executive secretary.

Strom says he continues to receive information from members relative to the terms being offered by the distributors. The disparity in terms for like situations is "just murder," he declares.

The companies still are demanding increases over last year while the exhibitors insist upon cuts, Strom says. In the comparatively few instances where buying has been necessary, he asserts, companies have acceded to exhibitors' demands and eliminated percentage, even outside the Twin Cities.

Most exhibitors have sufficient product to carry them several months longer and are able to hold out, Strom says.

Warner Alone Responds to Allied Move on Duals

MINNEAPOLIS—There will be more en- of Warner Bros., distributors have ignored the Northwest Allied request for cooperation to eliminate double features, according to Fred Strom, executive secretary. In its reply, Warner informed the association that it is powerless to give relief.

Northwest Allied's contention is the same as that of Murray Silverstone, United Artists' president, Strom says. It believes the companies could break down the evil gradually by including an anti-dual bill clause in each individual picture contract and then taking each infraction into court. Even though there is a court ruling against the double bill ban generally, certain circumstances in individual cases might make it enforceable, the association feels.

Northwest Allied members are firm in their determination not to play any film which previously has been doubled featured in an independent theatre, Strom says.

"Boom Town" Spearhead For Price Advancements

MINNEAPOLIS—The Minnesota Amusement Company will put its new policy of higher admission prices for outstanding pictures into effect with the engagement of "Boom Town" at the State here. For this attraction the regular 44 cent top scale will be boosted to 55 cents.

It is expected that independent suburban exhibitors may follow the big circuit's lead and raise their admission for "Boom Town" and other such pictures. Warner offered a pre-release of "All This, and Heaven Too" to exhibitors who would tilt their scale for it.

Omaha Sales Berth Is Assigned Shackelford

KANSAS CITY—M. G. Shackelford, salesman here the past year for Columbia, has been transferred by the company to Omaha, where he will occupy a similar post.

Shackelford formerly was with Monogram, and has been identified with the film business in this territory for several years.

Showmanship Will Key Commonwealth Meet

KANSAS CITY — When Commonwealth Theatres holds its annual managers' convention at the Hotel President, September 11 and 12, emphasis will be on meeting the problems of showmanship in the circuit's fall campaign for business, according to C. A. Schultz, head of the organization. Showmanship ideas will occupy managers most of the time. The circuit will present awards to the winners of the "King of the Sun" contest, annual summer campaign for business.

Those who will attend the meeting include, from the home office:

Schultz, O. K. Mason, L. R. Allen, Dick Orear, L. D. Parrett, Walter Kirkham, and Lee Jones.

From the field: Lee Miller, Ashland, Kansas City; Jimmie Chapman, Benton, Kansas City; Bill Headstream and Jake Engles, Batesville, Ark.; Paul Stonum, Carrollton, Mo.; L. J. Lenhart, Clinton, Mo.; Rex Barrett and Bob Spencer, Columbia, Mo.; M. N. Hillyer and Emory Scott, Creston, Ia.; Frank Dodson, Ellsworth, Kas.; M. B. Smith and Rex Beach, Garden City, Kas.; John Tarr jr., Goodland, Kas.; Lloyd Morris and Elton Kuhlman, Great Bend, Kas.; Doyle Branscum, Harrison, Ark.; Raymond McKittrick, Harrisonville, Mo.; Glen Deeter, Herington, Kas.; Jack Kempton, Hoisington, Kas.; Huston Sterrett, Kinsley, Kas.; Stanley Schwahn, Ray Holmes and Eldon Harwood, Lawrence, Kas.; Jack Stevenson, Monett, Mo.; Ed Harris and Hugh Gardner, Neosho, Mo.; Roy Jones and John Stapel, Rock Port, Mo.; K. K. King, Searcy, Ark.; W. O. Lenhart, Trenton, Mo.; R. M. Shelton, Warrensburg, Mo.; R. V. Marchbank, Washington, Mo.

Earl Jameson Will Head Variety's Movie Ball

KANSAS CITY—The board of directors of Variety Club have named Earl Jameson of Film Delivery general chairman of the annual Movie Ball, which will be held this year, as last, sometime late in November.

Variety continues to hold brief business sessions at the Monday luncheons. With Chief Barker Jay Means at the helm last Monday, reports on the picnic-golf tournament-turtle race August 26 at Ivanhoe were presented. Charley Gregory of NSS, general chairman of that affair, thanked members for their effort in making the picnic a success. Harry Hays, UA salesman from Indianapolis, who formerly was in Kansas City, discussed activities of the Variety Club there. Walter Shuttee, Paramount theatre manager in Oklahoma City, spoke briefly.

At the instigation of Jerry Zigmond, Newman, a vote of thanks was passed for Gregory and his committees in the August 26 event.

Club Gets Insignia

KANSAS CITY — Earl Jameson, Sam Abend, W. P. Bernfield and George Harttmann this week presented the local Variety Club with an insignia, done in cloth and color by Mrs. Marion Greenberg. The insignia has been placed under glass as a permanent decoration of the club.



Christens a Flight—

Sabu, star of "The Thief of Bagdad," who paused in Kansas City to christen the "Flying Carpet" flight of a new TWA four-engined Stratoliner. With him was June Duprez, his co-star in the picture. The stunt was a tieup between United Artists and the airline.

Buys Out Opposition

WHITE BEAR, MINN.—Mrs. Jessie Jensen, owner of the Avalon here, has acquired the lease of the White Bear. It is the opposition house built a year ago.

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KMTA Directorate To Meet Sept. 24

KANSAS CITY—Frank Cassil of the Rialto, St. Joseph, Mo., and head of the Kansas-Missouri Theatres Ass'n, announced a meeting of the organization's directors for September 24. Place is tentatively 221 West 18th St., offices of the group. Directors are expected to arrange the annual convention, outline a legislative program for the two states, which will have legislative sessions next year, and discuss the consent decree, or the government suit, which should have resolved itself definitely by that time.

Directors expected to attend are Tom Edwards, Eldon, Mo.; George Harttmann, North Kansas City, Mo.; Gus Diamond, Salina, Kas.; Dick Biechele, Kansas City, Kas.; Fred Meyn, Kansas City, Kas., and Cassil.

Western Stars Will Attend Paola Theatre Opening

KANSAS CITY—Roy Rogers and George "Gabby" Hayes, stars of Republic's "Colorado," will be on hand in Paola, Kas., September 11, for the formal opening of the new Paola Theatre there by H. J. Griffith Theatres, Inc. The circuit is making an all-day civic affair of the stars' appearance and the opening of the theatre, to which the trade is being invited. Robert F. Withers, Republic-Midwest manager at Kansas City, who arranged for the appearance of the stars, is sending postal card invitations to the exhibitors in western Missouri and Kansas. The stars arrive in Kansas City at 7:30 a. m., and will drive from here to Paola.

To Post in Paola

KANSAS CITY—Jack Jeffries is manager of the Paola, new unit of H. J. Griffith Theatres, Inc., at Paola, Kas., which opened September 6.

Last Rites in New York For Murray Beier, 52

NEW YORK—Funeral services for Murray Beier, 52, veteran film man, were held Wednesday at Park West Memorial Chapel. He had undergone an operation three days before at Mt. Sinai Hospital, where he died. Surviving are his widow, a son, Herbert, assistant to Emanuel Silverstone, eastern representative for Alexander Korda, and a daughter, Grace. A brother, Nat, is a salesman at the local UA exchange.

Beier was at one time Kansas City district manager for UA and more recently conducted his own independent exchange.

Directs "Miss Bishop"

HOLLYWOOD—Tay Garnett will direct "Three Cheers for Miss Bishop," which Richard Rowland will produce for UA release.

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Two Go Up—

A. R. Zimmer, new manager of District No. 1 for Fox Midwest, which includes the Greater Kansas City houses, congratulates his successor at Springfield, Ill., where his associates honored him with a banquet recently. Left to right are Zimmer, S. N. Bonansinga, Springfield stage employes business agent; Charles E. Horn, past president of the operators' union, and C. C. Murray, Zimmer's successor.

Fox Midwest Opens Sedalia Deluxer

KANSAS CITY—Fox Midwest Theatres, Inc., opened its new 1,000-seat Fox, at Sedalia, Mo., September 6. It was a big opening, with plenty of promotion to the public. The architecture was by Robert O. Boller, who also designed the 850-seat DeGraw at Brookfield, Mo., which will open around the middle of September.

The Globe at Christopher, Ill., 800 seats, which has been thoroughly remodeled, opens mid-September. The Paramount at Joplin, Mo., which has been closed during the summer, is reopening after being redecorated.

"Howards of Virginia" to Get Preview in Kaycee

KANSAS CITY—Columbia is presenting a special preview of "The Howards of Virginia" at Edison Hall, Kansas City Power & Light Bldg. here, September 9. Ben Marcus, Columbia manager, is in charge of the showing, to which all exhibitors are invited.

Rifle Steinman's Car

MINNEAPOLIS—Maury Steinman, Monogram salesman, returned from the All Stars-Green Bay Packers' football game in Chicago minus $100 worth of clothes. He had this wardrobe in his automobile, parked near Soldiers' Field, and while he was watching the contest thieves smashed the glass in one of the car windows, and appropriated the wearing apparel. Steinman avers the game was worth the $100 in clothes and other dough which it cost him.

No Booking Sponsors

MINNEAPOLIS — Northwest Allied wishes it to be known that it is not sponsoring any individual or company's buying or booking circuit. Reports to the contrary which have been in circulation are unfounded, according to Fred Strom, executive secretary, who has served notice that the body is free from any affiliation.

OMAHA

WALLY JOHNSON telephoned BOXOFFICE to announce he will start at once to rebuild the Plaza at Friend, Neb., destroyed by fire. Wally also has the theatre at Exeter, Neb. Wally says he'll do most of the construction himself and Frank Van Husan of Western Theatre Supply will install the equipment. Wally's girl chimed in to say they'll be married on the stage opening night, which was only a gag!

By the time this column is in print it will be wedding bells for Welton E. White, exhibitor at Wahoo, Neb. He married Jeanette Schoeneman of Hawarden, Ia., who will assist him in operating the theatre . . . Glenn Rogers of Film Transport is still walking around with a cane and getting sick and tired of it, he says . . . Oscar Johnson, exhibitor at Falls City, Neb., was in town but we didn't have a chance to check on the report he might sell to a former Nebraska City exhibitor.

M. G. Shackleford of Kansas City is the new peddler at the Columbia layout, succeeding Freddie Horn. Fred flew to New York on business and was expected to return in time to get married by the time you read this column . . . An exhibitor whose initials are Elmer G. Huhnke, Minne Lusa, Omaha, has lost 20 pounds, looks better and feels better . . . Stewart Nesbit, Plainview, Neb., was on Filmrow, accompanied by his operator.

Merle Connors, former Orpheum cashier, is pinch hitting at the Omaha, taking the place of Alene Franzen, who resigned . . . Jack Kolbo, assistant manager at the Omaha, goes to Davenport, Ia., soon as manager of the new Esquire there . . . Jim Pickett, head of the Strand, Hastings, Neb., is slated to move to the Rivoli in the same town, replacing Orville Rennie, who resigned to manage a new radio station in Hastings . . . Carl and Hazel White are back from a vacation through the west and Canada.

Alice Neal wants the world to know that this week she has not been fishing, does not have a cold, but is working hard at the Warner layout . . . Ted Mendenhall, Paramount boss, is out in Nebraska on a business trip this week . . . Exhibitor Jensen, new owner of the theatre at Anthon, Ia., was on Davenport St. this week . . . Harold Neumann is back at work after a trip east and we don't mean East Omaha . . . The Schulers from Humboldt, Neb., were in town.

It's vacation time at Paramount. Goldie Clements, bookkeeper, is in Colorado. Dorothy McGahan, billing clerk, is visiting relatives in Hollywood. Edna Cosgrove, inspectress, also on the vacation list . . . Joyce Ballantyne, daughter of Bob Ballantyne, has had a lot of nice plays in the local press in connection with murals she painted in the new theatre at Kearney, Neb. . . . A squabble between two Omaha exhibitors and a local exchange over contracts comes up in court here soon.

Louise Cotter, Brandeis press agent, was irked because people failed to stand up when the house opened with a national anthem short. So Louise planted herself in the third row for a couple of days and stood up when the short started. Now everyone shows their patriotism . . . Every exhibitor and filmite in the territory should make it a point to visit or write Charlie Williams, president of the MPTO of Nebraska and western Iowa, who recently gave up his theatre. His home is located at 76th and Wirt Sts., Omaha, Neb.

Johnny McBride's son was hit by a car and seriously injured but is getting along nicely now . . . It's rumored on Filmrow that Cal Baird, cafe owner, and Oscar Hanson, who books pictures for several independent theatres, are buying the building housing the Rialto at Beatrice, Neb. We understand Frank Hollingsworth is looking for another location, just in case.

One of Omaha's newer exhibitors is planning on remodeling . . . Frank Hannon of Warner found he could make a better golf score by letting his caddy play the game and Frank carried the clubs . . . United Artists screened "Kit Carson" and it looks mighty good. Kit Carson the third, descendant of the original Kit, was in Omaha recently and landed front-page publicity for the picture.

Barewins Are Injured In Auto Accident

KANSAS CITY—Mrs. Max Barewin and Mrs. S. P. Barewin, wife and mother of Max Barewin of Price Theatre Premium Co. here, are recovering in Menorah Hospital from the effects of a highway auto accident Tuesday near Liberty. Max, who was driving the car, sustained minor injuries.

Alvin Reopening Provides Independents an Outlet

MINNEAPOLIS—With the reopening of the Alvin with road stage musical shows plus pictures, independent exchanges are getting a break again for the first time since the closing of the Minnesota. The independents will have a steady outlet in the Alvin. They also have an occasional one in the Esquire, Irving Gillman's loop sure-seater.

KAYCEE

JIM FOLAND'S Independent Theatre Supply has moved across the street to 113 West Eighteenth, where it's domiciled with Gene Kaufman's Metro Premiums . . . Other visitors: Harry Blake, DeRay, Joplin, Mo.; Frank Weary, Ferris, Richmond, Mo. . . . A. L. Parker is taking over the Jewel, formerly the Dickinson, at Paola, Kas. . . . Those Cinema Club boys were really busy at the picnic August 26 at Ivanhoe; Ed Hartman, Martin Stone, Andy Anderson, Chet Borg, Hub Carlson, John Scott, Charley Crawford, Joe Lysowski.

Earl Ogan of Paramount was on vacation last week . . . Herman Weise of Eureka Springs, Ark., died last week . . . Joe Lysowski of Altec Service is on vacation in Pittsburgh, Pa. Said he was going to have two weeks of golf . . . John Scott of Republic-Midwest and Helen Green were married September 1. It was a beautiful wedding . . . Jack Shriner, the jewel of the Gem, caught a 350-pound swordfish off Catalina Island in California last week.

Mrs. Earl Jameson went to Menorah Hospital for an operation . . . John Kane, district booker for Univ, spent the holiday weekend in St. Louis . . . Ruth Kelly of Univ went to Arkansas to see her mother . . . A. J. Simmons of the Plaza, Burlington, Kas., was on Filmrow, September 4, en route to Mayo's, where Mrs. Simmons is going for an eye checkup.

On the Row: Tom Steele, Pittsburg, Kas.; George Summers, Royal, Unionville, Mo.; Paul Hannon, Lyric, Plattsburg, Mo.; John L. Whiting, Lido, Downs, Kas.; Art Pugh, State, Columbus, and Doric, Erie, Kas.; A. N. Brown, Roxy, Franklin, Mo.; Ferd Ledoux, Arcada, Holton, Kas.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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C. H. Badger, Mgr. Phone: GRand 0134

Southwest Theatre Equipment Co., Indp't Wichita, Kas.
C. D. Peck, Mgr. Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

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SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: Hiland 2694

Iowa-Neb. ATO Gets Special Meeting Call

DES MOINES—Members of Allied Theatre Owners of Iowa and Nebraska are called to a special meeting to consider the consent decree, free show and portable circuit competition, and unreasonable film rental terms, on Monday, September 9, at the Savery Hotel, by Leo F. Wolcott, president.

The bulletin announcing the meeting terms the problems to be discussed as demanding "quick and decisive action, lest the independents involved be crushed out of business."

A luncheon will precede the meeting.

Rain Compels Postponing Of Twin City Tourney

MINNEAPOLIS—Rain falling intermittently necessitated the calling off of the Twin City Variety club's second golf tournament of the season at Breezy Point, Minn. The event attracted more than 40 members and a few of the boys managed to get in nine holes. Chief Barker Ben Blotcky announces that the tournament will be run off on a local course in the near future. The winner, who must be a club member, will represent the club at the national club tournament at Atlantic City next year.

Ludwig Buys State From Bennie Berger Circuit

MINNEAPOLIS—J. L. Ludwig, former Minnesota Amusement Co. assistant manager, who resigned to form a screen advertising company, is re-entering the theatre business, having purchased the State, Jamestown, N. D., from the Bennie Berger circuit. Minnesota Amusement will be a partner in its operation. Ludwig also will continue with his advertising business.

Six Bottles of Root Beer With Two 15-Cent Ducats

MINNEAPOLIS—Cyril Lebedoff pulled a new one at his Homewood, neighborhood house, when he gave away coupons redeemable for six bottles of root beer with every two 15-cent tickets. It cost him nothing because he had a tieup with the root beer manufacturers, giving the latter advertising on the screen and in dodgers. The stunt drew a big crowd.



MINNEAPOLIS

RUD LOHRENZ, Warner district manager, a visitor . . . Helen Paash and Bertha Nauer of the M-G-M office staff seeing the sights of the New York World's Fair . . . Columbia to have trade screening of "Howards of Virginia" at the St. Louis Park Theatre September 7 . . . Maurie Abrams, veteran exploiteer, has been under the doctor's care as the result of a gall bladder ailment. He's up and around again, however, and on the road to recovery.

Out-of-town exhibitors visiting Filmrow included Ed Sorenson, Elkton, S. D.; Lowell Smoots, Little Falls, Minn.; Leo Molitor, Norwood, Minn.; George Schraeder, Mt. Lake, Minn.; Gay Hower, Worthington, Minn.; Fred Schnee, Litchfield, Minn.; L. S. Baer, Ivanhoe, Minn.; Tony Paulsen, Clear Lake and Amery, Wis.; E. P. Nelson, Waseca, Minn.; J. S. Johnson, Blair and Galesville, Wis., and Clarence Kaake, Duluth, Minn.

Herb Blass, Warner office manager, into northern Minnesota for fishing and a rest . . . Rufus Blair, Paramount studio publicity representative, in town to confab with Charlie Winchell, Minnesota Amusement advertising head, and the Twin City film editors. His purpose is to learn the sort of publicity stories the editors prefer . . . Ted Lewis comes to the Orpheum the week of September 13. On that same day Harry Hirsch and Harry Katz will blossom forth with roadshow musical comedy revues and films at the Alvin. For many years they held forth with burlesque at the Gayety.

W. A. Steffes, forced into retirement by his illness, is coming along fine, but won't get back into harness this winter. Instead, he'll hibernate some more, either in the southlands or in California. He plans to depart from his northern Minnesota estate shortly.

For a gag Benny Meroff, who appeared at the Orpheum last week with his screwy revue, "Funzafire," sent Merle Potter, *Times-Tribune* critic, a live nanny goat. The goat reached him just before the show's opening . . . John J. Friedl, Minnesota Amusement company president, and his son, John jr., and Ralph Branton, the circuit's head booker, attended the All Stars-Green Bay Packers football game in Chicago . . . Bill Cameron, M-G-M city salesman, owns a new home . . . LeRoy J. Miller, Universal branch manager, in Chicago in connection with film deals . . . The National Screen party to the Chicago sales meeting was headed by J. McFarland, branch manager, and included his assistant, Joe Powers, and the entire sales staff.

Sylvan Leff, Universal South Dakota salesman, in Asbury Hospital with a severe attack of bronchial asthma . . . Moe Levy, 20th-Fox district manager, off to the west coast to start another S. R. Kent drive tour. He's the drive leader. He was in Chicago last week in connection with a three-year franchise deal with the Minnesota Amusement Company. Prior to that, he was honored by the Tri-State circuit and exhibitors at a banquet in Des Moines.

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

WALTER CARROL not only operates the Star at Colfax . . . He builds the highlights that make it twinkle. We hear the ingenious mayor built his own advertising signs and engineered the construction of his own air-conditioning system—patterned after the cooling setup installed by Beulah DeNune in the Hardacre and Toy at Tipton.

The boys along the Row are always glad to see R. V. Rafferty of the Lyric at Coon Rapids . . . now that they're over being surprised by that old picture of a fella back of a mustache.

Central States expects to have the Strand at Grinnell reopened by Sept. 20 . . . Is that the former Estherville equipment going in there?

Hayden Peterson has a new swing sign with silhouette cut-out letters to make the people duck—into his State in Des Moines . . . Speaking of signs, don't let a black light banner black you out at the Orpheum. Emil Franke may have science working for him to advertise "He Stayed for Breakfast."

Universal Lou Levy's best smiles were in action Tuesday when he tried to lure Mr. and Mrs. Bob Bernau up to his place for lunch . . . Filmdom's still "oh mying" about Bob's feat of getting Gov. George Wilson's blessing on his new Iowa at Lake City.

Hyman Levy's signing orders for the New Grand at Oelwein . . . L. A. Hansen not only sold his Ace Theatre at Keystone, Ia., to J. H. Skeel . . . He threw in an introductory trip along the Row to boot.

It took us all this time to find out that the swanky lamp now decorating Chick Friedman's workbench at National Screen came with the compliments of Joe Jacobson of the State in Dubuque and Davenport.

'Twas a Grand week along the Row with Mrs. C. S. Hoffman of Knoxville's Grand, Bob Malek jr., of Independence's Grand and Leo Wolcott of Eldora's Grand all on the visiting list.

T. I. McCormick, of the Rock in Rockford, Ia., came and went without giving BOXOFFICE & Co. a chance to tell him his town should share the blame for all this. & Co. learned his first who, what, why, when and where leads from a high school journalism teacher hailing from Rockford.

Swingin' doors along the Row last week were Frank Shipley of the Lenox in Lenox and Bob Johnson of the Iowa in Newton.

Button, button, who's got the button . . . or why Capt. Boxoffice, jr., at Lincoln, Nebr., really decided to practice up on his marksmanship. They remodeled the Liberty there but kept the Varsity operating. When the remodeled Liberty reopened, it became the New Varsity. Then the old Varsity became the Variety. All of which is adding plenty of variety to the lives of firms in the film biz trying to keep accounts straight while buying and selling.

More Seeking Vote On Sunday Shows

HARRISBURG—Petitions have been filed in Brownsville providing for a referendum on Sunday shows.

In New Kensington voters will have another opportunity to ballot on the Sunday show question, 900 citizens having signed petitions urging a referendum. Theatregoers here have been going to nearby Arnold for their Sunday entertainment.

Uniontown proponents of Sunday shows will seek a victory in another referendum on this question at the general election November 5. In 1935 the issue was defeated by some 700 votes. Petrolia will vote on the question in November, for the first time, as will Greensboro.

Balloting on the Sunday show question will also be conducted in Mt. Pleasant, Rimersburg, Orbisonia and Nemacolin.

Sunday Shows to a Vote in Evans City on Nov. 5

EVANS CITY, PA.—Evans City voters will be given an opportunity to vote on the question of Sunday films at the general election on November 5.

A petition asking the Butler county commissioners to have the question printed on special ballots for use in Evans City at the forthcoming election has been received by the commissioners, they announced.

The petition contained the signatures of 106 electors, who say they represent at least five per cent of the highest vote cast for any candidate in the borough at the last preceding election.

VANDERGRIFT, PA.—Approval or rejection of Sunday motion pictures will come before voters at the general-presidential election.

TURTLE CREEK, PA.—Petitions circulated here this week for a Sunday motion picture referendum November 5.

JOHNSTOWN, PA.—A Sunday show referendum will be conducted here this fall.

Gibson Will Reopen in Kittanning Oct. 1

KITTANNING, PA.—Andrew Gibson, manager of the State here, predicted an October 1 reopening of the State, which will emerge as a de luxe house. More than $25,000 is being expended in the modernization program. The theatre has been closed since the first week in July. Rear wall is being extended and the seating capacity is being increased from 430 to 650. New front will be of modern glass and there will be an Artkraft marquee. Artistic decorating is being done by the Scatena Studio of Pittsburgh.

Cuts "Murder" Knot

DETROIT—"Murder in the Red Barn" has been distributed locally without authorization, charges J. B. Kendall of the Kendall Film Co., who made a flying trip here from New York City. Kendall said he found the picture being exhibited at a local theatre and confiscated the print. A new distributor for the picture is to be appointed, Kendall said, to handle the film in this territory.

Films Used More Extensively By Amusement Parks as Lure

DETROIT — Motion pictures have been used more extensively than ever this season by amusement parks to draw patronage.

Palmer Park at Pontiac, which used pictures earlier in the season, has dropped them, but plans to resume next year.

Another show at Welsh Park, Utica, in connection with the Utica Fair, was reported recently in BOXOFFICE. Smaller amusement parks elsewhere in the state are also using pictures extensively, and plan a more elaborate program for next season. Typical is Wolf Lake Park at Muskegon, where films have tended to replace the former free acts, and Hyland Gardens at Grand Haven. In the latter case, thousands of resorters and townpeople can see the pictures on the beach of Lake Michigan. R. W. Haynes, park manager, plans to install a larger screen next year to accommodate still larger Saturday night crowds.

The park shows, incidentally, are in or near towns which have theatres.

Ice-Cream Drive-In: Films Are "Extra"

Lansing, Ohio — The first Ice Cream Drive-In reported in Ohio is operating in this town with free motion pictures thrown in for good measure. The shows are on 16mm film and are put on by Tom Armstrong, an itinerant operator in the state for many years.

Sticks to Policy and Tells Detroit of It

DETROIT—Two new developments in the battle over multiple bills and low admission prices between the Times Square and Loop were credited this week to Jack Broder, manager of the Times Square.

First was the appearance of a five-by-eight-foot blow-up of a page from a trade paper showing the letter of Alex Schreiber, operator of the opposition, which protested the situation to David O. Selznick and which was published recently in BOXOFFICE. Detailed starting time on a six-feature bill at the Times Square was displayed on the sidewalk in front of the theatre.

Second was a new series of passes for the Times Square "Good any day, any time, from August 15 to September 15." The new passes carry a "service charge, five cents per person" and also read, "Good for one or more persons." There is also a plug for multiple bills: "Come as late as 9 p. m. and see four complete features on Tuesday, Thursday and Saturday Night."

To Hike Admissions for "Boom Town" Run

CLEVELAND—Circuit houses in this territory will boost admission prices for "Boom Town." Frank Drew. M-G-M branch manager, announces that Warner, Loew's, Schine, Shea and Publix houses have established the advanced scale for this picture. The boost is 25 per cent over established matinee prices and 33⅓ per cent over established evening prices. Opening engagement in the territory is set for September 1 at East Liverpool.

Fearful "Dream Highway" Packs a Theatre Blow

PITTSBURGH—Exhibitors in towns along the Lincoln Highway between Pittsburgh and Harrisburg are fearful of business due to the new Turnpike, or so-called "Dream Highway." This new $70,000,000 road bypasses all towns on the Lincoln Highway.

Hotel men have formed an association which proposes to bring pressure for improvements on the Lincoln Highway, as people living along this road say that the highway department is expected to make a secondary road of it.

Auto City Enjoys a Boom in Business

DETROIT—An unexplained spurt in business was experienced here by both downtown and neighborhood houses last Sunday despite a heavy downpour of rain most of the day. Considered a freak coincidence by some showmen, the spurt was probably attributable to the high quality of product on display.

In the vanguard was "Boom Town" at the United Artists, which opened to excellent business and was held over.

Five of the nine films playing first run were held over, the Adams taking "The Return of Frank James" and "Blondie Has Servant Trouble" from the Fox, making a third week for "James;" the Palms-State taking "They Drive by Night" and "The Golden Fleecing" from the Michigan, and "Boom Town" staying on at the UA.

Another unusual feature of this week's first-run situation was the fancy figure cut by Columbia. Three of the holdovers included that company's "Blondie" at the Adams and "He Stayed for Breakfast" and "The Lady in Question" at the Fox.

Nearly All Detroit Area Circuits Buy 20th-Fox

DETROIT—Twentieth-Fox is the first company to report deals signed with practically all major circuits and groups in this territory. Fox, according to Manager Lester Sturm, has closed contracts with Butterfield, Cooperative and Schulte.

In addition, the usual contract for Detroit first runs was closed, with bigger pictures going to the Fox and other pictures and holdovers going to the Adams.

Revives Free Film Shows

DIAMOND, OHIO—Art Mallory, manager of Craig Beach Park here, has revived free film shows.



At the West Virginia Meeting—

Shown here are the speakers and guests section at the banquet of the sixth annual convention of the West Virginia Managers' Association at the Greenbrier, White Sulphur Springs. At the speakers' table are seen Mrs. P. M. Thomas, Parkersburg; Ed Kuykendall, president of the MPTOA, and Mrs. Kuykendall; D. Boone Dawson, mayor of Charleston and Republican nominee for the governorship; Mrs. Homer A. Holt and Governor Holt; Tex Ritter, Monogram western star, who served as toastmaster; J. C. "Jim" Shanklin, Ronceverte, convention chairman; Mr. and Mrs. Wendell Holt, secretary-treasurer of the exhibitor organization, and others.

W. Va. Managers Convention Opposes Consent Decree

By ROBT. F. KLINGENSMITH

WHITE SULPHUR SPRINGS, W. VA.—At its most successful convention, the West Virginia Managers' Association, affiliated with the MPTOA, unanimously opposed the industry's "consent decree" and re-elected all officers.

J. C. "Jim" Shanklin presided at the association's sixth annual convention here in the Greenbrier Hotel last week, substituting for Sol Hyman, president, who was ill and unable to attend.

More than 150 members of the industry and friends attended the business session, banquet and social events. Thirty-three exhibitors were among those present, representing more than 60 theatres of the membership. Guests were introduced at the opening of the business meeting and a message from Hyman was read. W. H. Holt read the minutes of the 1939 meeting, which were approved.

M. M. Neely, senior Senator of West Virginia, did not attend the convention.

Ed Kuykendall Speaks

Highlight of the business session was an address by Ed Kuykendall, president of the MPTOA, who spoke on the "consent decree" and many other questions of importance to the industry. W. Va. Mgr's. Ass'n membership voted to retain the present fee of 1 cent per seat annually.

Officers were re-elected as follows:

S. J. Hyman, Huntington, president; J. C. Shanklin, Ronceverte, assistant to the president and convention chairman; W. H. Holt, Richwood, secretary and treasurer. Other officers elected were: Mrs. P. M. Thomas, Parkersburg; G. W. Talbott, Elkins; N. B. Carskadon, Keyser; L. E. Rogers, Welch; R. W. Phelan, Clendenin; Dr. C. P. Church, Mannington, vice-presidents. Lester Rosenfeld, Charleston, was named as chairman of the entertainment and reception committee, and Mrs. P. M. Thomas was named in charge of ladies activities.

Two new offices were created in the election of Mrs. Church of Mannington as northern chairman of the membership committee, and Milt Levine, Williamson, as southern chairman.

The two-day convention was climaxed with the unit's sixth annual banquet. Tex Ritter, Monogram western star, was toastmaster, and he gained many new friends during the convention.

Banquet guests introduced by Tex Ritter included Homer Holt, governor of West Virginia, and Mrs. Holt; D. Boone Dawson, mayor of Charleston and Republican nominee for governor; Mr. and Mrs. Ed Kuykendall, Columbus, Miss.; Mr. and Mrs. Henry Bowlin, Columbus, Miss.; Miss Carrie Beard, Harry Dolan, Mr. and Mrs. William B. Blake, Mr. and Mrs. D. S. MacQueen, Danny McNatt, Ned Mehrie, W. Conner, M. G. Thomas, Mr. and Mrs. N. L. Mower, Mr. and Mrs. Herman Hunt, G. C. Porter, Mr. and Mrs. Ed Salsberg, Mr. and Mrs. Milt Levine, Mr. and Mrs. Leo Yassenoff, Dr. and Mrs. C. P. Church, Mr. and Mrs. Pete Niland, Mr. and Mrs. Johnnie Eifert, Mr. and Mrs. Bob Clark, Mr. and Mrs. J. E. Watson, "Miss M-G-M," Mr. and Mrs. J. P. Ware, Mr. and Mrs B. N. Peterson, Mrs. P. M. Thomas and son Jimmie, Mr. and Mrs. Gene Hensley, Mr. and Mrs. Archie Clemens, Mr. and Mrs. Lew Lefton and son, Ed Burkhart, Joe Fleshin, Mr. and Mrs. Eli Kauffman, Max Matz, Edward Matz, Mr. and Mrs. E. Wilschke, William Onie, Jerry Marks, Peter Rosian, Bill Thalmier, Ferd Middleberg, Charles Cassinelli, Nancy Lee Goff, Mr. and Mrs. J. N. Gelman, Mr. and Mrs. Roy Litsinger, Mr. and Mrs. Albert Aaron, Mr. and Mrs. J. S. Grogan, Bill Rogers, Mr. and Mrs. Lloyd Rogers, Oakie Ward, D. E. Brown, Mr. and Mrs. Wendell Holt, Mr. and Mrs. Jim White, H. H. Robey, Vernon Robey, Abe Hyman, Ruth Jackson, Mr. and Mrs. John T. Crone, Sam Haber, Bob Drew, J. F. Drebert, J. E. Drebert, Jack Finberg, Harris Dudelson, Vince Kramer, J. W. Heaton, Mr. and Mrs. Ross Williams, Bill LaSance, James Nash and son James jr., H. S. Hummell, Martin Wagner.

Cincinnati Exchanges Send Representatives

CINCINNATI—Practically all local exchanges were represented at the West Virginia Exhibitor's convention held at White Sulphur Springs. Over one hundred reservations were received for the banquet which wound up the business and social doings of this 6th annual convention. Among those attending were Harris Dudelson, UA; Peter Rosian, Univ; Warner's Johnny Eifert, Monogram's William Onie and Bob Drew; Jim Watson of Metro; Howard Hummell and Jake Gelman, Midwest Theatre Supplies; Messrs. Peterson and Hunt of National Theatre Supplies; Bill LaSance; Paramount's Joe Oulahan and Columbia's Allan Moritz; Sam Haber, George Kirby, Republic; Ross Williams, RKO; Bob Clark, Vince Kramer, Charley Cassinelli, Arch Clemens and Gene Hensley; Ferd Middleberg and M. E. Thalmier, Logan and Madison; Jim Shanklin, Ronceverte, W. Va.; L. E. Rogers, Bill Rogers, Welsh; Max Matz, K. M. Grogan, Kimball; Milt Levine, Williamstown; Mrs. P. M. Thomas, Parkersburg; O. Robey, Spencer; Ray Phelan, Clendennin; D. E. Brown, Cabin Creek; Oakie Ward, Sommerville; Lester Rosenfeld, Dunbar, Albert Aarron, Charleston; Abe Hyman, who represented his brother Sol Hyman, Huntington, unable to attend due to illness, and others.

A luncheon for women guests was arranged by Mesdames Church, Rogers, Thomas, Shanklin and McQueen.

Dorothy Parker Assigned

HOLLYWOOD—Dorothy Parker and Alan Campbell are collaborating on the script of "Come Live With Me" for Metro. Clarence Brown will direct Hedy Lamarr and James Stewart in the leads.

COLUMBUS

"UNCLE BILL" PULLIN'S annual ox roast is scheduled for Monday . . . Oldtimers will recall the Grand Opera House, New Straitsville, now being razed . . . Lee Hofheimer will continue to manage the Indianola, now under the Jackson-Murphy banner . . . Humberto Arriagata, usher at the Ohio, Springfield, has been made an attache at the Chilean Embassy in Washington. A native of Chile, he attended Wittenberg College.

Currently the Grand is operating weekends only. "Buddy" Winthrop has been retained as manager . . . The Variety Club's Charlie Ginn is on the sick list . . . Terry Turner, former Palace press agent, was in charge of the Lucille Ball-Maureen O'Hara p.a. at that house last Sunday . . . Prices for "Boom Town" at Loew's Ohio were boosted from 40-cents plus tax to 54-plus at night.

Directors of the Ohio ITO met here Thursday. Secretary P. J. Wood announced the annual convention will be held early this fall, probably the last week in October . . . Lou Holleb, who recently checked out of the theatre business when he sold his New to Harry Knight of the Royal, has been visiting in Chicago . . . Cincy's Willis Vance is planning a new Queen City theatre, plans being made currently by F&Y.

CLEVELAND

H L. TRACEY of the Temple, Willard, in one of his infrequent visits to town, says he is devoting as much of his time to golf as rheumatism will permit . . . Jimmy Kalafat, manager of the Dennison Square, drove to Chicago to meet his wife and baby, who have been visiting in Utah. Jim Scoville of the Scoville, Essick & Reif circuit went along to see his only grandson and heir to the Scoville fortune . . . Henry Greenberger and John Kalafat of Cleveland and Jerry Steel of Oberlin were in Columbus attending a meeting of the ITO board of directors.

Nate Bigelson, manager of the Union, has returned from a 1,000-mile auto trip through the east . . . It has just become known around town that both Gilbert and Benton Lefton, sons of Mr. and Mrs. Nat Lefton of Republic, are married. Gilbert and Miss Lee Fernengal were married on August 3, while Benton and Miss Helen Doyle had the knot tied on August 21 . . . Ed Olzeski has discontinued operation of the Rex, Dillonvale, for the time being, and is concentrating on his house in Lafferty . . . Harry Mackey is now selling fresh popcorn in the lobby of his Hope, Hopedale . . . Lester Smith has returned to his Post, Warren, after a two-month stay in Canada.

Mike Kendrach, manager of the Mingo, Mingo Junction, visited local exchanges . . . Vincent Thompson is student booker at M-G-M . . . In Toledo, the Mystic, operated by Miss Louise Tiernan, is scheduled to reopen September 15 . . . Frank Kasher, M-G-M assistant shipper, is in Glenville Hospital where he parted with an inflamed appendix . . . Louis Gross and Eddie Johnson, who operate a fleet of film delivery trucks, will be off on a fishing trip to Canada any day now . . . Phil Harrington, M-G-M office manager, left the confusion of his office, now in the throes of remodeling, for a quiet vacation in Canada . . . George Lefko, RKO branch manager, and George Fleischmann of the World and State theatres, Toledo, have gotten together on an all-product 1940-41 deal . . . Bob Bial of Art Guild Studios has been busy building the signs and displays for the opening on September 5 of the Roxy, Cleveland's only burlesque house.

Bank Night is being used again by the Union Theatre . . . Monroe Greenthal, head of the UA publicity department, stopped off in Cleveland for a day on his trip around the country in the interest of "Foreign Correspondent" . . . Variety was host to Kit Carson III, who is making a personal appearance tour in connection with UA's "Kit Carson" . . . Arthur Spaeth, motion picture critic for the News, *is back from a fishing vacation . . . Al Gregg, Republic publicity and exploitation director, is working on a series of campaigns for "Hit Parade of 1940" to be released in the fall. Exhibitors who have bought the picture are invited to call Gregg for his assorted campaign projects . . . Movie Turf, new theatre game owned by L. P. Langford of Oliver Theatre Supply and sold by John Himmelein, opens at the Lorain Fulton, September 11.*

Carl Scheuch is no longer with the RKO sales force . . . Don't forget that September 10 is the date for the second Film Folks Frolic of the season. It is being held at the Mahoning Country Club, near Girard. The entertainment program starts at noon with golf and continues from then on with games, dinner and dancing. Bert Stearn, UA district manager, will act as master of ceremony.



Leaves His Mark—

Julius Lanin of the Uptown Theatre in Cleveland signs the register at the RKO Exhibitors' lounge on a recent visit to New York.

Two Cleveland Chains Buy Disney's Film Festival

CLEVELAND—George Lefko, RKO branch manager, has closed deals with the Associated and the Community circuits of Cleveland to show the Disney Film Festival, including "Snow White." Some 40 theatres were involved.

"Snow White," when originally released, was shown in only a few neighborhood houses due to failure of the subsequent-run exhibitors and RKO to agree on terms.

Stage Shows Return to Palace in Cleveland

CLEVELAND—Stage shows returned to the RKO Palace last Friday, marking the opening of the fall season. The Palace played straight pictures over the summer. Charlie Barnet's swing band and Rosita Joyce (with her trained pigeons) were the attractions on the opening bill. "Young People" was the screen attraction.

New Lamp Deal

CLEVELAND—During a nine-week campaign in 36 local theatres, staged on an afternoon when there is no matinee, the Lake Shore Sales Co. will give away five floor lamps in each house. It is a no-cost tieup, the company supplying the accompanying film program and merchandise. Each adult patron attending is entitled to buy a combination table and pin-up lamp at a reduced price.

Consider Disposition

ASHLAND, OHIO—Mayor Howard S. Lutz has announced appointment of a citizen advisory committee of four to submit recommendations for disposition of the city-owned Opera House building, which has been condemned.

Renovate in Canton

CANTON—Work has been completed on redecorating the interior and recarpeting of the Strand, according to Joe Calla, manager.

CINCINNATI

THE local Universal exchange is leading the country in sales in the company's annual drive. The bookers are also looming in the money . . . Surprise announcement of the week was the wedding of Henrietta "Honey" Bockelage to William Schneider, which took place August 17. "Honey" belonged to the Universal family for some 20 years . . . Columbia's Ida Lewis is convalescing after an operation . . . Martin Shear, manager of the Hipp and Strand theatres, Newport, is ballyhooing the merger of the two houses in a tieup with merchants in northern Kentucky. Merchandise is being distributed with free pen and pencil sets for the children.

Business at downtown first runs had a return to normalcy with the first drop in the temperature. M. J. Whitmar attributed the rise to extra advertising in newspapers. Whitmar is now vacationing. Bob Kinsley of Keith's is pinch-hitting for him . . . Personal appearances of Lucille Ball and Maureen O'Hara were set for Wednesday and Thursday at the Albee to promote "Dance, Girl, Dance," an RKO release. United Artists had as a guest, Kit Carson, grandson of the famous frontiersman, who also stopped off at Dayton and Columbus.

UA reports "Foreign Correspondent" opened to terrific business at Loew's Dayton, following Manager Sam Gilman's excellent job of publicity . . . "Penny," three-month-old daughter of Irving Sochin, has doubled her weight since birth and now tips the scales at 12 pounds . . . Frank Schrieber proudly proclaims himself a new uncle, a 12-pound daughter having been born to his brother. The little lady has been named Ann.

Irene Lowe is throwing a "come-all-ye" at her home for the Universal personnel . . . George Daumeyer, formerly with Warner Bros.' checking department, is now with Ross Federal's local office . . . 20th-Fox's J. J. Grady left for Elyria, N. Y., to visit his parents and to bring back his children who spent the summer in the east.

Tommy Delbridge, assistant manager of Loew's, Dayton, has returned from his vacation in Atlanta, Ga. . . . Otile Becker is the new telephone operator at Universal and Irwin Duchon the new poster clerk . . . The Cincinnati Cinema Club will resume meetings the latter part of September at the Variety Club headquarters . . . Visitors: J. Vallin, Warner auditor; F. Robertson, Majestic, Springfield; Miss Mae Taylor, Dixie, Columbus; S. V. Moorman, Columbia, Coldwater; Foster Lane, Williamstown; Mrs. Fon Sexton and son, Ashland; John Gregory, Far Hills, Dayton.

Hold "Boom Town"

CINCINNATI—Test engagements at advanced prices in Reading, Harrisburg and Cincinnati of Metro's "Boom Town" have all resulted in second-week holdovers.

WANTED TO LEASE—Theatre close to Cincinnati. Will consider partnership. Have cash to invest. Frederic Strief, Box 57, Westwood Station, Cincinnati.



As Tex Visited in Pittsburgh—

Tex Ritter visited at the Monogram exchange in Pittsburgh and a BOXOFFICE *photographer snapped him with some of the neighborhood kiddies. With Tex is Slim Andrews (with the handlebars), comedian of the Ritter westerns.*

PITTSBURGH

HARRY FLEISHMAN and Mrs. Fleishman of the Brighton announce the coming marriage of their son, Norman and Miss Dorothy Gusky, which will take place at the Beth Shalom Synagogue, Sunday, September 15, at 1:30 p. m. All friends are invited to attend the ceremony and reception . . . There will be no Sunday motion picture referendum this year at Everett, Pa., J. W. Robison, manager of the Stuckey, informs . . . "The Burning Question" was in its twelfth week at the Art Cinema and was still going strong at press time . . . Casino's burlesk season opened last Sunday with a midnight show . . . "Power and the Land," a new documentary film produced by the U. S. Rural Electrification Administration, was given its world premiere last Saturday in the Old Trail Theatre, St. Clairsville, Ohio . . . Harry Grelle and Gerard Geinzer are said to be interested in new strawberry syrup for milk shake flavoring.

Warner circuit executives and representatives of the musicians' union, Local 60, *have been negotiating a new contract . . . Sid Sugarman was the first of the Filmrow crowd to display a Roosevelt button . . . Announcement was made this week of the marriage of John P. Harris and Miss Lucille Lubic, the ceremony having been performed August* 10 *in St. Michael's rectory, Wheeling, W. Va. Bridegroom is a local theatre manager and son of Frank J. Harris, circuit executive, and the bride is a daughter of Mrs. Frank J. Lubic of Wheeling . . . Irwin Zeltner, UA exploitation representative for this area, states that Kit Carson III, grandson of the old scout, will make an appearance here in connection with the release of the "Kit Carson" photoplay starring Jon Hall.*

Fred J. Herrington vacationed over the Labor Day weekend in New York . . . Mort England spent the holiday in Atlantic City . . . Ben Stahl, formerly of Filmrow, has taken over the newspaper distributing agency at Farrell, Pa. . . . Paul O. Klinger tells us there will be no referendum on Sunday shows in Lewistown . . . Mother of Roy Hoon of the Vitagraph exchange was a recent visitor . . . Warner's four East Liberty theatres have a tieup with the *Shopping News* whereby 50 admission tickets are offered each week in a name finding contest . . . Alex S. Moore and Morris Finkel invite members of the trade to inspect their modernized Hilltop on Warrington Avenue.

Tom Anas was in from Hollidays Cove, W. Va., and was interested in news regarding the million-dollar race track which has been announced for that community, located just 35 *miles from Pittsburgh . . . Governor James has named George K. Willock as alderman in the* 30*th ward, succeeding the late Dennis J. O'Brien, former veteran film man who died several weeks ago . . . The Stanley, after a summer of pictures exclusively, will return to a stage show-film policy September* 12, *with Mickey Rooney in person.*

Herb Lipman is another candid camera fan . . . Billy Soose of Farrell, "uncrowned middleweight champ," ushered at the Nittany while a student at Penn State . . . George "B" Josack states he is uninformed regarding distribution of future prize fight pictures . . . Stanley staged a series of fencing contests at the Allegheny County Fair, the stunt exploiting "The Sea Hawk" and the winner receiving an Errol Flynn trophy . . . The William R. Wheat juniors were home in Sewickley after their annual Canadian vacation . . . Erie became one of the first Pennsylvania cities to return to eastern standard time when clocks there were turned back one hour on Labor Day . . . H. R. Cromwell, Bedford exhibitor, tells us there will be no Sunday show referendum there this year.



Soltzes in Gotham—

Recent visitors at the RKO Exhibitors' lounge in New York City are Mr. and Mrs. J. Soltz of the Rumba Theatre, Pittsburgh.

Charles Schiffauer, manager of WB's Majestic, Johnstown, has been transferred to the circuit's Strand, Greensburg, and Walter R. Hall, a newcomer, has succeeded him in the Flood City . . . George Ball, president of the Filmrow Bowling League, is getting set for the new season. Reports are that there will be but six teams in the league this year and that a new outfit will replace 20th-Fox.

Frank L. France, veteran theatre manager and supply dealer, has returned to his home in West Middletown, Pa., after vacationing for several months in Florida . . . Amateur Cinema Club resumed indoor meetings Wednesday evening in the Fort Pitt Hotel. Officers state that there are more than 2,000 amateur movie makers in the local district, mostly using 16mm outfits . . . James M. Totman of the Warner exploitation department here addressed the College Club of Carnegie at the organization's initial session of the new season this week . . . John P. Goring, former manager of the Fulton, has completed his book on the show world and theatricals at his Los Angeles home. It took him 60,000 words to tell what he thinks of the business . . . One of the most attractive floats in the Labor Day procession was sponsored by the theatrical crafts, AFL unions, IATSE's Locals 171, 3, B-11 and B-12.

More than half-a-million persons attended Allegheny County's eighth annual free fair in five days at South Park. Rainy weather cut the attendance in half, as judged from last year's figures . . . C. M. McCloskey, of Uniontown, one of the real exhibitor veterans, visited Filmrow the other day . . . Jack Cohen, former film salesman, is now with Quality Premium here . . . Mary Demma and August Gonlin have joined the staff of the Jack Judd Theatre Poster Service.

AID survey cards were forwarded to local area exhibitors this week by the AMPTO of W. Pa. . . . Sol Goldberg, former Elkins, W. Va., exhibitor, has joined the sales staff of Packard-Berk on Baum Blvd. . . . Andy Askounes, Monessen showman, was a Filmrow shopper this week after being hospitalized for three months at the Allegheny General Hospital . . . Variety Club Turtle Derby Milk Fund vaudeville show, originally scheduled for September 11, has been set back to Wednesday evening, September 25. The change was made because the Gardens will not be ready for the first date, C. J. Latta, chief barker, announced this week.

Harry "Doc" Day, formerly of the Triangle, has joined M. A. Rosenberg's Rialto, uptown Fifth Avenue, as assistant manager. "Doc" succeeds Joe "Barney" Krenn, who is now the full-time projectionist there . . . Sally Cairns, a winner in the Jesse L. Lasky "Gateway to Hollywood" contest, stopped in to visit with us Monday afternoon. She was accompanied by Anthony Latella, Roscoe, Pa., exhibitor . . . Among those present at the Labor Day opening of the new Rivoli, Ebensburg, Pa., were George Wilson jr., Vince Josack, W. R. Stich, Joseph Delisi, Frank Hamre and Charlie Underhill. Ray Allison will throw a party in celebration of the occasion of the opening at Ebensburg Tuesday evening, September 10 . . . *Jerry Castelli's opening of the new Park, Library, Pa., will bring out trade friends the next evening, Wednesday, Sept.* 11.

DETROIT

FRED SCHADER is handling publicity on Variety Club's $50,000 drive . . . Harry Lotz, UA booker, has plenty high sales resistance . . . New independent film exchange is being planned by a new figure in the local distribution field . . . Louis B. Goodman, manager of the Fenkell and Piccadilly, is becoming an inventor . . . George T. Haskin, operator at the Piccadilly, is a brother of Floyd, operator at the Cinderella . . . Charley Collins has been doubling as master of ceremonies at Wildwood Gardens . . . Joseph Mellon is planning to sell his Chandler . . . John Heidt, Service Seating manager, is moving the office to 1507 West Kirby Ave . . . Ralph Ruben has been busy out around the Sam Brown circuit . . . Syd Bowman, UA salesman, plays ping pong clad only in shorts. It's a sight.

Lloyd Hammond has a new trellis in front of his studio . . . G. E. LeVeque of Cinema Service is running the gas station up at Cass and Henry streets . . . Julian Myers, M-G-M poster clerk, is back after an appendectomy . . . John Dembeck, M-G-M booker, received a desk set from an "unknown admirer" . . . Maybelle Brock, president of the M-G-M Club, is back from her vacation . . . E. V. Deacon has set that new hosiery giveaway for the Lasky starting September 9 . . . Bill Flemion has given Variety's sound truck a new coat of paint . . . Herbert Brown is the Apollo-like booker at M-G-M; it's Harold Brown who books for UDT . . . W. J. Turnbull, NTS manager, returned from the Tennessee mountains with six little fish that cost five bucks apiece because he forgot to get a fishing license . . . Ruth McGregor of National Theatre Supply has been taking in the N. Y. Fair.

The Krim Boys are planning a new house out at Woodward and the Six Mile Road. Opposition for RKO's Uptown . . . E. V. Smith, RCA Photophone manager, is back from a vacation in New York . . . Harold C. Robinson, chief barker of Variety, has acquired a new express cruiser that does 45 m.p.h. . . . John McCurdy and Freddie Brown of the old Temple Theatre orchestra were guests of honor at the Old Timers' Concert on Belle Isle . . . Eddie Jacobson, Harmony manager, back from seeing the Book Night factory in Chicago . . . James Powers, operator at the Harmony, has a big red 12-cylinder Packard . . . Gertrude Pearson and Sally Glass have been getting orders for ushers' costumes from way down in the hills of West Virginia . . . Al Weiner, formerly of Embassy Talking Picture Service, has joined the distribution staff of Wilding.

George W. Trendle, late president of United Detroit circuit, is busy with Telemusic, the new wired music service, these days. Thelma Watson, his secretary, has recovered from her recent illness . . . William Selmeier, who has been scripting slidefilms here for Jam Handy, is moving to Chicago as head of the food merchandising editorial staff . . . Edwin J. Cohn, who used to manage the old Opera House here for years, was a visitor from Miami . . . John McPherson is the new local manager of National Screen Service, succeeding Harris Silverberg . . . Avery C. Fried of the Fried Air-Kool Co. is away honeymooning . . . Wade Allen of the Fine Arts and Arcade was upstate with his family . . . Frank Papuga of the Ace is counting on warm weather for his vacation soon.

Fred B. Miller, manager of the Dexter, uses BOXOFFICE feature listings to make up his running time schedules . . . Steve Nastfogel, scenic designer, was a guest at the press preview of the Michigan State Fair . . . Bill Carlson has been reappointed entertainment chairman of the Shrine Bowling League . . . Ed Bellew, exploiteer, in town handling Kit Carson III, in advance of the UA film . . . Val Campbell, back from Miami, has joined the Bryden Booking Office . . . John Coveleskie is planning to remodel his Catherine . . . Joseph Miskinis of the Alden, who recently dropped plans for the new Carmen in Dearborn, is planning a new Civic Theatre at Kelly and Houston Roads in northeast Detroit.

Harold C. Robinson, chief barker of Variety, is presenting the club with a new truck to carry projection equipment for the "shows for shut-ins" . . . Mac Krim, circuiteer, off for a fall vacation in Florida . . . Jim West, wearing a brown tassel for a lapel-flower . . . Norman Schreiber, cameraman for Wilding, was questioned by police who couldn't understand his taking pictures of a local factory late at night . . . Manager Alden Smith is keeping his two Drive-Ins open until the end of October, dropping admissions to 30 cents . . . Alex Schreiber of Associated circuit has been visiting the N. Y. Fair.

Morton Maius, manager of the Loop, returned from a vacation at South Haven, visiting Jackson Prison en route . . . Ed Kirchner of the Family has a lively announcement sheet for the Harris Silverberg testimonial banquet . . . Mrs. Bill Flemion is recovering nicely from a long illness . . . Marion Poupard, Paramount's "Form 40" clerk, is vacationing . . . Warren Slee, M-G-M exploiteer who fell a victim to the flu in Petoskey, is back on the road again . . . Mildred Lilles of M-G-M is a hay fever victim . . . Florence Blumenthal, Max's daughter, is arranging window displays for her dad . . . Syd Bowman of UA says he stopped selling when he ran out of contract forms . . . Lester Sturm, 20th-Fox manager, back from New York on some circuit deals . . . "Kid" Davis and "Battling" Herb Brown of M-G-M fighting over L. C. Becker's magazine.

Thieves Make Away With Nine Films

CLEVELAND—What is said to be the biggest film theft ever recorded in Cleveland occurred sometime during the night of Wednesday, August 28, when nine complete feature films were stolen from the Warner shipping room. They belonged to Pioneer Film Exchange, owned and operated by Herbert Ochs and Richard Deutsch. Loss is estimated in excess of $5,000.

Taken were two prints of "The Leopard Men of Africa," two prints of "Suicide Legion," two of "The Challenge," one of "Song of the Road," one of "Spy Bureau" and one of "Treachery on the High Seas."

Film Alliance and Selected Attractions, producers of the films, duplicated the prints, via airmail, enabling Pioneer to fulfill its obligations to exhibitors who had booked them.

A Testimonial for M. A. Rosenberg

PITTSBURGH—The banquet of October 22 in connection with the 20th annual convention of the AMPTO of W. Pa., Inc., will be a testimonial to M. A. Rosenberg, president.

Committeemen and general chairman will be announced at an early date and the convention hotel will be selected. The business and social event will be a two-day affair. Registration and first session will be held Monday, October 21. One or possibly all meetings will be open to non-members as well as members.

Abram F. Myers, Col. Harry A. Cole, Sidney Samuelson and other national Allied leaders are expected to attend.

WOLVERINE DOINGS:

Fred Barr, ex-Butterfield manager at Grand Rapids, was rained out Sunday when we called at Ramona Park where he is manager. The Ramona Theatre has been closed all summer . . . J. Frank Jacobs is reported planning to sell the Sun at Bangor . . . Chic Bell, maestro at the House David Theatre, discloses how he took Butterfield's Ollie Brooks out in that ancient jalopy, the "J. O. Brooks Special" . . . Al Grasgrin of the Flatroc, Flat Rock, has bought a new Buick.

Rene Germani of the Majestic at Monroe offers to beat golfer Eddie Weingarden, UA salesman, any day . . . Tom Horrigan rates as "that publicity man" with the film salesmen who travel the Thumb with him . . . Mrs. D. S. Whyte of the State at Pinconning was a WB visitor . . . Bill Cassidy, upstate circuiteer, briefly driven back to Midland by cold weather, expects to resume his wrestling with film salesmen at his Wenonah Beach cottage near Bay City.

Eddie Pascoe, Hamtramck circuit operator, expects to stay a month longer at his cottage because of the cold spell . . . Harold Schuckert of Cass City, having caught all the fish in Lake Huron, is off to Wisconsin for a fishing expedition . . . Chet Lesser of the State and Strand, Flint, left a trail of broken hearts at Sandusky, where he vacationed . . . George Smith of Lapeer is going ahead with steelwork on his new house, which was delayed by labor trouble.

W. P. Kirchner has opened his new Belvil at Belleville, replacing the old Belleville . . . Walter Ebeling, New York theatre manager who disappeared a month ago, was found murdered near St. Joseph. Hitch-hikers admitted the crime . . . Jim Bennett has a four-day test run of "The Great Train Robbery" opening September 14 at the State, Pontiac . . . Henry Galster of Petoskey was a visitor at Paramount.

Pre-Season Screening by Paramount in Hastings

DETROIT — Michigan exhibitors were guests of John Howard, Paramount exchange manager, at a pre-season screening at Ray Branch's Strand in Hastings.

Program included luncheon at the Hastings Country Club. Pictures screened were "I Want a Divorce," "Rangers of Fortune" and "Rhythm on the River."

Jerry Castelli Invites to Opening at Library, Pa.

LIBRARY, PA. — The newly constructed Park Theatre will be formally opened Wednesday evening, September 11. Outstanding feature of the Park will be the introduction hereabouts of fluorescent carpet. Another construction feature is that the auditorium floor is barrel shaped. Artkraft Sign Company furnished the front and marquee. The 500-seat house was equipped by the Superior M. P. Supply Co.

Jerry Castelli, owner, has invited his friends in the industry to attend the opening and to be his guest at a buffet luncheon.

Midway in Davison Is Opened by Hobolth

DETROIT—Harry Hobolth has opened his new Midway in Davison.

Wires and tributes of flowers were received from many friends in the industry, and a number attended, including: Edward A. Long, Long Sign Co.; George McArthur, McArthur Theatre Equipment Co.; Col. George McCoy, Columbia; Bert Tighe, Universal; Roy Carrow, 20th-Fox, Ed Stuckey, Paramount; and Fred Bonnem, RKO.

A Presidential Poll by Newsreeler and Paper

PITTSBURGH—The Newsreel Theatre in conjunction with the *Bulletin Index*, local weekly newsmagazine, is conducting a seven-week presidential poll. Patrons of voting age are given ballots to mark and drop into a sealed box in the lobby of the theatre. Ken Hoel, Harris circuit publicity representative, is handling the stunt.

Double Duty

DETROIT — After arranging vaudeville bookings for his two houses, T. C. Soucie, owner of the LaSalle at Kirkland Lake, Ont., and the Cartier at Timmins, Ont., left here to fly American bombers across the border for the Canadian government. Soucie had been at Selfridge Field studying American flying problems.

Excellent Has GN

DETROIT—Excellent Pictures Corp. will distribute in Michigan the Grand National product, consisting of 19 features, eight action melodramas, six Tex Ritters, and two Ken Maynards, that is being liquidated by the company in charge—Mohawk Film Corp.

Host to Refugees

CANTON—English children now in North Canton as war refugees had their introduction to the American theatre when they were guests of J. F. Stein, manager, at a special and exclusive showing of "Pinocchio" at the Windsor.

Three-Year RCA Pact

PT. MARION, PA.—A. S. Mapel, operator of the 760-seat Barneys Theatre here, has signed a three-year service and maintenance contract with RCA. He recently installed new Photophone sound.

LOUISVILLE

H V. McCLURE and O. J. Minnix have outfitted their recently acquired Southland, London, Ky., with a new marquee . . . The father of J. F. Carnahan, operator of the Manchester, Manchester, Ky., was killed recently in an automobile accident.

Ira Masden, itinerant operator in this territory for some time, has setiled down in Brandenburg, Ky., where he is operating the Brandenburg. He acquired the house from Houston Woolfolk.

Mr. and Mrs. William R. Williams of the local Savoy are making an extended trip through the west. James E. Thompson is managing the house during their absence . . . A new addition to the family of Cliff Beuchel, manager of the Mary Anderson here, is Joan Doris, born recently at Baptist Hospital. The Beuchels were blessed with a son just 20 months ago.

200 Kids Have Fun at Krim Circuit Outing

DETROIT—Nearly 200 boys and girls attended the fourth annual outing at Belle Isle sponsored by the Krim circuit. The youngsters were taken downtown in taxis, with side posters announcing the event. They were greeted at the City Hall by acting Mayor John W. Smith. Edward Jacobson was in charge of the outing.

Opening Earlier and at Lower Admission Scale

DETROIT—An earlier opening at reduced prices is being tried out by John Tatu and Victor Petriks at the Nortown, neighborhood house. Shows start at 6 instead of 7 p. m., with admission 20 cents instead of a quarter.

Rivoli in Ebensburg Is Opened on Labor Day

EBENSBURG, PA.—The new Rivoli was formally opened Labor Day by Cambria Theatres Co., Inc., of which R. Allison is general manager. The exhibitor will stage an opening and party for friends in the trade Tuesday evening, September 10.

Move Back Theatre

WARREN, OHIO—The city council has authorized notes for $44,000 to move back the Ohio Theatre building and permit widening of Market Street. Failure to move the one building has resulted in damage suits against the city by adjoining property owners.

New Processing Lab

DETROIT—A new processing laboratory for commercial film studios is being established here by the newly incorporated Film Service Laboratories, Inc. New organization is headed by Paul S. Keena.

Disapproval in Advance

DETROIT—James Roosevelt's distribution of "Pastor Hall" was rapped this week by a contributor to the local letter box column of the Detroit newspapers.

"Army on Wheels" Shown To Press by Wilding

DETROIT—A 30-minute film of the U. S. Army's mechanized forces was shown at a press preview at Wilding Picture Productions. Titled "Army on Wheels," the film details army maneuvers hitherto not shown to the public.

The film, produced by Wilding, is expected to be released for theatrical distribution as well as to the usual commercial outlets. The Army has ordered 100 prints for use in recruiting.

Wilding has just purchased five acres on Hubbell Ave. for a proposed new studio site.

Resuming Family Night Parties in Pittsburgh

PITTSBURGH—Variety family night parties will resume Friday, September 13, with Chief Barker and Mrs. C. J. Latta serving as host and hostess.

September 20—Dr. and Mrs. L. G. Beinhauer; September 27—Mr. and Mrs. Sid Jacobs; October 4—Mr. and Mrs. Joe Hiller; October 11—Mr. and Mrs. Sam Cohen; October 18—Mr. and Mrs. Arthur F. Morrone; October 25—Mr. and Mrs. Walt Framer.

Kings for a Day at Monday dinners have been scheduled for personal appearances as follows: September 9—Brian McDonald; September 16—Jack Soltz; September 23—John Stahl jr.; September 30—Buck Gelder; October 7—Max Shulgold; October 14—Bill Finkel.

Ernest Forbes Renames Supply Organization

DETROIT—Ernest H. Forbes, veteran supply dealer, is changing the name of his organization from the Oliver Theatre Supply, Inc., to Ernie Forbes Theatre Supply. Personnel and policies remain unchanged, but Forbes says the firm will have no connection hereafter with the Oliver firm which retains the old name in the Cleveland territory.

Confer on Pacts

PITTSBURGH—Negotiations continued this week between independent exhibitors and representatives of the IATSE on new operators' contracts. The union is asking vacations with pay for members under terms of new deals now pending. The old two-year agreement expired August 31.

Warner Annexes Two

PITTSBURGH—The Warner circuit has acquired the Melrose and the new unopened White Hall, according to reports on Filmrow. Both theatres, owned by John P. Moss, are on Brownsville road. The White Hall will open October 1.

Screen "Howards"

PITTSBURGH — Columbia Pictures will trade show Frank Lloyd's "The Howards of Virginia" at the Rialto, 1600 Fifth Ave., Monday afternoon, September 9, at 2 o'clock. Arrangements for the screening were made this week by Arthur H. Levy, Columbia's resident manager.

Rubin Distributing

PITTSBURGH—Gabriel G. Rubin, managing director of the Art Cinema, who owns state rights on "The Burning Question," drug-expose feature, in its tenth record week at the Liberty Avenue Theatre, is now distributing the picture and he has lined up a number of playdates.

Opens in Wayne

WAYNE, W. VA.—The new Alpine was opened here recently with Bob Urling, son of Walter B. Urling, as manager. Newly constructed house seats upwards of 400, and is the newest link in the Alpine circuit.

Equip for Schram

KALAMAZOO, MICH.—RCA sound will be installed in P. C. Schram's new house, rising here, and in his modernized Orpheum. The five Schram houses in Kalamazoo are Butterfield affiliates.

A Remodeled Roseville

DETROIT—Jeff Williams, suburban circuit operator, has remodeled the Roseville at Roseville into a modern show-place.

RCA Equips Kingsport House

KINGSPORT, TENN.—Malcolm Taylor is building a new house here, for which RCA has the sound contract. Taylor is the operator of a theatre at Gate City, Va.

Raze Ashtabula Lyceum

ASHTABULA, OHIO—The Lyceum building is being razed to make way for a recreation building.

Victoria to E. E. Ours

PARSONS, W. VA.—E. E. Ours, proprietor of the Victoria for a long period, has purchased the property.

C. W. Antram Dead

ALLIANCE, OHIO—Charles W. Antram, 72, of nearby North Georgetown, former theatre operator here, died at his home in that village recently. For several years he was a partner in the operation of the Lyric here.

Officials at Premiere

ST. CLAIRSVILLE, OHIO—High officials of the federal and state departments of agriculture were here for the premiere of the motion picture on rural electrification, titled "Power and the Land."

New Castle Reopening

NEW CASTLE, PA.—Cathedral, closed during the summer, reopened last Sunday with a stage-screen policy. Jack Shepp is manager.

Mungellos Open Grill

BURGETTSTOWN, PA. — Tony and Don Mungello have opened the Mary Ann Grill adjoining their Mary Ann Theatre.

Lease Utopia Property

PAINESVILLE, OHIO—The S. S. Kresge Co. has leased the Utopia Theatre property on Main St. here.

Rooney P. A. in Cleveland

CLEVELAND — Mickey Rooney and his stage show arrived in Cleveland Thursday for a one-week personal appearance engagement at Loew's State.

Ban Fan Magazines

PITTSBURGH—*Film Fun, Movie Fun* and *Real Screen Fun,* fan magazines, are on the banned list of the Pittsburgh *Catholic.*

Berlo Extends Scope

PITTSBURGH—M. A. Rosenberg, manager of Rossman Candy Service, has announced that this theatre's candy vending machine in the future would be serviced by Berlo Vending Company. All machines formerly operated by the Rossman firm have been added to the Berlo service list.

Modernizing Stuckey

EVERETT, PA. — Modernization of the Stuckey has been started here for A. C. and J. K. Stuckey. Front is being installed by Artkraft Sign Co. Interior decorating is being done by Billy ZeVan of Pittsburgh.

Distribute Two Stimulators

CLEVELAND—Victor Schram has the Ohio, Michigan, Kentucky and West Virginia franchise for Box-Office Insurance and Foto-Nite, both business builders for theatres. Fred Schram is associated with Victor in the propositions.

"Movie Turf" New Tempter

CLEVELAND—Movie Turf is the newest business builder to "invade" the local theatres. L. P. Langford of Oliver Theatre Supply has acquired the northern Ohio franchise for the game. John Himmelein is handling the sales.

Earl Pepper Leaves Markham

COLUMBUS, OHIO—Earl Pepper has resigned as manager of the Markham here and will vacation a while before making another theatrical connection in central Ohio. He will not take a position in Akron, as previously reported, he says.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

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MT155 Acoustical Materials
MT156 Aisle Lights
MT157 Boxoffices
MT158 Carpets
MT159 Carpet Cushion
MT160 Design Service
MT161 Directional Signs
MT162 Door Controls
MT163 Draperies and Curtains
MT164 Drinking Fountains
MT165 Exit Signs
MT166 Foam Rubber Seat Cushions
MT167 Interior Decoration
MT168 Interior Wall Finishes
MT169 Lounge Furniture
MT170 Matting, Rubber
MT171 Mirrors
MT172 Ornamental Metal Work
MT173 Paint Products
MT174 Railings, Lobby
MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

LIGHTING

MT190 Dimmers and Controls
MT191 Effect Lighting Devices
MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
MT195 Gelatine Sheets
MT196 Incandescent Lamps
MT197 Lighting Fixtures
MT198 Lighting Plants, Emergency
MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
MT202 Spot and Flood Lamps
MT203 Spot and Flood Lights
MT204 Storage Batteries
MT205 Switches, Safety
MT206 Switchboards
MT207 Transformers, Neon

MAINTENANCE

MT210 Bolts, Expansion and Toggle
MT211 Carpet Spotting Compounds
MT212 Drills, Rotary
MT213 Fire Extinguishers
MT214 Fireproofing Compounds
MT215 Gum Removers
MT216 Safety Ladders
MT217 Seat Patching Kits
MT218 Seating Repairs
MT219 Vacuum Cleaners

MISCELLANEOUS

MT225 Coin Changing Machines
MT226 Fireproof Safes and Files
MT227 Music Stands
MT228 Organs, Electric
MT229 Popcorn Machines
MT230 Popcorn & Confection Supplies
MT231 Staff Uniforms
MT232 Tickets
MT233 Ticket Machines
MT234 Water Coolers

PROJECTION

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MT242 Carbon Waste Cans
MT243 Change-Over Devices
MT244 Condensing Lenses
MT245 Dowsers
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MT248 Film Handling Devices
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MT251 Film Rewinders
MT252 Fire Shutters, Projection
MT253 Intermittent Movements
MT254 Motion Picture Screens
MT255 Motor Brushes
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MT257 Portable Sound Projectors
MT258 Projection Arc Lamps
MT259 Projection Lenses
MT260 Projection Slides
MT261 Projector Carbons
MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
MT271 Safety Devices
MT272 Slide Projectors
MT273 Sound Projectors, 35mm
MT274 Sound Projectors, 16mm
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MT297 Suction Cleaners
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SOUND

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MT306 Amplifier Tubes
MT307 Hearing Aids
MT308 Horn Lifts and Towers
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MT310 Lamps, Exciter
MT311 Lens Assemblies, Sound
MT312 Microphones
MT313 Photoelectric Cells
MT314 Public Address Amplifiers
MT315 Public Address Systems
MT316 Radio Tubes
MT317 Record Reproducers
MT318 Sound Equipment, Complete
MT319 Sound Heads
MT320 Sound Service, Contract
MT321 Speakers

STAGE EQUIPMENT

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MT331 Curtain Controls
MT332 Curtain Tracks
MT333 Stage and Effect Lighting
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Film Supply Vital to Theatre's Life—Ryan

BOSTON—"The life-blood of a motion picture theatre, is its film supply," George S. Ryan, attorney for the plaintiffs in the Morse and Rothenberg anti-trust suit has propounded to Philip A. Hendrick, U. S. district court master now considering 12,000 pages of record taken during 17 months of hearings. "With an adequate number of commercially valuable films exhibited within a reasonable time after the release date, its success is practically assured. Without them, theatre is merely a heap of brick and mortar.

"The value of films lies in immediate exhibition. At the time of their release they have the advantage of novelty and of advertising and discussion in film periodicals. The appetite of the public has been stimulated; and with public interest comes boxoffice appeal. So great is this factor that many authorities declare that approximately 75 per cent of the revenue of the major distributors is derived from a comparative small number of large first-run houses.

"In the past, the struggle for the control of first-run films has frequently been a fight for life—or to the death. Now there is seldom a struggle: Throughout the length and breath of the land, except in a few isolated localities, the peace of desolation reigns. Competition is dead. Films now are distributed according to an established plan by a small group of closely related corporations.

Acquire 2,500 First-Runs

"The reason is peculiar to the motion picture industry. Eight companies produce and distribute, either directly or indirectly, approximately 350 films each year, which are universally conceded to be the only commercially valuable product in the market. During the years 1915-30, a period of expansions and growth, approximately 2,500 theatres, nearly all first-run houses, were acquired by subsidiaries or affiliates of six of the major producers. These producer-controlled theatres have invariably been able to secure films of all the major distributors, either exclusively in their respective localities, or a long time in advance of competitors. The eleven or 12 thousand theatres remaining, operated by independent exhibitors, have been compelled to wait."

From the beginning this condition has provoked controversy, Ryan stated. "Independent exhibitors assert that it was a violation of the Federal Anti-trust Laws, prohibiting contracts, combinations and conspiracy in restraint of interstate commerce, monopolizing or conspiring at attempts to monopolize, any part of that commerce. The distributors and their affiliate exhibitors usually countered with the propositions that (1) the licensing and distribution of films do not constitute interstate commerce; (2) the distributors have a right to act in consert when determing policies in which they are jointly interested; and (3) agreements among the distributors regulating trade practices are valid, especially if the consent of the independent exhibitors together may be induced or compelled.

New Defense Line

"But as regularly as they have submitted to the acid test of law, the propositions have been rejected. The Binderey's Case in the Supreme Court, and the Youngclaus Case, and the Perelman Case in the U. S. district courts, are all landmarks in the progress of the industry from legal chaos to certainty.

"Following these decisions, the distributors set up the following propositions as their last lines of defense: (1) even though the distribution of films may be interstate commerce, the operation of the theatre and the exhibition of films in it are merely local transactions, not within the scope of the anti-trust laws; (2) the supply to the city or locality is too significant to come within the prohibition of the law; and (3) the supply of films to producer-controlled theatres, rather than to independent exhibitors, has been due merely to the independent exercises by distributors of their rights to select their own customers."

Three Anti-Trust Cases Slated for Oct. Hearings

BOSTON—Three New England anti-trust cases will probably go before Masters, early next month, Judge Peters indicated in U. S. district court at Portland last week Wednesday. It was indicated that one Master would sit at a combined hearing in the $100,000 anti-trust litigations of C. F. Millett, operator of the State in Bridgton, Maine, and the Millinocket Theatre, Inc., operated by Frank LePage in the Maine community of the same name.

A second Master would sit on the $100,000 anti-trust suit involving the Waldo in Waldoboro, Me., operated by Harold T. Cooney jr.

Judge Peters is expected to give the Masters authority to sit in any district. This will probably mean that part of the hearings will be held in Boston. Main seat of the Millett and LePage action will probably be centered at Portland, while the Cooney case is tentatively scheduled to head out of Bangor.

The plaintiff will pay one-quarter of the expenses in each instance.

George S. Ryan, Boston anti-trust attorney, represented all the plaintiffs at the hearing in Portland last week. Judge Percy E. Higgens of Old Town represented the Millinocket Theatre, Inc., Charles Smalley of Rockland appeared for Millett and Cooney. Perkins & Weeks of Waterville represented the defendant Graphic Theatre circuit and some of the distributors in the Waldo Theatre Case. Fellows & Fellows of Bangor represented Graphic otherwise. Edward F. McClennen of Boston represented Paramount distribution and theatre interests.

Boston Operators Local Continues Negotiations

BOSTON — No agreement had been reached up to press time between the local theatre owners and the Moving Picture Operators Union, Local 182, as to new contract terms. A two-year working agreement between the parties expired this month. Negotiating was to have continued this week on the understanding that the new contracts will be retroactive.

Stagehands contracts have been concluded on a one-year basis at the same terms as those previously in effect.

20th Anniversary

HARTFORD—The local Loew-Poli, managed by Jack A. Simons, observed its 20th anniversary last week. It opened Aug. 28, 1920.

Ware to New London

NEW LONDON, CONN.—Thomas Ware, formerly at the Bates in Attleboro for Ed McEvoy, is managing the Empire here.

Busy Making Place For Bingo Games

HARTFORD—Backers of Bingo are now busy trying to legally install the game in as many New England cities and towns as possible.

Local church and fraternal groups that have been sponsoring Bingo the past 12 months, discovered last Friday that unless they moved fast, there would not be any more Bingo—at least for another year. A state law passed in 1939, authorizing the playing of Bingo in communities under certain conditions, states that each year the governing body of any town or city may pass a resolution authorizing the playing of the game from September 15 of that year to September 15 of the next year, but only if petitions have been presented to it signed by 5 per cent or more of the electors of the city involved.

In Chicopee, Mass., Henry F. Long, state tax commissioner, asked the cooperation of Mayor Senecal in getting a list of all winners at local Bingo, Beano, and Bank Night programs in order to ensure the payment of a 3 per cent tax on all lottery winnings as required by law.

The board of alderman at New Haven, have legalized Bingo for another year, according to reports reaching BOXOFFICE. East Hartford Bingo sponsors last Tuesday began circulating petitions to obtain the number of voters necessary to continue the game. The board of selectmen in Windsor Locks, Conn., acted favorably on a petition filed there by a Knights of Columbus branch seeking legalization of Bingo.

Aaronson Slated as New Legion Post Commander

BOSTON—Harry Aaronson, manager of the Rialto in Scollay Square, is assured of election as commander of the Theatrical Post of American Legion when the film district organization holds its annual meeting this month. Aaronson will succeed William H. McLaughlin, operator of the Stoneham in Stoneham and a member of the executive board of the Independent Exhibitors, Inc.

Al Kenney is assured of the post of senior vice commander, while Harry Smith, RKO booker, is due to enter the line for the post leadership with tenancy of the office of junior vice commander.

Sam Levine of the Northeastern Film Co. will be Sergeant-at-Arms again this year. Marcel Mekelburg of the same independent exchange will doubtlessly be re-elected as finance officer. Ralph Wormhood and Dr. Edward Melincoff are slated for re-election as Adjutant and Chaplain respectively.

Elections will be held Monday at the new Lt. Vernon A. Macaulay Post club rooms at 99 Broadway on the edge of the film district.

Allied of Connecticut Meeting September 10

NEW HAVEN—Allied Theatre Owners of Connecticut will meet at 12:30 p. m., Tuesday, September 10, at the Hofbrau Haus Restaurant, with A. M. Schuman presiding. Connecticut MPTO will have its next regular meeting September 23 at Ceriani's Cafe Mellone.

BOSTON

PHILLIP LAVINE, New England manager for the Phil Smith circuit, is again a grandfather with the birth to Mr. and Mrs. Arnold Berger of a son, Bruce.

Mary Trainor, Columbia veteran, continues ill at Carney Hospital . . . William J. Cuddy, RKO booker and Cinema Club officer, is mourning the death of his mother.

Harry Aaronson, manager of the Rialto in Scollay Square, was one of the film district representatives in the Jewish War Veterans parade in Boston last week . . . Michael J. Hurney, Specialty Pictures salesman, and Mrs. Hurney have decided upon a name for their youngest. It's Elaine Ann Hurney.

Jack Shea, circuit owner, was in the film district . . . Warren Nichols, operator of the Gem in Peterborough, was down from New Hampshire . . . William D. Stein, Boston film man, was working out of Stamford, Conn. . . . Marcel Mekelburg has set "Vengeance of the Deep" for a Hub premiere the week of October 16 at the RKO Boston.

Mary Coogan of Universal, who is to become a bride today, was showered by friends last week at the home of Dolly Rooney, fellow Universal employe . . . Louis Krasnow, manager of the National in Boston, recently put on a candy giveaway, at the E. M. Loew house.

C. F. Millett, Frank LePage, and Harold T. Cooney jr., Maine exhibitors, were at Portland where U. S. district court hearings were held on their respective anti-trust suits . . . Al Wheeler of M-G-M has been in New York and Washington.

Louise Hayes, daughter of Main Exhibitor Saul Hayes, became a bride last week . . . Joe Cifre, local theatre engineer and equipment distributor, may attend the SMPE convention at the Roosevelt Hotel in Hollywood, October 21-25.

Beverly Levine, daughter of the Northeastern Film booker, has returned from Camp Naomi . . . F. J. Hartwick, owner of the Strand in Taunton which is operated by M&P, is the defendant in an equity suit brought by George Gordon as an outgrowth of fire damage last winter at the location.

Ted Lincoln, projectionist at the Winchester in the Boston suburb of the same name, has been vacationing in Maine . . . W. D. McGhee, manager of the Gayety in Boston, has been vacationing in the midwest following a summer as manager of the E. M. Loew ozoner in Providence . . . The Gayety was scheduled to return to burlesque and films this week following a session with roadshow attractions.

Elmer Turnquist, Producers Distributing office manager, was out last week with a cold . . . Alice J. McCarthy, manager of the Plymouth in Boston, is again fit following invalidism with a fractured arm, incurred when she took a tumble while horseback riding.

Joe DiPesa, advertising head in Boston for Loew's, Inc., tied in with the Boston *American* with cooperative screen and newspaper advertising on "Blondie Has Servant Trouble" . . . Mrs. Frederick R. Greenway, wife of the Loew's State manager, has been hospitalized for observation.

Max Michaels returned the Globe in Boston to a burlesque-film policy last week with Harry Ryan back again as master of ceremonies.

Eldine Johnson of Specialty Pictures, Inc., spent Labor Day weekend in the White Mountains . . . Dan Seletsky of the M&P Theatres Corp. booking department has been on vacation . . . Ruth Cummings of the Metro exchange flew to New York to visit the World's Fair.

Jimmy McAllister, formerly assistant to Ben Domingo at the Keith's Memorial in Boston and later manager of a number of Sam Kurson houses, has been pulling off a batch of Jack Granara publicity stunts in his capacity as manager of the Capitol in Portland for E. M. Loew.

James Darby, formerly manager of the Beacon in Boston for the M&P Theatres Corp. and now manager of the Norwalk in Connecticut for the same circuit, is back on the fit list . . . L. L. Foster, Capitol Theatre Supply executive, returned from a Maine sojourn . . . Al Nasif of Capitol was also back from vacation this week . . . Ethel Moore was scheduled to return to Capitol from an extended stay at Lake Winnipesaukee.

Fred Fahlbusch of the M&P Theatres Corp. is convalescing at home following a stay at the Malden Hospital . . . Fahlbusch has been in ill health for the past year . . . Dorothy Gardner of the local M-G-M exchange is away on a Montreal vacation . . . Rose Rubin of Republic has been in New York on vacation . . . Martin J. Mullin and Sam Pinanski, M&P Theatres Corp. partners, were in New York on business.

Lloyd Nordgren has been reset as manager of the Globe in Clinton, darkened for the summer by Warner . . . Roy E. Heffner of Specialty Pictures, Inc., may seek moose and caribou in Quebec this fall . . . Heffner also plans to hunt in Texas during December . . . Steve Broidy, Monogram sales manager, set the Boston first-run of "Doomed to Die" and "Laughing at Danger" for the RKO Boston.

Viola Berlin is expected to reopen the Exeter Street in Boston shortly . . . William F. Yeager, manager of the Plymouth in Leominster, recently promoted a candy giveaway which, according to the Massachusetts theatre man, "brought in considerable extra money."

Florence Scully of M-G-M returned from vacation . . . Eva Turcott, secretary to Ed Cantor, M&P Theatres Corp. comptroller, has been on summer leave . . . The son of Harry Aaronson, local theatre man, is back from summer camp . . . Al Seletsky, projectionist at the Massachusetts department of public safety screening room, returned from a Maine fishing trip only to return to northern New England streams this past weekend . . . Herbert Mekelburg, son of the Independent Exchange head, is back from Camp Penbrooke . . . Mother of Roy E. Heffner, Bank Night assignee, has been visiting. She plans to return to Oklahoma in about three weeks.

Rose Steinberg of the booking department of the M&P Theatres Corp. was married while on her vacation . . . Marietta Baer of the M&P has returned to the Scollay Square headquarters following a honeymoon . . . Nan Cohen, former local motion picture publicity woman who was with M&P Theatres Corp. and Warner Bros. here, is now working out of the home office of Paramount Pictures.

Rose Eskin of the M&P Theatres accounting department has been on vacation . . . Mildred Tormey of the same office, also on summer leave . . . Vera Smith, M&P receptionist, has been sojourning . . . William Glidden, head of the M&P Theatres accounting office, has been in Southport, Me.

BRIDGEPORT

SAMUEL HADDLEMAN, manager of the Capitol, is planning a trip to Havana late this month . . . New projection lamps have been installed in the booth at the Bostwick . . . Ever since Matt L. Saunders, Loew-Poli manager, rode that Stratoliner to Chicago and back, he is sure that ordinary airplanes that do not invade the upper regions will never appeal to him again.

Harry F. Shaw, Loew New England division chief, called in by the illness of his sister, Mrs. Harry Rose. Harry Rose is manager of the Globe . . . Mrs. Helen Friedenkeim, Strand cashier, celebrated her 13th wedding anniversary doing New York night spots . . . Old-time silents may be a feature of the Danbury fair next month with Edward A. Leary behind the promotion.

Phil Oliver, Strand manager, plays a mean game of golf and Frank Musante, Hippodrome projectionist, can testify to the fact . . . Edward Lavery, Loew-Poli projectionist, celebrated his 25th wedding anniversary with a party at the Seven Gables . . . Mrs. Myron Levy, wife of the projectionist at the West End, is home from the hospital.

Bill Dougherty, assistant manager at the Strand-Palace, has a new set of store teeth and is he glad the days of eating mush are over . . . American manager Michael Carroll is back from a trip to Schenectady and Saratoga . . . Also back on the job are Projectionists Robert Lewis of the Rialto and Joseph of the Bostwick.

Local factories, busy with munitions and other defense orders, are still taking the ushers and usherettes out of the theatres . . . Teddy Guzar of the Strand-Palace is back from the Maine woodlands . . . A new coat of paint has brightened up the front and marquee at the Bostwick . . . Dick Betts and his electric organ are back at the Majestic . . . Final night of the jitterbugs at the Globe shattered all records with even standees in the second balcony. The house was out two hours before the show was scheduled. Harry F. Shaw acted as master of ceremonies despite a sudden attack of laryngitis.

Al Pickus' newly remodeled Stratford reopened with much fanfare . . . Lillian Diorio, Rivoli cashier, is back in the ticket booth . . . George Jiler substituted for vacationing Fred H. Russell, Post-Telegram *film editor . . . Cashier Ruth Smelter has switched from the Hippodrome to the Park City . . . Matt Saunder's daughter Ruth is back from a vacation in Florida . . . . There is still plenty of talk about three neighborhood houses to be constructed, but so far not a shovelful of earth has been turned . . . Sudden cool spell has upped theatre attendance all over the city.*

Added Cooperation by New Haven Newspaper

NEW HAVEN—The New Haven *Register* has promised downtown theatres new co-operation in its amusement page, with the addition of art and the removal of Bingo and restaurant ads to other pages. The Sunday composite art layout of the four first runs, which was only recently gained as a concession by the theatres, will also be used on Wednesdays, each of the theatres to receive equal space. On Thursdays a reader plugging both features of each of the houses, will be used. Special feature or news stories will be used on Mondays and the syndicated Sheilah Graham column on Wednesdays and Sundays.

Name Carlisle Barrett Head of Warner Club

NEW HAVEN—Carlisle G. Barrett, Warner theatre district manager, is the new president of the Warner Club.

Russell Clark is the new vice-president in charge of entertainment, and Phil Zimmerman is vice-president in charge of welfare, contributions and loans. The new secretary is Sophie Gurian, while the office of treasurer goes to James Bracken, who has held the same post since 1932. Members of the club will continue to attend the Friday night screenings, and will plan a winter party.

Baltimore, Washington Drive-in for Smith

BOSTON—Phil Smith, Boston theatre man who in the past two years has built up an outdoor circuit of eight ozoners, announces plans to build additional drive-ins in Baltimore and Washington. The two structures, scheduled for opening next spring, will follow Smith's architectural and landscaping standards. Smith already operates two open-airs in Detroit, two in Cleveland, and one apiece in Cincinnati, Indianapolis, and Milwaukee.

Lederer Strongly Denies Tieup With Communists

SPRINGFIELD, MASS.—Strong denial that he or any of the motion picture actors recently charged with having Communist affiliations are or were in any way connected with that party, was made here by Francis Lederer, screen star, before a crowded Forbes & Wallace Auditorium.

Lederer appeared with a group of other actors at the Amherst College Theatre, Amherst, in the play, "Pursuit of Happiness."

Ties for Anniversary

BOSTON—Phil Smith this week observed the tenth anniversary of the Strand in Ipswich. Phillip Lavine, manager of the Smith New England circuit interests, arranged a pre-release booking of "Boom Town" for the event. He tied in everyone from Selectmen to merchants for the figurative slicing of the ten-candle cake.

Spot Horror Duo

BOSTON—Marcel Mekelburg and Sam Levine of Northeastern Film Co. give the "Bat Whispers" and "Demon Doctor" a Boston premiere this week at the Trans Lux. The horror show has been booked throughout the Loew's Poli chain, the Melrose Street exchange announces.

HARTFORD

WHILE Joseph Anger, Astor (East Hartford) manager, vacationed along the Connecticut shoreline, Francis Callahan, doorman, filled in . . . Arlene Michaels is a new usherette at Charles L. Repass' Crown, succeeding Evelyn F. Doyle, resigned . . . Michael Daly of Hartford, Plainfield, and Lowell was in New Haven the other day . . . To Boston went George E. Landers, manager at E. M. Loew's . . . Rudy Frank, director of publicity for the Harris Bros.' State, is engaged to Elisse Petrovich of Bridgeport . . . Laura Whalen is a new usherette at the Crown, replacing Phylliss Bagglin, resigned . . . Martin Kelleher, Princess manager, is planning a November vacation in Los Angeles . . . Tommy Balten, stage manager at the Strand, is at St. Francis Hospital.

While Eddie J. Downs, Loew-Poli chief of service, vacationed in New York, David Brown filled in . . . Louis A. Cohen of the Palace left early in the week for a Maine vacation. Jack A. Simons, Loew-Poli manager, is filling in for Cohen . . . The "Boom Town" float was in town last Wednesday . . . Harry Lewis, substitute projectionist, filled in for Harry Abbray, Palace projectionist, while the latter was on his vacation . . . A visitor at the Allyn to see Manager Walter B. Lloyd, was Don Chambers, special New England exploitation man for Paramount, in connection with "I Want a Divorce" . . . Ann Breault, candy girl at the Allyn, is back at work. She gained ten pounds while on vacation . . . Flavia Sloat, cashier at the Allyn, went mushroom picking the other morning. Olive Mendelsohn, also a cashier at the theatre, has been spending recent weekends at Sound View.

On hand at the "Boom Town" party last Thursday night were Mr. and Mrs. Jack A. Simons, Mr. and Mrs. Louis A. Cohen, Russell Grant, Louis Brown and Mrs. M. Oakley Christoph, film columnist for the Hartford *Courant*, accompanied by H. Viggo Anderson, the *Courant's* motion picture editor. Highlights of the evening were the singing of Louis A. Cohen, Loew-Poli Palace manager, and the appearance of the "Boom Town" doubles contest winners. Every patron of the Lobster Restaurant—where the affair was held—received a piece of the "Boom Town" birthday cake which was cut in honor of the new Loew-Poli motion picture season. There were 20 candles on the cake, each representing a personality in forthcoming Loew-Poli films. Russell Grant, Loew-Poli student assistant, had his camera on hand to sneak in as many photos as possible.

A bachelor party for Sidney H. Kleper, Palace assistant manager, who's getting married September 15 to Roslyn Claire Oliver of Hartford, was held last Saturday night on the stage of the theatre. About 100 people were in attendance. Reubin Lewis, stage manager, was in charge of the bar . . . Alice Erickson, Strand's cashier, was on vacation . . . The first 500 persons to patronize the State on the theatre's first day of the new fall season, received free photos of the Andrews Sisters . . . Several downtown theatres may have bowling teams again this fall . . . Manager Jack A. Simons, Loew-Poli, planted a full page of both advertising and publicity in the Hartford press heralding the new season.

Dr. George Gallup, who some days ago found there were some 32,000,000 people who don't go to theatres, should have been in town last Thursday. The long lines waiting to gain admission to theatres on Main and Asylum Streets, made it appear as if at least some of that number changed their minds after seeing an American Institute of Public Opinion representative . . . Seymour Kimenker, part-time usher at the Palace, has returned from a vacation . . . Garde, New London, showed the Walt Disney Film Festival . . . Ditto Palace, Norwalk.

Mass. Industrial Activity During July at Peak

BOSTON—Massachusetts industrial activity during July reached the highest point of any July during the past 11 years, the state planning board has announced. Improvement in the building trades and stimulation by national defense orders are credited for the increase. Massachusetts activity during the last July was 7.6 per cent over that of July in 1939, it has been announced. Using the average of 1925-27 as 100 per cent, the figure for July this year was 86.5 per cent as compared to 79.9 per cent last year. All component subjects showed gains with the exception of the shoe industry. Employment was up 3.2 per cent with industrial wages hypoed in the same proportion.

Theatre business, on the other hand, has been correspondingly poor this summer.

Friars Meet to Consider Hypos for Fund Drive

BOSTON—Activity in the Boston Friars Club Milk Fund approached full momentum this week following the rounding of Labor Day. Steve Broidy, Monogram sales manager and Friars' president, called a meeting of club members Tuesday. Several stunts for hypoing interest were considered.

Pauline Winston of Columbia and Doris Berman of United Artists, in those positions, continued the lead in the ticket sales contest. The M&P Theatres Corp. remained at the head of New England circuits in returns for the Friars second annual charity frolic, to be held October 11.

Goldman Joins P-D-C

BOSTON—Harold Goldman, president of the Boston Motion Picture Salesmen's Club, has been appointed New England sales manager of Producers Distributing Corp. by Harry Asher, national vice-president and local franchise owner. Goldman, who has been associated with Asher in the past, resigned recently from the Warner sales staff.

Snider Plans Opening

BOSTON—Ralph Snider, Boston circuit owner, has scheduled the opening of the Metropolitan in Providence, largest Rhode Island show place for September 13, with Glenn Miller on the stage and Monogram's "Boys of the City" on the screen. The Metropolitan, which has had a fitful existence, is the subject of a $100,000 anti-trust suit, brought by former operators George Walsh and Lou Anger.

Kraska Reopens

BOSTON—George Kraska reopened the Fine Arts in the Back Bay section of Boston Wednesday. Kraska, who booked a stretch of American releases at popular prices before closing for the summer, reverted to his foreign and class policy, at the highest admission top in town, with the New England premiere of "Cheri Bibi."

NEW HAVEN

"BOOM TOWN" and "The Sea Hawk," running simultaneously at the Loew-Poli and Roger Sherman, respectively, expected to give an indication of what the public thinks of higher admissions . . . Allied Theatre Owners discussed higher admission policy for "Boom Town" at regular luncheon-meeting, but came to no unanimous decision. No appreciable difficulty with "Boom Town" price rise encountered at Madison. Campaign on "Boom Town" and the opening of the new movie season, inaugurated by Harry Shaw and Lou Brown, and carried out by individual managers over the Loew-Poli circuit, made new record in exploitation.

Merchants and friends filled a page with greetings in the local press on the reopening of the 4,000-seat State, Hartford, by the Harris Bros. . . . Dr. J. B. Fishman will attend national Allied convention in Atlantic City, September 23-25 . . . Rumored Harry Cashin, president of Cashin Dairy, Waterbury, and formerly associated with Dick Hallowell in operation of old Garden Theatre, is interested in new operation of Rialto, New Britain . . . Robert Schwartz of the Park Playhouse, Thomaston, will be a September bridegroom . . . Sam Rosen and Ted Jacocks were Boston visitors to pay a sick call on Arthur Lockwood, confined to the hospital for the past month.

Flora Cohen is vacationing in New Hampshire . . . William Marsh, Metro auditor, will be with the New Haven branch for a while . . . Hugh Maquire, RKO booker, spent a week at Saratoga . . . Marian Duff, Warner Theatre receptionist, sending cards from Pottsville, Pa. . . . Michael Daly, Hartford and Plainfield exhibitor, attended the Boston film outing at Falmouth and reports a good time all around . . . Leo Ricci of Meriden still threatening to attend the World's Fair . . . Margaret McKinnon, secretary to Edward Ruff, Paramount manager, just returned from a Twin Lakes stay.

Bob Hoffman, 20th-Fox shipper, resting at the beach . . . Morris Mendlesohn, Poli division attorney, back from a sailing trip to Block Island, will finish up the summer with a hiking trip over New Hampshire trails, September 9 . . . Bill Bonoff, son of the late Irving Bonoff of Madison, is registered in the RCA Institute, New York, for study of radio and television . . . Mrs. Katherine Spencer, of the Warner contact department, is on the sick list.

Warner's Capitol, Ansonia, policy has been changed from two to three changes a week on Sunday, Tuesday and Thursday . . . Columbia Manager Tim O'Toole and Salesman Ben Lourie were hosts to the trade at a special screening of "The Howards of Virginia" at the Whitney, September 3, at 11:15 p. m. Picture received a big hand . . . Warner Palace, Torrington, new first run Friday, Saturday and Sunday, and second run remainder of the week . . . Phil Schwartz is renovating the Parkway, Bridgeport, marquee and will shortly follow suit with lobby, decorating and lighting . . . The reseated and renovated Stratford reopened Friday to an admiring full house . . . Levine & Jacobson have contracted with American Seating for reseating of Rialto, Bridgeport.

Fairmount, New Haven, is installing a new ventilating system . . . "He Stayed for Breakfast's" fine boxoffice showing in Connecticut considered indicative of the receptivity of the state's audiences for good comedy at this time.

Jack Dorland Opens 400-Seat Broadbrook

BROADBROOK, CONN.—Jack Dorland, former Paramount salesman, has opened the 400-seat Broadbrook, owned by Sam Lampert, for six-a-week operation. The house will be closed on Thursdays, with three changes for the remainder of the week. The theatre has been dark for a year.

A Renovation Program At Cannon's Theatre

NEW HAVEN—Grand Theatre Corp. will start reseating and renovation of Cannon's Theatre here immediately. The job is expected to require only two weeks. Modern Theatre Equipment has the equipment contract.

Films as Premiums

BOSTON—The premium idea has spread to New Hampshire concerns other than film enterprises. An ice cream dispensary in Manchester is combining free celluloid with cones. At a nearby dance hall, tripping the light fantastic costs, but films are free. Objections of theatre operators are being met with the argument that it's a case of reverse English.

Holyoke Boots Awards

BOSTON—All cash giveaways are ordered out of Holyoke theatres by the Mayor's office. Penalty, it is announced, will be with-holding of Sunday licenses which, in Massachusetts, have to be renewed weekly.

Words Deleted

BOSTON—"Hell's Cargo" was denuded of "damns" and "hells" before a Massachusetts Sunday permit was granted it last week by the bureau of Sunday censorship. Censored along with the Film Alliance feature in a list 29 releases, was "Secrets of a Model."

It May Catch

BOSTON—"A Better Mousetrap" is the slogan of the Enfield Theatre in Enfield, N. H., reveals Manager Paul J. Barker.

: NEW HAMPSHIRE :

MEMORIES of theatricals and amusements of earlier days will be recalled September 14, when properties of the old Dover-Somersworth-Rochester Street Railway go on the auction block. Properties of the 50-year-old trolley company include Central Park between Dover and Somersworth, where the Central Park Theatre has been in operation for years.

Country fairs are offering their annual competition for film theatres, the first having been the Cheshire in Keene, August 22-25. There are nine leading events of this kind booked throughout the state, the last being the Sandwich Fair, October 12. All are operated under supervision of the New Hampshire Fair Ass'n.

The summer pari-mutuel racing meet has closed at Rockingham Park in Salem with the bangtails' transfer to Narragansett Park in Rhode Island . . . Theatres in Rochester and vicinity are sharing in the hopes for better business as a result of a decision to resume operations at the large Cocheco Woolen Mill in East Rochester.

: SPRINGFIELD :

JOHNNIE SULLIVAN, Loew-Poli stagehand, has returned from a Los Angeles vacation . . . H. H. Maloney, manager of the Loew-Poli, Worcester, is back on the job again after several weeks of office leave . . . William B. Harding of the Park, Westfield, was on a few weeks' sojourn . . . In Boston to view a showing of "The Howards of Virginia" were Mr. and Mrs. Al Anders of the Bijou . . . Mark Langlois, office clerk for Western Massachusetts theatres, has a bad cold. Jenny Bragiell, also an office clerk there, has returned from her vacation . . . Samuel Goldstein was in Pittsfield to discuss various matters with E. M. Dowling, Capitol; Norman Prager, Palace, and Francis Beaupre of the Strand.

In town to see Carl Jamroga at the Phillips was Herman Rifkin, head of the Rifkin circuit . . . Charlie DiSciacca, Loew-Poli student assistant, made a one-day trip to Albany . . . Melvin M. Aronson, chief of service at the Paramount, is contemplating marriage this month . . . C. E. Graveller filled in for Eward E. Whittle, Court Square projectionist, while the latter was vacationing . . . New Motion picture season's start saw crowds once more lining up at Springfield boxoffices. Manager Andy Sette of the Capitol reported block-long lines for the opening day of "The Sea Hawk," while Manager Al Anders of the Bijou had about the same thing for "The Boys From Syracuse."

Mother of Gladys Marcinkiewcz, cashier at the Loew-Poli, has been ill . . . Helen MacDonald, Paramount, North Adams, has been on vacation . . . Mrs. Olive Simms, Court Square cashier, vacationed in Maine and also at Misquamicut, R. I. . . . John J. Cummings, stagehand at the Warner, Worcester, put in some time with the National Guard . . . Manager George E. Freeman of the Loew-Poli had "Boom Town" banners placed on all Sinclair trucks during the run of the Metro production . . . L. W. Richmond, division manager for the E. M. Loew circuit, was a visitor at the Court Square . . . Loretta L. McDonald, cashier at the Arcade, has been vacationing in Vermont . . . John Mahoney, doorman at the Phillips, leaves about September 20 to attend Harvard.

William "Billy" LaBreck, stagehand at the Loew-Poli, vacationed at Saratoga Springs . . . Al Witko of the Warner, Worcester, has returned from his vacation . . . In Springfield for a week was Teddie Holt, member of the Loew-Poli, New Haven, maintenance department . . . Andrew Peabody, former usher at Manager Charlie R. Smith's Broadway, is now working for the Universal Carloading Distillery Co., of Springfield . . . George White's "Scandals" is due at the Paramount, September 16-17-18. Whether this means the Paramount will return to regular vaudeville shows, has not been announced.

Bernard B. Maroney, Loew-Poli stagehand, vacationed in Bermuda . . . Horse Luck: Steve Colter, projectionist at the Loew-Poli, by just thinking of the number of his house—64—while placing bets at Rockingham Park, hit the daily double and won $2,150 . . . In town to see Manager Raymond Title at the Art, was Harry Arthur of St. Louis . . . Harry Smith, division manager for Western Massachusetts Theatres, was in Holyoke last Wednesday . . . Andy Sette of the Capitol proved himself quite a golfer during the past summer.

Set 100 Premieres For "Westerner"

FORT WORTH—One hundred local premieres in other Texas cities have been lined up for Samuel Goldwyn's "The Westerner" after its world premiere here September 19 at the Worth and Hollywood theatres.

The first premiere after Fort Worth will be in Dallas at the Majestic, September 20. Then will follow Houston, Austin, Galveston, Tyler, Beaumont, Port Arthur, El Paso, San Antonio, Lufkin, Corpus Christi, Sweetwater, Amarillo and others for a total of 51 towns set for the first week after Fort Worth. Fifty more towns will see "The Westerner" the second week.

One of the features of the state-wide celebration will be the quest for the typical "Westerner" girl in some 30 cities. Interstate circuit has set a contest to locate the girl who will best exemplify the attributes of this title in 24 of its towns and Robb & Rowley and Jefferson Amusement Co. will stage similar contests in from five to ten of their largest theatres. Local winners will be brought here where for two days they will participate in all of the activities arranged for the stars coming in from Hollywood, including Gary Cooper. They will also be contestants in a final contest to select one girl who will be designated as the official hostess of the state of Texas. She will be known as "Miss Typical Texan of 1940" and be awarded a trip to the New York World's Fair where she will officiate at a special Texas day celebration.

Fort Worth newspapers will conduct the quest for a "Miss Ft. Worth" who is to act as hostess to the other girls and who will also compete for the trip to New York.

Full cooperation is being given the premiere by local radio stations KGKO and WBAP in the form of special announcements and the playing of music from the photoplay. The day of the arrival of the Hollywood contingent will be a busy one for the stations, with four news broadcasts planned to cover the event.

"Who Killed Aunt Maggie" Authoress to Hollywood

ATLANTA—Medora Field, authoress of "Who Killed Aunt Maggie?", is going to Hollywood to help prepare a screenplay of her popular book for Republic. Medora Field is known in Atlanta as Mrs. Angus Perkerson, co-editor of the magazine section of the Atlanta *Journal*.

"Who Killed Aunt Maggie?" will be released early in December, with the world premiere to be held here.

Lowers Prices

ROCKWOOD, TENN.—The Lyric on September 2 reduced admission prices from 30 cents plus tax, to 27 cents plus tax and fixed Saturday's admission at 25 cents including tax.

Airer Ties in Film Stars

SAN ANTONIO—KTSA last Sunday aired a program titled "Unusual People, Places and Things" featuring Ray Milland, Brian Donlevy, Connie Moore, Veronica Lake and other film stars now on location here working in Paramount's "I Wanted Wings."

Oskar Korn Circuit Absorbed By R. E. Griffith Theatres

DALLAS—The Oskar Korn circuit, operating in some 15 towns in west Texas and the Big Bend area, has been absorbed by the R. E. Griffith chain.

Details of the deal were not immediately available, although it is understood the Griffith interests were granted control of the properties for a period of time with an option to purchase them outright if they so desire. The new Lisbon here is not involved in the transfer, it is believed, although this lacks official confirmation.

Founded ten years ago by Oskar Korn, the OK circuit has long been recognized in Texas theatre circles as an efficiently operated organization. Nearly all of the theatres in the string, controlling a number of isolated towns over the state, have their own printing shops and advertising departments.

OK situations passing under Griffith control include: Granada, Alpine; Palace, Bracketville; Palace, Canadian; Palace, Crane; Grand, Fort Stockton; Texas, Grand Falls; Grand, McCamey; Palace and Texas, Marfe; Palace and Texas, Monahans; Grand and Palace, Pecos; Palace, Pyote (closed); Palace and Texan, Quanah; Princess, Sanderson, and Sterling, Sterling City.

Prize Fight Pictures Illegal in Texas

Austin—It is a violation of state law to exhibit prize fight films in Texas, despite the lifting of the federal ban against interstate transportation of such motion pictures, according to an opinion from the office of the state attorney general. The opinion was advanced on a request for information by Joseph Kunschik, commissioner of the bureau of labor statistics.

Sunday Amusements Near Test in Tenn.

KINGSPORT, TENN.—Officials here believe that a suit against Ralph and Malcolm Taylor, owners of the Fox and of a chain of other theatres in Tennessee and Southwest Virginia, may develop into a test of the legality of all Sunday amusements, films, baseball, etc., in the state.

A preliminary hearing of the case before a magistrate resulted in an agreement by counsel for both parties to postpone. Since it will probably prove to be a test suit, additional counsel on both sides is expected to be employed.

Tennessee law allows the operation of a theatre on Sunday if such operation is officially approved by city council or commission. The question in this case is whether this applies to sections within or near a city but outside corporate limits.

Sunday Films for McKenzie

MCKENZIE, TENN.—Mayor Glen A. King announces that on August 26 the McKenzie board of aldermen approved Sunday shows by a vote of 5 to 1. Hours are fixed as 1 to 5 in the afternoon.

Premieres Over Arkansas Of "Dreaming Out Loud"

LITTLE ROCK—Thirty prints of the Lum 'n' Abner starrer, "Dreaming Out Loud," have been booked solid for the Arkansas state-wide premiere held in conjunction with the openings September 5 at the Capitol and Pulaski theatres here.

The stars flew in from Hollywood for the local premiere, then were welcomed at their home town of Mena where an all-day celebration was held.

Further appearances were to be made by the RKO stars at the Paramount and Central theatres, Hot Springs, on September 7, and at the Joy and New theatres, Ft. Smith, on the 10th.

Interstate Plans Two

HARLINGEN, TEX.—George Watson, district manager for Interstate, announces two new theatres are to be constructed soon by the circuit. One will go up at Mercedes, the other at Weslaco.

A Burst of Rockets Heralds Reopening

EL RENO, OKLA.—A burst of rockets which lighted up the sky heralded the reopening here last Thursday of the remodeled Criterion, which has been renamed the Rocket by its owners, Griffith-Consolidated Theatres, Inc.

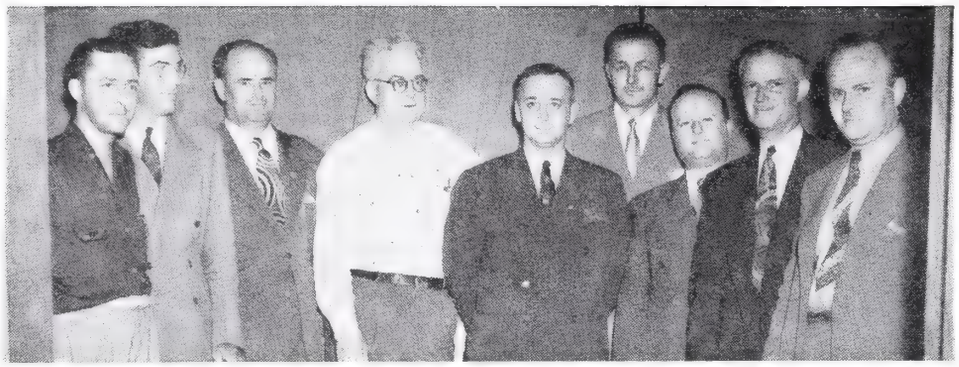
El Reno notables, including the mayor and postmaster, were introduced to the audience. The house then was dedicated in five languages. As a special feature of the program, ten trips on the "Rocket," crack Rock Island train, were awarded to children holding lucky ticket numbers.

Several exhibitors and Griffith officials attended the opening including: Louis Groves, Villa, Oklahoma City; Mr. and Mrs. Al Powell, Guthrie, Okla.; and Mrs. George Limerick, Enid, Okla.; Gus Hoenscheidt, Hobart; C. O. Fulgham, Griffith division manager, Oklahoma City; C. B. Akers, Griffith assistant general manager, Oklahoma City; Mr. and Mrs. Homer Jones, Alva; W. J. "Dutch" Cammer, Monogram, Dallas; John Thomas, Kingfisher; J. Rudolph Smith, Mountain View; C. A. "Dewey" Gibbs, Columbia branch manager, Oklahoma City; Roy Tyack, Altec, Oklahoma City; Bob Pfotenhauer, State, Oklahoma City; Charles Trego, Griffith manager for Reno street houses in Oklahoma City; Frank McCabe, Griffith booker, and Johnny Wisdom, Norman, Okla., Griffith manager.

Congratulatory telegrams were received from Clark Gable, Mickey Rooney, Judy Garland, Myrna Loy, James Ellison, Jane Withers, Don Ameche and Linda Darnell.

Renews With Altec

LEESBURG, FLA.—Earle M. Fain has renewed with Altec for his chain of seven theatres in Florida.





When Those "Howards" Came to Texas—

At the screening of Columbia's "The Howards of Virginia" in Dallas. At the top, left to right, are: Forrest White, Ind-Ex Booking Service; Mon Whitcher, Columbia office manager; Walter Penn, Columbia west Texas salesman; Col. H. A. Cole, national and Texas Allied president; R. N. Smith, Smith Theatres, Mission, Tex.; Paul Scott, Interstate Circuit neighborhood partner; Walter Henschel, Palace manager; J. B. Underwood, Columbia branch manager, and Spencer Sanders, manager of the Bison Theatre. Below, same order: Underwood again; Hans Smith, Irving Theatre, Irving, Tex.; Roy Starling, Grove Theatre; Worth Leuthstrom, Robb & Rowley-United Theatres booker; S. G. Fry, S. G. Fry Theatres, Tyler; W. J. Simms, R&R booker; Carl Cason, house manager, Joy, Tyler; Lonnie Legg, Superba, Denison, and W. H. Frye, Star, Forney, Tex.

Roberts Opens Webbo

HARRIMAN, TENN.—R. A. Roberts has opened the Webbo here.

RKO Lineup to Brice

ATLANTA—The Brice circuit has purchased RKO's new season lineup.

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408 S. HARWOOD DALLAS, TEXAS

Afternoon Screening Draws Dallas Trade

DALLAS—Half a lower floor saw Columbia's highly rated film, "The Howards of Virginia," during a special invitation trade screening Tuesday afternoon in the Melrose. Among this number was one of the largest gatherings of exhibitors to attend a screening here during recent seasons. The afternoon hour was a departure by J. B. Underwood, Columbia manager, who assumed that more buyers and bookers would attend after they had finished the rounds of the exchanges during the morning.

At the trade preview were Walter Henschel, manager of the Palace; Forrest Thompson, assistant to Henschel; Paul Scott, managing five Interstate neighborhoods; Ed H. Rowley and C. V. Jones, of Robb & Rowley-United Theatres; Ed Rowley jr.; Spencer Sanders, manager of the Bison; Forrest White and Gene Nelson, of Ind-Ex Booking Service; Robert E. Helms, formerly of RKO; Earl Schultz, R&R manager in Crockett.

Mrs. C. W. Matson, of Rockdale and Caldwell; S. G. Fry and Carl Cason, of the Fry theatres, Tyler; W. H. Frye, Star at Forney; R. N. Smith, of the Smith theatres in the Valley; Col. H. A. Cole, president of Allied; Hans Smith, Irving at Irving; Lonnie Legg, Superba, Denison; C. V. Caver, Rita, Dallas; Worth Leuthstrom and W. J. Simms, R & R bookers.

Roy Starling, Grove at Pleasant Grove; Aaron Kahn, Grand, Ft. Worth, and the Columbia staff of J. B. Underwood, branch manager; Mon Whitcher, office manager; Herman Craver, Walter Penn, Jim McKinney and Leslie Wilkes, salesmen.

AUSTIN

SKINNY PRYOR, skipper of the Cactus and one of the oldest exhibitors in the city, has just returned from a two-week fishing trip and vacation in Galveston where he "received the thrill of a lifetime when I gazed out upon the Gulf and saw a water spout headed straight toward me and my kids. For some reason or another it turned and went back out to sea." While on the Island, Skinny also renewed acquaintance with "Old Man" Martini, well known Galveston exhibitor.

Louis Novy, city manager for Interstate, planed back from that west coast vacation . . . Eloise Engle, Texas cashier, spending her two weeks at home and liking it . . . "Hell's Angels" was revived two days at this pioneer campus house of which Gerald Raines is the genial skipper.

Dick Waite, manager of the Paramount, already beefing about BOXOFFICE's new body type. Always belittlin' . . . Harold Eichenbaum, Interstate's paint-slinger, has a bunged-up mitt, but fortunately it's the left one . . . A mugg named Cope, who tries to correspond for BOXOFFICE, went to Galveston last weekend where he caught a peach of a sunburn and sore throat—but sore!

Pat, Mike and Molly O'Daniel, the governor's kids, have been dashing down to Randolph Field to catch the filming of a few scenes of "I Wanted Wings" (Para) . . . Dorothy Warren, who plugs for a living on the Interstate switchboard, is "Little Miss Service" in person.

MEMPHIS

JESS NORMAN of the Best at England, Ark., and Mrs. Norman spent a couple of days in Memphis, Jess booking and Mrs. Norman shopping. They will open their new Star in England around September 12 . . . Ed "Stinky" Gibbons of Strand Enterprises, Inc. who has been in Millington, Tenn., the past several weeks supervising the construction of G. W. Haynes's latest addition to his chain of theatres, was seen on the Row . . . Also along the Row were: Ralph Abramson, Grove, Holly Grove, Ark.; Charles Collier, Globe, Shaw, Miss.; W. T. Ellis, Ellis, Cleveland, Miss.; J. F. Wofford, Eupora, Eupora, Miss.; C. H. Collier, Globe, Drew, Miss.; J. W. Wofford, Union, Union, Miss.; W. A. Rush, Houston, Houston, Miss.; C. N. Eudy, Ackerman, Ackerman, Miss.; B. F. Jackson, Delta, Ruleville, Miss.; K. H. Kinney, Hays, Hughes, Ark.; Bob Martin, Bells, Bells, Tenn.; W. O. Ringer, Gem, Leachville, Ark.; Miss Louise Mask, Luez, Bolivar, Tenn.

Bill Bugie, Paramount branch manager, reports Elizabeth Waskey, contract clerk, has resigned to make her home in Washington where her husband is now located. Frances Phillips, former booker's secretary, moves up to the contract department. Vacancy in the booking department is to be filled this week . . . Congratulations are in order for Hal C. Langford of the Folly at Marks, Miss., upon the arrival of Hal jr. who checked in at a hospital in Greenwood, Miss., weighing 6½ pounds . . . Edna Castleman, Dave Flexer's secretary, is off on a vacation in the region of the Great Lakes . . . Jack Lloyd, Universal publicity from the west coast, spent a couple of days here with Jimmy Prichard, branch manager.

Mrs. B. F. Liddon, wife of the exhibitor at Corinth, Miss., is seriously ill in Methodist Hospital here . . . Don Landers of the Radio at Harrisburg, Ark., postcards from California that he and Mrs. Landers are having a grand time . . . An unusual visitor was Charles McNarny of the Dixie, Indianola, Miss. . . . Mr. and Mrs. T. M. Jourdan of the Majestic at Iuka, Miss., are very busy these days putting the finishing touches on their new lodge at Pickwick Lake . . . Morris Brown, who operates the Vault Sandwich Shop, has been among those enjoying a vacation this past week . . . Tony Sudekum of Crescent Amusement Co. has closed the Gem in Paris, Tenn. . . . The de luxe first run being built in Clarksdale, Miss., by Bishop & Ward at an approximate cost of $50,000, is scheduled to be completed by November 15 . . . Geraldine Clifton of the Paramount office is recuperating after an appendectomy.

The reason for Bernard Woolner's big smile these days, is the nice surprise he had upon his return from Little Rock last week. Mrs. Woolner presented him with a 6½-pound boy . . . Bea Davie, contract clerk at Vitagraph, is off on a vacation; also Billie Nance, who is in Hot Springs . . . Nathan Flexer of the Waverly at Waverly, Tenn., has been confined to his home for the past ten days due to illness. Mrs. Flexer is carrying on . . . J. H. Murphy of the Universal home office spent a couple of days in Memphis installing the new booking system . . . H. G. "Slim" Brewer of the Savoy at Clarksdale, Miss., is taking it easy in Hot Springs . . . Clarence Warner Stowell, featured in March of Time's "The Ramparts We Watch," made a personal appearance in connection with the opening of the picture at Loew's Palace . . . Mr. and Mrs. J. C. Noble, who operate the Temple and Rex theatres in Leland, Miss., as well as the Harlem in Greenville, spent a couple of days here advancing their bookings before leaving on a western vacation.

Mrs. M. S. McCord, wife of the secretary-treasurer of Malco Theatres, and daughter Patricia, were in Memphis shopping preparatory to Patricia's return to an eastern college . . . Bernard Haberfeld of the Varsity at Amory, Miss., was on the Row booking . . . M. A. Lightman of Malco Theatres advises from New York that Bob Hope will serve as master of ceremonies at the Memphis Horse Show in October if present negotiations culminate successfully. He added that in the event Hope could not make it, Frank Freeman, vice-president of Paramount, had assured him either Jack Benny, Bob Burns or some other personality would be on hand . . . John Sloan, genial steward of the Variety Club, has been away from his post for the past ten days due to illness . . . E. R. Prigmore of Charleston, Miss., is redecorating the interior of his Superba . . . A very unusual visitor was C. N. Jenkins of the McCrory at McCrory, Ark. . . . Mr. and Mrs. Raymond Goodman of the Rex and State at Starkville, Miss., are off on a two-week vacation at the Gulf Coast . . . Everett Fry is reopening his theatre in Rector, Ark., September 15. It will be known as the Palace . . . Bob Smallwood of the Albany Amusement Co. has returned from a two-week vacation in Wisconsin.

Whyte Bedford, who operates the New at Hamilton, Ala., has taken over the house in Brilliant, Ala., and named it the New . . . Mr. and Mrs. S. J. Azar of the Lincoln, Greenville, Miss., were recent visitors . . . Frank Davis, shipper at Universal, and his wife Mildred, of Republic, are off on a vacation in New Orleans . . . Mrs. Margaret Higginbotham of the Ozark Amusement Co. at Hardy, Ark., spent a couple of days in Memphis advancing her bookings and, incidentally, doing some fall shopping . . . C. T. Willis, booker for the Munford Theatre at Munford, Tenn., who also is principal of the high school there, has just returned from a 6,175-mile journey with his entire senior class.

NEW ORLEANS

AMONG visitors: From Mississippi—Guy V. Adams, Vicksburg; W. L. Moseley, Picayune; H. A. Everett, Magee; G. C. Ogden, Lumberton; James T. Mason, Purvis; R. C. Sigler, Sigler Theatre, Hattiesburg; Frank Bishop, Ellisville. Louisiana—Mr. and Mrs. L. J. Langlois, New Roads; Sam Posqua, Gonzales; Vinton L. Thibeaux, Lafayette; Mrs. Gene Anthony, Ponchatoula; Mrs. Justine Harvey, Melville; E. J. Delaney, Magnolia.

Labor Day took its toll of inhabitants from New Orleans who spent the holiday weekend at nearby beaches and resorts. The loss to the city was compensated by hundreds of excursionists from nearby sections who came visiting. Theatres broke more than even.

Seventy members of the Breakfast Club of the Women's Retail Credit Ass'n met at the Orpheum, September 5, to view "He Stayed for Breakfast." The 7:00 a. m. showing was open to the public, and coffee and cakes were served to the audience. The idea was Manager Vic Meyers'.

Miss Cecilia Kern of Affiliated was on the sick list the early part of last week . . . New projectors have been placed in the Rebstock Theatre, Golden Meadow, La., by the Louisiana Motion Picture Equipment Co.

Grandpa Lou Langlois of New Roads is now the proud owner of a new grandson and a new boat . . . W. H. Prewitt of the American Desk Mfg. Co., is away a lot these days on business.

Jake Mitchell of Louisiana Vezzi Machine Works was a caller at the Louisiana Motion Picture Equipment Co., visiting Willam Castay . . . Manager Jack Price of Paramount took a business trip last week and comes back claiming New Orleans weather was ideal compared with other cities . . . John H. Baltz, projectionist at the Coliseum, was killed in an automobile accident near Slidell, Labor Day.

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NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

DALLAS

BOB EULER, Dallas booker for the R. N. Smith theatres in the Valley, and for the B. R. McLendon theatres with headquarters at Atlanta, has gone on vacation to his home state of Iowa. In the interim, Smith has taken up temporary headquarters in the booking office here.

Earl Schultz of Crockett and C. W. Taylor of Hillsboro, both R&R managers, were in town visiting the circuit's general office on Harwood St.

Theo. Miller, owner of the Talco, in Talco, Tex., demolished by fire recently, is about ready to open the Strand. He visited Dallas this week to complete deals for an early opening. Miller has theatres in Emory and in Quitman and entered Talco several months ago . . . S. G. Fry of Tyler brought his manager, Carl Cason, of the Joy there, to the Row for a general visit around and a look in on the booking angle of house operation.

B. R. McLendon, of Tri-State Theatres in Atlanta, introduced his son, Gordon McLendon, on the Row here. The son is studying law at Yale . . . The brothers Groves, Jack, owner of the Queen in Houston, and Lew, owner of the Villa in Oklahoma City, held a two way reunion in Dallas this week. Jack is a former salesman for major companies and Lew was in the roadshow game until buying the Ritz in Sulphur from which he branched out into the modern Villa at Oklahoma City.

Forrest White, owner of Ind-Ex Booking Service, has returned from a vacation trip to Chicago . . . Lance Davis, "ex-mayor of Rotan," and an R&R partner there, was here in new fall raiment for a friendly visit. He said the drouth in his area has been broken.

A. H. Truitt of the Star in Amarillo was in town a third straight week . . . John Rowley of Little Rock and E. H. Rowley and C. V. Jones of Dallas joined Henry Rogers of Sweetwater and Fishermen B. E. McClain of Colorado and Harold Youngblood of San Angelo on a trip to Garner's country on Devils River, Val Varde county. Some of them went from there to Corpus Christi.

J. A. Simpson and R. W. Nelson were here from their west Texas headquarters with their wives . . . The Walter B. King baby born last week was named Nancy Lee for Gen. Robert E. Lee.

Projectionist's Invention Getting Test in Dallas

DALLAS—A new invention by Ralph Holloway, Amarillo projectionist, being an attachment for use with rewinds, is being tried out in Elm Street theatres, according to Harvey Hill, business agent of the Dallas local.

The Queen Feature Service, Inc.
Quality Theatre Equipment & Supplies
1912½ Morris Ave. Phone 3-8665
BIRMINGHAM, ALA.

Para't Location Crew at Kelly Field for "Wings"

KELLY FIELD, TEX.—A Paramount unit is shooting part of the air epic, "I Wanted Wings," at this field, one of the oldest flying schools in the southwest.

New arrivals from Hollywood, who have been added to the supporting cast of the picture, include Richard Lane, Phil Brown, Hobart Cavanaugh, Harry Davenport, Alan Hale jr., Harlan Warde, Renny McEvoy, Jack Chapin, Charlie Drake, Richard "Dick" Webb, and Herb Rawlinson. Kenneth Loban, publicity department photographer, is also acting as still cameraman for both units.

One San Antonio Little Theatre actor, Jay Ralston, is doubling for Wayne Morris, while Jean Dixon is standing in for Constance Moore, the leading lady, and Bob Alford is stand-in for Ray Milland.

The parade grounds, dormitories, medical offices and post theatre at Kelly Field were the scenes of principal shots this week. It will cost Paramount $1,000,000 to make this picture which deals with cadet life and training at Kelly and Randolph field.

New Tullahoma House

TULLAHOMA, TENN.—Cumberland Amusement Co. of McMinnville has leased a building on Lincoln Street and plans to convert it immediately into a motion picture theatre. This company already owns and operates the Strand here.

Patrons Request Re-issues

SWEETWATER, TENN. — Several patrons have made a written request of Mrs. Henry Brewer, manager of the Gay, to return a number of outstanding pictures of the past two years.

SANTONE

INTERSTATE Tattles: Herman Pure, State chief of service, became of voting age on August 15 . . . C. H. Cunard, wife of the engineer at this house, is ill abed in the Santa Rosa Hospital . . . Lawrence Arnold, assistant manager at the State, is a lieutenant in the reserves and is expecting to be called to active duty most any day now . . . James Herman Sollock, Aztec assistant chief usher, received a set of golf clubs for his birthday . . . Benny Mitchell, Texas chief usher, swings a wicked bat in the theatre soft ball league . . . Ed Hale, Aztec assistant skipper, and wife spent their vacation in the midwest.

"Mexicali Kid" was exhibited by the Parent-Teachers Ass'n of the Hot Wells High School to raise funds for a new projector . . . When Paramount advertised for 300 applicants to qualify as extras for film work, 1,500 "movie struck" folks turned out . . . Elliot Sullivan, local boy, seen in "The Man Who Talked Too Much" at the Texas last week.

Visitors: Pericles Alexander, the Austin cinemappraiser, writing a feature article for the Dallas *Journal* . . . Hans Dreier, Paramount art department head, Hollywood . . . Delores Franz, Houston; Kenny DeLand, assistant director, Paramount studios, Hollywood, and Jack H. Adams jr., Adams Film Exchange, Dallas.

BUFFALO COOLING EQUIPMENT
1026 SANTA FE BLDG. **BUFFALO ENGINEERING CO., INC.** DALLAS, TEXAS

OKLA. CITY

MORRIS LOEWENSTEIN, president of Oklahoma Theatre Owners, Inc., is in Washington, where he attended a hearing on the government's consent decree to protest the sale of films in blocks of five . . . Mr. and Mrs. Eldon Peek of Oklahoma Theatre Supply Co. have returned from a vacation trip to Lake Louise, Banff, Canada . . . Doris Castle, Paramount contract clerk, leaves this week to become a housewife . . . Raymond Organ, assistant shipper at M-G-M who went to California on his vacation, has joined the U. S. air force . . . Alvin Smith, M-G-M poster clerk, leaves soon to return to college in Mississippi . . . Mrs. Linford Pitts, wife of M-G-M's assistant booker, recently left the employ of the M-G-M exchange to keep house . . . Bill Maddox, assistant shipper at Paramount, has resigned to join M-G-M in the same capacity.

George Gaughan, Paramount salesman in northeastern Oklahoma, has left for Dallas to join the exchange staff there. Gaughan was with the Oklahoma City exchange the past eight years . . . Mr. and Mrs. Dan Landers, operators of the Radio in Harrisburg, Ark., visited Fred Lawrence, Republic booker here. They were returning home from a west coast vacation where they visited the Republic studios . . . Charles and Bob Smith of Clark's Poster left on a two-week vacation in the east . . . Bennie McKennie, Griffith comptroller, is back after a two-week Colorado vacation.

The Rita in Tulsa, seating 400, has been completely remodeled and reopened after being dark nearly two years . . . Paul Verdery, State usher, underwent an emergency appendectomy . . . James R. Grainger, Republic general sales manager, was here for a day last week . . . Filmrow visitors: Louis Barton, Ritz, Stroud; Virby Conley, Ellis, Perryton, Tex; Dudley R. Tucker sr., Sun theatres at Wynnewood and Pauls Valley; George Payne, Rex, Stratford; Miss Ida Hanes, Cortez, Wanette; Roy Clark, jr., Pix, Byars; V. A. "Spec" Wilkinson, Quanah at Fletcher, and Ritz at Comanche.

Lena Mae Wilson, RKO stenographer, is back from her vacation . . . Opal Baird, Columbia inspectress, has returned from a Los Angeles trip . . . A fire which started in a storeroom above the Sun, operated by Dudley R. Tucker sr. at Pauls Valley, destroyed two buildings, with total damage estimated at $40,000 . . . Bert Stern, Criterion manager, will host a group of Oklahoma City newspapermen September 19 when he will take them to Fort Worth to see "The Westerner."

NTS Equipment Sales

DALLAS—Equipment sales reported by the local branch of National Theatre Supply include: Sound and projectors, Alto, Alto, Tex.; sound, Palace, Anson, Tex.; Matex, Mabank, Tex.; Orphic, Columbus, Tex.; New Ritz, Crockett, Tex.; Lone Star, Jasper, Tex.; lamps, Ritz, McGregor, Tex.; Grand, Mineral Wells, Tex.; New Ritz, Crockett; lamps, projectors and bases, Majestic, Fort Worth.

Griffith Buys Republic

OKLAHOMA CITY—Griffith Theatre circuit has signed for Republic's new season product for all their circuit houses in Oklahoma and Texas.

ATLANTA

VISITORS: R. D. "Bob" Word, Ritz, Scottsboro, Ala.; E. R. Covington, Lyric, Sumter, S. C. (who is opening a new theatre at Orangeburg, S. C., to be called the State); Frank Miller, Augusta, Ga.; Moon Corker, Palace, Athens, Ga.; I. L. Shields, Columbus, Ga.; J. F. Camp, Ritz, Barnesville, Ga.; Chester Drake, Pierson, Ga.; Lorraine Weeks, Fairburn, Ga.; Mack Jackson, Strand, Alexander City, Ala.; John Gaither, Heflin, Ala.; Ernest Ingram, Ashland, Ala.; Wendell Welch, Strand, Dallas, Ga.; Louis Hartman, Joy, Dalton, Ga.; Nat Hancock, Roosevelt, Jefferson, Ga.; Luke Stein, Jacksonville, Fla.; V. S. Golden, Gem, Acworth, Ga.; J. W. Collins, Ritz, Toccoa, Ga.; Tony Griswold, Sewannee, Tenn., and H. C. Eaton, new owner of the Liberty Theatre, Atlanta.

Holiday trips for Filmrowers extended from the mountains to the beaches this week. Charlie Karr, Martin Theatres, spent the weekend at Lakemont. Johnnie Harrell and wife visited his family at Eastman, Ga., and Mildred Castleberry of Martin's Atlanta booking office spent her holiday at Jacksonville Beach. S. Hickman, Dixie Film Exchange, Clayton, Ga., and H. P. "Dusty" Rhodes, ventured to the mountains "to cool off." Janie Ledbetter, accountant at Theatrical Printing Co., couldn't make up her mind just how she wanted to travel on her vacation, so she decided to do a little bit of everything. She flew to Jacksonville, trained to Miami (where she stayed a week), and then took a boat from Miami to Savannah.

Capitol City Supply reports the sale of projection equipment to Mr. and Mrs. W. S. Thornton for their new theatre in Guin, Ala. . . . Kelley & Stephens have purchased new equipment from Capitol for their new theatre at Lawrenceville, Ga. . . . W. Newman, Pastime, Sandersville, Ga., in town booking accompanied by son Warren, who is practically well following a "strep" throat infection . . . Bertha Schindelhauer, with Columbia in Charlotte for the past seven years, was a visitor . . . Art Barry, city manager for L&J in Macon, Ga., is vacationing.

Frances Head replaces Mrs. Christine Johnson as secretary to H. P. "Dusty" Rhodes, booker for Georgia Theatre Service Corp. . . . Carl Floyd of Floyd Theatres, Haines City, Fla., spent several days in town booking and receiving congratulations on his new arrival, who has been named "Judith Esther Floyd," and who, by the way, weighed 6½ pounds . . . Plans are now under way for organizing Filmrow's eighth annual bowling league, according to Rudy Lehmann, secretary. Teams will include Columbia, Warner Bros., RKO, Paramount, Metro, 20th-Fox, National Screen and Theatrical Printing.

A. C. Bromberg was the guest of Colonel Orr of Albertville, Ala., last week. They made a trip from Guntersville to Chattanooga via the colonel's boat . . . R. L. Bigler, booker for George L. Denton Theatres, Knoxville, Tenn., was in booking . . . C. P. Rhino, Georgia Theatre Service, returned to his desk following an illness . . . Add vacationists: Thornton LaHatte, accessory clerk, Columbia, and Mrs. Fannie Lee Zimmerman and Mrs. Peggy McGuire, Georgia Theatre Service Corp.

R. E. Cannon and wife of the Alimar, Live Oak, Fla., were visitors . . . Frances Compton, Columbia, visited friends in Etowah, Tenn., over the weekend . . . W. W. Anderson, branch manager for Columbia, has returned from a business trip to Key West, Fla. . . . Savini Films has moved into new offices at 148½ Walton St. . . . Employes of RKO were entertained at a barbecue and outing at Lithia Springs, Ga.

The Royal, Summerville, Ga., owned by C. W. Maxey, has been sold to Tankersley & Hampton, operators of theatres in Ellijay and Chatsworth, Ga. . . . Mr. and Mrs. M. C. "Milt" Moore, Riverside, Jacksonville, Fla., celebrated their 20th wedding anniversary, August 30 . . . The Ritz, Roanoke, Ala., had a small fire in the booth . . . Mrs. Alma King, Ritz, Brunswick, Ga., spent several days in town accompanied by her daughter, Mrs. Baumgartner . . . Lillian Broack, stenographer in the cashier's department at 20th Century-Fox's exchange, has resigned to accept a civil service position with the government. She has been succeeded by Dorothy Byrd.

Would Stop Booing Of Candidates

Knoxville, Tenn.—Eugene Street, manager, is attempting to stop booing and hissing of presidential candidates at the Tennessee and Riviera by flashing a request on the screen for more orderly demonstration, and reports that the plan has greatly curbed expressions of disapproval of either candidate.

CHARLOTTE

PLANS are announced by W. H. Ponton for a new theatre in Fayetteville for North Carolina Theatres, Inc. It will be the fourth house owned by that company in Fayetteville. Others are the Carolina, Broadway and the State . . . Complete new sound equipment has been installed in the State here.

Mr. and Mrs. V. D. Humphrey and children, Douglas and Everette, have been spending the summer at Myrtle Beach, S. C. Humphrey was formerly manager of the Red Springs theatre. The Humphreys will go to Jensen, Fla., for the winter.

Sunday shows, banned in Sanford the past four months, will again be shown there in the near future following the action of the board of aldermen at a closed meeting last week when a motion was adopted allowing R. P. Rosser to show pictures on Sunday.

Get Temple Two-Reelers

ATLANTA—Distribution rights to four Shirley Temple two-reelers in Georgia, Florida, Alabama, Arkansas, Louisiana, Mississippi, Tennessee and North and South Carolina, have been acquired by Monogram Southern Exchange, Inc., here.

MIAMI

WATCHING Sunday evening crowds line up at the Sheridan, one wonders if the merchant association's estimate that business on the beach is up 25 per cent over last summer isn't somewhat conservative. Particularly when you note prices have been upped for the "Sea Hawk" to 60 cents and learn that they'll stay there for the next run, "Boom Town." Over from the Olympia as Manager Hoover's assistant is T. W. Skipper . . . Like Hoover, Austin Moon, Colony manager, has been back so long from his June vacation, that he's already premiere-minded. At present he's away from his own Lincoln Road precinct, directing activities at the Cinema while Charlie Whitaker fills in for vacationists at Paramount Enterprises headquarters where Eddie Atkinson, booker, is due back from his vacation this week and Karl Roller, publicity scriptor, has just headed back for a session with the home folks in Ohio. Jimmy Love, Moon's assistant, is carrying on at the Colony until Austin returns.

Sonny Shepherd, who's had his private pilot's license for more than two months now, is tuning up for a vacation flight by zooming down to Key West or up to Orlando before breakfast these days . . . Among recent visitors at the Lincoln Theatre were Mr. and Mrs. Irwin Waite of Beaumont, Tex., who have been vacationing on the beach with their two daughters. Waite is manager of the Liberty in Beaumont . . . Another visitor, also from Beaumont, was Irving Cohn, manager of the Jefferson theatres there. He and Mrs. Cohn are also summer visitors on the beach . . . Leonard Allen, assistant manager at the Lincoln, and Frank Gardner, usher, are off on a vacation jaunt to the World's Fair. Fred Greene, who came down to the Lincoln from the Surf this summer, is substituting for Leonard.

In Jackson Memorial Hospital for appendectomies were Wometco's art and advertising chief, Hal Kopplin, and the chain's booker, Walter Klements. Hal and his wife are now vacationing at Atlantic City. In his absence, Gerard Wilbur is preparing ads and Mark Chartrand, whose Mayfair is closed for a couple months yet, acts as art director . . . Herman Silverman, Klement's assistant, has a large quota of good wishes from friends as he leaves for the Mayo Clinic where he will undergo a checkup . . . Bernard Harris, assistant manager at the Cinema, will wed Lillian Castner, cashier at the Sheridan, next summer . . . Recent, but still news, are these marriages: Sylvan Myers, Wometco accounting department, and Jane Friedman, Boston; the former Ruth Rubins, Plaza cashier, who is now Mrs. Frank Glickman; the Robert Parkers (she was Rose Branch, cashier at the Miami when Robert was doorman there). Now she's a relief cashier and he's switched his working locale to the big Pan-American hanger on Dinner Key. They're just announcing their marriage as they celebrate their first anniversary; Fay Wilbur of the Biltmore and Inez Edmonson, Capitol cashier, who exchanged vows in June, and the Walton Oakersons. (She was a former cashier at the Plaza where Walton is assistant).

When Mr. and Mrs. Edgar Pearce flew down to Havana to attend the international Lions convention there, they spent only a week of their vacation in the Cuban capital so there's "more to come" this fall. Although he didn't commit himself on it, a good guess would be that this managing director of the Plaza will do a bit of show shopping n New York for he's very definitely considering stage shows for his house this season . . . The "commissary" adjacent to the Plaza is being renovated, preparatory to being opened October 1 as the Plaza Luncheonette under the theatre's management . . . From the main office of Wometco comes word that the Mitchell Wolfsons and children, Louis, Frances and Mitchell jr., are at their summer place at Asheville.

News Briefs

FLORIDA

ORLANDO—Plans for an 800-seater are being drawn for E. J. Sparks, prominent circuit operator.

WAUCHULA—Manager Reuben Moore has installed new wall lights in the Royal.

GEORGIA

ATHENS — Marion Dasher has been named assistant manager of the Georgia.

ATLANTA—Grand and Fairview Amusement Co. are opening a new theatre here. Charles A. Adams is general manager.

AUGUSTA—Sam and Jake Bogo plan a new 500-seat house here.

CARROLLTON—New sound has been installed in the Carroll. R. S. Stewart is manager.

CARTERSVILLE—A. L. Cowart is manager of the new 550-seat Legion Theatre.

COCHRAN—Bryant Williams, manager of the Roxy, has been transferred to Eastman. Williard Walters replaces Williams.

GREENSBORO—J. M. Reynolds jr., and W. R. Boswell, proprietors of the Greenland Theatre, are building a new 660-seat house here.

TOCCOA—Manager W. J. Collins is now operating the Star on a full-time basis.

VALDOSTA—Aubern Parrish jr., is manager of the new Grand.

MISSISSIPPI

McCOMB — Lloyd Royal and Monte Hance are converting the Quin Building into a theatre.

NORTH CAROLINA

FAYETTEVILLE — H. B. Meiselman has opened the new Strand here.

STATESVILLE—Emerson Carter, manager of the Playhouse, recently celebrated the theatre's 10th anniversary.

SOUTH CAROLINA

SUMTER—K. E. Ward, manager of the Sumter, has added Mrs. M. A. Doughty to his staff as hostess.

TENNESSEE

BRAINERD—Abe H. Borisky, executive of Independent Theatres, is planning a new 600-car open air theatre.

CLEVELAND—A move to obtain Sunday shows here is being made by Manager E. O. Hembree of the Princess.

"Boom Town" Booked for Majestic September 7

DALLAS—Announced as the first of the specials for the fall season, Interstate has booked "Boom Town" at the Majestic, starting September 7, following "Sea Hawk" at the Palace. Loew's State got the M-G-M special a week ahead of Dallas because the Warner film was playing here at the time, along with Paramount's "Rhythm on the River."

Distributors Say Circuit Deals Nearly Completed

DALLAS—Reports in distributor circles is that the important circuit deals for 1940-41, have been practically completed and that contracts are being signed rapidly by all companies in the smaller towns. The situation was reversed a few weeks ago with sales going on at a rather slow clip.

Malco Building Sold

LITTLE ROCK, ARK.—Sale of the Rialto theatre building, 205 Main Street, and the building adjoining it by the Malco Realty Corp. to E. P. Sapinsley, et al., trustee, has been announced. The adjoining building is occupied by the general offices of Malco Theatres, Inc. The realty corporation is the holding firm for the theatre corporation and the same quarters will be rented from Sapinsley.

ARKANSAS

A MEN'S burlesque bathing beauty review will be held at the Hoo-Hoo, Gurdon, September 10 . . . Todd Ferguson of Metro's publicity department in Memphis, was in Little Rock and El Dorado this week.

For the second time in two years, the safe at the Paramount, Hot Springs, was robbed. Four hundred dollars was taken. W. Clyde Smith, manager, said the thief failed to get an additional $900 which was in a strong box inside the safe.

The first picture, "Dreaming Out Loud," by Lum 'n' Abner, well known radio stars, was premiered in Little Rock, September 5. Both stars were here in person.

Frank Henson, who used to be with the Majestic in Little Rock, and who is now with Loew's, was a Little Rock visitor. For the past few months, Henson has managed one of the company's houses in Akron, Ohio.

George Hirliman Begins Filming "Adolescence"

MIAMI—Cast and camera and sound crews went on location Tuesday on the first of the four productions George A. Hirliman is making at the new Colonnade Studios in Coral Gables. Working title for this first feature is "Adolescence," the name of the original script from which it is being adapted. Louis Gasnier will direct. Leon Janney shares top billing with Eleanor Hunt.

Charles Wasserman, the studio's casting director, is assisting Gasnier and Jack Greenhaugh is handling the camera.

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Applicants Refuting Balcon's Aspersion

TORONTO—A direct answer to the scathing denunciation of Michael Balcon, English producer, that Hollywood performers of British extraction were dodging the war service issue, was given in the arrival at Toronto of three young huskies who were immediately enrolled as recruits in the Royal Canadian Air Force, being granted the lowest rank in the service, this being second class aircraftsman. The trio of patriots comprised Patric Knowles, Colin Tapley and Robert Coots, all of whom had given up promising careers in order to serve with the colors.

"We want to do our bit," Coots declared. "So do other English people in Hollywood but most of them are too old to enter any of the fighting services. They're playing an important part, however. They are staging charitable concerts and are sending all the money they can to England."

Knowles has played in "Robin Hood," "Charge of the Light Brigade," "Heart of the North," "Storm over Bengal," "The Sisters" and other pictures. Tapley also has a long film record which includes "If I Were King" and "Arizona" while Coots had been featured in "A Yank at Oxford."

Another English actor who has advised that he is returning to Canada from Hollywood is Richard Greene who recently made a trip to Vancouver where he was examined for enlistment and placed on the call list. Greene has intimated that he will arrive shortly in Toronto where he hopes to get into uniform without delay.

"49th Parallel" May Be Completed in Canada

WINNIPEG — Likelihood of the British flim, "49th Parallel," being completed in Canada owing to the severity of conditions in England at the present time, is a view widely circulated.

Possibility of various Canadian and English members of the cast returning to Winnipeg and taking over the Dominion Theatre is currently being mentioned with a frequency that may mean inside information on the part of well informed persons. The Dominion has housed the John Holden Players, Canada's only permanent stock company. The idea is that a new company, composed of the film actors, will be formed and will present shows at the house. This tends to confirm the story that Holden is definitely through as far as this city is concerned.

Ottawa Centre Resumes

OTTAWA — The season opened at the Centre, Ottawa, with the playing of "All This, and Heaven Too," continuous shows being started at 11 a. m. each day instead of the usual time of 1 p. m. The picture has already been held for a second week by Don Stapleton.

Welcomed in Montreal

MONTREAL—Walter Wanger and his wife, Joan Bennett, made personal appearances at Loew's on the opening night of "Foreign Correspondent." A cocktail party in their honor was given at the Mount Royal Hotel.

Film Board of Trade Summaries Show 1,313 Dominion Houses

TORONTO—The latest summary of theatres in the Dominion, as prepared by the Canadian film boards of trade, shows a total of 1,313 licensed cinemas in the country, as compared with 1,224 two years ago, the present combined seating capacity being 687,367, against 645,082 in 1938. The number of theatres listed as operating is 1,272, or 92 more than in 1938. There are fewer theatres closed now, even though the present total is greater, indicating that an appreciable number have been re-opened during the past two years although Canada has been at war since Sept., 1939. Forty-one out of the total of 1,313 are listed as closed, compared with 44 out of 1,224 in 1938.

The number of cities and towns having at least one licensed theatre is 788 and Toronto heads the list with 111, Montreal being second with 63 and Winnipeg third with 44. Vancouver has 36; Hamilton, 20; Ottawa, 14; Calgary, 12; London, Windsor and Halifax, 8 each, and St. John, 6. The combined seating capacity of theatres in the Toronto district is 89,748, compared with 67,370 for Montreal; 33,248 in Vancouver; and 32,548 at Winnipeg.

Theatres in Ontario serviced from Toronto exchanges total 394 and these have 270,085 seats. Those serviced by Montreal exchanges number 219, with 132,895 seats; the Winnipeg zone has 247 theatres, with 91,983 seats; Calgary zone, 216 theatres and 60,563 seats; Vancouver, 106 theatres and 64,125 seats, and St. John zone, which comprises the three Maritime Provinces, has 131 theatres and 67,716 seats.

The Calgary territory has the greatest number of cities and towns with theatres at 189 but many of these are comparatively small centers of population. The next is Ontario where 181 cities and towns have 394 theatres while the Winnipeg zone has theatres in 178 places. In the Montreal zone 94 places have at least one theatre; 88 cities and towns in the Maritime Provinces have theatres and the number of places in British Columbia is 58.

The statistics reveal that no theatres are closed in British Columbia while only two of the 394 theatres in Ontario are dark. There are also two closed theatres among the 247 in the Winnipeg territory and two in the Maritimes but the number jumps to 17 in the Calgary group and 18 in the Province of Quebec. The Ontario list in this respect is being further cut by one because of the tearing down of an unused theatre at Trenton.

Building Race Veered

In Ontario the film board figures show that 362 out of the 392 open theatres are operating six days a week while 28 others are giving performances three or four days per week. The Province of Quebec permits Sunday film shows and 168 out of the 201 open theatres there are operating seven days each week. In the Winnipeg zone 157 out of 245 open theatres operate six days weekly and others include: Maritime Provinces, 92 out of 129; British Columbia, 70 out of 106. At the bottom of this list is the Calgary district which comprises Alberta and a portion of Saskatchewan where only 63 out of 199 theatres in use are giving shows six days per week, with 19 operating three or four days weekly and 134 open only one or two days per week. Many of these are small circuit houses where unit programs are played on successive nights by one exhibitor. All told, there are 912 cinemas in Canada which operate six or seven days each week; 110 are open for half a week while 281 have performances one or two days each week. In the recent Win the War Campaign, 977 theatres participated in the holding of war stamp shows which resulted in the sale of stamps for the government totaling $716,000 and it is apparent, therefore, that representation in the drive was practically 100 per cent.

A theatre building race developed in the 12 months prior to the outbreak of war but this was abruptly terminated in the case of new construction except in isolated situations. Famous Players has a new house scheduled to open at Niagara Falls shortly but this is only the second new house in more than a year by the big circuit. Twentieth Century Theatres has remodeled two older structures at Trenton and Hamilton in recent months while independent operators have opened a few new houses in villages as their 1940 share.

Grierson Provided Nazi Film Print

OTTAWA—Admission has been made by John Grierson, film commissioner of the National Film Board, that he had supplied the producers of March of Time with the print of the Nazi propaganda picture, "Baptism of Fire," a portion of which had been included in the current release, "The Ramparts We Watch." The German government is said to have taken great objection to the use of the film in the March of Time release, although it had been used by the Nazis as special propaganda in Norway and Denmark immediately prior to the invasion of those countries.

Grierson declared that the Nazi film had been placed at the disposal of March of Time with the knowledge and consent of the Canadian government. It was intimated that the print had been seized at Bermuda when it had been intercepted on the way to the United States.

"Baptism of Fire" Scenes Stay in "Ramparts We Watch"

NEW YORK—The footage taken from the Nazi propaganda picture, "Baptism of Fire," will remain in the March of Time release, "The Ramparts We Watch," according to Louis de Rochemont, M of T producer.

The announcement followed charges at the German embassy in Washington that March of Time had "no property rights" in the Nazi film.

"I can only say," asserted de Rochemont, "that the 'Baptism of Fire' sequences are in our picture, and will be shown as an integral part of it wherever 'The Ramparts We Watch' is exhibited from now on."

Two Chains Buy "Ramparts"

NEW YORK—Deals for "The Ramparts We Watch," March of Time production released through RKO, have been closed with the Warner and Fox circuits, according to Ned E. Depinet, RKO vice-president. Playing time will begin at once in the key houses of the two chains, Depinet said.

TORONTO

ALTHOUGH the annual managers' convention of Famous Players Canadian Corp. for 1940 was called off some weeks ago, the officials and headoffice employes of the big chain were able to indulge in their annual field day which has been a feature of the program each summer. Arrangements were made for the holding of an outing at the Rouge Hills Golf Club, East of Toronto, Friday afternoon and evening, September 6, a scheduled attraction being the golf tournament for the valuable trophy donated by Charlie Dentelbeck for annual competition.

Joan Bennett, wife of Walter Wanger, Hollywood producer, had a field day when they were guests of honor at the Canadian National Exhibition, Toronto, last Saturday. After an official welcome at noon, Miss Bennett attended a luncheon in the Women's Pavilion, visited the Red Cross Building to sign the register, started the women's swimming race for the Wrigley Trophy, was introduced from the band shell during a concert by the Goldman Band, presented medals to the winners of the athletic meet, appeared in the judging ring of the Horse Show, attended the changing of the guard at the barracks of the Royal Canadian Air Force, was present at the start of the Canadian championship speed boat races and, with her husband, was introduced to a crowd of 20,000 persons at the evening performance in front of the grand stand. She took it with a smile!

Manager Joe Holliday of the Circle was host at a private preview of "Hitler—Beast of Berlin," prior to the local first run, in the screening room of the Exhibitors Booking Assn., for which the invited guests were the Consuls of France, Denmark, Netherlands, Norway, Poland and Belgium, along with representatives of local newspapers.

Ontario has become the stamping ground of Hollywood actors and executives. In the course of a few days, the screen visitors included Alfred Hitchcock, director; James Stewart and his parents, Mr. and Mrs. A. M. Stewart of Indiana, Pa., and his sister; Joan Crawford, who spent some days at Lucerne; Patric Knowles, Robert Coots and Colin Tapley; Laraine Day, a promising young actress; Ned Sparks; Frank Morgan, who has been visiting the West, and, of course, Joan Bennett, Walter Wanger and Gracie Fields who are not exactly holidaying. Word has been received that Gary Cooper is planning a Canadian vacation later this month to do some hunting. The Stewarts stopped off in Toronto on their way to camp at Bear Island, Lake Timagami, Northern Ontario.

Haskell Masters, general manager of United Artists Corp. Limited, officiated as master of ceremonies at the Elgin, Ottawa, for the opening performance of "Foreign Correspondent." A. W. Perry, general manager of Empire-Universal, spent several days in Montreal . . . Harold Giles, supervisor of theatres for the United Amusement chain, and Mrs. Giles were visitors from Montreal to attend the Canadian National Exhibition. They brought word that the wife of John Ganetakos had presented her husband with a son, this being a grandson of George Nicholas Ganetakos, general manager of United Amusement Corp.

Another blessed event occurred at St. Catharines, Ont., when the first child, a daughter arrived for Mr. and Mrs. H. Yudin. The father is the manager of the Centre in that city and the son-in-law of Hy Freedman, owner of the Toronto Circle and past president of the Independent Theatres Assn. of Ontario.

Exhibitors in Toronto included A. C. Stock of the Iroquois, Petrolia; L. W. Payne, Capitol, Listowell; Jack Allen, Tivoli, Thorold; Dick Bull, Regent, Collingwood; Ben Borlack, College, Brantford; Miss Maryan Nolan, Rexy and Nola, Ottawa; Louis Rousson, president of Cinema Rousson-Trudeau Limited, Kirkland Lake, Mrs. Rousson and Ted Soucie, manager of the company's theatres, the LaSalle at Kirkland Lake and the Cartier at Timmins. Miss Nolan reported that her father, P. J. Nolan, was still resting at Norway Bay and was on the way to complete health. Mr. Bull declared that Collingwood is once more on the map as a shipbuilding center after a number of lean years . . . Joe Simon of Regal Films is back at the Toronto office after a vacation up the Gatineau River with Bill O'Regan of Ottawa.

H. Kerr has been announced as manager of the Century, Hamilton, formerly the Lyric, which has been re-opened after extensive alterations as the 15th unit in the Twentieth Century Theatres circuit. The theatre is now being operated by Inter-City Amusements Limited . . . Among those noted one afternoon at the Canadian National Exhibition were Manager Charles L. Querrie of the Palace; Jack Purves of the Village; M. J. Doyle of the Parkdale; Al Sedgwick, Belsize, and R. McClelland, proprietor of the Capitol, who spent some time at the livestock judging ring in the Horse Palace.

Roy Lerner, formerly salesman in the Toronto office of Grand National Films, is having a rare time with the Royal Canadian Navy on patrol duty along the Atlantic Coast and in convoy work for merchant fleets crossing to England. W. Cohen, also formerly with the Grand National staff, is completing his training at Camp Borden for overseas service with the Irish Regiment.

For the first time in years, Shea's in downtown Toronto was without vaudeville for the Labor Day opening of the new season and, according to Manager Walter Graydon, there is small prospect of stage shows because of border restrictions. The fall season opened with a double bill headed by "When the Daltons Rode" and 40 cents is the top general admission price.

Claire Booth, author of "The Women" and wife of Henry Luce, is the guest speaker on September 8 in the national network series, "Let's Face the Facts," under the auspices of the Canadian Government. James Hilton, author of "Foreign Correspondent" and "Goodbye, Mr. Chips," will be the speaker on the Canadian radio system on September 15 when he will give his views on the war situation . . . Don Stapleton, proprietor of the Centre, Ottawa, has reached his baseball goal. After years of effort, his Ottawa Senators have captured the pennant of the Canadian-American Baseball League. Ottawa won its previous diamond championship during the last war. While the Senators were clinching the title, "All This, and Heaven Too" was playing its second week at the Centre—quite appropriately.

Directs "Corncob Kelly"

HOLLYWOOD—Norman Foster will direct "Corncob Kelly's Benefit" for 20th-Fox.

Film Men Answering "Call of the Land"

TORONTO—A sign of the times is the trend among film executives of Toronto to become farmers, a number of whom have acquired extensive farm properties within comparatively easy access of the city on which actual cultivation is being carried out. Several have become farm owners because of the war and others have taken up farm operation as a business sideline.

No less than 10 prominent film men of Toronto are also farmers and others have indicated a personal interest in the movement. The first to move to the country was O. R. Hanson who has lived in an attractive residence at Cooksville for some years, his orchards and fields being highly developed. More recently, those having acquired farms are Clair Hague, president of the Canadian Picture Pioneers; Harry Price, president of Superior Films Limited; Henry L. Nathanson, general manager of Regal Films and brother of N. L. Nathanson; E. H. Wells, secretary of the Canadian Film Boards of Trade; Harry Gottlieb of Film Laboratories of Canada; D. Coplan of Columbia Pictures; Paul Nathanson, vice-president of Empire-Universal Films Limited and son of N. L. Nathanson; Ron McClelland, owner of the Capitol, Toronto, and Charles F. Mavety, president of the Mavety Film Delivery Service.

Suggest Organization

Clair Hague is the owner of a large farm not far from the terminal at Malton, Ont., of Trans-Canada Air Lines. Price has built a handsome farm home on the highway between Weston and Woodbridge. Wells took over a valuable fruit farm near Clarkson last June while McClelland is a real dirt farmer at Maple, Ont. Paul Nathanson was a recent purchaser, following in the footsteps of Henry Nathanson whose rural holdings date back several years. Mavety has a large property at Kleinberg where, among various activities, he has developed a cowboy ranch which has become famous in Eastern circles. Incidentally, McClelland has become interested in livestock.

The trend has led to the suggestion that these moving picture men should form an organization for their mutual benefit—although avoiding the idea of a farmer's co-operative. Clair Hague has been giving some thought to the proposal. Incidentally, there has been some repartee around the film exchange building that the suggested association might be called the "Film Farm Federation."

Gracie Fields' P. A. Ups Demand for Productions

TORONTO—With the personal appearance of Gracie Fields in a patriotic program at Massey Music Hall, British pictures in which she is starred have suddenly come into demand by Toronto exhibitors. A few weeks ago she had appeared at a local concert under the auspices of the Toronto *Star* for its fresh air fund and made a decided hit, while she has been playing many cities across the Dominion for the Navy League.

The Allens booked "Sing As We Go" for Toronto first run of one week at the Hollywood, ace house of the chain. Harry Alexander has been playing "Shipyard Sally" at the Lansdowne, and Tom Walton had "Smiling Along" at the Rio. Other bookings have been arranged elsewhere.

MONTREAL

PATIENT subscribers who have been receiving their BOXOFFICE late or irregularly owing to the Canadian Customs holding up all United States periodicals for tax payment, should now receive their copies regularly and on time, as arrangements have been made to pre-pay the tax by purchase of special War Tax stamps . . . Theatre managers have a war problem of their own, and a new one. It is the shortage of ushers. Many of these bright and well-set-up lads have joined the military forces and the difficulty is to replace them with trained men.

Holidays were mostly over by Labor Day. Gordon Dahn of the York is back from vacation . . . Eugene Lefebvre of the Francais is hurrying back from his holiday . . . Frank Warnicker of the Strand is still on the sick list . . . Manager Gaston Fauteux of the Monkland spent part of his holiday in hospital having a minor operation . . . Congratulations are in order for John Ganetakos, director and buyer of United Amusement Corp., who is the father of a 9-pound boy. The event was duly celebrated in sociable film circles.

Alfred Hitchcock, British-born Hollywood director, arrived by air in time for a preview of his picture, "Foreign Correspondent," which opened at Loew's last Friday, and at the Elgin, Ottawa, the previous evening . . . R. T. Stevens, Italian-born theatre operator of Sudbury, pleaded guilty to charges under the Defense of Canada Act, and was fined $25 and costs . . . Danielle Darrieux, who hopes to return to Hollywood, has escaped from German-occupied France, and is living in a Lisbon boarding house where she arrived without luggage.

Film shows for the soldiers of Canada's Home Defense forces have been organized in 22 military camps throughout the Dominion, the YMCA having obtained modern projectors and licensed operators to give these exhibitions. The Canadian Legion and the Knights of Columbus are cooperating. The film shows each evening keep most of the boys within the camp lines.

A contingent of British refugee children who arrived recently in Montreal included groups who will be taken care of by officials of Warner Bros. and the Eastman Kodak Co. After a short stay in the Canadian metropolis, they left for their foster homes the United States. The kiddies were well entertained with film shows on the voyage.

Lionel Shapiro, Broadway columnist of the Montreal Gazette, *recently on holiday in his native Canada, called on Naval Lieutenant John Farrow, former Hollywood director, now in Ottawa. He comments: "Farrow apparently does not miss Hollywood, although the Canadian Navy at the start of the war had fewer men than Warner Bros. hire to lend atmosphere to Dick Powell in a sailor suit."*

London theatres are enjoying their greatest boom in 20 years, as indicated by "House Full" signs all the way along Shaftesbury Avenue. Managers attribute the very satisfactory situation (from their point of view) to the desire for relief after the tension accompanying air raids, the difficulty of traveling out of London, and the unusual number of provincials, barred from seaside resorts, who are spending their holidays in London.

Tom Dowbiggin, sales manager of Paramount, combined business with pleasure on a recent trip to Gaspe when he landed eight fine salmon . . . Another successful fisherman is "Bill" Wright, manager of the Rialto, who played havoc with the bass during a recent vacation at Manawaki . . . Paramount Ladies' softball team journeyed from Toronto to Montreal to meet the local champions, Mount Royal. Result later . . . George Gray of the Wonderland, Magog, took advantage of the fine weather to motor to Montreal and visit Filmrow.

Emile Pilon, manager of the Plaza, is justly proud of the effective new front on his theatre, which patrons have described as making it "look like a new theatre" . . . Another new front in immediate prospect is planned for the Rialto, now managed by "Bill" Wright, formerly of the Monkland.

Regina, birthplace of the old North West Mounted Police, will be the scene of the world premiere of Paramount's "North West Mounted Police," which will be given October 21. There will be simultaneous openings of the picture in 25 cities across Canada, October 25 . . . Ethel Barrymore opened the regular drama season at His Majesty's, which recently starred Sir Harry Lauder in his latest film.

Outdoor motion picture shows are being given by the Montreal Parks and Playgrounds Assn., but with cooler weather in the offing, these will soon be transferred indoors, to the benefit of the regular theatres . . . Cameras brought from Britain to film "49th Parallel" would not mesh with the sound equipment on hand, necessitating a call to New York. A. R. Schwartz, Erpi equipment chief, rushed northwest and got the sound studio going.

CALGARY

MILITARY brogues were a common feature round Filmrow last week. The boys were breaking in the heavywelts prior to their camp week. Filmrow is sadly understaffed with so many of the boys out at Sarcee Camp drilling in their units of the Non-Permanent Active Militia . . . H. Duncan, a local boy, takes over the prairie distribution for Grand National at Calgary. Al Iscove, who has been handling GN sales, has joined United Artists.

A stag party and presentation were given to Mervyn Goldstone at the Palliser Hotel prior to his departure from the local branch of United Artists. Goldstone, who has many friends on Filmrow, goes to the head office in Toronto with the reputation of being a hard worker, congenial and always ready to join in community affairs.

Whether it was owing to the races at Chinook Park or to secure fall bookings, a large number of visitors from out-of-town points were seen around Filmrow this past week. Among those noted were: Gordon Brewerton, Doug Miller of the Rex at Taber; George Stewart and his family, the Empress at Nordegg; C. F. Doughty, operating the Lealto at Lethbridge, and Charles Straw with his fair wife, from the Empress at Edmonton.

Gordon Brewerton of the Brewerton Bros. circuit has acquired control of the Crescent, suburban house of Calgary. This will be the first venture of these Alberta theatre men into operation in a larger city. The Crescent is located in a well-populated middle class suburb with no other competitor on the North Hill, large suburban district.

VANCOUVER

THERE WAS a gathering of all the Famous Players' Vancouver managers with all the Filmrow managers at the home of Frank Gow, suburban theatre manager, to bid farewell to Ken McRea, manager of the Kerrisdale, who has received his commission as first lieutenant in the Royal Navy and will leave for Halifax on his way to Britain.

As work on the Vogue progresses the plan of the auditorium is realized. To judge by the size of the stage, and the space allotted to dressing rooms, it will appeal to the producers of stage performances.

Gerald Sutherland, son of Dan Sutherland, the Kingsway, is away for a month's holiday in the East where he will visit Winnipeg, Montreal and New York.

Charlie Ramage is already preparing for the Regal Films Manager's Week which, this year, is on the same date for all the offices throughout the Dominion. Charlie is pleased with the advance response and assurance of support from exhibitors in his territory.

Guy Graham, who recently opened his new theatre, the Park, at Whiterock, B. C., is now more firmly establishing himself in that community by building a residence there . . . Norman Duncan combined his vacation with a honeymoon. Norman has been eminently successful in the management of the Strand.

E. G. E. Stevens, Bill Brown's partner in the Lux, takes everything, especially booking, very seriously; there are no jokes, no wisecracking, strictly business with courtesy . . . Cecil Neville, Famous Players' booker, and Ivan Ackery, manager of the Orpheum, have returned from their vacation at their favorite resort, Rainbow Lodge, where, to judge by their banter, a very merry time was had.

Myron McLeod, Patricia, Powell River, was in Vancouver visiting the Canada Pacific Exhibition . . . Matt Carrol, the Rex, Salmon Arm, was in the city on a combined visit: The Exhibition and the exchanges . . . Mrs. Steen, RKO cashier, is on her vacation and Violet Bedford, Regal Films secretary, is visiting friends in Calgary.

E. W. Bickle and his son came in to conclude arrangements for the equipment for that new house in Courtenay which is to replace the Bickle . . . The plans prepared by H. H. Simmons for Levi Graham at Wells, B. C., are now out for bids with the contract to be awarded at once. It will be a 500 *seat house.*

October 14 Is Decreed Thanksgiving Day

OTTAWA — All question regarding the holding of Thanksgiving Day in Canada this year was put at rest by the announcement by the secretary of state that Monday, October 14, had been officially fixed as a day of National Thanksgiving and that it would be observed as a general holiday with all offices and stores closed. Munition factories will be kept in operation, however, because of the war, these plants being open on Sundays as well.

The British Blockade Cripples Nazi Films

NEW YORK — Diminution of prints and playdates for Nazi films is predicted for Latin America and the United States following receipt of word here that the British blockade has caused a drastic reduction in German production activity for these markets.

So many prints have been confiscated by the British, the report goes, that German subsidy for French producers also has been discontinued. Seizures by Britain of French-made films and a boycott by the French people of German productions are said to be responsible for this decision.

It is said that the French boycott of German-made films, even in the occupied territory, has resulted in audiences composed largely of Nazi soldiers.

Orchestra Leader, Union In Truce Over Benefit

OTTAWA—The flare-up between officials of the Ottawa Local 180 of the American Federation of Musicians and Sally Lee, conductress of a girl orchestra, over her appearances at benefit performances allegedly without permission of the union, has been amicably settled and all is again quiet on the musical front in the Capital district. Miss Lee played an engagement at the War Savings Stamp national party at the Ottawa Imperial, a Famous Players' house, thereby assisting in raising funds for the Canadian Government and also at the Connaught military training camp, while under contract at a nearby club. She received a letter ordering her appearance before the Union's executive board.

The dispute came to a happy conclusion when Fred Muhlig, secretary of the union, stated that it was the policy of the Ottawa Local to encourage benefit performances and to co-operate with the director of entertainment for the troops in training.

WINNIPEG

WITH MONDAY a holiday, most of the houses in the city arranged midnight shows. The Metropolitan went the rest one better with added stage show. Midnight shows on Sunday night were standard fare here for a long time, then, owing to protests on the part of the ministerial bodies, they were discontinued with the understanding that they would be presented only when the day following was a holiday. This practice has been adhered to and the past weekend witnessed the first midnight shows held here in months.

Something new in the form of screen entertainment at least as far as Winnipeg is concerned, is being offered at the Uptown, where special Thursday showings, entitled "Sneak Previews," are being tried out. The idea originated with Don Gauld, and E. A. Retalick, manager of the house. As the name implies, the showings are previews of films which later run at the downtown houses on the regular schedules.

To Harold Gray, manager of the Tivoli, must go the credit of being the best dressed showman in the business, night in and night out. As part of the policy of making a de luxe neighborhood house of the Tivoli, Gray wears a tuxedo every night.

Bishop, Randall Keep Busy Selling Public

WINNIPEG — Playing "Rhythm on the River" at the Capitol this week, Harold Bishop made numerous tieups with the Kraft Cheese company, Star Bing Crosby's radio sponsors, utilizing window displays in stores and banners on the company's trucks. Radio editors of the dailies were contacted and came through with stories on the film. Both radio stations plugged Crosby recordings and record and sheet musics stores were lined up in every possible fashion. Oscar Levant's first film appearance occasioned a tie with the book department at the T. Eaton Co. store on the strength of Levant's new book.

Jack Randall is another who keeps working hard bringing the customers to North End College. A monthly calendar, listing coming attractions, has been an effective way of keeping in touch with his patrons. A new feature is a radio night, scheduled for every Thursday in September. Randall's ingenuity and hard work is a case in point that a neighborhood theatre can be as effectively promoted at the first run houses.

Latin-American Survey

HOLLYWOOD—To make a study of the Latin-American market and survey film entertainment preferences in those countries, Warner is sending Scenarist Milton Krims on a South American tour, leaving next week. Hinged on the report Krims will turn in upon his return will be the studio's decision as to whether to film several pictures with South American backgrounds.

No Uniforms

TORONTO—Film exchanges and exhibitors are among those who have been warned that an Order-in-Council has been passed by the Canadian Cabinet that the display of uniforms of any branch of the armed forces, or a reproduction of such uniforms, has been prohibited for commercial purposes. This will prevent the use of uniforms in any form for advertising stunts in connection with the presentation of a war picture or for a special occasion. The scope of the order is so broad that it also covers the use of a uniform on the stage of a theatre for a tableau or play. No portion of any uniform or badge can be displayed for commercial purposes, it is also pointed out, the one exception being persons and firms engaged in the manufacture or sale of uniforms or insignia to the armed forces.

The order reads in part: "No person shall, except with written permission by or on behalf of the Minister of National Defense, manufacture, print, display, paint, use or reproduce in any form or manner for commercial purpose of any kind or nature whatsoever any uniform of any of His Majesty's naval, military or air forces, or any portion of said uniform or any badge, insignia, decoration or medal."

No theatre manager can use a uniformed person or dummy in front of a theatre or even paint or portray a Canadian uniform in display advertising without first writing to the Department of National Defense for permission.

Recently, the Department of Justice also issued an order prohibiting the use of uniforms of the Royal Canadian Mounted Police or of pictures showing a Mountie.

Britain Would Keep Exemption Order

LONDON—Increasing support for an extension of the order exempting motion pictures from the government's exchange control measure is seen among domestic producers who assertedly view expiration of the order on October 31 as detrimental to their interests.

Producers generally desire a continuation of the exemption that permits them to realize a substantial return on production costs by sale of United States distribution rights to American interests who use remittances frozen here to make the deals.

Expiration of the order, it is pointed out, would mean that American producers would have to make their deals in terms of dollars. Observers contend they would be reluctant to do this in view of the huge sums in sterling frozen here.

Research Council Offers Uniform Specifications

HOLLYWOOD — Now being distributed to interested theatre operators are copies of the Research Council's specifications for a standard preview-theatre auditorium fader and standard preview-theatre variable equalizer.

Use of this new standardized equipment by all studios in preview houses, the council asserts, will eliminate the necessity for independent adjustment of theatre equipment by each studio.

War Stamp Gifts

MELVILLE, SASK.—Manager Jack Zaitzow of the Princess is boosting juvenile attendance on Saturday afternoons by giving away five war savings stamps weekly.

Assigned to "Happiness"

HOLLYWOOD—Stephen Morehouse Avery is adapting "Happiness" for Warner.

EDMONTON

SATURDAY afternoon matinees received a sudden curtailment in Edmonton recently where a break occurred at the power house lasting over two hours. Patrons who had just settled down for an afternoon's entertainment were given their money back, or if they chose, tickets to a later show. Cost to theatres was considerable and also caused a good deal of congestion at evening shows.

Over $7,500 was realized by the Navy league of Canada at the concert given by the famous English star, Gracie Fields. All records for attendance in the city were broken when 8,500 jammed every available seat and the aisles at the Arena where it was held.

Manager Walter Wilson of the Capitol, accompanied by his wife and daughter, has left for a motor trip through the Rockies. During his trip he will drive over the new Jasper-Banff circle tour passing through the Columbia ice fields en route.

An all-Frank Capra Week is being held at Rialto with six of the director's pictures included. A change of picture every night is a novelty for Edmonton movie patrons, and Manager J. Leiberman expects that these films will prove a drawing card.

NEW STANDARDS OF PERFORMANCE

THEIR versatility, backed by unvarying dependability, makes the use of Eastman negative films imperative to meet modern production demands. These raw-film favorites have established new high standards of performance, bringing faithful realism to the screen. Eastman Kodak Company, Rochester, N. Y.

J. E. BRULATOUR, INC., ***Distributors***

Fort Lee Chicago Hollywood

PLUS-X
for general studio use

SUPER-XX
when little light is available

BACKGROUND-X
for backgrounds and general exterior work

EASTMAN NEGATIVE FILMS

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Extra-Size Ad Combines Plugs for Four Films

HUNTINGTON, W. VA.—A form of institutional advertising that at the same time advertised four coming attractions including the one current, was used by the Palace here in a 12x19 inch ad in the local daily.

The upper part of the display showed a panoramic shot of the city, upon whose building tops was superimposed an ostensible electric light billboard reading, "Palace Pictures Top the Town." Then along one side and the bottom were arrayed pictures of the stars who were to appear in the forthcoming attractions.

In a mortise alongside the star photos was printed copy to the effect the coming weeks held much in store for Huntington theatregoers, followed by blurbs for the outstanding product that was booked; specifically the four productions whose starring principals were pictured.

Public Screening in Iowa For "The Flag Speaks"

CEDAR RAPIDS, IA.—A public screening of the Metro short, "The Flag Speaks," garnered impressive publicity in the press, on the air and among civic groups for Manager Ray Wernimont and Assistant Manager Borge Iversen of the State.

The public screening, held in a local park under the auspices of an American Legion post, brought the cooperation of the light and power company which provided illumination and current at no cost; netted six spot announcements on the air, and resulted in special ads gratis in the local paper.

Cattle Show Draws Crowd For Newark, Ohio, House

NEWARK, OHIO—A cattle show, afternoon and night, on the stage of the Midland, brought packed audiences to see the Jersey cows parade behind the footlights.

The show was sponsored by the county Jersey cattle club, to acquaint city folks with livestock judging and the dairy industry.

Covers Make Display

NEW YORK—Using the covers of seven fan magazines that were devoted to spreads on Ronald Colman and Ginger Rogers, the Radio City Music Hall made up a lobby frame for "Lucky Partners." Copy in a corner of the display read, "National magazines salute Colman and Rogers in 'Lucky Partners.'" The frame was spotted in the lobby 10 days in advance.

Run "Sea Hawk" Serial

CLEVELAND—The *News*, local daily, ran a serialized version of "The Sea Hawk" for 22 days prior to the picture's opening at Warner's Hippodrome. The serial was concluded just as the theatre advertising was started, giving the picture a better than three-week continuous publicity campaign. E. C. Pearlstein of the Warner publicity staff planted the serial with the paper.

Institutional Selling An Industrial Need

DETROIT—"Community interest is important to every exhibitor," according to Hazen Funk, manager of the Great Lakes Theatre.

"Just what the exhibitor can do in this important field is something that the industry as a whole should take up. If exhibitor groups nationally or regionally got together to prepare national advertising, or trailers to be used on the screen, a great deal could be used to make the public conscious of this fact. This was done a year ago, in presenting the slogan, 'Motion Pictures Are Your Best Entertainment.'

"Individual exhibitors should identify themselves with their community life by joining local luncheon clubs or business groups.

"Too much emphasis in the past has been placed on trying to get people out to see one particular picture—more should be done to promote the idea of institutional advertising to build the prestige of the industry as a whole—something that has been done by most other important industries. Such advertising would have to be done subtly, and the average manager might be at a loss to prepare the copy, so that it is a matter that should be done cooperatively with the assistance of the best publicity minds in the industry."



In Good Faith—

For his recent run of "Turnabout" David Dallas of the Uptown at Parsons, Kas., placed a skunk in a coop before the house. The placard mounted on the coop announces: "You would feel worse than I smell, if you had to do a turnabout."

Sees Publicist's Duty in Telling Trade, Public

MINNEAPOLIS—Pictures are "sold" to the public by national campaigns via the radio, magazines, fan publications, newspapers, etc., before they ever reach the local community, in the opinion of Charlie Winchell, head of the Minnesota Amusement Co. publicity and exploitation department. The duty of the local publicity department simply is to acquaint the public with the film's presence, he believes.

In the case of pictures not receiving any national campaign, newspapers are the best medium to "sell" them to the public, Winchell believes. The heavier advertising given a picture in film trade publications the greater the exhibitor confidence in it, he feels. The average theatre owner figures that a producer will not expend large sums in advertising a picture unless it has merit, he points out.

Texas Columnist Has Good Word for Single Billers

HOUSTON, TEX.—Leading off with the information that for 30 cents (the price of admission at the Interstate circuit's Met) $1,322,500 is to be collected in entertainment, Paul Hochuli, conductor of a featured column in the Houston *Press*, lists the cost of the feature and several shorts that make up the current program at the house.

The columnist goes on to mention Besa Short, in charge of booking shorts for Interstate, and allies with the single feature proponents with "Interstate has steered clear of the double feature evil by liberal use of short subjects, and is making it pay."

Warner Institutes New 40x60 Ad Accessory

After a series of experiments, Warner Bros. advertising department has perfected a new type of 40x60 display, which is to be called the "Photochrome Display."

This new unit combines photo enlargement and color. As an added feature, the "Photochrome Displays" are transparent and can be used in all shadow boxes.

The new type displays will be available for the forthcoming Warner film, "No Time for Comedy," for release September 14.

Banner Ushers

SPRINGFIELD, MASS.—For several days in advance and also during the run of "Lucky Partners," the local Warner Capitol had its service staff wear blue-ribboned badges on which were printed the usual ballyhoo material about the RKO production. Theatre also placed a nice display in its lobby for the running of the motion picture.

With school starting, pencil boxes should make a premium attractive to the Saturday morning trade.



—"Who Wasn't There"—

"The Little Man Who Wasn't There" might be the theme of this display for "The Invisible Man Returns" as devised by Manager E. R. Erickson of Warner's Rhodes Theatre in Chicago. "Brother," advises Erickson, "this knocked them cold. Drivers pulled over to the curb to watch, and street cars slowed down so all could see the headless man."

Campaign for "Rebecca" Abounds in Tieups

TOLEDO—An extensive campaign on "Rebecca" was executed by Manager Wally S. Caldwell of the Loew's Valentine. A walking, talking book, size 7 feet by 3 feet, mounted on small wheels and operated by a boy within, covered the downtown sections.

A tieup was made with the Greyhound bus lines whereby 22x28-inch imprinted jumbo cards were placed at all stations within a radius of 50 miles. The same cards were placed in frames on the side of cars of a delivery fleet of a local dairy company.

Special "Rebecca" book windows were arranged at the three leading department stores. Two thousand book marks went out to all the circulating libraries. Letters were mailed to all heads of Federation of Women's Clubs, principals and teachers of high schools, dramatic teachers and the Theatre Guild list.

The names of the stars, with 30-inch lamped cutout letters operated on a flasher, was placed atop the marquee a week in advance. Teaser cards, silk bannerettes and four 40x60 scroll silk screen displays were used in the lobby previous to the opening.

Interviews for "Cyclops"

WILMINGTON, DEL.—When "Dr Cyclops" came to the Aldine, Manager Dick Kirsh persuaded a local paper to send a reporter out interviewing scientists on the subject of radio-activity. The story called attention to the picture.

NUGGETS

WHITE diapers, stenciled with the title, "Sandy Is a Lady," and hung by clothespins on a line from the underside of the marquee, drew attention to the film at the Liberty in Oklahoma City.

•

A slide projected on the blank wall of W. C. Hunt jr.'s Casino at Wildwood, N. J., exploited "Boom Town" well in advance and during the engagement.

•

Patrons walking into the Palace in Philadelphia the other day were each handed a piece of string, without explanation. They sat down, wondering, until a trailer came on the screen saying: "As you entered the theatre you were given a piece of string. Now remove it from your pocket or purse—tie it around the index finger of your left hand—and let that be a reminder for you to see ————." Then followed the regular trailer, in this case for "Brother Orchid" but of course adaptable to any film.

•

A good stunt used in connection with "The Mortal Storm" by Barnes Perdue of the Ritz, Chillicothe, Mo., was to tag bags of groceries going out of a local grocery store: "If you lived in Germany this bag of groceries would cost you five times as much as it does in the United States . . . and if Hitler had his way it would cost you five times as much here!" Then stars, picture, theatre and playdate.

Promotes Free Drinks for Members of Kiddie Club

MANSFIELD, OHIO—Grattan Johnson, manager of the Warner Madison, tied up with the local manager of the Pepsi-Cola Co. to give himself a full Saturday matinee against heavy competition, at no cost to himself.

Grattan promoted 1,000 tickets to be distributed among the Kiddie Club members attending his Saturday morning show. Each ticket entitled the holder to one free bottle of Pepsi-Cola at any dealer's store in Mansfield. The tie-up was plugged from the stage a week in advance.

Public Utilities Ready Allies on "Edison"

DETROIT—Effective tieup with public utility advertising is possible for "Edison, the Man," campaign put on by Warren A. Slee and the Butterfield circuit in Michigan shows. In practically all key towns, a quarter page ad was taken in local newspapers by the Consumers' Power Company, paying tribute to the picture.

Pass for Knowing

TEAGUE, TEX.—Making five phone calls each day, inquiring as to what was the current attraction at the theatre, and rewarding the correct answer with a pass, was one means used by Floyd Faubion, manager of the Star, to advertise the house's anniversary. The event was announced by heralds.

Hi-Li Resumed

DETROIT—Hi-Li Contests are staging a big comeback here. At present, about 30 theatres in town are using the contest idea, with bicycles and roller skates as prizes—winners going to the Fisher Theatre for the finals.

Get a Cover

CHICAGO—Monroe Rubinger, Warner publicist here, has made a tieup whereby a Chicago beauty shop supply house will use a photograph of a different Warner feminine star on the front cover of its monthly publication. The pamphlet goes to 10,000 beauty shops in the Chicago area.

Legion Cooperation for "Ramparts We Watch"

VENTURA, CALIF.—Mrs. Jenne Dodge of the Mayfair enlisted the services of the local American Legion Post band as one phase of her campaign on "The Ramparts We Watch." The band turned out on the second day of the run. Mrs. Dodge obtained 20 copies of *Life* for August 12, which carried seven pages on "Ramparts," and the theatre artist made up boards for distribution to merchants. Two girls called Ventura telephone subscribers in still another phase of the promotion.

Runs Twins Contest

DETROIT—During the run of "Boys From Syracuse," Manager David M. Idzal of the Fox admitted free all twins who applied at the boxoffice and permitted their pictures to be taken. The objective was to find the twins, male or female, who looked most alike. Prizes totaling $100 waited as rewards.



Gross-Getting Goat—

The above-pictured stunt created seat-selling comment for the run of "I Love You Again" at the State in Altoona, Pa. It's the work of Manager Dave Murphy and Charles Baron, Metro exploiteer.

"Pride and Prejudice" Bally Honors Cabby

SAN FRANCISCO—A hunt for the oldest cab driver, who when found was lionized for a day, signalized the pre-opening campaign for "Pride and Prejudice" at the Warfield.

Other features of Exploiteer Ed Beck's ballyhoo was the use of increased newspaper space; a luncheon at the Palace Hotel, with a personal representative of Greer Garson as hostess; and a tour of the city in a carriage used decades ago. Twenty members of the Old Cabbies Club were guests at the first showing of the picture.

Parade to "Mortal Storm" By National Guard Unit

ALLENTOWN, PA.—Preceded by a 60-piece band, a large National Guard unit marched in a body from the local armory to the midnight opening of "The Mortal Storm" at the Rialto. Guard officials furnished powerful lights for the occasion, which received newspaper space and word-of-mouth publicity. Leo Trainer arranged the event.

Flag Gifts Please

DETROIT—Alex Schreiber of the Associated circuit is giving away American flag transparencies for windshields of cars at his boxoffices. Schreiber has already given away 10,000 of these, and the demand is increasing. The flag has no theatre advertising on it whatever, and is given to patrons and non-patrons alike, as a pure form of fostering patriotism and goodwill.

Present Miniatures

HARTFORD, CONN.—Warner's Lenox, managed by Tommy Maller, is sponsoring a photo miniature gift night every Wednesday, Thursday and Friday evenings. Upon the purchase of one adult admission, the patron may leave a photo plus 25 cents at the theatre and receive some days later a hand colored miniature of the picture.

Hail! The 85 Million

Chicago—Devious are the paths to logical tieups as any exploiteer can tell you. (Press sheets have their own idea of logic). At any rate, here is one sequence:

Pictures are enjoyed through being seen; seeing is done with the eyes; eyesight thrives on Vitamins A and G; Vitamins A and G are abundantly provided by milk and dairy products. Presto!—the tieup between milk and movies.

These deductive processes were set in motion by a current survey of the National Dairy Council which went on to elaborate that Vitamin A overcomes "night-blindness" and therefore aids in the finding of a seat in the darkened theatre; and Vitamin G relieves a burning sensation of the eyes, a boon, no doubt, to multiple feature addicts.

"Sea Hawk" Aides

NEW YORK — Additional merchandising aides the Warner advertising department is providing for "The Sea Hawk," released August 31, include a life-size standee, six feet high, in 12 colors, and a four-page tabloid-size 11x16 inch roto herald. The inside spread is in three colors and the back page is clear for cooperative imprints.

Passes for Smiles

JOHNSON CITY, TENN.—In a tieup with the local paper, staff photographers took pictures of persons about town, and those snapped smiling, upon identifying themselves in the paper, received guest tickets to see "I Love You Again" at the Majestic.

A goldfish bowl, placed upside down on a table, over a still and billing card and lighted from inside will give the illusion of a crystal ball. Dick Kirsh of the Aldine, Wilmington, Del., tried it for "Beyond Tomorrow."

Cleveland Papers Note "Untamed" Campaign

CLEVELAND—Joe Longo, Loew publicity director, broke into the front pages of all three local dailies with his campaign on "Untamed" on the day before the picture opened at Loew's State. Footnotes in fine print carried such copy as "Warning! Untamed girl on the loose. At Loew's State tomorrow" and "Blizzard Warning! For vital weather report go to Loew's State tomorrow."

All those who showed evidence of intent to marry were admitted free on the opening day of "We Who Are Young" by Manager Jack Lykes of Loew's Stillman. Lykes also decorated his lobby with hearts, and distributed candy hearts in glacine envelopes to all patrons.

Most Winning Smile Nets Pass for "Andy Hardy"

LA CROSSE, WIS.—The Rivoli conducted a tieup with a local photographer in a plug for "Andy Hardy Meets Debutante," whereby individuals were invited to have their pictures taken free with Judy Garland's arms about them. A large cutout of Judy Garland provided the background for the shot and 25 free ducats to the picture were given to those having the most winning smile at the time their picture was taken. Photos were on display at the photographer's as well as in the theatre's lobby.

Airline Window

DETROIT—A large card in the American Air Lines window here was placed by Robert Corbin, manager of the United Artists Theatre, for the run of "Pride and Prejudice." The card read, "American Air Lines announces with great Pride and Without Prejudice luxurious service from Detroit to Chicago and New York." Then followed two pictures of the stars and theatre name and playdate.

PUT

Movie Time TO WORK FOR YOU!

Date ....., 1940

PRINTING SYNDICATE CO.,
4804 E. 9th St., Kansas City, Mo.

Without obligation send me complete particulars about your MOVIE TIME weekly news magazine and quote me price for .....thousand. Send samples.

Name .....

Theatre .....

Street Address .....

City ..... State .....

Establish "personal" contact with your patrons through the newsy, chatty contents of this weekly newsmagazine about moviedom. And on the back page (left blank for your own exclusive use) you can not only imprint your week's program but also personal messages directed to your patrons and prospective patrons.

MOVIE TIME is an attractive little house organ, syndicated yet suited to the individuality of your theatre. Each page (9x12) is filled to the brim with breezy copy, attractively illustrated. It is printed on good quality white book paper similar to this page.

MOVIE TIME will work for you in every home into which it is taken; it will interest and be read by the whole family.

Put Movie Time to Work for You Now!

Columbia (——) 112 Minutes Rel. Sept. 19, '40

Frank Lloyd has produced and directed a robust and stirring attraction from "The Tree of Liberty," Elizabeth Page's novel which ranks well up front among current best sellers. This is a cavalcade-like drama of colonial days in America, telling of the increasing tyranny of England and the various events which led the colonies into the War of the Revolution. Largely the personal account of Cary Grant, Virginia backwoodsman, and Martha Scott, aristocrat, who married, built a home in the wilderness and raised a family, nevertheless it is a pattern of the stirring historical events which played such a vitalizing part in setting up the foundation of the nation. It seems highly likely that those who see "The Howards of Virginia" must be dramatically stirred.

Cary Grant, Martha Scott, Richard Carlson, Cedric Hardwicke, Alan Marshal.

The Howards of Virginia F — Historical Drama

M-G-M (——) 78 Minutes Rel. Sept. 16, '40

In which audiences are administered an educational pill by the popular young film medico in the form of a plea for socialized medicine. However, the pellet has been heavily coated with the blend of drama, comedy and romance that has made past entries in this series so popular, and there is every indication most customers will find it easy to take. Young Dr. Kildare, his period of interneship over, finds himself appointed as resident physician at the hospital. However, he is forced to relinquish the post in order to pinch-hit for his father, who is killing himself with overwork trying to care for a whole community of sick folk. With the assistance of his crusty friend and advisor, Dr. Gillespie, Kildare establishes a clinic. Harold S. Bucquet directed.

Lew Ayres, Lionel Barrymore, Laraine Day, Samuel S. Hinds, John Shelton, Gene Lockhart, Nat Pendleton.

Dr. Kildare Goes Home F — Drama

Universal (——) 72 Minutes Rel. Sept. 6, '40

Resorting to time-proven formula and showmanship for pictures in its category, this musical-comedy has little of story or plot, and what there is serves as a skeleton structure upon which to hang the clowning of the Ritz Brothers and the comparable zaney, albeit more melodious, antics of the Andrews Sisters. And in the above-mentioned pair of trios lies the film's greatest attractiveness, with a few catchy song numbers bringing up the second line of defense. The Freres Ritz contribute their standard composite performance—funny at times, and a bit boring at others; while the Andrews gals' camera debut fails to measure up to the reputation they established via radio and night clubs appearances. They photograph poorly. Al Rogell directed.

The Ritz Brothers, the Andrews Sisters, Constance Moore, George Reeves, Peggy Moran, Anne Nagel.

Argentine Nights F — Musical Comedy

United Artists (——) 120 Minutes Rel. Aug. 16, '40

"Foreign Correspondent" is an absorbing and suspenseful melodrama of newspaper life, international conniving and war. Blessed by Alfred Hitchcock's direction, there is about this one a constant tremor of excitement. It courses all through the unfoldment of the far-fetched yarn of a disappearing Dutch diplomat, a German spy ring working under a peace front and of how Joel McCrea, with assistance, traces the involvements into the open. The love strain is supplied by Laraine Day, but the outstanding performance comes from Albert Basserman, famed German actor, as the diplomat. Regardless of story inconsistencies, "Foreign Correspondent" has a tempo and a flag-waving ending which audiences will cheer.

Joel McCrea, Laraine Day, Herbert Marshall, George Sanders, Albert Basserman, Robert Benchley.

Foreign Correspondent F — Spy Melodrama

RKO Radio (041) Rel. Aug. 16, '40

Artistry seldom found in a modestly-budgeted feature characterizes the production of this unusual murder-mystery yarn, which should prove ideal supporting fare for most any program. While Peter Lorre is featured, in the role of an homicidal maniac, the brunt of acting chore falls to youthful and competent John McGuire and Margaret Tallichet, both of whom appear advantageously. The story has sufficient suspense to command audience interest. McGuire, star reporter, supplies the circumstantial evidence which convicts an innocent man of murder. Through a series of comparable circumstances he is later suspected of a second crime and is subsequently cleared, as is the convicted man by Miss Tallichet. Boris Ingster directed effectively.

Peter Lorre, John McGuire, Margaret Tallichet, Charles Waldron, Elisha Cook jr., Charles Halton, Ethel Griffies.

Stranger on the Third Floor F — Mystery Melodrama

Columbia (——) 65 Minutes Rel. Sept. 1, '40

The Peppers should continue to spice the program in their moderate way with this latest filming of their down-to-earth ways and exposition of the humanly decent element in the various strata of life. The chief problem is to get Jasper out of the clutches of his wealthy aunt by sending the whole tribe off to a private school where not only Jasper, but also the five Peppers, will get the advantages of so-called "proper" education. Snobbishness at the school gets Polly into difficulty and the troupe is sent home. Mr. King gets custody of Jasper providing he gives him a European education whereupon the Peppers are informed they will go along, too. The next Pepper production ought to be interesting. Director: Charles Barton.

Edith Fellows, Dorothy Ann Seese, Pierre Watkin, Ronald Sinclair, Dorothy Peterson.

Five Little Peppers in Trouble F — Comedy Drama

United Artists (——) 97 Minutes Rel. Aug. 30, '40

Magnificent western backgrounds are the backdrop for the larger scale western which "Kit Carson" proves to be. It's a good enough show and ought to induce general satisfaction without knocking anyone into the aisles. Around the character of the famous Indian scout, a blood-and-thunder yarn of the early west has been concocted. The chief idea is to get a wagon train through to California and, of course, it's done. But the picture picks up again with an episode in which the Mexican forces are cleaned up and the California republic given birth. There are fights, hard riding, heroic evidences of bravery and Lynn Bari as the feminine foil to Jon Hall's spectacular deeds. George B. Seitz directed and Edward Small produced.

Jon Hall, Lynn Bari, H. Henry Gordon, Dana Andrews, Ward Bond, Harold Huber.

Kit Carson F — Outdoor Melodrama

Universal (——) 64 Minutes Rel. Sept. 13, '40

A few more like this and the Richard Arlen-Andy Devine duo will be tops as action draws. So cunningly has its low production cost been masked by first-rate acting, a good plot and direction that keeps things moving all the way, that the feature should have little difficulty finding a place for itself on almost any program. Devine tops his partner, Arlen, in the thespic department with some genuinely funny trouping and Arlen gives a good account of himself as a would-be wrestling manager whose terrific left puts him in the squared circle. The fun begins when a crooked promoter "raffles" him off and his contract is won by a girl. Needless to say, he comes through in the pinch to win the championship. John Rawlins directed.

Richard Arlen, Andy Devine, Astrid Allwyn, Douglas Fowley, Shemp Howard, Horace MacMahon, Eddie Gribbon.

The Leather-Pushers F — Comedy Drama

Columbia (2201) 57 Minutes Rel. Aug. 15, '40

Homesteaders versus crooks; crooks versus Charles Starrett. That's the collection of motivating forces that effectively contribute to the spirit and entertainment value of this western. Romance is minor-keyed and music has an effectual place in the story. A Broadway audience chuckled and marveled at this one, but the shooting business has more thought, planning and imagination than the best of them. This last factor is usually overlooked. Starrett is the Durango Kid who goes into action when his father is killed trying to fight for the rights of nestors. With only an inkling who the killer is, Starrett plays both ends against the middle and with the aid of The Sons of the Pioneers gets his man—with bullets. Worthwhile. Lambert Hillyer directed.

Charles Starrett, Luana Walters, Kenneth MacDonald, Francis Walker, Forrest Taylor.

The Durango Kid F — Western

SELLING ANGLES: **"Argentine Nights"**

The Ritz Brothers-Andrews Sisters duo should dominate the marquee. Make over the lobby in Latin-American style by securing travel posters from a local agency, dressing usherettes as senoritas and playing tangos and rhumbas over the p. a. system. Tie up with drugstores on an "Argentine Nights" sundae and with restaurants on Spanish dishes. Work out tieups with music stores on the many recordings the Andrews Sisters have made. Hold a contest for impersonators of the Ritz Brothers.

CATCHLINES:

Glamorous Gayety . . . Under an Argentine Moon . . . With Those Loopy Latins From Manhattan . . . the Ritz Brothers.

A Singable, Swingable Musical Hit . . . That Brings America's Most Popular Trio . . . The Andrews Sisters.

SELLING ANGLES: **"Dr. Kildare Goes Home"**

Utilize the type of exploitation accorded previous entries in the series, giving Lew Ayres and Lionel Barrymore the marquee credits. Dress usherettes as nurses and ushers as internes. The socialized medicine angle suggests a special showing for doctors and civic health authorities, perhaps a debate on the stage on the subject. Address direct-by-mail notices to all local doctors, nurses and hospital staffs. Print up "prescriptions" as throwaways recommending the picture for that "bored feeling."

CATCHLINES:

He's a Full-Fledged Doctor Now . . . And His Troubles Are Just Beginning . . . When He Battles to Put Over a Medical Clinic in His Home Town.

Courageous Dr. Kildare . . . Battles Ignorance and Prejudice . . . To Force People to Protect Their Health.

SELLING ANGLES: **"The Howards of Virginia"**

First, of course, the book from which this was made. Americanism should be sounded, and heavily, but make certain the drama content is overtoned. Cooperation with patriotic and historical societies, schools and libraries is apparent. The pressbook also suggests a colonial ball for charity and a contest built around autographed copies of the first edition of the original novel by giving a pass for any period determined to patron who shows up with one. A possibility also is a "Famous American Quotation Contest," constructed around identification of famous speeches in the film, such as Patrick Henry's "Liberty or Death" oration. A variation of this might be a quiz contest outlined in full in the pressbook.

CATCHLINES:

An American Epic . . . It Tells How the Nation Was Built. See "The Howards of Virginia."

SELLING ANGLES: **"Five Little Peppers in Trouble"**

"Phronsie" continues to be the ultimate in current screen cuteness of the three-year-old vintage. Feature her in the advertising. Arrange a large size picture gallery of the Pepper children in the lobby. There is a novelty blotter with a ruler printed on it for distribution to children who can use it at school which is about ready to open again. Get the local stationery stores to cooperate in a "back to school" campaign which could most effectively be tied in with the presentation of the picture.

CATCHLINES:

Five Young Reasons For a Swell Time . . . And a Hundred Happy Excuses for Laughter and Heartthrobs.

They May Be Small . . . The Five Peppers . . . But They'll Pack a Hard Wallop to Your Heart.

SELLING ANGLES: **"Stranger on the Third Floor"**

Peter Lorre is the name for the marquee and the one on which to concentrate in advertising and exploitation. The chill angles suggest the staging of a "midnight matinee" replete with noisemakers, masks, etc. Story is adaptable for dramatization over a local radio station. Snipe the neighborhood with "Reward" posters carrying a portrait of Lorre in a sinister attitude. Conduct a poll to determine your customers' favorite screen villain and, if Lorre places high enough, feature the results in newspaper advertising copy.

CATCHLINES:

The Greatest Chill Star of Them All . . . Peter Lorre . . . In a Bizarre Story of Murder . . . And a Man Who Was Not Afraid to Kill.

It Packs a Thrill You'll Never Forget . . . This Story of Stark Terror.

SELLING ANGLES: **"Foreign Correspondent"**

Hammer away at the thrills; the picture has a load of them. And, too, stress adventure, romance and timeliness. It would be well to emphasize that Alfred Hitchcock directed and to draw attention to his other pictures, such as "Rebecca" and "39 Steps." A new teletype would be swell in the lobby if one can be arranged through the telegraph company. Royal typewriters in the film suggest a hookup for window displays. Book tieups utilizing best sellers written by real foreign correspondents, such as John Gunther, Walter Duranty, Wythe Williams, Vincent Sheean and others certainly should not be neglected.

CATCHLINES:

"Foreign Correspondent" . . . The Thrill Spectacle of the Year.

SELLING ANGLES: **"The Durango Kid"**

Get a few recordings of the theme song of the Sons of the Pioneers and play it through the sound system with a bit of ballyhoo as to playing date, etc. Plaster the town with "wanted" handbills, which are usually effective teaser advertising. Tie in with the local radio station and radio columnist on Sons of the Pioneers radio exploitation. They are heard over 110 stations every week. There are also store tieups that should click in toy, cigar, music and stationery shops.

CATCHLINES:

Ridin' Like Demons . . . Shootin' Like Blazes . . . Singin' Like Angels . . . That's What You'll See in "The Durango Kid."

The Terror of Cattle Thieves . . . the Idol of Thrill Lovers . . . Charles Starrett . . . He'll Be Here in "The Durango Kid."

SELLING ANGLES: **"The Leather-Pushers"**

Richard Arlen and Andy Devine have built up considerable of a following in the action field and consequently deserve marquee and advertising dominance. The prize-fighting atmosphere suggests several exploitation possibilities. Distribute throwsheets at fight arenas, pool hall and other spots where the sporting element congregates. Dress a man as a boxer and have him do "road work" behind a slowly-moving car. Sponsor one of the bouts at an arena and give a "Leather-Pushers" trophy to the winner.

CATCHLINES:

A Two-Fisted Story of a Man Who Could Fight . . . With Your Favorite Action Team . . . Richard Arlen and Andy Devine.

All the Thrills of a Ten-Round Battle . . . In a Story That's Faster Than a Fighter's Fists.

SELLING ANGLES: **"Kit Carson"**

The pressbook does a covering job in this case. The semi-historical background suggests the usual library and school tieups. There are also the boy scouts, street parades and covered wagons since the latter play an important part in the film. Lobby possibilities include a miniature stockade and walls decorated with trapper's paraphernalia, like old rifles, harnesses, tooled leather belts. Prints, if available, of paintings by Frederick Remington, who depicted the early west, would go well in the lobby. A marksmanship contest might have value, if tied to the local scouts movement.

CATCHLINES:

See Kit Carson . . . Thundering Spectacle of America's Most Fabulous Days.

Westward the Course of Courage Thunders Its American Way . . . See How in "Kit Carson."

SHORTS REVIEWS

Buyer, Beware

M-G-M (Crime Does Not Pay) 20 *Mins.*

The high average struck by the "Crime Does Not Pay" series is valiantly maintained in "Buyer, Beware," a melodramatization of another actual crime record, original names and places, of course, concealed. This one tells of mob marauding on wholesale drug warehouses, the sale of the illicit merchandise to the retail drug store and how death to innocent patients, injury to the guilty pharmacists and prison sentences follow for all involved. Produced with all the care accorded the average, or above, feature, this subject is well-handled and always engrossing. Therefore, it deserves a definite place on any exhibitor's screen.

The Capital City, Washington, D. C.

M-G-M (FitzPatrick Traveltalk) 9 *Mins.*

This is excellent. To cover the highlights of Washington in nine minutes of running time could not have been an easy task, yet James A. FitzPatrick emerges in this case with an estimable, well-done job. The dignity and the beauty of the city reach out from the screen, emphasized as they are by arresting Technicolor, and the narration is in keeping with these attributes.

Good Bad Boys

M-G-M (Our Gang Comedy) 11 *Mins.*

This time, the scamps get the idea a life of crime is the way. Spanky evolves a method of curing them and succeeds, but not before the youngsters accidentally get mixed up with the real thing. Obviously, it turns out to be a cure-all and the object lesson for the young thereby driven home.

Romeo in Rhythm

M-G-M (Cartoon) 8 *Mins.*

An acceptable cartoon, but not beyond. Free wheeling is applied to Shakespeare and "Romeo and Juliet," with plenty of swing peppering the stew. The cartoon work is standard, which reminds that it is not Disney. With emphasis on that score.

Please Answer

M-G-M (Pete Smith Specialty) 9 *Mins.*

Clever and extremely well done. This is the third in the I. Q. series, once more asking questions in terms of motion pictures and allowing 10 seconds, sometimes beyond, for the audience to figure out the answers. The Smith brand of humor runs through the texture which is another recommendation in this subject's favor.

Malibu Beach Party

Vitaphone (....) (Merrie Melody) 7 *Mins.*

The vogue for making cartoons burlesquing Hollywood and radio personalities is revived here, but not quite as well as past performances of the theme. Jack "Bunny" gives the party and everybody shows up, contributes a gag and then leaves when Mr. Bunny gets out his fiddle. A few gags are good; others too obvious. It has possibilities with the right audience in the right mood.

In The Making

COLUMBIA

The Round Up—Bill Elliott, Dub Taylor. Director: Lambert Hillyer. Producer: Leon Barsha. **(Starting)**
(One in a series of westerns featuring Bill Elliott as Wild Bill Hickok).

METRO

Third Finger, Left Hand—Myrna Loy, Melvyn Douglas, Lee Bowman, Sidney Blackmer, Raymond Walburn, Bonita Granville. Director: Robert Z. Leonard. Producer: John W. Considine jr. Screenplay: Lionel Houser. **(Completed)**

MONOGRAM

The Old Swimming Hole—Jackie Moran, Marcia Mae Jones. Director: Robert McGowan. Producer: Scott Dunlap. Original: Gerald Breitigam. Screenplay: Dorothy Reid. **(Starting)**
(Comedy-drama of juvenile life and adventure in a typical small town).

Six Shooting Serenade—Ray Corrigan, John King, Max Terhune, Rita Conway. Director: Roy Luby. Producer: George Weeks. **(Starting)**
(Second in a series of westerns featuring Corrigan, King and Terhune as "The Range Busters").

PARAMOUNT

Shepherd of the Hills—Robert Preston, Betty Field, Harry Carey, James Barton. Director: Henry Hathaway. Producer: William LeBaron. Original: Harold Bell Wright. Screenplay: Frederick Hazlitt Brennan. **(Starting)**
(Outdoor adventure based upon the popular novel by Harold Bell Wright, famed writer of western fiction. It is being filmed in Technicolor).

RKO RADIO

Mr. and Mrs. Smith—Robert Montgomery, Carole Lombard, Gene Raymond. Director: Alfred Hitchcock. Producer: Harry Edington. Original Screenplay: Norman Krasna. **(Starting)**
(Comedy-drama of domestic life as seen through the eyes of a typical young American married couple).

The Fargo Kid—Tim Holt, Jane Drummond, Ray Whitley, Emmett Lynn. Director: Edward Killy. Producer: Bert Gilroy. Original: Bernard McConville. Screenplay: Morton Grant. **(Completed)**

REPUBLIC

Who Killed Aunt Maggie?—John Hubbard, Wendy Barrie, Walter Abel, Edgar Kennedy, Willie Best. Director: Arthur Lubin. Producer: Al Cohen. **(Starting)**
(Murder mystery laid against an Atlanta, Ga., background).

Melody and Moonlight—Johnny Downs, Jerry Colonna, Barbara Jo Allen, Mary Lee. Director: Joseph Santley. Producer: Robert North. Screenplay: Bradford Ropes. **(Completed)**

20TH CENTURY-FOX

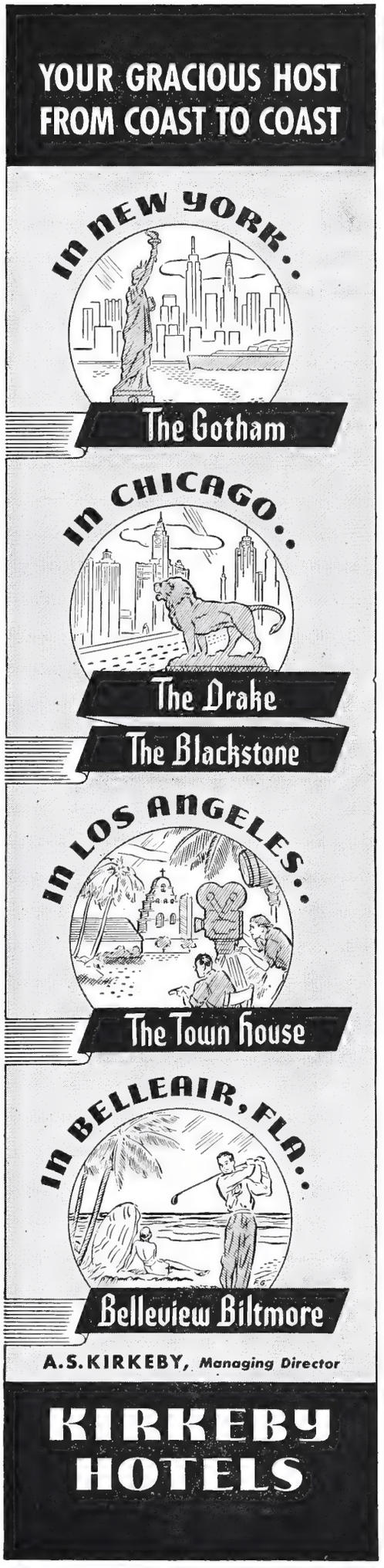
Tin Pan Alley—Alice Faye, Jack Oakie, Betty Grable, John Payne, Allen Jenkins. Director: Walter Lang. Producer: Kenneth Macgowan. Original: Pamela Harris. **(Starting)**
(Musical cavalcade tracing the growth of American song-writing, this will contain excerpts from scores of past hits).

Jenny—William Henry, Dorris Bowdon, Virginia Gilmore, George Montgomery. Director: David Burton. Producer: Sol Wurtzel. Original: Jane Eberle. **(Completed)**

UNIVERSAL

Boss of Bullion City—Johnny Mack Brown, Fuzzy Knight, Nell O'Day, Maria Montez. Director: Ray Taylor. Producer: Joseph G. Sanford. Original Screenplay: Victor McLeod, Arthur St. Claire. **(Completed)**

Flying News—Richard Arlen, Andy Devine, Dorothy Lovett, Jack Arnold. Director: Lew Landers. Producer: Ben Pivar. Original: Sam Robins. Screenplay: Alex Gottlieb. **(Completed)**



The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, **BOXOFFICE, 4804 E. 9th St., Kansas City, Mo.**

Columbia

Doctor Takes a Wife

Very good. Lots of comment. Extra good acting by both leading stars. Sun., Mon. Weather: OK. Admission: 20-10. Rural patronage. Logan Hedrick, Homer, Homer, Ill.

First National

Murder in the Air

Horrible title. Not a bad show. As for length, just an elongated short subject. To build a program you spend more for shorts than the feature. Trailer on this at regular price just a flash. If you blink your eyes you're liable to miss it. Weather: Fair. Admission: 30-10. Rural patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Metro-Goldwyn-Mayer

Congo Maisie

Booked this late but found it excellent fare for action-hungry, weekend audiences. Fri., Sat. Weather: OK. Admission: 30-15. Small town patronage.—L. E. Spraker, Star, Stayton, Ore.

Mortal Storm

A picture that will hold an audience spellbound. It couldn't have been presented in a better, more forceful way, but it makes you thankful you are living in the good old U.S.A. Wed., Thurs. Weather: Hot. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

New Moon

A picture that pleased music lovers 100 per cent, but it didn't garner in enough patrons for me. That, however, is probably a local condition as I have yet to make some money on a Nelson Eddy-Jeannette MacDonald picture. Sat., Sun. Weather: Hot. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

20 Mule Team

Not Wallace Beery's best but definitely the type for small town audiences. Fri., Sat. Weather: Good. Admission: 30-15. Small town patronage.—L. E. Spraker, Star, Stayton, Ore.

Monogram

Pals of the Silver Sage

This western did OK. Slim (Musical) Andrews made a hit with everyone as a comedian.—M. B. Hasty, Joy, Dardanelle, Ark.

Paramount

Biscuit Eater

Very good. Pleased 100 per cent and did better than average business. Fri., Sat. Admission: 20-10. Rural patronage.—Logan Hedrick, Homer, Homer, Ill.

Golden Gloves

Paramount has a nice picture in this but star values are weak. Picture pleased very well but no draw. Played mid-week and would have done better if booked Friday-Saturday. Wed., Thurs. Weather: Fair. Admission: 30-10. Rural patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Light of Western Stars

Not an outstanding western but did OK at the boxoffice. Sat. Weather: OK. Admission: 20-10. Rural patronage. Logan Hedrick, Homer, Homer, Ill.

Safari

Played on a double bill that did business. Seemed to please most patrons but no rave comments. Played single it will perhaps do average business. Fri., Sat. Weather: Fair. Admission: 30-10. Rural patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Stage Coach War

I'm sorry, but since Windy departed from this series, they are slipping. Just another western. Audience reaction just fair. Weather: Fair. Admission: 30-10. Rural patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Those Were the Days

Seemed to please very well but was below normal at the boxoffice. The young people will enjoy it especially. Wed., Thurs. Weather: Fair. Admission: 30-10. Rural patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Way of All Flesh

The picture is OK but it is not for small towns. It pleased all who came, which were few.—M. B. Hasty, Joy, Dardanelle, Ark.

Republic

Dark Command

Pleases all who come, but try and get them in. About as poor Saturday business as I have had in some time. Fri., Sat. Weather: Cool. Admission: 20-10. Rural patronage.—Logan Hedrick, Homer, Homer, Ill.

Ghost Valley Raiders

Donald Barry leads, and as he is comparatively unknown, this picture lacked drawing power. The picture is old style western, out for blood with no time for laughs. Watch this man Barry. If properly handled he should go places. Fri., Sat. Weather: Fair. Admission: 30-10. Rural patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

Scatterbrain

Boy, what a picture! Another star has been born or reborn, I don't know which, but here is a picture that will please any audience on any date. Be sure and run a trailer and bill this one. Republic did a swell job making this one and I hope they make some more good ones like this and give Judy Canova plenty of good spots because this girl has something that no one else has. Fri., Sat. Weather: Good. Admission: 20-10. General patronage.—Melville Danner, Kozy, Granite, Okla.

RKO Radio

Curtain Call

No good. Would not make a good two-reel comedy. Tuesday. Weather: OK. Admission: 20-10. Rural patronage.—Logan Hedrick, Homer, Homer, Ill.

My Favorite Wife

Extra good for any spot. Chuck full of laughs. Sun., Mon. Weather: Rain. Admission: 20-10. Rural patronage.—Logan Hedrick, Homer, Homer, Ill.

20th Century-Fox

Lillian Russell

This picture had favored playdates and drew fairly well, but I suspect a waning interest in this type production. Sun., Mon., Tues. Weather: Good. Admission: 30-15. Small town patronage.—L. E. Spraker, Star, Stayton, Ore.

Little Old New York

The public knows what it wants to see and this was not it. Business barely average. I believe Alice Faye will make a real comeback in "Lillian Russell," but her pictures since "Alexander's Ragtime Band" have not been what my patrons have wanted to see. Small town patronage. Capacity: 300.—J. Foster Bailey, New, Coffeeville, Miss.

Universal

I Can't Give You Anything But Love

It's impossibly silly at times but my house echoed with laughter and it all sums up to a satisfactory playdate. Strictly a program picture. Fri., Sat. Weather: Fair. Admission: 30-10. Rural patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

United Artists

My Son, My Son

Just another British flop—and they all flop for me. Plenty of walkouts, poor sound. Very hard to understand. Sun., Mon. Weather: Cool. Admission: 20-10. Rural patronage.—Logan Hedrick, Homer, Homer, Ill.

Of Mice and Men

For those who liked this type of story, it went over big. Also for those who had read the book. But patrons who do not care for the portrayal of a man slightly one sided, and the trials as portrayed, will walk out on it. It was good and will make a good midweek date. Wednesday. Weather: Cool. Admission: 35-10. Mixed patronage. Population: 3,780. Capacity: 378. —J. R. Wills, Loma, Socorro, N. M.

Warner Bros.

Gambling on the High Seas

Just another picture to fill playing time. —M. B. Hasty, Joy, Dardanelle, Ark.

It All Came True

A picture that is worth putting an effort behind. The musical sequences featuring song hits of by-gone days are particularly entertaining. Business a little below midweek average. Wed., Thurs. Weather: Hot. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Saturday's Children

Insipid. It's a shame to waste John Garfield in a show like this. Drew a fair crowd but did not please too well. Sun., Mon., Tues. Weather: Fair. Admission: 30-10. Rural patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

They Drive by Night

Raft, Bogart and Sheridan do a swell job. Ida Lupino steals a little of Bette Davis' style and gets away with it. A highly entertaining picture for any date. Did a swell business for us. Sun., Mon., Tues. Weather: Rainy. Admission: 30-10. Rural patronage. Population: 1,200. Capacity: 300.—Allan Banks, Vogue, Remsen, Ia.

PRODUCTION INDEX

A CHECK-UP ON FEATURE RELEASES

Releases of 1939-40 for a five-month period. Production number follows title. Running time in parenthesis. National release date at end of title line. Symbol ◎ indicates a BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography. This department makes no attempt at evaluation of picture quality, but merely presents a thumbnail synopsis.

Columbia

Babies for Sale..1029..(64) .....May 9
Melodrama. Expose of an adoption racket. Rochelle Hudson, Glenn Ford. Director: Charles Barton.

Blondie Has Servant Trouble..1012..(66)..July 25
Comedy. The Bumsteads, installed in an estate of which Dagwood's boss is executor, soon get around to believing the place haunted. Penny Singleton, Arthur Lake, Larry Simms. Director: Frank R. Strayer.

Doctor Takes a Wife..1005..(88).....Apr. 27
Comedy. An unmarried pair who think they hate each other, pose as man and wife to serve individual financial interests. Loretta Young, Ray Milland. Director: Alexander Hall.

Durango Kid..2201..(57) .....Aug. 15
Western. The Kid helps the homesteaders against the crooks. Charles Starrett, Luana Walters. Director: Lambert Hillyer.

Fight for Life, The..(69).....U. S. Film Service
Documentary Drama. A young doctor develops into a skilled obstetrician and queries the world on the ills and vile conditions in which maternal welfare still exists. Pare Lorentz produced. 4-40

Five Little Peppers in Trouble (65).....Sept. 1
Comedy. Edith Fellows, Dorothy Ann Seese. Snobbishness at a private school gets the Peppers into trouble, but they and their friend, Jasper, get set for schooling in Europe. Director: Charles Barton.

Girls of the Road..1037..(61).....June 20
Drama. The governor's daughter, by becoming a girl hobo, persuades her father to achieve establishment of a camp for these wanderers. Ann Dvorak, Helen Mack, Lola Lane. Director: Nick Grinde.

He Stayed for Breakfast..1006..(87).....Aug. 22
Comedy. A guy who imagines himself a Red hides in the apartment of a banker's wife who is divorcing her husband. He sets about teaching her his brand of radicalism but instead learns hers. Loretta Young, Melvyn Douglas. Director: Alexander Hall.

I Married Adventure..1110..(75).....July 24
Adventure. Twelve years of big game exploring with the camera as done by the Martin Johnsons.

Island of Doomed Men..(A)..1023..(70)...May 20
Drama. A G-Man brings about the downfall of a tyrant who has enslaved paroled persons on his island. Peter Lorre, Rochelle Hudson, Robert Wilcox. Director: Charles Barton.

Lady in Question, The..1008..(76).....Aug. 7
Drama. A juror who helped acquit a girl accused of murder, proves her innocent when his son falls in love with her. Brian Aherne, Rita Hayworth, Irene Rich. Director: Charles Vidor.

Lone Wolf Meets a Lady, The..1016..(71)..May 30
Melodrama. A diamond necklace, stolen, is traced but proves to be a paste copy of one stolen earlier by an old friend. Warren William, Jean Muir. Director: Sidney Salkow.

Mad Men of Europe..(A)..1112..(73).....June 3
Drama. Parachutists and bombers drive on England after a foreign agent ingratiates himself into an English home. Edmund Gwenn, Mary Maguire. Director: Albert De Courville.

Man From Tumbleweeds..1213..(59).....May 2
Western. Wild Bill routs the outlaws who have virtually captured a community, by a posse of to-be-pardoned prisoners. Bill Elliott. Director: Joseph Lewis.

Man With Nine Lives..1017..(73).....Apr. 18
Melodrama. A scientist experiments upon his patients with long-time freezing sleep. Boris Karloff, Roger Pryor, Jo Ann Sayers. Director: Nick Grinde.

Military Academy..1038..(66).....July 18
Melodrama. A youngster in a military school overcomes the fact he is the son of a gangster. Tommy Kelly, Jackie Searl, David Holt. Director: D. Ross Lederman.

Out West With the Peppers..1021..(61)....June 30
Comedy-Drama. An uncle with whom the five little Peppers are staying overcomes his dislike of them when he rescues them from a raft. Edith Fellows, Victor Kilian, Dorothy Peterson. Director: Charles Barton.

Passport to Alcatraz..1028..(60).....June 6
Melodrama. Special investigator tracks down enemy aliens who sabotage munitions plants. Jack Holt, Noah Beery jr. Director: Lewis D. Collins.

Return of Wild Bill..1214..(61).....June 29
Western. A cowboy comes home in time to rid the county of a gang of vigilantes who execute justice to their own ends. Bill Elliott, Luana Walters. Director: Joseph H. Lewis.

Secret Seven, The..1039..(62).....Aug. 15
Melodrama. Scientists convince a police chief, through his daughter, to use their methods in tracking down crime. Florence Rice, Bruce Bennett, Barton MacLane. Director: James Moore.

Texas Stagecoach..9206..(59) .....June 6
Western. Friendly rivals in the stagecoach business are saved from being victimized by an unscrupulous banker. Charles Starrett, Iris Meredith. Director: Joseph Lewis.

21 Days Together..(A)..1111..(75) .....May 16
Drama. Fate intervenes when the man who killed the scoundrelly husband of the woman he loved, is about to give himself up. Laurence Olivier, Vivien Leigh. Director: Basil Dean.

First National

◎All This, and Heaven Too..454..(143)...July 13
Drama. A spiritual love is victimized by jealousy but is not overcome even by death. Bette Davis, Charles Boyer. Director: Anatole Litvak.

An Angel From Texas..468..(69).....Apr. 29
Comedy. A country bumpkin, inveigled into financing a dubious production, outsmarts the slickers. Eddie Albert, Rosemary Lane, Wayne Morris. Director: Ray Enright.

Flight Angels..466..(74) .....May 18
Comedy-Drama. Airline Casanovas, romancing stewardesses and experimental aviation. Wayne Morris, Virginia Bruce, Jane Wyman, Dennis Morgan. Director: Lewis Seiler.

Fugitive From Justice..473..(53).....June 15
Melodrama. The company which has insured a man for a million dollars finds him a safe place when his life is threatened by gangsters. Roger Pryor, Lucille Fairbanks. Director: Terry Morse.

Ladies Must Live..474..(58).....July 27
Comedy-Romance. A newly rich country lad falls for a night club singer who proves to be no gold digger as the country boy's friend at first suspected. Wayne Morris, Rosemary Lane. Director: Noel Smith.

Man Who Talked Too Much..467..(75).....July 6
Drama. A criminal lawyer gains a confession from a crook which saves his brother from a murder charge. George Brent, Virginia Bruce. Director: Vincent Sherman.

Murder in the Air..472..(55).....June 2
Spy Melodrama. A G-man thwarts a foreign ring from obtaining a device that is able to halt machines in motion. Ronald Reagan, Lya Lys. Director: Lewis Seiler.

They Drive by Night..460..(93).....Aug. 3
Melodrama. Lives, loves and adventures of truck drivers. George Raft, Ann Sheridan, Ida Lupino. Director: Raoul Walsh.

'Til We Meet Again..456..(98).....Apr. 20
Drama. Two, doomed to a quick death, experience a great love in the short time allotted them. Merle Oberon, George Brent, Geraldine Fitzgerald, Pat O'Brien. Director: Edmund Goulding.

Torrid Zone..455..(87) .....May 25
Comedy Drama. A persistent stowaway on a banana plantation finally wins the manager. James Cagney, Ann Sheridan, Pat O'Brien. Director: William Keighley.

Metro-Goldwyn-Mayer

Andy Hardy Meets Debutante..43..(87).....July 5
Comedy. Andy manages to get his picture taken with a debutante after he had told his friends they were in love. Mickey Rooney, Lewis Stone, Judy Garland. Director: George B. Seitz.

Boom Town..48..(116).....Aug. 30
Drama. Lives, loves and fights of oil men. Clark Gable, Spencer Tracy, Claudette Colbert, Hedy Lamarr. Director: Jack Conway.

Captain Is a Lady..42..(65) .....June 21
Comedy Drama. A retired sea captain, only male inmate of an old ladies' home, is helped by them to regain his ship. Charles Coburn, Virginia Grey, Billie Burke. Director: Robert S. Sinclair.

Dr. Kildare Goes Home..(78) .....Sept. 6
Drama. The need for socialized medicine is brought to the fore in this one. Lew Ayres, Lionel Barrymore. Director: Harold S. Bucquet.

◎Edison, the Man..36..(106).....May 10
Drama. The inventor obtains the backing of Western Union for his stock ticker. The talking machine and light by electricity follow. Spencer Tracy, Rita Johnson. Director: Clarence Brown.

Forty Little Mothers..34...(87).....Apr. 26
Comedy. The girls of his school come to the professor's aid when he undertakes to care for an abandoned baby. Eddie Cantor, Rita Johnson, Judith Anderson. Director: Busby Berkeley.

Gold Rush Maisie..47..(82).....July 26
Comedy Drama. The wise-cracking, soft-hearted showgirl finds land for a family of migrant crop-pickers after participating in a gold strike that doesn't pan out. Ann Sothern, Lee Bowman, Virginia Weidler. Director: Edwin L. Marin.

Golden Fleecing, The..49..(69) .....Aug. 16
Comedy. An insurance man finds his biggest account has a price on his head, and to keep his job, must protect him. Lew Ayres, Rita Johnson, Lloyd Nolan. Director: Leslie Fenton.

I Love You Again..50..(99) .....Aug. 9
Comedy Drama. A blow on the head changes a leading citizen into the confidence man he once was, but his wife, who was about to divorce him, now finds him fascinating. William Powell, Myrna Loy, Frank McHugh. Director: W. S. Van Dyke II.

◎Mortal Storm, The..41..(99).....June 14
Drama. Clouds gather over a German family when the Nazis rise to power, and their life is disrupted. Margaret Sullavan, James Stewart, Robert Young. Director: Frank Borzage.

New Moon..31..(105) .....June 28
Operetta. Romance and music in colonial New Orleans. Jeanette MacDonald, Nelson Eddy. Director: Robert Z. Leonard.

Phantom Raiders..40..(70) .....May 31
Melodrama. Nick Carter breaks up a Central American sabotage and insurance racket. Walter Pidgeon, Donald Meek, Florence Rice. Director: Jacques Tourneur.

◎Pride and Prejudice..46..(118).....Aug. 2
Costume Comedy. The connivances of a mother to get her five daughters married off. Greer Garson, Laurence Olivier, Mary Boland, Maureen O'Sullivan, Edna May Oliver. Director: Robert Z. Leonard.

Sporting Blood..44..(80) .....July 12
Drama. Love and a horse race dissolve a feud between two families. Robert Young, Maureen O'Sullivan. Director: S. Sylvan Simon.

Susan and God..39..(115) .....June 7
Drama. A frivolous woman, who adopts religion as a fad, finds it stands her in good stead when she has to face a crisis in her own life. Joan Crawford, Fredric March. Director: George Cukor.

20 Mule Team..35..(85) .....May 3
Western. Stealing, fighting, killing for borax in the desert. Wallace Beery, Leo Carrillo. Director: Richard Thorpe.

Two Girls on Broadway..33..(71).....Apr. 19
Comedy Drama. In love with her sister's suitor, a girl turns to a man-about-town. The sister, to save her, gives up her fiance. Lana Turner, Joan Blondell, George Murphy. Director: S. Sylvan Simon.

Waterloo Bridge..37..(103) .....May 17
Drama. A girl who becomes anybody's girl when she believes her soldier-lover to have been killed, refuses to burden him when he returns, desiring to marry her. Vivien Leigh, Robert Taylor, Maria Ouspenskaya. Director: Mervyn LeRoy.

We Who Are Young..45...(79)..(A).....July 19
Drama. Struggles of a young couple, whose mar-

riage discovered, costs the girl her job. Lana Turner, John Shelton. Director: Harold S. Bucquet.

Monogram

Arizona Frontier..3958..(55).....Aug. 19
Western. The adopted son of an Indian chief returns to the prairies to aid in the solution of a series of crimes. Tex Ritter. Director: Al Herman.

Boys of the City..4020..(63).....July 15
Melodrama. Headed for camp, the East Side Kids, take refuge in a haunted chateau during a storm and find there a murdered man and a girl, bound and gagged. They postpone vacation to solve the mystery. Bobby Jordan, Leo Gorcey, Dave O'Brien. Director: Joe Lewis.

Chamber of Horrors..3909..(A)..(83).....Aug.12
Melodrama. A detective helps an heiress locate the fortune left her after tracking down the criminals who would block her. Leslie Banks, Lilli Palmer. Director: Norman Lee.

Cowboy From Sundown..3955..(58).....May 9
Western. A sheriff solves a financially crippling quarantine when he apprehends the banker poisoning cattle. Tex Ritter. Director: Spencer Bennet.

Doomed to Die..3908..(67).....Aug. 5
Mystery-Melodrama. Several other murders impel the sleuth to release his original suspect and round up the guilty ones. Boris Karloff, Grant Withers, Marjorie Reynolds. Director: William Nigh.

Golden Trail, The..3956..(52).....July 3
Western. A gang that kills miners as they strike pay dirt, is tracked down. Tex Ritter. Director: Al Herman.

Haunted House..3910..(68).....July 17
Murder Mystery. An office boy in a small town newspaper office proves the innocence of his friend, charged with murder. Jackie Moran Marcia Mae Jones, Christian Rub. Director: Bob McGowan.

Kid From Santa Fe, The..3965..(50).....May 23
Western. A sheriff and his daughter help an innocent man, charged with murder, escape that he may find the real killer. Jack Randall. Director: Raymond K. Johnson.

Land of Six Guns..3964..(54).....May 2
Western. Getting involved by smugglers makes a peaceful rancher again take up his guns. Jack Randall. Director: Raymond K. Johnson.

Last Alarm, The..3927..(61).....June 25
Melodrama. A retired fireman tracks down a dangerous incendiary. J. Farrell MacDonald, Warren Hull, Polly Ann Young. Director: William West.

Laughing at Danger..3913..(62).....Aug. 12
Mystery Drama. Three murders in a beauty parlor set a page-boy and general handyman on the trail to capture a gang of blackmailers. Frankie Darro, Manton Moreland. Director: Howard Bretherton.

Mysterious Mr. Reeder..3926..(77).....Apr. 30
Melodrama. An elderly eccentric unmasks a counterfeiting gang. Will Fyffe. Director: Jack Raymond.

On the Spot..3915..(62).....June 11
Melodrama. A soda-jerk solves a murder when a wounded gangster staggers into his store. Frankie Darro, Mantan Moreland. Director: Howard Bretherton.

Orphans of the North..4024..(57).....July 29
Melodrama. Adventures in the far north where at times nature's harshness makes man and beast friends in their own interest. Bob Webster, Mary Joyce, Ann Henning.

Pals of the Silver Sage..3954..(52).....Apr. 20
Western. Discovering the rustlers who are stealing his hostess' cattle, Ritter joins and apprehends them. Tex Ritter. Director: Al Herman.

Queen of the Yukon..3903..(..).....Aug. 26
Melodrama. Charles Bickford, Irene Rich. Gambling-boat queen is instrumental in saving the claims of the miners from a claim-jumping company, and at the same time finds romance for her daughter and herself. Director: Phil Rosen.

Rainbow Over the Range..3957..(59).....July 29
Western. A gang of horse thieves who also control town politics are cleaned up. Tex Ritter, Dorothy Fay. Director: Al Herman.

Range Busters..(55).....Aug. 12
Western. Bad men trying to get the heroine's ranch are foiled by the Range Busters. John King, Ray Corrigan, Luana Walters. Director: Roy Luby.

Riders From Nowhere..3966..(45).....May 30
Western. Posing as a ranger whose body he found, a man is accused of murder, but unmasks the real killer and stays as sheriff. Jack Randall, Margaret Roach. Director: Raymond K. Johnson.

Tomboy..11..(70).....Apr. 5
Comedy-Drama. A mean uncle makes amends when his nephew tackles two tramps, saving his uncle from harm and retrieving his money. Jackie Moran, Marcia Mae Jones, Grant Withers. Director: Robert McGowan.

Wild Horse Range..3960..(51).....June 18
Western. Two pals escape from a gang of horse thieves they have discovered and succeed in corraling the culprits. Jack Randall, Frank Yaconelli. Director: Raymond K. Johnson.

Paramount

Biscuit Eater, The..3931..(80).....May 24
Drama. Story of a boy's love for his dog. Billy Lee, Cordell Hickman. Director: Stuart Heisler.

Buck Benny Rides Again..3932..(82).....May 3
Comedy. Benny on a dude ranch, bribes the hands to let him insult them, thereby impressing the girl, who is fond of "tough" men. Jack Benny, Ellen Drew. Director: Mark Sandrich.

Comin' Round the Mountain..3944..(62)...Aug. 16
Comedy. A string of situations based on the idea mountain folk hate to wear shoes and would rather go a-feudin' than eat. Bob Burns, Una Merkel, Jerry Colonna. Director: George Archainbaud.

French Without Tears.....3930..(67).....Apr. 26
Farce Comedy. The routine of a group of English students in a school near Paris is pretty well shattered when the sister of one of them arrives and proves a heart-breaker. Ray Milland, Ellen Drew. Director: Anthony Asquith.

Ghost Breakers, The..3938..(82).....June 21
Mystery-Comedy. Adventures of an heiress in an allegedly haunted castle. Bob Hope, Paulette Goddard, Richard Carlson. Director: George Marshall.

Golden Gloves..3942..(67).....Aug. 2
Melodrama. A reporter and a promising amateur expose the operation of a crooked boxing arena. Richard Denning, Jean Cagney, Robert Paige. Director: Edward Dmytryk.

Great McGinty, The..3945..(82).....Aug. 23
Comedy Drama. A political boss, on a whim, boosts a bum to a state governorship, and with even greater speed topples him back into the hobo ranks, where he himself is compelled to follow. Brian Donlevy, Akim Tamiroff, Muriel Angelus. Director: Preston Sturges.

Hidden Gold..3958..(61).....June 7
Western. A gang who are stealing gold from a mine are trapped. William Boyd. Director: Lesley Selander.

Light of Western Stars..3931..(63).....Apr. 19
Western. Framed by gun-runners and sought by officials, a ranch foreman, in love with the ranch mistress, cleans up the villains. Victor Jory, Jo Ann Sayers, Noah Beery jr. Director: Lesley Selander.

Mystery Sea Raider..3943..(75).....Aug. 9
Melodrama. A boat seized by foreign agents, posing as export businessmen, and used as a supply ship for raiders, is regained by the captured crew. Henry Wilcoxon, Carole Landis, Onslow Stevens. Director: Edward Dmytryk.

Opened by Mistake..3933..(66).....May 10
Mystery Drama. A reporter and his buddy become involved in a murder which they solve with the aid of a girl. Charlie Ruggles, Janice Logan. Director: George Archainbaud.

Queen of the Mob..3939..(61).....June 28
Drama. A mother trains three of her sons to become outlaws; the fourth becomes an attorney and is responsibe for the gang's apprehension. Blanche Yurka, Ralph Bellamy. Director: James Hogan.

Rhythm on the River..(96).....Sept. 6
Comedy with Music. Ghost-writing in the field of music. Bing Crosby, Mary Martin, Basil Rathbone, Oscar Levant. Director: Victor Schertzinger.

Safari..3937..(81).....June 14
Drama. The guest on a yachting trip falls for a game hunter whom she finally bags despite the opposition of her host. Madeleine Carroll, Douglas Fairbanks jr., Tullio Carminati. Director: Edward H. Griffith.

Stagecoach War..3959..(61).....July 12
Western. A battle between two stagecoach lines for the Wells-Fargo franchise occupies Hoppy and his pals. Bill Boyd, Russell Hayden. Director: Lesley Selander.

Those Were the Days..3936..(70).....May 31
Romantic Comedy. American college-campus life during the horse and buggy age. William Holden, Bonita Granville. Director: J. Theodore Reed.

Typhoon..3934..(70).....May 17
Melodrama. A pearl-hunting American and a strange white princess find romance in the south seas. Dorothy Lamour, Robert Preston. Director: Louis King.

Untamed..3941..(83).....July 26
Melodrama. A society doctor who flees to the far north to sober up falls in love with the wife of a woodsman. Ray Milland, Patricia Morison, Akim Tamiroff. Director: George Archainbaud.

Way of All Flesh..3940..(82).....July 5
Melodrama. Years after a man has forsaken his family to save them humiliation, he returns to find them happy, and he leaves, without disclosing himself. Akim Tamiroff, Gladys George. Director: Louis King.

Republic

Carolina Moon..944..(65).....July 15
Western. A cowboy saves several southern plantation owners from losing their homes. Gene Autry, Smiley Burnette. Director: Frank McDonald.

Carson City Kid..955..(57).....July 17
Western. Posing as a desperado, the hero tracks down the murderer of his brother. Roy Rogers, Bob Steele. Joe Kane directed.

Covered Wagon Days..965..(56).....Apr. 22
Western. The Three Mesquiteers find the guilty party in a silver smuggling episode on the border. Director: George Sherman.

Crooked Road, The..923..(66).....May 10
Drama. A man is freed from involvement in the killing of an extortioner, but loses his girl to his friend. Edmund Lowe, Irene Hervey. Director: Phil Rosen.

Earl of Puddlestone, The..924..(67).....Sept. 6
Comedy Drama. Complications follow the "arranged" inheritance of an English earldom, when royalty pays a visit. The Gleasons. Director: Al Wilson.

Gangs of Chicago..924..(66).....May 19
Action Drama. A trapped racketeer sacrifices himself to save his school-days friend, a lawyer. Lloyd Nolan, Barton MacLane, Lola Lane. Director: Arthur Lubin.

Gaucho Serenade..943..(66).....May 10
Musical Western. Two pals prove the benefactors of a man framed for an embezzling and a society girl. Gene Autry, Smiley Burnette. Director: Frank McDonald.

Girl From God's Country..904..(71).....July 30
Melodrama. Law and romance overtake a doctor who, as the ministering friend of settlers and natives, had found sanctuary from an unjust murder indictment in the far north. Chester Morris, Jany Wyatt, Charles Bickford. Director: Sidney Salkow.

Grand Ole Opry..908..(67).....June 25
Western. A mayor runs for governor, outsmarting the crooked politician who was bossing the state. Weaver Bros., Elviry. Director: Frank McDonald.

Grandpa Goes to Town..922..(65).....Apr. 19
Comedy. Finding a real gold mine just when the rumor they mistakenly spread about a false one damages, saves the Higginses from irate westerners. James Gleason, Lucile Gleason, Russell Gleason. Director: Gus Meins.

In Old Missouri..921..(67).....Apr. 17
Musical. Sharecroppers change places with their landlord who then discovers his partners are crooked. Weaver Bros. and Elviry. Director: Frank McDonald.

Oklahoma Renegades..069..(57).....Aug. 29
Western. Disabled veterans homesteading a valley, find opposition from the cattlemen. Three Mesquiteers. Director: Nate Watt.

One Man's Law..992..(57).....June 29
Western. Two wanderers overcome the opposition in a town that would halt a railroad from coming in. Don Barry. Director: George Sherman.

Ranger and the Lady..956..(59).....July 30
Western. A ranger fights racketeers who toll wagon trains on the Santa Fe trail. Roy Rogers, George Hayes, Jacqueline Wells. Director: Joseph Kane.

Ride, Tenderfoot, Ride..543..(65).....Sept. 6
Western. The heir to a packing plant foils the opposition's combination scheme that would leave a number of employes out. Gene Autry, Smiley Burnette. Director: Frank McDonald.

Rocky Mountain Rangers..966..(58).....May 24
Western. Western terrorists are tracked down by the Three Mesquiteers when one of them poses as an outlaw. Director: George Sherman.

Scatterbrain..909..(72).....July 20
Comedy. A hillbilly songstress, signed up for a film by mistake, proves a sensation. Judy Canova, Alan Mowbray. Director: Gus Meins.

Sing, Dance, Plenty Hot..910..(70).....Aug. 10
Musical Comedy. A theatrical agent's partner walks out with the funds realized in a charity show, leaving his partner to carry on. Ruth Terry, Johnny Downs, Billy Gilbert. Director: Lew Landers.

Three Faces West..903..(81).....July 3
Drama. An Austrian surgeon and his daughters aid midwestern farmers in their fight against dust and drought. Charles Coburn, John Wayne, Sigrid Gurie. Director: Bernard Vorhaus.

Tulsa Kid, The..071..(57) .....Aug. 16
Western. An orphan and his foster father come to grips with guns when the latter is found in league with crooks swindling the ranchholders. Don Barry, Noah Beery, Luana Walters. Director: George Sherman.

Wagons Westward..907..(70) .....June 19
Western. A good twin sets out to save the family name, about which his bad counterpart cares nothing. Chester Morris, Buck Jones. Director: Lew Landers.

Women in War..902..(70).....June 6
Melodrama. Lives of nurses behind the front line trenches. Elsie Janis, Wendy Barrie, Patric Knowles. Director: John H. Auer.

RKO Radio

A Bill of Divorcement..025..(74).....May 31
Drama. The issues precipitated by divorce and hereditary insanity are met by a refined English family. Maureen O'Hara, Adolphe Menjou, Fay Bainter, Herbert Marshall. Director: John Farrow.

Abe Lincoln in Illinois..009..(112).....Apr. 19
Historical Drama. Lincoln as the peace-loving backwoodsman; his love for Ann Rutledge; and his checkered romance with Mary Todd who will settle for nothing else than Lincoln as president. Raymond Massey, Ruth Gordon. Director: John Cromwell.

Anne of Windy Poplars..035..(85).....June 28
Drama. A school teacher overcomes obstacles in a community prejudiced against her. Anne Shirley, James Ellison. Director: Jack Hively.

Beyond Tomorrow..031..(83) .....May 10
Melodrama. Three benevolent spirits succeed in reuniting a couple—not unaided by a jealous spouse's shooting. Charles Winninger, Jean Parker, Maria Ouspenskaya. Director: Lee Garmes.

Cross Country Romance..039..(66).....July 12
Comedy-Drama. A spoiled runaway heiress hides in the trailer of a doctor headed for China, and they fall in love. Gene Raymond, Wendy Barrie. Director: Frank Woodruff.

Curtain Call..027..(60) Apr.26
Comedy. A manuscript producers thought to use as a cudgel over their star turns out to please her immensely and proves a hit. Barbara Read, Alan Mowbray. Director: Frank Woodruff.

Dance, Girl, Dance..046..(87).....Aug. 30
Comedy-Romance with Music. Two girls are rivals to have their names in lights and both are after the same man. Maureen O'Hara. Lucille Ball, Ralph Bellamy, Maria Ouspenskaya. Director: Dorothy Arzner.

Dr. Christian Meets the Women..036..(65)..July 5
Comedy Drama. Dr. Christian works to restore health to the city's women who flocked to a quack diet specialist. Jean Hersholt, Dorothy Lovett, Rod La Rocque. Director: William McGann.

Irene..024..(101) .....May 3
Musical Comedy. A case of mistaken identity is solved for a girl before it becomes a predicament, by the fellow responsible. Anna Neagle, Ray Milland. Director: Herbert Wilcox.

Lucky Partners..038..(102) .....Aug. 23
Comedy. An artist meets a girl with whom he shares a sweepstakes ticket; they win and depart on an "impersonal" but unconventional "honeymoon." Ronald Colman, Ginger Rogers, Jack Carson. Director: Lewis Milestone.

Men Against the Sky..(74).....Sept. 6
Melodrama. Behind-the-fence activities in a modern airplane factory. Richard Dix, Kent Taylor, Edmund Lowe. Director: Leslie Goodwins.

Millionaires in Prison..037..(63).....July 26
Comedy Drama. A research doctor, in for manslaughter, works with the prison doctor to discover a cure for a rare fever. Lee Tracy, Linda Hayes. Director: Ray McCarey.

My Favorite Wife..025..(88) .....May 17
Comedy. An explorer-wife returns to find her husband married again, but manages to get him back. Irene Dunne, Cary Grant, Randolph Scott. Director: Garson Kanin.

One Crowded Night..042..(66).....Aug. 9
Melodrama. An escaped convict-husband hides in the desert auto court of his wife's family and gunplay follows until matters are straightened. Billie Seward, Paul Guilfoyle. Director: Irving Reis.

Pop Always Pays..034..(66).....June 21
Comedy-Drama. An irascible father gets in a jam when he has to make good his promise of $1,000 to his daughter's suitor when the latter saves an equal sum. Leon Errol, Dennis O'Keefe. Director: Leslie Goodwin.

Prairie Law..084..(59) .....June 7
Western. A land shark gets away with invading ranchers lands, but runs into trouble when he kills the friend of a hitherto peaceful onlooker. George O'Brien, Virginia Vale. Director: David Howard.

◎**Queen of Destiny**..061..(95).....Aug. 2
Drama. The reign of Queen Victoria. Anna Neagle, Anton Walbrook. Director: Herbert Wilcox.

Ramparts We Watch, The..171..(87).....Aug. 16
Propaganda. Some of the best World War scenes re-enacted, presented as an argument for keeping out of war. No cast credits.

Saint Takes Over..033..(68).....June 7
Comedy Melodrama. The Saint goes to America to solve the murders of which his friend is wrongly accused. George Sanders, Wendy Barrie. Director: Jack Hively.

Stage to Chino..085..(59).....July 26
Western. A postal inspector discovers that a rival stage line owner is behind the bandits that victimize other lines. George O'Brien, Virginia Vale. Director: Edward Killy.

Tom Brown's School Days..029..(82).....July 19
Drama. English school life during the 19th century. James Lydon, Freddie Bartholomew, Cedric Hardwicke. Director: Robert Stevenson.

Wildcat Bus..043..(63) .....Aug. 23
Melodrama. A bankrupt playboy, refused a job with a bus firm, joins crooks who operate against the firm. In the nick of time he returns to the legal way of doing business. Fay Wray, Charles Lang. Director: Frank Woodruff.

You Can't Fool Your Wife..032..(65).....May 24
Comedy. Sudden entanglements with wine, women and song, pull a married couple out of a marital rut. Lucille Ball, James Ellison. Director: Ray McCarey.

20th Century-Fox

Charlie Chan at the Wax Museum..110.....(63) .....Sept. 6
Mystery-Melodrama. Chan traps a dangerous killer who uses a wax museum as a hideout. Sidney Toler. Director: Lynn Shores.

Charlie Chan's Murder Cruise..048..(75)...June 21
Mystery-Melodrama. A mysterious strangler on a world cruise is captured after four or five murders. Sidney Toler, Marjorie Weaver, Lionel Atwill. Director: Eugene Forde.

Earthbound..034..(67) .....June 7
Drama. Killed on his second honeymoon by a former flame, a man cannot leave the earth until his spirit is able to vindicate his love for his wife. Warner Baxter, Andrea Leeds, Lynn Bari. Director: Irving Pichel.

Four Sons..047..(89) .....June 14
Drama. Invasion in Czechoslovakia divides four brothers and brings destruction to a home. Don Ameche, Eugenie Leontovich, Mary Beth Hughes. Director: Archie Mayo.

Girl From Avenue A, The..104..(73).....Aug. 9
Comedy Drama. A waif picked up by an author, leaves when she discovers his book ridicules her, but returns when the author and his family reveal they love the child. Jane Withers, Kent Taylor. Director: Otto Brower.

I Was an Adventuress..038..(81).....May 10
Comedy-Drama. International intrigue and jewel-thievery. Zorina, Richard Greene, Peter Lorre. Director: Gregory Ratoff.

Johnny Apollo..042..(93) .....Apr. 19
Drama. Railroaded to prison where his father, whom he spurned, is confined for embezzlement, father and son frustrate a prison break and are reconciled. Tyrone Power, Dorothy Lamour, Edward Arnold. Director: Henry Hathaway.

Lillian Russell..045..(127) .....May 24
Biographical Drama. Story of the colorful woman who dominated the American theatre during the closing decades of the last century. Alice Faye, Henry Fonda, Edward Arnold, Don Ameche. Director: Irving Cummings.

Lucky Cisco Kid..049..(67).....June 28
Western. A corrupt judge, who has designs on a widow's ranch which controls the water supply, is exposed. Cesar Romero, Mary Beth Hughes. Director: H. Bruce Humberstone.

Manhattan Heartbeat..046..(71) .....July 12
Drama. A woman hater and a girl who thinks marriage is slavery fall in love, and emerge through quarrel and struggle, happy. Virginia Gilmore, Robert Sterling, Joan Davis. Director: David Burton.

Man I Married, The..101..(77).....Aug. 2
Drama. An American wife, married to a Nazi, learns the bitter tragedy of the German philosophy. Joan Bennett, Francis Lederer, Marie Ouspenskaya. Director: Irving Pichel.

◎**Maryland**..050..(91) .....July 19
Drama. An enthusiastic horsewoman foreswears riding when her husband is killed; but is rewon when her son rides the winner in the big race. Walter Brennan, Fay Bainter, Brenda Joyce. Director: Henry King.

On Their Own..044..(65) .....May 10
Comedy Drama. The Joneses trek to California to recoup their fortune. Spring Byington, Ken Howell. Director: Otto Brower.

Pier 13..106..(66) .....Aug. 23
Comedy Drama. A new cop, in romantic pursuit of a hash-slinger, finds her sister involved with a big-time crook, which in due time he breaks up. Lynn Bari, Lloyd Nolan, Joan Valerie. Director: Eugene Forde.

Return of Frank James..103..(92) .....Aug. 16
Melodrama. Frank sets out to avenge the murder of his brother, Jesse. Henry Fonda, Gene Tierney, Jackie Cooper. Director: Fritz Lang.

Sailor's Lady..052..(66) .....July 5
Comedy. For a while a baby messes up romance for a couple. Nancy Kelly, Jon Hall. Director: Allan Dwan.

Shooting High..041..(65) .....Apr. 26
Comedy-Western. Apprehending bank robbers smoothes out an old feud and helps the grandson of a famous sheriff get his girl. Jane Withers, Gene Autry, Marjorie Weaver. Director: Alfred E. Green.

So This Is London..043..(84) .....May 3
Comedy. Children of an English and an American businessman who can't get together on a deal, become engaged and join the squabbles. George Sanders. Director: Thornton Freeland.

Young People..109..(79) .....Aug. 30
Comedy with Music. A troupe of vaudevillians learn to make a go of it on a farm. Shirley Temple, Jack Oakie, Charlotte Greenwood. Director: Allan Dwan.

United Artists

Captain Caution..(85) .....Aug. 9
Melodrama. Slavers who come into control of an American vessel during the war of 1812 are defeated when the officers break through. Victor Mature, Leo Carrillo, Bruce Cabot, Louise Platt. Director: Richard Wallace.

Foreign Correspondent..(..) .....Aug. 16
Drama. An American newspaper man tries to get the lowdown on the European situation. Joel McCrea, Laraine Day, Herbert Marshall. Director: Alfred Hitchcock.

Kit Carson..(97) .....Aug. 30
Drama. The scout who leads a wagon train of settlers through dangerous Indian country to California, then has to fight the military governor who tries to dispose of the Americans. Jon Hall, Lynn Bari. Director: George B. Seitz.

Our Town..(90) .....May 24
Drama. One decade in the life of ordinary Americans at the turn of the century. William Holden, Martha Scott. Director: Sam Wood.

Saps at Sea..(57) .....May 3
Comedy. An escaping gangster comes aboard the decrepit boat of a pair of would-be yachtsmen. Stan Laurel, Oliver Hardy. Director: Gordon Douglas.

South of Pago Pago..(96) .....July 18
Melodrama. A dance hall girl saves the life of a native chief's son from a piratical captain. Victor McLaglen, Jon Hall, Frances Farmer. Director: Alfred E. Green.

Turnabout..(A)..(83) .....May 17
Comedy. A scrappy husband and wife find they have exchanged bodies. Carole Landis, John Hubbard, Adolphe Menjou. Director: Hal Roach.

Universal

Alias the Deacon..4015..(73) .....May 17
Comedy. A card shark, posing as a deacon, thwarts an oil town's villain. Bob Burns, Mischa Auer, Dennis O'Keefe, Peggy Moran. Director: Christy Cabanne.

Argentine Nights..(72) .....Sept. 6
Musical Comedy. Night life antics among the Latin-Americans. Ritz Bros., Andrews Sisters. Director: Al Rogell.

Bad Man From Red Butte..4063..(58).....May 31
Western. The lawless element kill the man who led them, but the latter's brother cleans them up. Johnny Mack Brown, Bob Baker. Director: Ray Taylor.

Black Diamonds..4057..(52) .....July 19
Melodrama. Unsafe mine operation is brought

to an end when a newspaperman's father is injured. Richard Arlen, Andy Devine. Director: Christy Cabanne.

Boys From Syracuse..4003..(72).....Aug. 9
Comedy. Modern day modes are spoofed by their counterpart in classical Greece. Allan Jones, Martha Raye, Joe Penner, Charles Butterworth. Director: Edward Sutherland.

Enemy Agent..4033..(61).....Apr. 19
Melodrama. A draftsman in an airplane factory finds the espionage ring stealing the plans. Richard Cromwell, Helen Vinson. Director: Lew Landers.

Fugitive, The..5046..(77).....June 28
Drama. A barber who commits robbery and murder is hounded by his conscience. Ralph Richardson, Diana Wynyard. Director: Brian Desmond Hurst.

Hot Steel..4056..(61).....May 24
Melodrama. Discoverers of a new formula for finer steel lure the man who stole their sample bar into a police trap. Richard Arlen, Andy Devine. Director: Christy Cabanne.

I Can't Give You Anything But Love..4037..(61).....June 21
Comedy. A gangster kidnaps a composer for his lyrics and with racketeer tactics boosts his song to the top. Broderick Crawford, Johnny Downs. Director: Albert S. Rogell.

If I Had My Way..4005..(94).....May 3
Comedy with Music. Adopting an orphan soon leads to Crosby and his friends entrance into business, which turns out successfully. Bing Crosby, Gloria Jean. Director: David Butler.

La Conga Nights..4029..(61).....May 31
Comedy with Music. A boarding house is saved when the mortgage holder, a swing fan, is persuaded to turn it into a night club. Hugh Herbert, Dennis O'Keefe, Constance Moore. Director: Lew Landers.

Love, Honor and Oh, Baby..4036..(60).....June 7
Drama. A fellow finds a new girl just as he was about to get himself killed when the first girl jilted him. The two later track down the professional killers. Wallace Ford, Kathryn Adams, Donald Woods. Director: Charles Lamont.

Private Affairs..4007..(75).....July 5
Comedy Drama. The black sheep of a straight-laced family returns to help his daughter marry the man she loves. Nancy Kelly, Roland Young, Hugh Herbert. Director: Albert S. Rogell.

Riders of Pasco Basin..4062..(57).....Apr. 5
Western. The ranchers money, gathered for a crooked irrigation project, is retrieved. Johnny Mack Brown, Bob Baker. Director: Ray Taylor.

Sandy Is a Lady..4008..(64).....June 14
Comedy. Lost Baby Sandy comes home in time to help her daddy get a contract from his boss. Baby Sandy, Nan Grey, Tom Brown, Mischa Auer.

Ski Patrol..4031..(62).....May 10
Melodrama. A Finn and a Russian, great friends at the Olympic games, meet as foes on the battlefield. Philip Dorn, Luli Deste. Director: Lew Landers.

Son of Roaring Dan..4064..(60).....July 26
Western. A man discovers the killer of his father, and with the ranchers, rounds up the gang of rustlers the murderer leads. Johnny Mack Brown. Director: Ford Beebe.

South to Karanga..4039..(69).....Aug. 2
Melodrama. An assortment of tropical types and their adventures, climaxed by a native attack upon a train and mining settlement in Africa. Charles Bickford, James Craig, Luli Deste. Director: Harold Shuster.

When the Daltons Rode..4006..(81).....July 26
Outdoor Drama. A semi-historical action yarn of the famous bandits of the last century. Randolph Scott, Kay Francis, Brian Donlevy. Director: George Marshall.

You're Not So Tough..4023..(72).....July 26
Comedy-Melodrama. The kids of shanty-town discover law and justice merit a soft spot in their hearts. Billy Halop, Huntz Hall, Nan Grey. Director: Joe May.

Warner Bros.

Brother Orchid..405..(91).....June 8
Comedy Drama. A racketeer searches for "class" in Europe but in vain, and finds it only when his successor is taking him for a ride. Edward G. Robinson, Ann Sothern, Humphrey Bogart. Director: Lloyd Bacon.

Calling All Husbands..(..).....Sept. 7
Comedy Drama. A domineering wife's role is ended when husband discovers the "rich suitor" she gave up is panhandling. Ernest Truex, George Tobias, Lucile Fairbanks. Director: Shepard Traube.

Flowing Gold..412..(81).....Aug. 24
Melodrama. An oilfields worker, escaping from a murder he committed in self-defense, stops an oil well fire to save co-workers, though doing so reveals him to the police. John Garfield, Frances Farmer, Pat O'Brien. Director: Alfred E. Green.

Gambling on the High Seas..424..(56).....June 22
Melodrama. A newspaper apprehends the skipper of a gambling ship when murder is committed. Wayne Morris, Jane Wyman. Director: George Amy.

Money and the Woman..417..(65).....Aug. 17
Melodrama. A bank teller's wife prevails upon a bank executive to cover up the thefts of her husband; the husband then obliges by robbing the bank again. Jeffrey Lynn, Brenda Marshall, Roger Pryor. Director: William K. Howard.

My Love Came Back..407..(81).....July 20
Comedy with Music. The tug-of-war between the classics and swing in an academy of music with its youthful students and rich patrons. Olivia de Havilland, Jeffrey Lynn, Jane Wyman. Director: Kurt Bernhardt.

River's End..414..(..).....Aug. 10
Action Drama. A dying mountie is convinced of the innocence of the man he captures, and the latter resembling the mountie, is persuaded to pose as such and track down the real criminal. Dennis Morgan, Elizabeth Earl, Victor Jory. Director: Ray Enright.

Saturday's Children..410..(100).....May 11
Drama. Tricked into marriage, but not sorry, lack of money later separates a young husband from his wife, but they finally are reunited. John Garfield, Anne Shirley. Director: Vincent Sherman.

Sea Hawk, The..401..(125).....Aug. 31
Melodrama. England on the seas in the days of Queen Elizabeth, the Spanish Armada, and patriot buccaneers. Errol Flynn, Brenda Marshall, Claude Rains. Director: Michael Curtiz.

Tear Gas Squad..423..(55).....May 4
Drama. A night club singer who joins the police force to please his girl, becomes a real officer when his brother is murdered. Dennis Morgan, Gloria Dickson. Director: Terry Morse.

State Rights

American Gang Busters (A)..(60)..Times Pictures
Documentary. Assorted clips tracing the careers of such criminals as Clyde Barrow, John Dillinger, Machine Gun Kelly, Pretty Boy Floyd, Bruno Hauptmann, Alvin Karpis. 4-40

Captain Moonlight..(58).....Atlas Films
Musical Drama. A girl is saved from marrying a card sharp when the hero unmasks him as a bigamist. John Garrick, Winifred Shotter. 5-40

Face Behind the Scar, The..(71).....Alliance
Mystery Drama. An innocent fugitive returns but is hounded by the man who married his fiancee. Justice ultimately prevails. Griffith Jones, Rosalyn Boulter. 4-40

Frontier Crusader..(62).....P-R-C
Western. A fellow handy with gun and fists cleans up a town. Tim McCoy. 6-40

George Washington Carver..(61).....Bryant
Negro Semi-Documentary. The life of the Negro scientist. Director: Ben Parker. 5-40

Hidden Menace..(58).....Alliance Films
Drama. A magician in love with a dancer seeks to do away with the acrobat she loves. Otto Kruger, Gertrude Michael. 5-40

Horrors of War (A)..(51).....Merit Pictures
Drama. Several war scenes accenting the ravages. 4-40

I Take This Oath..(67).....Syndicate
Drama. The son of an inspector tracks down the racketeers who murdered his father. Gordon Jones, Joyce Compton, J. Farrell MacDonald. Director: Sherman Scott. 5-40

Killers of the Wild..(58).....Times
Outdoor Drama. Story of a group of people who live outdoors. Joan Valeria, James Bush. 4-40

Lightning Strikes West..(56).....Colony
Western. A special investigator traces a released criminal to where he has concealed stolen gold. Ken Maynard. 6-40

Lights Out in Europe..A..(70).....Mayer-Burstyn
Documentary. A story of nations at war; of people murdered and property destroyed. A study of the events which led to the present armed state. Narration by Fredric March. Script by James Hilton. 4-40

Macushla..(60).....Stellar Attrac.
Melodrama. Romance of a girl and an Irish border guard who is hunting her brother for gun running. Pamela Wood, Liam Gaffney. 5-40

Mercy Plane..(72).....Syndicate
Drama. A wizard flyer traps his girl's brother selling stolen planes to foreign powers. James Dunn, Frances Gifford. 5-40

Mr. Washington Goes to Town..(65).....Dixie-Nat'l
All-Negro Comedy. Sennett-type slapstick with all the gags in the book. F. E. Miller, Manton Moreland. Director: Jed Buell. 5-40

Outsider, The (A)..(90).....Alliance
Drama. Blocked by the medical profession, the inventor of a machine eventually cures a crippled girl. George Sanders, Mary Maguire. 4-40

Phantom Rancher..(61).....Colony
Western. Maynard has to pose as a phantom rider to bring help to the farmers in a valley near his ranch. Ken Maynard, Dorothy Short. 4-40

Secrets of a Model..(60).....Times Pictures
Melodrama. True love finally comes to the girl who fell victim to the villain. Sharon Lee, Phyllis Barry. 5-40

Son of Ingagi..(66).....Sack
All-Negro Melodrama. A laboratory-created monster kills his woman doctor captor and several others before the place is burned down. Alfred Grant, Daisy Bufford. Director: Richard C. Kahn. 4-40

Suicide Legion..(54).....Film Alliance
Drama. An Italian officer meets his estranged Austrian wife years after the war which divided them. Tullio Carminati, Lilli Palmer. Director: Herbert Wilcox. 5-40

Texas Renegades..(59).....Syndicate
Western. Posing as an outlaw, a marshal rounds up the evildoers in a western town. Tim McCoy. 5-40

Two's Company..(68).....Times Pictures
Comedy. The hero takes his girl and her mother to England, hoping she will grow romantic, which she does, but for somebody else. Ned Sparks, Mary Brian. Director: Tim Whelan. 3-40

Foreign Dialogue

Baker's Wife, The..French..(97).....B. W. Inc.
Drama. The village's need for bread brings back the baker's trifling wife. Raimu, Ginette Leclerc. Director: Marcel Pagnol. 3-40

Claudine (A)..(French)..(82).....French M. P.
Comedy Drama. The hopeless love of a 16-year-old schoolgirl for an older man. Blanchette Brunoy, Max Dearly. 4-40

Friendship (Italian)..(74).....Esperia
Comedy. A gay bachelor thinks he's in love with his friend's wife; so does his friend; and so does the wife, until she breaks up the friendship —then returning to her husband. Mario Besozzi, Elsa Merlini. 4-40

Great Light, The (Italian)..(80).....Esperia
Drama. The religious atmosphere of a shrine dissuades a man from avenging himself upon one who had railroaded him for a crime he did not commit. Amedeo Nazzari, Leda Gloria. 4-40

I Condottieri..Italian..(89).....Esperia
Historical Drama. The historical beginnings of a united Italy. Luis Trenker. 3-40

Life of Giuseppe Verdi, The (Italian) (115).....Esperia
Drama with Music. Biography of the opera composer. Gaby Morlay, Fosco Giachetti. Director: Carmine Gallone. 4-40

Overture to Glory..Yiddish..(87).....G&L
Melodrama with Music. Leaving the synagogue for opera, a young cantor, years later, atones. Moishe Oysher, Helen Beverly. Director: Max Nosseck. 3-40

Skeleton on Horseback..Czech..(78).....Mindlin
Drama. A doctor, headed to save a dictator and his coterie with his unique remedy, is killed by the forces they unloosed. 3-40

They Wanted Peace..Russian..(73).....Amkino
Historical Drama. The Bolshevik overthrow of the Kerensky government. F. Bagashvili, Tamara Markarova. 3-40

We Were Seven Widows..Italian..(80).....Esperia
Comedy. A lawyer shipwrecked with seven women is left alone as each one's husband turns up. Antonio Gandusio, Nino Taranto. 3-40

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where our compiler is unable to form any opinion from the review the sign "o" is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. Listings cover reviews appearing by the Saturday preceding date of this issue. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A									
Abe Lincoln in Illinois (RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Adventure in Diamonds (Para)	−	±	−	±	±	∓	±	±	6+ 8−
Alias the Deacon (Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too (FN)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante (M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Anne of Windy Poplars (RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas (FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful (M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
Argentine Nights (Univ)							+	+	2+
B									
Babies for Sale (Col)	±		±	−	±			+	4+ 4−
Bad Man From Red Butte (Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow (RKO)	±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement (RKO)	±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The (Para)	+	+	+	+	ǂ	+	ǂ	+	10+
Black Diamonds (Univ)	±	±		+			±	±	5+ 4−
Black Friday (Univ)	+	±	±	+	+	+	+	+	8+ 2−
Blazing Six Shooters (Col)	±		±	+	+				4+ 2−
Blondie Has Servant Trouble (Col)	+	+	+	+		+	+	+	7+
Blue Bird, The (20th-Fox)	+	∓	±	ǂ	+	ǂ	ǂ	+	11+ 2−
Boom Town (M-G-M)	ǂ	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	14+
Boys From Syracuse (Univ)	+	+	ǂ	ǂ	ǂ	+	+	ǂ	12+
Boys of the City (Mono)	−	+	−		+				2+ 2−
Bride Wore Crutches (20th-Fox)	±		−	∓			±	−	3+ 5−
Brigham Young (20th-Fox)	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Brother Orchid (WB)	+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again (Para)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Bullet Code (RKO)	+	+	+	+	+		+	+	7+
C									
Captain Caution (UA)	+	±	±	ǂ	+	+	+	+	9+ 2−
Captain Is a Lady (M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon (Rep)	∓		±	+	+		ǂ	+	7+ 2−
Carson City Kid (Rep)	±		±	+	+				4+ 2−
Chamber of Horrors (Mono)	±	±							2+ 2−
Charlie Chan at the Wax Museum (20th-Fox)	+			±	+	o	+	+	5+ 1−
Chan's Murder Cruise (20-Fox)	+		+	+	+	+		+	6+
Code of the Cactus (SR)	−								1−
Comin' Round the Mountain (Para)	−	±	−	∓			∓	∓	4+ 6−
Courageous Dr. Christian (RKO)	±	±	∓	±	±	±	+	+	8+ 6−
Covered Wagon Days (Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails (Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown (Mono)	∓		=	−					1+ 4−
Crooked Road, The (Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance (RKO)	+	±	+	+	+	±	+	+	8+ 2−
Curtain Call (RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D									
Dance, Girl, Dance (RKO)	+	ǂ	±	+	+		±	±	8+ 3−
Dark Command (Rep)	ǂ	+	+	+	+	+	ǂ	+	10+
Devil's Island (WB)			∓		+				2+ 1−
Dr. Christian Meets the Women (RKO)	±	±	∓	+	±	+	+	+	8+ 4−
Dr. Cyclops (Para)	−	±	∓	+	±	+	+	∓	7+ 5−
Dr. Kildare Goes Home (M-G-M)							+	+	2+
Dr. Kildare's Strange Case (M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Doctor Takes a Wife (Col)	ǂ	+	+	ǂ	ǂ	+	ǂ	+	12+
Doomed to Die (Mono)	∓	±	±	±		+	−	+	6+ 5−
Durango Kid, The (Col)			+	±	+				3+ 1−
E									
Earl of Puddlestone (Rep)	±	±	±	+	+	±			6+ 4−
Earthbound (20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man (M-G-M)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Enemy Agent (Univ)	+	±	±	±	±	±	±	±	8+ 7−
Everything Is Rhythm (Astor)			±						1+ 1−
F									
Farmer's Daughter (Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The (Col)	+			+					2+
Flight Angels (FN)	±	∓	∓	±	±	+	+	±	8+ 5−
Florian (M-G-M)	+	+	±	+	+	+	ǂ	±	9+ 2−
Flowing Gold (WB)	±	±	±	ǂ	+	+	±	±	9+45−
Foreign Correspondent (UA)		ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	13+
Forgotten Girls (Rep)	±	∓	−	±	+	o			4+ 4−
Four Sons (20th-Fox)	ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers (M-G-M)	+	+	±	+	+	+	±		7+ 2−
Free, Blonde and 21 (20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears (Para)	+	∓			+	+	±	∓	6+ 3−
Frontier Crusader (PRC)	±		−		±				2+ 3−
Fugitive, The (Univ)	−	±		+	ǂ	±	+	±	7+ 4−
Fugitive From Justice (WB)	±	∓	+	−	+	+		−	5+ 4−
Fugitive From a Prison Camp (Col)		∓	=	±	±				3+ 5−
G									
Gambling on High Seas (WB)		±	±	+			∓	±	5+ 4−
Gangs of Chicago (Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade (Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers (Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Ghost Valley Raiders (Rep)	∓		−	±	±	±			4+ 5−
Girl From Avenue A (20th-Fox)	+	±		+		∓	=	−	4+ 5−
Girl From God's Country (Rep)	+	+	+	+			+	+	7+
Girl in 313 (20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road (Col)	±	−	±	±	∓		+	±	6+ 6−
Golden Fleecing, The (M-G-M)	+		±	+		+	ǂ	ǂ	8+ 1−
Golden Gloves (Para)	+	±	∓	+	+	ǂ	+	±	9+ 3−
Golden Trail, The (Mono)	=				∓	∓	±	±	4+ 6−
Gold Rush Maisie (M-G-M)	+	±	+	+		+	+	+	7+ 1−
Grand Ole Opry (Rep)	∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town (Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Great Profile, The (20th-Fox)	+		ǂ	ǂ	ǂ	ǂ	+	ǂ	12+
Great McGinty, The (Para)	ǂ	±	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 1−
H									
Half a Sinner (Univ)	+	+	±	+	±			±	6+ 2−
Haunted Honeymoon (M-G-M)	+	±	±			+	=	±	5+ 5−
Haunted House (Mono)	±		+	+		o	+	+	5+ 1−
He Stayed for Breakfast (Col)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Hi-Yo Silver (Rep)	+		+	+	+	+			5+
Hidden Gold (Para)	±		±	+	+	+	+	+	7+ 2−
Hold That Woman (PRC)				+	±		+	−	3+ 2−
Hot Steel (Univ)	−	±	±	∓	±		+	±	6+ 6−
House of Seven Gables (Univ)	+	+	+	+	+	+	+	∓	8+ 1−
Howards of Virginia (Col)			ǂ			ǂ	ǂ	ǂ	8+
I									
I Can't Give You Anything But Love (Univ)	∓	+		+	−	±	+	+	6+ 3−
I Love You Again (M-G-M)	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	ǂ	14+
I Married Adventure (Col)	+	±		ǂ		ǂ	±	+	8+ 2−
I Take This Oath (PRC)	±		∓		+				3+ 2−
I Want a Divorce (Para)	+								1+
I Was an Adventuress (20-Fox)	±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way (Univ)	+	±	−	+	+	o	±	+	6+ 3−
I'm Nobody's Sweetheart Now (Univ)	+		+	ǂ	+	o	+	+	7+
In Disguise (20th-Fox)				±					1+ 1−
In Old Missouri (Rep)		∓	∓	±	∓	∓	∓	±	7+ 7−
Irene (RKO)	+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men (Col)	∓		∓	±	+		−	∓	5+ 5−
It All Came True (WB)	+	±	∓	+	+	+	+	+	8+ 2−
It's a Date (Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
J									
Johnny Apollo (20th-Fox)	+	+	+	+	+	+	+	ǂ	9+
K									
King of Lumberjacks (WB)	∓	∓	−	±	±		±	−	5+ 7−
Kit Carson (UA)		ǂ	±		+	ǂ	±	ǂ	9+ 2−
L									
LaConga Nights (Univ)	∓	±	∓	±	∓	±	±	±	8+ 8−
Lady in Question, The (Col)	+	+	±	ǂ		+	±	+	8+ 2−

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor — In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Ladies Must Live (FN)	+	±		∓		o	+	∓	5+ 3−
Land of Six Guns (Mono)	∓		∓	±	±				4+ 4−
Last Alarm (Mono)	±	∓		+	+	±	±	+	7+ 4−
Laughing at Danger (Mono)	+	±	±	±	+	+	+	+	8+ 3−
Leopard Men of Africa (SR)	±		+						2+ 1−
Lightning Strikes West (SR)	∓		∓						2+ 2−
Light of Western Stars Para)	+		±	+	+	∓	+	±	7+ 3−
Lillian Russell (20th-Fox)	ǂ	±	±	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 2−
Lone Wolf Meets a Lady (Col)	+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby (Univ)	=			±		o	±	−	2+ 5−
Lucky Cisco Kid (20th-Fox)	−		±	±	+	∓	∓	±	6+ 6−
Lucky Partners (RKO)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
M									
Ma, He's Making Eyes at Me (Univ)	−	±	−	±	+	o	±	±	5+ 6−
Mad Men of Europe (Col)	+	±	∓	+	+				5+ 2−
Man From Tumbleweeds (Col)	±		±		+				3+ 2−
Man I Married (20th-Fox)	+	+	+	ǂ	+	+	+	+	9+
Man Who Talked Too Much, The (WB)	+	±	∓	+	±	+	±	+	8+ 4−
Man With Nine Lives (Col)	±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbeat (20-Fox)	−	±	∓	+	+	o	+	+	6+ 3−
Maryland (20th-Fox)	+	±	±	+	ǂ	o	+	+	8+ 2−
Mayor's Dilemma (Alliance)							+		1+
Men Against the Sky (RKO)	+		+	ǂ		+	+	±	7+ 1−
Men Without Souls (Col)	−	∓	∓	∓	∓	+	+	∓	5+ 6−
Midnight Limited (Mono)	±	∓		±	+				4+ 3−
Military Academy (Col)	±	±	±	+	±		+	+	7+ 4−
Millionaire Playboy (RKO)	−	+	∓	±	±	o	+	±	6+ 5−
Millionaires in Prison (RKO)	+	±	+	+	+	o	±	+	7+ 2−
Money and the Woman (WB)	±	±		−		±	∓	±	5+ 6−
Mortal Storm, The (M-G-M)	+	ǂ	ǂ	ǂ	ǂ	+	ǂ	+	13+
Mummy's Hand, The (Univ)	+		±			o	+	+	4+ 1−
Murder in the Air (FN)	+	±	∓	+	±	o	∓		6+ 4−
Murder in the Night (SR)	=		−	∓	±				2+ 5−
My Favorite Wife (RKO)	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+
My Love Came Back (FN)	+	+	ǂ	+	ǂ		+	+	9+
My Son, My Son (UA)	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Mysterious Mr. Reeder (Mono)	±	±	∓	±	+				5+ 4−
Mystery Sea Raider (Para)	+	+	±	+	ǂ	+	+	∓	9+ 2−
N									
New Moon (M-G-M)	+	ǂ	+	ǂ	ǂ	+	+	ǂ	12+
O									
Oklahoma Renegades (Rep)				+	+	o			2+
On the Spot (Mono)	+		−	∓	+	o	+	±	5+ 3−
On Their Own (20th-Fox)	±	±	±	±	±	±	+	±	8+ 7−
One Came Home (M-G-M)									
One Crowded Night (RKO)	±	±	±	+	+	+	+	+	8+ 3−
One Man's Law (Rep)	±		∓	+	+	±			5+ 3−
One Million B. C. (UA)	±	±	−	±	+	o	±	∓	6+ 6−
Opened by Mistake (Para)	±	±	∓	±	+	o		∓	6+ 5−
Our Town (UA)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Out West With the Peppers (Col)	−	±	−	+			=	−	2+ 6−
Over the Moon (UA)	±	±					±	∓	4+ 4−
P									
Pals of the Silver Sage (Mono)	∓		±	+	+				4+ 2−
Passport to Alcatraz (Col)	+	−	±	+	+		∓	−	5+ 4−
Pastor Hall (UA)	±	ǂ	±	+	+	+	ǂ	+	10+ 2−
Phantom Raiders (M-G-M)	+	+	+	+	ǂ		+	±	8+ 1−
Phantom Wagon, The (Col)	+								1+
Pier 13 (20th-Fox)	+	±	±	+	+	+	±	+	8+ 3−
Pop Always Pays (RKO)	+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law (RKO)	+	±	+	+	+	o		+	6+ 1−
Pride and Prejudice (M-G-M)	+	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	13+
Primrose Path (RKO)	+	∓	±	±	+	+	ǂ	+	9+ 3−
Private Affairs (Univ)	±	+	±	±	+	+	+	+	8+ 3−
Public Deb No. 1 (20th-Fox)	±	+	−			+	+	∓	5+ 3−
Q									
Queen of Destiny (RKO)							ǂ	ǂ	4+
Queen of the Mob (Para)	±	∓	+	+	+	±	±	−	7+ 5−
R									
Rainbow Over the Range (Mono)	±			+		±			3+ 2−
Ramparts We Watch (RKO)	o	∓	+	ǂ	+	±	ǂ	+	9+ 2−
Rancho Grande (Rep)	∓		∓	+	+	∓	+	=	6+ 5−
Range Busters (Mono)							+	+	2+
Ranger and the Lady (Rep)	±		+	+	+				4+ 1−
Rebecca (UA)	ǂ	+	+	ǂ	ǂ	ǂ	+	+	12+
Return of Frank James (20-Fox)	+	+	±	+	ǂ	ǂ	ǂ	+	11+ 1−
Return of Wild Bill (Col)	+		−	+	+				3+ 1−
Rhythm on the River (Para)	+	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	13+
Ride, Tenderfoot, Ride (Rep)	+		+	+	+	+			5+
Riders From Nowhere (Mono)			±						1+ 1−
Riders of Pasco Basin (Univ)	∓		∓	±	±				4+ 4−
River's End (WB)	+		±	+	+	o	+	±	5+ 2−
Road to Singapore (Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Rocky Mountain Rangers (Rep)	+		+	+	+				4−
S									
Safari (Para)	±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady (20th-Fox)	∓	±	±	∓	+	+	=	∓	7+ 7−
Saint Takes Over (RKO)	+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)	+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea (UA)	±	+	+	±	+	+	±	+	8+ 3−
Saturday's Children (WB)	+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain (Rep)	+	+	±	+	+	+	+	+	8+ 1−
Sea Hawk, The (WB)	ǂ	±	+	ǂ	ǂ	ǂ	ǂ	+	13+ 1−
Secret Seven (Col)	∓	±	±	±	+				5+ 4−
Shooting High (20th-Fox)	+	∓	∓	±	+	+	±	+	8+ 4−
Sing, Dance, Plenty Hot (Rep)	±	±	−	+	+	+	+	+	7+ 3−
Ski Patrol (Univ)	∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits (Mono)	±								1+ 1−
Slightly Tempted (Univ)	±			+		+	+	±	5+ 2−
So This Is London (20th-Fox)	±				±			=	2+ 4−
Son of Roaring Dan (Univ)	+		+	+	+				4+
Son of the Navy (Mono)	+	+	±	+	±	+	+	+	8+ 2−
South of Pago Pago (UA)	+	+	+	ǂ		o	∓	+	7+ 1−
South to Karanga (Univ)	+	±	−	+	+	+	±	±	7+ 4−
Spies in the Air (SR)	−				±				1+ 2−
Sporting Blood (M-G-M)	o	±	±	+	±	±	+	±	7+ 5−
Stage to Chino (RKO)	+	ǂ	+	+	+		+	+	8+
Stagecoach War (Para)	+		∓	+	+	+		+	6+ 1−
Star Dust (20th-Fox)	+	+	+	+	+	+	+	+	8+
Stranger on the Third Floor (RKO)							+	+	2+
Street of Memories (20th-Fox)	±		−	∓	+	o		∓	4+ 4−
Susan and God (M-G-M)	±		+	+	ǂ	+	ǂ	+	9+ 1−
T									
Tear Gas Squad (WB)	±	−	−	±	±		=		3+ 7−
Texas Stagecoach (Col)	±	±		+	+				4+ 2−
They Drive by Night (WB)	ǂ	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	14+
Those Were the Days (Para)	+	+	∓	+	+	+	+	+	8+ 1−
Three Cheers for the Irish (FN)	±	+	+	+	+	+	+	+	8+ 1−
Three Faces West (Rep)	±	+	±	+	+	+	+	ǂ	9+ 2−
'Til We Meet Again (FN)	+	+	+	+	ǂ	+	ǂ	+	10+
Tomboy (Mono)	±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days (RKO)	ǂ	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	14+
Too Many Husbands (Col)	ǂ	+	ǂ	ǂ	+	+	ǂ	ǂ	13+
Torpedo Raider (Mono)	∓			+					2+ 1−
Torrid Zone (FN)	ǂ	+	+	ǂ	+	+	+		9+
Tulsa Kid, The (Rep)	±		∓	+		+	+	±	6+ 3−
Turnabout (UA)	+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team (M-G-M)	+	±	+	±	+	±	+	+	8+ 3−
21 Days Together (Col)	∓	∓	∓	∓	∓	+	∓		7+ 6−
Two Girls on B'way (M-G-M)	±	±	+	+	+	±	+	+	8+ 3−
Typhoon (Para)	±	±	±	±	+	+		+	7+ 4−
U									
Untamed (Para)	−	±	±	+	+	o	±	∓	6+ 5−
V									
Vengeance of the Deep (SR)	=		=	∓	±				2+ 6−
Villain Still Pursued Her, The (RKO)	±	∓	−	−	±	o	±	∓	5+ 7−
Virginia City (WB)	+	±	±	ǂ	ǂ	ǂ	+	+	11+ 2−
Viva Cisco Kid (20th-Fox)	−	∓	=	∓	±	+	±	=	5+ 9−
W									
Wagons Westward (Rep)	+	+	±	+	+	+	−	∓	7+ 3−
Waterloo Bridge (M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Way of All Flesh (Para)	±	∓	−	∓	−	∓	−	∓	5+ 8−
We Who Are Young (M-G-M)	±	±	∓	ǂ	ǂ	+	+	∓	10+ 4−
West of Abilene (Col)	+		±	±	+				4+ 2−
Westerner, The (UA)	±								1+ 1−
When the Daltons Rode (Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Widcat Bus (RKO)	=		∓	±			∓	=	3+ 7−
Wild Horse Range (Mono)	∓			±	±				3+ 3−
Women in War (Rep)	+	+	±	+	+	+	+	+	8+ 1−
Women Without Names (Para)	±	±	±	±	+	+	+	±	8+ 5−
Y									
You Can't Fool Your Wife (RKO)	+	∓	±	∓	±	o	+	∓	7+ 5−
Young People (20th-Fox)	+	+	+	ǂ	ǂ	+	+	+	10+
Young Tom Edison (M-G-M)	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Young Buffalo Bill (Rep)	+		+	+	±				4+ 1−
You're Not So Tough (Univ)	±	±	−	+	±	o	+	+	6+ 4−
Yukon Flight (Mono)				∓	+				2+ 1−

Numeral is production number. Running time follows title. First date is national release, second the date of review in BOXOFFICE; both 1940 unless otherwise specified. The symbol between the dates is rating from the BOXOFFICE review: ++ Very good, + Good, ± Fair, ∓ Mediocre, — Poor, = Very Poor. ◎ Indicates short of the week. ◎ Indicates Technicolor.

Shorts Chart

Prod. No.	Title	Rel. Date	Rating	Rev'd

Columbia

ALL-STAR COMEDIES

1435	Boobs in the Woods (17)	5-31	=	7-22
1438	Fireman Save My Choo-Choo (18)	8- 9	+	8-31
1430	Heckler, The (17)	2-16	+	2-17
1437	His Bridal Fright (16)	7-12		....
1432	Money Squawks (17)	4- 5		....
1429	Mr. Clyde Goes to Broadway (17)	2- 2		....
1431	Pardon My Berth Marks (18)	3-22	+	3-16
2421	Pleased to Mitt You (18)	9- 6		....
1421	Skinny the Moocher (16½)	9- 8		....
1434	South of the Boudoir (18)	5-17	±	6-15
.....	Spook Speaks, The (18)	9-20		....
1436	Taming of the Snood (16)	6-28		....
9437	Trouble Finds Andy Clyde (18)	7-28		....
1433	You're Next (17)	4- 5	±	7-22

CINESCOPES

1974	Berth of a Queen (11)	3-15	∓	4-20
1973	Fashion Takes a Holiday (11)	3- 8	±	3-16
2971	Hobby Lobby (10)	8-30		....
2972	Industrial Green Island (10)	9-20		....
1975	Odd Vacations (8½)	6-16		....
1972	Threads of a Nation (11)	2- 9	±	2-10

COLOR RHAPSODIES (In Technicolor)

1508	Blackboard Revue (7)	3-15		....
1510	Egg Hunt, The (7½)	5-31	∓	6-15
1509	Greyhound and the Rabbit, The (7½)	4-19	+	4-27
1507	Happy Tot's Expedition, The (6½)	2- 9	+	4-27
2502	◎Mr. Elephant Goes to Town (7½)	10- 4		....
2501	Tangled Television (7½)	8-30		....
1512	Timid Pup, The (8)	8- 1	±	8-31
1511	Ye Olde Swap Shoppe (7½)	6-28		....

COLUMBIA TOURS

2551	Historic Virginia (Andre de la Varre Productions) (11)	8-16		....
1558	In the Land of Pagodas (..)	6-14		....
1555	New Hampshire (11)	2- 9	∓	3-16
.....	Old and New Arizona (Special) (10)	9-27		....
1557	Pleasure bound in Canada (9)	5-17		....
.....	Savoy in the Alps (La Varre Production) (10)	9-13		....
1556	Unveiling Algeria (9½)	3- 1	+	4-20

COMMUNITY SING

1656	No. 6 (Medley of Hits) (10)	6-28		....

FABLES CARTOONS

1754	Barnyard Babies (7½)	6-14		....
2751	Farmer Tom Thumb (7)	9-13		....
1755	Pooch Parade (6)	7-19		....
1753	Practice Makes Perfect (6)	4- 5	±	4-27

PHANTASIES CARTOONS

1705	Fish Follies (6)	5-10		....
1704	Man of Tin (6½)	2-23		....
1706	News Oddities (6)	7-19		....
1707	School Boy Dreams (7)	8-30		....

SCRAPPY CARTOONS

.....	Peep in the Deep, A (6½)		+	8-31

SCREEN SNAPSHOTS (Series 19)

1855	No. 5 (11)	2-23	+	3-16
	Art in Hollywood.			
1856	No. 6 (10)	3-29	±	3-16
	Hollywood Recreations.			
1857	No. 7 (10)	5- 3		....
	Wardrobe Designers.			
1858	No. 8 (10)	6- 7		....
	Cowboy Jubilee.			
1859	No. 9 (10)	7-10		....
	Ken Murray.			
1860	No. 10 (9)	8-10	±	8-31
	Jack Oakie.			

SPORT REELS

1809	Canvas Capers (11)	7-19		....
2801	Master of Cue With Willie Hoppe (10)	9-20		....
1805	Roughhouse Fiesta (10)	3- 8		....
1806	Tomorrow's Stars (10)	4-19	+	4-27
1807	Sport of Kings (10)	5-24	±	7- 6
1808	Saving Strokes With Sam Snead (10)	6-28		....
1804	Flying Targets (10)	2-16	+	3-16

THREE STOOGES COMEDIES

1406	A 'Plumbing We Will Go (18)	4-19		....
2401	From Nurse to Worse (17)	8-23	+	8-31
1408	How High Is Up (16)	7-16	=	8- 3
1407	Nutty But Nice (18)	6-14		....
1405	Rockin' Through the Rockies (17)	3- 8	±	3-16

20TH ANNIVERSARY SNAPSHOTS

2851	No. 1 (10)	9- 6		....
2852	No. 2 (10)	10-18		....

WASHINGTON PARADE

Series 2

1903	No. 3 (Inside the F. B. I.) (11)	2- 9		....
1904	No. 4 (Social Security) (10)	5-10	+	6-15
1905	No. 5 (The Archives) (11)	7- 4	+	8- 3
1906	No. 6 (Our Nat'l Defense) (10)	8-30		....

Series 3

2901	No. 1 (The Mint) (10)	10- 4		....

Metro-Goldwyn-Mayer

CRIME DOESN'T PAY

P- 3	Jack Pot (19)	3- 9	++	3-30
P-815	Think First (21)	9- 9		....
P- 4	Women in Hiding (22)	6-22	±	7- 6

FITZPATRICK TRAVELTALKS (In Technicolor)

T-59	Calling on Colombia (8)	3-16	∓	4-27
T-61	Modern New Orleans (8)	5-11	∓	6-22
T-58	Seattle, Gateway to the Northwest (9)	2-17	+	3-30
T-60	Sitka and Juneau (9)	4-13	±	4-27
T-62	Suva, Pride of Fiji (9)	6- 8	∓	6- 8

MINIATURES

M-78	Door Will Open, A (11)	3- 9	+	3-30
80-x	Northward Ho! (9) (Sepia)	2-10	+	3-23
M-79	Servants of Mankind (9)	5-11	+	6- 8

M-G-M CARTOONS (New Series)

W- 86	A Rainy Day (7)	4-20		....
W- 85	Home on the Range (9)	3-23	+	3-30
W- 89	Milky Way, The (..)	6-22	+	7- 6
W- 84	Puss Gets the Boot (9)	2-10	±	3-23
W- 87	Swing Social (8)	5-18		....
W- 88	Tom Turkey (7)	6- 8		....

M-G-M NEWS OF THE DAY

Released Twice Weekly

OUR GANG COMEDIES

C-136	All About Hash (11)	3-30	+	6- 8
C-135	Big Premiere, The (10)	3- 9	±	3-30
C-138	Bubbling Troubles (11)	5-25	±	7- 6
C-137	New Pupil, The (11)	4-27	∓	4-27

PASSING PARADE (New Series)

K-123	Hidden Master, The (11) (Sepia)	4-20	+	4-27
K-124	Way in the Wilderness, A (10) (Sepia)	6-22	+	7- 6
K-122	XXX Medico (10) (Sepia)	3-23	+	4-27

PETE SMITH SPECIALTIES

S-110	Cat College (9) (Sepia)	6-29		....
S-107	Domineering Male, The (10)	3-30	++	3-30
S-108	Spots Before Your Eyes (10)	5- 4	+	6- 8
S-106	Stuffie (11)	3- 2	+	3-23
S-105	What's Your I. Q.? (8) (Sepia)	2-10	±	3-23
S-109	What's Your I. Q.? No. 2 (9)	6-10	±	7- 6

ROBERT BENCHLEY

F-144	Home Movies (7)	2-17	+	3-16

SPECIAL

X-151	◎Flag Speaks, The (19)	6-14	++	5- 4

TECHNICOLOR CARTOONS

.....	Bookworm Turns, The (8)		+	8-31

Paramount

COLOR CLASSICS (In Technicolor)

C9-3	Ants in the Plants (7)	3-15	±	3-23
C9-2	Little Lambkin (7)	2-12	+	2-24
C9-4	Kick in Time, A (7)	5-17	±	5-18
.....	Snubbed by a Snob (7)	7-19	+	8-31
C9-6	You Can't Shoe a Horse-fly (7)	8-23	+	8-24

COLOR CRUISES (New Series in Cinecolor)

K9-2	Argentina (10)	4- 5		....
K9-5	Isle of Columbus (10)	2- 9		....
K9-7	Pacific Paradise (10)	6-21		....

HEADLINER

A9-9	Blue Barron and His Orchestra (10)	5-31	+	6-22
A9-7	George Olsen and His Music (10)	3-15		....
A9-8	Have You Met Yvette (10) Paul Baron and Orch.	4-26	+	5- 4
A9-6	Jimmy Dorsey and His Orchestra (10)	2- 2	+	2-24
A9-10	Pinky Tomlin and Orch. (11)	7-19	+	8-31

PARAMOUNT NEWS

Released Twice Weekly.

PARAGRAPHICS

V9-9	Dangerous Dollars (11)	6-28		....
V9-7	Not So Dumb (10)	3-15		....
V9-6	Paramount Pictorial (10)	2-16	+	2-24
V9-10	Paramount Pictorial No. 2 (11)	8- 9	±	8-24
V9-8	◎Television Preview (10) (Lanny Ross-Ted Husing)	5-17	++	5-18

POPEYE CARTOONS

E9-10	Doing Impossikible Stunts (7)	8- 2	+	8-17
E9- 3	Females Is Fickle (7)	3- 8	±	3-23
E9- 9	Fightin' Pals (8)	7-12	++	8-17
E8-11	It's the Natural Thing to Do (7)	7-28	±	8-26
E9- 5	Me Feelings Is Hurt (7)	4-12	∓	5- 4
E9- 8	Nurse Mates (7)	6-21		....
E9- 4	Stealin' Ain't Honest (7)	3-22	∓	5- 4
E9- 6	Onion Pacific (7)	5-24	+	6-22
E9-12	Puttin' on the Act (7)	8-30	+	8-24
E9-11	Wimmin' Hadn't Oughta Drive (7)	8-16	+	8-24

POPULAR SCIENCE (In Cinecolor)

J9-4	(10)	2-16	+	2-24
J9-5	(10)	5- 3	+	5- 4
J9-6	(11)	6-28		....

GRANTLAND RICE SPORTLIGHTS

R9-10	Blue Streak (10)	4-19	+	5- 4
R9- 8	Human Fish (10)	2-23	+	2-24
R9-13	Sink or Swim (10)	7-12		....
R9- 9	Two of a Kind (10)	3-22	±	3-23

STONE AGE CARTOONS

B9-5	Foul Ball Player, The (7)	5-24	±	6-22
B9-9	Fulla Bluff Man, The (7)	8- 9	±	8-24
B9-3	Granite Hotel (7)	4-26	±	5-18
B9-6	Ugly Dino, The (7)	6-14		....
B9-4	Way Back When a Night Club Was a Stick (7)	5-16		....
B9-2	Way Back When a Nag Was Only a Horse (7)	3- 8	±	3-23
B9-8	Way Back When a Razzberry Was a Fruit (7)	7-26	+	8-17
B9-1	Way Back When a Triangle Had Its Points (7)	2- 9	+	3- 2

UNUSUAL OCCUPATIONS (In Color)

L9-4	No. 4 (10)	3-29	+	5- 4
L9-5	No. 5 (10)	5-31	+	5-18
L9-6	No. 6 (11)	8- 2	++	8-17

RKO Radio

DISNEY CARTOONS (In Technicolor)

04,105	Billposters (8)	5-17	+	5-25
04,107	Bone Trouble (9)	6-28		....
04,103	Donald's Dog Laundry (8)	5- 5	+	5-25
04,109	Donald's Vacation (8)	8- 9	++	8-10
04,106	Mr. Duck Steps Out (8)	6- 7		....
04,110	Pluto's Dream House (8)	8-30		....
04,108	Put-Put Trouble (7)	7-19		....
04,102	Riveter, The (7)	3-15		....
04,104	Tugboat Mickey (7)	4-26	±	5-25

EDGAR KENNEDY COMEDIES

03,404	Mutiny in the County (17)	5- 3		....
03,403	Slightly at Sea (16)	2- 9		....
03,405	'Taint Legal (16)	5-24		....

LEON ERROL COMEDIES

03,704	Bested by a Beard (20)	7-26		....

MARCH OF TIME

03,107	No. 7 (18)	2-16	++	2-24
	Vatican of Pius XII.			
03,108	No. 8 (18)	3-15	+	3-16
	Canada at War.			
03,109	No. 9 (19)	4-12	±	4-20
	America's Youth—1940.			
03,110	No. 10 (19)	5-10	+	5-18
	The Philippines.			
03,111	No. 11 (18)	6- 7	+	6-22
	The U. S. Navy.			
03,112	No. 12 (17)	8- 2	+	8-10
	Spoils of Conquest.			
.....	◎ No. 13 (20)		++	8-31

PATHE INFORMATION PLEASE

04,207	No. 7 (11)	2-23	++	3-16
04,208	No. 8 (10)	3-22	+	4-13
04,209	No. 9 (11)	4-19	+	4-27
04,210	No. 10 (11)	5-17	++	6-22
04,211	No. 11 (10)	6-14	±	6-15
04,212	◎No. 12 (12)	7-12	++	7-13
04,213	No. 13 (11)	8- 9	+	8-10

PATHE NEWS (Released Twice Weekly)

RADIO FLASH COMEDIES

.....	Marriage-Go-Round (18)	7-28		....
03,205	Goodness, a Ghost (16)	7- 5		....

PATHE SPORTSCOPE

04,309	Court Favorites (8)	5-12	+	4-27
04,311	◎Hurdle Hoppers (9)	6- 7		....
04,307	Pennant Chasers (9)	2-16	++	3-16
04,310	Silent Wings (9)	5-10	+	6-22
04,611	Streamlined (9)	6-21		....
04,313	Trouble Shooter (9)	8- 2		....
04,308	Flycasting (9)	5-15	+	4-13

RAY WHITLEY WESTERNS (New Series)

03,503	Molly Cures a Cowboy (19)	3-22		....

WHAT'S IN THE NEWSREELS

TUESDAY, AUGUST 27

Movietone News, No. 101

Bombing of Britain; Italians and British clash in Africa; Knudsen inspects air defenses; beauty contest for children; tobacco auctioneers' contest; swimming, tennis, Lew Lehr.

News of the Day, No. 299

London repels Nazi raiders; British navy destroys Libyan fort; air preparedness development in U. S.; fire at San Francisco fair; hippopotami at San Diego zoo; tennis doubles matches; footballers in training.

Paramount News, No. 104

Greece stages national unity drive; Mrs. Roosevelt with girl scouts; show rare animals at San Diego zoo; Trotsky assassination; tobacco chant contest in North Carolina; Knudsen views new U. S. aircraft; plane production speeded on west coast; tennis, boat races, football.

RKO Pathe News, No. 116

Fire at San Francisco fair; Leon Trotsky assassinated; largest bomber shown in California; new uniforms rushed for army; tobacco auctioneers in chant trials; football training, tennis.

Universal Newsreel, No. 905

Knudsen inspects plane production; show largest bomber in California; U. S.-Canadian defense board meets in Washington; Democrats swing into Willkie camp; McNary in Portland; Trotsky funeral in Mexico; fire at coast fair; animals in San Diego zoo; swimming, football, tennis.

THURSDAY, AUGUST 29

Movietone News, No. 102

U. S. registers aliens; refugee ship arrives; Mississippi cotton crop dusted; British evacuate children; King George meets boy farmers; English children contribute scrap metal for plane production; London docks busy; U. S. speeds up big gun production; army tries new 50-mile an hour armored car; water skiing in Nassau; fancy ice-skating at World's Fair, New Lehr.

News of the Day, No. 300

American Legion arrives with refugees; King George meets farmers; British home defense keeps fit with exercise; aliens here register; U. S.-Canada defense board starts work; army speeds big gun output; fall styles feature patriotic motifs; wedding in World's Fair parachute; water skiing in Nassau; Fordham footballers practice.

Paramount News, No. 1

American Legion arrives in New York; English children in Massachusetts; U. S.-Canada defense board in Ottawa; test torpedo boats; army rushes new guns; alien registration starts; McNary in Oregon; Windsors meet Bahamans; conscription debate in senate, women protest; wedding in World's Fair chute-jump.

RKO Pathe News, No. 1

U. S.-Canada defense board in Ottawa; McNary acknowledges nomination; **American Legion** returns; army speeds gun output; Gene Tunney's youth group attacks American Youth Congress; A. Y. C. counter-attacks; surfboard carnival at Waikiki Beach; greyhound race in Australia.

Universal Newsreel, No. 906

Knudsen inspects plane production; army speeds big gun manufacture; tent manufacture in Indiana; test pneumatic machine gun on coast; alien registration; U. S.-Canada defense board meets; **American Legion** arrives; evacuate British children baby parade in New Jersey; Atlantic City has trolley hostesses; Fordham footballers warm up.

Prod. No.	Title	Rel. Date	Rat-ing	Rev'd
03,504..	Corralling a Schoolmarm (20)	6-14	+	8-10
	REELISMS (New Series)			
04,609..	Air Army (9)	4-26	++	4-27
04,613..	Hats (9)	8-16		....
04,607..	Navajo Land (10)	3- 1	+	2- 3
04,608..	Siege (10)	3-29	++	2-24
04,610..	Stray Lamb (8)	5-24	+	6-15
04,611..	Streamlined (9)	8-10	∓	8-10
04,606..	Vacation Diary (10)	2- 2	+	2-17
04,612..	Week End (9)	7-19		....

20th Century-Fox

	ADVENTURES OF A NEWS CAMERAMAN			
0201..	Conquering the Colorado (11)	8-18	++	8-19
0204..	Sanctuary of the Seals (9)	6- 7	+	6-22
	ED THORGERSEN—SPORTS			
0306..	Action on Ice (9)	7-19		....
0304..	Following the Hounds (10)	3- 1		....
0305..	Over the Seven Seas (10)	4-26	+	6- 8
1301..	Vacation Time in Florida (8)	8-10	±	8-17
	FATHER HUBBARD'S ALASKAN ADVENTURES			
0107..	Climbing the Spirit's Home (10)	5-10	+	3-30
1101..	Eskimo Trails (10)	8- 2	+	8-17
0105..	Valley of 10,000 Smokes (10)	2-16		....
	FASHIONS (In Technicolor)			
0603..	Fashion Forecasts No. 7 (8)	6-21		....
0604..	Fashion Forecasts No. 8 (8)	6-21		....
	FOX MOVIETONE NEWS Released Twice Weekly			
	LEW LEHR AND HIS DRIBBLE PUSS PARADE			
0404..	Cheerio My Dears (9)	7- 5		....
1401..	Grunters and Groaners (8)	8-30	+	8-17
0403..	Labor Savers (9)	4-12		....
	LOWELL THOMAS MAGIC CARPET			
0106..	Flying Stewardess (10)	3-15		....
1102..	Florida, Land of Flowers (9)	9-13	±	8-17
1018..	Isle of the East (9)	5-24	+	6- 8
0104..	Kangaroo Country, The (10)	2- 2	+	12- 9
	TERRY-TOONS			
0510..	All's Well That Ends Well (7)	3- 8	+	3-30
1551..	Billy Mouse's Akwakade (7)	8- 9	∓	8-17
0559..	Catnip Capers (7)	5-31	++	6-22
0509..	Hare and Hounds (7)	2-23		....
0556..	Harvest Time (7)	2- 9	+	2-17
0511..	It Must Be Love (7)	5- 5		....
0558..	Just a Little Bull (7)	4-19		....
0517..	Love in a Cottage (7)	7-28		....
0557..	Much Ado About Nothing (7)	3-22	+	3-30
0514..	Professor Offkeyski (7)	6-14	±	6- 8
0515..	Rover's Rescue (7)	6-28		....
0516..	Rupert the Runt (7)	7-12		....
0513..	Swiss Ski Yodelers (7)	5-17	+	6- 8

Universal

	LANTZ CARTUNES			
4267..	Adventures of Tom Thumb jr. (9)	3- 4	+	4-13
	Crazyhouse (..)	9- 9		....
4266..	Kittens Mittens (8)	2-12	+	2-24
4268..	100 Pigmies and Andy Panda (7)	4-22		....
	GOING PLACES WITH GRAHAM McNAMEE			
4357..	No. 72 (9)	2- 5	+	3-30
4358..	No. 73 (8)	2-26	+	3-30
4359..	No. 74 (9)	3-18	±	4-27
4360..	No. 75 (9)	4-29	±	4-27
4361..	No. 76 (9)	5-13	+	5-11
4362..	No. 77 (9)	5-27	+	6-22
4363..	No. 78 (9)	6-17		....
4364..	No. 79 (9)	7-18	+	8- 3
4365..	No. 80 (9½)	8-12		....
5351..	No. 81 (..)	9-23		....
5352..	No. 82 (..)	10-14		....
5353..	No. 83 (..)	11-11		....
	SPECIAL TWO REELERS			
5110..	Swing With Bing (19)	9- 4	±	8- 3
	STRANGER THAN FICTION			
4378..	No. 73 (9)	2-19	+	3-30
4379..	No. 74 (8½)	3-11	+	4-27
4380..	No. 75 (9)	4-15	±	4-27
4381..	No. 76 (9)	5- 6	+	5-11
4382..	No. 77 (9)	5-20	+	6-22
4383..	No. 78 (9)	6-10	+	6-22
4384..	No. 79 (9)	7- 8	+	7-27
4385..	No. 80 (9)	8- 5	+	7-27
5371..	No. 81 (..)	9-16		....
5372..	No. 82 (..)	10- 7		....
5373..	No. 83 (..)	11- 4		....
	TWO REEL MUSICALS			
4226..	Bullets and Ballads (17½)	2-14	±	2- 3
4228..	Folies Parisienne (18)	4-17	±	4-20
	Harry Stafford-Leon Belasco.			
4231..	Hawaiian Rhythm (17)	7-17	+	7-27
	Harry Owens and His Royal Hawaiians.			
4233..	I Dream of Jeanie With the Light Brown Hair (..)	8-28		....
4227..	International Revels (17)	3-13	∓	4-13
	William G. Sabbot, Janet Collins.			
4230..	Naughty Nineties (18)	6-17	++	7- 6
4229..	Swingin' in the Barn (19)	5-15	+	6-22
	Texas Jim Lewis and His Band.			
4110..	March of Freedom (21)	9- 6		....
4232..	Varsity Vanities (17½)	8- 7	+	8- 3
	Six Hits and a Miss, Martha Tilton.			
	UNIVERSAL NEWS Released Twice Weekly			

Vitaphone

	BROADWAY BREVITIES			
5106..	Alex in Wonderland (20)	3- 9		....
5107..	Double or Nothing (20)	4-20	±	2-10
	Down on the Farm (..)	10- 5		....
5105..	One for the Book (20)	2- 3	+	1-13
5108..	Public Jitterbug No. 1 (19)	5- 4		....
4008..	Ride, Cowboy, Ride (20)	9- 9		....
5109..	Spills for Thrills (19)	6-15	++	8- 3
5110..	Young America Flies (20)	8- 3		....

Prod. No.	Title	Rel. Date	Rat-ing	Rev'd
	THE COLOR PARADE (New Series)			
	California Thoroughbreds (..)	9-21		....
5410..	Famous Movie Dogs (10)	7-27	+	8-17
5407..	Gun Dog's Life (10)	5-11	+	5-18
5405..	Mechanix Illustrated No. 3 (10)	2-17	+	2-10
5408..	Mechanix Illustrated No. 4 (10)	6-29	+	6-15
5406..	Men Wanted (10)	3-23	++	4-13
5410..	Movie Dog Stars (10)	8-17		....
5409..	Valley, The (8)	7-20	+	7- 6
	ELSA MAXWELL'S BLUE RIBBON COMEDIES			
6101..	Riding Into Society (19)	9- 7	±	8-31
	HOLLYWOOD NOVELTY			
6301..	Football Thrills (10)	9-28		....
	LOONEY TUNES CARTOONS			
5609..	Ali Baba Bound (7)	2-10		....
6601..	Calling Dr. Porky (7)	9-21		....
5614..	Chewin' Bruin, The (7)	6- 8	±	6-22
5616..	Patient Porky (7)	8-24	++	8-24
5610..	Pilgrim Porky (7)	3-16	+	4-13
5615..	Porky's Baseball Broadcast (7)	7- 6	++	7- 6
5612..	Porky's Poor Fish (7)	5-18		....
6602..	Prehistoric Porky (7)	10-12		....
5611..	Slap Happy Pappy (7)	3-13		....
5613..	You Ought to Be in Pictures (7)	5-18	+	5-18
	MELODY MASTERS			
5507..	Carl Hoff & Orch. (10)	3-23		....
5505..	Coquettes, The (10)	2-17		....
5506..	Dave Apollon & Orch. (10)	3- 2	±	2-10
	Joe Reichman & Orch. (10)	10-26		....
5508..	Larry Clinton & Orch. (10)	5-25		....
6501..	Matty Malneck & Band (10)	9-14	++	8-24
5509..	Ozzie Nelson & Orch. (10)	6-29	++	7- 6
5510..	Woody Herman & Orch. (10)	7-27		....
	MERRIE MELODIES (In Technicolor)			
5326..	Bear's Tale, The (7)	4-13	+	8-31
5312..	Busy Bakers (7)	2-10		....
5326..	Ceiling Hero (7)	7- 6		....
5321..	Circus Today (7)	6-22	+	7- 6
5315..	Confederate Honey (7)	3-30		....
5314..	Cross-Country Detours (7)	3-16	++	4-13
5323..	Egg Collector (7)	7-20		....
5313..	Elmer's Candid Camera (7)	3- 2		....
5319..	Gander at Mother Goose (7)	5-25	±	5-18
5325..	Ghost Wanted (7)	8-10		....
6104..	Good Night Elmer (7)	10-26		....
5317..	Hardship of Miles Standish (7)	4-27		....
6703..	Holiday Highlights (7)	10-12		....
5322..	Little Blabbermouse (7)	7- 6	++	8-17
6701..	Malibu Beach Party (7)	9-14		....
5318..	Sniffles Takes a Trip (7)	5-11		....
	Stagefright (..)	9-28		....
5320..	Tom Thumb in Trouble (7)	6- 8	±	6-15
5324..	Wild Hare, A (7)	7-27		....
	SPORTS PARADE			
	Dogs You Seldom See (10)		+	8-31
	Football Highlights (10)		+	8-31
	TECHNICOLOR			
5006..	Cinderella's Feller (20)	6- 1	+	6-15
	Flag of Humanity (..)	10-19		....
5007..	Pony Express Days (20)	7-13	+	7- 6
5008..	Service With the Colors (20)	8-31		....
5005..	Singin' Dude, The (20)	4- 6	±	4-13
5004..	Teddy the Rough Rider (19)	2-24	+	2-10
	SPECIALS (Tech.)			
4403..	Master's Touch, The (10)	2-18		....
	VITAPHONE VARIETIES			
5706..	All Girl Revue (10)	6-22		....
5704..	No Parking (10)	3-30		....
5705..	Radio and Relatives (10)	5-25		....

Serials

	COLUMBIA			
1180	Deadwood Dick 15 Chapters. Don Douglas, Lorna Gray.	7-19	∓	7-27
1161-75..	Terry and the Pirates 15 Chapters. William Tracy-Granville Owens.	4-12	∓	4-20
	REPUBLIC			
973	Adventures of Red Ryder. Don "Red" Barry.	6-15	+	6- 8
972	Drums of Fu Manchu 15 Chapters. Henry Brandon, Luana Walters.	3-15	+	2-17
081	King of the Royal Mounted 12 Chapters. Allan Lane.	9-20	++	8-24
	UNIVERSAL			
4881-92..	Flash Gordon Conquers the Universe Larry (Buster) Crabbe.	4- 9	++	2-24
	Green Hornet Strikes Again 15 Chapters. Warren Hull.	12-24		....
5681	Junior G-Men 12 Chapters. Dead End Kids, Little Tough Guys.	9- 1	+	8- 3
5581	Winners of the West 13 Chapters. Dick Foran, Anne Nagel.	7- 2	∓	5 11

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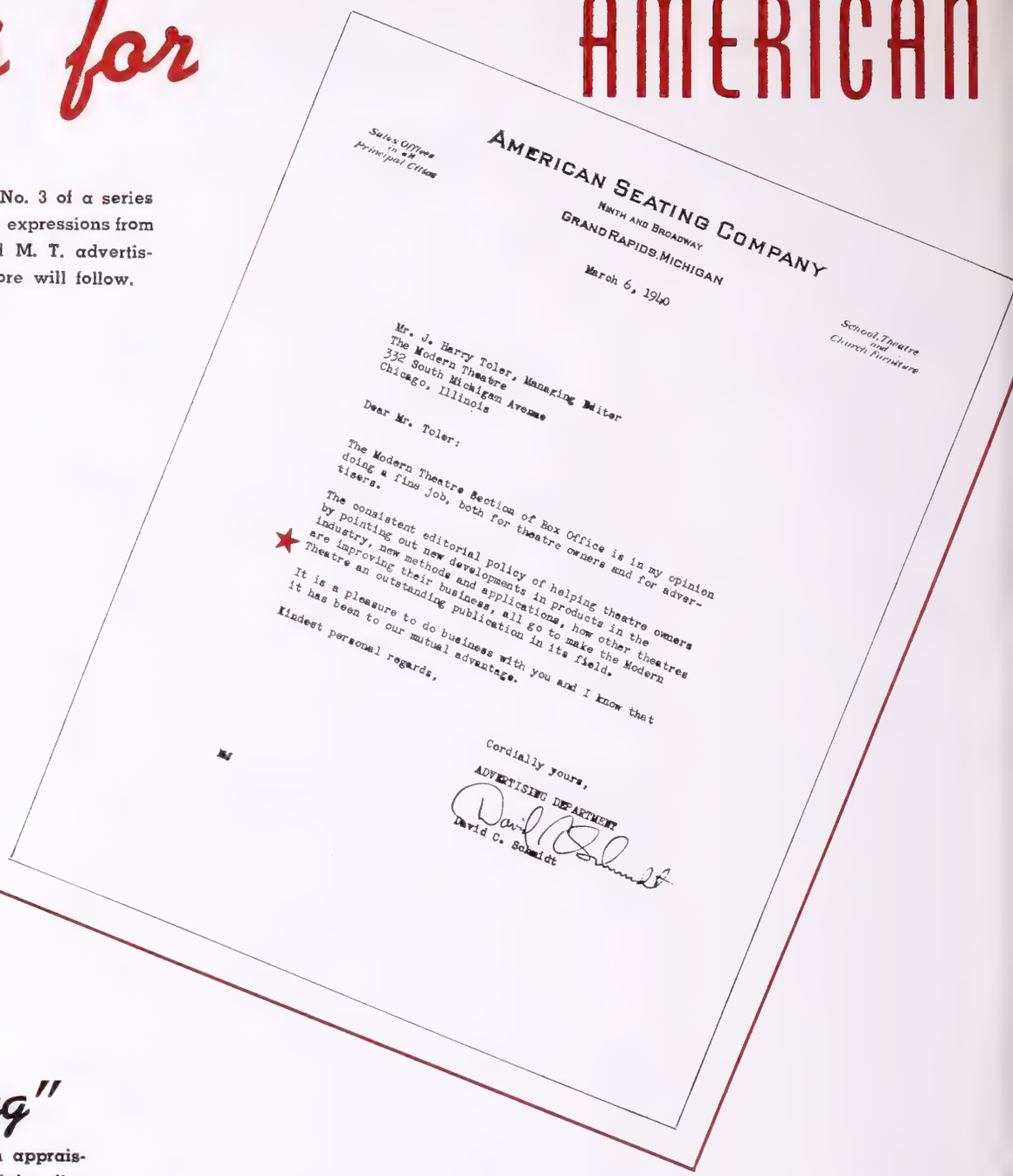
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March 6, 1940

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The Modern Theatre
332 South Michigan Avenue
Chicago, Illinois

Dear Mr. Toler:

The Modern Theatre Section of Box Office is in my opinion doing a fine job, both for theatre owners and for advertisers.

The consistent editorial policy of helping theatre owners by pointing out new developments in products in the industry, new methods and applications, how other theatres are improving their business, all go to make the Modern Theatre an outstanding publication in its field.

It is a pleasure to do business with you and I know that it has been to our mutual advantage.

Kindest personal regards,

Cordially yours,
ADVERTISING DEPARTMENT
David C. Schmidt

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Next issue . . September 14, 1940

will have CINEMA EQUIPMENT for its feature editorial theme, in which modern appurtenances to moving picture projection and sound reproduction will be reviewed in relation to increased boxoffice receipts . . . Another big issue in which many advertisers will join our writing staff in exhorting the moving picture industry to action and a higher regard for House Appeal as a restorative to the movie-going habit. Exhibitors and their projectionists will find a community of reader interest in the September issue of the

The MODERN THEATRE
MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

. . . A Merchandiser's Advertising Medium

The Pulse of the Motion Picture Industry

BOXOFFICE

SEPTEMBER 14, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year, $7.50. NATIONAL EDITION



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Norfolk	Atlanta
Richmond	Houston
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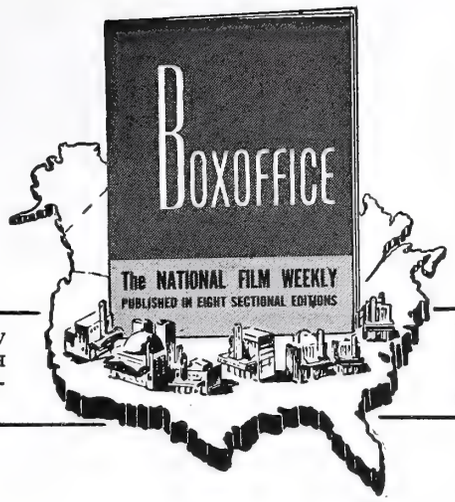
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AN ISSUE STILL AT LARGE

THIS is a return date on double features.

The other week Eddie Silverman of the Essaness circuit, one of Chicago's large ones, was taking exception to comment here on the Gallup poll. He felt your surveyor of matters current had failed to wax mathematical and analytical enough and sought to prove why.

In the rebuttal to the rebuttal, there was the occasion to observe one of the great difficulties in eliminating duals was a method by which the liquidation might apply to all exhibitors in a given area. It was suggested that, if Silverman had, or knew of, a plan that he owed it to his convictions, to his business and to the industry to tell the constituents about it.

Because the issue is important and a recurring event like the seasons, space once more is willingly turned its way. Silverman again:

"Your editorial, ['The Customers, They Know'] is fair and constructive. In rebuttal, I will try to be as concise as possible.

"You are correct in that double features cannot be eliminated in a given city or territory unless it is done unanimously. There are only two ways that I know of that this can be accomplished: One is by passing city ordinances or state laws limiting the length of performances as a health measure. If this is attempted, you will hear a great hue and cry from industry top men that we do not want any regulation by government. However, I would approve, because when an illness becomes cancerous, heroic cures must be resorted to and I must continue to liken the double feature evil to a cancerous growth; for that reason, I would heartily approve statutory regulations to cope with double features.

"The second cure depends on the proposed consent decree. If this is not throttled, and if it will really represent the voice of the majority, then double features can be handled under the clearance provisions of the consent decree. Certainly, double features are just as much a bargain as price cutting or two-for-one and the clearance provisions, if they are to be equitable, could absolutely control the double feature situation by sufficient penalty by means of clearance."

No objection arises here to the use of heroic measures to meet this or any other problem. In fact, we've recommended a few on our own; the imperative need for self-sufficiency, to name one. But a death blow designed at duals on the theory, never satisfactorily demonstrated so far as we know, that the practice affects health fails to impress as proven. The public, after all, does not have to patronize twin bills even if theatres preponderantly run them. The right of selectivity belongs to the man who buys the ticket; he can still decide for himself whether he wants to sit through both features or one.

We pass over the slant on the decree, not as a dodge but because Silverman's second cure is based on the assumption the consent will represent the voice of the majority. It may or may not. At this writing, it does not.

Another dip into the mailbag reveals this:

"It is a matter of fact that the Gallup polls have been unbelievably accurate, regardless of what subject of economic or political life they have surveyed. Insofar as your caption above the editorial is concerned, namely, 'The Customers, They Know,' one must bear in mind that a poll of the people in double feature theatres is not equitable; because these people approve of double features either slightly or wholeheartedly, else they would not be in a double feature theatre. But, the big point that you overlooked is the fact that millions of people, those best able financially to contribute the most to the industry in dollar revenue, are not buying our commodity. What we must do is bring about the return of these people to regular motion picture attendance. Bear in mind the industry developed and enjoyed a far healthier and prosperous financial status under single features than it does now. The American people are against regimentation in any form—whether it be in their home life, political life or movies. They will not give up their mode of living to see motion pictures in a circumscribed manner.

"Above all, the person who patronizes double or triple features loves motion pictures so much that he will not remain away from them if they were given in a diminished and more palatable manner.

"Our commodity resembles any other volume commodity. Total sales can be increased by one of two methods—raising prices or selling more units. Inasmuch as prices cannot be raised at this time, it is necessary to sell more tickets by having a greater number of people attend pictures more frequently, as we experienced in the past with single features. There is a reason for decreased attendance and Dr. Gallup gave us the people's answer."

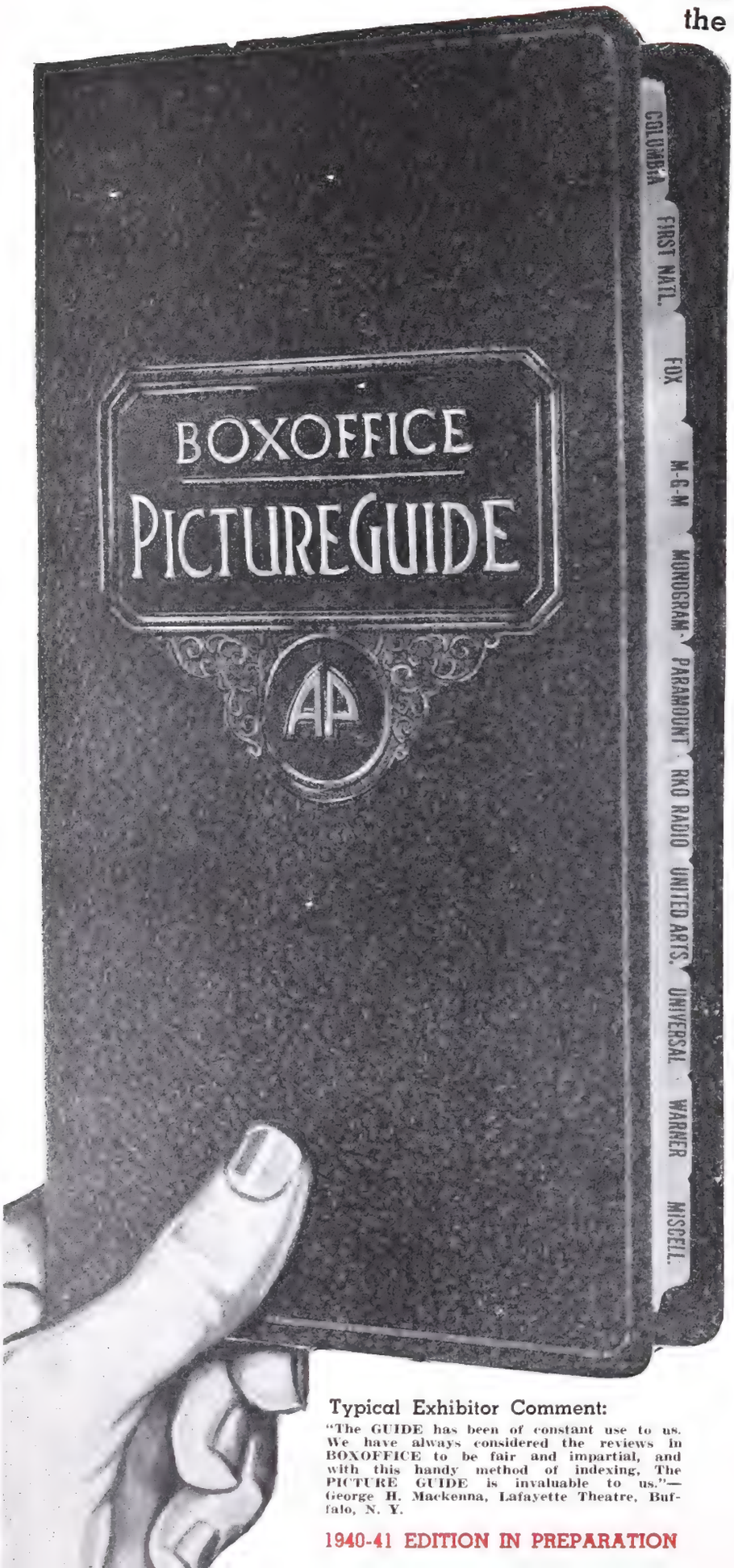
For our friendly opponent to lay the stress, which he does, on the fact millions financially able are not buying the celluloid commodity admittedly is vital. To argue there is a job to be done in selling them a bill of film goods on a more frequent basis is eminently correct. Moreover, it represents an extremely serious task confronting the entire industry which must seek to widen the horizons of its possibilities. However, to conclude all of these lacks and all of these well-heeled millions act the way they do because of double features is to negotiate a very broad jump without producing something resembling proof, and staunch proof at that.

Nothing conclusive has been turned face up. No one can say accurately what the reason, or reasons, may be. It could be, and no doubt is, the fact not enough worth-

(Continued on page 8)

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"The GUIDE has been of constant use to us. We have always considered the reviews in BOXOFFICE to be fair and impartial, and with this handy method of indexing, The PICTURE GUIDE is invaluable to us."—George H. Mackenna, Lafayette Theatre, Buffalo, N. Y.

1940-41 EDITION IN PREPARATION

"BIG 5" REMIND THEY OPPOSED FIVE-BLOCK SALES; SAY ANY RECANT IS NOW UP TO GOV'T

Point to Months of War On Plan as Exhibitor Protests Increase

NEW YORK—If any shift in the now proposed blocks of five method is to be entertained, it's up to the government to suggest the changeover.

This is how the "Big 5" view the situation and the depth charges let loose by such exhibitor groups as the MPTOA, Allied and ITOA of New York against the blocks of five plan.

Distributors point out for months they had objected, even fought, the scheme now apparently destined for adoption; that they had offered every conceivable plan; that it was the government which had refused to budge from its ultimate decision to go for the in-five plan.

"We did not want the blocks of five," an informed spokesman, representative of cross-sectional "Big 5" opinion, states. "We offered to sell and screen as many pictures as were ready, whether one, three or 20. But the government would not listen. It is now up to Washington to change its mind if it wants to."

Final Revisions in Proposals Under Way in New York

NEW YORK—Final revisions in trade practice proposals to be included in a consent decree got under way early in the week with the arrival from Washington of James V. Hayes, George Sher and Robert L. Wright, assistants to the attorney general, who held a series of meetings with J. Robert Rubin, Joseph Hazen, Robert W. Perkins, Bertram F. Shipman, Louis Phillips, Ralston R. Irvine, and William Zimmerman at the Bar Association Building.

One of the first changes made involved tightening up of Section 4 in the August 3 draft. This deals with pictures available on some run. Allied, at its meeting with Thurman Arnold in Washington, objected to the way the clause stood on the ground the language was not clear. Spokesmen for the Allied group also asked for a change in text. The government apparently felt the validity of the claim and insisted on rewriting the section. This met with the approval of the distributor body.

In the last issue of BOXOFFICE, the Allied objection to availability on some run was listed as the third of four objections. However, this did not indicate the order in which the points were raised.

Conspicuously absent from the government line is Paul Williams. He has been in New York for several weeks and the impression prevails he has been given another assignment while the final negotiations are being conducted, with Hayes taking over most of the work.

All controversial issues in arbitration have been cleared up, according to a distributor spokesman, who adheres to the belief the appeals board of three to be appointed by Judge Henry W. Goddard will headquarter in New York instead of Washington.

Again indicating the government is leaning toward Allied's suggestions is the fact that no change is contemplated in the blocks-of-five selling plan and advance trade screenings. It will be remembered Allied was the only one of the three exhibitor groups appearing before Arnold which went on record as not opposed to this new system of selling. This also was exclusively reported in this publication.

Protests by exhibitors to the selling in groups of five are mounting daily with Max A. Cohen, president of Allied of New York, sending out postcards polling all exhibitors on the question of whether or not they want this in place of the present plan of full line sales with cancellation.

A distributor negotiator, in answer to a query on this point, said it was up to the government; that distributors had previously made an offer of 25 per cent elimination if the present selling method could be continued and were turned down.

The government's theory on this is block booking is illegal, but selling in groups of five is not. Counsel for distributors and exhibitors do not agree with department of justice attorneys, but are acceding to the government's demands. In this connection, it is stated the burden of proof will rest with the government in the event the issue comes to court, and not with distributors.

Counsel for the "Big Five" hold the conferences now under way will take at least a month before a decree is in shape for Judge Goddard to sign.

Hayes is off on a New England vacation and on his return will meet with Seymour Simon and Seymour Krieger, FBI investigators, working in Boston on preparations for the suit against UA, Universal and Columbia.

Soured as he was by the reception accorded exhibitor delegations generally in Washington, E. L. Kuykendall nevertheless declares he is convinced the hearing there was "definitely worthwhile." In urging that it be borne in mind no decree as yet has been accepted by the department of justice and that the court must approve, the MPTOA president points out:

"Must Have Cancellation"

"There must be a cancellation privilege if the decree is to be acceptable to the theatre owners of this country and, while I have no authority to say so, it is my opinion that the distributors themselves would accept a reasonable cancellation privilege so that the exhibitor could buy in sufficient quantities and yet be protected by cancellations.

"It is my sincere belief the decree can be worked out in a much more satisfactory form than the present one and MPTOA will continue to work with all concerned in the hope that we can get a revision so necessary to the interests of the theatre owners because we believe that, if it is taken to trial, it will require many years before whatever is worked out is made final by the supreme court."

Whether the "Big 5" will look kindly upon a switch from blocks of five to cancellations tied in with the current method of full line selling is not at all certain. S. R. Kent already has informed Max A. Cohen, president of New York Allied, who is seeking expressions of intention from Loew's, Paramount, RKO, 20th Century-Fox and Warner on this point, that international conditions make it impossible for his company to consider eliminations. Paramount, through a spokesman, states it feels in honor bound to observe its willingness to go along on the blocks of five plan on an experimental basis, relying on a complete out in the event it does not work through the escape clause. That company feels any change in selling methods properly should be suggested by the department of justice.

Changes, and More Changes

New York—Changes in the proposed consent decree will be made daily until the draft is presented to Federal Judge Henry W. Goddard on October 7, it is stated by distributor counsel. Lawyers for the "Big Five" have been conferring with government representatives on various alterations in the proposals since Monday. In some quarters, it is expected changes will be made as well by Judge Goddard after the October 7 court hearing.

It is reported the government will embrace in its changes the protests made by Allied spokesmen at the Washington session last week with Thurman Arnold. The reason for this is that Allied has the support of public groups which the government is understood anxious to satisfy.

No Decision on Other Consents

WASHINGTON—Nothing has been decided by the government on the further disposition of the consent decree violations cases pending against Fox West Coast in Los Angeles and B&K in Chicago, a spokesman in the department told BOXOFFICE.

The same applies to the anti-trust suits pending in Buffalo against the Schine circuit, in Nashville against Crescent, and in Oklahoma City against Griffith Bros.

For the time being, the department feels the most important matter is to get the consent decree for the "Big Five" out of the way. As soon as that happens, the next step will be to try the suit against UA, Universal and Columbia.

In connection with the suit against the "Little Three," the department spokesman states, "We are obligated to the law in going ahead. We started a suit and just can't drop it unless a satisfactory settlement by decree is reached."

There is a lot of drafting to be done yet on the decree for the "Big Five," it is stated. "There is a lot of formal stuff which must be gone over and this will take until the better part of September."

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Screen Play by Tess Slesinger and Frank Davis

The Pulse of the Motion Picture Industry

BOXOFFICE

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Notes to You

TALKING of talent, there is the case of Martha Scott. In two pictures, this young player clearly establishes it that she knows how to act, a characteristic usually attributed to performers but not always found in them, as Hollywood very frequently proves. From the stage version of "Our Town," the heroine of this paragraph stepped into the feminine lead of the picture bearing the same title. Her performance was sensitively attuned, rendered with considerable understanding and with evidences of the histrionic art normally ascribed to women of more advanced years. Now in "The Howards of Virginia," Miss Scott comes forward to demonstrate, chiefly, that the promise evidenced in her first picture was neither accidental nor a flash. She is an interesting addition to the studios' battery of young players; she can become a highly valued addition by extending the ground already covered in her capable strides.

It Has Merit

The other day and around a bountiful luncheon table, William Wyler spoke aloud. What he had to say was sound and so obvious that one wonders how come an application of the idea has not been tried, if not actually put into general practice.

Since the industry's fundamental is to produce as many attractions capable of drawing in as many dollars as may be possible, why are potential exploitable elements so persistently overlooked? he was asking. As he commended Walter Wanger for tying in Alfred Hitchcock and "Rebecca" with "Foreign Correspondent" and all of its advertising, so did he speculate why no effort has been applied toward a buildup in the ticket-buying consciousness in the case of John Ford, who was one example he cited.

Making it clear his theory bore only on those instances where merit rated—producers, directors, authors, writers—and emphasizing he was not gullible enough to believe any single element in a given attraction can beat down the established star or stars, the director posed this question:

"What would be lost and isn't it true a focalizing of attention on some well-deserved factor aside from star conceivably might help? The public knows about Capra. It knew about Griffith. It might want to know more about a Clarence Brown. Or a Joe Pasternak. Creative ability is not confined to stars. My point is there are other elements that either now have, or can be built up into, saleable points with the public."

AN ISSUE STILL AT LARGE

(Continued from editorial page)

while attractions are made. It could be, and no doubt is, the fact radio shows no signs of diminishing strength or appeal. It could be, and no one knows, that the holdouts are not coming because of no interest whatsoever in pictures, and it could be, too, that holdouts will forever more remain. This does not suggest the effort to enlist them need not, or should not, be made; it merely suggests, on the other hand, double features are not necessarily to blame.

If the American people are against all forms of regimentation, it is not clear how duals can be regarded as one form of restriction and singles no form of restriction. Those, and it is well to remember the percentage is formidable, who want doubles are as privileged to yell their heads off against singles as the solo standard bearers, with equal right, over doubles. It's a free country.

However, Silverman is convinced singles will do the trick and set the industry toward more flush times. He could be right, although to us the argument is not yet demonstrated.

The canvassing must be done on a far more sweeping scale. If some in double feature territories want singles, perhaps some in single feature areas want doubles. Actually, nobody knows. For nobody has endeavored actually to find out.

If this job is to be undertaken at all, it should be organized by the industry and carried forward to completion through the ample facilities at its disposal. Only then can conclusions be reached.

Kaufman

U. S. TAKES WALK ON THEATRE DIVORCEMENT FOR THREE-YEAR SPAN PROPOSED IN DECREE

Reserves Right to Ask Severance, However, After Test Span

NEW YORK—First official tipoff in writing that the department of justice has abandoned its long-adamant stand on theatre divorcement comes to light in the fourth set of proposed decree terms made available September 9.

The government's stand is described as "Addendum" and appears at the conclusion of the decree draft. The text:

"It is understood that the proposals set forth above shall be given a three-year trial. During such three-year period, the government will not seek to obtain the divorcement of exhibition from production and distribution. At the end of the three-year trial period, the government shall be free to apply to the court for divorcement if it deems such divorcement necessary to restore competitive conditions in the industry."

Subject to Change

A comparison of the latest draft, which, it is essential to emphasize, is subject to further changes now in negotiation with the finals impossible to predict, include these:

Section 7, captioned "Remedy for Discrimination Against Independently Operated Theatres" to which national Allied and the ITOA of New York registered objection at the exhibitor conference in Washington with Thurman Arnold, is altered to eliminate subdivision 2b under Section 2. This deals with the forcing of shorts, reissues, westerns and foreigns, regarded as impossible of application under the proposed system of selling in blocks of five. The deleted text follows:

"(b)—No exhibitor shall be required to lease short subjects, newsreels, trailers or serials (herein collectively referred to in this article as 'shorts') as a condition of leasing features. No exhibitor shall be required to lease reissues, westerns, or foreigns (hereinafter collectively referred to in this article as 'foreigns') as a condition of leasing other features."

"Findings" Revised

Paragraph 6 under "Findings" which discusses comparative suitability of two or more theatres involved in arbitration where a demand for a run is made now includes a revised definition of the factors which concern comparative suitability. In the third proposals, the definition reads:

"In considering this factor in situations where the exhibitor customarily operates two or more theatres on the same run in the same situation as a unit by contracting for blocks of features on an 'or' basis and by exhibiting each feature in a particular theatre which, because of its characteristics, operating policy, or admission prices, is most suitable for exhibition of the particular feature, all of such theatres may be considered collectively as a unit."

The new definition, now made shorter, reads:

"In considering this factor in situations

(Continued on page 12)

: The Case Against the Blocks :

WASHINGTON — *In the following statement filed with Thurman Arnold, Robert Wilby, Paramount partner in Georgia and the Carolinas, presents the exhibitor case against blocks-of-five selling more completely and more succinctly perhaps than any of the many chain and independent theatremen who regard the issue identically with him.*

Wilby's thesis also is representative of the general approach to which Paramount theatre partnerships at large around the country subscribe. Because the case is well rounded out, couched in simple language and because it tells its story so well, BOXOFFICE *publishes it in full.*

Section I

"This section, taken of itself, seems an effort to meet the demand of some public groups for the elimination of so-called 'blind buying.' As a matter of fact, there is no practical elimination in it excepting for a relatively small number of exhibitors, for the reason that in any given exchange territory the average exhibitor lives such a distance from the exchange center where the trade showings will be held that it will be expensive beyond his means to attempt to attend such showings.

"If the exhibitor actually does not 'buy blind' it is presumed that he must see the pictures which he buys and those which he refuses to buy. The very number of films produced would make it necessary that he spend an impractical amount of time viewing the pictures and spend it at periods selected by the sellers. Practically then it would probably be necessary that he spend a time in the exchange center almost as great as the time which he could spend in his theatre.

Cites Screening Cost

"It developed at the Neely bill hearings that this cost of trade showings before sale would be rather tremendous and involve large additional amounts of capital for the distributor. On the theory that 'Jones pays the freight,' the exhibitors of America would then pay rather large sums of money for trade showings which only a small number of them could attend with regularity or from which they could benefit. Insofar as this section alone is concerned, the net result would be a considerable expense to the industry, borne largely by exhibitors, with no evident benefit to them or to the public attending theatres.

"In England, where the trade showing method of selling without limitation on the number of pictures sold after trade showing is used, the film rentals are said to average about 44 per cent, which is almost 50 per cent higher than the estimated average in America. At the same time, the English theatres, by and large, are of a poorer type than the American, less progressively operated, generally poorer in appointments and comfort, pay lower wages, and are operated at an average admission price considerably higher than that in America. It is at least a fair presumption that this is the result of the more expensive system of marketing.

Section III

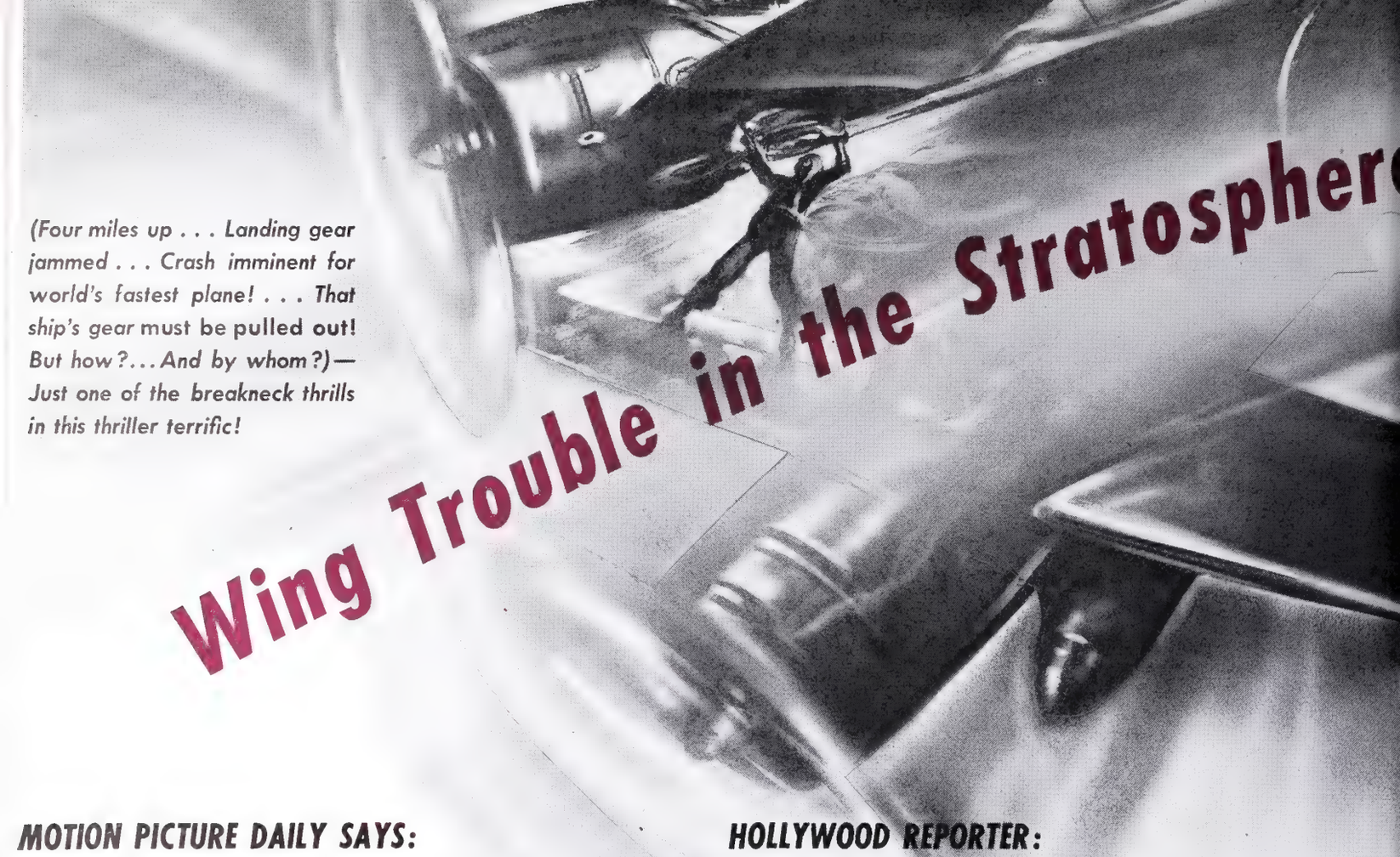
"Section III provides for the maximum sale of five pictures in a group. The practical effect of this is the block sale of five pictures as a group and, therefore, the block booking of five pictures. Most of the motion picture distributors now readily admit their intention so to market their film. It is self-evident that the distributor will make up his blocks in the manner which will be most effective in selling the most pictures. He can be expected to put one great picture with other weaker ones, or two just good ones with three fair ones, or to lock them in groups so balanced as always to force the exhibitor to buy that which he does not want in order to get that which he needs. It is evident that that which he does not want can be controlled somewhat by the distributor's public advertising, ballyhoo and the like. It seems also that, as a means of disposing of the cheaper pictures, the distributors will go to considerable ends to build up what might be called a sales leader, so that this fixed block of five can well be expected to have even a greater effect than the present program selling in boosting the rather fantastic salaries at Hollywood of the now established values in this industry. It seems to be ordinary common sense merchandising that the distributor can afford to pay fabulous sums for a single picture if he can with that picture force the sale of four other pictures which have been cheaply made and which will not sell on their own merits.

"Accentuate Evils"

"The much criticized 'block booking' has no evil which the sale of blocks of five does not accentuate and at the same time such blocks completely nullify whatever elimination of 'blind buying' may be in Section I. It is clearly of no benefit to the buyer to see that which he is to buy if he has no opportunity to refuse that which he does not want. Since he must buy in fixed blocks of five, his buying or not buying is going to be largely determined by the one or two, or at most three pictures in that block, so that insofar as the other two are concerned he must simply take them in order to get that which is essential to the operation of his theatre and he therefore truly and practically must buy them blind.

"When he has then bought a block of five pictures not of his own selection, he will inevitably have on his hands some one or two or three whose merit does not warrant exhibition in his theatre at the admission prices warranted by the best of the group. He then has the choice between paying for them and not playing them or taking that other evil of double features, whether or not his patrons want this policy. The net result of the block of five will, from a practical view, make inevitable the use of double features in those theatres which definitely do not desire to play double features and which have found

(Continued on page 22)



(Four miles up . . . Landing gear jammed . . . Crash imminent for world's fastest plane! . . . That ship's gear must be pulled out! But how?... And by whom?)— Just one of the breakneck thrills in this thriller terrific!

Wing Trouble in the Stratosphere

MOTION PICTURE DAILY SAYS:

"It evoked more applause from a preview audience than all the flag-waving in all the other flight pictures made since 'Hell's Angels.'"

MOTION PICTURE HERALD:

"Preview applause and appreciation . . Has romance..humor..pathos..drama and adventure.. Seemed to please its first beholders mightily."

SHOWMEN'S TRADE REVIEW:

"Swell entertainment . . Chock-full of thrill . . steers clear of the present conflict abroad."

HOLLYWOOD REPORTER:

"Capital entertainment . . before you are aware of it, 70 minutes of film has been run off with a laugh, a thrill, or a sigh per minute."

HOLLYWOOD VARIETY:

"Affords a timely tour behind the scenes in the airplane industry."

MEN AGAINST T

with

RICHARD **DIX** ★ KENT **TAYLOR**

EDMUND **LOWE** ★ WENDY **BARRIE**

PRODUCED BY HOWARD BENEDICT • DIRECTED BY LESLIE GOODWINS

SCREEN PLAY BY NATHANAEL WEST

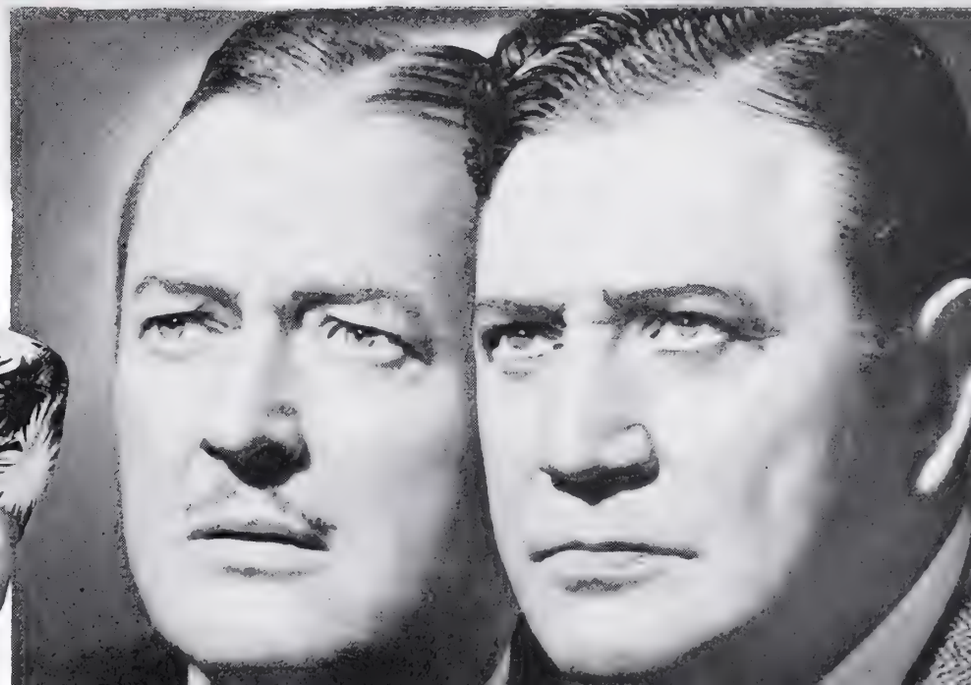
. . Dame Trouble on the Ground!



Streamlined lightning . . . with Test Pilot Mercedes, who'd fly anything from a bicycle to a bomber—anytime, anywhere! . . . Drama, excitement and fireball action in that breathless world of airplane-building, where speed, speed and more speed is the demon that wrecks men's nerves and women's dreams!

HE SKY





RKO RADIO PICTURES

Arnold Seen Making His Own Decision

NEW YORK—Despite the numerous polls by exhibitors on the consent decree, Thurman Arnold is expected to allow them to have no effect whatsoever on his final decision as to whether to approve or disapprove the decree. The "trust buster" is considering the arguments submitted by independent exhibitors against blocks of five, but sources close to him believe that he will not allow the almost universal requests for cancellation as a substitute to be made.

James V. Hayes of the consent decree department, who has been almost fully responsible for the decree as it now stands, believes that most of the "evils" of the industry arise from selling practices. These, he feels certain, can be eliminated by blocks of five, but not by cancellation. Despite the fact that exhibitors will be allowed to state their views before Judge Henry Warren Goddard on the date the decree is given him for his approval, government sources believe no amount of exhibitor protest will cause the court to do anything but accept Washington's recommendations. Exhibitors will have no standing in court, and even should they ask to intervene, the court can deny them the privilege and there is no appeal from such a denial.

Sees Proof in Test

Hayes believes the one year test of blocks of five will prove its feasibility and declares exhibitors have been misinformed as to the plan's true value. He cited the numerous ways in which exhibitors may secure single films from a block without having to take it in its entirety. It is also possible to purchase more than one block at a time and the question of the difficulty of trade showings can be easily taken care of by an exhibitor watching for reviews in the trade press, Hayes believes.

Should the government fail in its suit against Columbia, UA and Universal and the blocks of five work well, it is felt the industry will want the blocks kept. If the blocks are not working out, then no one will be ruined or put out of business by one selling season, the government feels.

The apparent failure to listen to the advice and demands of its "clients," the independent exhibitors, the department of justice explains by saying that, while it would not have brought the action except as a result of pressure by independents, that did not mean it agreed with everything these independents said. The government's aim is to restore competition in the industry. Should it hurt some of the complaining independents by so doing, the view is this cannot be helped.

"Seek Unfair Advantage"

Then, too, many of the independents, it is felt are seeking unfair advantages with one in particular named as an example. He is a theatre owner in a closed town, fearful that because of the dropping of divorcement, one of the "Big 5" might decide to enter in competition. The government pays no attention to complaints of this nature.

Arbitration meetings continued during the week with Robert E. Sher and Robert Wright carrying on for the government in its meetings with defense counsel. These meetings are for the purpose of ironing out details of already agreed on principles.

In the meantime both in New York and Washington, an amended complaint is being drawn for service on Columbia, UA and Universal. This complaint probably will also include the "Big 5" as defendants as a matter of form, but the complaint will be so worded as to eliminate the five from the charges. This complaint is expected to be served by the middle of October with the trial due to start in April or May.

Herman Robbins Sales Drive by NSS Firms



NEW YORK—National Screen and its coordinated companies, Advertising Accessories, Inc., and National Screen Accessories, on September 15 will launch a Herman Robbins 20th Anniversary Testimonial. Terminating December 28, the sales drive will be conducted on a nation-wide front for Robbins, president of the triumvirate of companies.

In discussing the plans, George F. Dembow, general sales manager, points out Robbins has been in the industry 28 years, eight with Fox Film and 20 with NSS, but that this will be the first drive attaching itself to his name. "He's the backbone of everything that goes on around here," remarks Dembow, "and we've never even hung his picure in the anteroom or bought him a drink at the golf tournament. So we've decided to see what could be done about it and this is it—testimonial to the boss by unanimous consent of everybody concerned."

Robbins, in fact, is in for it this time. Shy to a degree remarkable in the film business, he practically recoils upon seeing his name in print and, in fact, hasn't had a picture taken of himself since the days of the old Motion Picture Club. Now, however, 1,700 employes in 33 offices are being permitted to operate on a free wheeling basis where the Robbins' name is concerned. It'll either make him alter his long-standing antipathy toward personal publicity or close the door for all time. But the point is the sales drive—in Robbins' name and no other—is about to get under way and nothing, apparently, can stop that.

Get Cuban Films

NEW YORK—World Pictures will distribute in the United States four pictures to be made by Geza Polaty in Cuba. First will be "The Kingdom of God." Polaty was the producer of "8 Girls in a Boat."

Gov't Strolls Away From Divorcement

(Continued from page 9)

where the exhibitor customarily operates two or more theatres on the same run in the same situation as a unit by contracting for blocks of features on an 'or' basis; i. e., at one of two or more specified theatres, all of such theatres may be considered collectively as a unit."

Whereas Section 8, captioned, "Acquisitions of or Changes with Respect to Theatres in Which Defendants Are Interested," failed to give calendar designation to the period of the proposed decree, rewritten language now tightens up that phase and makes it clear the proposed consent is to function for a three-year period. New language, in part, now reads:

"(1)—For a period of three years after the entry of the decree herein each of the defendants will notify the department of justice immediately of any legally binding commitment for the acquisition by it of any additional theatre or theatres.

"(2)—During such period each defendant will also report to the department of justice on or before the tenth of each month the changes in its theatre position, if any, that have occurred during the preceding month which shall include:

"(a)—Theatres contracted to be built, or building.

"(b)—Theatres lost or disposed of.

"(c)—Theatres acquired.

"(d)—Interests in theatres acquired, stating the nature and extent of such interests.

"(e)—A statement of the reasons for such changes."

The escape clause, which is Section 9, is modified to eliminate subdivision 2b under section 1. This is the clause dealing with the forcing of shorts, reissues and foreigns. Since this subdivision is now eliminated from the draft itself, it naturally follows it had to be eliminated from the escape clause.

Exhibitors Continue Fight on Decree Under Current Draft

WASHINGTON—Admitting that the negotiations for a consent decree to end the all-industry suit were in a delicate position, department of justice officials this week expressed the hope that nothing would occur to upset the apple cart.

Their acknowledgment of the delicacy of the situation reflected the "monkey wrench" thrown into the works by the organized exhibitors opposed to the block-of-five provision of the proposals now pending before the department, which may bring into the federal court in New York next month a long-drawn-out argument if the exhibitors live up to their threat of taking their complaints to Judge Goddard.

The situation was not eased by the invitation by Assistant Attorney General Thurman Arnold to go into court. Department officials are confident that if arguments against the decree are presented the court will see the matter their way, but admit that the opposition of the exhibitors, in whose behalf the suit was brought, was not conducive to happiness and general amity.

That the exhibitors will make good on

(Continued on page 18)

MAJORS, GIRDING FOR RESISTANCE TO HIKED ADMISSIONS, DECLARE PLAN IS "ESSENTIAL"

Hold It "Must" Policy For Bigger Pictures Despite Protests

NEW YORK—Major sales executives view as essential and without prejudice to exhibition, as well as satisfactory to the public, the practice of recommending increased admission prices on attractions of unusual merit.

While their position might be construed as an answer to organized exhibitor resentment, which might yet develop, it stems particularly from the criticism of Allied of New Jersey, which, in one quarter, is characterized as displaying a fundamental lack of business acumen in taking issue with the trend toward higher scales in special instances.

This was particularly true at M-G-M, where a spokesman, interpreting the Allied stand as directed toward "Boom Town," took exception to one point in the organization's observation that the "practice takes away one of the few remaining rights of the exhibitor to run his own business, that of setting his price scale."

Deplore "Shortsightedness"

This source asserted, "Such shortsightedness is appalling. The film is being delivered on last year's contract and at 40 per cent, which means 60 per cent belongs to the exhibitor. If any operator is not satisfied to increase his admissions to enjoy a greater return on those terms, he doesn't belong in the business." Figures were brought out to demonstrate that the film has set all-time house records in Indianapolis, Reading, Harrisburg and New Orleans — excepting "Gone With the Wind."

Elsewhere, sales executives assert the practice of suggesting higher scales is not done in promiscuous manner, but is based on sound pre-testing in strategic spots over the country. Emphasis is placed on the fact returns must, in pre-test engagements, justify the faith distributors have in the attraction "before a lot of cash and goodwill is lost among all concerned." Allied's charge of "injury" through "juggling" admissions is met with the admission in majority sales quarters that "boosting scales for any old picture" would prove dangerous.

"Pays for What It Wants"

On Allied's criticism the "policy tends to convey the impression that all other pictures are inferior," a representative answer would seem to be that of one sales executive: "The public pays for whatever it wants. Some Broadway shows get $6.60 and others get $2.20, yet you can't get seats for the $6.60 show. If you've got something good the public will pay for it, but it must be good."

It is also admitted, in some instances, increased scales have brought "a little" resentment from patrons. However, where a careful check of the situation was made, it is said a theatre representative questioned "a few" patrons who balked, but finally bought tickets, and found them to be "perfectly satisfied" with having paid the higher admission.

Referring to Allied's position that the practice "damages the theatre's goodwill, considered an exhibitor's greatest asset," one sales executive fairly exploded with:

"Goodwill? They mean good pictures. Does Allied mean to say their goodwill draws patrons when the pictures are poor? Write this down. Regardless of all the goodwill they've got, the public will only pay to see good pictures."

A tabulation on "Boom Town" grosses appears to offer ample evidence that the increased scale does not "cause grosses to drop after the increased price attraction." Subsequent attractions, at normal scales, were shown to have pulled normal grosses, at least commensurate with the quality of the attractions.

Ida Lupino Gets A Very Big Break

New York—Comment on films in the editorial columns of the "Daily News" is not uncommon. For it is rather widely known that Capt. J. M. Patterson, publisher, is ardent on the matter of motion pictures. On the rare side, however, is his comment on Ida Lupino and "They Drive by Night." Writes he:

". . . it was our good luck yesterday to catch a movie starring a lady who looks to us like the leading contender for the crown now worn by Bette Davis.

"The picture is 'They Drive by Night' and the star is Ida Lupino. Curiously enough, the complicating incident is the same as in Bette Davis' vehicle of five years ago, 'Border Town'—a lady, fed up with her drunken husband and attracted to another guy, eases the husband and his car into a garage through an electric-eye door and leaves him passed out there so that the running car engine can do him in by the carbon monoxide route. Anyway, 'They Drive by Night' is a fine picture and Lupino is a great actress."

Picture Pioneers to Expand Gradually

NEW YORK—Gradual extension of Picture Pioneers throughout the country is in the offing. Hollywood and Los Angeles probably will be chartered next, with Chicago following.

The parent unit, embracing film men identified with the business for 25 years or more, had its birth here and the first offspring was the Canadian organization which has about 135 members. Jack Cohn, house manager of the parent outfit, tells BOXOFFICE he sees no reason why the Pioneers cannot blossom into a national body, but whether the initiative will spring from New York or become locally engendered is not yet apparent.

The New York Pioneers, meanwhile, plan to hold their fall meeting next month. The entertainment keynote now is being worked out.

Predicts "Loanout" System Will Expand

DETROIT—Citing a number of loanouts currently engineered by the studios, Harold Heffernan, in his N. A. N. A. column from Hollywood, writes:

"With the celluloid economic situation the way it is (remember there's no more world market) the barter and exchange system will grow brisker each day. It's a profitable arrangement for all concerned. It takes up the slack on idle personalities. The lending studio makes a neat profit on each deal. The players get handsomely tipped and enjoy a change of scenery. The borrowing studio wins the services of actors better suited to certain pictures than those available on its own lot.

"As for the public, it doesn't make a bit of difference. The average fan doesn't know which player or picture belongs on what studio roster in the first place—and cares less.

"To satisfy his belief on that latter point, F. E. Berend, Los Angeles advertising executive, wagered one major studio executive inordinately proud of his company's trade mark that the average stenographer (agreed on as representative of the average movie fan) had practically no knowledge of studio and player affiliations.

"Berend won his bet hands down. Of 55 secretaries and typists polled in a downtown office building, only 15 knew David O. Selznick produced 'Gone With the Wind.' The balance credited it to every studio in town.

"Twelve answered correctly that Mickey Rooney was under contract to M-G-M, while only three realized Charlie Chaplin's 'The Great Dictator' would have a United Artists release.

New "Magic Screen" to Be Marketed by RCA

CAMDEN, N. J.—The Photophone division of RCA will market a complete line of sound motion picture screens through independent theatre supply dealers throughout the United States, it is announced by Edward C. Cahill, division manager.

Cahill simultaneously announced the development of a new type, "Magic Screen," which he claims provides greater and longer-lasting reflective properties and better sound transmission at lower cost.

RCA Buys Ultraphone Replacement Parts

CAMDEN, N. J. — Ultraphone Sound Equipment Co. has discontinued its sound equipment business and its stock of replacement parts has been purchased by RCA Mfg. Co., according to Homer B. Snook, manager of RCA Photophone Sales. The Frosch Theatre Supply Co. in Minneapolis has been named a distributor of Ultraphone parts. A supply also will be on hand at the RCA plant here.

THEIR RADIO AUDIENCE ALONE

—And the picture's grand entertainment for everybody in addition to the 20,000,000 listeners who rate Lum and Abner among tops on the air. A homespun story of young romance and struggle against greed, centering around their famous Pine Ridge store, bringing to the screen that same philosophy that has made them so popular on the air.

...With Frances Langford singing "Dreaming Out Loud," current radio hit!

Dreaming Out Loud



WITH

FRANCES LANGFORD
FRANK CRAVEN
BOBS WATSON
PHIL HARRIS



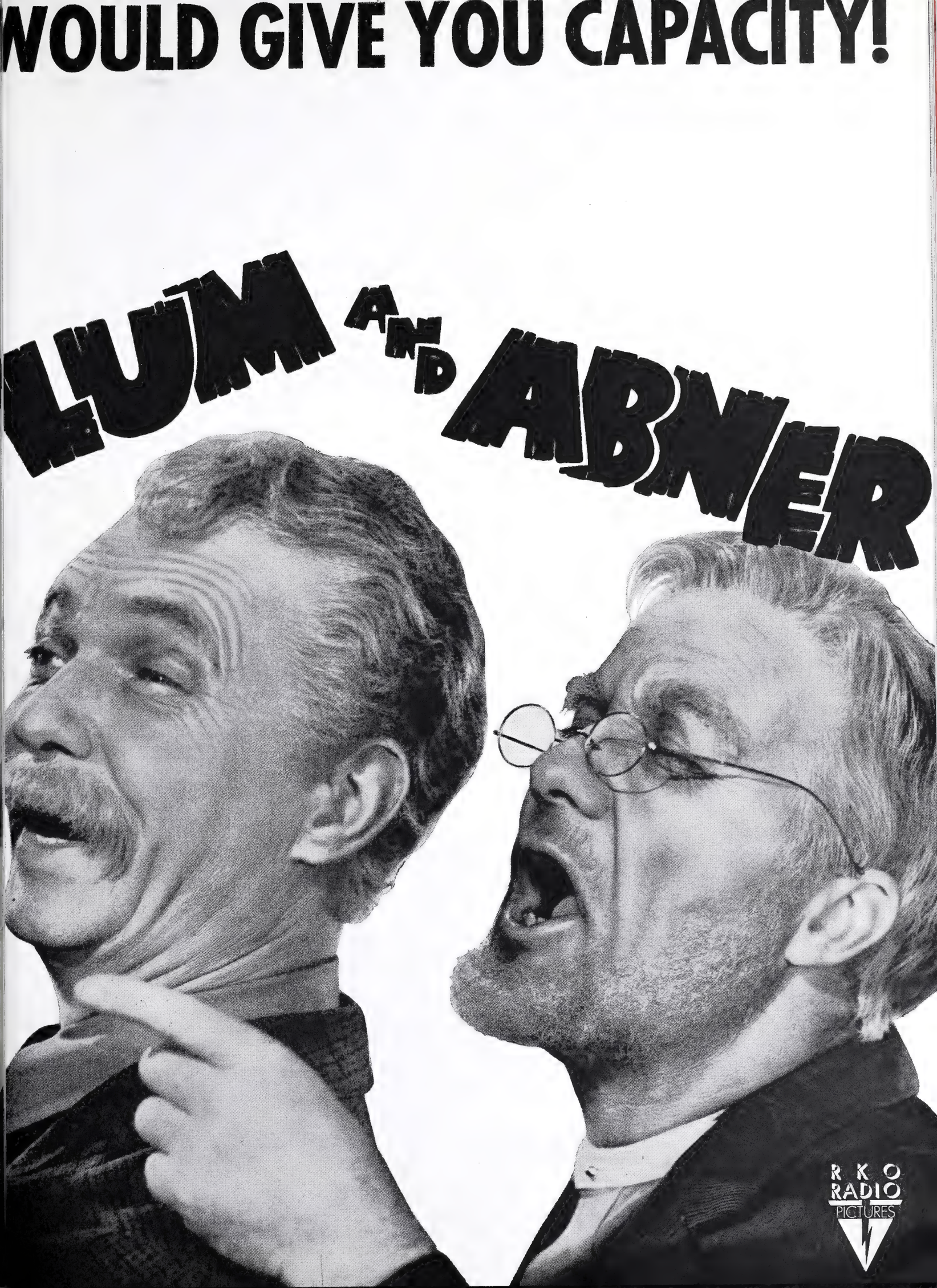
A VOCO PRODUCTION

PRODUCED BY
JACK VOTION & SAM COSLOW
DIRECTED BY HAROLD YOUNG

Screen Play by Howard J. Green, Barry Trivers and Robert D. Andrews

WOULD GIVE YOU CAPACITY!

LUM AND ABNER



Higher Admissions for DeMille Film, Paramount Decides

KANSAS CITY—Paramount will release Cecil B. DeMille's "North West Mounted Police" at admission scales in excess of regular theatre prices.

This decision was announced by Neil F. Agnew, general sales manager, on the second day of a two-day sales meeting at the Muehlebach Hotel to determine the policy in connection with the Technicolor production starring Gary Cooper with Madeleine Carroll, Preston Foster and Paulette Goddard. The film was sneak-previewed to a regular audience at the Newman Theatre, attended also by the Paramount men.

At the outset, the picture will be prereleased in eight or ten situations around the country, one in each district, Agnew said. The tentative opening date is October 25, with each booking receiving a big local campaign in newspapers, the whole to be supplemented by advertising in magazines of general circulation. For this purpose, an appropriation of $150,000 has been set up, $100,000 of which will go to newspapers. The remaining $50,000 will go for an advertising program in the magazines, slated to break in October.

One From Newsreels

Agnew also said that "The World in Flames," a compilation of newsreel clips on events for 20 years up to and including the present war, is to be re-edited for release in October. In its finished form the subject will run to approximately 75 minutes. While it has no interwoven story, the subject is being compared with March of Time's "The Ramparts We Watch." Paramount executives regard it as highly significant and worthy of big-feature promotional effort.

Besides Agnew, who presided at the meeting, home office officials included Adolph Zukor, chairman of the board; Barney Balaban, president; Robert M. Gillham, director of advertising and publicity; Alec Moss, director of exploitation; J. B. G. Frawley, manager of exchange operations, and Fred LeRoy.

From Hollywood came Y. Frank Freeman, vice-president in charge of production; William H. Pine, associate producer, and Cliff Lewis and Rufus Blair of the studio publicity staff.

Division managers present were J. J. Unger, Charles Reagan and Oscar Morgan. District managers were M. S. Kusell, New York; Allen Usher, Chicago; Harry Goldstein, Cleveland; William Erbb, Boston; Ralph LiBeau, Kansas City; George A. Smith, Los Angeles; Hugh Braly, Dallas, and M. A. Milligan and William Hansher of Canada. Harold F. Wilkes of Atlanta was kept away from the sessions due to illness.

The district exploiteers who participated in the general sessions and who attended special meetings held by Gillham and Moss to set plans for "North West Mounted Police" and other big forthcoming product included: Clinton Bolton, Atlanta; William Brooker, Philadelphia and Washington; Don Chambers, Boston; J. M. Joice, Cleveland; Jack Dailey, Dallas; Ralph Ravenscroft, Los Angeles; C. Krueger, Chicago, and Bill Lansburg, Kansas City.

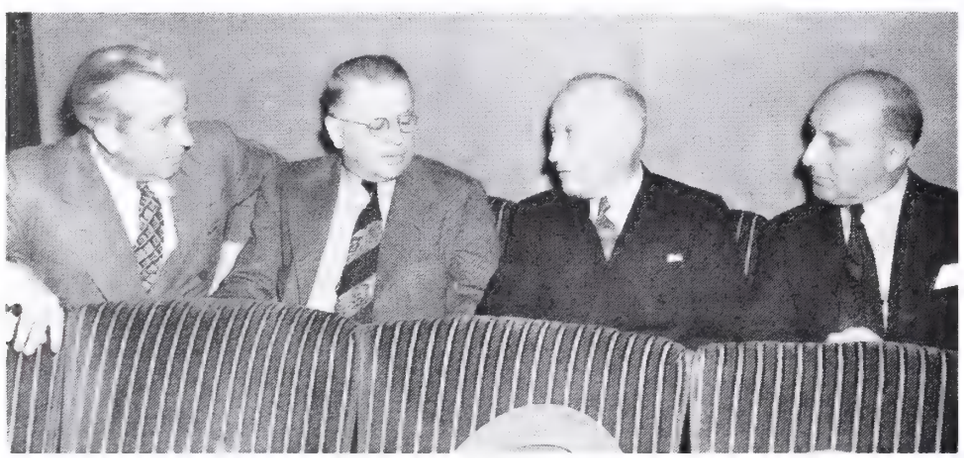
The first day of the sessions was taken up largely with screening of the company's outstanding fall product. In addition to the aforementioned pictures, these were shown: "Rangers of Fortune," starring Fred MacMurray and Patricia Morison; "Christmas in July," starring Dick Powell and Ellen Drew; "Arise My Love," starring Claudette Colbert and Ray Milland, and six reels of un-edited parts of "Love Thy Neighbor," starring Jack Benny and Fred Allen. "Rangers of Fortune" and "Arise My Love" were "test-screened" before regular audiences at the Newman Theatre.

Balaban Sees Severe U. S. Reaction if Britain Falls

KANSAS CITY—There can be no doubt but that the collapse of England would produce a grave situation in American studios, Barney Balaban, president of Paramount, pointed out at the two-day sales meeting here.

He said that while he hoped and believed the Empire could weather the storm, the reaction if it should fall would be severe, reminding that even during normal times England supplies the bulk of film income from foreign fields. He emphasized that while returns from the British Isles have been reduced, they supply an even higher proportion of foreign revenue now than in the past.

Producers previously have stressed the need for American film companies to strive to attain domestic economic self-sufficiency in the face of the deepening crisis abroad.



—Kansas City Star Photograph

At Paramount Sales Meeting—

In Kansas City where the company's home office, studio and field executives decided upon an increased admission price policy for "North West Mounted Police." Left to right above, as they viewed Paramount's new fall product in the Vogue Theatre, are Neil F. Agnew, general sales manager; Y. Frank Freeman, vice-president in charge of production; Adolph Zukor, chairman of the board, and Barney Balaban, president.

No Policy Indicator, Agnew Declares

Kansas City—Asked if the increased admission price to be used as the base for "North West Mounted Police" indicated that Paramount would make this policy routine on outstanding forthcoming product, Neil F. Agnew, general sales manager, replied that the company had set up no such long-term decision. He said the policy would depend upon conditions at the time of release and that each picture would be individually dealt with as it came up.

Duals "Strangling" Trade—Freeman

KANSAS CITY—"They're strangling the industry, and the sentiment is strong in Hollywood to get out from under the burden of double bills. Producers are undertaking a campaign to persuade exhibitors to return to single features. The campaign will be pushed along by concentration on bigger productions that alone will satisfy as a full evening's entertainment."

The speaker was Y. Frank Freeman, vice-president in charge of production for Paramount, attending the national divisional sales meeting here.

The whole double-feature situation has grown so large it will be difficult to control, he said, pointing out that dual fans are now beginning to ask for two "A" pictures on the same program. Freeman attributed twin-bill popularity to women and children "with a lot of time on their hands." As a consequence, he said that 90 per cent of a "selective group" of entertainment seekers "find no joy in getting twice as much for their money."

War losses to Hollywood's foreign market have reached about $24,000,000 of its total average annual sales of $60,000,000, he said.

Sees Quality Needed To Offset War Loss

KANSAS CITY—Concentration on more entertaining pictures is the only recourse likely to yield profits in the midst of collapsed world markets, Adolph Zukor, chairman of the Paramount board, said here at the two-day sales meeting in the Muehlebach Hotel.

"We already have eliminated a number of smaller pictures to concentrate upon improving the quality of those we do produce," he said. "A national survey (the Gallup poll for Samuel Goldwyn) has shown there are 30,000,000 people who can afford the motion picture habit, but don't have it. There's only one reason for that. If we succeed in getting half of those 30,000,000 into the theatres we will have compensated for more than our entire European loss."

"BRIGHAM YOUNG"

on two nationwide
showmanship-timed

BROADCASTS!

Kate Smith Hour

...*first of the season!* Coast to coast over 81 CBS stations, its tremendous audience gathered by 200-line ads on radio pages throughout the country!

TYRONE POWER
DEAN JAGGER
(*as Brigham Young*)
MARY ASTOR

on the air to tell 20 million listeners about "Brigham Young"

FRIDAY, SEPT. 20th, 8:00 P.M. EDST (with a repeat broadcast for the Pacific Coast at 8:00 P.M. PST)

"THE BATTLE OF THE SEXES"

Standout quiz program . . . over 53 NBC red network stations! *Extra* ticket-buying stimulus for an attraction already boxoffice great!

TUESDAY, SEPT. 17th
9:00 P.M. (EDST)

FLASH!

150 commentators go on the air all over America with plugs for "Brigham Young" as this great attraction is chosen PICTURE OF THE MONTH by National Radio Film Commentators' Circle!

20th CENTURY FOX

"BRIGHAM YOUNG" ***...every inch a showman's picture!***

Exhibitors Continue Decree Draft Fight

(Continued from page 12)

their threat to fight the decree was indicated by conversations going on at the department with various trade interests.

Ed Kuykendall, president of the MPTOA, visited the department on Monday and Tuesday of this week, conferring with Arnold, in charge of the anti-trust division, and while neither of them would comment on the meeting, there were indications that the MPTOA head was still endeavoring to have department officials change their mind as to the desirability of the proposals now before them.

Kuykendall, and others who attended the "mass meeting" September 3, is bitterly opposed to the five-picture block, on the ground that it takes all cancellation privileges away from the operator and gives the distributor continued block booking.

At the department, officials had no comment as to the course of the negotiations, but there were indications that Arnold and Attorney General Robert Jackson, are "sold" on the present proposals, as embodying the best solution of the problem which can be attained without lengthy trial.

The objections raised by the exhibitors have been laid before the five companies which are to be parties to the decree, but there are no indications that any broad changes will be made to meet the views of the theatre operators.

Department officials, responding to exhibitor charges that they knew nothing about the industry, pointed out that the consent decree proposals were developed only after long study, and insist that they represent an economically possible solution, as contrasted with exhibitor demands which would have made production difficult and highly hazardous.

Holding to the contentions of the complaint, that block booking as now practiced is unlawful, department officials have come to the conclusion that the sale of pictures one at a time would impose an impossibly expensive burden upon the producers. Thus the blocks-of-five plan is offered as a compromise economically practicable from the standpoint of the producer and distributor, and equally practicable and economical from the standpoint of the exhibitor.

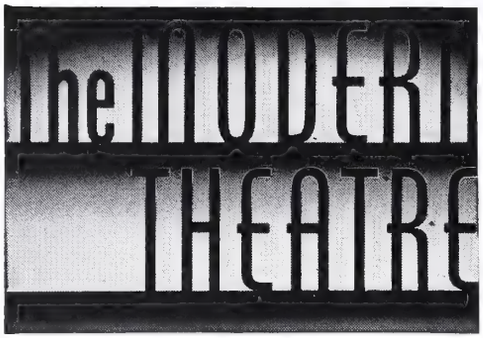
In interested quarters in Washington surprise has been voiced that little or no thought appears to have been given to the problem of assuring a steady flow of product to the theatres under the consent decree. In this connection, the view has even been expressed that the exhibitors fighting the blocks-of-five provision are not really desirous of securing single selling but are merely attempting to get some cancellation privileges so that they can reject "turkeys."

It is the belief in these quarters that quintuple sales will give the exhibitor an assurance of product which he would not have under single selling in an industry still seeking some way of recovering from the body blow of lost foreign markets.

"Howards" Dated

NEW YORK—"The Howards of Virginia" has been dated into the Music Hall starting September 26.

In this issue . . .



HAPPY MEDIUM: "Between Maximum and Minimum There's Now an Intermediary"

*

HARMONY: "Wherein Beauty and Comfort Were Coordinated With Capacity"

*

PROTECTION: "Our Society for Prevention of Cruelty to Pictures—Patrons"

*

SCREEN CARE: "The Elemental Importance of an All-Efficient Sound Screen"

*

CINE' CLINIC: "Sabotage in the Projection Room or the Penalty of Poor Sound"

*

PLANNING: "Redskins and Covered Wagon Days Recalled in Modernization"

*

DECOR: "Continuing Our Treatment of Public Rooms From Architectural Plans"

*

DISCOVERY: "Lessons I've Learned About Making Life More Liveable"

*

HYGIENE: "The Marked Influence of the Movies on the More Abundant Life"

*

ANNOUNCEMENTS: "News of What's New in Modern Theatre Equipment"

. . start reading on page 27

Many Easterners Set For 'Westerner' Debut

HOLLYWOOD—By current count, three plane-loads of local well knowns will attend the premiere of "The Westerner" at the Worth and Hollywood theatres in Fort Worth, September 19. The well knowns will fill two planes and the press will travel en masse in the third.

Already set for the trip are Samuel Goldwyn, Gary Cooper, Walter Brennan, William Wyler and Jon Hall and their respective wives as well as Doris Davenport, Bob Hope, Ken Murray, Forrest Tucker, Bruce Cabot and Chill Wills.

NEW YORK—The Ripley "Believe It or Not" show probably will figure in the premiere of "The Westerner" in Fort Worth. Trade papers have had extended to them the option of sending a reporter from New York or from Hollywood. Invitations are being handled by the Variety Club of Dallas.

A celebration in which 25 Texas cities will participate will follow the Fort Worth opening. The following day, a Friday, the picture is slated to open in about 100 theatres in that state.

'Boom Town' Topping All Except 'GWTW'

NEW YORK—Surpassing all previous M-G-M record grossing films over the past few years, except "Gone With the Wind," by a wide margin "Boom Town" has played to close to $700,000 worth of business in its first 43 key city engagements. A minute comparison with former "highs" shows the film to stack up with $530,000 garnered by "San Francisco" and $490,000 run up by "Boys Town," the figures being a compilation of identical playing time for each of the three films. M-G-M is the source.

The situations are as follows: Albany, Omaha, Denver, Seattle (two theatres), New York, Kansas City, St. Louis, Chicago (two theatres), San Francisco, Atlanta, Houston, Memphis, Bridgeport, Canton, Worcester, Hartford, New Haven, Providence, Springfield, Nashville, Akron, Baltimore, Columbus, Norfolk, Wilmington, Washington (two theatres), Richmond, Philadelphia, Waterbury and Buffalo, each two theatres, Philadelphia, Little Rock, Detroit, Oklahoma City, Harrisburg, Reading, Indianapolis, New Orleans, Los Angeles (two theatres), Tulsa and Cincinnati.

Consideration attaches to the "Boom Town" engagements in that each booking represented an increase in admissions of 25 per cent during matinees and 33⅓ per cent at night, with a straight increase of five cents in children's prices in most cases. It must be remembered that the reported gross for the 43 initial engagements are first runs in key cities. Some evidence indicates, however, subsequent runs will not boost scales in the same proportion as first runs. This stems from the private observation of a spokesman for Loew's metropolitan circuit, who feels neighborhood houses will not be able to "get away" with the same tilt, but is of the belief a slight increase over normal may be instituted.

FWC Head Sees Uptrend; Denies Duals to Go

NEW YORK—Business in Fox West Coast Theatres is showing signs of slight improvement, but not as pronounced as last year, Charles P. Skouras, operating head, stated during his brief stay in New York for conferences with his brother Spyros, head of National Theatres.

Reports of a number of his theatres going to singles are denied by the FWC operator, who added "the public wants doubles."

Skouras has booked "The Great Dictator" for the Carthay Circle in Los Angeles. The date has not been set, but the prices will be 75 cents and $1.50. He also hopes to get "Fantasia," the latest Walt Disney feature cartoon, for the same theatre on the same policy of two-a-day.

With Skouras was Charles Buckley, general counsel for FWC. Both left for the coast the end of the week.

Within the next week or so, E. C. Rhoden, Kansas City; Rick Ricketson, Denver, and Harold J. Fitzgerald, Milwaukee, division heads, are due on general matters and new product deals.

The 20th-Fox deal has been concluded for the Southern California houses, although the term has not been set.

Claims Studios Fail In Selling Creators

NEW YORK—William Wyler gives as his personal opinion that producers are not getting the fullest "expectancy" of their better calibre product because of "short-sightedness" in not exploiting every ounce of the "creative personality" embodied in their making.

In short, the director feels directors, for instance, could be "built up" to the point of creating a following much in the manner that exists among radio comedians, authors and stars. In fact, he sees no need for cutting into a star's billing, but takes the position there would be "extra gravy" if the director, author, or producer of the same film is "sold" to the public if his creativeness is on a par with the star's.

Wyler stresses the point there is nothing personal in his conclusions. He came upon them he declares, upon noticing the manner in which Alfred Hitchcock's name is being exploited in the New York campaign for "Foreign Correspondent." Directors, he goes on, have in the past created a market for themselves which, in some instances, took precedence over the literary property they were engaged in dramatizing. He cites D. W. Griffith. By the same token, Ernst Lubitsch, Sam Wood and John Ford are others who upon fuller exploitation of their names, could mean more at the boxoffice, he adds.

He feels producers, per se, add little boxoffice value to a film by "hogging" the credits. He sees little value attached to the spreading of Darryl F. Zanuck's name over most of the introductory footage of 20th Century-Fox product because of the "variety" of product with which the producer is associated in the public's mind. Wyler used Zanuck's name purely as a case in point—"nothing personal, to be sure."

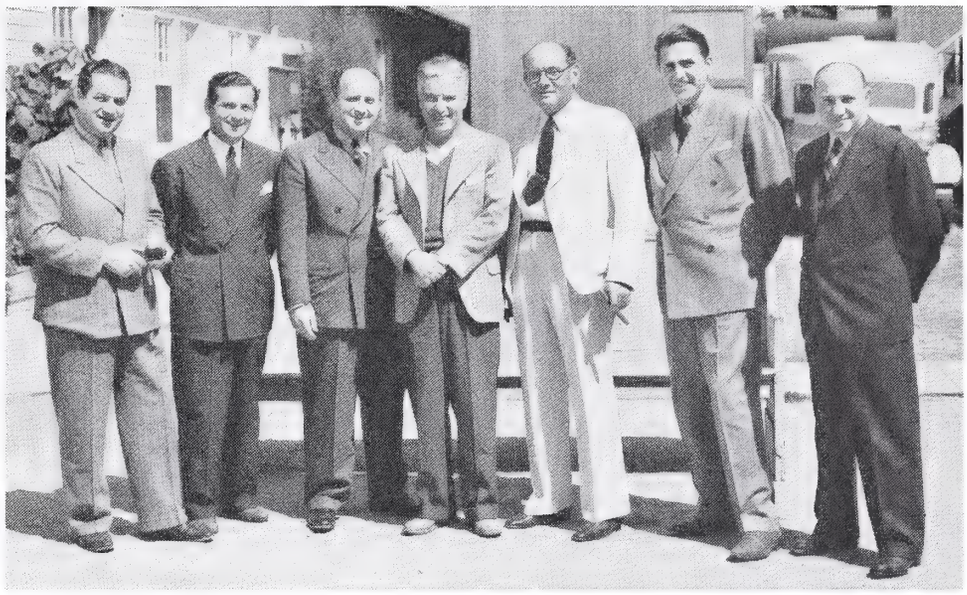
On the other hand, the director asserts, Harry Cohn has demonstrated sound business acumen by keeping his name down and building up Frank Capra's. The best analogy Wyler hit upon is that which, up until a few months ago, he said existed in France. In that country the names of Rene Clair, Jules Duvivier and Jacques Renoir stood for a certain "individuality" that meant something at the boxoffice and, if their efforts were enhanced by the presence of a star and important story—"so much the better."

No Decision on Pettey Successor or Bureau

NEW YORK—Officially, there has been no decision by the MPPDA on a successor to Tom Pettey, former coast press and publicity representative, or the reported establishment of two public relations bureaus for a more objective handling of Hollywood publicity. This became known upon the return over the weekend of Will Hays from a coast visit.

A replacement for Pettey, who is coast correspondent for *PM*, is said to be in the hands of a sub-committee, which at the next MPPDA session will be put up for consideration by company members.

The idea of a public relations bureau is said to be in the "report stage," and may also be acted upon at the same meeting. Originally, it embraced two units, each made up of three men, to operate from the east and the coast and concentrate on such matters that would cement goodwill between the press and the MPPDA as well as among exhibitors.



Shaping Up an Important Event—

In other words, a discussion of selling plans for "The Great Dictator," Charlie Chaplin's first picture since 1936 *and "Modern Times." Taken on the coast, the assemblage includes Arthur W. Kelly, Harry L. Gold, Murray Silverstone, Chaplin, Joe Fischer, first run operator in Singapore, host to all film men who hit the Oriental crossroads and longtime friend of both Chaplin and Kelly; Meredith Wilson, who is doing the musical score, and L. Jack Schlaifer. Incidentally, Fischer will play the film first run in his city.*

Second-Feature Rental Base for Trade Film

NEW YORK—Upon completion of distribution arrangements for "Land of Liberty," official industry contribution to the World's Fair, exhibitors will be asked to pay the usual rental for a second feature to show the historical film. The original running time of 135 minutes has been reduced to 90 minutes, with new material added to maintain continuity where cuts were imposed to make for condensation.

The MPPDA is attempting to work out arrangements for distribution, either with one company handling it on a national scale, and probably M-G-M, or all majors taking certain areas to achieve the same purpose. It has been definitely decided, however, that all revenue from exhibition exceeding the "out-of-hand" cost—that is, cost of distribution and sales accessories, but not counting cost of actual production and editing—will be turned over to the Red Cross.

Although William F. Rodgers, M-G-M sales manager, is said to be "in favor" of the idea, the company so far has not stated whether or not it will take on the distribution. However, informed spokesmen declare it is "more than likely" M-G-M will release.

UA to Protest Chicago Ban on "Pastor Hall"

NEW YORK—UA has no intention of taking it on the chin quietly and is protesting Chicago's ban on "Pastor Hall" on the ground advanced by Lieut. Harry J. Costello of the police censor board the film has been barred because of "an exceedingly controversial nature."

Helprin in "Legit"

NEW YORK—Morris Helprin, assistant to Alexander Korda, will enter stage production in association with Allen Boretz. Their first and initial play will be "The Hard Way" by Boretz.

Special Trade Committee To Push Red Cross Drive

NEW YORK—Following a meeting between Major L. E. Thompson, general chairman of the Motion Picture Theatres Campaign Committee, with the Advertising Advisory Council of the MPPDA, a special advertising and publicity committee was appointed to assist in the nationwide drive for the American Red Cross. Members are Lester Thompson, director of the AAC, chairman; Mort Blumenstock, Warner; Si Seadler, M-G-M; Herbert Berg, Paramount, and Kenneth Clark, MPPDA.

Line Up Trade Support For Democratic Slate

HOLLYWOOD—Charles L. O'Reilly, former president of the Theatre Owners Chamber of Commerce in New York and recently appointed chairman of the motion picture division of the National Democratic Committee, is here with Jack Connolly, former Pathe News head, to line up support for the coming election.

Walker Officially Becomes U. S. Postmaster General

WASHINGTON—In the presence of President Roosevelt in his office at the White House, Frank C. Walker, former head of the Comerford theatre circuit, on Wednesday officially joined the cabinet as postmaster general. The oath of office was administered by Associate Justice Stanley Reed of the supreme court.

NATIONAL
THEATRE SUPPLY COMPANY
NATIONAL
EVERY STORE A LOCAL INSTITUTION WITH A NATIONAL REPUTATION FOR RELIABLE SERVICE
"GET IT FROM NATIONAL"

"INCORPORATION OF THE **BAPTISM OF FIRE** SEQUENCES IN 'THE RAMPARTS WE WATCH' IS LIKE SUPER-CHARGING AN ALREADY TREMENDOUSLY POWERFUL VEHICLE."

– FILM DAILY



H. V. Kaltenborn, famed radio commentator and student of propaganda methods, and Major George Fielding Eliot, outstanding U. S. military analyst, agree that "a way must be found to show *Baptism of Fire* to the American public."

SAYS H. V. KALTENBORN:

"As Americans, we must be prepared in our minds as well as in our arms. **Baptism of Fire** was produced to inspire terror in the prospective victims of German aggression. We must learn how to meet and resist Hitler's propaganda as well as his airforce."

SAYS MAJOR ELIOT:

"When incorporated in 'THE RAMPARTS WE WATCH', the Nazi film **Baptism of Fire** takes on a meaning which the Germans did not foresee. Instead of terror it inspires in the hearts of free men and women a hatred of Nazi methods and a grim resolution to defeat them!"

1940

APRIL . . .

HITLER'S MOST POWERFUL FIFTH COLUMN WEAPON

Baptism of Fire, a new Nazi propaganda film produced by the German State Film Trust, is designed to terrorize the officials of countries which Germany is about to conquer. Leland Stowe, famed foreign correspondent for the Chicago Daily News reports the film's terrifying effect upon high Norwegian Government officials just prior to the Nazi invasion. **Baptism of Fire** also used to "soften" neutral Belgium and Holland. The film was shown effectively to King Carol of Romania.

JULY . . . .

SEIZED BY THE BRITISH AS CONTRABAND OF WAR

Vast quantities of Nazi propaganda material seized by British Contraband Control officers at Bermuda, Gibraltar, Hong Kong and Port Said. Among seizures are prints of the notorious Nazi propaganda film **Baptism of Fire.**

AUGUST . .

ANALYZED AND EXPOSED ON NATIONWIDE BROADCAST

H. V. Kaltenborn, in an exclusive NBC news report, reveals that Nazis are recruiting Fifth Columnists at U. S. showings of **Baptism of Fire.** New York agents of German Film Trust admit screenings for Nazi sympathizers in New York, Chicago, St. Louis and Milwaukee.

SEPTEMBER

NAZI OFFICIALS SEEK TO BAN OWN TERROR FILM AS "UNFAIR TO GERMANY"

A spokesman of the German Embassy at Washington says: **"Baptism of Fire** when shown as part of **'THE RAMPARTS WE WATCH'** is misleading. Rights to show our picture in this way must be denied".

BUT AMERICA WILL SEE IT IN . . .

"THE RAMPARTS WE WATCH"

A NEW KIND OF MOVIE . . . FIRST FEATURE PICTURE PRODUCED BY THE MARCH OF TIME

it inadvisable to play them under the present marketing system of the industry.

"Under a cancellation system as once existed, an exhibitor could at least eliminate the worst 20 per cent of a distributor's pictures, without giving up any of the better pictures from that same distributor. Under this proposed arrangement it will not be possible to play all of the best pictures from any given distributor unless the exhibitor play also all of the worst. His actual choice in the product to play his theatre is then greatly lessened, not increased, by this method of selling.

"If we will presume a city in which all pictures are not now shown, it is evident that the exhibitor could eliminate the worst 20 per cent of the product which he buys and replaces those with better pictures. Under the group of five selling, it is equally evident that of the pictures which he shows, 20 per cent must be someone's worst pictures, or he must break down the block.

"Now if he be powerful enough to break down the block, he is certainly powerful enough to break down the so-called block booking of now. The sales manager now must take his chance upon losing an entire year's product if he becomes unreasonable in the eyes of the exhibitor. Under the sale of five, he takes no such chance and is, therefore, able to hold out against the exhibitor's cancellation of unworthy pictures with less chance of loss to himself than under the present method.

"The necessarily slower movement of product from the distributor to the theatres, under the proposed plan of selling in groups of only five, will cause the average age of the picture in theatres to be much greater than it now is. Since no small part of the public demand for, and interest in, a picture comes from the advertising emanating from its early runs

The Case Against The Blocks

(Continued from page 9)

—newspaper reviews, magazine criticisms, radio comments, news through movie commentators and all of that—the returns on the picture, especially in the smaller towns, are going to be lessened, and there must follow some public dissatisfaction because of what the public will consider the exhibition of 'old pictures' by the local theatres. To a practical operator of theatres, this is a considerably more serious result than it may seem to one with no practical experience in the operation of theatres.

"Section I and III combined actually do not eliminate blind buying and block booking, but instead accentuate all of the evils which now exist in them and take away from the exhibitor that amount of choice which he has secured through his various trade conferences, his rows and his battles of the past several years. It gives to the distributor to replace that, almost an absolute power to force his weak pictures with his strong ones, without the elimination of any of the weak ones.

"If so-called blind buying and block booking are actually to be eliminated they can be eliminated fully only on the basis of individually priced pictures sold after trade showings, with the exhibitor having a complete right of choice on individually priced pictures. This, of course, was the basis of the so-called Neely bill, which a house committee, after rather exhaustive hearings, refused to report favorably.

"The next closest approach to exhibitor responsibility and community choice comes from a system by which the exhibitor buys at wholesale with the definite right to cancel without restriction a liberal percentage of the total output of the selling company. This is approximately the selling method sought by the exhibitors in the original motion picture code and uses the existing customs of the business. Under such definite cancellation clause the exhibitor must take the responsibility for the type of pictures which he presents in his theatres, for he then has ample choice of rejection to have considerable, if not absolute, freedom in his selection of product for his particular community, or for the patrons of his particular type of theatre.

"It is my studied conclusion, based upon some 30 years of theatre experience in theatres located in about every conceivable type of community, that the proposed block of five has all of the undesirable and impractical features of the Neely bill type of selling and all of the worst features of the so-called blind buying and block booking which brought about the demand for greater exhibitor and community choice which resulted in the introduction of the Neely bill.

"From the viewpoint of the patron of the theatre it is highly desirable that the theatre manager take a responsibility for the product which he plays. If the full and complete responsibility which would go with individually priced pictures after a trade showing is in fact impractical as a marketing method, it would seem that the most reasonable combination of practical marketing and exhibitor responsibility to his community must be in the so-called wholesaling of pictures with sufficient cancellation right, entirely unrestricted, as to give him a great freedom of choice in those pictures which he presents to his community."



An ITOA Committee To Protest Decree

NEW YORK—Harry Brandt, Leo Brecher and Melvin Albert, the committee of three which represented the ITOA at the Thurman Arnold conference in Washington, have been delegated by the organization, by resolution, to take whatever steps necessary to forestall final inclusion of the plan to sell in blocks of five in the proposed consent decree. Albert substituted for Milton C. Weisman at the Arnold session, and it is indicated Weisman himself will appear before Federal Judge Henry Warren Goddard on October 7 in an appeal to eliminate this provision from the decree.

In view of objections raised in connection with Chesterfield's renting theatres for free shows, another resolution was passed to the effect that no ITOA member permit his house to be used for the purpose in the future.

An informal discussion on "Boom Town" was held without any action taken. The plan to single feature and increase admissions was gone over.

Regular weekly meetings are being resumed with next Wednesday's session primarily to be devoted to film buying and booking for the new season.

Brandt Before Goddard With Relief Plea From Blocks

NEW YORK—Expressing "disgust" over consent decree proceedings, Harry Brandt, ITOA president, declares he will go before Federal Judge Henry Warren Goddard with a relief plea from the blocks-of-five proposal.

Jacob Shechter to Represent Allied of New York

NEW YORK—Jacob Shechter, local attorney retained by Max A. Cohen, president of Allied, in the latter's fight over the blocks of five provision, in an opinion informs Cohen exhibitors have the right of intervention in court.

"In our opinion," states Shechter," exhibitors have the right to intervene in the pending equity suit brought by the United States against the leading producers and distributors for violation of the anti-trust laws.

"We feel that valuable rights of the exhibitors will be adversely affected by certain provisions of the proposed consent decree and unless opportunity is afforded to the exhibitors by way of intervention in the pending suit, to be heard in support of their claims, and in defense of their rights, they will be divested of such rights without due process of law."

Report Affiliated Suit May Be Settled Out of Court

PHILADELPHIA—Reports are that the Affiliated circuit's anti-trust suit against Stanley Warner and the major distributors may reach a settlement out of court.

Suit was filed in behalf of David Milgram, president of the chain, by Maurice Stern early this year, but delays carried it over the summer. It was scheduled to come up in U. S. district court at the end of September.

Asking $110,000 in triple damages, Milgram charged the Warner circuit arbitrarily changed its "zoning" arrangement, in order to win clearance advantages over several of his houses.

Probably No Takers On This, No Doubt

New York—Notice on the Paramount home office bulletin board:

"A $10 bill has been lost in the corridors or in the elevators between the 11th and seventh floors. Any one finding same will please turn it over to the undersigned." J. P. McLaughlin.

Wanna bet?

Jackson Has Draft, But No Suggestion

WASHINGTON — Atty.-Gen. Robert H. Jackson on Thursday told newspaper men that while he had a copy of the proposals on which the consent decree negotiations are based, the negotiations in the all-industry suit had not yet been brought to a final conclusion and no recommendations as to a consent decree had been brought to him from the anti-trust division.

He said Arnold had sent the proposals to him following their drafting and had said he would talk them over later, but that he did not expect to be brought into the case until the anti-trust division head was ready to discuss a definite and detailed decree.

Jackson emphasized that the acceptance of a consent decree will not bring the all-industry suit to an end, explaining that the practices to be adopted are to be tried out for a three-year period and that, if any of them proved unsatisfactory, the case could be reopened. At the end of the three years, he said, the department could take such action as then seemed necessary.

The attorney general did not attempt to discuss the conferences between Arnold and exhibitor representatives, but his explanation of how the suit would merely be suspended was seen as indicative of the department's desire to try out the agreement which has been reached, the exhibitors being protected by the reopening of the case should the decree not work out as anticipated.

It was indicated also that there is a belief in the department that the practices provided for in the consent decree will so affect operations of the industry generally as automatically to bring about many of the other changes sought in the bill of complaint which are not covered by the decree provisions.

Sol Schwartz Is Emcee For New Quiz Game

NEW YORK—Sol Schwartz, RKO district manager, returned to his old love of "emceeing" games on the stage of the Fordham, Bronx, Wednesday night with the introduction of "Krum's Kash Kwiz." The idea is a tieup with Krum's, manufacturers of candies, near the theatre. The audience answers questions and a total of $250 in cash is awarded to those with the best record. Candy is distributed as consolation prizes.

The idea replaces another game in which cash prizes were awarded on that night.

Arthur Back in St. Louis

ST. LOUIS—Harry C. Arthur jr., head of F&M, is back from New York where he made his headquarters for the summer.

Skouras Theatres in Second GPS Drive

NEW YORK—Skouras Theatres has started its second GPS drive which is to be continued for 15 weeks.

The circuit has followed Loew's and RKO in publishing a directory in local newspapers. For the time being the publication is limited to the *Mirror* and *Journal-American* with Janice Rentchler handling the copy. According to an executive of the circuit, "We are feeling our way in this type of advertising. We have always had a yen for it."

All theatres but Jersey City and Rockland County are included in the directory.

Daily 'Mirror' Carrying Loew's Movie Guide

NEW YORK—Following by one day its publication in the Daily *News*, the Loew's Movie Guide has been extended to the Daily *Mirror*, giving the circuit a daily newspaper circulation of 4,700,000, with 6,948,000 on Sundays. The newspaper campaign is permanent, at least, on an annual basis, and takes the place of the circuit's weekly program handout. The *Mirror* is the seventh local paper to get a deal, with only the *Herald-Tribune* out.

Make Several Changes in Exchange Sales Lineups

NEW YORK—Several changes in the exchange sales lineups have been made the past week. Joe Felder, formerly with Monogram, has succeeded Max Cohen as sales manager for Big U, Cohen switching to Washington as branch manager replacing Bernard Kreisler, now home office representative. Harry Hummel, until now New Jersey salesman for the local branch, has resigned.

With the acquisition of Alliance Films output, Arthur Greenblatt is now making his headquarters at the local Monogram exchange. Budd Rogers, American representative for Associated British Pictures, has made a deal with Monogram to handle its output where no franchises exist. Lester Tobias and Dick Perry, salesmen for the New York Monogram branch, also have resigned.

Paramount Home Office Men Back From Meet

NEW YORK—Home office executives who attended the two-day Kansas City Paramount division and district managers meeting returned over the weekend. No date has been set for "North West Mounted Police" for Broadway, but it is understood it will go into the Paramount shortly after October 21 at increased admission.

Chatkin Seeking Story For Production Debut

HOLLYWOOD—David J. Chatkin, who is breaking into production at Columbia, is writing his friends and acquaintances among exhibitors seeking story ideas for possible use.

It is understood Chatkin, however, continues to hold his interest in Monarch Theatres, which operates in Akron, Indianapolis and Youngstown among other cities.

Schenck, Skouras Cases Dated Soon

NEW YORK—Heading the court news of the week was a decision of Matthew Correa, chief assistant to the U. S. attorney for the southern district of New York, to get a date set within a week for the trials of Joseph M. Schenck and George P. Skouras. The Schenck trial was due to get under way October 2, but due to the death of Max D. Steuer, it may be necessary to try Skouras first. Neither trial will get under way before October, and it is probable that one will be tried that month and the other in November.

Kurt Pilzer has filed a $10,000 suit against Loew's in the supreme court, seeking damages for alleged breach of contract. The plaintiff is the assignee of a Vienna producing company which made a film called "Silhouetten" which Loew's purchased for $10,000 for a remake. After a print was delivered Loew's changed its mind and failed to pay, the complaint asserts.

Dismisses Suit Against WB

Serge Adelheim's $5,000 suit against Warner Bros. was dismissed in the supreme court by Justice Samuel H. Hofstadter when the court found no cause of action stated in the petition. Suit claimed unauthorized use of the music to a Russian song, "Molchi, Grust, Molchi" for which Warner allegedly paid the lyric writer but not the composer.

Armanda and George Siebert have filed a $100,000 supreme court suit against Educational Film Exchanges, Abbe Films, National Cinema Service and Walter Futter claiming unauthorized use of their pictures in a film called "Curiosities." The plaintiffs, man and wife, complain that Armanda, a fat woman of a circus, had her picture taken without her knowledge and used in connection with the film.

An application to modify a bill of particulars by John Krimsky, brought to life his suit against Gabriel Pascal in the supreme court which had been dormant for more than six months. Krimsky, seeking $100,000, claims Pascal breached a contract whereby for a loan the producer agreed to grant Krimsky a half interest in any film produced thereafter. It is claimed "Pygmalion" breached the contract as nothing was given Krimsky.

Sues French Cinema Center

Harry Silverstein has filed a supreme court action against the French Cinema Center, French Film Import, and Andre and Gerry Heymann, claiming breach of contract and seeking a receiver for French Cinema. Plaintiff claims he advanced money to Heymann, head of both defendant companies, for a share in the profits of its films. The best film was "Harvest" and it is claimed the receipts of that picture were unlawfully diverted so that a loss rather than a profit appeared on the books.

John Ferno and Joris Ivens, producers, together with their staffs are seeking an examination before trial of New York University through Harry Woodburn Chase, chancellor; Leroy Kimball, comptroller; Harold Voorhis, education director; Spencer Pollard, chancellor of the Educational Film Institute, and Herbert Dorau, as well as the Sloan Foundation by Alfred P. Sloan, Harold S. Sloan, and Genevive King. Breach of contract is charged with approximately $17,500 sought. Plaintiffs say they were hired to make two educational films on March 12, 1940, and were let out on June 19, when the Sloan Foundation withdrew its financial support. Fitelson and Mayers represent the plaintiffs.

Fox Theatres Corp.'s trustees, Milton C. Weisman and Kenneth P. Steinreich, were granted supreme court permission to raze a three-story tenement building owned by Fox Theatres and located at 4180-4182 Park Ave., N. Y. Cost of repairing the building would be $9,625 as against $1,260 to destroy the property, which cannot be rented anyhow, the petition states.

Federal Judge Samuel Mandelbaum has reserved decision on Eleanor Harris' plea for a temporary injunction against 20th-Fox's "Brigham Young." Plaintiff is author of "Prophets of Empire," original story, which was the basis for the film. She claims she worked on the scenario with Louis Bromfield, and only received credit for research. Attorneys for film company argued it is ridiculous to hold up a $1,000,000 production on Miss Harris' complaint, declaring her contract grants her a salary but no screen credit.

Columbia-Warner Talk 3-Year Deal

New York—Negotiations are in progress between Columbia and the Warner circuit for a three-year franchise. The circuit's two-year deal expired with the 1939-40 program.

Hollywood—The four picture deal which Mae West is reported to have negotiated with Columbia is "definitely cold," a company spokesman declares.

Song Chore Taxable as Income, Gov't Rules

WASHINGTON—A difference of opinion between the commissioner of internal revenue and Composer Irving Berlin as to whether the writing of songs for motion pictures is a sale or personal service will cost the latter an additional $11,093 in taxes.

Contesting a deficiency in that amount assessed against his 1935 income, Berlin claimed that in writing the music for the Astaire-Rogers production, "Top Hat," and the later musical, "Follow the Fleet," for RKO, he was engaged in a sale of music rights and the $150,000 received therefor, less $25,415 in "costs" was taxable as a capital gain.

The commissioner held, however, and the board agreed, that the work comprised personal services and, at the most, a license to use the music, and the money, accordingly, was taxable as ordinary income.

Hear Nyack Clearance Suit on September 30

NEW YORK—Hearing on the Pearl River Theatre Corp. clearance suit against Skouras Theatres, involving Nyack, has again been changed, this time to September 30.

Discuss Ball

NEW YORK—The M. P. Associates held its first meeting since the summer recess at the Astor, Thursday, and discussed the annual ball which takes place Thanksgiving Eve at the same hotel. Jack Ellis presided.

Gov't Eyeing Films Seeking U. S. Entry

WASHINGTON—Close surveillance is being maintained by the government over foreign motion pictures offered for importation into the United States.

Orders to apply strictly the prohibition of Section 305 of the tariff act of 1930 against the importation of subversive pictures were sent to all customs officials last week by the treasury department.

That section prohibits the importation of pictures containing any immoral matter or "advocating or urging treason or insurrection against the United States, or forcible resistance to any law of the United States, or containing any threat to take the life of or inflict bodily harm upon any person in the United States."

The orders to collectors instructed them to require all importers of motion pictures to file an affidavit that the films were not in violation of the tariff act provisions. They were contained in a letter of the department announcing enactment of legislation lifting the prohibition against the importation or interstate transportation of prize-fight pictures.

Non-Sectarian Anti-Nazi League Brands "Tabu"

NEW YORK—In line with its policy of revealing "any pictures for which Germany would be receiving any income whatever," the Non-Sectarian Anti-Nazi League warns distributors and exhibitors that any showings of "Tabu," allegedly owned by Germans, "may result in aiding the Nazis in Germany."

The organization declares the film was first made by F. W. Murnau, a German, in the South Seas in 1931, and was sold to Paramount for American distribution. However, when Paramount's rights expired in 1936, the League adds, world rights reverted to Murnau's representatives in Germany. It is said an English version of the German film has been made for possible exhibition in the United States.

The League's film committee had also decided to place under a ban films imported from Italy "as a result of the military alliance of Germany and Italy."

Arthur Israel Jr. Heads Paramount's Pep Club

NEW YORK—Arthur Israel jr., assistant to Barney Balaban, has been elected president of the Paramount Pep Club. Other officers include Eric H. Ericsson, vice-president; T. A. Campo, treasurer, and Helen R. Kraus, secretary. New board of governors consists of Natalie Bindler, Marguerite Henrikson, C. W. Alexander, Leonard Goldenson, Fred Mohrhardt and J. R. Wood.

The 13th annual golf tournament will be held September 19 at the Adolph Zukor golf course at New City. John McDermott and Joe Wood are in charge of arrangements.

"Ramparts" Waits to Tag "Partners" at Music Hall

NEW YORK—Unless "Lucky Partners" goes beyond its current second week holdover at the Music Hall, the oft-postponed "The Ramparts We Watch," March of Time's first feature length venture, goes into the de luxer September 19.

BROADWAY

BARNEY BALABAN, David Bernstein, Nate J. Blumberg, Jack Cohn, George J. Schaefer, Joseph M. Schenck, Murray Silverstone and Albert Warner are honorary chairmen of the producing committee lining up talent for the annual Night of Stars show slated for the Garden, November 27. Marvin Schenck and Louis K. Sidney, who will do the actual work, are the functioning chairmen. Proceeds will go to the United Jewish Appeal . . . Bette Davis, having spent the summer on her farm near Franconia, N. H., will visit New York in a few days and then repair west . . . Howard Dietz planed in from the coast after about four additional weeks of Hollywood . . . Bill Rodgers has returned from a mid-western visit which included Chicago and Cincinnati. H. M. Richey was with him, meeting exhibitors under his newly launched Loew auspices.

It was a goodly crowd which Bill Rodgers assembled at lunch to meet H. M. Richey officially. In proper alphabetical array, here goes: E. W. Aaron, Joel Bezahler, Dave Blum, Harry Bernstein, W. G. Brenner, S. S. Braunberg, A. F. Cummings, T. J. Connors, Tyree Dillard jr., Oscar Doob, Charles Deesen, D. O. Decker, Leopold Friedman, W. R. Ferguson, Jay Gove, Irving Helfont, I. L. Hirsch, W. D. Kelly, H. F. Krecke, Arthur Lacks, W. I. Levene, L. L. Lawrence, Arthur M. Loew, J. S. MacLeod, Ira Martin, J. T. Mills, C. C. Moskowitz, Herb Morgan, John Murphy, Harold Postman, Eugene Picker, J. Robert Rubin, Marvin Schenck, Si Seadler, S. A. Shirley, M. L. Simons, C. J. Sonin, C. K. Stern, M. A. Spring, Art Schmidt, E. M. Saunders, and J. R. Vogel. Ferguson lost a brand new watch at the introductory party at the Astor . . . Barney Rosenthal, independent St. Louis exchange head, has been in town . . . Roy Disney is in from the coast on "Fantasia" deals . . . Del Goodman, 20th-Fox Far East head, is continuing home office conferences . . . Laudy Lawrence says he hasn't made up his mind about returning to Europe. At least for the time being he will remain here . . . Ray Bell is looking over Great Neck for a place to settle. His family moved in from Washington over the weekend.

Tilma Marder, Fred Meyers' secretary, is now Mrs. Sam Lieberman . . . Mort Singer, Nat Holt, Tom Gorman and Harry MacDonald, RKO out-of-town theatre heads, were in for several days on various conferences . . . John Howley, RKO attorney, back from a three-week vacation in Maine where he saw more fish than he could catch . . . William A. Scully and F. J. A. McCarthy, Universal sales executives, returned over the weekend from Toronto where they met with Famous Players Lasky on a new product deal . . . Leon Netter and Monty Gawthorpe are touring the south. On the itinerary were New Orleans, Dallas and Beaumont, Tex. They are due back in a few days . . . Ken Murray opens at the RKO Palace in Cleveland after he finishes at the Paramount on Broadway . . . Carol Bruce of "Louisiana Purchase" has been signed by Universal.

Frank Lloyd and Mrs. Lloyd left for Hollywood aboard the City of Norfolk, *Thursday, following a Music Hall cocktail party Tuesday for him and Martha Scott, feminine lead in "The Howards of Virginia." The producer-director will prepare for his next, or his first under his Universal contract. Miss Scott leaves for the coast Tuesday where the lead in "Miss Bishop," R. A. Rowland's first for UA, awaits her. Sidney Buchman, who did the script for "The Howards," expects to return west shortly, too. He has been spending the summer at Mt. Kisco where the outlines of a play which he has had in mind for some time took shape. It probably will go over to the* 1941-42 *season for production, however.*

Carl Leserman was the official master-of-ceremonies at the annual Warner golf fest held on Thursday at Old Oaks Country Club at Purchase, just beyond White Plains. About 50 prizes were handed. There was golf. Also dinner and fun. And, as usual, a limited number outside the Warner outfit attended, the overall assemblage including these: Albert Warner, Grad Sears, Sam Schneider, Mort Blumenstock, Joe Hummel, Jake Wilk, Clayt Bond, Joe Hazen, Harold Bareford, Harold Rodner, Gil Golden, Sid Rechetnick, Stanleigh Friedman, Karl MacDonald, Roy Haines, Norman Moray, Al Schwalberg, Ned E. Depinet, Herman Robbins, Sam Dembow, Leonard Goldenson, Sam Rinzler, Leonard Schlesinger, Herman Starr, Stuart MacDonald, B. Klawans, S. Levinson, Frank Phelps, Rudy Weiss, and trade paper representatives. The committee in charge included Jerry Keyser, chairman; Arthur Sachson, Leonard Palumbo, Abe Kronenberg, Schwalberg and Rodner.

Herman Sussman says he does not intend to close the Amenia, Amenia, N. Y., now that the summer is over. He's giving his new venture in that town a winter tryout . . . Max Cohen, who has been promoted to Washington branch manager for Universal, spent several days in the capitol city before definitely checking out of the Big U exchange Friday night . . . Manny Reiner washed up his duties at the Monogram home office Friday . . . Jack Skirball has been in town the past week . . . The National Theatres home office buyers and bookers are up to the ears these days what with four major product deals in the final stages of negotiations . . . Signs that Si Fabian is well again: He was seen at the Astor, at the M-G-M table, having a good laugh . . . Bob Wright, assistant to the attorney general, dashing into the RKO Building for a conference with company attorneys . . . Bob Perkins proudly displaying a picture taken at the Warner home office of the refugees brought over by the freres Warner.

HUNCHES IN BUNCHES: Al Rosen, genial manager of Loew's State, celebrated a wedding anniversary with his family at the Pago Pago Club, Friday, largely because he's playing "South of Pago Pago." He says it was a hunch, because the anniversary—his 19th—was celebrated on Friday, the 13th, he became engaged on the 13th and was married on the 13th . . . Student Booker William Madden has resumed duties as booker at the Cincinnati M-G-M exchange, following a brief period at the home office, where he was working on the government case . . . Maureen O'Hara was around for a bit before shoving off for Buffalo, Chicago, Washington and Indianapolis personal appearances . . . Truman H. Talley is back at his Fox Movietone News desk after an illness . . . Jules Zeigler has been appointed to the Ampa board succeeding Lou Lifton, Monogram publicity chief, who has shifted offices to the coast . . . Fred Allen, Eddie Cantor, Ann Sothern, Irving Cummings, 13-year-old Paramount moppet, Betty Brewer, Joe Penner and Joan Fontaine around town . . . David Selznick has taken an apartment for his family at the Waldorf-Astoria.

Archie Berish has been made head booker at the local Warner exchange. He replaces S. Macumber, who has been pro-

(Continued on page 26-B)





—Metropolitan Photos

Hollywood Sends a Feminine Committee—

In New York for a short visit, Lucille Ball is off to Buffalo for a personal appearance there in connection with "Dance, Girl, Dance." Here she telephones Harold Lloyd, producer and not comedian now, about her next role in "Three Girls and a Gob" which Lloyd will make for RKO. To the right, it's a case of Ann Sothern, the lead in "Dulcy" behind her. She's here for a vacation.

St. Louis Row Hot; Wehrenberg Replies

NEW YORK—"All I can say about Harry Arthur's statement is that he is mistaken."

It is Fred Wehrenberg talking. Here on a stopover from Washington, where he was present at the consent decree hearings with Thurman Arnold, Wehrenberg took vigorous exception to the remark attributed to Arthur, head of St. Louis Amusement Co. as well as Fanchon & Marco, in which a local dispute in St. Louis and Wehrenberg's position in it is characterized as "a figment of his (Wehrenberg's) imagination."

Wehrenberg, who is head of the MPTO unit in the St. Louis territory, exhibited a "special bulletin" to bolster his charge that Arthur "was mistaken" when he denied discussing a triple-feature and giveaway controversy with his opposition.

The bulletin, dated August 20, says, in part: "Clarence Kaimann and myself had a conference with Harry Arthur, August 17. During our discussion of the industry's problems, the question of triple programs was again presented. We again asked Arthur if he would not discontinue triple programs in his theatres, which he refused to do.

Offered to Halt Giveaways

"I again told him that we would discontinue the giveaways at our Apollo if he would discontinue the triple programs at his Pageant, which is direct opposition. This would at least be a start toward the discontinuing of both these evils. He flatly refused and said he would discontinue all of his gadgets being used in his theatres if all of the theatres in St. Louis would discontinue giveaways."

The bulletin goes on to say it would be "impossible" to discontinue giveaways "with the wave of a hand," and further charges Arthur with being "most unfair" in charging 15 cents "in some of his theatres and also running triple bills ahead of independent theatres, where in some instances the price of admission is higher than that charged by the St. Louis Amusement Co." Wehrenberg admits "some" small subsequent runs also run triple bills, but claims their programs consist of old films, while charging Arthur with presenting "two 'As' and a 'B' on the same bill."

Asked how he expected the situation to resolve itself, Wehrenberg declared, "We may have to fight fire with fire; throw the town wide open. It is possible we would run triple bills in all theatres, and if need be cut the price of admission to 10 cents."

Wehrenberg also claims Arthur is seeking to secure from local exchanges a 21-day clearance after second run in place of the existing 14 days, which would, if granted, extend availability in "some instances" to more than 100 days.

Taverns, Not Theatres, Get Play, Says Fabian

NEW YORK—"Instead of spending money at movies, the public seems to be spending it in taverns," is the observation of Si Fabian, metropolitan and upstate operator. Fabian has in mind the situation in Schenectady, where, he declares, he is "puzzled" over the sub-normal business in light of the "tremendous" activity at the General Electric plants.



—Metropolitan Photo

After a Vacation—

J. J. Nolan, production head for RKO, in New York from Hollywood with a holiday as his objective.

"Got to Make Them All Good"–Nolan

NEW YORK—There is no intention of Hollywood to make anything but good pictures, J. J. Nolan, production head for RKO, said on his arrival from the coast to spend a two-week vacation at his Milford, Conn., farm.

Asked, in view of the block-of-five sales plan as part of the consent decree, if producers were not inclined to make one or two good pictures and round out the balance of the group with "sloughs," Nolan's reply was, "We got to make them all good."

RKO is well ahead on production and "everything now shooting will be released by the end of the year. These are all for next season," he added. The number of pictures to be produced is not set, but there is no intention to cut down on budgets because of the loss in foreign markets.

Signe Hasso, Swedish star, has arrived by way of Siberia and China, but Nolan says there are no immediate plans for her except to find the proper vehicle to start her off.

About five hours before Nolan got in from the coast, Maureen O'Hara arrived by plane from New Orleans.

UA Planning "Bagdad" Roadshow at $2 Top

CHICAGO—Alexander Korda's "The Thief of Bagdad" will be roadshown at a $2 top, according to Murray Silverstone, head of UA world-wide operations, who paused briefly here en route to the east.

Important Roles by Schines In Future of Buffalo MPTO

BUFFALO — With the joining of the Schine circuit 100 per cent in the MPTO of Buffalo, J. Myer and Louis W. Schine will play important parts in the future of the exhibitor organization, according to A. Charles Hayman, president.

"U" Up $1,171,809 In Its Net Profit

NEW YORK—Universal's net of $2,161,804 for the 39 weeks ending July 27 of this year represents a gain of $1,171,809 over the same period in the previous fiscal year at $989,995, according to J. Cheever Cowdin, chairman of the board.

The strides made by the company are further reflected in that it showed a loss of $773,247 for the corresponding 39 weeks two years ago.

Cowdin explains the special amortization reserve established at $5,000 a week in the first financial quarter and thereafter increased to $8,000 weekly now has been stepped up to $10,000 a week, retroactive to the beginning of the fiscal year. This was done, he adds, because of uncertainty prevailing in foreign markets.

After allowing for the reserve at the new figure totaling $390,000 for the period, Universal's net earnings for the 39 weeks, or three quarters of its year, are $1,771,804 before allowing for federal taxes.

Third quarter net, also ending July 27, is $780,802 before taxes and the special amortization reserve. This compares with a net, similarly computed, of $250,417 for the corresponding period last year, or a gain of $530,385, and a net loss of $184,964 in the third quarter two years ago. "All sterling balances included in the latest earnings are taken in at the official rate," Cowdin further explains.

Better Studio Conditions Ease 'U's' Product Flow

NEW YORK—Increased production facilities have made it possible for Universal to deliver seven "top" pictures before the end of the year, Nate J. Blumberg, president, declared upon his return from an extended visit to the studios. Three of the crop will be released within a month and four are currently shooting, he added.

Blumberg attributes the company's strengthened position to improved studio conditions, undertaken more than a year ago. Formerly three big pictures would choke up the lot, he said, in pointing to recent periods when as many as six major productions have been in work at the same time.

Services in Brooklyn For Sigmund Strauss

NEW YORK—Funeral services were held Wednesday at the Frank Feeney Funeral Home in Brooklyn for Sigmund Strauss, veteran Loew manager, who died at his home. Burial was in Evergreen Cemetery. Strauss was employed by Nicholas and Joseph Schenck many years ago at the Star Music Hall, Fort George Park. When Nicholas became affiliated with Loew's, Strauss was made manager of the Broadway, Brooklyn. His most recent post was at the Palace, Brooklyn.

Christopher Services

FEDERALSBURG, MD.—Funeral services for Roger N. Christopher, 34 years old, former manager and part owner of the Federal Theatre here, who was drowned when he fell from a yacht in the Chesapeake Bay recently, were held last week. Christopher managed the Federal Theatre until several years ago, when it was taken over by the Schine Circuit.

Far East Holds Up Despite the War

NEW YORK—Far Eastern theatre managers report excellent business during the past few months, despite the gravity of the European war, chiefly through the relaxation films offer, according to Fred Young, manager of Erpi's office in Singapore, British Malaya. Another impetus to business, he adds, has been the presence of large detachments of soldiers and sailors with their families in the larger cities in the Netherlands Indies and British Malaya.

Young has been outlining Far Eastern business conditions to Erpi executives. Sales of American equipment have been stimulated by the closing of a large German electrical company whose headquarters in Java were abandoned when Germany invaded Holland, he states. Young leaves San Francisco next month to take over direction of Erpi's activities in British India. David Wight, until recently head of the Shanghai office, will take charge at Singapore.

May Close All London West End Theatres

LONDON—With the closing of seven legitimate theatres due to German bombings, the minister of home security is considering the closing of all West End film houses for a temporary period.

No Rentals Drop

NEW YORK—Home office foreign executives report no drop in film rentals from their British offices. Companies which have theatres have not been informed of any closings, but note a sharp drop in grosses.

Bomb Metro Quarters

HOLLYWOOD—Metro's London headquarters were "severely damaged" in an air raid last week, studio officials have been advised. There were no casualties.

Three Reported Bidding For Dates on 'Heritage'

NEW YORK—Three theatres are reported bidding for first run dates on "Heritage," initial release of the new season from Andre R. Heymann, president of French Films Import Co., Inc. The film, dealing with Spanish peasant life, was produced and directed by Marcel Gras, once associate producer with Marcel Pagnol.

Disney Signs Al Werker For "Dragon" Sequences

NEW YORK—The engagement of Alfred Werker by Walt Disney to direct live action sequences in the forthcoming full length feature, "The Reluctant Dragon," starring Robert Benchley, marks the first time the producer has gone outside the Disney studio staff. "Dragon" is due for release around January 1.

W. E. Dividend

NEW YORK—A dividend of 75 cents on common has been declared by Western Electric, payable September 30 to holders of record on September 25.

Congressman Says Equity Ignores "Red" Charges

WASHINGTON—Representative William P. Lambertson (Rep.) of Kansas is waging a one-man war against Communism in Actors' Equity—a one-man fight because his opponents for several months have consistently refused to answer him.

Numerous letters addressed to Paul Dullzell, executive secretary of the organization, urging that the matter be brought before the membership so that it can "clean house," have gone unanswered, the congressman told the House of Representatives this week in six pages of the Congressional Record.

On the other hand, he said, he has received letters from a number of Equity members, denying that they are Reds. Many of these actors and actresses, he declared, are liberal-minded citizens who have been used as "stooges" by the Communists who have achieved influential positions in the association.

Narrow Appeal Is Assailed by Wanger

PHILADELPHIA—Walter Wanger, who stopped in town for the premiere of "Foreign Correspondent," suggested an explanation for the 30,000,000 persons who stay away from the movies—and a way to win them as customers. Talking to the press, he said:

"Why don't these millions go to the movies?

"It's partly the fault of the producers who insist upon aiming at the same audiences over and over—and partly the fault of the distributors and exhibitors, who prefer to exploit sure-fire boxoffice films rather than serious pictures such as 'Dr. Ehrlich's Magic Bullet' and 'Of Mice and Men.' They're afraid to give the serious films a chance, so they lose a large part of their potential audience.

"Another mistake is that too many pictures are being made."

His recommendations:

1. "Fewer and better films. If pictures are good enough, runs can be extended, avoiding the necessity of turning out so many hit-or-miss films.

2. "Producers and exhibitors should work together more closely and intelligently."

Wanger expressed opposition to an isolationist, head-in-the-sand attitude by the movies, just as he opposes the same position as public policy.

"I'm against war, against isolation and against bad pictures," he declared. "I don't want to see this country enter the fight. But it's time we undertook to shoulder our responsibilities as they affect the rest of the world and as the rest of the world affects us.

"Uncle Sam is a pretty big boy now. He can do the job if we'll stop playing into the hands of totalitarian governments, work together instead of talking and quarreling so much among outselves."

Hemisphere Films

ALBANY—Hemisphere Films, Inc., has been formed to conduct a motion picture business in New York. Incorporators are: J. Bateman Young, John P. Austin, A. Lloyd Symington, 15 Broad St. Attorneys: Milbank, Tweed & Hope, 15 Broad St.

Broadway Faces Legit Competition

NEW YORK—Whether metropolitan theatres will be faced with a new and potentially harsh form of competition—Broadway stage performances on Sunday—will not be known until the membership of Actors Equity Ass'n completes a national referendum at the Hotel Astor, September 27.

The Equity Council, for the first time, recommended that the union's members give performances on Sunday. The council sought to circumvent the action of the members who, in a 1935 referendum, asked double pay, by raising the minimum for all Broadway actors from $40 to $50, effective December 1, and at the same time increasing Equity's initiation fee from $50 to $100. Final decision on the September 27 voting probably will not be known until about November 1.

Photophone Sales, Service Men Hear Company Plans

CAMDEN, N. J.—RCA Photophone sales and service representatives, together with district sales managers and a number of executives, are attending a series of three meetings being held at Camden, Indianapolis and Hollywood.

Purpose of the meetings is to announce plans for the balance of the year.

Among the executives who addressed the Camden meeting were Frank R. Deakins, vice-president in charge of special apparatus; Edward C. Cahill, manager of the Photophone division; Fred Wentker, assistant manager; Homer B. Snook, sales manager; Max C. Batsel, chief Photophone engineer; M. J. Yahr, commercial engineer; Joseph Pesce, of Batsel's staff; E. T. Jones, Photophone advertising manager; W. L. Jones, RCA service manager; Adolph Goodman, and Gus Holly, of the service division.

Tronolone Pathe Sales Head Succeeding Frankel

NEW YORK—Nick Tronolone, associated with Pathe Laboratories for the past four years, assumes the post of general sales manager made vacant by the resignation of Dan Frankel. who has been with the company since 1930.

Prior to joining Pathe, Tronolone operated his own laboratory and for 12 years was associated with Consolidated Film Industries in the sales department. For the past few months he has been in charge of Pathe's New York laboratory. The latter post has been filled by William Baer, formerly Tronolone's assistant.

May Seek Aid of All in Making Defense Film

HOLLYWOOD—With the return of W. S. Van Dyke, M-G-M director, after two conferences with President Roosevelt and other high government officials on the production of a short dealing with national defense, the indication is that Van Dyke will seek the cooperation of the entire production colony in making the two reeler. He has been consulting M-G-M studio executives on his talks with the President and it is understood a script is being prepared in line with the thoughts presented by the official Washington family.

BROADWAY

(Continued from page 25)

moted to office manager, the post Sam Lefkowitz relinquished to become metropolitan manager . . . William Goldberg of Gallic Films is at Bethlehem, N. H., giving his hay fever a treat . . . Kit Carson III is here from Denver in behalf of you-know-what. He'll do a stint on the "We the People" broadcast Tuesday . . . Al Schwalberg of Warner promises an elaborate evening—on the social side—for the first annual banquet of the Cinema Lodge at the Hotel Pennsylvania, October 26 . . . William Karol of Pan American Films of Cuba is at the Warwick . . . Carl Bamford, Sam Pinanski, N. L. Nathanson, Nat Goldstein and Tracy Barham among the Paramount theatre partners in for home office confabs . . . Ruth Weisberg of Warner was given a surprise birthday luncheon by about 15 of her co-workers.

Joseph M. Schenck has been in Washington on business during the past week . . . Charles Stern planned to plane to Washington for the Variety luncheon Tuesday in honor of Walter Wanger, but couldn't make it the last minute . . . Lew Schreiber, 20th-Fox casting head on the coast, is due soon . . . Ken O'Brien, now a squire of Fairfield, Conn., where he has the Pepsi Cola franchise, was in Thursday visiting his former associates at UA . . . Mort Spring has moved back to town after spending the summer in Great Neck . . . Al Sherman has taken off five pounds and has a hankering to drop another 10 . . . Steve Pallos has returned from the coast where he spent a couple of weeks conferring with Alexander Korda. He may be called back to England any day . . . George E. Browne, president of the IATSE, has been in town which has led to revived reports of a Local 306-Empire merger.

Eddie Schnitzer went without sleep for four nights and days while his father was in a coma. Now that his dad has pulled through, the Warner eastern district manager is back in stride . . . Dick Brenner, Chile manager for M-G-M, is due in two weeks on one of his regular visits . . . Bill Heineman says he has dropped more than 30 pounds, looks better and feels chipper than ever . . . Dave Hillman of Los Angeles is in town. He has an ad agency with FWC and F&M as accounts . . . Jack Thal, Arch Reeves' assistant, has returned from a vacation. As a result, Abe Goodman has gone on a motor trip . . . Max Cohen has been battling with a cold the past week . . . Spencer Tracy is in Washington presumably on vacation but the understanding is that he is on the proposed national defense film which the president is anxious to have produced . . . Howard Dietz has returned to New York after a six-week visit to the coast.

Nate J. Blumberg is back from his long summer stay in Hollywood. Lewis, the heir, came with him. Dodo, the daughter, arrived Friday, but Mrs. B. will not reach town for a couple of more weeks . . . William Wyler spent part of his weekend catching the road company of "The Little Foxes" in company of Lillian Hellman, who wrote it. Wyler is to direct the film version for Samuel Goldwyn and expects to start work in February. In the back of the director's mind is his own company, but for about two more years he is tied to Goldwyn . . . Jack Bannan, who is handling the "streamlined" version of "Hell's Angels," continues to knock off circuit deals.

Harry M. Warner is due from the coast Monday on his first trip east in years. He expects to remain here for some time . . . Al Margulies, who operates four New Jersey and one Brooklyn house under Jayem Management Corp., has moved his headquarters to 303 W. 42nd St. . . . George Dembow held a National Screen regional meeting in Chicago during the week and from there headed for the coast for a similar session. With him is Mike Kaufman . . . Dan Michalove is planning to depart for the coast the end of the month en route to Sydney, Australia, for the signing of the merger between Hoyts, in which 20th-Fox has a large interest, and Greater Union Theatres.

Joe Seider says this has been a big year for bonitas. He does his fishing in Bayside and ought to know . . . Fred W. Lange, continental European manager for Paramount, is planning to leave for Europe as soon as he can secure his visa . . . Ralph Pielow, Albany M-G-M branch manager, was in town conferring with Ted O'Shea the early part of the week . . . Harry Gold and L. Jack Schlaifer got back from the coast early in the week. Murray Silverstone and Arthur W. Kelly stayed on for a while longer . . . Fred Schwartz and Charles Moses spent the weekend at Lake Placid. Schwartz took some movies of Moses and the latter threatens to sue if the former exhibits them around.



A Delegation From Virginia—

S. H. Covington of the Ashland in the Virginia town of the same name, visits the RKO lounge in New York. With him are his wife and two daughters.

"Boom Town" Blasts Capitol Record

New York—A four-year boxoffice record at the Capitol toppled with the first week of "Boom Town," which garnered $59,000 at a 10-cent increase at night, bringing the scale to 85 cents, and seven cents up at matinees, to 31 cents. This, of course, is excepting "Gone With the Wind," and "Wizard of Oz," which did $65,000 but had the help of Mickey Rooney and Judy Garland on the stage. "Wind" played at roadshow prices of 75 cents and $1.10. "The Women" at $50,000, and "Northwest Passage" at $43,000 were some recent highs.

A New Lease Signed by Buckley and Fabian

ALBANY—A new lease has been signed by Chris Buckley and Fabian Theatres, replacing the old one which had 16 years to run on the Harmanus Bleecker Hall, ruined in a fire not long ago. The lease provides for payment by Fabian of $12,500 a year for 20 years. The former agreement was for $50,000 a year, although this covered use of the 2,200-seat house.

Buckley, operator of General Stark and the Community (now closed) in Bennington, Vt., expressed belief Fabian would rebuild, although Lou H. Golding, division manager for Fabian, said no decision had yet been reached. Possibility that Fabian would attempt to interest the city in a plan for reconstruction of the Hall as an auditorium was advanced in a local paper.

Three Warner Managers Moved in Wilmington

WILMINGTON, DEL.—Managerial changes in three Wilmington downtown theatres of Warner Bros. Theatres, have been announced by A. J. Vanni, WB district manager.

Lee Levy of New York, formerly with the Wilmer & Vincent and Skouras circuits, has been named manager of the Arcadia, which has reopened after being closed for the past 18 months.

Sidney Munter, manager of the Queen, and Frederick Leopold, manager of the Grand, have exchanged posts. Munter was also manager of the Arcadia before it was closed a year and a half ago.

"Routine" Universal Meet

NEW YORK—Universal's board meeting, postponed one week from September 5 to allow for the presence of Nate J. Blumberg and J. Cheever Cowdin, was described as 'routine" by a spokesman.

"Howards" at Midnight

ALBANY—Columbia held a midnight screening of "The Howards of Virginia" at Fabian's Palace.

PHILADELPHIA

COLUMBIA reports 150 exhibitors turned out at the Carman for the screening of "The Howards of Virginia." Screening was preceded by a dinner at the Warwick for Martha Scott and Frank Lloyd, attended by 60 newspaper and movie men . . . Ben Harris' American Film Co. made its official debut last week. Most of Vine Street dropped in to leave a bouquet or share in the host's open-handed open-house . . . Vine Streeters are expected to turn out in a big way at the Frank McNamee-Charles Zagrans testimonial dinner, honoring the outgoing and incoming RKO branch manager. In charge of the affair are Earle Sweigert, Al Davis and Oscar Neufeld.

Wini MacDonald, Horlacher, is vacationing in New York . . . Variety Clubbers are patting themselves on the back and beaming like proud papas over the selection of Frances Burke, Philadelphia's own, as Miss America . . . Sam Frank, Palace, Hammonton, and Roxy, Smyrna (Del.), is mourning the death of his wife . . . The 20th-Foxers are working hard to build up a good sales record for the drive meeting to be held in their office September 21. Scheduled to be present are Herman Wobber, general distribution manager; William Sussman, eastern division manager, and Moe Levy, drive leader.

METRO MOVIES: Most of the staff attended the marriage of Helen Alter to William K. Willis at the Hotel Philadelphian. They're honeymooning in the Southland . . . Paul Farrow, advertising department, is vacationing in Maine . . . C. C. Pippin, city salesman, is a bit more cheerful now that his arm's out of the cast . . . Republic's Edna Grotstein is out of the hospital, recuperating rapidly at home . . . Blond-haired Vivian Baylinson, the boss's secretary, is engaged to Dr. Bernard Hoffman of Jersey City.

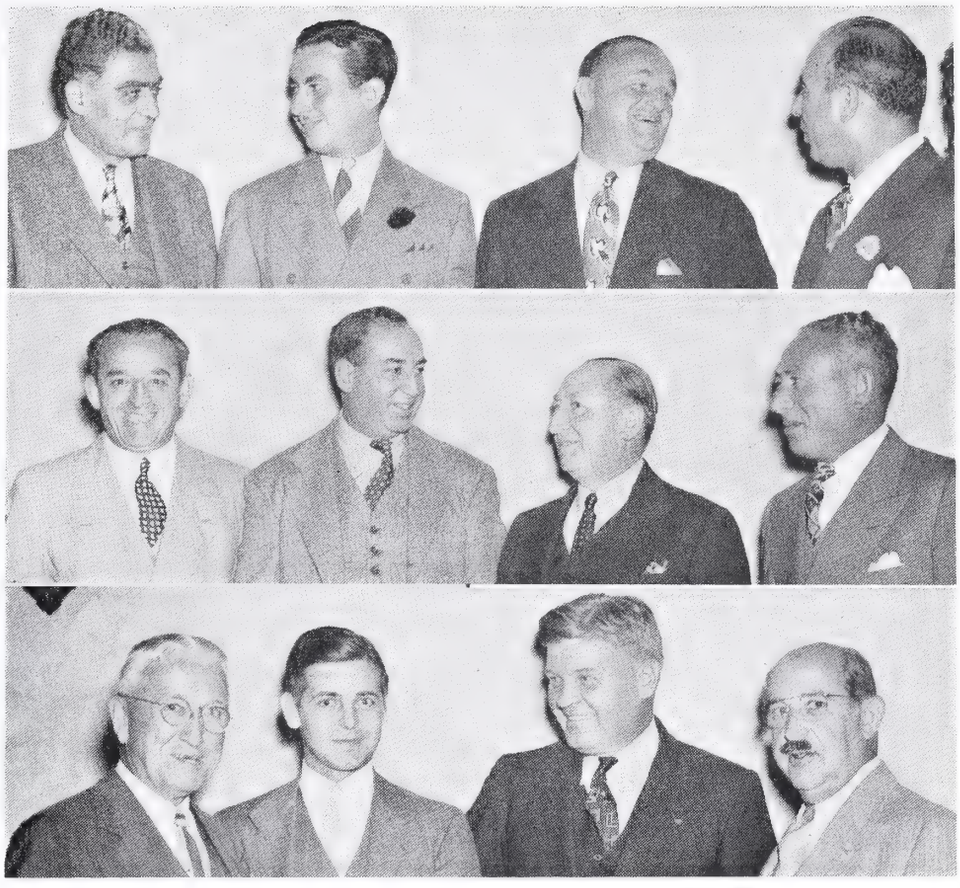
PARAMOUNT PICTURES: *Charlie Malley, booker, is taking things easy in the Poconos . . . Mert Nason, fellow booker, goes on vacation this week, and may also venture up in the mountains . . . Florence Weiner contracted a cold that left her speechless for several hours last week . . . Bill Brooker, exploitation chief, went off to Kansas City for a confab on Cecil B. DeMille's "North West Mounted Police" . . . Rose Mitchell came back from lunch Tuesday to find her desk decorated with a birthday cake and some gewgaws and trinkets presented by her colleagues.*

SEEN AROUND THE BIG TOWN: Henry Sork, Rio, Schuylkill Haven; Stanley Peters, Ritz, St. Clair; William Bayher, Park, Lehighton; Mr. and Mrs. Jaffe, Buttonwood Theatre, Buttonwood; Elias Coury, Capitol, Summit Hill; Oscar Steifel, Roxy, Lock Haven; Leo Barriet, Park, Ashley . . . George Naudacher's Cambria is being readied for alterations . . . Dick Mayer had a galaxy of medical and public health men and press and radio critics over to the Studio for a midnight showing of the "Fight for Life," the Pare Lorentz-Paul de Kruif thriller.

Rumors that the Mastbaum is going to reopen were squelched by Warner officials . . . "I Love You Again" held over for a third week at the Karlton, first time in years the house had a run that long . . . Swell stunt pulled off by Bill Lafferty, Liberty. Employes of the Henry Diston Saw and Tool Co., holding their annual outing in Wildwood, were sold on the idea of a moving picture record, for which the employes and the theatre shared costs. Bill then added the film to his newsreel, and persuaded the employes to run a benefit the night of the showing. Result: 2,000 *tickets.*

O. B. Guilfoil, Vitagraph booker, is taking a late vacation at the seashore . . . Shipper Tommy Higgins is getting married on the 21st . . . Theatres are being warned about a woman who has been getting money from theatre managers on the pretext of having lost her purse while in the theatre. She gives the manager an address which proves to be fictitious . . . Marty Goldenberg, State, did a good turn the other day when three cars cracked up in front of his theatre. He invited the shaken and banged-up passengers into the rest room, and later got rooms for them in the neighborhood to pass the night.

Sauconia, Hellertown, opened on the 12th under management of John Kofler, formerly of the American Legion in the same town . . . Alex Stiefel, Roxy, opened the new Boro—right across the street at 6084 Ridge Ave.—on the 10th . . . The Blackwood, Blackwood, N. J., is now operated by Saul Cohen, brother of Harold Cohen, Embassy, Lewistown . . . The Douglass reopens under the banner of Nick Lacas, with William J. Haggarty as manager.



At Philadelphia Screening—

More than 1,500 *persons, including Director Frank Lloyd and Actress Martha Scott, attended the trade showing of "The Howards of Virginia" at the Carman in Philadelphia. At the top, left to right: Elias Conry, Summit, Pa.; Sidney Cohn, Wissachickon Theatre, Philadelphia; Sam Steifel, Steifel, Philadelphia, and Henry Friedman of the Lansdowne, Lansdowne, Pa., and the Lawndale in Philadelphia. Center: Leonard Hettleson and Abe Rovner of the Handle, Rover & Lewis circuit; Oscar Forman, William Greenfield circuit, and M. Hirsch of the Hirsch circuit. At the bottom: Abe Sablosky, Sablosky circuit; George and Elmer Dietrich, Tunkhannock, Pa., exhibitors, and A. W. Hill of Paulsboro, N. J.*

Reservations by 200 for N. J. Allied Convention

NEW YORK—Close to 200 members, including members of their families, supply dealers and salesmen have made reservations for the Allied of New Jersey convention at the President Hotel in Atlantic City, September 25-27, according to a spokesman.

All major sales managers have been invited to address the delegates. Among organization leaders who have signified their intention to speak are Sidney Samuelson, Philadelphia; Jack Kirsch, Chicago; M. A. Rosenberg, Pittsburgh; Charles Olive, Washington; Frank Lydon and Arthur Howard, Boston; Ray Branch, Michigan; Herman Blum, Maryland; Pete Wood, Ohio, and Don R. Rossiter, Indiana.

The organization will hold a meeting at its New York headquarters September 17, at which time "confidential information" compiled by the Allied Information Department will be "turned over to members for discussion and action."

Columbians Frolic

ALBANY—Members of the local Columbia Club frolicked at a Saturday afternoon picnic at Totem Lodge, Averill Park. Stanley Goldberg, booker, is president, and Camille Alli is secretary.

BALTIMORE

FRANK H. DURKEE rescued two naval flyers in his speedboat in the Chesapeake bay after their plane faltered on a takeoff last Thursday. The flyers were taken to Annapolis where they received first aid . . . Louis Yockelle has returned from Ocean City vacation . . . Among those who attended the Timonium fair was George R. Mitchell, chairman of the Maryland state censor board . . . Lawrence Randall, Hippodrome doorman, is vacationing in New York . . . Sheriff Joe Fields is reseating the Rivoli . . . George Steiner, manager of Lexway, has just returned from New York . . . Miss Helen Leonard, secretary to I. M. Rappaport, Hippodrome, attended the ball game in Washington last Sunday.

The Motion Picture Projectionists Union is holding its 13th anniversary party Monday, September 16, at midnight, at the Madison. On the entertainment committee: Clarence Walters, Herman Cluster, Albert Roth, William Holthaus, John McCracken, Leonard Henderson and Fred Schwartz.

Harry Meyerberger, Lexway, has taken over the Lord Calvert, policy to be announced later . . . Wilbur Brizendine, Rialto, did some fancy sliding last week and now Wilbur is looking for some new fenders . . . Mac Weinberg, Little, has replaced boys with girl ushers . . . Gus Brown, for the past nine years backstage doorman at the Hippodrome, has resigned and gone to California for his health.

Bernie Seaman, manager of the Hippodrome, has installed a new water fountain there . . . William K. Saxton, Loew's Century, has an excellent tieup in the form of a Junior Quizz contest that will be broadcast over WBAL every Saturday morning, from the stage of the Century.

Harry Gruver, Glen, is having plans drawn for a new house in Glen Burnie, Md. . . . Francis Susie, Hipp assistant manager, is planning to take the wife with him to Washington, September 25, to take in the ball game . . . Leo H. Holman, Westway, is going to build in Ellicott City, Md. . . . On August 28, 60 women and 40 men took the test for motion picture reviewer, a new classification in the Maryland state censor board. George R. Mitchell announced that an appointment will be made as soon as the list is ready.

Mr. and Mrs. Louis Cohen, Essex, visited Filmrow in Washington last Monday . . . Who was that lovely creature seen with Mickey Andy Hendricks last week? . . . Walter "Pop" Silverberg, Park, was seen at the ball game at Oriole Park last Sunday with his two lovely daughters . . . Leo Fleshman, Goldfield, is resigning to go to Hopkins University . . . Irving Cohen, son of Moe Cohen, Clover, also is returning to school.

Ted Routson, publicity chief of the Hippodrome, is very busy these days getting set for the big fall show season . . . Kit Carson III visited Baltimore last Monday in conjunction with the film "Kit Carson" which is the current attraction at Bill Saxton's Century.

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The Lowdown Behind That Title Change

New York—Propaganda, it seems, manages to creep into the oddest places.

Take "Brigham Young," for instance. Now you'd never suspect that anyone from the title at least, would suspect the film was attempting to sow the seeds of anything but entertainment.

Nevertheless, the new title is "Brigham Young—Frontiersman."

"The public seems to think the film is Mormon propaganda," a 20th Century-Fox spokesman declared, "when it's only about a guy who opened up the west. Therefore, it's more of a western, so we've put a western connotation to the title."

ALBANY

ON FILMROW: Bill Kraemer, Schine feature booker, and Herb Brown (making his first local visit), Schine short subject booker; Mitchell Conery, Conery circuit, Ravena; Tommy Martell, booker for Army theatres at Plattsburg and Sacketts Harbor; Harry Hellman and son, Neil, operating Royal and Paramount, Albany, and Palace, Troy; Alec Taylor, Rex, Bolton Landing; George Thornton, Orpheum, Saugerties, and Orpheum, Tannersville; Frank Williams, Benton circuit booker; John Augello, former operator of Family, Utica, and reported casting about for another location.

Milt Kusell, Paramount district manager, huddled with Branch Boss Clayton Eastman and sales staff. Kusell and Eastman visited Kallett headquarters in Oneida . . . Mrs. Marie B. Eddy, Paramount accountant, on vacation . . . Miss E. L. Brayton, who books pictures for Mount McGregor Sanitarium, near Saratoga, back on job after an illness . . . Eleanor Paradies, owner of Pam-o Film Exchange, Buffalo, recently in Albany territory . . . A. L. Pindat, Republic home office auditor, was at local exchange. Branch Manager Arthur Newman keeping busy with trips to Gloversville, Utica, Saratoga and other points.

Elmer Crowningshield, Empire Theatre Supply, was taken to a local hospital when he failed to improve from an illness at home . . . Ralph Unks, Ross Federal manager, on a swing upstate and then to home office . . . Second booster meeting in S. R. Kent-20th Century-Fox drive will be in Boston, September 28. Albany men to attend: Moe Grassgreen, Salesmen Fred Sliter and Ben Dare, Head Booker Dan Houlihan, Herman Wobber, g. s. m., and Moe Levy, drive leader, are scheduled to speak. Presumably, New Haven exchange will join with Boston and Albany offices for confab. Local branch stood sixth in recent drive percentages.

Knickerbocker News *ran story on "Pride and Prejudice" winning* BOXOFFICE *Blue Ribbon for August. Bold-captioned yarn stated this made four of eight* BOXOFFICE *awards in 1940 to M-G-M . . . Bill Gaddoni, head Metro booker, and Alice Schmitz, Warner-Vitagraph office, said "I do" in Lady of Angels Church. Filmrow wishes the popular couple a happy married life. Jimmy Moore of the Schine office was best man . . . Betty and Jean Fryer, sisters and Vitagraph stenographers, on vacation.*

WASHINGTON

WALTER WANGER, introduced to the Varieteers at the luncheon held in his honor at the Willard, emphasized that "better and fewer pictures is our greatest need; that intelligent films that may be risky to produce will be the difference between red and black on the ledgers" . . . Maureen O'Hara and Lucille Ball, accompanied by Terry Turner, RKO exploiteer, trained in for four p a.'s on the opening day of "Dance, Girl, Dance" at RKO Keith's . . . The ladies' ensemble of Variety will hold a luncheon at the club, at which time plans will be formulated for the forthcoming welfare campaign . . . Herman Wobber will preside at a drive meeting to be held at the 20th-Fox exchange, September 20 . . . "Syd" Rosenthal, formerly of the 20th-Fox staff, visited the exchange last Wednesday at closing time and was surprised with a bootie and bunting shower. The staff also gifted Helen Inglee with a radio prior to her departure for the Will Rogers Memorial Hospital for a period of convalescence.

Seen along the Row: Herman Rubin, Neighborhood Theatres, Petersburg; B. F. Southern, Clarksville; Frank Ponton, Martinsburg, W. Va.; Morris Hendricks, Baltimore; Sam Goldberg, Brunswick, Md. . . . Frank Alford, RKO auditor, is in for a periodic check . . . Russell Hildebrand, office manager, is vacationing along the Potomac . . . The RKO sport enthusiasts, Dorothy and Eudie, are emulating Paul Revere on their time off . . . Thelma Crites, UA, chose Atlantic City for a vacation hideaway . . . Mel Belintende of the RKO staff greeted her co-workers on Monday morn with the announcement of her marriage in Frederick, Md., the day before . . . Monogram's Harry Brown visited Richmond accounts . . . Frank LaFalce, Warner publicity chief, retreated to Newark, his home town, for a week's respite . . . Horlacher's Tom Lark visited from Philly . . . Angie Luzi, Clark Film, fortunately emerged from a serious motor accident unscathed.

Metro Chatter: Charles Aaron, home office auditor, is back for a check . . . The entire staff is in a dither while awaiting the contest results . . . Birthday greetings to Dorothy Freidenburg and the mother of Anna Ridgely . . . Fred Rippingale, office manager, is sporting a nifty English sportcoat. The real McCoy—right off the boat . . . Mrs. Tommy Kaler scheduled her vacation to accompany her daughter to college in Bristol, Va. . . Warner publicity department featured the showing of "He Stayed for Breakfast" with a radio tieup awarding tickets to the best breakfast menus submitted plus a radio quiz. Sammy Kaye's special attraction, "So You Want to Lead a Band," was widely publicized and proved to be the most popular portion of the stage presentation.

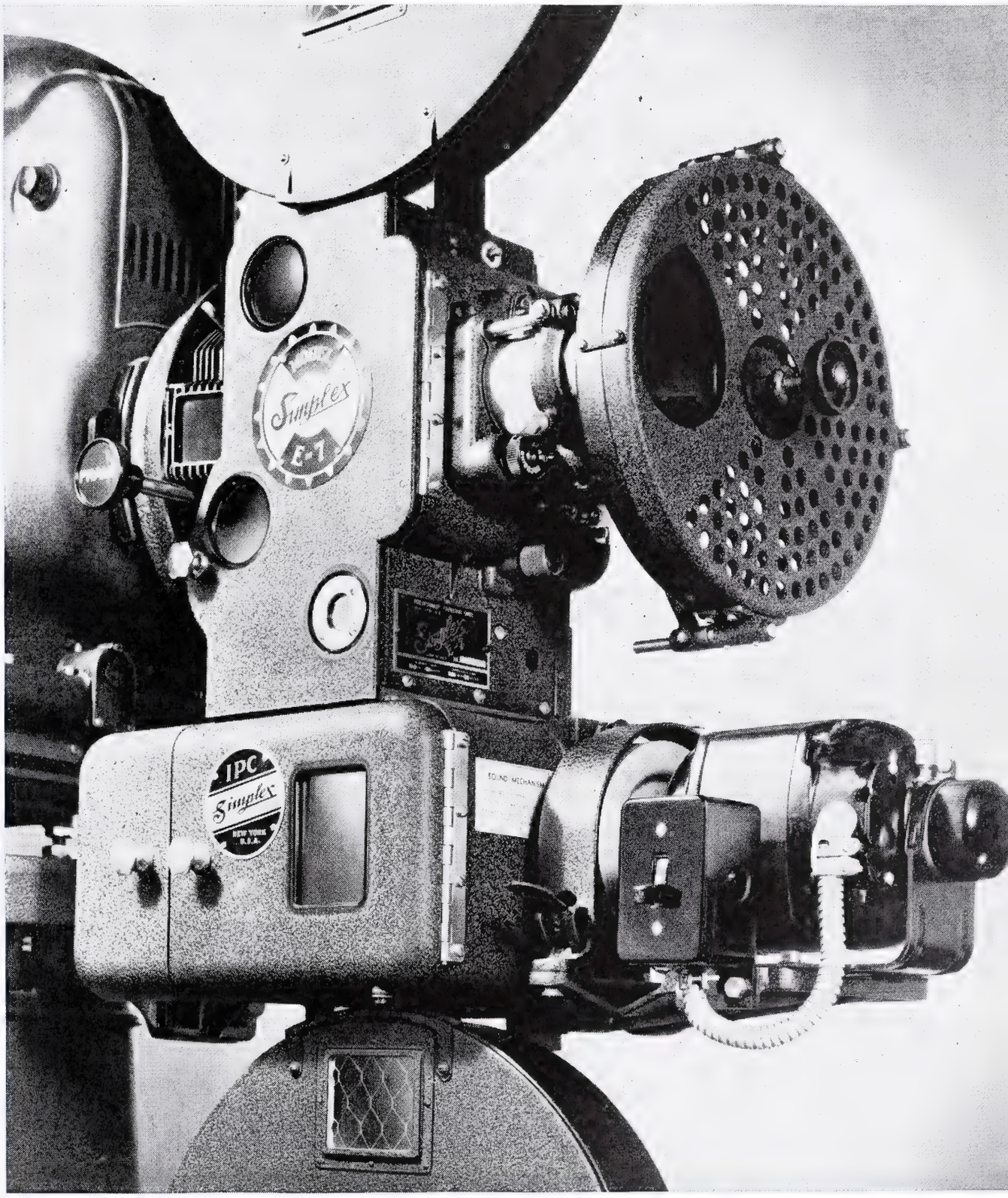
Edwards on Trip

NEW YORK—Sol Edwards of Film Alliance is off on a sales trip embracing Boston, New Haven, Pittsburgh, Detroit, Cincinnati and Cleveland. Particular attention is being directed toward bookings on "Bombs Over London" and "Torpedoed."

Yates Returns

NEW YORK—Herbert J. Yates returned Tuesday from the coast, after making a number of stopovers at Republic exchange centers en route.

The MODERN THEATRE

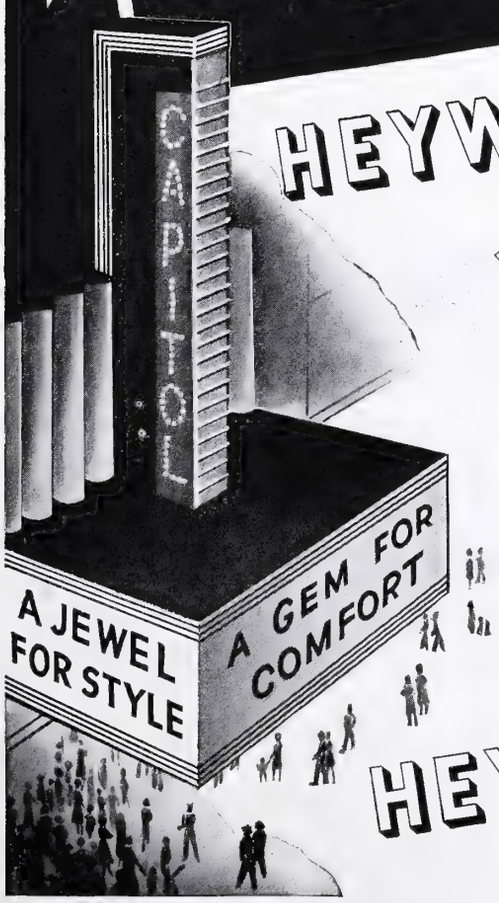


SEPT. 14, 1940

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Some thought a substitute could be found but - compare the REAL with the IMITATION

SHEET METAL LETTER



Note divider bars destroy silhouette; due to their flatness sheet metal letters at angle view lose readability.



Note the "completely silhouette" display of Wagner Multi-Size Silhouette Letter.

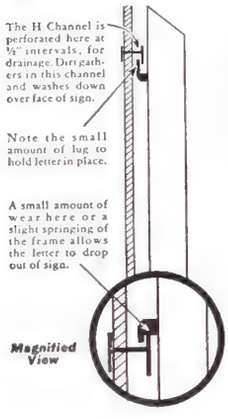
LUG TYPE LETTER



Note letter distortion caused by the lugs — also the heavy bars.

The Wagner Multi-Size Letter gets the most value from your marquee space. The only practical means of having a Multiple-Size-Letter display that kills "Eye Monotony" and creates "Eye Interest."

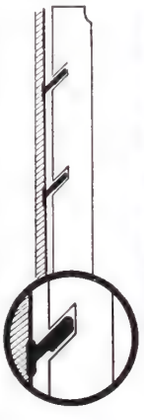
LUG LETTERS ARE UNSAFE



The small lugs, wearing down quickly, the top lug may then clear the edge of the frame and allow the letters to start dropping out, endangering pedestrians and creating damage suits.

On the other hand— Note the sturdy correct engineering of Wagner Multi-Size Letters shown to the right. They set firmly on the frame, no wear can cause them to drop out.

WAGNER LETTERS ARE SAFE





Marquee set up with Wagner Multi-Size Letters — a variation of form and "weight of color" that results from the set-up of several sizes of letters.

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The MODERN THEATRE

MECHANICAL MAINTENANCE SECTION OF BOXOFFICE

(Title registered U. S. Patent Office)

Edited by J. HARRY TOLER

Featuring:

Between Maximum and Minimum There's Now an Intermediary.....32

Wherein Beauty and Comfort Were Coordinated With Capacity.....34
By Helen Kent

Our Society for Prevention of Cruelty to Pictures—Patrons.....39
By Ansel M. Moore

The Elemental Importance of an All-Efficient Sound Screen.....40
By G. F. Holly

Sabotage in the Projection Room—or the Penalty of Poor Sound.....42
By L. C. Tyack

Redskins and Covered Wagon Days Recalled in Modernization.....46

Continuing Our Treatment of Public Rooms From Architectural Plans.....52
By R. M. Davis

Lessons I've Learned About Making Life More Liveable.....56
By Gordon H. Simmons

The Marked Influence of the Movies On the More Abundant Life.....60

News of What's New in Modern Theatre Equipment.....62

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A New Star Appears on the Commercial Horizon

The super-salesman has had his fling and a new day is dawning for another type of commercial expansionist—the product engineer.

Time was when engaging personality and persuasive oratory could sell most anything, including projection and sound equipment of doubtful substance. But that day appears to be done.

The product engineer, the designer, the creative talent of our time has stolen the show completely away from the glib salesman whose gift of gab could conceal the weakness of wares.

Factory research for higher efficiency and greater economy in the operation of cinema equipment, together with straightforward advertising of the inherent merits of product have pretty well supplanted the need for high pressure salesmanship, and the art of concealment.

Occasionally, of course, one may meet the copyist and the curbstoner who would rather tell you how much cheaper you can buy his product than explain its value. But by and large, the correctly engineered, competently designed and manufactured product, truthfully advertised, is now being accepted at its true face value.

Today theatre owners, managers and maintenance men have assumed a buying intelligence far above the average and for this we can give credit to the capable product engineering of the better known equipment manufacturers who need to employ no subterfuge in their selling methods.

Equipment engineers have done a lot for theatre business lately. They can do much more now because confidence in their ability continues to rise with every new development for better picture presentation.

Toler

September 14, 1940.

Between MAXIMUM AND MINIMUM *there's* NOW AN INTERMEDIARY . . .

wherein can be found now the Better Projection and Sound Equipment requirements of the ever-increasing Average-Sized Theatre.

SINCE the beginning of moving pictures and until quite lately, the mechanical standards for equipment efficiency, originally set for projection only and later for sound reproduction, have been established on the basic requirements of big theatres, located in big towns.

Now there's nothing particularly wrong with such practice, because it must be admitted frankly that a given picture demands no less proficiency in the arts of presentation in one theatre than in another, regardless of size or location. The mere bigness of the metropolitan, first-run house, except for the severity it imposes on its equipment by reason of its immensity, doesn't vary the situation particularly.

Obligations Identical

The theatre of smaller size and less favorable location owes the same obligation of service to its customers. It must compete, so there should be no compromise in the clarity of screen presentation and the audibility of sound between one theatre and another. All of them sooner or later will present the identical picture subject for the indulgence of their patrons.

The trouble has been that until recently our designers and builders of equipment for the presentation of pictures, as well as technical experts involved in improving standards of practice, have confined their research for improvement too closely to the more rigorous requirements of big theatres. The result of this economic oversight can be summed up in the following typical expression of the average small-town or suburban theatre owner:

"Oh, well, that sort of thing may be just what the doctor ordered for the Roxy or the Music Hall in New York, but the size and conditions of my house are such that I don't need such equipment, even if I could afford it."

He is conscientious and probably quite correct in his conclusion. He doesn't need all of what the big theatre *has to have* in order to present a picture. But there's danger in consoling himself falsely with the belief that his patrons, or at least many who might be his patrons, don't demand just as much in the matter of screen clarity and sound reception from one theatre as they do from another.

A year or so ago, but still recent enough in influence and effect to be considered good news to the average theatre owner, manufacturers of moving picture equipment turned their thoughts to the variability of their "latest models" to suit the needs of a vast and ever increasing group of theatres of the intermediary class—resting between the maximum and the minimum as to the nature of their equipment requirements.

Whereas formerly it was advocated that all houses to be properly equipped should have nothing less than what the big houses *had to have,* the average theatre owner is now being offered the same brands of equipment but with important modification to more exactly suit his theatre's needs as well as his pocketbook.

Means of Modification

Projector mechanisms, pedestals and magazines are now pretty well standardized to the common needs of all theatres. Sound heads likewise are designed and constructed to effect a scientifically established degree of fidelity in tone that needs only the proper degree of amplification to give it lifelike expression in any size or type of theatre. The basic elements of modern projection and sound equipment are, of course, subject to but limited variation if the buyer really wants to adhere to the fundamentals of quality.

But otherwise, in the matter of equipment capacity, there is now a wider range of selection that permits every theatre owner to have the best there is without going overboard and beyond the depths of his requirements.

Between the picture reproducing requirements of the largest capacity theatre and the very smallest one, there are a few factors to be taken into account. In non-technical terms these points of differentiation are:

(1) The length of the "throw" and the volume and intensity of light required to give the picture best possible reproduction.

(2) Arc lamps of the type and size best suited to the conditions of the house, designed to produce pure white light sufficient to penetrate the densest of films.

(3) Selection of current transforming equipment to provide economically an ade-

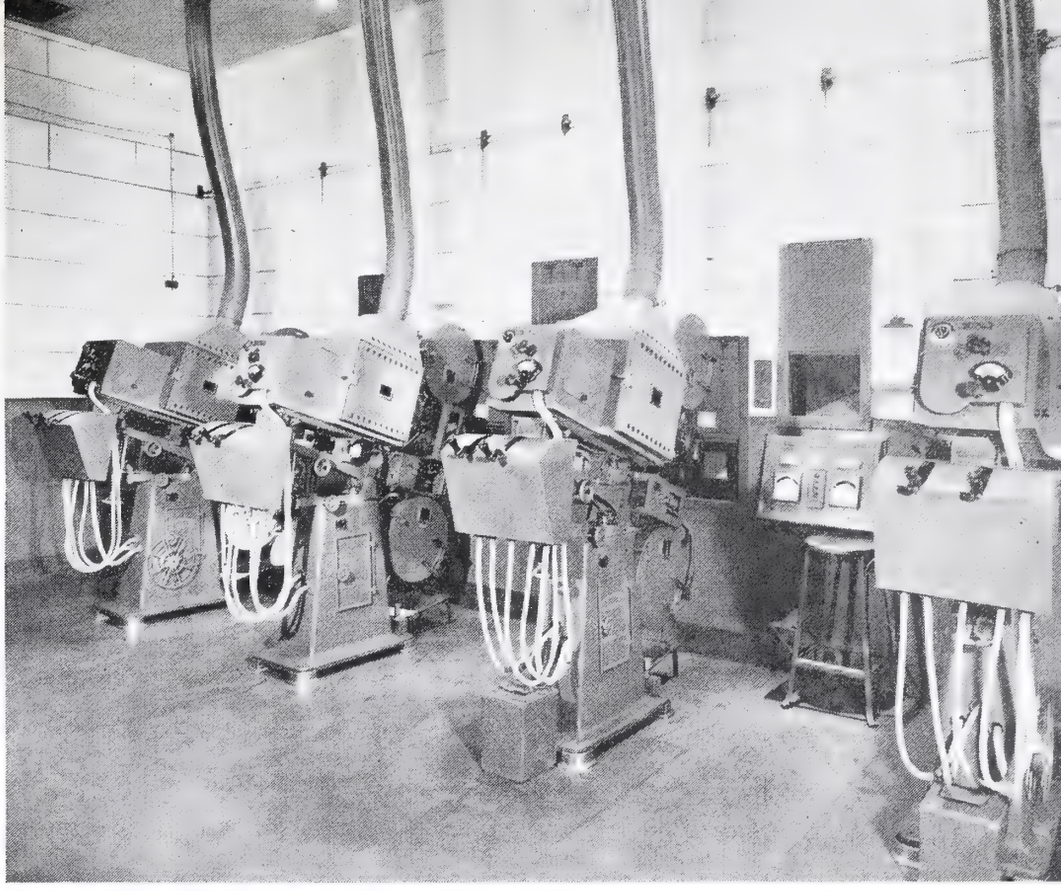


EXTREMITY

The extreme operating conditions which the modern projection and sound system frequently is called upon to meet are indicated in this view of the huge Cleveland (Ohio) Stadium which was filled to overflow at the "Festival of Freedom" celebration last July 4. Motion pictures were one of many feature attractions that drew a crowd of 80,000 people. As will be noted in the inset, at left, standard sound-projector mechanisms were used, but with super-high intensity arc lamps, special 8-inch lenses and a 200-400 amp., 95-volt generator, to throw the light beam a distance of 475 feet to a 50 by 75-foot screen. Standard sound equipment connected to a 2,000-watt amplifier with output distribution through 80 speakers provided perfect outdoor audibility. In the picture from left to right are: Martin L. Sperber, chief of Cleveland Local 160; L. H. Walters, manager National Theatre Supply Co.; Jerry Freeland, projectionist in charge, and Dr. E. B. Brady of Altec Service Corp. (Photo courtesy National Theatre Supply Company.)

MAXIMUM

This view of the projection equipment in Radio City's Music Hall might well be used to suggest the maximum in mechanical requirements. Projection and sound mechanisms are identical with those being used in first-class small theatres; but here with capacities stepped up by increased amperage through special high intensity arc lamps and greater sound amplification facilities to fit the needs of this huge theatre. Four projectors, instead of the conventional two units, provide protection against emergencies and extra provision for special effects.



quate and steady flow of current for screen brightness without risk of undercapacity.

(4) Size and type of screen to conform to house dimensions and shape of auditorium and to give the picture suitable proportions and clean-cut definition, with provision for good sound diffusion throughout the house.

(5) Amplifying equipment of adequate volume and tone reproduction value to provide perfect sound reception to every seat in the house.

Cover Illustration

A point-blank view of the two principal operating elements of a modern sound picture projection unit designed and produced through capable engineering to preserve in the process of reproduction all that has been recorded on the moving picture film. The mechanism that gives lifelike movement and normal magnification to miniature sections of negative photography is no more deserving of acclaim than the intricate little box directly beneath it that vocalizes mute sound tracks recorded on the film and synchronizes sound with projected movement . . . Both are among the most sensitive mechanisms known to mankind, yet by reason of common use and association these wonder-working elements are not generally given the credit due them by the men who use, under-rate and oft-times abuse them. (Photograph courtesy of International Projector Corp.)

(6) A speaker system of size, type and design to properly distribute the output of the sound system to all points of the auditorium.

(7) The acoustical conditions of the house.

Selection Simplified

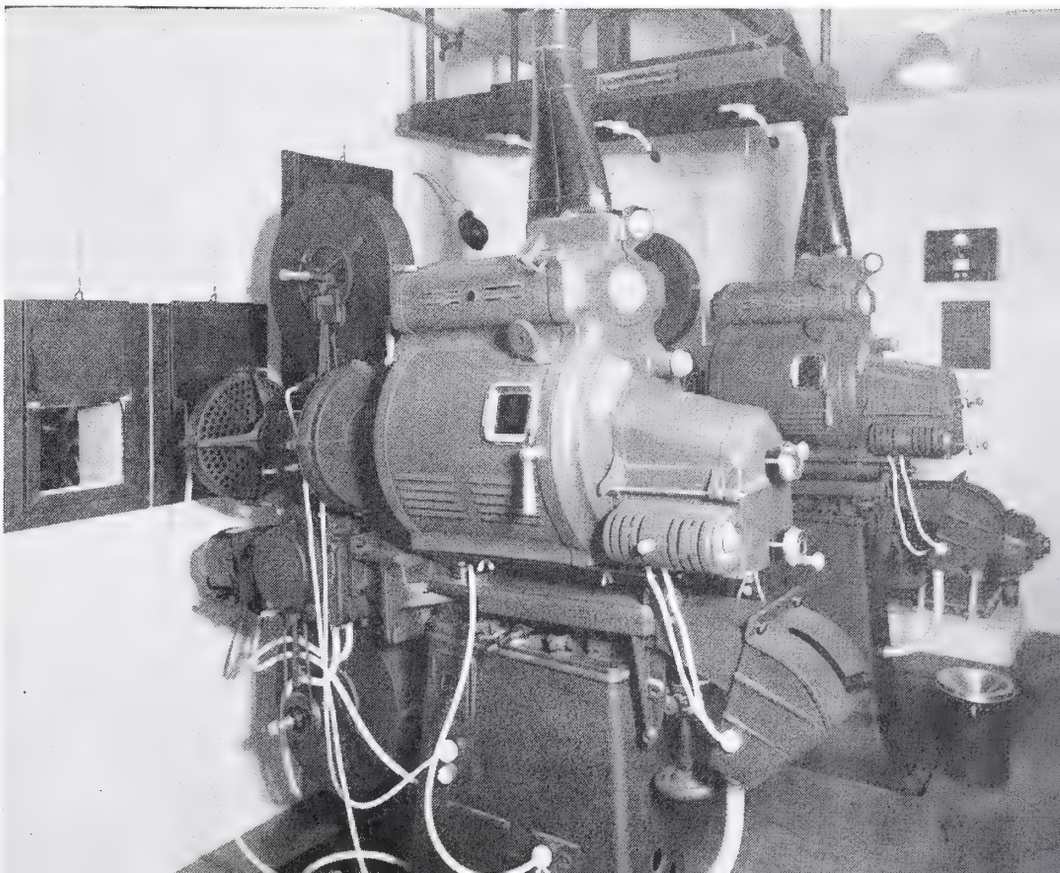
Standardization of projector mechanisms, including intermittent movements, lens systems and shutter assemblies, has reduced the problem of equipment selection for various sizes of theatres, largely to a matter of light source requirements and regulation of operating costs to the income of the theatre.

Likewise, sound heads are now being built to one scientific standard set by engineering research and are inherently similar in most all respects, their efficiency governed by a selection of "capacity" accessories to suit the needs of a given condition.

While the bargain-seeking exhibitor may still buy off-brand or sub-standard equipment built to sell at a price, the inclination and incentive to do so has been pretty well removed by the small first cost saving to be effected and the doubtful service to be expected from equipment that is admittedly built for those "who can't afford the best."

Between the maximum and the minimum of conditions that are known to vary the capacity requirements of projection and sound equipment, the average small-to-medium house owner, if he really wants the best, can now buy all the basic essentials of better screen presentation without having to buy extra capacity features which may not be needed.

Standardization to the requirements of the majority, not the minority, is solving an acute problem for the exhibition branch of the moving picture industry.



MINIMUM

The projection room equipment of the 668-seat Indiana Theatre at Martinsville, Indiana (population 5,000), except for smaller capacity provision, is substantially of the same character as that shown above in Radio City's Music Hall. Simplified high-intensity arc lamps and other accessories of smaller capacity, but adequate to effect the same quality of presentation as that afforded in the big theatre, represent the difference. Both houses, each representing the two extremes, are quite properly equipped for better screen presentation.

Wherein BEAUTY AND COMFORT *were* CO-ORDINATED WITH CAPACITY

By ***Helen Kent***

AT TIMES, something remotely related to theatre business but of a character which will have a general effect upon it occurs and at such times it is only fitting and proper to bring the achievements to the attention of the moving picture industry. To avoid a too staid provincialism, so to speak.

Such an accomplishment is the recently completed and strikingly magnificent Music Hall of Purdue University. Here is a gigantic example of the influence of modernity in a place of entertainment, which while not commercial in any respect might well point the way to finer things in industrial application of some of those qualities which relate it to the theatre field.

The Purdue Music Hall is primarily a place of cultural entertainment, of which music, drama and forensics will be the most important attributes. That everything possible, both physical and spiritual, has been provided within this hall to encourage cultural entertainment is a foregone conclusion and one that is self-evident in every inch of the project.

Far-Reaching Influence

The building is not in any sense of the word intended for purely academic uses, nor is it to be confined to educational presentations only. Despite the fact that auditoria at most centers of knowledge are used comparatively rarely, it is expected that this building will be in almost continual use throughout the year and by supporters of the university as well as by students in attendance there. As an example of its far-reaching audience pull, it will be used by the thousands who come from all parts of the country to Purdue University for the Agricultural Conference.

These people and others who attend various types of gatherings in the Hall will go away from their meetings with a new conception of beauty, efficiency, comfort and function in places of entertainment and education. The Music Hall in its perfection will have demonstrated to its large audiences all that is best and newest in public auditoria. In this respect, we feel that the project is related to the moving picture theatre field despite its rather distant cultural kinship.

As yet, the immense size of this project has been alluded to only in passing. This has been done purposely because that is so prone to be considered the keynote of the entire structure. The project is, in a word, colossal. It seats an audience of 6,208 persons, which is slightly more than the largest picture theatre now in existence, and in every other respect the building is on the grand scale.

But size alone is not the outstanding motive of the Purdue Music Hall. Along with seating capacity and general spaciousness throughout, the project also is noteworthy for its functional combination of the qualities of beauty, efficiency and complete audience comfort and convenience. In these respects predominantly, it is a model for theatre men to study with absorption.

Statistical Summary

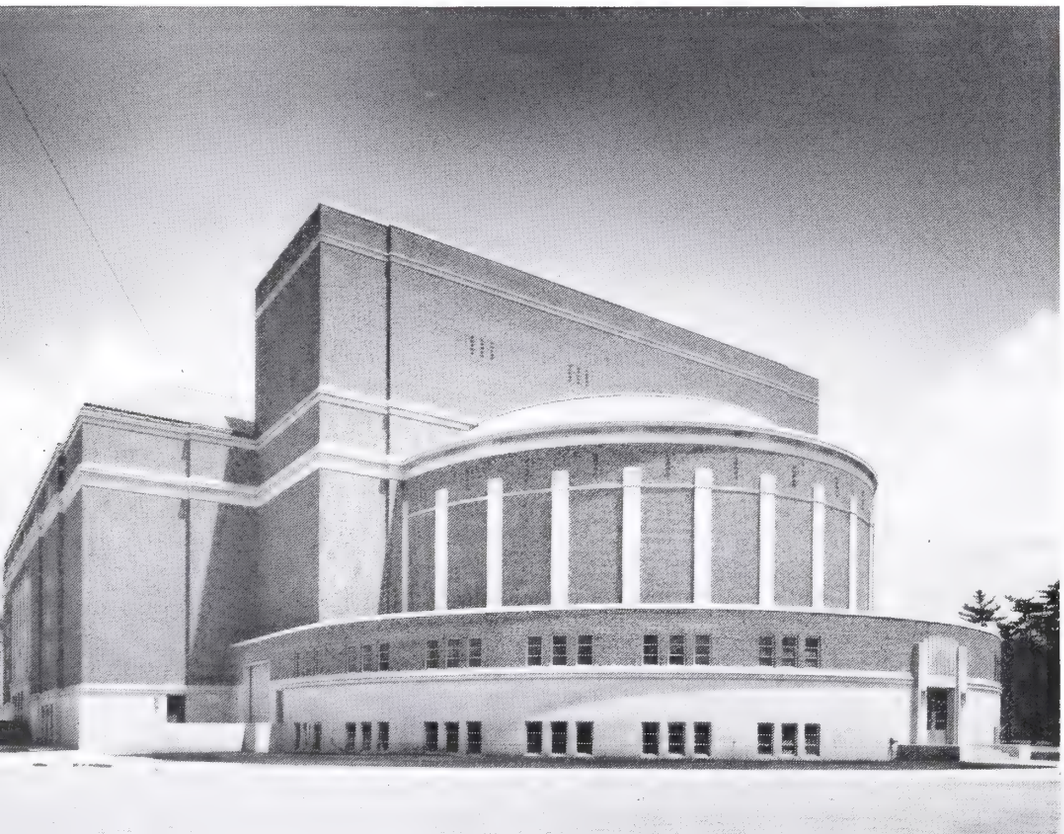
That the project was almost two years in planning and construction is of interest to theatre men, who customarily work faster than this, only as an example of care and proficiency. The foundation was started October 24, 1938, after preliminary plans went through, and dedication exercises were held May 3, 4 and 5, 1940. The total construction funds for the project, $1,205,000.00, will indicate to theatre men how complete and magnificently equipped the Music Hall really is.

A few building statistics at this point are not amiss either, in that they show more forcefully than any other method the ponderous size and quality of the project. The length of the building is 307 feet, the width 166 feet and its height 96 feet. The main floor seats 3,626, the first balcony 1,622 and the second balcony 960, to total 6,208 persons.

To make a thing of beauty and efficiency of a project so large in both size and scope was a problem. And to keep this large mass of entertainment provision dignified and bespeaking culture in every portion was of equal importance. Architect Walter Scholer of Lafayette, Indiana, with J. Andre Fouilhoux of New York City as consulting architect, Dr. F. R. Watson of the University of Illinois as consulting acoustical engineer, and Jon Johnson of Frankfort, the sculptor, are responsible in great measure for the magnificence of this finished project. It is their ingenuity and application of studied technique which makes Purdue Music Hall outstanding not only as a hall of higher learning but as a modern place of entertainment as well.

The exterior of the building is truly monumental and awe-inspiring. It is an apt expression of the University's faith in the future and a recognition of the spiritual striving of mankind in contrast to the mundane needs of existence. This new structure is in complete harmony with other buildings on the campus and as a matter of fact is joined by a bridge with the Executive Building with which it is well identified in design and general form.

Walls of the building are of concrete and brick with Indiana limestone trim. Structural steel formed the huge framework and the roof is of red tile. To enhance the dignity and beauty of this exterior, which must be considered a complete unit rather than a facade, carved-stone figures and panels were used quite effectively to represent the main purposes for which the building was constructed and



Monumental and awe-inspiring, Purdue University's Hall of Music is an expression of faith in the future. It is in complete harmony with other buildings on the campus, exemplifying dignity and beauty as well as functionalism in every respect.

to trace the development of music and opera from their origins to the present.

Spaciousness Subdued

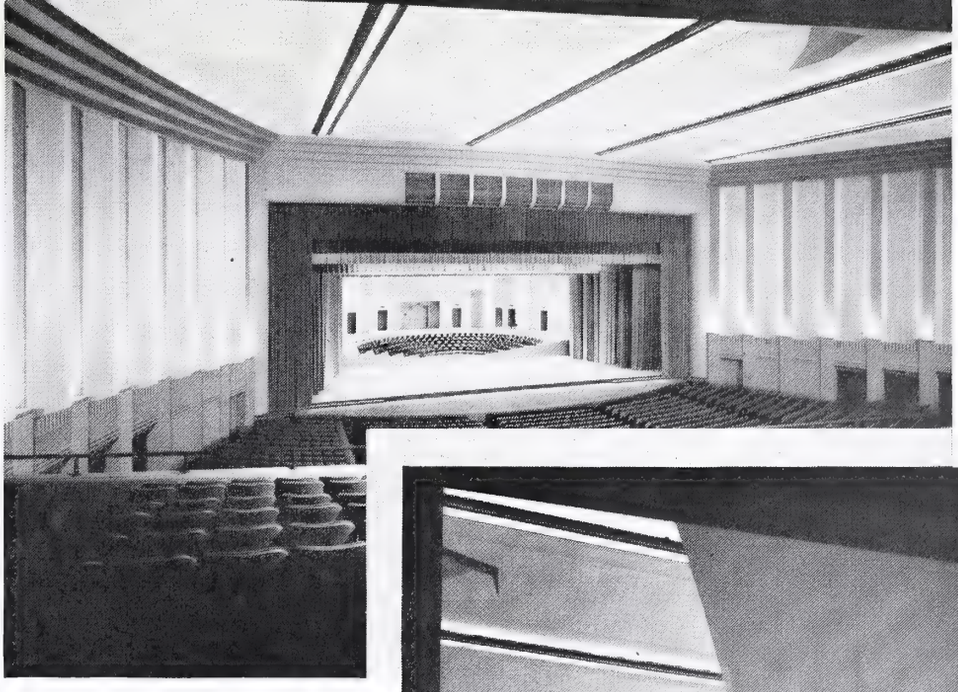
Inside the building the observer is once again impressed with the spaciousness of the project, yet the blending of beauty and efficiency as well as utility with the quality of spaciousness is the very characteristic which gives the Hall of Music dignity and grandeur. The main foyer has dimensions of 150 by 24 feet and from this simply decorated room stairways lead to both the balconies and to the ground floor below.

A rich and old-worldly charm graces the main foyer, where simplicity reigns with modernity as a result of functional materials and lighting effects. Chocolate-tinted marble walls give warmth to what might otherwise be a cold and forbidding spaciousness, and artistic aluminum bas-reliefs at either end of the room are the epitome of modern beauty. Trim colors of ashes of roses and pastel blue harmonize and blend interestingly under scientific lighting which is neither harsh nor too dim.

Within the auditorium, where the first impression of immensity when examined for that quality alone is almost staggering, the blending of line and color is evident at once as a mitigating element. Had not beauty and function been so skillfully incorporated here, size alone might be the only criterion by which the Music Hall could be judged. But as theatre men will realize, perhaps more than any others, the adept manner in which large capacity was camouflaged and unusual dimensions diminished in this instance is of more importance as an aid to patronage comfort and illusion than might be the awe-inspiring effect of spaciousness for its own sake alone.

Fine Seating Featured

Row upon row of seats are there to be sure, but the very beauty and luxury of the chairs themselves softens the severity of such a large number. The style of chair selected for installation in Purdue's Music Hall is one of the latest developments in the theatre seating industry. It is modern to the minute, graceful in design and with comfort qualities developed after many years of research and experiment in theatre seating beauty and comfort. The seating for such a project naturally had to be of finest quality and with long wearing characteristics. For this reason, its rugged construction, fine upholstery materials and comfortability will assure a long life and many years of service as a contributor to the physical perfection of this unusual project.





Beauty and function in the huge auditorium serve to camouflage and diminish the unusual dimensions for a kinder patron illusion. Modern materials and scientific technique in design and construction bring perfection in this model public entertainment project. Row upon row of seats, 6,208 of them, offer comfort and relaxation as their contribution to a million-dollar project. Perfect acoustical conditions and properly applied lighting serve also to insure pleasant entertainment reception in a charming cultural atmosphere.

●

The inner construction of the auditorium is a study in the science of acoustics. The curving walls apparently sweep smoothly, but closer scrutiny determines that each panel of the side walls is set at an angle to assure proper sound absorption. The balcony soffits and rear wall surfaces also serve in this respect as does the ceiling fifty-six feet above, where acoustic material in tile formation is obvious to the observer, but of a decorative beauty and harmony which can but be admired for functionalism. Carpeted aisles also play their part in the important acoustic considerations of this huge auditorium, but again the beauty and luxury of pattern makes this a dual-role.

Lighting in the Hall of Music deserves creditable citation not only for its scientific efficiency but for the way in which it bathes the auditorium in beauty of effect. Focusing audience interest dominantly upon the stage, nevertheless the trim, modern lines by which the effect is gained have the grace of both simplicity and dignity. Indirect illumination from troughs is used throughout and the baffles required by the acoustical treatment form ideal concealment for the necessary fixtures.

A Gargantuan Stage

From a technical point of view, perhaps the stage provisions in this auditorium are most unusual and interesting. From the orchestra lift, 56 by 16 feet in dimensions, with its huge gears and smooth noiseless operation, to the band shell which is located at the rear of the stage and which has a 50-foot radius, the staging provisions are both massive and complete in every detail.

The stage itself is 136 by 32 feet and with its extension formed when the orchestra lift is raised, dimensions of 100 by 20 feet, and a proscenium opening of 100 by 37 feet, spaciousness is indeed an outstanding characteristic. The distance from the back wall of the band shell to the front of the stage is 156 feet. The necessity for such large stage dimensions can only be realized when the purposes for which it is to be used are considered.

Purdue University has many musical or-

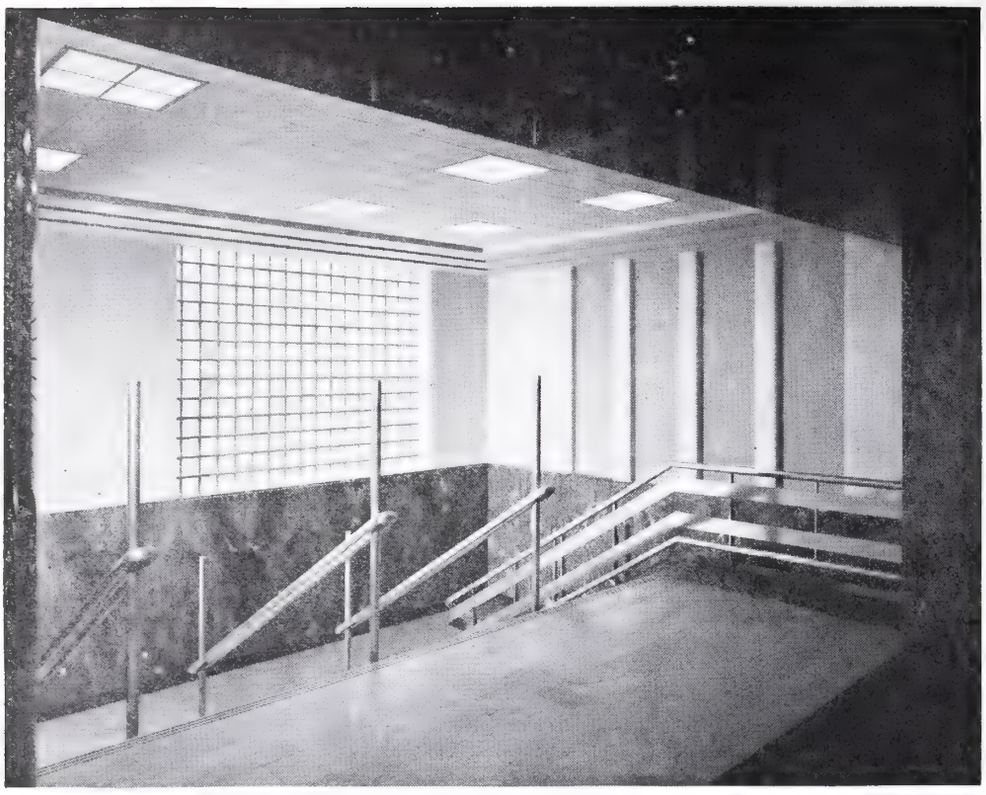
(Continued on following page)

IDENTIFICATION

(Purdue Hall of Music)

ACOUSTICAL ENGINEER: Dr. F. R. Watson.
ACOUSTICAL TREATMENT: Johns-Manville Co.
AIR CONDITIONING: Freyn Brothers.
ARCHITECT: Walter Scholer, with J. Andre' Fouilhoux, consulting.
CARPETS: Alexander Smith & Sons Carpet Co.
DECORATIVE PAINTING: Baugher Brothers.
ELECTRICAL & STAGE EQUIPMENT: Edward P. Allison Co., Inc.
FOUNDATION CONTRACTOR: A. E. Kemmer.
GENERAL CONTRACTOR: Geo. A. Fuller & Co.
MARBLE: Gates Marble & Tile Co.
ORCHESTRA LIFT: Shields Studio.
PLUMBING: Acme Plumbing & Heating Co.
PROJECTION & SOUND: National Theatre Supply Co.
SCULPTURE: Jon Johnson.
SEATING: Ideal Seating Company.
SEAT UPHOLSTERY MATERIALS: Cotan Corp.
SEAT SPRING CONSTRUCTION: Continental Cushion Spring Co.
SOUND AMPLIFICATION: Van Sickle Radio Supply Co.
STAGE EQUIPMENT: Houston Scenic Studios.
SWITCHBOARDS: Hub Electric Company.

Additional particulars on the project may be secured upon request to The Modern Theatre Information Bureau.



Chocolate-tinted marble walls give warmth to great spaciousness and gleaming aluminum epitomizes modernity in the stairways off the foyer of the Music Hall.

Wherein Beauty and Comfort Were Co-ordinated With Capacity

(Continued from preceding page)

ganizations, consisting of the hundred-and-fifty-piece Purdue Military Band and its Symphonic Band; a fifty-piece University Orchestra; the University Choir of two hundred voices; the Men's Glee Club, and the Concert Choir, a small group of mixed voices. The university also encourages the creation of outside musical organizations and under the direction of its staff members now has County Home Economics Choruses in eighty counties of Indiana and in some other states as well.

For dramatic presentations, the huge auditorium and its stage will serve equally well. Through astute planning it is possible to drop a curtain from the railing of the first balcony, thus to turn the main floor into a smaller theatre. A curtain also masks off the band shell, reducing the depth of the stage to thirty-two feet, and stage sets can reduce the too great width of the area.

That this stage is completely equipped for everything in the way of theatrical presentations is a foregone conclusion. Its intricate lighting is an example of the completeness with which the project is finished. Both stage and auditorium lighting is controlled by dimmers from a movable stage switchboard, and main switchboards are in three different places so that the heavy currents may be remotely controlled. Six spotlight wells are in the ceiling one hundred feet from the stage and these are accessible from attic catwalks.

Cinema Equipment

Nor must we overlook the important fact that moving picture presentations are also to be made in Purdue Music Hall. For this purpose the finest projection and sound equipment was installed and it is of extraordinary capacity in order to throw brilliant, clear-cut pictures from the projection room at the rear of the second balcony to the stage so many feet away and to fill the auditorium with clearly audible reproduced sound. This projection and sound installation is outstanding for its perfection under unusual circumstances. Sound control for the auditorium, including a public address system, is handled from a small room above the proscenium and intensity of sound is at all times accurate and properly adjusted for all parts of the auditorium.

The scientifically perfect air conditions in the Hall are also of interest to theatre men. Here is a system which maintains proper atmosphere at all times throughout the large building and its many departments. Fresh air is put through many processes of either refrigeration or heating as the case may be, where humidity and temperatures are controlled and impurities removed and the entire process is completed in supplying the project with conditioned air through the most modern diffusing system.

The basement or ground floor of the Hall of Music might be considered a scientific project in its own right. Here the area is honeycombed with functional departments made necessary by the great scope of activity. There are large mechanical equipment rooms for air conditioning, equipment storage rooms, band instrument rooms, a band drill room directly beneath the band shell and also a practice band shell of the same dimensions as its counterpart, conference and practice rooms, rest rooms, and a complete radio broadcasting studio with its necessary adjuncts.

But again, as previously stated, Purdue University's Hall of Music is of a character which may have but remote relation to the theatre industry. There are aspects which commercial entertainment can't and needn't provide. We present it as an outstanding pattern of the best in public auditorium design and construction. Those factors which are adaptable are here shown in their best light—and there are many. The latest developments for perfection here demonstrated are in most cases of a nature which will affect moving picture theatres both large and small for some time to come. And the public will appreciate them, whether offered in a highly cultural setting such as the one here described or in the little old home-town situation.

Old equipment can be repaired and renovated only so many times. If overhauling and part replacement has been practiced with no great success lately, it's a sure indication that new equipment is the only answer to a dangerous problem.

The equipment in the projection room can be just as stylish, clean-cut and efficient as the latest furnishings in any other part of the house. And the function of such equipment can not be overstressed.

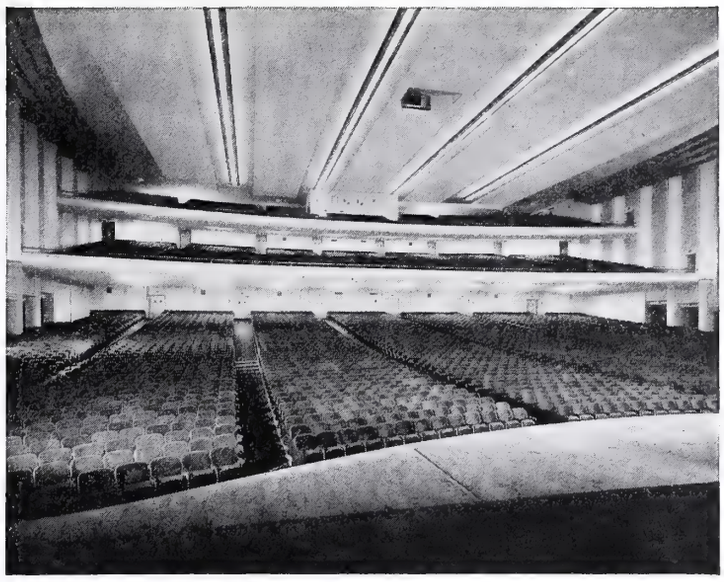
"Project a Better Picture and the crowds will beat a path to your door" is our parody on an old saw.

Approved by the
PURDUE UNIVERSITY
***for the* HALL OF MUSIC**

RELAXON
THEATRE SEAT
SPRING CONSTRUCTIONS . . . *made by*

Continental Cushion Spring Company

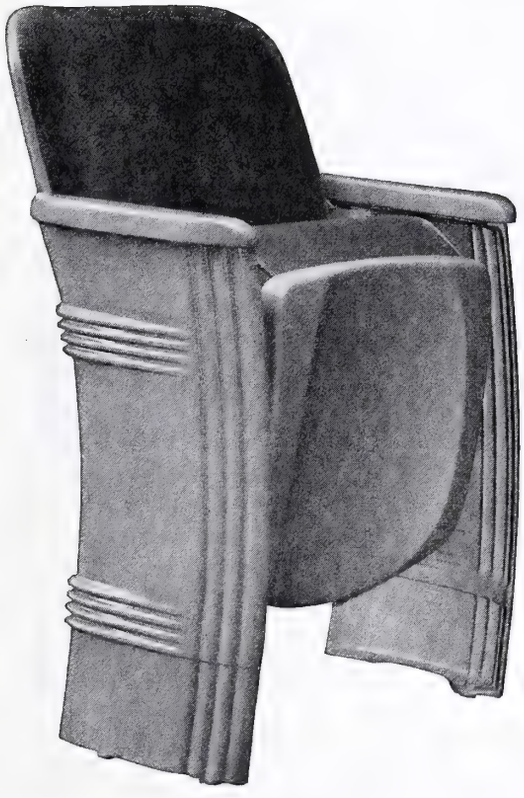
4925 Halsted Street
CHICAGO, ILL.



The Purdue University Hall of Music, Lafayette, Ind.

Walter Scholer, A. I. A.
Architect
Lafayette, Indiana

"Thank You, Purdue!"



In selecting the chairs for THE LARGEST THEATRE IN THE WORLD those in charge of this great structural achievement naturally turned to

IDEAL

Impressive by its immensity this auditorium amazes everyone. Six thousand, two hundred and eight beautiful Ideal Aristocrat Chairs, row after row, stretch from the stage one hundred and fifty-six feet away.

In these comfortable seats one may sit back and appreciate the great care and consideration which was accorded the choice of all the many elements which make up this symbol of Purdue's faith in the ability of man to create a world of beauty and utility.

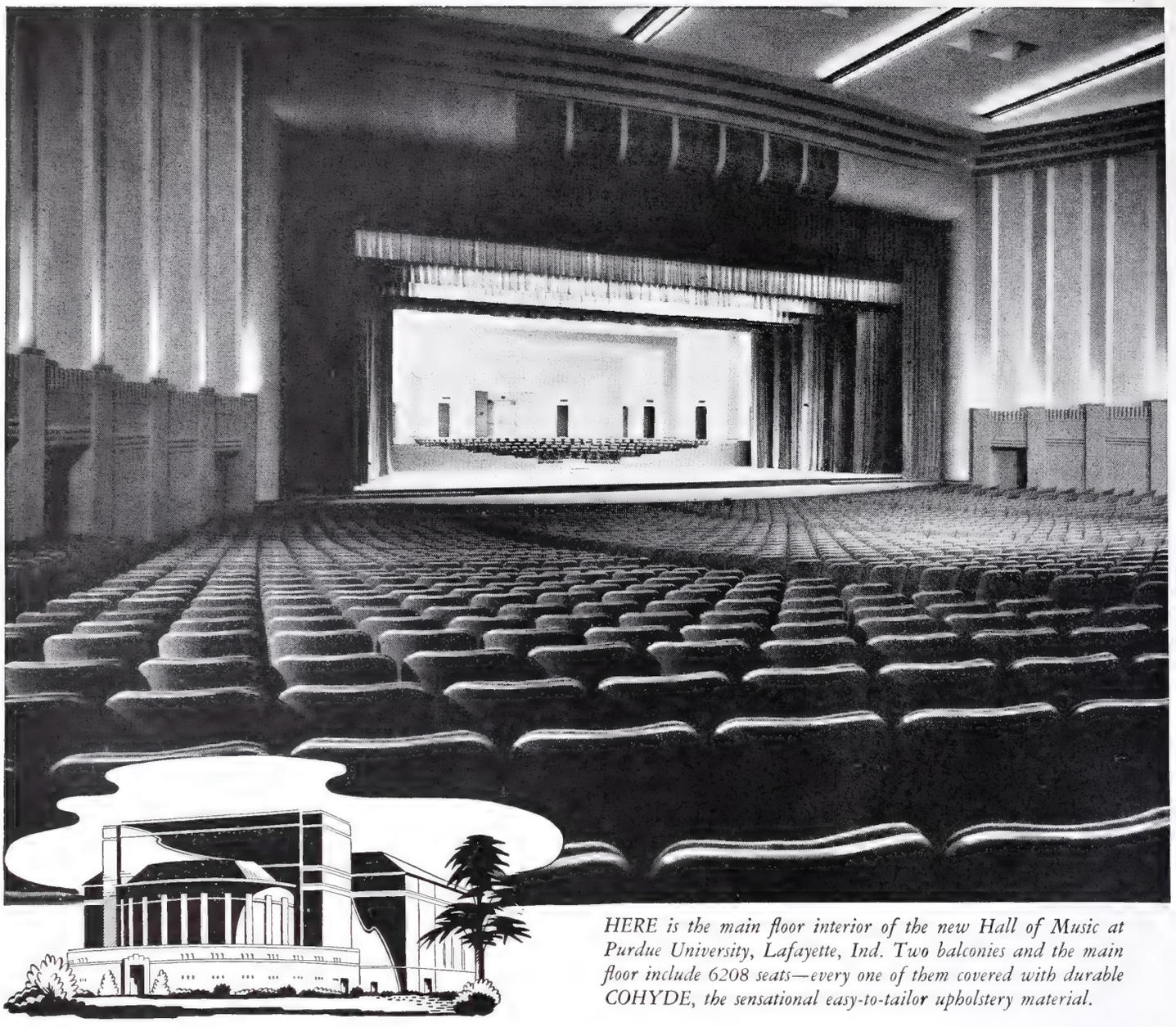


You, too, can go far in creating a sphere of like beauty in your community by installing Ideal Chairs. You'll have a better conception of the far reaching importance of correct seating after you've seen the new Ideal literature, a copy of which will be sent to you free and without obligation.

IDEAL SEATING COMPANY

GRAND RAPIDS, MICHIGAN

EXPORT OFFICES: 330 West 42nd St.,
New York City.
Attention: J. E. Robin.



HERE is the main floor interior of the new Hall of Music at Purdue University, Lafayette, Ind. Two balconies and the main floor include 6208 seats—every one of them covered with durable COHYDE, the sensational easy-to-tailor upholstery material.

BIGGER Than Radio City Music Hall!

These Seats at Purdue's New Hall of Music Are Upholstered with COHYDE*, the Washable Upholstery Material

Purdue's handsome Hall of Music is larger than the Radio City Music Hall. It is larger than any auditorium of its kind in America. When plans were being made for its construction, great care was taken in the selection of a seating material—one that would reflect the good taste and beauty which characterize this magnificent enterprise.

COHYDE was chosen for the job!

Why? Because COHYDE's smart appearance, its exceptional washability, its remarkable resistance to wear and to deterioration made it the ideal choice.

COHYDE is pliable, easy-to-tailor. It saves upholstering time and helps to assure a smooth, attractive job. Investigate COHYDE! Write for information on how this amazing new upholstering fabric will save you money. Impartial laboratory tests and the experience of users have proved that COHYDE wears longer!

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COHYDE

the WASHABLE Upholstery Material

Our SOCIETY FOR PREVENTION of CRUELTY TO PICTURES--PATRONS

By **Ansel M. Moore**

WHEN in last issue we boldly divulged our intention to launch a sort of humane Society for the Prevention of Cruelty to Pictures, we had an idea of confining our objective to the mistreatment of pictures alone. Since then, however, it has been decided to add Patrons—people—to our proposed sphere of guardianship. Hence, we now hyphenate our proposed title and include persons (patrons) objectively in our rallying call for greater precaution against poor presentation in so many of our theatres.

Truly the picture needs some protection against the unmerciful mechanical abuses to which it is subjected so openly in a sizeable percentage of houses. Likewise the patrons, by reason of antedated and/or inadequate equipment and the incompetency of accessories thereto, the fair product of Hollywood is being quite successfully murdered in cold blood. And the pity of it all is that the public witnesses the execution in stark amazement and exacts its own penalty, which often takes the form of a business boycott against the more persistent perpetrators of the crime.

Matter of Wide Concern

Without here rehearsing in detail the painful evidence of abuse and the penalties exacted by our recalcitrant patrons, let's devote a few paragraphs to consideration of the crimes against the modern art of cinematography which one might logically surmise would be a matter of open concern to everyone in show business, including producers, directors and distributors and nontheless exhibitors, who comprise the last final step in system of delivery to the public, who seem likewise deeply concerned.

Despite heroic effort and accomplishment on the part of such organizations as the Society of Motion Picture Engineers, the Academy of Motion Picture Arts and Sciences, as well as projection and sound engineers both individually and collectively, the technical side of moving picture exhibition practice is definitely not up to the present standards of production. In both projection and sound reception there is admittedly a void, taking the average theatre as norm, between methods and means of original recording and methods and means of reproduction. In this void the true art of cinematography is sometimes made to suffer intensely.

The exhibitor, who must bear the brunt of the tragedy occasioned by his neglect or inability to provide against it, should certainly be a strong party at interest to the many earnest attempts now being made to establish a standard of exhibition practice that will sustain rather than checkmate the high technical standards now generally adhered to in the production of moving pictures.

The exhibitor of moving pictures, although he may protest loudly and with cause against certain trade rules and restrictions, still holds a rather free and easy franchise when it comes to being permitted to do what he pretty damn well pleases with a picture after he gets it. Is that privilege being abused to the detriment of his own interests? Personally, we think it is in a good many instances and there's a predictable change in the offing to be brought about by the poor way pictures are being served up to patrons.

Parable With a Point

Let us cite at this point a case of what could happen, using our own personal experience and observation. Moving picture exhibition and automobile dealership, at first impression, don't seem to have very much in common. But on one point at least they are surprisingly akin, as we purpose to show in reciting a personal experience.

About a year ago, we purchased (and are still paying for) an Oldsmobile from a small but seemingly live-wire neighborhood dealer. Shortly after delivery we found that his "liveness" consisted solely in selling. He was woefully short on service. His small shop was poorly equipped and his mechanics underpaid, greasy and grumbling about lack of tools. We soon checked him out on regular service to our car.

But several weeks after our final disgusting attempt to get what we'd been told about and seen advertised as General Motors service, we had occasion to call at Albert's place about another matter. Al greeted us rather gloomily as we entered his office. Our trite question, "How's business?" brought forth a grunt to the effect that he was going broke. "What," we inquired, "is the matter?" "Well," he said, "these damn G-M guys have just put the slug on me for a lot of new machinery. I've been forced to remodel my sales room, enlarge and re-equip my shop with a lot of new-fangled gadgets, testing tools and other doodads. They even made me put uniforms on my mechanics and potted plants in my show windows. It was either kick in or *lose my franchise.*"

"Look, Al," we replied, "you lost our patronage because of sloppy service. Other people who bought Oldsmobiles from you tell me they quit bringing their cars back here because of the same complaint. The kind of treatment we got here doesn't build good will or get repeat orders for General Motors products. You may not know it now; but they got you straightened out just in time to *keep you from going broke.*" Subsequent events confirmed our prediction. That was nine months ago. Today A & G Motors is topping all records for new car sales in our little suburban town out south. Old customers have been reclaimed and new ones recruited.

We think there's definitely something comparable in customer relations between the moving picture and the motor car industries. The automobile manufacturer exercises extreme care and strictest possible control over what happens to his product when and after it meets the public. He thus protects not only the whole industry of which he is a part, but goes even further to protect his franchise holders against *themselves.* Cruelty to product and patronage is an obvious prohibition that has kept the automotive industry booming while other industries have gone backwards.

A Fearsome Possibility

Let us suppose (and we neither predict nor advocate it) that leading picture producers should take some radical steps to control the destiny of their products. Suppose booking privileges were restricted only to theatres in which the mechanical means for reproduction were rigidly inspected for operating efficiency. What if the producers started *selecting theatres,* instead of exhibitors *selecting pictures?* What if you were told point blank that in order to play certain desirable pictures you'd first have to put your house in order?

The very suggestions are abhorrent. The producer couldn't do that to us. We'd

(Continued on page 61)

Orchids to Engineers!

Concident with the Fall Meeting of the Society of Motion Picture Engineers, who from October 21st to 25th will be in conclave at the Hollywood-Roosevelt Hotel in Los Angeles, Ansel Moore will pay his regards to organized research and product development for better screen results as reflected in our modern appliances for artistic sound and picture presentation. Don't miss him.—THE EDITOR.

The ELEMENTAL IMPORTANCE of an ALL-EFFICIENT SOUND SCREEN

By **G. F. Holly***

EXHIBITORS everywhere have been sharpening their pencils at both ends recently when analyzing the various costs that enter into the operation of their theatres. One of the major items—the life blood of the business of exhibiting talking motion pictures—is the sound and projection equipment. In recent years, many technical advances have been made by the manufacturers of this equipment which have contributed to more efficient operation, both with respect to technical results and lower costs.

Actual field studies and research made by the Research Council of the Academy of Motion Picture Arts and Sciences have resulted in numerous important contributions to the industry which are of direct benefit to exhibitors. New technical advancements on both old and new devices, as well as development and coordination of standards by the Society of Motion Picture Engineers contribute to the consistent advancement of the Art, and are of immense value in maintaining public interest in talking motion pictures. This work is never ending and is the exhibitors' best guarantee that the industry will never cease to progress.

Light Path Improves

Improvements along the line of the projection light path have been outstanding. Many exhibitors have purchased the new types of arc lamps that produce light of higher quality and quantity from a smaller motor generator unit or rectifier. Light losses encountered in going through the projector have been minimized by dual shutters, and many exhibitors have purchased these new projectors because of their better light transmission efficiency. Projection lenses are another item along the light path that has not been overlooked. Most exhibitors are quick to acquire a good, efficient lens that passes a maximum amount of light. Recent scientific developments have made possible projection lenses that have their surfaces treated by means of a newly developed process, which reduces surface reflections from the several lenses and permits more light to be transmitted through them.

This interest along the light path represents a sizeable investment to the average exhibitor, but it is rightfully justified by the fact that he is selling his patrons the best possible picture he can get on the screen. As is usual in all instances where the public is being sold a service, the patrons are not interested so much in the elaborate equipment involved in getting the picture on the screen, but rather in the picture *reflected from the screen* to their eyes. This is obviously not a new criterion, but rather an old one. Curiously enough and often with unpleasant results to the pocketbook, it is far too often overlooked entirely or given only hasty passive treatment or rather doubtful value. As a result, the patrons sub-consciously find themselves uncomfortable without being able to put their finger on the exact cause. This is not necessarily the only reason or even the most important one for non-attendance at theatres, but that it is a contributing factor cannot be denied.

Old Screens Stay Put

Recent field research by competent engineers indicates that the average theatre sound screen is anywhere from one to ten years old and has been resurfaced from one to ten times. As a consequence, it is probably the most inefficient piece of equipment in the theatre. Why this

*Photophone Service Division of RCA Manufacturing Company, Inc.

REMISS

This industry for some time has been noticeably negligent in its regard of the sound screen—its characteristics when new and its condition when it becomes older—as an all-important accessory to better screen presentation. More frequent replacement of picture screens is certainly to be encouraged and resurfacing of old screens should be avoided in the interest of better projection. By comparison of its use value and the dual function it performs with other major elements of the projection-sound system, the screen is by far the least expensive of all. The author has handled an important subject most capably in this instance.—The Editor.

A NOVEL EFFECT FOR THE NURSERY ROOM



Functional planning is exemplified in the children's nursery or "Merrie Melodie Room" of the Hawaii Theatre in Hollywood. Cartoon characters were done by artists from the Leon Schlesinger Studios, makers of "Merrie Melodie" and "Looney Tune" cartoons. Public service is admirably expressed in this instance and in a novel manner that creates comment. Public interest and appreciation must be planned for, even to the minor details.

highly important item is so sadly neglected by so many exhibitors appears to be a mystery. Possibly it is because most exhibitors lack a sufficient knowledge of the subject to be able to interpret its meaning in the form of performance and costs.

Let us consider for a moment the reasons for sound screen deterioration. Most of the sound screens in use today have for their base a woven fabric which is bleached and flameproofed and upon which is applied several coats of aluminum, flameproofing dope, white pigments, titanium and zinc white.

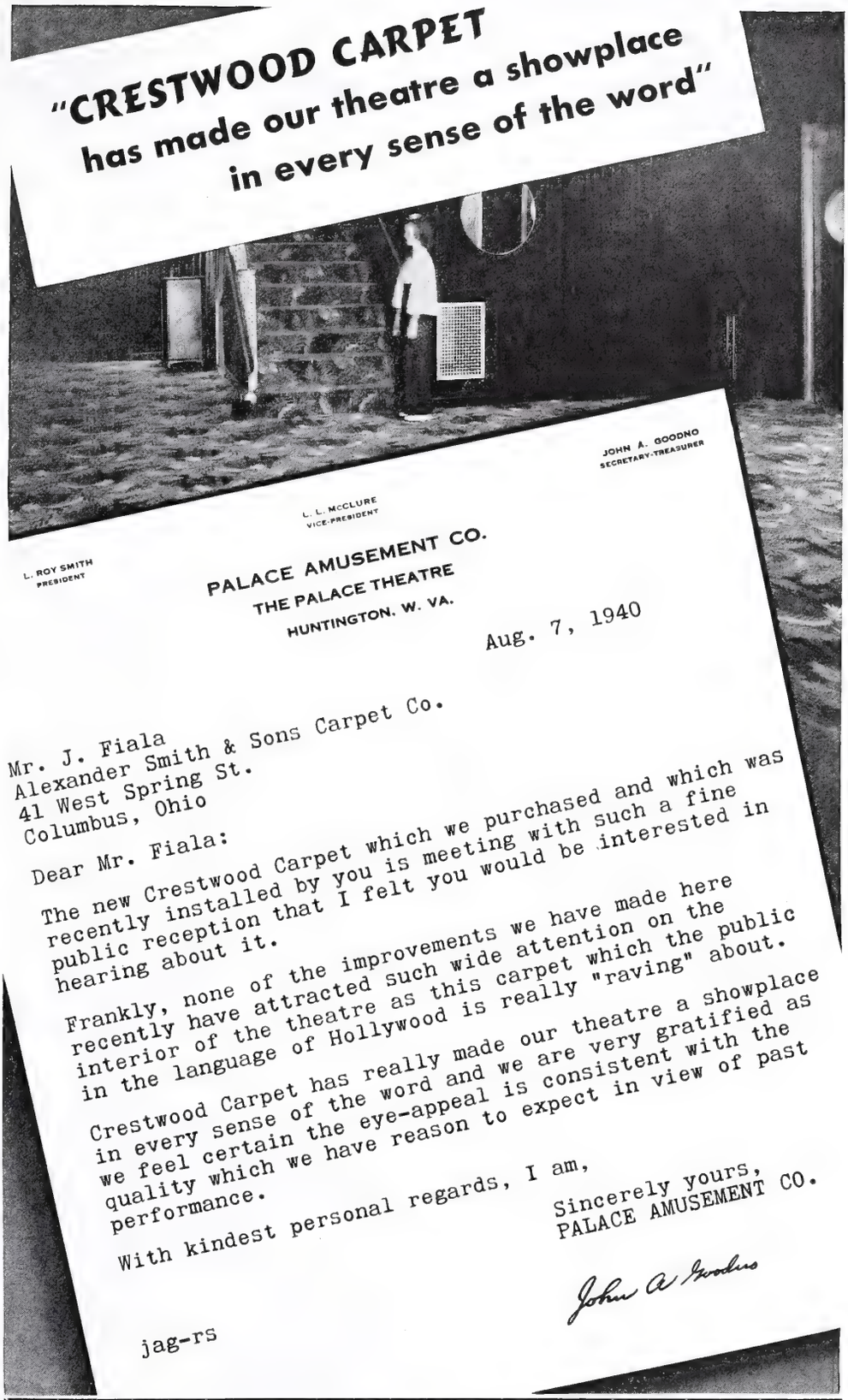
As most of these essential coatings are highly evaporative, a new screen begins to deteriorate from the day it is made. While it may be difficult to see this very gradual deterioration it can be detected by the odor given off from the screen surface. In many locations various gases in the air may tend to discolor the screen. The roughed up surface which was pinpointed during manufacture to obtain diffusion and adhering properties for the final chemical coats permits dust and grime to adhere to it, which may quite often cause undesirable chemical reactions that result in graying and yellowing.

It is generally known among technical men that this deterioration goes on at the gradual rate of approximately 4% per month, which adds up to approximately 50% at the end of a year. It is unlikely to believe that any exhibitor would tolerate only about 50% efficiency from the thousands of dollars' worth of light producing equipment in the projection room. However, unless he takes the necessary corrective measures he passively puts up with only about 50% efficiency in the comparatively low cost medium which *reflects* this light in the form of a picture for his patrons to view. Some exhibitors believe they have found the solution to this problem by having their sound screens resurfaced, possibly three or four times and then replacing them.

Questionable Economy

On casual inspection, it may appear as though some considerable savings result from resurfacing, rather than replacement. However, upon closer analysis of all factors involved, it may be found that this is not strictly correct, due to the fact that while resurfacing may seem to restore a screen to its original efficiency, it is generally recognized that it suffers by comparison. It is important to recognize the fact that the two or more coats of resurfacing material generally make the sound screen thicker. It has been ascertained that this added thickness is highly detrimental to the sound transmission characteristics of the sound screen. Also, the dust filled perforations may be slightly reduced in diameter, which further acts as a detriment to good sound reproduction. To counteract this condition, the sound engineer has probably found it necessary to recompensate the sound system amplifiers in order to maintain sound intelligibility. While as a temporary expedient, this may prove passably acceptable, the poorer sound transmission characteristics of the sound screen cause a ragged reproduction which detracts from the smoothness and naturalness necessary for comfortable hearing. The finest sound sys-

(Continued on page 59)



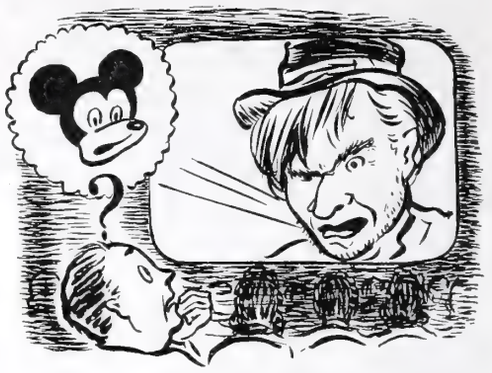
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PRACTICAL DISCUSSIONS ON THE MECHANICS OF PROJECTION AND SOUND



". . . where Wallace Beery sounds like Mickey Mouse!"

Sabotage in the Projection Room...or The Penalty of Poor Sound

By **L. C. Tyack***



IT'S a well-known trait in human nature—and the merchants who run department stores are vividly aware of it—that when a customer feels he has been stung on some merchandise he bought, he can do one of two things. He can squawk to the store—or, he can just go to some other store the next time he wants to buy something.

Now the really smart merchant would ten times rather have a customer register a squawk. He would even rather have him register an unwarranted squawk. That way, he reasons, the store has another chance to keep a customer in good standing. And what smart merchant wouldn't rather go to some trouble to be sure a customer doesn't slip away from him?

It's substantially the same in show business. An attractive front is a fine thing, and it gives the cash customer an idea of how comfortable and agreeable the theatre is inside. And the attractive front will undoubtedly entice a lot of customers to come in who otherwise mightn't venture in, provided the marquee says that there's a worth-while show going on inside.

But then what? The customer goes in, maybe finds the theatre comfortable and modern—and sits back waiting to hear the voice of one of his favorite movie stars. On comes the voice, but what a disappointment!—the sound sabotaged by a maladjusted sound system!

They Leave With a Peeve

Now right here, if the customer would only squawk to the manager, there's many a progressive exhibitor who would be genuinely grateful to him. But, like most of us, the customer says to himself: "Oh shucks, why go to all that trouble and get into an unpleasant scene. I'll be called a sourpuss for my pains, and what good'll it do anyway?" The customer simply makes a mental note that the sound at the Little Gem is lousy, and decides he'll go somewhere else the next time he wants to see a show.

I honestly doubt whether any theatreman will disagree with me about this. It follows, then, that business mustn't be allowed to slip away from a theatre, and must, on the contrary, be attracted to the theatre, by the way the sound equipment in the projection room is maintained.

Now the sound equipment in a theatre is just like your own automobile—deterioration starts with the first turn of the wheels. You've seen plenty of automobiles that went to the junk pile long before their time, through sheer neglect of the mechanical care the car needs. On the other hand, you may also have seen cars of a much older vintage than your own whose motors are a lot quieter!

When the sound in a theatre is unsatisfactory, we say that *distortion* is present in the reproduction. According to Webster's definition, that means "to twist out of natural shape." Well, that's certainly what happens in some theatres where Wallace Beery sounds like Mickey Mouse!



". . . if the customer would only squawk . . ."

Assorted Distortions

There are four general types of distortion that beset a sound system. They are: optical, mechanical, electrical and acoustical.

Take the optical. If we look at ourselves in one of those trick mirrors found at amusement parks, we'll see what I mean. Instead of being a handsome six foot two, we see ourselves—in the trick mirror—three feet high and four feet wide! What makes it funny is that in one way or another, dependent on the kind of mirror we look into, our reflection has been subjected to optical distortion.

The optical system of a sound equipment is an exceedingly delicate mechanism, and any maladjustment of it blunts the scanning beam of light at the point where it must pass through the sound track on the film. If this point of light is blunted, you get a sound which is as untrue to the original sound on the track as you would get from playing a phonograph record with a blunt badly worn needle. If the needle doesn't go clear down in the groove, the music loses its brilliance and clarity, and speech loses the clearness necessary for intelligibility.

Anyone who has had to drive a car with a flat tire—even for a few hundred yards—knows what a distressing feeling he experiences when the wheel with the flat tire bumps along the road. Well, that is a good working analogy for what constitutes mechanical distortion in a sound system. If the sprocket shafts are bent, a cam action results and the film does not move at a constant rate of speed past the scanning beam. The resulting sound is what engineers call a "warble." Bad sprockets and poor stripping action give a similar type of distortion. What happens under these conditions might be likened to the sound of a phonograph record in which a hole has been drilled *off-center*. When a record is played using this off-center hole, the sound is very funny—for a few minutes. But when the sound in a theatre "warbles" as a result of a comparable condition in the sound equipment, the cash customers needn't be expected to see the joke.

A Common Complaint

Electrical distortion is a common complaint, and is not always easily identifi-

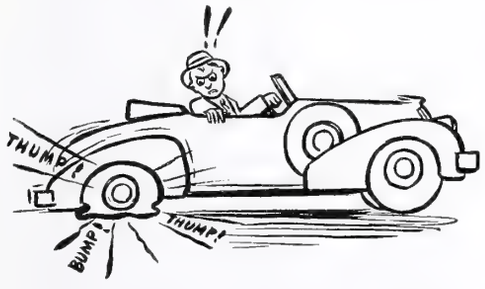
Have You a Problem?

Conductors of the CINE' CLINIC will be glad to answer questions relating to problems of projection and sound operation and practices through these columns. State your problem clearly, detailing symptoms of trouble. Answers to questions of general interest will be published in a later issue, identified by inquirer's initials only. Should you desire private information or advice, enclose stamp for reply. Address The MODERN THEATRE, Room 334, 332 S. Michigan Ave., Chicago, Ill.

*Service Engineer, Altec Service Corp., Oklahoma City.

able. The causes of this type of distortion are legion. Poorly designed amplifiers inevitably produce this kind of distortion, and it takes experience, as well as the highly sensitive testing equipment possessed by the service engineer to eliminate the distortion thus created. Replacement of a defective tube may do the trick, but the distortion is often caused by leaky condensers and defective resistors. When leakages develop in certain parts of a system, either excessive voltages, or *insufficient* voltages may develop in certain parts of the system. This causes electrical distortion, and so does a situation in which the electrical load into the horn is incorrectly "matched." For an illustration of electrical distortion, you only have to turn on one of the $4.95 midget radios and listen to it. Naturally, you don't expect much quality of sound from a $4.95 radio—but the cash customers who come into the theatre expect a lot more than "$4.95 sound!"

Last, but by no means least, is acoustical distortion. The auditorium may be poorly or insufficiently sound treated, or the speaker units themselves may be to blame. If the speaker unit is dragging on the pole piece, it cannot possibly follow the driving signal from the amplifier. Result: raspy sound. If the speaker unit is underexcited, as a result of defects in its field supply, the amplifier will be overloaded in trying to maintain sufficient



". . . even for a few hundred yards . . ."

sound in the house, and then we have two distortions occurring simultaneously—the distortion due to underexcitation and also that of the overloaded amplifier.

Calls for Trained Ears

The problem of bad sound in a theatre that calls into play all the experience and the delicate test equipment that the service engineer commands is this. Bad sound is rarely the result of one type of distortion alone. Rather, there will be several types of distortion existing all at the same time, and that calls not only for the acute diagnostic ear of the service engineer, trained as his ear is to a sensitive aural perception which the layman's ear naturally does not possess. It also calls for minute electrical measurements which only his scientific devices are capable of—measurements depending on a "sense of hearing" thirty times as sensitive as the human ear.

Projectionists are often more aware of the sound engineer's contribution to the maintenance of high quality sound reproduction than the exhibitor himself. This is natural, for the projectionist sees the service engineer at work, and his daily work makes him acutely aware of the essential intricacy and delicacy of the sound mechanism. The projectionist knows that projection room heat, oil, and carbon dust are constantly at work to create deterioration in the sound, and he is conscious of the fact that his own ear, accustomed to the sound in the theatre from daily exposure to it, does not tell him when deterioration has set in. The service engineer, on the other hand, comes to the theatre with a fresh "aural viewpoint," and can detect the deterioration instantly.

All of which boils down to the problem as originally set forth. Maintenance of high quality sound reproduction keeps the cash customer from hearing the kind of sound which makes him decide that the best show in town is the one two blocks down on the other side of the street.

Place more stress on comfort and relaxation in enticing patrons back to the fold for greater fall business. They've been leading strenuous outdoor lives and will welcome the ease of good indoor entertainment.

Like the cover of a good book, the modern theatre front creates a desire to see what's inside. Yet this important function is often disregarded by theatre owners.

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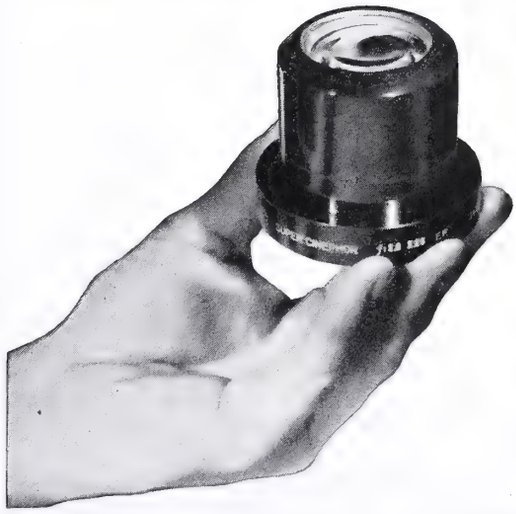
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RESEARCH COUNCIL IN EXPANSION PROGRAM

DUE to success of past efforts, the Research Council of the Academy of Motion Picture Arts and Sciences has appointed new basic committees in the fields of photography, sound, optics, laboratory and cine-technical development. These new committees now functioning are expected to multiply the past benefits resulting from the Council's activities and will return the utmost value to the industry from their efforts, according to Darryl F. Zanuck, Chairman of the Council.

The Academy of Motion Picture Arts and Sciences was organized in 1927 for the expressed purposes of advancing the arts and sciences of motion pictures and fostering cooperation among the leaders of the industry for cultural, educational and technical progress.

Within the Academy the industry set up its Research Council, the purpose of which is the "scientific advancement of the motion picture industry through cooperative research, investigation and development of equipment, practices and techniques; the promotion of interchange of ideas and information pertaining to motion pictures; the furtherance of professional and vocational education of motion picture technicians; and the dissemination of information throughout the world by means of conferences, meetings and publications."

The Council is concerned with projects involving investigation beyond the facilities of an individual studio and which can be handled more efficiently and economically through cooperative effort. It is responsible for all matters of standardization on behalf of the studios, cooperating with the various equipment manufacturers and supply companies and coordinating its activities with the standardization activities of the Society of Motion Picture Engineers and the Sectional Committee on Motion Pictures of the American Standards Association.

The newly appointed basic committees will direct the cooperative conduct of all projects in their respective fields. Each of the committees consists in general of a representative from each of the studios sponsoring the Council, thus giving each producing company the benefit of the efforts of the best technical personnel in the industry.

The responsibility for policies and general direction of the whole cooperative program is in the hands of the Research Council, the membership of which also consists of one representative from each of the sponsoring companies. It is intended that the chairman of each of the basic committees will serve as ex-officio members of the Council and thus assist in its deliberations.

Each basic committee will appoint as many sub-committees as may be necessary to conduct the various projects in each field, and will be responsible for the coordination of the work of all sub-committees.

All basic committees are expected to survey their fields and inaugurate such investigations as the Council, in consultation with the committee chairmen, may deem advisable. Many problems brought to the Council's attention since the original announcement of the expanded activities have already been transmitted to the proper basic committees.

Facilities of all the studios are of course available to the Council and its committees. As in the past, it is anticipated that the equipment manufacturers will cooperate actively in the work, continuing to offer and give of their time and facilities as needed to further the Research Council program.

The expanded Research Council appears to provide a smoothly operating and efficiently functioning organization, capable of immediately handling all problems coming within its scope. The entire plan of operation is founded upon the recognition of the value of sound judgment based upon a careful study of all the facts.

It's almost time to start the old furnace again. Check heating equipment thoroughly before it is really necessary to test its efficiency on the patrons.



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JAPANESE LIFT BAN ON AIR CONDITIONING

HEALTH won out over the war in Tokyo, Japan, recently when a police ban on air conditioning was lifted to permit full time operation of systems in theatres, department stores, banks and office buildings.

Last summer a general ban was clamped on air conditioning to conserve chemicals and electrical power. It has been decided, however, that the saving in war materials was not as important as public health.

Japanese public health authorities who made a thorough study last summer of the effects of temperature and ventilation of the human body reported that it was a health menace to tamper with public building ventilating systems.

As the air conditioning systems in most modern buildings also regulate ventilation, and as the tight insulation required by these systems allows little or no fresh air to enter by other means, the result is that theatre patrons inhale the same stale air for hours on end. In view of the over-capacity crowds that shoulder into theatres these days, it actually is dangerous to interfere with air conditioning and ventilating facilities, according to the Nichi Nichi. The health officers who investigated conditions last summer found the air positively foul in many theatres, packed to the doors with sweating, panting movie fans. Such conditions are particularly dangerous for persons suffering with respiratory ailments.

Another investigation revealed that the amount of electricity consumed by all air conditioning plants was so infinitesimal as to make no difference one way or the other in the capital's power supply, which finding also influenced the police decision, according to the newspaper.

Carrier Corporation of Syracuse, New York, has a record of more than 200 air conditioning systems installed in Tokyo by Oriental Carrier Engineering Co., Inc. These systems serve a variety of industrial and commercial buildings, including a number of leading theatres.

POPPIN' PROFITS

Popcorn, ever popular with movie-going youngsters and grown-ups as well, is being promoted most successfully by the Fanchon & Marco group of theatres in St. Louis, according to H. S. Walter, vice-president of Advance Manufacturing Company.

Like many other exhibitors, this circuit was for many years reluctant to consider operating popcorn machines. Nearby confectioners, however, were making a profit harvest in this popular confection and the executives realized that regardless of their attitude and feeling toward popcorn they were having it in their theatres anyway. So why not make the profit, too?



That popcorn has been profitable for them can be assumed by the fact that in May, 1939, Fanchon & Marco purchased their first popcorn machine and in August of this year they had machines operating in twenty-three of their twenty-five houses.

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STORE FRONTS—PULL PEOPLE IN!

Redskins and Covered Wagon Days Recalled in Modernization

An old-timer is replaced by a sparkling new modern theatre, in Kearney, Nebraska, but the interesting traditions of another day are most cleverly preserved . . . Pictures and particulars by R. S. BALLANTYNE.

THE locale of our subject, the new Fort Theatre at Kearney, Nebraska, is steeped in the traditions of the plainsmen. It is the site of old Ft. Kearney and out of the past and not so dimly as one might suppose come memories of charging blue-coated cavalrymen, pony express riders, skulking redskins and the inevitably to be protected prairie schooner that once wended its way Westward.

To build a modern theatre in Kearney without recalling in some suitable manner the historical background of the community would have been a serious oversight indeed. But Exhibitor George O. Monroe, Sr., of Lincoln, kept faith with both tradition and modern trend in the planning of his new Fort Theatre, which opened August 2, 1940.

Fire Prompted Project

Last January, the Empress, a small and rather nondescript theatre in Kearney, was destroyed by fire. Fate sometimes conspires in the interest of modernity. At any rate, Mr. Monroe bought the ground previously occupied by the Empress, which he had operated, and proceeded with plans for a more pretentious picture playhouse with all the comforts and conveniences now demanded by picture patrons, no less in Kearney than elsewhere.

Edward J. Sessinghaus, the architect, was commissioned to draw plans and under a joint contract with Scott-Ballantyne Company, equipment contractors of Omaha, the new theatre soon took definite form as an example of thrift in theatre planning and provisioning. The Fort, with a seating capacity of 689, cost its owner approximately $45,000. The pictures here presented afford some idea of the outcome of the venture.

Associated with George Monroe in the erection of the Fort was his son, Don, also of Lincoln, who assisted in the supervision of building activities and furnishing details.



A modern front of unusual attractiveness and functional efficiency establishes the Fort as the center of interest in its community.



Foyer of the Fort Theatre, a richly carpeted, well-lighted and modernly furnished convenience room for the customers.

The upper facade of the Fort Theatre is in a modified streamline design with a surface of red granite in tile formation and a neonized name sign unit looping gracefully up over the parapet and down to a broad V-shaped canopy extending completely across the front. Two thousand feet of neon tubing are used in combination with a new type of incandescent lamps for outdoor illumination. The canopy has provision at both ends for three lines of changeable silhouette letters.

The lobby has a partially rounded ceiling to provide for concealed lighting. Here too, the floor has link matting with the theatre name inset and a floor border and wainscot of two-tone tile in black and orange.

In the foyer all indirect neon lighting is employed. The carpet is a combination modern pattern in deep maroon and red with wall painting that blends harmoniously with the carpet colors. Concealed spotlights illuminate the two 40 by 60-inch built-in display frames at each end of the foyer. Chrome steel furniture upholstered with modern contrasting fabrics and other functional pieces create an inviting and restful atmosphere.

The rest rooms are quite complete in every detail, with tiled floors and walls in pastel shades, large mirrors and standee type powder and make-up shelves for the ladies' room. Sanitary drinking fountains are located in the lounge section of each of the rest rooms.

Planned for House Appeal

The auditorium side walls and ceiling are done in acoustical plaster and the rear wall in a modern type of acoustidecorative material. Decoration of the auditorium starts with the cement floor which was dyed and waxed in a deep maroon to match the carpeting. On the side walls from wainscot to ceiling a beautiful blending of color grows gradually lighter in each horizontal panel of the wall finally fading into the blue and ivory pastel shades of the ceiling.

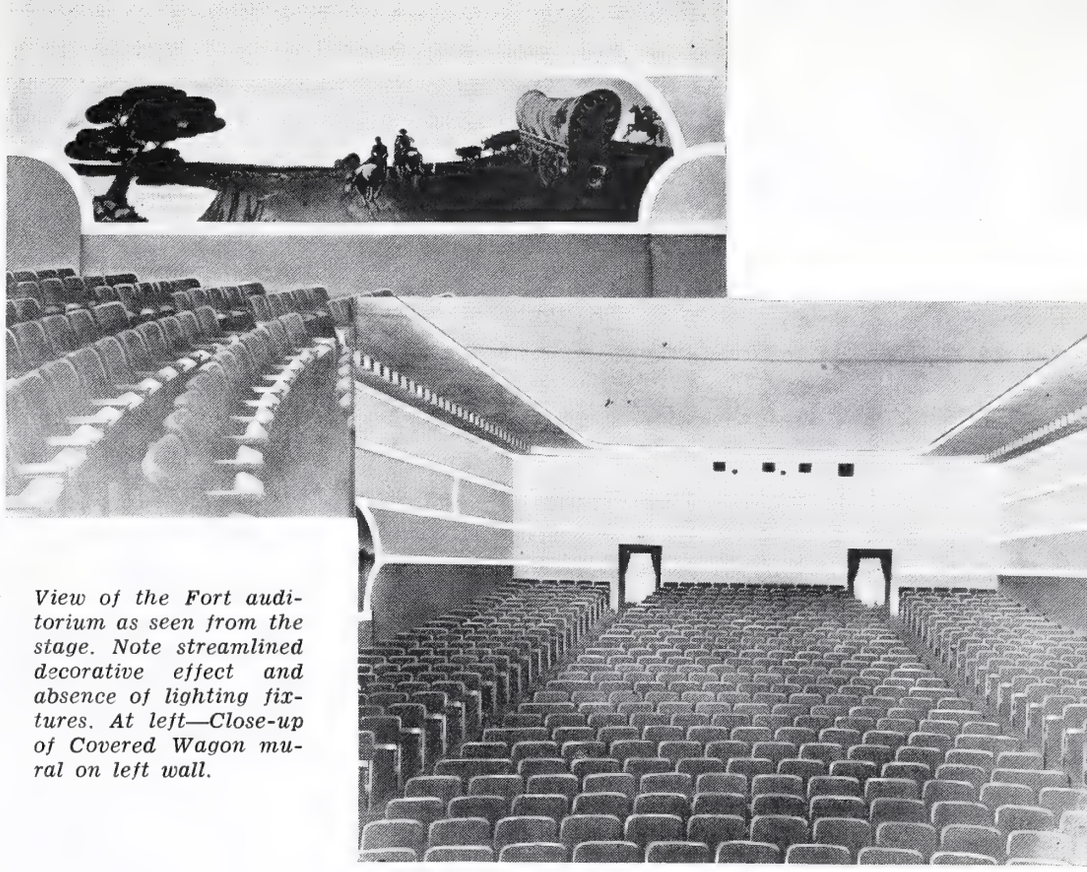
The centers of attraction in the decorative scheme and the traditional effect previously referred to are two huge "black

lighted" murals done by Miss Joyce Ballantyne on each side wall, depicting scenes of early life on the plains when the original Fort Kearney was the western outpost of civilization.

One mural portrays a covered wagon train heading west into the sunset in the gorgeous coloring called for by western sunsets. The other subject is a picturesque Indian tepee village by moonlight, similarly executed in the coloring of moonlight on the plains and activated by fluorescent lighting.

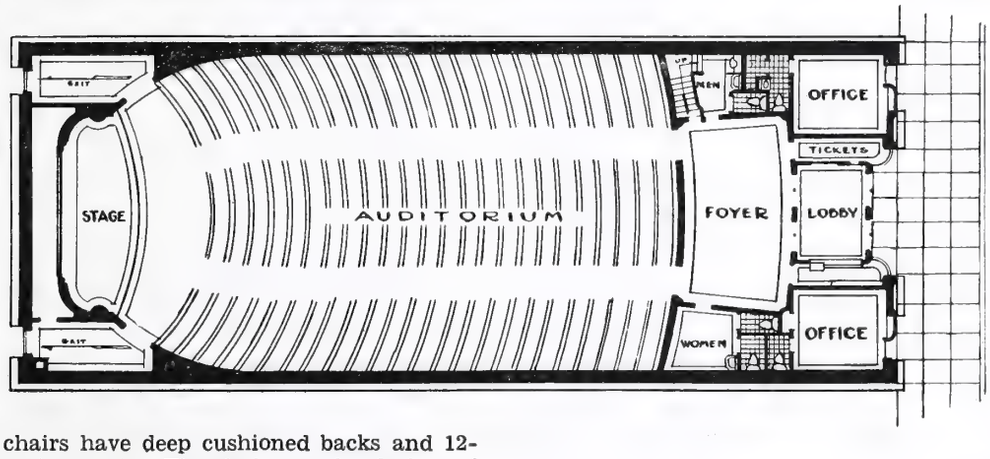
The murals are done with a recently developed fluorescent paint which attains its full brilliance and natural effect with an illusion of third dimension only when lighted by a special filtering type of light fixture that produces what has become known as "black light."

The seating is arranged in staggered formation with so-called extra-wide "love seats" alternately placed to effect the arrangement. In the center section, one "love seat" is used at each end of every other row. In the side sections, the wide seats are located at the wall in each row. The



View of the Fort auditorium as seen from the stage. Note streamlined decorative effect and absence of lighting fixtures. At left—Close-up of Covered Wagon mural on left wall.

The main floor plan of the Fort Theatre emphasizes the fact that thrift was applied in the layout and the utmost is attained in the arrangement for capacity, comfort and convenience.



IDENTIFICATION

(Fort Theatre)

ACOUSTICS: The Celotex Company.
AIR CONDITIONING: Scott-Ballantyne Co.
ARCHITECT: Edward J. Sessinghaus.
DECORATING: Wilmarth Studios.
ENGINEERING: Scott-Ballantyne Co.
EQUIPMENT CONTRACTOR: Scott-Ballantyne Co.
FACADE: Minnesota Red Granite.
GENERAL CONTRACTOR: Theatre Design Building & Equipment Co.
LOUNGE FURNITURE: Royal Metal Mfg. Co.
MURALS: Miss Joyce Ballantyne.
PROJECTION: L. J. Gardiner Co.
SEATING: General Seating Co.
SOUND: Ballantyne Company.

Additional particulars on the project may be secured upon request to The Modern Theatre Information Bureau.

chairs have deep cushioned backs and 12-spring seats. The design and coloring of the aisle standards matches the design and color of the carpets. The aisles are 44 inches wide, 40 inches of which is the carpeted portion.

Sans Proscenium Arch

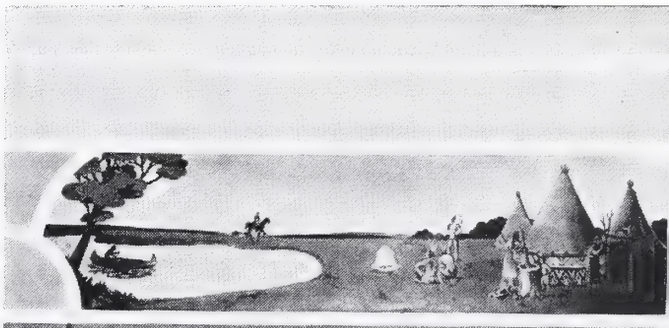
On the stage the orthodox proscenium arch has been dispensed with entirely in the Fort Theatre. A recess in the stage ceiling provides for the hanging of the "stage floor to ceiling" curtain. The stage provides merely a resting place for the close-off drapery and screen.

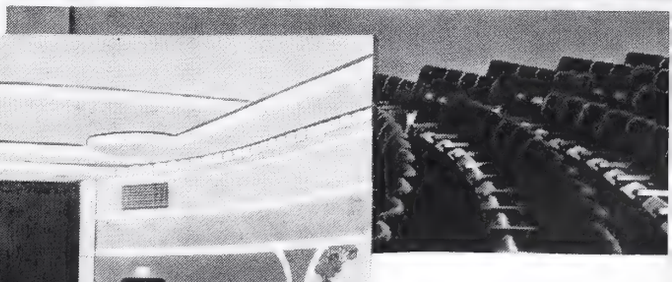
Air conditioning is provided by a blower and twin-spray air washer system of the most advanced type. For heating, two warm air plants were installed, one located underneath the stage, which supplies heat to the auditorium only as needed, and the other located up front in the building supplies warmth to the lobby, foyer, boxoffice, rest rooms, projection room and offices.

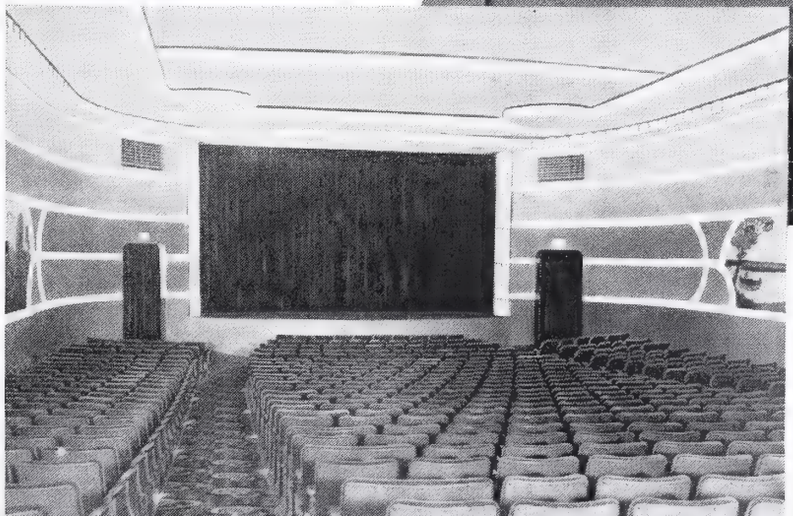
Latest modern types of sound and projection equipment were installed in the Fort. The projectors are equipped with the new simplified high intensity arc lamps that provide a snowy white light on the screen with pronounced depth and clarity

(Continued on following page)

Auditorium of the Fort Theatre, looking toward the screen. Note that customary proscenium arch has been eliminated. At right—A view of the Indian Village (black lighted) mural that adorns the right wall.

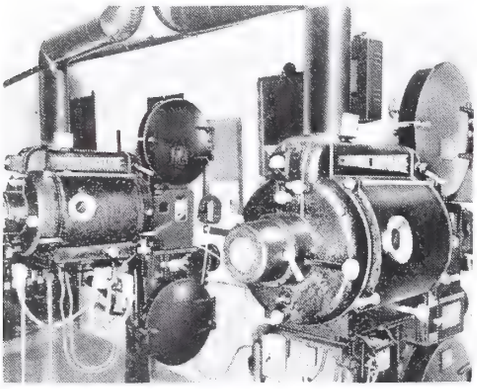






Redskins and Covered Wagon Days Recalled In Modernization

(Continued from preceding page)



A close-up view of the projectors in the Fort Theatre, where good projection and sound reproduction were planned for and provided in every detail.

to bring out all the quality that has been recorded on both black-and-white and colored films.

The sound equipment similarly is of the latest improved type to provide realistic sound reception and to fulfill the demands created by the exactness and high fidelity recording in the studios.

Kearney, Nebraska, is but a small town of less than 10,000 population in a strictly agricultural community. Its theatre business possibilities are far less prolific than those in large towns or suburban centers contiguous to industrial activity. Yet this condition in no way deterred the determination of Exhibitor George Monroe and his associates to give the community an attractive modern place for its amusement. The new Fort Theatre as a project is typical of what is going on throughout the country in the planning, building and rebuilding of small-town cinemas.

Planning Board Adds A Portland Architect

J. W. DeYoung, A. I. A., of Portland, Oregon, is the newest addition to the personnel of the Architectural Advisory Board of The Modern Theatre Planning Institute, which brings the total staff to 32 theatre architects located at many points throughout the United States and Canada.

Mr. DeYoung recently designed and supervised construction of the Joy Theatre at Tigard, Oregon, a small-town theatre project of an interesting nature which will be more particularly described herein in a later issue.

THEATRE MODERNIZING GUIDE

Through the co-operation of our affiliated architects, leading manufacturers, their engineers, designers, dealers, contractors and others, a majority of whom are active members of The Modern Theatre Planning Institute, we are prepared to assist the theatre-owner in selection and application of all commodities and services needed in remodeling and modernizing by placing him in touch with dependable sources of supply. As sponsor of the Institute, we strive to impartially relay each inquiry only to sources of reliable information. However, we do not guarantee all statements or claims made in connection with products offered.

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David Supowitz, Philadelphia, Pa.
Wetherell & Harrison, Des Moines, Ia.

NOTE: The Institute does not undertake the practical functions of an architect or designer. Its service is intended merely to place our readers in touch with reliable local sources of preliminary information and advice on theatre planning and structural problems. Inquiries pertaining to Architectural Service will be relayed to the nearest member of the advisory board.

EXPLOITED



The latest provision for better projection—the purchase of new projectors—was made the subject of lobby exploitation recently by Wayne Sweeney, manager of the LaPorte Theatre in LaPorte, Indiana. In the display shown above it is interesting to note that among other salient points brought out by the attendant posters, projection that is "kind to the eyes" and "programs exactly as Hollywood intended you to see them" are called to the attention of the customers. (Photo courtesy National Theatre Supply Company, Chicago.)

Motiograph Adds Three New Mirrophonic Models

On August 26th, Motiograph, Inc., announced the addition of three new models to its sound system line, particularly designed for smaller theatres. The addition now makes the line complete with nine models designed to meet the requirements of every theatre from the smallest to the 7,500-seater. A special system for drive-in theatres is also announced.

All models were designed and engineered by Electrical Research Products, Inc., and are built by Western Electric Company with the exception of a de luxe reproducer set which is manufactured by Motiograph, Inc., and based on designs of Erpi. A booklet giving complete description of the line is now available.

New Oil Prepared for Projector Mechanisms

After a period of exhaustive practical tests of lubricants manufactured by America's leading oil producers, the research department of International Projector Corporation now strongly urges the use of the new specially compounded oil for Simplex mechanisms. For the purpose for which it is intended it is said to be superior to any other oil now on the market. Although sold at no additional charge, the new lubricant is far more efficient and therefore more economical, and when properly used it will reduce lubricating problems and serve as real protection for projector mechanisms.

The new oil, which takes the place of the regular and extra heavy oils formerly supplied, is of a yellow color and different viscosity. The can in which the oil is shipped remains unchanged.

There's one sure way to win back the regular patronage of the white-collared clientele. More House Appeal is the answer.

Merely because the hot weather season is waning, don't lose interest in your air conditioning system, if any. You'll be needing it this winter, too.

BIG JOB

How capacity can be attained without sacrifice of comfort is apparent in the seating of the new Hall of Music at Purdue University, recently dedicated at Lafayette, Indiana, where 6,208 theatre chairs of the newest modern comfort type were installed.

The chairs, manufactured and installed by Ideal Seating Company of Grand Rapids, Michigan, are one of the "Aristocrat" line of popular models introduced to theatre trade a few months ago.

The successful movie theatre must dominate and outshine its surroundings.

AMAZING NEW WAY TO STEP UP PULLING POWER OF ATTRACTION LETTER PANELS!



FIGURE 1—This modern theatre front uses green MAZDA F lamps and regular filament lamps in the attraction letter panel and for variety uses gold MAZDA F lamps and filament lamps in the name sign.



FIGURE 2 — This shows the MAZDA F lamps are positioned alternately between rows of 60-watt filament lamps. The entire panel may be constructed in sections and wired in the shop and assembled on the job.

NOVEL COMBINATION OF MAZDA F LAMPS AND FILAMENT LAMPS PRODUCES LIGHTING EFFECTS NEVER BEFORE PRACTICABLE

THEATRE owners and operators can now build "box office" with a new type of luminous sign with unusually high attraction value. This new method uses G-E MAZDA F (fluorescent) lamps to obtain high color values and MAZDA C (filament) lamps controlled to change in brightness.

For example, in the attraction letter panel in Figures 1 and 2, green MAZDA F lamps in combination with regular filament lamps are used with letters having transparent centers of red glass or plastic.

With only the green F lamps burning, the attraction letter panel has a luminous green background against which the letters with red glass centers appear as opaque silhouettes. (This is because the green F lamps have no red light available to be transmitted by the centers of the letters).

Then as the filament lamps (connected to a dimmer with automatic timing) are turned on, the transparent centers of the letters appear red. This is because filament lamps are high in red energy. At the same time, the so-called white light produced by the filament lamps dilutes the green produced by the fluorescent lamps, and the luminous background becomes practically white.

Other colors may also be used for variation, and lighting effects never before practicable can be obtained. For details write General Electric Company, Dept. 166-BO-I, Nela Park, Cleveland, Ohio.

G-E MAZDA LAMPS

GENERAL ELECTRIC

RCA INDIANA PLANT EXPANSION ANNOUNCED

THE RCA Manufacturing Company has completed plans for enlarging its plant at Indianapolis, Indiana, by the addition of one building unit of 100,000 square feet of space, the first of a total of some 400,000 square feet which the company will need to meet requirements under the National Defense Program for products now manufactured at Indianapolis. The new building will be rushed to completion so that it may be in service by January 1, 1941.

Announcement of the plant expansion was made public by Mayor Reginald H. Sullivan of Indianapolis immediately following the company's acquisition of 15 acres of land adjoining the present factory.

"The present expansion is to provide increased manufacturing facilities for anticipated increase in production required for the National Defense Program," the mayor's statement declared.

The Indianapolis plant is one of three operated by the company in addition to its largest factory and home office at Camden, New Jersey. Others are at Bloomington, Indiana, recently opened for manufacturing small radios, and at Hollywood, California, where phonograph records are made. John M. Smith is resident vice-president at Indianapolis.

"It is with great pleasure that I am authorized to announce that the RCA Manufacturing Company will immediately enlarge the present large plant at Indianapolis," the mayor said. "At the present time 1,500 persons are employed here, and it is expected that this number will be increased to 2,500 employees when the new unit is placed in operation. The present payroll is approximately $2,000,000 annually, and it is anticipated that this will be increased to approximately $3,000,000.

"The Indianapolis division was opened in 1936 for the manufacture of recording and reproducing equipment for the motion picture industry, public address equipment and radio broadcasting station equipment. Since that date production of glass radio tubes has been started here and in 1939 a new addition was opened for manufacturing phonograph records. It is a great compliment to Indianapolis that this outstanding corporation, having access to many selections, has chosen our city for this development."

Indiana's Governor Townsend welcomed the announcement with this statement: "I am very happy to learn this dependable industry will expand its plant in connection with the National Defense Program. It has been a pleasure to welcome the company to both Indianapolis and Bloomington. To me it is a tribute to the stable and dependable character of our people, the peaceful labor relations and equitable basis of taxation."



IRWIN no. 133

Wherein a Modest Investment buys

SUPREME COMFORT

EXCELLENT STYLING

ENDURING CONSTRUCTION

RAPID LIQUIDATION OF INVESTMENT

Reseating with equipment that attracts and holds customers, that's built to withstand the severe use to which public seating is subjected, is the best profit producing investment you could possibly make. It pays for itself in short order and adds velvet to your income year after year. If you are interested in that kind of theatre seating and mindful of keeping the cost down to the minimum see the IRWIN No. 133 chair at one of the nearby display rooms. It's available in several color combinations and a host of coverings to give individuality and maximum attractiveness to your decorative scheme. Why not investigate the possibilities it holds for your theatre NOW?

Distributed by

NATIONAL THEATRE SUPPLY CO.

SEATING COMPANY IRWIN GRAND RAPIDS, MICH.

BRANCHES IN ALL PRINCIPAL CITIES

Old System Replaced In Move for Economy

Replacement of a 15-year-old air conditioning system in Buffalo's 20th Century Theatre with a modern Carrier system of 150-ton cooling capacity has resulted in such a sharp reduction in power, water and operating costs that the investment will be amortized within a few years, it was reported recently by Edward T. Murphy, vice-president in charge of marketing for Carrier Corporation.

In line with a modernization program at the theatre, it was decided to "junk" the old carbon dioxide air conditioning equipment installed in 1925 and put in two Freon compressors. Each compressor is powered by a 75-horsepower synchronous motor.

The evaporative condenser was connected to a direct expansion coil in the old air washer, but the distribution system did not require any further changes. All equipment is located in a pilot house built for this purpose on the roof of the theatre building.

Try a warmer color scheme for Fall decoration and display. The warm autumnal colors—oranges, reds, browns and yellows—are particularly attractive in many different uses.

NEW INTERIOR FINISH BOARD MADE CLEANABLE

THOUSANDS of contractors and builders who specialize in remodeling are finding that inside resurfacing with "Satincote," a new interior insulating board, makes rooms not only more comfortable but more beautiful.

Introduced this spring after years of research work by the Insulite Company's research laboratories, the new material is available in four harmonizing pastel shades of buff, grey, green and coral, all fast colors. Its surface is so made that decorative paint finishes of any kind can be applied to it later, whenever a different color treatment is desired.

The new product is said to have other practical qualities besides beauty. The selected wood fibres used in its construction are interlaced so that millions of tiny air cells entrapped within it resist the passage of heat from inside to outside in winter and from outside to inside in summer. Exceptional sound-deadening and light-reflection qualities are also claimed for it.

More remarkable still, the new interior board is easily washed. Vigorous scrubbing with soap and water does not injure it in any way. This should make it particularly valuable for use in theatres, where walls and ceilings must be frequently and hurriedly cleaned.

The new board is applied to existing walls as well as to studs and rafters. It may be purchased in the form of panel board, plank or tile-board. A variety of designs is thus possible, including squares and diamonds and squares alternated with planks. Again, planks may be applied vertically or horizontally. Boards of different colors also may be used in any way desired.

Useful knowledge and advice on all phases of modern theatre planning is available through The Modern Theatre Planning Institute. Why not make use of it?

HOT SPOT

Air conditioning has been installed in the famous Oasis Cabaret at Baltimore (billed as "the worst night club in the world) to cool the effects of the unorthodox and hectic entertainment which reaches the boiling point around midnight nightly.

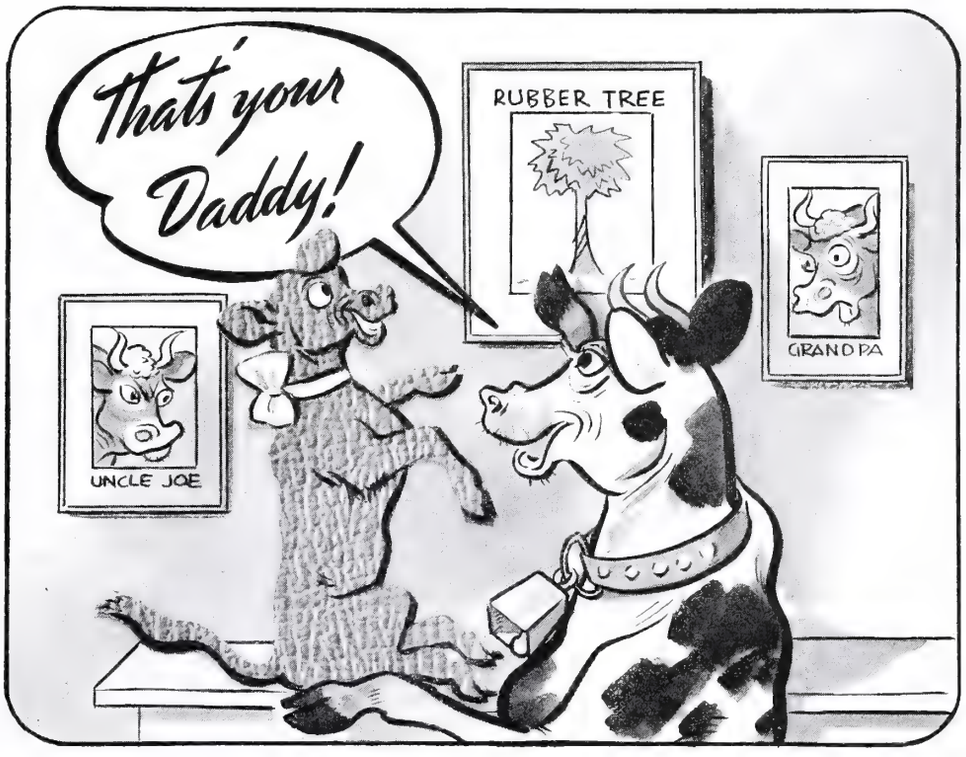
"We find it works like a charm," beamed Judge Max A. Cohen, who has built this screwball cellar rendezvous into one of Baltimore's most famous landmarks. "First we get 'em hot under the collar—and then we give 'em a drink and our air conditioning treatment does the rest. It's like tempering steel—and just as effective. Because our customers not only 'last longer'—but send back their friends and neighbors."

Sailors rub elbows with saints in sables at the unique Oasis, which is located one flight down at Baltimore and Frederick Streets in the "tainted" section of the city. One of the features is a line of chorus girls whose ages range from 23 to 47 and who sit around at tables in evening gowns until the show starts.

Judge Cohen called in some Carrier engineers in another one of his surprise moves about a year ago and told them to install an air conditioning system.

"I figured as long as my terrible show, garish atmosphere and largest and most authentic stock of wines and liquors in Maryland was successful in heating this joint up to one of the most successful niteries in the country," the Judge explained, "I might as well give the suckers an additional break and cool them off a bit. I bought what I figured was the best just to reverse the English of our famous slogan of 'the world's worst entertainment.' It's okay, too, even though our girls are complaining about the difficulty now of really getting 'hot' in their comical efforts to entertain."

According to latest reports, the Judge's unusual methods are working like a charm and the customers are literally battling for an opportunity to crowd into his night club.



WE "CROSS" LEATHER AND RUBBER TO MAKE THIS ECONOMICAL UPHOLSTERY—

Genuine* U. S. NAUGAHYDE

Many improvements in nature are achieved by crossing strains. This is the story of a "cross" of two natural materials to give you a better one—at lower cost.

We crush LEATHER and blend it with RUBBER to make NAUGAHYDE upholstery.

Leather makes NAUGAHYDE TOUGH. Rubber makes it lastingly FLEXIBLE, *for more years of crack-free wear!*

Our exclusive TEMPERING process makes NAUGAHYDE luxuriously soft to the touch, yet amazingly resistant to abrasion. See for yourself—we'll send you test samples, in the latest colors. *Write*

*REG. U. S. PAT. OFF.

UNITED STATES RUBBER COMPANY
Coated Fabrics Division · MISHAWAKA, INDIANA

DECORATING

DISCUSSION OF ACOUSTI-DECORATIVE EFFECTS FOR MODERN THEATRE INTERIORS

Continuing Our Treatment of Public Rooms from Architectural Plans

By **R. M. Davis***

ARTICLE II.



REX DAVIS

IF YOU will refer back to The Modern Theatre section of BOXOFFICE, issue of June 22, 1940, it will be remembered that therein we treated our scheme for lobby and foyer of a hypothetical theatre given us by a leading architect. In this article we will continue — creating this time a ladies' lounge, powder room, men's lounge and men's smoking room. The men's lounge as well as the ladies' room adjoin the lobby and for this reason they must carry out a closely related scheme to harmonize with the classic modern motif used in the lobby.

MEN'S LOUNGE—The architect was able to spare only a space ten feet wide and nine feet deep, hence the problem here was to increase, optically, this comparatively tiny space. This illusion was carried out by the use of a large plate glass mirror extending from wall to wall and from baseboard to ceiling. The door leading to the men's smoking room was also covered with a mirror incorporating a decorative metal on the opening side which reduced the accumulation of unsightly hand and finger prints.

For the general color scheme we used warm and inviting colors—the ceiling painted in a putty tone, walls Pompeiian red, floor carpeted in deep burgundy red. For decorative motifs we used a stylized drawing of mounted warriors and a Grecian key design at top and side of the built-in sofa. These were drawn free-hand, using tones of gold. The built-in sofa covered with renewable leather or any later to be selected material is of a deep golden color.

The base-board was enameled black, which has proved its ability to withstand the daily bumpings of a vacuum cleaner. To fill out the floor space as well as to give additional seat room, we added one lounge chair which matches the sofa in design. Summing up—in this room we created an illusion of space, we used an inviting treatment, and we accomplished a color scheme that will take a terrific beating before showing any wear.

MEN'S SMOKING ROOM—Here again the complete property layout allowed for a room that was only ten feet by ten feet, so once more we called on the "automatic enlarger," the mirror, using it as a complete wall over the sofa and on fifty per cent of the wall at the left side over the sofa.

Our problem here was to handle this room in a thoroughly masculine manner and with this in mind we painted the ceiling in a deep earth brown and used a cork veneer to cover the walls. This was then hand-decorated in a stylized treatment of the tobacco leaf and blossoms. The floor which was covered in carpet of an ash grey tone is an example of one good way to camouflage the ever-present cigar and cigarette ashes.

Furniture was built in and covered with English saddle leather. End tables are stationary and contain built-in, self-emptying ash receptacles. One lamp with parchment shade was attached to the end table show at the left in the accompanying illustration, and additional lighting was installed in a trough behind the top edge of the sofa. Here again we have a room that serves its purpose and yet it will always look clean and fresh, no matter how rough the usage.

LADIES' LOUNGE—This space also adjoined the lobby and it was apparent that its general treatment must tie in with and be treated much like the men's lounge directly opposite and across the lobby. This was a simple solution basically, but to add the necessary feminine touch we needed only to apply the large decorative figure at the left of the sofa. This figure was borrowed from the classics.

The sofa was covered in a crushproof velvet in a golden tone and the ceiling was painted in a golden sand color with classic decorative fret applied in gold leaf. The walls were painted in the same Pompeiian red as the men's lounge, with decorative fret executed in bone white and gold leaf. The decorative panel to the left of the room was worked out by our

*Associated with Hanns R. Teichert, Theatre Decorators, Chicago.





Left—Ladies' lounge and at right the powder room as it was treated decoratively in our hypothetical theatre described herein, the original done in actual colors which are not shown here.

Advisory Service

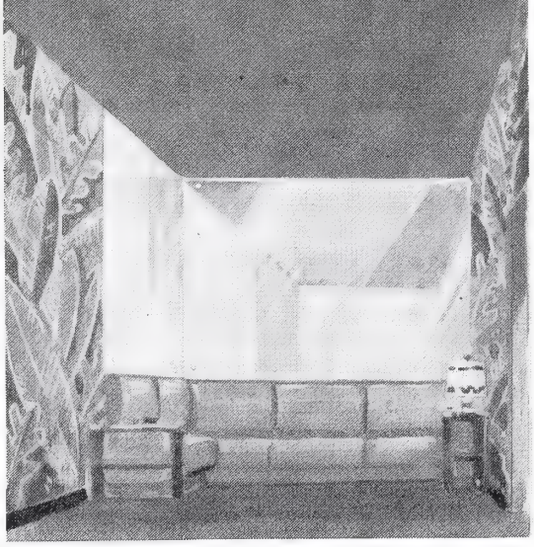
Since modern theatre decorating is a specialized art requiring counsel, creative talent and planning ability which are not usually available at all points of the country, Mr. Teichert has agreed to serve our readers in an advisory capacity. He will be glad to correspond with any of our readers who may wish information and advice on decorating procedure. All such inquiries will be given prompt attention. Address your inquiry to THE MODERN THEATRE, *332 S. Michigan Avenue, Chicago, Ill. It will be immediately referred to Mr. Teichert for analysis and advice, without obligation.*

artist in gold and Pompeiian red on a background of bone white.

To provide depth as well as a place for the ladies to view themselves, we installed a large mirror over and to the right of the built-in sofa. Lighting was obtained from two classical lamps as well as from a trough installed behind and at the top of the sofa. Floor covering is in deep burgundy red. The built-in end tables at the sides of the davenport contain shelves for the latest issues of popular ladies' magazines. These, we feel, are a highly desirable requisite since they give the waiting ladies something to keep their hands and eyes busy—a point which too few managers seem to solve gracefully.

LADIES' POWDER ROOM—Here is the one public room in any theatre that requires the greatest amount of clever thought and careful planning. Its beauty must appeal to feminine patrons and at the same time it must be highly practical due to the constant use and abuse to which it is subjected. In attempting to solve the requirements, we covered the walls with a washable fabric in a golden tone, then over this fabric we used an over-all free-hand design of passion flowers and tropical foliage.

These designs are highly colored in flame reds, oranges, whites, sands and soft greens, and after completion the entire wall was given a further protective coat of flat varnish. This over-all splashy colored mural hides the ever-present rouge and lipstick marks which the ladies thoughtlessly smear on the walls of all powder rooms. And as further protection against this practice we suggest that





Left—Men's smoking room and at right the men's lounge as it was done decoratively in our subject theatre. Original sketch done in actual colors.

"Kleenex" pockets be built in all powder tables and that a basket be provided for the convenient disposal of the soiled tissues.

Good lighting is needed so we provided shielded fluorescent tubes next to the mirrored wall. To give a spacious feeling in this room we painted the ceiling a turquoise blue. The floor is carpeted in a rouge red, to further guard against lipstick stains. Powder tables are enameled a dead black and the seats are upholstered in turquoise blue leather.

While we have stressed thus far the coordination of the decorators' scheme to the architect's plans, and their points of beauty and utility, we want to emphasize the fact that these do add up to economy for the manager of a theatre. By using upholstery materials and floor coverings that are long-wearing as well as beautiful, daily maintenance problems are lessened and replacement long deferred.

By means of all-over designs on certain wall spaces most subject to marring, these defects are rendered less noticeable and refinishing is thus postponed. The use of the right weights of colors can also conceal general soil and this also reduces cleaning and maintenance charges. In fact, the theatre decorator through his back-log of experience can save appreciable sums which are now going constantly to waste through lack of this knowledge. It is another case where the best is the cheapest in the long run.

Evades Smoke Ordinance By Installing Stokers

What appeared to be legislation that would restrict the operation of the Fanchon & Marco theatres in St. Louis —a smoke ordinance—has benefited the amusement company by cutting its fuel bill by more than half.

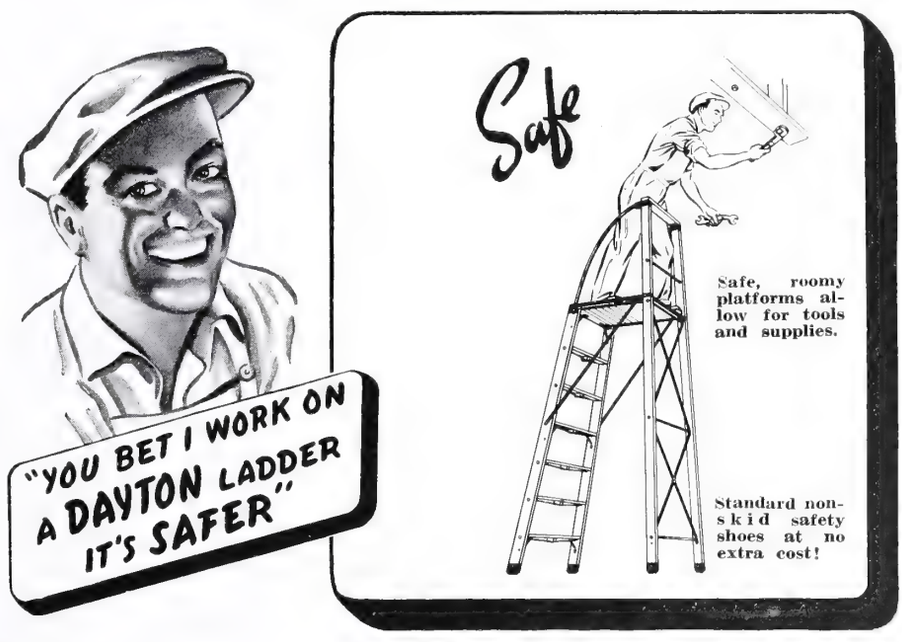
In an endeavor to comply with the new St. Louis smoke ordinance, the theatres in the Fanchon & Marco group in that city installed automatic coal firing equipment last winter.

"We are glad to report," says H. C. Arthur, Jr., "that these theatres are now burning coal costing less than half of the price of other coals that were used before the installation of the stokers. And yet we are able to keep the theatre heated to uniform and comfortable temperatures."

Compliance with the new smoke ordinance was as automatic as the new equipment installed in eighteen of the theatres. The scientific firing method prevented the smoke nuisance which St. Louis had legislated against.

The new equipment is versatile and now the management is able to select from a variety of coals—"shopping" for greatest B. t. u. value. All the stokers installed in these theatres are of Iron Fireman design. The large units are of the "Poweram" type—with worm feed combined with ram distribution of coal.

Fall is the time to put on your "best bib and tucker" in order to win back the summer customers who may have strayed away.



Use Dayton Safety Ladders—

Men work faster, safer on the broad, firm platforms of Dayton Safety Ladders.

Ladder jobs, shortened; extra men required to steady ordinary ladders are eliminated. Each piece of material thoroughly tested. Dayton Safety Ladders, made of tested airplane spruce, combine great strength with lightness of weight. Write for catalogue today.

The DAYTON Safety Ladder Co.
121-123 West Third St.
CINCINNATI, OHIO

As Safe as Standing on the Floor

TALKING PICTURES TO COMMERCIALIZE CARPETS

IN PROMOTION of quality standards in the purchase of rugs and carpets, two new commercial talking motion pictures have just recently been released, primarily directed to salesmen but edited in such a way that they can be shown to consumers as well. Present plans call for eventual release of the films to the general public through women's clubs and similar groups.

The films, Alexander Smith & Sons' "Nearly Right Won't Do" and C. H. Masland & Sons' "For the Nation's Homes," are of real entertainment value as well as of educational interest to all who may view them. They present the story of quality in carpets in a way that will stimulate public interest in fine floor coverings.

The Alexander Smith film presents the story of that company's products against a background of song and comedy in a convincing manner and with a complete absence of the stodginess that sometimes characterizes commercial films. A smart little story of the housewife who has trouble finding the right rug for her home as to quality, color, size and price finally reaches a happy ending after a visit to the carpet mills and their decorative consultant. The carpet's debut in its new home is shown in a Technicolor sequence.

C. H. Masland's motion picture is of a different type but equally interest-compelling. It features the famous news commentator, Lowell Thomas, and the entire Masland line of rugs and carpets. It also contains a trip through the carpet mill and laboratories and inspection of the various looms as well as an interview by Lowell Thomas with Frank Masland, president of the company.



Lights! Action! Camera! The filming of one of the scenes in Alexander Smith's talking picture, "Nearly Right Won't Do." (Photo courtesy Alexander Smith & Sons Carpet Co.)

The two new commercial films are dramatic presentations of the carpeting story and they are intended to do two specific jobs. First, to acquaint retail and wholesale salesmen with quality standards, and second, to stimulate consumer demand for fine carpets; thus to add further ammunition to the companies' huge national advertising campaigns. It is said that requests for bookings have already begun to deluge the company officials.

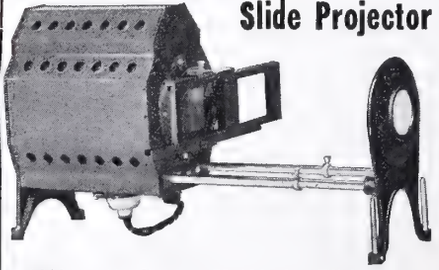
Don't Fool Yourself



Your low intensity lamps may be as good as the day you bought them, BUT today they don't project as bright a picture because of the new density of black and white films. Nor is it possible to properly project colored films with them. Today it's necessary to double your light and have a snow-white light, in order to secure a desired screen brilliancy. But that's no problem with the new Strong Utility High Intensity Lamps, and it costs only 2c more per hour. An Independent Theatre Supply Dealer will arrange a demonstration in your theatre without obligation.

THE STRONG ELECTRIC CORPORATION
2501 LAGRANGE STREET · TOLEDO, OHIO
Export Office: Room 2002, 220 W 42nd Street, New York City

YOU CAN'T BEAT THE 'BEST' Slide Projector



1000 watt. Range 75-150 ft. With any focus lens 10 to 36 inches. 500 watt "BESTEROPTICON." Range up to 75 feet. With any focus lens 10 to 30 inches.

AT YOUR DEALERS or write

BEST DEVICES CO.
10516 Western Ave. Cleveland, Ohio

LITERATURE

The following concerns have recently filed copies of interesting descriptive literature with *The Modern Theatre Information Bureau.* Readers who may wish copies of such literature may obtain them promptly by addressing The Modern Theatre, 332 S. Michigan Avenue, Chicago, Illinois.

Brenkert Light Projection Co., of Detroit, Mich., offers descriptive literature and full details on the new Brenkert Model "80," a completely modernized motion picture projector of functional streamline design.

Carrier Corp., of Syracuse, N. Y., offers a simplified presentation of air conditioning data, including the Carrier Psychrometric Chart revised for greatest accuracy with convenience in the solution of air conditioning problems.

Century Projector Corp., of New York, N. Y., presents literature and specification data on the Century Model C Projector, trade-marked the "Projector of the Century," and said to be a revolutionary development.

Fir-Tex Insulating Board Co., Portland, Ore., files an interesting illustrated brochure on Fir-Tex, a super insulating board with an excellent decorative factor. Other products in the Fir-Tex line are also described.

General Electric Company, of Bloomfield, N. J., files an interesting brochure entitled "Air Conditioning for Business," giving answers to many problems of theatre air conditioning and other facts worth knowing.

Kroehler Mfg. Co. (Public Seating Div.), of Chicago, presents a profusely illustrated 16-page booklet describing graphically the advantages of a new Kroehler "Push-Back" Theatre Seat to compete at popular prices, just recently announced. A line of lobby furniture pieces is also illustrated.

National Super Service Co., of Toledo, Ohio, offers an informative bulletin on the Super Suction Heavy Duty Cleaner for theatres. The complete outfit and its regular equipment is described and illustrations of various cleaning tasks it performs are also included.

Alexander Smith & Sons Carpet Co. (Contract Div.), of New York, N. Y., submits a comprehensive brochure entitled "Woven Light," giving full and interesting information on Fluorescent Carpet and its functions in the modern theatre.

Vallen, Inc., of Akron, Ohio, submits data sheets and description on the Vallen line of curtain tracks, controls and accessories for the more efficient operation of stage curtains and draperies in the modern theatre.

NOTICE: Manufacturers of all products adapted to theatre modernization or maintenance are invited to file latest copies of their catalogues or descriptive literature with The Modern Theatre Information Bureau.—THE EDITOR.

Most Deafened Persons Shun All Hearing Aids

Basing his conclusions on data obtained from 9,000 patients examined in 17 clinics in 12 cities, W. C. Beasley, of the National Institute of Health, U. S. Public Health Service, told delegates at the last S.M.P.E. Convention, held recently in Atlantic City, that only 5 per cent of all Americans sufficiently deafened to derive benefit through hearing aids actually use them.

He further declared that hearing aids are used three times as often by women as by men because of different types of deafness which affect the two sexes. Most women, he found, have "conductive deafness," with a large amount of relatively uniform hearing loss of air borne sounds, with practically no loss for sounds conducted through the bones of the skull.

On the other hand, most men have "progressive nerve deafness," which involved large amounts of loss on tones above 1,000 cycles for both air and bone conduction, and very little loss by either air or bone conduction on tones below 500 cycles. Thus, he points, out, there is an intricate problem of relationship between the nature of hearing loss and the possibilities of improving hearing for the deafened through improvements in the design of hearing aids for theatre patrons.



Lasting Color Harmony . . .
Acoustical Correction . . .
Use Nu-Wood *Kolor-Fast*!

TODAY, Nu-Wood interior finish for theatres is more refined, more beautiful than ever before . . . with new clear, rich, light-reflecting colors. Today, Nu-Wood saves you even more money—because Nu-Wood colors are now made *fadeproof* by an exclusive process to keep theatre decoration smart and fresh-looking through the years. And today, Nu-Wood continues to give you more for your money because it corrects acoustical defects . . . makes sound more pleasing . . . absorbs noise . . . insulates effectively!

With Nu-Wood Kolor-Fast you can have individual decorative effects . . . designed to suit you and your type of audience. Application takes a surprisingly short time, and the cost is low. Put more "sales appeal" into your theatre . . . get more profits at the box office . . . by applying Nu-Wood Kolor-Fast. You'll want complete facts—and the coupon will bring them.

Nu-Wood
PAT. APPLIED FOR
Kolor-Fast
INSULATING INTERIOR FINISH

WOOD CONVERSION COMPANY
Dept. 134-9-14, First National Bank Bldg.
St. Paul, Minn.

Gentlemen: I want to know more about the new Nu-Wood Kolor-Fast. Without obligation, please send me complete facts for ☐ New construction ☐ Remodeling.

Name .....

Address .....

City ..... *State* .....

AIR CONDITIONING

DEVOTED TO A CLEARER UNDERSTANDING OF TEMPERATURE CONTROL IN THEATRES

Lessons I've Learned About Making Life More Liveable

By **Gordon H. Simmons***



I'VE been in a delightful daze all day. Lolling around home in my birthday suit recuperating from a day on the lake in my abbreviated bathing suit. I could have put on my pants at least, but being allergic to ideas of nudism I bared my epidermis to the elements and Old Sol sure did bear down! The effects of rowing a boat all over the lake searching for a fish that I didn't find caused me to become allergic to work, too. So I've spent two whole days quietly nursing my blisters and thinking about what more I could do to—or for—you fellows.

Right now I'm wishing that we could hobnob more freely and effectively than by mail. But here's a bit of free thinking for your consumption. Many times I get out in the sun and the wind all alone and I do enjoy good company. I likewise enjoy that shocking plunge into nearly ice cold water and wish for somebody around to hear me holler.

Now the sun, air and water give me healthful zest and an appetite for things of this earth and what I do to a flock of ham sandwiches would surprise you. What the sun did to me the other day was no surprise. I courted it deliberately.

Nature's Way Preferred

Sunshine is necessary to health. When I sit out in the sun I get ionized or vitalized, which is why I do it, I breathe ionized or vitalized air that has not been polluted by any air conditioner. This natural variety of air is superior to even the best type of conditioning I can give it.

When we remember that we not only breathe with our lungs but with every minute pore of our bodies, we are reminded that we can do something in our theatre air conditioning work that is in the interest of health and comfort. The illusive effect of immersing a patron in a pool of cold air full of humidity does not help his pores to breathe any more than it helps mine to function when I jump overboard.

The sun opens my pores and I sweat. The plunge into cold water closes them and a crashy towel properly plied gives me a bit of a glow. I am convinced that getting rid of the effete material that must be voided through the skin is a cause of my feeling so well after one of my fishless fishing trips.

Of course, I am an experimenter. I experiment on myself as well as on you. When I think I've found something I'm glad to share it. Sometimes I wonder why my brand of air conditioning is so popular with the victims of it. Statements to the effect that store employees go home in the evening more refreshed than when they came to work in the morning just didn't make sense to me. But now they're beginning to.

I've long been an advocate of lots of fresh air and low humidity with the lowest temperature reduction consistent with comfort, but I advocated this more with the wish to be different and contrary than with any great amount of scientific thought.

Here's How It Works

Apparently here is what happens to a patron subjected to fresh air with low humidity and reasonably high temperatures: He gets cleaned and freshened by the air conditioning vacuum cleaner. He has a chance to breathe through his pores as well as his lungs when he comes to see your show. The show may be punk but the effect on him isn't so bad. He gets rid of the sweat that clings to him while out-of-doors, and in a gentle way acquires some of the benefits I get in my heroic way. My results are more vigorous and more lasting, but we can't have everything.

Air at a given temperature will hold just so much moisture. It makes no difference whether it is sweat or water. Measure the humidity in your house and you'll find that it is fairly high. But if you install equipment that keeps it fairly low, your customers can sweat in comfort while not being a nuisance to each other.

Paste up your own pores with gold leaf and you might live for a few hours. Ask a doctor if you are skeptical. The human body can adjust itself to wide variations in climatic conditions but if the conditions are adjusted to give the human body optimum comfort that human body might return with another two bits to see your show another time.

You don't know this and neither do your patrons. So I'm telling you after two days of profound meditation in your behalf. An air conditioning system can be operated to vary the amount of sweat evaporated by your customers. The lower you keep the humidity in your house, the more freely they sweat *unconsciously*. The higher you keep the humidity, the more *conscious* they are of their sweat.

The lower the humidity, the better they like it. And the higher it is, the more they dislike it until finally they refuse to submit to it. I admit that a lot of people just like to be "cooled off." But I have cooled 'em off at 90 degrees and given them a more delightful cooling effect. Dare me to show you? I can do it.

Such installations require time to design and complete. I wouldn't start one in the summer nor rush it at any time. Rarely am I called upon to do an outstanding job. It's usually a case of saving money or fixing up a job that can't stand at all. This kind of work keeps me rushed in the summertime. I've had no vacation and have just had to cancel a projected one because one of you wants a rush job. So I rushed out to the lake nearby and took a "quickie."

Proceeds With a Prayer

No sooner do I get a theory than I practice it on somebody. The possibilities above given indicate to me that I might throw a small quantity of low humidity fresh air a longer distance than I have heretofore attempted. I have stopped at 70 to 75 feet. But I have just been handed a large restaurant job to do where I must throw air 110 feet across a ceiling obstructed by an interior decorator who had material to sell.

The ceiling height is 10 feet 6 inches. No chance for a duct; no chance to locate grilles in the middle and blow air both ways. No chance to do anything but shut my eyes and try. When I tell you this restaurant is patronized by presidents and engineers of several of the biggest air conditioning manufacturers in the industry and that if I fell down on this job I'd get the raspberry from them as well as the owner, you can see the tough spot I'm in.

An engineer occasionally has to guess, of course. But heaven help him if he doesn't guess right. I like engineering

*Air Conditioning Engineer, Milwaukee, Wis.

Are You Confused?

The subject of Air Conditioning explained in common, non-technical every-day terms becomes less baffling to the man who wants to buy equipment. If you are confused regarding the application of air conditioning to your theatre, write a letter to Gordon H. Simmons, 926 N. Cass Avenue, Milwaukee, Wisconsin, outlining your conditions, seating capacity, room dimension, present equipment, etc. Give him the facts. ENCLOSE POSTAGE for reply and he'll be glad to analyze your layout and give you unbiased recommendations on your requirements.

because I've been lucky. But before taking this job I did not know that the judge and jury was to consist of air conditioning experts who have the ear of my client, who certainly must listen to them because they are Class A customers.

Now I am holding that restaurant at 85 degrees. Such a shocking departure from orthodox ways is bound to subject me to a technical inquisition. I overheard one non-technical patron say to another, "I'm going to make this my second home." But he was sitting well up front while I had my lunch in the rear and had to take off my coat, which caused the owner to gently rib me. But everybody else took off coats so I didn't see why I shouldn't peel off mine.

Just the same, the owner knows that I selected the table at the rear in order to actually test out his job, which isn't yet finished. I know that when I am through with it I can sit in that same seat with my coat on and be comfortable, the while thumbing my nose at the experts who also eat there. If they're good sports, they'll buy me a drink. The owner already has —several of them.

Too Early to Brag

When I told a manufacturer friend of mine, from whom I make many purchases and in fact secured from him the controls for this job, he said in a forlorn tone of voice, "Every time I go to that city I eat there and now I'll have to find some other place."

So you see you theatre owners haven't the exclusive right to razz me even if you do a workmanlike job of it. I take more than I give and that's the truth. But it's only an evidence of mutual regard so I hope nobody quits.

Too soon now to brag about this restaurant installation. I can get into difficulties, but I can also get out of them as is my habit. Nevertheless, the fact remains that I am already getting away with an unorthodox and unconstitutional method of air conditioning that has already shown promising results.

I have not thrown that air 110 feet but only 90 feet because of the ceiling. But I've made the air so hungry for moisture, even sweat, that one patron says to another, "I'm going to make this my second home."

Whether it's the fresh air, the low humidity or the high temperature, I can't tell you. Possibly it's all three. But I have to get after the high humidity at the rear end of that restaurant in order to protect my own rear end. The sweat from the customers up front is what does it, which shows the avidity of dry air for moisture—even perspiration.

Had I thought about this at lunch time I might have lost my appetite. The customers up front were feeling fine while everybody in the rear had to take off wraps because the other fellows got rid of their sweat and were happy whereas we couldn't and were not so joyful.

At any rate, the beneficial effects of shooting a smaller volume of very dry fresh air has been established. The distance such air can be thrown effectively is still to be ascertained. Smaller ducts with consequent lower cost are "in the bag," it would seem.

Better Be Up and Doing

I suppose I'd be more popular if I spent my time figuring out low-cost installations. I can, of course, when so requested, but you fellows don't always go in for low-cost projection machines or other equipment. Sometimes you buy the best and then brag about your sound and the clarity of your pictures. Nearly all of your conditioning jobs are on a parity with the old time flicker film projection, because air conditioning technique has advanced a lot since you purchased the last part of your piece-meal temperature control system.

The modern idea is an all-year conditioning system. It saves fuel, distributes the heat more uniformly, is free from drafts and breeze and provides that fresh air so essential for customer comfort. And last but not least, the air is *cleaned* both winter and summer, which protects draperies and interior decorations.

Now if any of you have air conditioning in mind, I'd like to suggest that you get at it before the Defense Program gets too well under way. Just put it off until next spring and see what you don't get for your money! Air conditioning can be bought at fairly low prices now, but when manufacturers go into the market next spring to purchase raw materials in the shape of copper, aluminum, iron and steel, they might not get their normal requirements unless they certify it will be used for armament use.

Back in '37, one manufacturer told me that he went all over the country with cash to lay on the barrelhead and even then could not cover his requirements. But business slumped during the latter half of the year so he is probably contented now that he kept his cash. Some of these factories are already working night and day on air conditioning equipment that none of you will get. Your demand for it in no way affects the market, but the demand of the Defense Program certainly will and defense comes first.

Now Charting My Course

I'll go on another trip through the U. S. A. this Fall, and those of you who have problems you'd like to discuss with me should let me know well in advance. I try to call on everybody I can who requests me to do so, and I practically never call on anybody else en route except for exclusively social purposes. On my last trip, I went hundreds of miles out of my way to call on a couple of curious chaps who "just wanted to see me." I was properly indignant of course, because I am no traveling sideshow, but I did get a kick out of it just the same.

By the way, don't think that when I am away from Milwaukee I don't get my mail promptly. Every night I 'phone home "collect." When I was away in June, my theatre mail dried up, although I did receive a few telegraphic requests to call as the result of the editor's announcement. The blitzkrieg in Europe is fierce competition but we can't do anything about it now so let's get our houses in order to do some business this winter. And I mean just that.

One exhibitor wrote me saying he wanted to build a new house but didn't know whether he would be building it for himself or for Hitler. Der Fuehrer sometimes says to Goering, "Now, Hermann, you're going too far." And I think my exhibitor friend is, too.

We have a spirit over here that is a match for anything that confronts us. This is no time for pessimism, doubt and hesitation. The infiltration of disturbing ideas has gone far enough. If we lack courage, we don't deserve much at the hands of fate—and won't get much either.

I expect that the worst that will happen to us will be the payment of taxes on a large defense expenditure. What has happened to us is that we have indulged in a flight from work. And the man who works with his hands pays all the bills. So let's engage in a flight back to work and while we're at it, let's work on some air conditioning this Fall and Winter and thus avoid what may happen to us if we put it off till Spring.

SIMMONS' Q-AND-A CORNER

Problems presented herein are bona fide and are not imaginary concoctions for the purpose of misrepresenting reader interest. Original signed letters are on file for examination, subject to the approval of correspondents.

From Mississippi last month came this heart-warmer to prove, to my satisfaction at any rate, that there can be good fellowship in business—even between exhibitors and engineers, provided both parties will "take down their hair," throw off superficiality and allow good fellowship to function.

The Letter: "I have just read your 'An Open Letter to My Editor,' appearing in the July 20th edition of Boxoffice.

"Well, sir, I enjoyed it! I'm afraid I, like a lot of other folks, sorter stand in awe of 'engineers this' and 'engineers that' until it was real warming to find one describing some real human traits, like fishing, drinking liquor and having some faith in the other fellow.

"Anyway, your letter moved me to write, something I'm not given very much to doing. And you invited correspondence. However, I'm afraid I cannot give you any topics to write about. Of course, I could put some questions to you, but am not sure whether you or anyone could answer them.

"I could ask you about venturing further into the motion picture business in face of world conditions. If I built two more theatres, as I have been considering, would I be building for myself or for Hitler?

"I could tell you my pet fear about air conditioning: Its cost of operation.

"I hope that Canadian was, or is, a gentleman and you got the Scotch.—R. W. T."

My Reply: "I appreciated your chummy letter of the 25th and hope I'll hear from you again. It's quite refreshing to hear from a fellow who is not asking me to do a lot of work for postage stamps. Of course, I invite theatre owners to tell me their troubles because that is the only way I can help them, but naturally I don't like to talk business all the time, either.

"Your letter was nearly the first I've

(Continued on following page)

ever received that did not have a problem attached. But causing me to have a problem about answering it. I'd like to write you a letter that will cause you to reply some time when you haven't anything else to do and just want to 'go visiting.'

"I admit being an engineer, but just like a clown with an ambition to play serious roles, I have an ambition to finally become an interesting ugly old man. But the hell of it is that with advancing years I am actually getting younger, so I suppose some theatre owner ultimately will send me a baby's bottle. If it's full of Scotch, I won't mind.

"In regard to the two questions you did not ask, I think our mutual friend is riding for a fall. And while I believe that world conditions will get worse before they get better, I'm willing to bet my shirt that they will get better. In regard to the theatre business, it could not possibly be any worse right now. So any change in it will have to be an improvement.

"Your pet fear about the operating cost of air conditioning is shared by many. But a slight increase in the initial cost can be made to greatly reduce operating expense. I have designed jobs whose operating cost was so low that the theatre owner became suspicious of his bookkeeper.

"I'm still hopeful of hearing from my Canadian friend. Naturally if he continues to correspond with me I'll ultimately get the Scotch. Even the postman gets curious when he delivers the mail. On one occasion I called for a sample of well water as I was suspicious of its nature, and the water was shipped in a bottle. The postman, smacking his lips, helped unwrap the package and when he saw the contents he said, 'My god, it's gin!'—G. H. S."

But here's one strictly about business and it gets right down to brass tacks. It comes from that Frostproof area Down South—Florida:

The Letter: "I am sending you a sketch of the building I am about to convert into a theatre and would like for you to give me an idea what to use and how.

"I am sending you sketch of the layout plan. The building is 36½ feet wide by 126 feet long, 13¾ feet high in front, 17¾ feet high in back, brick wall 18 inches thick.

"Would like for you to send me plans and what kind of cooling system to use.

"Please don't wait for other information as I am getting started and would like to have this on hand. Send me bill for your services and I will personally see that you get your money.—W. N. C."

My Response: "I received your airmail letter and will rush your plans showing exactly what you should do and what you should use, along with my bill. Expect to finish your job over the weekend since you are in a hurry.

"I have all information needed except the *exact* temperature of your water. Please measure it accurately at *your building site* and wire me.

"If your water is really 60 degrees, a lot of money can be saved on your job. But if it is 62 or 63, I must allow for it, though I'll still use it.

"I suppose you have adequate room in the rear of your rear building wall for a small dog-house to house the cooling equipment. You probably haven't a basement, so unless you suggest a different place I'll locate the equipment outside.

"Let me compliment you on the sketch you sent. It gave me a clear picture of what you propose to do. Now you haven't got room for an overhead duct because of no attic space. Yet it is hard to throw air 115 feet from stage-end.

"Therefore, I propose to show a duct extending along each side wall close to ceiling which you can cover with some more of whatever you use on your ceiling. And this duct can be any shape you want, provided the cross-section of it isn't changed. I have done many jobs this way and the decorator usually decorates the ducts out of sight.

"Just a short note to let you know I am rushing your job. Thanks for the order and when I come to Florida this Fall I'll look you up.—G. H. S."

Of all the equipment investments that pay satisfactory dividends at the boxoffice, a good sound system is of first rank importance.

WHAT'S NEW IN AIR CONDITIONING

THIS time I'm taking you fellows several flights down below stage at New York's Roxy Theatre to show you a little gadget in a glamorous setting. To explain the scenery, our picture shows the "quick-change room" of the Gae Foster Girls at the Roxy.

Between numbers the little beauties run downstairs to change their scanties, rehearse and otherwise freshen up their charms. What with perspiration, costume, cosmetic and powder odors, the little room posed a problem. Several methods of purifying the air were said to have been tried without much success.



But along came an engineer with an idea and a device that works like a gas mask—a simple little doodad that removes odorous gases and vapors from the mucky air and confines them, recirculating the same air, odor-free and outdoor fresh, and at room temperature levels. It draws the polluted air over and through activated coconut shell carbon which absorbs, extracts and purifies.

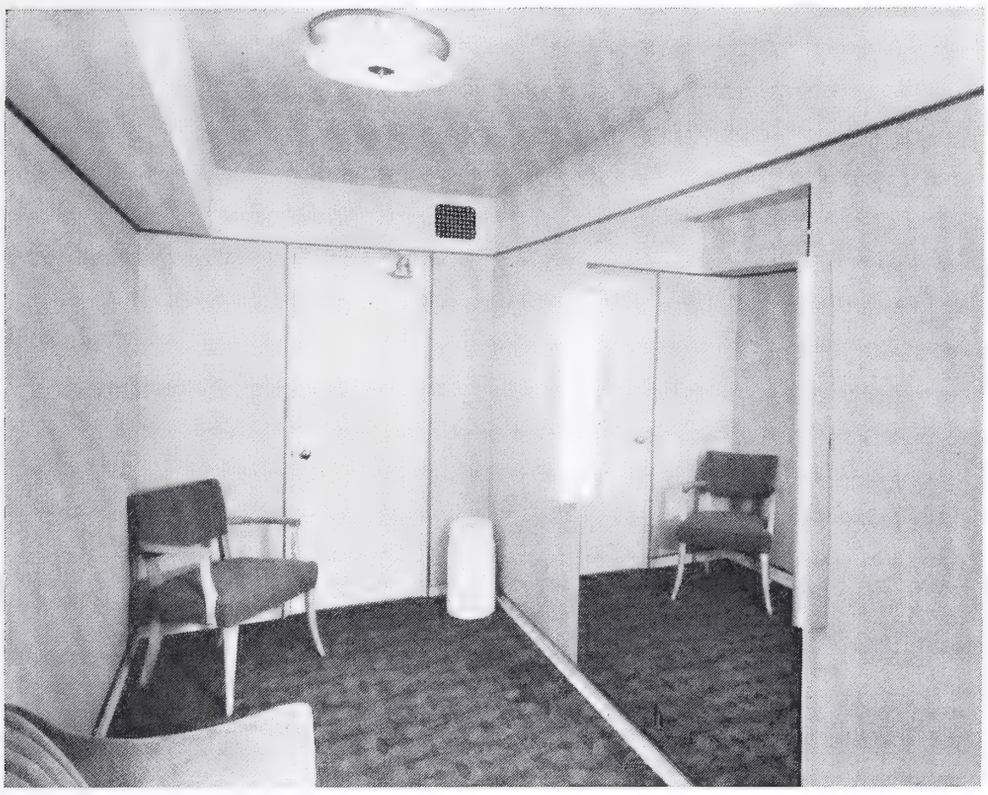
The device is shown here immediately above the heads of the girls. I know the manufacturer and I think he's got something that may help you fellows lick your odor problems this winter. See "News of What's New in Modern Theatre Equipment" page in this issue and send a postcard.—G. H. S.

WHAT IS IT?

Silica-Gel is a hard quartz-like substance in appearance similar to large grains of sand, but differing from sand in that it absorbs moisture. Sand becomes wet through, but Silica-Gel accumulates moisture on the surface of its millions of minute internal pores. One cubic inch has approximately an acre of moisture collecting surface. Because of its efficiency as a dehumidifier, Silica-Gel has been used in many interesting places, for example, in gas masks and by Dr. Jean Piccard on his stratosphere flight to keep the air in the gondola freshened. It will pick up 40 per cent of its weight in water without changing its appearance or seeming at all wet. After moisture is deposited in the pores it is quickly expelled by the application of heat and the substance lasts indefinitely, no deterioration or loss of efficiency being occasioned by continual use.

There is no reason why a small theatre cannot be as attractive as a large one.

A SIMPLIFIED TREATMENT FOR COSMETIC ROOMS



An interesting wall treatment is that of a washable coated fabric in decorative color. Tailored effects are easily acquired with such modern materials which are easy to apply and maintain. This view is that of the powder room of the Newsview Theatre in Hollywood. (Photo courtesy L. C. Chase & Company.)

The Elemental Importance Of an All-Efficient Sound Screen

(Continued from page 41)

tem ever built can only be as efficient as the sound screen permits.

It is also probable that as the sound screen deteriorates the projectionist finds it necessary to increase his arc current in order to maintain normal screen illumination. Obviously, this additional current costs more, burns up more carbons, pits reflectors more, and in the final analysis the supposed savings and possibly more, is spent to counteract sound screen inefficiency. While the picture reflected from a resurfaced sound screen may appear to be restored to its original brightness as when new, actual laboratory tests would indicate otherwise.

Uncomfortable Vision?

In some cases the sound screen surface may have a greater glare than when new, and while the resulting glitter may appear to be just what was needed, the chances are that it may be reflecting more harmful rays to the observer's eye and less useful rays which are essential for comfortable vision. Considering the fact that a person's vision and hearing are two of the most delicate senses governing human reactions, both of which may be easily hurt or sensationally pleased, the importance of guarding against any undesirable reactions caused by an inefficient sound-screen becomes readily apparent.

During the past few years, the technical efforts of the Society of Motion Picture Engineers and the Academy Research Council have aided most production studios to make progress in better black and white photography, better color films and various sepia tones. Also, higher quality and more dramatic sound is now being recorded than heretofore. How much the exhibitor profits from these modern achievements depends a great deal upon how efficiently the latest advances of the art are conveyed from the sound film to his patrons. As the sound screen is the only unit of cinema equipment which is a common contributing link to both sight and sound, it may easily be a bottleneck that imposes many restrictions upon the excellent reproduction results possible from modern productions.

Replacement Possibilities

Sound screens, like other apparatus, have improved from time to time in order to keep abreast of developments made on various other units of equipment and by production studios. Some types still in use may be obsolete and generally inefficient. While there may be much to be desired in sound screens now generally available, the exhibitor will be well repaid by selecting one that has a high reflection characteristic from all practical viewing angles, with a surface least susceptible to dust adherence and discoloration. Also, an optimum number of perforations per square inch, of proper diameter, in order to secure ideal sound transmission and best light reflection characteristics.

An important thought to bear in mind is that a sound screen is as perishable as a freshly picked banana and compared to the cost of the theatre's sound and projection equipment, is comparatively as cheap. The regular replacement of a sound screen at least once a year with the newest and most efficient type available is one of the exhibitor's best assurances of increased boxoffice receipts which result from a subconscious enthusiasm and acceptance by the public, of the talking motion picture at its best.

Standards Bureau Tests Seating Upholstery

In selecting the seating for the huge Music Hall at Purdue University, all upholstery materials submitted for use in the construction of the chairs were subjected to rigid tests for durability. The president of Purdue forwarded samples of upholstery materials to the Bureau of Standards at Washington, D. C., where they were given exhaustive tests to predetermine their wearing qualities.

The material selected was "Cohyde," a patented washable leather-like fabric with a pliable surface that is said to be colorfast, crack and peel proof in cold weather and free from tackiness in warm climates.

Public seating provision was a subject of serious thought and investigation with the planners and builders of Purdue's new Music Hall.

Consideration of your patrons by efficient operation of your theatre, is appreciated by them. And they'll express their gratitude by coming back again and again.



SANITATION

EMPHASIZING THE ESSENTIAL PHASES OF HOUSE HYGIENE IN THEATRE MAINTENANCE

DUST

In a recent bulletin sent the editor, Fred Bissell, veteran vacuum cleaner man of Toledo, Ohio, delivers a snappy little sermonette on the derelict, *dust*. Deleting the "commercial," we quote him:

"If your patrons are restless, coughing and sneezing during the tense moments of drama—if, despite forced ventilation, the air is thick—dust is causing it.

"Dirt tracked in and dust raised from the floor by shuffling feet bring discomfort to any audience. Nervous and irritable, they fail to respond to your finest presentations.

"Make a flashlight tour of your theatre—under the seats where brooms and brushes never reach—where hats and gloves dropped by patrons become soiled—

"Is it clean or do you find dust?

"Your expensive draperies, wall decorations, scenery, carpets, once lustrous and alive, creating the perfect illusion that is the life of the theatre, are they losing their brightness, dimmed by dust?

"Where portable vacuum cleaners are provided and used these conditions can not exist because—

"They leave no dust!"

The Marked Influence of the Movies On the More Abundant Life

WITH all due respect to the functions of a Free Press and the propensities of Radio in propagating the higher standard of American living now so much enjoyed, and which we will henceforth pay high taxes to protect, there is something more to be said for the Movies in that particular.

Not only has the moving picture a broader influence on the more abundant life which we all cherish than it is generally given credit for, *but the theatre itself*—the place in which pictures are exhibited to the public—has its own particularly forceful influence on public welfare.

The point raised here for the consideration of theatre management could hardly be more effectively expressed than in the March, 1940, issue of *Cleanliness Training*—a journal for home economists and health and welfare workers, published by the Cleanliness Bureau of the Association of American Soap and Glycerine Producers, Inc.

Under the headline "Lessons from the Movies," we find the following significant appraisal of our industry as an educational force. We lift it bodily, eliminating quotation marks:

Every day millions of people go to the movies. They go primarily to be entertained and diverted, yet quite unconsciously they come away from most movie shows with at least a fragment of new knowledge or the embryonic beginnings of a new appreciation of some phase of living. It is for this reason, rather than because there are such things as educational films, that the motion picture industry has been called an educational force.

Girls and women want to look and dress like the picture stars; men and boys pattern their manners and actions after those of the male favorites. Fashions, manners, home furnishings, are influenced by what people see on the silver screen. Increasingly, as the industry has recognized its power and its responsibilities, the patron has had his horizons enriched and broadened. This molding of public taste has, of course, been a by-product of Hollywood. The film industry's primary purpose, quite naturally, is to provide good entertainment, in pleasant, agreeable surroundings.

Anyone who can remember the industry's beginnings some thirty-five years ago will find it easy to call up a mental image of the old-time movie theatre. Usually it was a long, narrow room, originally constructed to house a store or small manufacturing plant. Often it was drab, cheerless, airless and shabby both inside and out. Sometimes it was a fire hazard. Of luxury, elegance, or even ordinary cleanliness it frequently had not even a trace.

Good Taste Revealed

This will seem a strange and unbelievable description to today's children, accustomed as they are to the relative grandeur of modern movie places. In erecting the movie houses, as in the type of pictures made, the industry has lifted itself to a far higher plane. Many of the theatres of today exert a quiet educational force by their good taste in decoration, the comfort of their appointments, and by the exquisite cleanliness in which they are maintained.

A teacher or a club leader who wants to impress cleanliness values upon either children or adults can make a very agreeable project of a club or class trip to a well conducted picture house. In a discussion beforehand the leader or teacher can suggest the points to be looked for by the group. These would undoubtedly include the appearance of the lobby, the condition of the carpeting and chairs in the theatre, the judgment shown in selecting wall and stage draperies, the condition of the washrooms, the placement of the drinking fountains, and the general ventilation and sanitation.

The physical cleanliness of the movie theatre is important to the community as well as to the manager, for any gathering place for large numbers of people should offer the utmost in protection and safety. A clean, well lighted unlittered lobby may not guarantee the character of the pictures that will be seen on the screen inside, but it does indicate the manager's regard for the appearance of his neighborhood. If he keeps his theatre well swept and dusted he again shows con-



A typical modern theatre washroom such as this sets a standard of excellence and preference in the minds of many movie patrons.

sideration for the welfare of his clientele and an awareness of their home standards.

WASHROOM STANDARDS

In no department, however, is the theatre manager's consideration shown more definitely than in his washroom facilities. How these look, how these are equipped and maintained, may be a vital matter in community health. The mere provision of facilities is not enough. It is here that a study group from school or club should make its most searching probe. Are these washrooms constructed of washable materials so that walls, as well as floors, can be kept in immaculate condition? Does the management provide hot and cold water, as well as soap, so that patrons may refresh themselves? Is there an adequate supply of towels, and are sufficient containers in evidence to hold discarded towels? Are these containers emptied at sufficient intervals to avoid overflow? Are toilet bowls and seats in good, clean condition? Are the rooms airy, light and attractive?

There is another aspect to washroom cleanliness. Has the community which patronizes the theatre developed an appreciation of good facilities, where these are installed, and does it respect them by cooperating in keeping the rooms tidy? A study may show that it is patrons who need education in the matter of regard for public property. In some communities standards of theatre cleanliness are ahead of those of the individuals in their homes. In such cases the fine example of the theatre can be a subtle force in changing the habits, the tastes, and the conduct of the patrons merely by insisting upon keeping its own quarters so spotless that the contrast is unconsciously noted.

Our Society for Prevention Of Cruelty to Pictures—Patrons

(Continued from page 39)

have the law on him instanter. We want no dictators. This is still a free country. If we should want to scuttle our own ships, who's to keep us from it? Why, it would be rank monopoly and we want no more of it than we already have.

No, we can't arrive at our mutual objective by an abrupt, arbitrary or drastic method. Rather, we must approach it less directly, but in the light of broad-minded logic for the benefit of all concerned. And who in this industry, and outside it too, is not now concerned about the future of the movies?

Any condition allowed to persist in any theatre, mechanical or otherwise, that serves to short-rate moving picture entertainment and cheapen it in the eyes of the public is a form of cruelty to business, the prevention of which must start, as we've attempted to start it here, in the minds of theatre ownership and management.

Undoubtedly the producers of moving pictures, ranging from the men who furnish the wherewithal right down the line to the men who release them, would favor such protection to name and product. But as yet, they can't enforce it. The patrons unquestionably would applaud some relief in the premises. The exhibitor, perhaps, can't be charged with the entire responsibility of saving the face of pictures he may show, but he can or at least should try to protect the good name and character of his own place of business.

Our proposed Society for the Prevention of Cruelty to Pictures—and Patrons—is purely an idea—a more or less immaculate conception in its present imaginary form. But it serves our purpose as a thought wave for the theme of this article. Beyond that, we leave it on the doorstep, with our blessing, to those who might wish to carry it into being.

Better Projection and Sound is the only thing that can compete with the better radio programs now returning to the air. Make these conditions in the theatre better than the finest radio available.

We were literally driven from a theatre the other night by faulty sound and poor projection. Are your patrons subjected to similar conditions?

You Will Enjoy This!



No feature ever flashed on your screen gave you half the pleasure you will feel when you pick out a good seat and leisurely watch the specialized Super Theatre Cleaner in action. **See** how your own staff cleans your screen and brings it back to life, drapes, box fronts, lamp house, floors, walls — everything and place. Because then you will **see** and **know** you are saving much dough per minute, and how that Super is handing you dividends in bigger percentage than does any investment you own, in the house or outside, PLUS keeping a clean, attractive house your public will appreciate. Ask your wholesaler or



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News of what's NEW in Modern Theatre Equipment

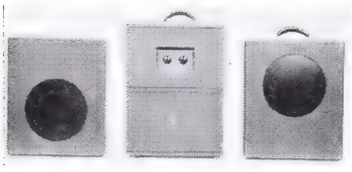
9 RECTIFIERS—a new and complete line of current rectifiers including both tube and copper-oxide types in a range of capacities adapted for all theatre applications and for high, low or intermediate high intensity projection. Fea-



tures — dependability, simple installation, low operating cost, quietness, compactness, low installation cost and sturdy construction. Model shown is intermediate tube rectifier for single phase, 28-45 amps., 27-36 volts.

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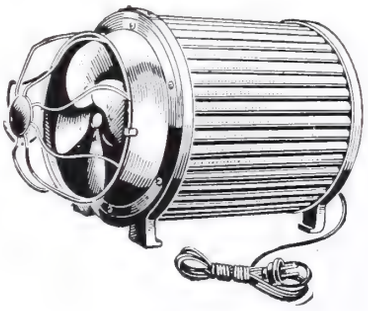
10 PHOTOPHONE EMERGENCY SYSTEM — A complete portable emergency sound system designed for use in theatres as a protection against sound outages when equipment fails to function. Housed in two small carrying cases, it can be set up to carry



the show even though all equipment except soundheads is down. Contained in all metal cabinet and provided with loud speaker field supply, exciter lamp supply, phototube and coupling cables, and an amplifier with adequate power output to handle any size theatre. Various switches and controls on amplifier for sound changeover, controlling volume, field supply, line impedance and equalizing tube output. Second case houses two large dynamic speakers with baffles as substitutes for stage speaker system. The unit arranged for separation so that one speaker may be placed on each side of screen.

---

11 DOREX ODORSORBER—unit new on the market, said to be the first practical, efficient and low cost means of removing odorous gases and vapors. Operating exactly as a gas mask, it literally extracts the odors from the air and recirculates that same air odor-free and outdoor-fresh. Either



portable or made stationary, it may be plugged in anywhere, consuming no more current than an ordinary light bulb. It offers an answer to odor problems in theatre lavatories, rest rooms, dressing rooms and so forth—in fact wherever such a problem exists. Four models available.

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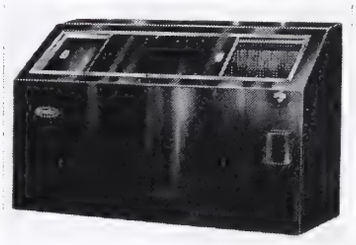
12 NEWS-FLASH BOARD—A new adaptation of the changeable silhouette letter to an auxiliary attraction board for theatre marquees, with which to announce current events, war news, baseball and football scores, election returns and other timely topics including flash news on the feature



picture. A theatre man's idea of salesmanship in showmanship as suggested by the news hungry crowds that gather to read newspaper bulletins. The unit using standard size slotted silhouette letters may be built from standard frame units in any length or number of lines desired.

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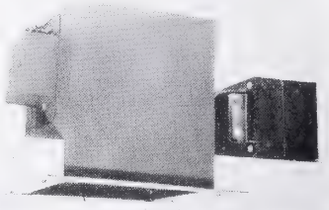
13 DRY STORAGE COOLER—For bottled beverages, providing the advantages of



forced air circulation, for use in theatre confectionery counters. A development of a major air conditioning equipment manufacturer. The new models, listed have bottle capacities ranging from 360 to 744. Sanitary advantages plus low operating cost and quick-serving facilities of the units, which feature feather-weight service doors with recessed handles. Doors slide freely in stainless steel tracks and lift out to reload. The cabinet is of heavy, galvanized copper - bearing steel, with a three-inch insulation affording waterproof protection.

---

14 "BLACK LIGHT" UNIT for activating fluorescent aisle carpeting, "the floor covering that glows." Throws narrow adjustable beam that can be confined strictly to the carpeted aisle of normal widths. Powerful, practical and affords no glare or visual interference. Model 67 here shown is designed for flush mounting in suspended ceilings for maxi-



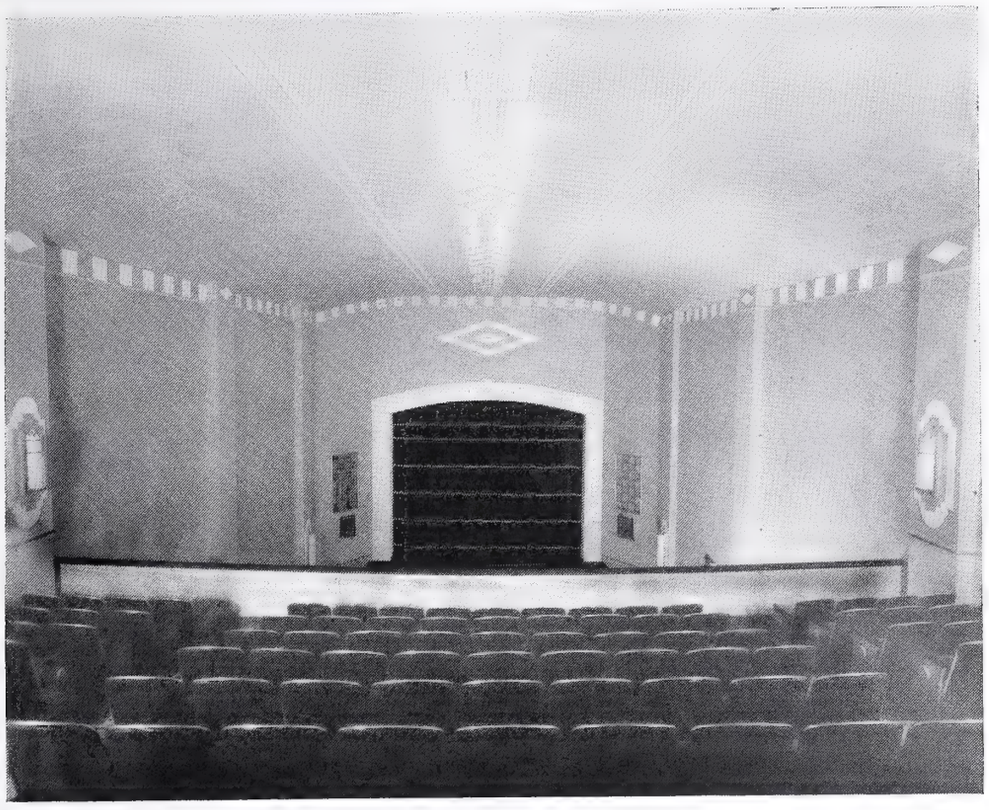
mum concealment. Model 68 for attached mounting also available. Model 67 includes plaster ring which covers lower edges of aperture in ceiling. Overall size of lamp unit 6¾ by 8¼ by 7¾ inches high.

MORE DETAILED INFORMATION

on any or all items mentioned on this page may be secured by addressing a postal card to **The MODERN THEATRE INFORMATION BUREAU, 332 S. Michigan Avenue, Chicago, Illinois.** Specify the items in which you are interested by using the initial number at the beginning of each paragraph.

NOTICE: This page will appear frequently in The MODERN THEATRE section and as often as there are new product developments to report. Watch for it.

MODERN INTERIOR FINISH DOES TRIPLE DUTY



View from the balcony of the Strand Theatre in Canajoharie, New York, showing the adaptability of new insulating interior finish materials for decorating large wall and ceiling areas. This type of interior finish also insulates against heat and cold and adjusts acoustics. (Photo courtesy Wood Conversion Company.)

PROGRESSIVE, growing theatre business must continually strive for improvements that will increase profits. And here's one way that money-wise theatre men are doing it—they use insulating interior finish products to achieve pleasant, attractive interiors that all but carry the comforts of home right into the theatre.

Interiors like these—for auditorium, lobby, foyer, lounges or rest rooms—mean comfort for customers. They enjoy themselves more completely in such surroundings and are known to return more often. Modern interior finish materials are ideal for remodeling and equally effective in building new interiors—at surprisingly low cost.

But there is more for the money than beauty. These products provide lasting insulation that helps keep interiors refreshingly cool in spite of oppressive summer heat. Their acoustical correction properties are also pronounced. Truly they offer a smart, economical way to better profits in theatre operation.

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THE SUPPLY MART

WHAT YOU MAY NEED AND WHERE TO FIND IT

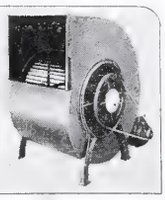


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IN ANSWERING THESE ADS — PLEASE TELL 'EM WHERE YOU SAW IT

INDEX

OF ADVERTISING IN THE MODERN THEATRE SECTION

A Page

Adler Silhouette Letter Co. 64
Advance Manufacturing Co. 63
American Seating Co. 63
Automatic Devices Co. 63

B

Ballantyne Company 64
Bausch & Lomb Optical Co. 43
Best Devices Co. 54

C

Carrier Corporation 64
Chicago Expansion Bolt Co. 64
Continental Cushion Spring Co. 36
Cotan Corporation 38

D

Davidson, Ltd. 64
Dayton Safety Ladder Co. 53

G

General Electric Co. 49
General Seating Co. 64

H

Hertner Electric Co. 43
Heywood-Wakefield Co. 29

I

Ideal Seating Co. 37
International Projector Corp. ....Fourth Cover
International Seat Corp. 64
Irwin Seating Co. 50

K

Kees, F. D., Mfg. Co. 64
Kroehler Manufacturing Co. 61

M

Modern Theatre Supply Co. 64

N

National Carbon Co., Inc. ....Third Cover
National Super Service Co. 61
National Theatre Supply Co. 44

P

Peabody Seating Co. 64

R

RCA Manufacturing Co., Inc. ....Second Cover
Reynolds Manufacturing Co. 64

S

Smith, Alexander, & Sons Carpet Co. 41
Strong Electric Corp. 54

U

Union Carbide & Carbon Corp. ....Third Cover
United States Rubber Co. 51

V

Vallen, Inc. 59

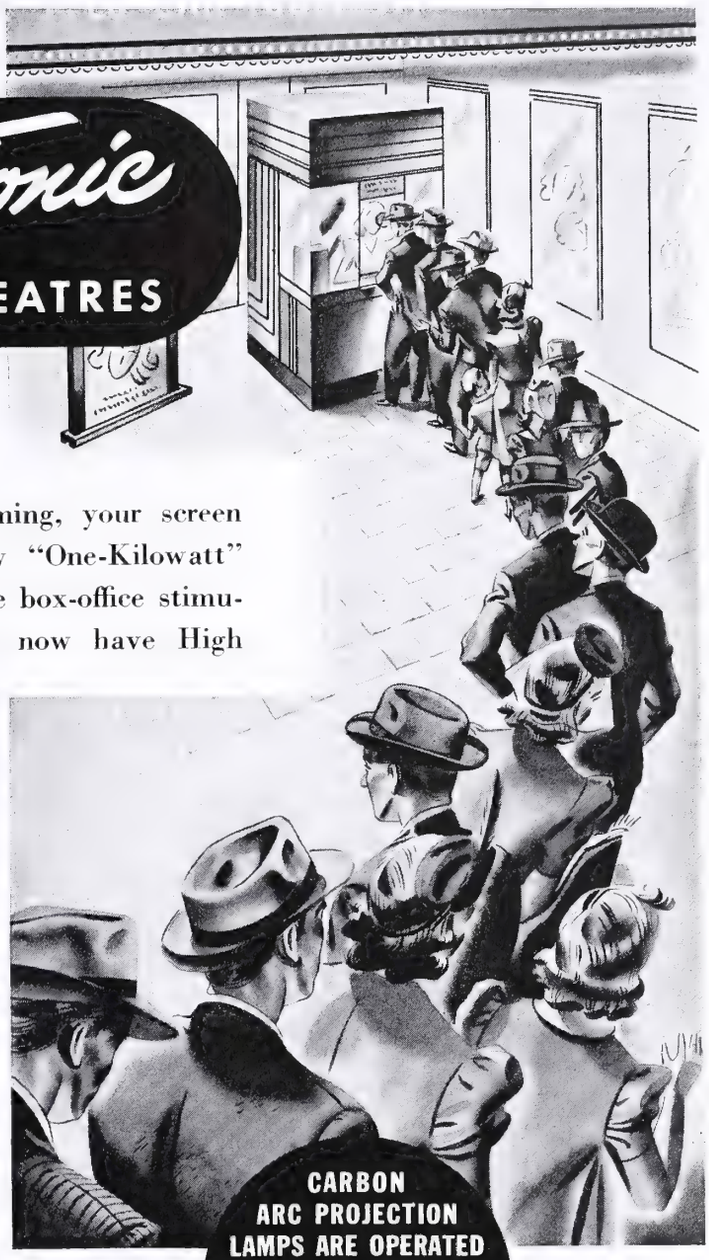
W

Wagner Sign Service, Inc. 30
Wood Conversion Co. 55

Z

Zouri Store Fronts 45

Box Office Tonic
FOR SMALL THEATRES



To bring them in and keep them coming, your screen illumination must be modern. The new "One-Kilowatt" High Intensity Arcs offer a most effective box-office stimulant for all small theatres that do not now have High Intensity Projection.

Modern in every respect, the new "One-Kilowatt" High Intensity Arcs are designed especially for the small theatre. They meet the most exacting requirements for a screen light of the highest quality at a very reasonable installation and operating cost.

Snow white light of daylight quality — perfect for color features and greatly improves black and white projection.

A high level of screen illumination — (50% more than low intensity) — for comfortable vision and clear natural pictures. Also prevents groping and promotes safety by permitting more light for general illumination of the auditorium.

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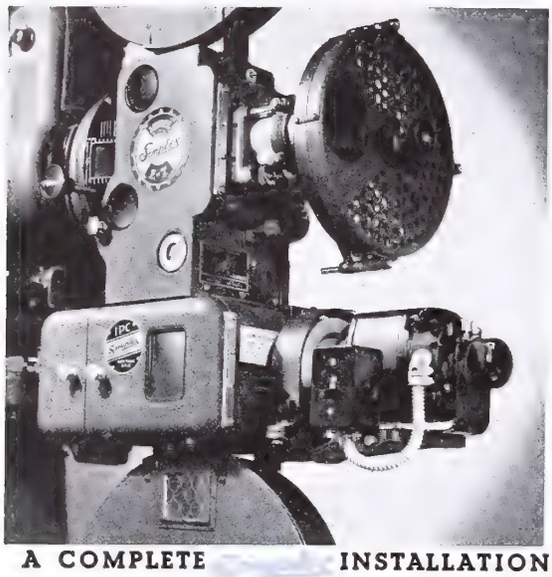
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A COMPLETE Simplex INSTALLATION
FOR BETTER PROJECTION

August 5, 1940

International Projector Corporation
88-86 Gold Street
New York, New York

Gentlemen:

I feel it is my duty to write to you and congratulate your company on the manufacturing and placing on the market the Simplex E-7 and Simplex Four Star Sound System. I have been wanting to write and tell you what I think of the above-mentioned equipment for some time, but I also wanted to wait and see how this equipment was going to hold up under actual running conditions.

Now, that the Fort Sackville Theatre here in this city has been open for almost two years, equipped with your Simplex E-7's and Type A Simplex Sound, I can tell you what I said when sent around to look over equipment before buying for this theatre. In my report to the management I said if they didn't buy Simplex E-7's they would be buying obsolete equipment. And after operating this equipment myself since this house opened almost two years ago, your equipment has backed up my assertion. Thanks to you.

In my seventeen (17) years' experience as a projectionist, I have never seen any equipment run so smoothly and project such a wonderful picture on the screen, which is just as if the picture was painted thereon. I know this is all due to the many wonderful improvements which you have built into the manufacturing of the E-7's.

This equipment and the splendid service and cooperation of the National Theatre Supply Company of Indianapolis makes one great set-up for any theatre and a projectionist's dream.

I might add also that this equipment is as near trouble-free as it is possible to build it and it is also very quiet in operation after being in service for almost two (2) years. There have been several theatre managers and projectionists from far and near in here to look over this equipment, and being completely sold on it myself, I could recommend it very highly to them all.

If I can be of any service to you in any way or recommend your equipment in the future, I shall be glad to do so.

Yours very truly,

Floyd W. Clark

Floyd W. Clark, President
I. A. Local 372

THIS LETTER SHOWS THE VALUE OF A COMPLETE Simplex INSTALLATION

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88-96 GOLD STREET, NEW YORK, N. Y.

Simplex SERVICE SUPPLEMENTS Simplex QUALITY

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NATIONAL THEATRE SUPPLY COMPANY
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HOLLYWOOD BOXOFFICE

NEWS AND VIEWS OF THE PRODUCTION CENTER

(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Producers Retaining Relief Committee

Determined that the favorable record established by the industry in the recent Red Cross-Allied War Relief campaign shall be maintained, the Producers Ass'n has voted unanimously to retain the committee of 28 which handled that drive in the studios. Its membership will meet within a few days to name a chairman, and at that meeting will launch plans for motion pictures participation in the annual Community Chest appeal for funds. Samuel Goldwyn, who headed the group during the Red Cross-Allied War Relief drive, has bowed out of its leadership because of other business matters.

The Community Chest campaign got underway unofficially September 13 when a radio sketch was broadcast over the Mutual network enacted by Edward Arnold, James Stewart and Lewis Stone.

One-third of the receipts from the Pacific Southwest Tennis championships, which opened September 13, are to go to the British War Relief Fund unit headed by Alan Mowbray, Ronald Colman and Nigel Bruce.

Rosalind Russell heads the Hollywood committee for the China Aid Council which is planning a benefit at Pickfair, Mary Pickford's home, October 6, to raise funds for the Orthopedic Hospital in Kweiyang, China, recently damaged by bombs.

Gross receipts from the opening night's performance of "Ship of Zion," all-Negro musical, at the Mayan Theatre September 11, went to the Motion Picture Relief Fund. Clarence Muse, who is producing and directing, made the donation.

Fall Production Pattern Taking Shape, With Prospects Bright

Producers May Widen Membership Base

Plans whereby major-independent production units may be included in Producers Ass'n membership on an associate basis are being discussed by a special committee under the chairmanship of Harry M. Warner, it has been disclosed by Hays office attaches.

Belief of spokesmen is that the move is designed to give the association a completely united front on labor matters and involvement in extra-industry affairs. Should the plan be approved by the association's membership, invitations to affiliate would be extended such units as David O. Selznick, Frank Capra, Sol Lesser, Harold Lloyd, Edward Small, Frank Lloyd and a number of others who produce independently for major release. Affiliation would supplant the organization of independent producers established about a year ago but which has been largely inactive.

Fred W. Beetson, secretary of the association and for several years carrying the nominal title of president of Central Casting Corp., has been granted extended powers—making him active head of the casting unit—by a committee representing Central's directors. Under this new arrangement Howard Philbrick, Central general manager, will work directly under Beetson, who will have full command of the organization's policies and activities.

Bright spots in the fall production pattern are being reflected at several studios, particularly Paramount, RKO Radio and Warner. To a lesser extent most other plants are also planning a steady film-making drive.

So rushed is, and will be, RKO Radio that its production has overflowed to the RKO Pathe studios in Culver City. Starting September 16 is "Malvina Swings It." Harold Lloyd's "Three Girls and a Gob" and "Debutantes, Inc." start September 23, with "Mr. Pinkie" following a week later.

Paramount's schedule reaches far into October. "Lady Eve" rolls October 1, with "New York Town" going into work October 14 and "Ballerina" October 28. During the balance of this month, the studio will launch "Reaching for the Sun" and "You're the One" September 23, while Harry Sherman signals a start on "Doomed Caravan" September 30.

Warner will gun "The Smiling Ghost" September 16 and, on the following day, sends "Fifty Thousand Fliers," "Without Her Husband's Consent" and "Fiesta in Manhattan" into production. It will wind up the month September 30 with "Tugboat Annie in Dry Dock."

Sol Wurtzel has already finished half of his 1940-41 schedule for 20th Century-Fox, has another one in work and will launch two more—"The Private Practice of Michael Shayne" and "Corncob Kelly's Benefit"—September 16. On the same day the studio also rolls "Western Union."

Republic's September dates include "Meet the Missus" and "Dr. Satan," a serial, starting September 16; "Barnyard Follies" the next day; and an untitled "Three Mesquiteers" western September 25. M-G-M launches "Come Live With Me" September 30 and "Ziegfeld Girl" October 16. For Columbia, Larry Darmour will start "John Braun's Body" September 16.

Two weeks ahead of the originally scheduled start, Hal Roach will begin camera work October 1 on "Topper Returns." Another United Artists producer, James Roosevelt's Globe Productions, has set the starting date on "Pot o' Gold" back from October 15 to November 21 in order to permit George Marshall, slated to direct, to recuperate fully from a recent major operation.



Meet the Sergeant—

Sergeant Alvin C. York (second from left) meets the people who are going to film the story of his life. The World War hero is greeted by Harry M. Warner (left), Jack L. Warner and Jesse L. Lasky, who will bring "Sergeant York" to the screen for Warner release.

Chore for Grainger

Next assignment for Producer Edmund Grainger at Warner will be "The Good Die Poor," from a novel by H. W. Clune. It goes into work when Grainger has completed "The Lady With Red Hair."

See AFL Move to Organize Crafts

First steps in what may develop into a general campaign for organizing hitherto unaffiliated crafts under the American Federation of Labor banner in Hollywood were taken when Aubrey Blair, newly-appointed AFL organizer for the film colony, presided over a luncheon meeting of all Hollywood AFL business representatives September 12.

The Blair appointment has been endorsed by all AFL unions and was made by Meyer Lewis, west coast AFL director. Blair issued invitations for the luncheon session to representatives of the Screen Writers and Directors Guilds, set designers, script clerks, readers, film editors, publicists and office employes, all unaffiliated groups which the AFL hopes to bring into its fold. Blair was formerly executive secretary for the Junior division of the Screen Actors Guild.

Meantime the SAG withdrew, for the second time, from the Central Labor Council, with indications the action resulted from feeling among the Guild membership that linkage with the CLC was of no benefit. The SAG pulled out of the CLC last December and rejoined three months later. Edward Arnold is scheduled to be elected president of the SAG at its annual meeting, September 13, being listed as the only candidate for the office. There will be a 12-man runoff for 11 board vacancies.

In reply to an SAG demand for a statement of Central Casting's policies, Howard Philbrick, general manager, declared every consideration is to be given "old timers" in job placements and said that while there will be no "discrimination" against them, it was unfortunate films do not require older types as often as younger players. Later, Philbrick addressed the SAG council and reiterated the number one problem is—too many extras for too few jobs. The SAG board met September 13 to consider a further slash—possibly of 2,000 names—in extra ranks.

Other labor activities:

Resumption of producer-Screen Writers Guild negotiations on a closed shop contract await the return of Y. Frank Freeman from Kansas City and New York. The SWG's executive board held a routine session to discuss pact developments and to analyze the proposed U. S. consent decree and its possible effects on the industry.

IATSE Photographers Local 659 has launched a membership drive to wean cameramen away from the American Society of Cinematographers, indicating the IATSE will reject the ASC's application for an IA charter.

David Lory was retained as president of IA Laboratory Technicians Local 683 in its annual election. John Martin was named vice-president and Norman Crutcher, secretary-treasurer.

The Screen Office Employes Guild held a membership meeting with Dorothy Parker and Attorney George Bodle as speakers. The NLRB has closed the SOEG hearing and forwarded a transcript to Washington. It is expected an early date will be set for a studio-wide election to determine whether the SOEG or the American Federation of Office Employes shall be designated white-collar workers' bargaining agent.

"Western Union" Will Be Filmed in Technicolor

Twentieth Century-Fox has decided to film "Western Union," the Harry Joe Brown production, in Technicolor. Fritz Lang directs. Camera work started September 13. Don Ameche, Dean Jagger and Brenda Joyce head the cast.

Re-Sign Lynn Bari

Twentieth Century-Fox has given Lynn Bari a new acting contract.

New Independent Firm Has Eyes on Latin Mart

With emphasis to be on the Latin-American trade, incorporation of Inspiration Productions, new independent unit, has been disclosed, together with the announcement that six westerns, under the general title of "Cactus Cavaliers," are to be made during the coming year on location in Rio de Janeiro, Buenos Aires and other South American cities.

Its founders, two major company executives, are withholding their identities until their present contracts expire. Duncan Renaldo and Raymond Hatton have been booked to feature in the series and negotiations are under way to sign Bob Livingstone when his Republic contract expires, thus reuniting the "Three Mesquiteers." No release has been set.

Ending a short idle spell, Larry Darmour turns the cameras on "John Braun's Body," initialer in a series of "Ellery Queen" detective dramas, September 16, for Columbia release. Ralph Bellamy is featured.

An October 1 start has been charted for Hal Roach's "Topper Returns," which he will make for United Artists. At that time a four-week production lull will have been broken. Roach originally had not planned to resume his film-making activities until October 15.

Now in the east and planning a vacation of at least a month, Frank Lloyd has disclosed he will not launch production of "The Lady From Cheyenne," his first for Universal, until next January. Jack Skirball, Lloyd's associate, had been shaping the vehicle for an October start.

McVeigh Leaves Warner Publicity to Freelance

After seven years with the studio, Blake McVeigh has turned in his resignation as a member of Warner's publicity staff, effective in two weeks. He plans to set up a freelance publicity-exploitation office. His resignation was accepted by Charlie Einfeld, chief of Warner's advertising-publicity department, who as yet has named no successor.

Other Changes

Also departing the Warner payroll was Albert Basserman, German actor who secured a release from a long-term contract. His last assignment on the lot was in "Knute Rockne—All American."

Republic has made a switch in castings on its "Higgins Family" series, with James, Lucile and Russell Gleason leaving the lot after appearing in six of them during the past two years. Roscoe Karns and Ruth Donnelly have been signed to supplant the Gleasons.

To join the Walt Disney production staff, Earl Rettig has resigned as Hal Roach's casting director. During the past few weeks Rettig has been functioning as casting director for Vogue Pictures, as Roach's plant has been idle. Taking over Rettig's post is Harvey Foster.

Edward Mills, unit writer, and Gretchen Messer, fashion writer on Paramount's publicity staff, have been dropped from the payroll. No replacements are planned, with other members of the unit to absorb their work.

M-G-M has reopened its cartoon production unit after a two-week shutdown, during which equipment and facilities were completely renovated.

Decide Upon New York For "Dictator" Bow

Terminating a series of conferences with Charles Chaplin at which it was decided to debut his "The Great Dictator" in New York, probably some time in October, United Artists executives including Murray Silverstone, L. J. Schlaifer, Harry Gold, Arthur Kelly and Lynn Farnol have returned east. Scheduled to follow them in a few days is Monroe Greenthal, exploitation chief, who remains over to perfect publicity-advertising plans on the Chaplin release. While here Silverstone and his associates also conferred with Samuel Goldwyn on release plans for "The Westerner;" with Edward Small on "Kit Carson;" and with Alexander Korda on "The Thief of Bagdad."

Herbert J. Yates, chairman of the board, and James R. Grainger, Republic sales head, checked out for New York after huddling here with studio executives on the next quarter's production schedule and budget. Grainger presided over the regularly quarterly meeting of Pacific Coast franchise holders and exchange operators. He was scheduled to stop off in San Francisco and Chicago en route east.

Planning to remain east until January, President Nate Blumberg of Universal headed for New York to attend an executive board meeting. In from New York is Matty Fox, vice-president, who spent the summer in the homeoffice.

After six weeks here looking over current and forthcoming product, Howard Dietz, Metro advertising-publicity head, has returned to New York. He has been lining up campaigns on fall releases.

Details of the New York opening of Walt Disney's "Fantasia" are being threshed out in the east by Roy Disney, vice-president of the company, who is arranging for a theatre in which to debut Disney's newest feature-length cartoon on a roadshow basis.

J. J. Nolan, RKO Radio vice-president, headed east to spend a week or so huddling with President George Schaefer on business and production matters.

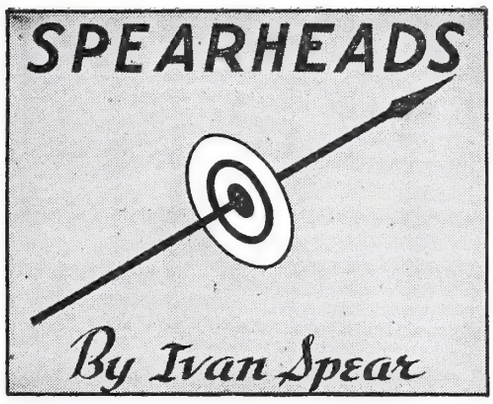
Goldwyn Considering One On Early New England

Samuel Goldwyn is considering production of a film to star Gary Cooper and Walter Brennan and dealing with the life of early New England pioneers as the result of a telegram received from Gov. Leverett Saltonstall of Massachusetts asserting that, to date, New Englanders have been neglected in film sagas.

In his message to the producer, Governor Saltonstall declared that "the historical past and colorful background of our own commonwealth would lend itself admirably" to such a film, and suggested that Cooper and Brennan be cast in the leading roles.

Screening for Roosevelt Of "The Great Dictator"

A special screening at the White House for President Roosevelt of Charles Chaplin's "The Great Dictator" has been set by Murray Silverstone, United Artists chieftain. The comedian himself will take a print to Washington immediately after the feature makes its New York debut, probably early in October.



WARNER'S "No Time for Comedy," which seems to be flourishing at the boxoffices, is to be followed by Columbia's proposed "No Time for Music."

Now, if some producer will make "No Time for Movies," he may be getting somewhere close to the public pulse.

➞

As a local-boy-makes-good note, Paramount publicists wore out their typewriter ribbons with a long-winded yarn about Cecil B. DeMille's triumphant return to his home town, Washington, N. C., after an absence of 38 years. Modestly they declare the reception extended to DeMille was almost, but not quite, as "spectacular as the one tendered Wendell Willkie a few weeks ago by Elwood, Ind." According to the report the mayor, no less, escorted the producer up Washington's main street "through cheering crowds" in a motorcade headed by the high school's brass band, which, more or less fittingly, rendered "The Conquering Hero Comes."

If the come-home-and-take-a-bow practice, launched by the Republican candidate, and allegedly imitated by DeMille ignites a trend among production bigwigs, the townsfolk of Kief, Minsk and Omsk are due for some heavy service on reception committees.

➞

Americanism Marches On—in Forum Films:

(1) Jesse J. Goldburg joins the organization as associate producer.

(2) Jesse J. Goldburg changes his name to Jesse J. Gilbert.

(3) Sam Berkowitz, Forum chief, announces Jesse J. Gilbert (nee Goldburg) has departed the company's executive fold.

(4) Sam Berkowitz changes his name to James S. Burkett.

➞

Executive headaches should be a thing of the past on the Metro lot, since "three hydro-therapeutic machines of the latest type have been obtained by the M-G-M studios from the L. A. Medical Supply Company for use in hospital sequences."

"GWTW" and "Boom Town" may also be contributing factors in bringing the smile of health to the front offices.

➞

Names Is Names Dept.:

Jane Storey is a writer at Universal.

➞

Fox has chartered two old whaling boats to cruise down the Mexican coast to pick up background shots for "Down to the Sea in Ships."

The smell will be eliminated in the finished product—they hope.

➞

Each time Tex Ritter makes a personal appearance tour he comes back to Hollywood with a new discovery. This time he allegedly brought Steve Hanlon of Boston, Mass., whom he "discovered on a dude ranch in northern New England," and who, according to Ritter, has all of the requisites of a movie cowboy, even to a rich baritone voice.

Suggested theme song:

"Oh, give me a home

"Where the cod and bean roam—"

➞

Just to prove that the great west is still a place where men are men, Ivan Goff, Columbia scrivener, ups and breaks his ankle—while playing ping pong.

➞

BALLYHOODLUMS—In view of the current situation at the studio, Monogram's "Up in the Air" might have been filmed in the publicity department and featured Bill Peirce, who, incidentally, may issue an entirely-correct credit sheet one of these days . . . World Almanac Note: Ted Loeff is still active. Witness the arrival of his semi-annual publicity release, a press-stopping item anent Prudence Penny, home economics editor, being signed to play in a forthcoming Stephens-Lang epic . . . Add Unsung Heroes: Jonathan Smith, Hollywood's one and only publicity man who also functions as business manager for his clients and to whom goes much of the credit for Lew Ayres' impressive comeback and the sky-rocketing to fame of Linda Darnell . . . Walter Compton, fabricator-in-chief for Republic, modestly broadcast "the most important piece of news to come out of Hollywood in the past few months" concerns the purchase of "Sis Hopkins" at a "reputed" $50,000. Which are brave words for Compton and important money for Republic—even if only "reputed" . . . Behemoth of Blurb Birdwell is still struggling valiantly to justify his place on Joan Blondell's payroll. Comes now his claim that the comely Miss Blondell has filed articles of incorporation for "Blondes Preferred, Inc.", which, Birdwell would have it believed, will "defend wrongly-maligned blondes." In a wordy and highly imaginative release he goes on to declare the outfit will "do its best to prove that blondes outrank both brunettes and redheads in wholesome reputation." P. S. Birdwell, when last seen, was a brunette.

Sagebrush, Slums, Sleuths

Hollywood was no place during the past week for camp followers who are allergic to sagebrush. Four of the six features which constitutes the preview lineup were six-gun sagas, a pair of them having attained the "super" classification, created during recent seasons to differentiate between westerns which sent their budgets to high-priced finishing schools and just plain horse opries. The overdose of bullets, broncos and bandits was considerably neutralized, however, by Harry Sherman's usual contribution of free rum and rations which complemented the debut of his newest Hopalong Cassidy film.

Written, produced, directed and enacted in the very best and-another-Injun-bit-the-dust tradition, Metro's "Wyoming" includes every element and situation that has come to be accepted as standard equipment for outdoor operas. Scripting from Jack Jevne's original, Hugo Butler and Jevne saw to it that cowboys, stagecoach stickups, rustlers, redskins and soldiers were included in copious quantities; and, given plenty of leeway as to budget, Producer Milton Bren and Director Richard Thorpe blended them skillfully into a bang-up treat for the action fans. Wallace Beery, in the lead, is right at home as a hard-boiled, soft-hearted Robin Hood of the prairies.

Equally surefire is Paramount's "Rangers of Fortune"—enacted by troupers who know their business and directed with unrelenting vigor by Sam Wood. It's several notches in quality above the ordinary variety of western, having been embellished with production pretentiousness by Dale Van Every, and looks like a natural for big business wherever the demand is for toprate action fare. Frank Butler's original screenplay adds substantially to the feature's general excellence.

Although it's becoming hollow praise to dub each succeeding Hopalong Cassidy adventure the best yet, there is no other suitable way to describe "Three Men From Texas," a Harry Sherman entry for Paramount. Sherman injected an additional and man-sized dose of production values by increasing the Thespic roster and incorporating b e t t e r backgrounds and photography; included an action-freighted script by Norton S. Parker; and swelled these assets by adding Andy Clyde to the cast to match the standardly excellent performances of William Boyd and Russell Hayden. Comparably good is Lesley Selander's direction.

Western addicts in general and Tex Ritter fans in particular will be satisfied with Monogram's "Rainbow Over the Range;" which, under Al Herman's direction, maintains a brisk clip all the way, with time out now and then to allow Ritter to warble a song or two. Ed Finney produced and Robert Emmet, Roger Merton and Rolland Lynch collaborated on the screenplay.

* * *

Just as replete in action as the above foursome but having a diametrically different locale was Warner's "City for Conquest." Its subject is New York and its teeming masses; but the familiar story ingredients and situations have seldom been more convincingly or engrossingly blended into topflight entertainment for all ages and classes than in the script by John Wexley from a novel by Aben Kandel. Functioning as associate producer, William Cagney mounted the vehicle richly and lavished care on its backgrounds, atmosphere and dialogue to insure meticulous authenticity. Anatole Litvak directed in the same sure-handed manner and James Cagney, topping the cast, must be credited with one of the best performances of his career.

* * *

Monogram furnished another member of the sextet in "Up in the Air," wherein Frankie Darro pursues his amateur, but still infallible, sleuthing. It is well-handled supporting entertainment in which some of the mystery content has been sacrificed—and wisely—for musical and comedy interludes. These latter are surprisingly well done considering the limited talent with which Producer Lindsley Parsons had to work. Howard Bretherton directed from a script by Ed Kelso.

Hollywood—Personnelities

Barnstormers

Monogram

TEX RITTER returns from New England tour which he launched July 7. Accompanying him was **SLIM ANDREWS.**

Republic

ROY ROGERS checks out for three-day p. a. engagement in San Francisco.

Blurbers

HENRY C. ROGERS signed to handle American Society of Composers, Authors and Publishers Day at the San Francisco Fair September 24 under a deal made by L. Wolfe Gilbert of ASCAP.

BLAKE McVEIGH resigns post in Warner studio publicity department, effective in two weeks, to enter the free-lance field.

MURPHY McHENRY, Edward Small's publicity-advertising director, participated in a Mutual network broadcast in San Diego September 10 plugging the opening of Small's "Kit Carson" in that city. Small was accompanied by William Farnum and Charles Carson, president of the Kit Carson Society.

Briefies

CONSOLIDATED PRODUCERS ALLIANCE is incorporated to produce and distribute 16mm product for use in Phonofilm automatic projectors. Founders include Neil McGuire and Frank Shea, and contracts have been signed whereby Consolidated will turn out one reel, comprising six subjects weekly for one year. A number of Phonofilm machines have been in operation in Los Angeles, San Diego, Chicago and other points for several months, using product supplied by McGuire.

STOKES-EDMONDS PRODUCTIONS files incorporation papers and announces plans to produce a series of one-reel Technicolor cartoons starring a semi-human five-year-old girl, "Sassy Sis." Bob Stokes, former Walt Disney employe, is president; Paul Edmonds, at one time an agent and personal business representative for Boris Morros Productions, is vice-president and treasurer. Herbert T. Silverberg is corporation counsel. Schedule calls for production of 13 one-reelers during the coming year for a major release now being negotiated.

LOUISE ROUSSEAU guns latest film in "Picture People" series at Victor McLaglen's ranch, showing McLaglen's horses in the stables and in action. Series is for RKO Radio release.

Cleffers

Metro

FRANZ WAXMAN to direct score for "Flight Command."

GEORGIE STOLL named musical director on "Little Nellie Kelly."

NAT FINSTON, head of music department, plays host to 50 band leaders, radio orchestra conductors and phonograph record executives to introduce hit numbers in "Strike Up the Band."

DAVID SNELL scoring "Fighting Sons."

BRONISLAU KAPER scoring "Comrade X."

HERBERT STOTHART directing orchestra and scoring finale number for "Bittersweet."

Paramount

VICTOR YOUNG and **ANDREA SETARO** scoring "Moon Over Burma."

JOHNNY BURKE and **JIMMY VAN HEUSEN** complete songs for "Love Thy Neighbor."

IRVIN TALBOT and **SIGMUND KRUMGOLD** scoring "Victory."

Republic

EDDIE CHERKOSE and **JULE STYNE** writing score for "Melody Ranch," new Gene Autry western.

20th Century-Fox

LEO ROBIN and **RALPH RAINGER** doing music and lyrics for "They Met in Rio," sequel to "Down Argentine Way."

Warner

FREDDIE MARTIN and orchestra signed to star in a "Melody Masters" short which Jean Negulesco will direct.

Loanouts

Samuel Goldwyn

BETTE DAVIS borrowed from Warner to star in "The Little Foxes," the Lillian Hellman play which William Wyler will direct. It is the first loanout for Miss Davis since she became a Warner player.

RKO Radio

GEORGE MURPHY borrowed from M-G-M for one of the top roles in Harold Lloyd's "Three Girls and a Gob." Richard Wallace directs.

20th Century-Fox

CHILL WILLS, cowboy comedian, borrowed from Metro for a role in "Western Union."

Meggers

Columbia

LAMBERT HILLYER booked to direct six Bill Elliott westerns. Initialer is "Cimarron Trail."

Globe Productions

NORMAN McLEOD to "Pot O' Gold," featuring Horace Heidt's orchestra, which James Roosevelt will produce for United Artists. McLeod replaces George Marshall, forced out of the assignment because of illness.

Metro

FELIX FEIST to "Dreams," a Passing Parade short.

FRED ZINNEMAN to "America's No. 1 Meddler," short based on the story of Henry Bergh, rounder of the society for non-cruelty to animals.

GEORGE SEITZ to "Fighting Sons," a Frederick Stephani production in which Jackie Cooper will star.

GEORGE CUKOR piloting additional sequences for "Escape," Mervyn LeRoy being unable to return from New York to complete the assignment.

ROY ROWLAND to "You, the People," a Crime Does Not Pay short exposing political racketeering. Douglas Foster scripted.

Paramount

VICTOR SCHERTZINGER to "Kiss the Boys Goodbye," starring Mary Martin. It will follow "Road to Zanzibar" on his schedule.

MITCHELL LEISEN replaces **J. THEODORE REED** as pilot on "I Wanted Wings," Reed requesting to be relieved of the assignment because of differences of opinion with other executives. Film is now on location at Randolph Field, Tex.

Republic

MALCOLM ST. CLAIR to "Meet the Missus," a "Higgins Family" film in which Roscoe Karns and Ruth Donnelly have the toplines.

GEORGE SHERMAN to "Trail Blazers," a Three Mesquiteers western which Harry Grey is producing.

Universal

LESLIE KARDOS to "Streets of Cairo," featuring Sigrid Gurie. Kardos, Hungarian director, makes his American debut under the production guidance of Joseph Sanford.

Warner

JEAN NEGULESCO to "Love Is on the Air," a short subject written by Nat Hiken. William Orr will feature.

RAY ENRIGHT to "Carnival," from a script by Fred Niblo jr.

LLOYD BACON to "The Fabulous Thirties," replacing Edmund Goulding.

ANATOLE LITVAK to "The Sea Wolf." Edward G. Robinson stars.

B. REEVES EASON to "Sockaroo," short starring Maxie Rosenbloom.

VINCENT SHERMAN to "Fiesta in Manhattan," starring John Garfield.

Options

Metro

KAY ST. GERMAINE, radio singer, makes film debut in "Hullabaloo," in which Frank Morgan stars.

CHARLES HOFFMAN joins writing staff in the Joseph Mankiewicz unit.

JAMES STEWART handed new term deal. His next role will be opposite Hedy Lamarr in "Come Live With Me."

WALTER REISCH, writer, given new long-term contract.

MARJORIE MAIN signs term acting deal.

Sigmund Neufeld

TIM McCOY signed to star in eight westerns for release on the 1940-41 program by Producers Releasing Corp.

Paramount

JOHN WAYNE booked for male lead in "Shepherd of the Hills," being filmed in Technicolor with Henry Hathaway directing.

Republic

ANN MILLER, dancing star, ticketed to appear opposite Gene Autry in "Melody Ranch," high-budgeted musical western.

RKO Radio

LUCILLE BALL wins feminine lead in Harold Lloyd's production, "Three Girls and a Gob."

RICARDO CORTEZ replaces **GILBERT ROLAND** in the cast of "Romance of the Rio Grande," Roland bowing out because of another conflicting assignment.

SIDNEY TOLER and **SEN YUNG** booked for three pictures yearly, with studio deciding not to abandon its "Charlie Chan" series as originally announced when Toler's contract expired recently.

MAX GOLDEN signed as aide to William Koenig, studio manager. Golden was at one time an associate producer on the lot.

CHARLES (BUDDY) ROGERS booked for romantic lead in "Golden Hoofs," Jane Withers starrer.

LYNN BARI, featured player, given new contract.

20th Century-Fox

TED NORTH, stock actor, held for another term.

EUGENE PALLETTE booked for title role in "Corncob Kelly's Benefit," which Norman Foster will direct.

Universal

JOHN HOWARD signs long-term acting contract.

FRANCHOT TONE signed for one of the leads in "Trail of the Vigilantes," sequel to "When the Daltons Rode."

ANDY DEVINE begins 15th year as a contract player with a new one-year deal.

Warner

JEANNE KELLY, night-club entertainer, given term acting contract.

ROBERT HUNT joins writing staff.

JERRY WALD, writer, held for another term, beginning his ninth year at the studio.

GENE LEWIS given term contract as dialogue director.

Percenteers

NED BROWN, associate in the Frank Vincent, Inc., agency, checks out for two weeks in New York scouting literary material.

Scripters

Columbia

ROY CHANSLOR to "The Edge of Running Water."

IVAN GOFF to "No Time for Music," Irving Starr production to star Rita Hayworth.

Globe Productions

HARRY TUGEND polishing "Pot O' Gold," which James Roosevelt will make for United Artists.

Loew-Lewin

CLIFFORD ODETS to "Night Music," from his Broadway play. United Artists will release.

Metro

BRADBURY FOOTE and **HOWARD EMMETT ROGERS** to "Billy the Kid." Irving Asher will produce.

MANNY SEFF to "Eight Girls on a Horse," from an original by Stanley Rauh and George Sayre.

Paramount

W. L. RIVER to "Pioneer Woman." William A. Wellman will produce and direct.

DALTON TRUMBO to "The Remarkable Andrew," from his novel, which he will also direct for Producer Arthur Hornblow jr.

Republic

JOHN HOWARD LAWSON to "Bubble's Billions." Robert North will handle production reins.

RKO Radio

ALMA REVILLE to "How to Meet a Man." Towne and Baker will produce.

ALMA REVILLE to "Before the Fact." Alfred Hitchcock directs.

KEN ENGLUND to "Sunny," forthcoming Herbert Wilcox production.

JOHN TWIST to an untitled original.

20th Century-Fox

DARELL WARE, KARL TUNBERG and **ROBERT HOPKINS** to "They Met in Rio," in which

Carmen Miranda and Don Ameche will co-star as a sequel to "Down Argentine Way."

PHILIP DUNNE to "Brooklyn Bridge."

SAM ENGEL to "Vaquero," one of the "Cisco Kid" series.

ETHEL HILL to "I Knew Her When."

ART ARTHUR and **ROBERT HARARI** to an untitled musical which Milton Sperling will produce.

WILLIAM CONSELMAN JR. and **IRVING CUMMINGS JR.** to "The Last of the Duanes," from the Zane Grey novel.

ROBERT ELLIS and **HELEN LOGAN** to "European Plan," re-make of a silent film, which Milton Sperling will produce.

JACK JUNGMEYER JR. to an untitled story with a Great Lakes background for Producer Lou Edelman.

Universal

VICTOR McLEOD to an untitled western serial for Producer Ben Pivar.

PAUL HUSTON to "Sky Raiders," serial which Henry MacRae will produce from an Eliot Gibbons original.

ROBERT L. JOHNSON to "The Groom Goes East."

BEN CHAPMAN and **LARRY RHINE** to "Six Lessons From Madame LaZonga."

PAUL GERARD SMITH to "Stitches and Stars," musical comedy by Sam Robbins. Ken Goldsmith will produce.

Warner

BEN MARKSTON polishing "Stuff of Heroes," Eddie Albert starrer.

ULRICH STEINDORFF to "Office Wife."

BARRY TRIVERS teamed with **FRED NIBLO JR.** on "Carnival."

HOWARD KOCH to "Three Strangers" for Producer Robert Lord.

JACK SCHOLL to "Romance of the Mississippi," musical short.

ROBERT PRESNELL to "Hard Luck Dame," to star Ida Lupino.

BARRY TRIVERS and **FRED NIBLO JR.** teamed on "Carnival."

Story Buys

Columbia

"The Doctor's Husband," by Dalton Trumbo. Wesley Ruggles will produce from a script by Claude Binyon.

Jupiter Films

"The Old Lady Who Wanted to See Chicago," by Paul Blakkan. It will follow "Thirty Boys and a Girl" on Jupiter's schedule for Monogram release, with Irving Applebaum producing and directing.

Metro

"Eight Girls on a Horse," by George Sayre and Stanley Rauh. Edgar Selwyn will produce.

Republic

"Sis Hopkins," by Carol Fleming and Edward Kidder. Play was first produced in 1900 and was produced as a silent film in 1919. Judy Canova is set to star.

Technically

Columbia

JOSEPH WALKER photographing "This Thing Called Love."

CAREY O'DELL named art director on "This Thing Called Love."

Frank Capra

HARRY SPEARS, CBS supervisor, signed as technical advisor on radio sequences in "Meet John Doe."

Alexander Korda

RUDOLPH MATE to photograph "Lady Hamilton."

LOWELL THOMAS signed as commentator for radio transcription of "The Thief of Bagdad," Korda's next United Artists release.

Loew-Lewin

WILLIAM REYNOLDS named film editor on "Flotsam," to be released by United Artists.

Metro

CHARLES HUNT set as unit production manager and **BILL RYAN** as assistant director on "Fighting Sons," a Frederick Stephani production.

JERRY BRESLER named unit manager on the new, untitled "Dr. Kildare" feature which Harold S. Bucquet is directing.

JAY MARCHANT, unit production manager, lining up exterior locations near Ocala, Fla., for "The Yearling."

WALTER LUNDEEN photographing mountain exteriors for "Go West."

RANDALL DUELL named art director on "Come Live With Me," which Clarence Brown will direct.

HOWARD CAMPBELL handed art direction assignment on "Dreams" and "America's No. 1 Meddler," both short subjects. **CLYDE DE VINNA** will photograph the latter subject.

KARL FREUND photographing exterior and night shots for "Comrade X."

AL AKST to edit "Dreams," one of John Nesbitt's Passing Parade short subjects.

Monogram

PAUL MALVERN plans San Francisco jaunt to film backgrounds for "Phantom of Chinatown," initialer in a series of Keye Luke starrers.

Paramount

EVERETT HOAGLAND to edit "Shepherd of the Hills."

JOE YOUNGERMAN heads group of technicians seeking locations in Chicago for the William A. Wellman production, "Reaching for the Sun." Accompanying him are **WILLIAM MELLOR,** cameraman; **EARL HEDRICK,** art director; **SIDNEY STREET,** assistant production manager, and others.

OSCAR LAU handling props on "The Shepherd of the Hills."

GEORGE (DINK) TEMPLETON named assistant director on "Shepherd of the Hills."

JOE YOUNGERMAN, unit director on "Reaching for the Sun," pulls out for Chicago hunting locations in midwestern automobile plants.

JOHN COONAN named assistant director on "Reaching for the Sun."

RKO Radio

DEWEY STARKEY to assist Director Alfred Hitchcock on "Mr. and Mrs. Smith."

ROY HUNT to photograph "They Met in Argentina" for Producer Lou Brock.

WILLIAM HAMILTON to edit "Mr. and Mrs. Smith" for Director Alfred Hitchcock.

DORAN COX set as assistant director on "Malvina Swings It."

AL D'AGOSTINO named art director on "Three Girls and a Gob."

AL HERMAN designing sets for "Malvina Swings It."

Hal Roach

HAL ROACH JR. and **FRANK YOUNG** head for Chicago to pick up process shots for "Broadway Limited."

Stephens-Lang

JOHN ALTON to photograph "Remedy for Riches."

20th Century-Fox

FRITZ LANG heads crew of technicians scouting "Western Union" locations around Kanab, Utah.

LUCIEN ANDROT to photograph "Golden Hoofs."

CHARLIE HALL named assistant director on "Romance of the Rio Grande."

Warner

ARTHUR TODD photographing "South of Suez."

Cinémarks

Jack Benny, completing a Paramount assignment, planed to Albuquerque to meet Hilliard Marks, his brother-in-law. From the New Mexico city they motored on to Chicago.

*

A. C. Martin, Paramount studio comptroller, has been elected president of the Studio Club, succeeding George Bagnall, who recently resigned as executive studio manager. Bagnall was unanimously voted life membership in the club.

*

Five Los Angeles publishers were guests at a luncheon given by Samuel Goldwyn, September 11, in honor of Amon Carter, publisher of the Fort Worth *Star-Telegram,* who clippered in from the Orient to discuss "The Westerner" premiere in Fort Worth with Goldwyn. Attending were Harry Chandler of the *Times,* Richard Carrington of the *Herald-Express,* Dr. Frank Barham of the *Examiner,* Manchester Boddy of the *News* and Judge Harlan G. Palmer of the Hollywood *Citizen News.*

*

Edward Arnold has completed a Warner acting assignment and left for New York to see the Fair and appear on a radio show . . . S. Slyvan Simon, Metro director, has returned from a month's holiday in Honolulu to report for his next assignment.

*

Producer Jack Cummings has returned to M-G-M following a three-day trip to San Francisco on business.

*

Harry Joe Brown checked in at his 20th Century-Fox production desk after a one-month holiday in the east and resumed work on forthcoming assignments.

*

Jack L. Warner is the possessor of *Parents* Magazine's gold medal for "The Sea Hawk," which the publication hails as "the finest family picture of 1940" . . . Harold S. Dunn, Warner's Far Eastern manager, is in from homeoffice conferences. He sails for Singapore the end of the month.

*

Director Louis King is visiting in Atlanta . . . Gary Cooper is planning a hunting trip through British Columbia before his next screen assignment.

*

Producer Edward Small and his wife hopped the plane for a New York visit.

*

Vacationing in New York and Washington, Helen Gladys Percey, head of Paramount's research, returns here September 16 after stopoffs in Williamsburg and Philadelphia . . . Frank Loesser, tunesmith, has checked back at Paramount after a nine-week stint writing music for forthcoming Max Fleischer cartoons in Miami, Florida.

*

Fred Allen and his wife, Portland Hoffa, have returned to New York, Allen having completed his role in a Paramount comedy . . . With a low gross of 72, Y. Frank Freeman jr. copped first honors in the Paramount studio club's annual golf tourney at Altadena, September 8. He won out over a field of nearly 300. Arrangements were handled by Lynn Buell and Gordon Jennings . . . William Pine accompanied Y. Frank Freeman and Cliff Lewis to Kansas City for a special Paramount sales meeting.

*

Wallace Beery has planed in from a New York holiday and, after conferences with M-G-M executives on his next picture, leaves for Jackson Hole, Wyo., for the opening of the big game season, returning here about October 1 . . . The Warner Club's bowling league has inaugurated its fall schedule. League is in two divisions comprising 44 teams. Bill Orms is president; Joe Bailey, vice-president, and John Ketanan, secretary-treasurer.

Lining Up Scripts for "Big Town" Airshows

For Edward G. Robinson's new "Big Town" airshow series to be launched October 9 over CBS, Ruthrauff and Ryan, agency handling the broadcast, is lining up scripts by nationally-known authors. Two are from the pen of Adela Rogers St. Johns, one by Paul Gallico and three others by Maxwell Shane and Paul Franklin. Arthur Eddy, former Warner publicist, authored another.

Retailers Organization Aspect Is Beclouded

LOS ANGELES—More and more a study in paradoxes and contradictions becomes the Los Angeles Retail Merchants and Theatre Owners Nonpartisan Political League, announcement of the incorporation of which last week precipitated an investigation of its aims, purposes and motives by the Independent Theatre Owners of So. Calif. and Ariz., the California Intelligence Bureau and other groups.

Refuting the CIB's assertion that a charter as a California organization was given the LARMTONPL in Sacramento, August 30, the ITO received notification from the California secretary of state that it was "unable to find any record" of such a corporation "either domestic or foreign" on its books.

This adds to the mystery surrounding the use of the phrase "Theatre Owners" in its title, since neither the CIB nor the ITO has, to date, uncovered any exhibitor claiming or admitting membership therein.

Legalization of Bank Night in local theatres, one of the group's platforms, is completely "meaningless," in the opinion of ITO spokesmen, while CIB officers held to the theory the organization's reason for existence is a political one—linking it with the coming municipal elections, and hazarding the guess it is seeking votes among showmen for certain as yet unidentified candidates.

So far as can be learned it has no headquarters and J. Francis Quinn, public relations counsel and its organizer, has not made known his whereabouts.

Wanger's Newest Into Four Star Sept. 18

LOS ANGELES—Next attraction for the Four Star Theatre will be Walter Wanger's "Foreign Correspondent." It will open September 18 with a $2.20 premiere and thereafter will be shown on a continuous-run policy at regular prices.

Erie Installs Cooling

ENNIS, MONT.—J. P. Erie has recently installed new air conditioning equipment in his Madison Theatre.

Seeks Settlement Out of Court in Suit by Ascap

SEATTLE—Atty.-Gen. Smith Troy is conferring with attorneys, representing various radio stations, on a proposed settlement out of court in the case in which constitutionality of the State Copyright Act of 1937 is challenged.

The suit was brought by the American Society of Composers Authors and Publishers. If no settlement is reached, the state will proceed with the case.

'Kit Carson' Keeps Record Setting Pace in the West

DENVER—Following a record-breaking premiere in six theatres here, "Kit Carson" is breaking records in its moveover to the Aladdin.

The UA release is climbing toward record grosses at the Orpheum in Spokane, Wash., and at the Orpheum in Seattle, as well.

Fox West Coast Product Buys Studied in N. Y.

LOS ANGELES—Details of Fox West Coast's 1940-41 film buys are being worked out in New York with National Theatres executives and film company heads by Charles P. Skouras, FWC president, and Charles Buckley, head of the legal department. Skouras and Buckley will return here early next week.

Warner's Coast Houses Get Republic Lineup

LOS ANGELES—Warner's Pacific Coast theatre circuit has contracted for Republic's entire 1940-41 lineup. The deal was set by Lou Halperin and Port Major for Warner, and James R. Grainger, Republic president, and Francis Bateman, local exchange manager.

New Sound for Colonial

SEATTLE—John Danz of the Sterling theatre chain has ordered RCA sound for the Colonial here as part of an extensive modernization program on the house.

Two Hold "Rhythm"

LOS ANGELES—Extra playing time has been accorded Paramount's "Rhythm on the River" at the Paramount here and in Portland.

PCCITO Waiting on Report by White

LOS ANGELES—Until he receives a full report from Bob White, at present in Washington, D. C., R. H. Poole, executive secretary of the Pacific Coast Conference of Independent Theatre Owners, will table a scheduled meeting of the PCCITO trustees. White was the organization's delegate to consent decree hearings in the nation's capital and is the PCCITO trustee from the ITO of Washington, Northern Idaho and Alaska.

Poole declared he momentarily expected to hear from White, who went east September 3, and asserted the delegate will probably return early next week. At that time the trustees will convene to hear his report and discuss what steps should next be taken.

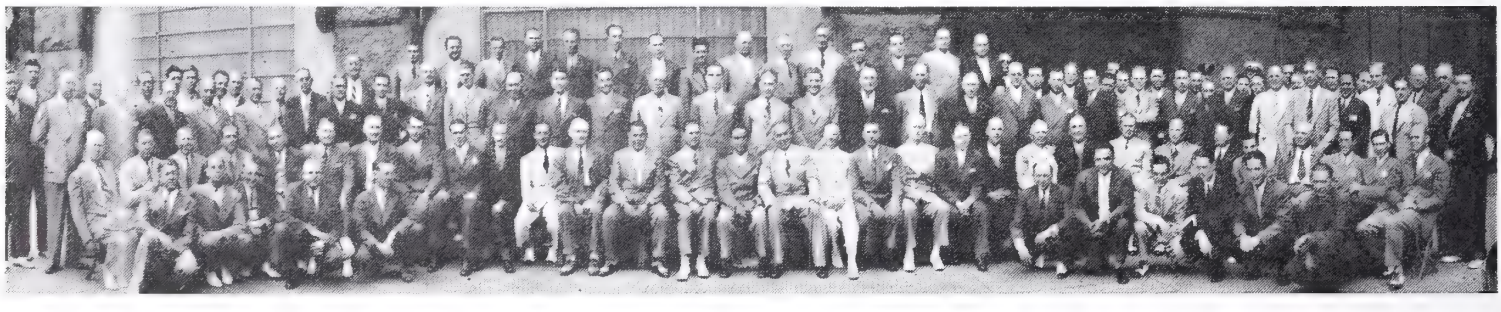
Censor Board Demurrer to Damage Suit Dismissed

SEATTLE—The Seattle film censor board's demurrer to a $924 damage suit brought by Clarence Wicks as a result of the board members' interference with the showing of "Doped Youth," was dismissed by Superior Judge Howard M. Findley. Wicks owns the rights to exhibit the picture in this state and seeks the $924 as his loss through inability to exhibit his film.

The case entered the courts when Wicks' attorney asked the court to restrain the censor board from banning the film. The attorney argued that three members of the board of nine acted in an unofficial capacity and not as a board in advising a theatre July 15 to halt the showing of the picture. The judge at that time ruled that the board is empowered to act only in an advisory capacity. Wicks then began his suit for damages and the defendants filed the demurrer which Judge Findley overruled.

Buys Sproul's Share

GLENDORA, CAL.—Lowell Winfield has purchased the interest of his partner, Bob Sproul, in the Glendora and now is the sole owner.



As the Men of FIT Met in D enver—

Photo of the crowd of theatre and film men that attended inaugural luncheon held on the opening day of the Fox Intermountain Theatre manager convention in Denver. With both Spyros and Charles Skouras in attendance, and with Rick Ricketson presiding, managers of theatres in the Intermountain Fox circuit studied and analyzed product of the coming year along with theatre problems. In the photo are Charles Skouras, vice-president of National Theatres; Frank H. (Rick) Ricketson, manager of the Fox Intermountain division; Rabbi A. A. Feinberg of Denver, who made the principal talk at the luncheon; Spyros Skouras, president National Theatres; Harry Huffman, Denver city district manager Fox Theatres; Bernie Hynes, manager Denver Theatre, Denver; Robert Garland, film buyer in the Denver headquarters office; Ray Davis, manager Northern district; Hall Baetz, Salt Lake City district manager. Present also was B. P. McCormick, Canon City theatre owner, who was killed there when his plane, which he was flying, nose dived from 100 feet. The accident occurred a few days after this photo was taken.

SEATTLE

AFTER a lull in business around the various show shops in this town the Fifth Avenue and Paramount theatres pop up with "Boom Town" and the boom is on . . . Remember proceeds from the show being given by the American Legion combined posts at the Civic Auditorium, October 4, is to be used for the purchase of iron lungs. George Barclay, former circuit actor, will produce the show. Tommy Thomas of radio station KIRO will act as M. C. while Jules Buffano, noted orchestra leader, will conduct.

Janet Waldo, local gal who won the Bing Crosby talent quest a couple of years ago, is home for a couple of weeks. Janet has made good in films since leaving here and has appeared in most of the Bing Crosby pictures.

Herman Wobber, 20th-Fox executive, in from California for a conference with Herndon Edmonds and the sales staff at the local exchange. He is accompanied by Moe Levy, captain of the Sidney R. Kent sales drive. J. E. Patterson, branch manager in Vancouver, B. C., in for the conference, Also Archie Holt from east of the mountains.

Herb MacIntyre, western district sales manager for RKO, in from California and working out deals with Eddie Lamb, local head . . . Jimmy Ewing, who is replacing O. T. Taylor in Aberdeen, while the latter is taking a month's vacation, spending a day on the Row. Jimmy gets his mail at the Orpheum in Spokane . . . Tom Murray, manager of branch operations for Universal, is here doing his chores . . . Irving Rubine of the Warner publicity department, here as a guest of Bill Shartin, local manager.

Paul Carlson, theatre architect and assistant to Bjarne Moe, has joined the ranks of the benedicts. Paul and Miss Frances Evans are now on their honeymoon in New York . . . Herman L. Cohen of the United Artists Theatre in San Francisco, back in town after the Alaska trip with his guests . . . Phil Blake of the B. F. Shearer office getting ready to pull out for New York for a combined business and pleasure trip. Phil will visit various factories in the east and will drive back home in a new car.

Jim Hone, secretary-treasurer of the Independent Theatre Owners, still holding meetings on the zoning and clearance for this town. Attending are Howard McBride from Spokane; Sid Dean, Mike Barovic of Tacoma; Ed Hallberg of Port Angeles; L. O. Lukan, and Leroy V. Johnson of Seattle . . . Charlie Laidlaw of Dayton telling of his trials with the house in Waitsburg. Charlie is plain down-to-earth folk in Dayton although he is the theatre owner and mayor of the town.

Duncan McPherson in from Mason City and entertaining some folks in the Rendezvous . . . Ben Lightfoot of Cottonwood is recuperating from a recent illness at Riggins Hot Springs, Idaho . . . William Graham, son of Walt of Shelton, was badly injured in a fall in the Olympic Mountains this week . . . Hal McLeod of Tusco in from Portland for a couple of hours . . . Al Wagner of Grangeville is enjoying a vacation in California.

Louie Goldsmith and Al Bloom both in from eastern Washington for a few days . . . F. C. Weskil of Sand Point, Ida., doing some buying here . . . Jean and Madge Spear spending the weekend with relatives in Sumner.



Substance for the Children—

Earl Collins, vice-president of the Rocky Mountain Screen Club and Denver manager for United Artists, and A. P. Archer, second vice-president of the Denver trade organization, present a check for $3,000 to Carl P. Schwalb, superintendent of the Denver general hospital, as the club's contribution to the support of the Speer Memorial Hospital to furnish 12 rooms for sick children. Left to right: Collins, Schwalb, Dr. Theo L. Williams (deputy to Schwalb) and Archer.

SAN FRANCISCO

THE recent personal appearance of Laurel and Hardy and Charles Laughton at the Exposition for the cause of the Red Cross had some repercussions this week. It seems that the Fair officials did not take very good care of the visiting stars who donated their services for the worthy cause and the blast has been put on the Fair because of the lack of appreciation. Hardy had to pay admission to get into the Fairgrounds and Laughton received a ticket for speeding as he was attempting to get to the performance on time. A police escort would have answered the problem.

Boxoffice at all Sacramento theatres was ruined this past week due to the annual California State Fair. All existing attendance records were shattered when 660,000 persons jammed the Fairgrounds for the eight day event . . . Jim Riley and the missus journeyed to Los Angeles over Labor Day . . . The New Linda Theatre in Marysville opens on September 14 . . . S. S. Millard is in town looking for spots for his picture, "The Condemned" . . . James R. Grainger, Republic prexy, in town this week for a series of conferences . . . Francis Bateman, Republic manager in Los Angeles, visiting on the Row.

Before he leaves for his new job of casting director in Hollywood, Earl Darlfer, producer for the Exposition's special events department, will complete the schedule of the Island's free shows . . . Don Barry, Republic cowboy star, in town with his bride. Barry took time out from his honeymoon to visit the local exchange . . . Al O'Keefe, Universal district manager, planed in and out for Seattle early this week . . . Leo Adler, United Artists auditor, working on the local books.

The Tivoli Opera House is in middle of an extensive renovation, both inside and out. The reason—opening of the fall season of light opera on September 30. The house has been dark since last year when an attempt to bring back light opera failed to click. However, the new face lifting job may draw the crowds. Frederick Carroll is serving as general director of the company. No announcements as to stars or productions have been made as yet.

Jack Tillman is off to his ranch for a bit of deer hunting. Rodda Harvey is away from his desk for the same reason . . . King Trimble, special sales representative for Universal, is swinging through the territory . . . Row people were saddened this week to learn of the sudden death of Jimmy Powell, popular barman at the Film Tavern . . . Lorene Ellison has been added to the office force at Coast Pictures . . . Charlie Owens from the same office goes to Santa Barbara late this month for the California Theatrical convention . . . Harry Claverie, Gilboy driver, announced his engagement this week.

All the exchanges except Paramount and Metro closed their doors at 1 p. m. on September 9 to observe the Admission Day holiday. While a state holiday, closing for observance is optional . . . Bob Lippert is dazzling the Row with his new Packard which he brought back from his jaunt to the east . . . Effie Jenks, United Artists inspectress, is taking a six months leave of absence because of ill health . . . Doc Henning of Pacific Premium is off to Seattle in search of contracts . . . Jack Redman is reseating at Half Moon Bay.

The World's Finest

BURCH

Super Showman Popcorn

MACHINES

ALL OVER THE WORLD

POPCORN SMITH

BOX 284 — SEATTLE

LOS ANGELES

KEN MacKAIG pulled out for the northern territory on a two-week selling trip for United Artists . . . H. W. Dodge has retired as district manager for Altec because of ill health . . . George A. Smith checked out for Kansas City to attend the special Paramount district managers' meeting at the Muehlebach Hotel . . . Joe Johnson, Universal newsreel cameraman, taking a short vacation . . . In for bookings: Alice Brown, Nadeau Theatre; Frank Ullman, Broadway, El Centro, and the Aztec, Calexico; Ben Mohi, operator of the Princess.

Mike Newman, Columbia exploiteer, in San Francisco to handle the opening of "The Howards of Virginia" . . . In from New York is Jack Dillon, 20th Century-Fox exchange manager. He spent three weeks in the east sitting in with home-office officials and National Theatres executives on the annual Fox West Coast film buy for 1940-41 *. . . Jerome Safron, Columbia's western district manager, returned from a sales session in New York.*

Jimmy Sommerville, Universal poster clerk, has resigned. No successor appointed yet . . . R. N. Elder, who operates a drive-in theatre in San Bernardino, checked in for bookings; likewise Irwin Kanowitz of the Union and Mr. and Mrs. R. Molina, Placentia Theatre, Placentia.

Bess Emanuel and her father, C. A. B. Emanuel of Foreign Film exchange, have pulled out for a short trip through the northern territory . . . In from the "Kit Carson" premiere in Denver, Colo., is Ben Fish, western division manager for United Artists.

Howard Perretz, Metro booker, has checked out for Big Bear Lake for a two-week holiday . . . Harry Stern, western biggie for Film Alliance, has closed deals for 1940-41 FA product with Phil Greenbaum, Castle and Mecca theatres; Harry Popkin of the Million Dollar; Tom Smith, who operates the Regal in Hollywood, and Lou Rosen, representing the Royal Amusement Co. of Honolulu.

Seymour Willing, aide to Mike Levinson, independent distributor, checked out for Santa Paula to supervise the opening of "White Zombie" there . . . Phil Greenbaum, Castle and Mecca theatres, and Murray Hawkins of the Swan circuit came in for bookings.

On the Row: Paul Swickard of the Strand; Louis Olivos, manager of Walker's Princess in Santa Ana; Joe Buse, Midway . . . Sam Milner, Universal salesman, is in Boulder City on business.

When the California State Theatrical Federation holds its annual conclave at the Miramar Hotel in Santa Monica, September 22, *Bill Ring, president of Local B-*61, *IATSE, will be on hand as that local's delegate.*

Vertise Banner, biller at Universal, is back on the job after a trip back to Oklahoma to visit her family . . . Ken MacKaig, United Artists salesman, is barnstorming through the northern territory.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES



Successful Trip—

That's a 135-*pound marlin that Dan McLean, operator of the Embassy in San Francisco, landed off Catalina. Perched on Dan's shoulders is his sister-in-law, Miss Mae Deese. Standing alongside the catch is Mrs. McLean.*

It's Definitely Dual for J. R. Wills at Socorro

SOCORRO, N. M.—J. R. Wills of the Loma here, heralds a special showing with the following card announcement:

"Double feature program. Mr. and Mrs. J. R. Wills present 'The Great Twins,' Grace Charlotte, weight 3.5 lbs.; Harriet Roberta, weight 4 lbs., Monday, September 2, 1940."

DENVER

THE GRANADA, one of the Civic Theatres, open during the summer only three days a week, is now open seven . . . William Ostenberg III has been made manager of the Bluffs Theatre in Scottsbluff, Neb, succeeding Harry Rodell, who has been moved to Morrell, Neb., where he will manage the Delmar. Bob Andrews of Morrell goes to Gering, Neb., to manage the Grove and Riviera. All are Gibralter houses.

Herb MacIntyre, district manager of RKO, spent a few days here from his Los Angeles headquarters. This was part of a swing around the territory . . . George Smith, Paramount district manager, Frank Smith, manager of the Salt Lake City Paramount exchange, and Chet Bell, manager of the Denver Paramount exchange, were in lengthy conferences with Rick Ricketson, Fox Intermountain Theatres manager, in regard to contracts and playing time.

Mr. and Mrs. Johnny Denman are the proud parents of a nine-pound daughter, born in Denver. Johnny is manager of the Broadway in Denver, while Mrs. Denman was boss of the line at the stage shows that used to show at the Orpheum.

"Pastor Hall" is getting its Denver first run at the Broadway, and with George Gompertz, assistant chief of exploitation for UA here to give it a sendoff, is doing big business. Gompertz invited 21 *clergymen of all denominations to a private showing of the film and many of them used it as the subject of sermons.*

The boys are practicing for the coming deer season. Denver is so close to the deer territory that one can go out over the weekend and be back on the job before Monday morning—and with a deer.

Just 21 *years ago Tuesday, Ann Price started on a job as inspectress at the old Pathe exchange at* 14*th and Welton, and she is still on the job.*

PORTLAND

SOME of the exhibitors report they have found an unusual market for cloth bannerettes and streamers. Some of the Oregon high school boys find that they not only make colorful but serviceable shirts, but have to be watched during washing because they shrink. Although some of the more sedate may blush a little to wear a picture of Carole Lombard across their chest with flaming red letters on their back, the high school boys find them quite to their liking.

A careless smoker threw a cigaret in the Egyptian Theatre. It was found smoldering Monday morning with two seats ruined. Damage was estimated by Manager Bill Graeper at about $15.

Herb Cass of National Screen Service, and Don Beckman, Seattle, of Advertising Accessories, were in Los Angeles during the week for a business conference.

Exhibitors are talking about another tuna fishing expedition. Some of the boys a few weeks ago went 75 *miles out in the Pacific from Astoria and hooked* 13 *of the large fish . . . Ray Hopf, assistant shipper at Warner, vacationed at the Pendleton roundup. Gertrude Faber, contract department of the same firm, is vacationing.*

F. W. Talbert, office manager and booker at Republic, left at the end of the week (Sept. 14) and will be replaced by another man to be named soon . . . Maynard Culver of the Granada and Columbia theatres, The Dalles, fell from a ladder while working in his home and suffered a broken leg and arm.

Al Adolph of the State Theatre, Salem, led a contingent of bewhiskered Pioneer day Salemnites to the Pendleton round-up last week. Adolph acted as sheriff on the special car and at the round-up, and reports that being a sheriff in cowboy country is risky business.

Mrs. Jack Kloepper, wife of Jack Kloepper of United Artists, has received the Priscilla Lane golf trophy for her prowess on the Portland links . . . Vete Stewart, manager of Warner Bros., and Mark McDougald, salesman, have returned from a 10-day vacation in eastern Oregon . . . A. M. Dunlop of the Liberty, Astoria, is leaving on vacation.

Seen along Filmrow: Enio Hemmila of Medford; Harry Gamble, his wife and son, John, of Bonneville; S. G. "Mendy" Mendenhall of Grants Pass; Mr. and Mrs. Jerry Randolph of Cathlamet; Bill Ripley of Longview and Kelso; Lawrence E. Spraker of the Star Theatre, Stayton; H. C. Durkee of Springfield; Al and Bill Forman of the John Danz circuit, Seattle.

Union-Theatre Talks Delayed by Illness

CHICAGO—Illness of several union officials has postponed meetings between local operators and exhibitors on new contract, according to Neil Bishop, vice-president of the IATSE local. The union is asking a 10 per cent wage boost and two weeks vacation with pay.

Bishop said that any agreement made would be retroactive to September 1, when the old agreement expired. Included among the exhibitors dealing with the operators are Jack Kirsch, president of Illinois Allied, Morris Leonard of Balaban & Katz, and James Coston, Warner Bros., district manager.

Local 143 Continues to Picket Three Theatres

ST. LOUIS—Members of Local No. 143 continue to picket the Ozark, Webster Groves, Mo., and the Osage and Kirkwood in Kirkwood, Mo., because the managements of the theatres refuse to continue the employment of projectionists of the union.

The former wage scale and working agreement with the houses expired September 1, and according to Robert Thomsen, business manager for No. 143, the theatres thereafter employed non-union operators.

Meanwhile, the union is continuing negotiations with independently owned theatres of St. Louis and St. Louis county relative to a new wage scale. Several weeks ago a new three-year contract was entered into with Fanchon & Marco covering the Ambassador, Fox, Missouri and St. Louis in the first run field and the St. Louis Amusement Co. fleet of second run, neighborhood and suburban houses.

Singles Test Proves a Success in St. Louis

ST. LOUIS—A few weeks ago the Fanchon & Marco interests, seeking to satisfy the demand of many theatregoers for single feature programs, inaugurated at their Ambassador a de luxe policy under which at the single evening show all seats on the first floor and mezzanine are reserved.

Instituted as a test, this policy has proven so popular it apparently has now become an established feature. On Friday, the 20th Century-Fox feature, "Brigham Young," moved into the Ambassador.

Waterloo Lyric Is Taken Over by Larry Rodgers

WATERLOO, IND.—Larry Rodgers, a newcomer to the exhibition field, has taken over the Lyric here, which he plans to renovate and open the latter part of the month.

Rodgers has been engaged in dance promotions and booking bands.

Play "Leopard Men"

CHICAGO—"Leopard Men of Africa" will play 27 Great States theatres starting in mid-October, according to Albert Dezel, head of Albert Dezel Road Shows, firm handling the picture for this territory. Film will open at the Princess, Joliet; Tivoli, Aurora; Rialto, Peoria, and Palace, South Bend.

Robert Thomsen Testifies as Nick-Weston Trial Begins

ST. LOUIS—The government's anti-racketeering case against John P. Nick and Clyde A. Weston got away to a rather slow start before Federal Judge Collet here despite the presence on the stand most of the day of Robert Thomsen, business manager of Local No. 143, who was largely responsible for unhorsing the former union officials in state courts earlier in the year.

On direct examination, Thomsen told how Nick and Weston took over No. 143 on orders of International President George E. Browne of the IATSE in July, 1935, and how they ruled the union with an iron hand; and he repeated the story of how a wage agreement was effected by Nick in the fall of 1936 that provided for no changes in either wage scale or working conditions despite the fact theatre owners previously had indicated a willingness to restore a $5 week wage cut on lower scale houses put into effect in 1935. This agreement was reached while Thomsen, then business manager for the union, was absent from the gathering in the Empress Theatre building. He also gave testimony concerning some of the gangster associates of Nick and Weston who had been brought into the union during their regime or who frequented the union quarters.

Testimony Offset

But on cross-examination, much of the effect of this testimony was offset by his admission there was much dissension in the union prior to the time Browne directed Nick and Weston to take over, and that the financial affairs of the local were in a deplorable condition due to poor investments and "loose" bookkeeping methods. Also that under Nick several Negro houses in St. Louis were brought into the union and a number of non-union houses in city and county were also signed up, making the district 100 per cent union. He admitted also that he had nominated Nick for first international vice-president of the IATSE at Kansas City in June, 1936.

Earlier in the day, Maurice Schweitzer of Paramount, Ben Robin of United Artists, and Raymond V. Nolan of RKO, testified as to handling of motion picture films through their offices and of accounts outside of Missouri, such as in Illinois, Iowa and Kentucky. This line of testimony was intended to establish the fact that interstate commerce was involved and that the government has jurisdiction in the case at bar.

Summon Over 100

Nick is a former vice-president of the IATSE and is currently a member of the stagehands union, an IATSE affiliate.

Weston was business manager for Local No. 143 for several years until deposed by Circuit Judge Ernest F. Oakley in connection with the receivership suit against the local. In recent weeks he has been working as a projectionist at the Miners Theatre, Collinsville, Ill., under a permit. He is a member of the stagehands union.

The indictments which allege that Nick and Weston violated the so-called anti-racketeering act enacted by Congress in 1934 and also the Sherman anti-trust act, charge 12 counts and cover 57 pages, requiring about an hour for reading to the jury.

The government has subpoenaed more than 100 witnesses, some of them from out of town, while the defense also plans to call a couple score of witnesses in an attempt to refute the government charges, which Sigmund Bass, of defense counsel, representing Nick, and Bryan Purteet, Weston's attorney, have asserted are mere repetitions of one another.

Nick and Weston are being tried jointly under a court ruling in August denying their requests for a severance.

Jury and Alternates in Nick-Weston Case

ST. LOUIS—The men chosen to serve on the Nick-Weston jury in the case now on trial before Federal Judge Collet follow:

William A. Adams, secretary, Blue Line Chemical Co., St. Louis.

John M. Bean, water engineer, Terminal Railroad Ass'n, St. Louis.

Ray Chamberlain, department manager, Scruggs-Vandervoort-Barney Department Store, St. Louis.

Bernhard Doubler, auditor, St. Louis.

Carter Gordon, farmer, Bunker, Mo.

R. C. Gordon, credit manager, Shell Petroleum Corp., St. Louis.

Fred J. Hall, surgical bandage manufacturer, St. Louis.

Zack F. Hawe, president, Shaughnessy-Kniep-Hawe Paper Co., St. Louis.

A. G. O'Neal, salesman, St. Louis.

Thurston Pettus, automobile insurance underwriter, St. Louis.

Tom Smith, barber, Farmington, Mo.

Norman Halls, salesman, St. Louis.

The two alternates are: James S. Tillman, district representative of a paper company, St. Louis, and John Uptegrove, real estate dealer, Warrenton, Mo.

Keep Witnesses Names

Names of government witnesses are being kept secret, but among those called are believed to be many local film figures. The two defendants were the leaders of Local 143, projectionists' union, before they were forced out by a dissident faction.

The trial jury has been selected and sworn in, and, on the motion of Judge Collet, it was decided to keep them together during the entire trial. This is the first time this procedure has been resorted to in local federal courts since the Egan Gang mail robbery case nearly 20 years ago.

To expedite the trial, which is expected to take almost two weeks, Judge Collet is lengthening court sessions. They will last from 9:30 a. m. to 6 p. m. daily.

To save time, Judge Collet waived reading of the 57-page indictment against Nick and Weston, but outlined its principal points to the jurors in making the necessary examination of their qualifications.

Assistant Attorney-General Roscoe T. Steffen, in charge of anti-trust investigations here for more than a year, is in charge of the prosecution and is being assisted by Paul V. Ford and Marvin Coles of his staff and United States District Attorney Harry Blanton.

The maximum punishment upon conviction under the anti-racketeering act is ten years imprisonment and a fine of $10,000 under each count, while the Sherman act carries maximum punishment of a year in jail and a fine of $5,000. There are 11 counts of alleged racketeering, and

(Continued on page 86)

DeMille Production To Bow in Chicago

NEW YORK—The United States premiere of Paramount's North West Mounted Police" will be held October 25 at the Chicago Theatre in Chicago, Neil Agnew, vice-president in charge of sales, announced here before his departure for Kansas City where he and other home office executives met the middle of the week with district sales managers to discuss a selling policy for the Cecil B. DeMille production.

The American premiere of this Technicolor production will follow by only a few days the world premiere previously announced for Regina, Canada, on October 21.

Producer-Director DeMille and the majority of the "nine-star" cast headed by Gary Cooper, Madeleine Carroll and Paulette Goddard, will attend the Chicago opening, where immediately preceding the premiere, they will appear on a coast-to-coast radio program emanating from station WGN, which has been arranged by R. M. Gillham, Paramount's director of publicity and advertising.

Warner and B&K Bowling Season Gets Under Way

CHICAGO—The bowling season got under way last week for two local picture companies, Warner Bros. and Balaban & Katz. The Warner Bowling League got under way Monday midnight at the Turner Alleys, 79th St. and Stony Island Ave. Twelve teams are participating.

The Balaban & Katz Employes Club held a meeting September 10 to discuss the coming bowling season. BKEC will use alleys 19 to 24 at the Chicago Arena Tuesday evenings at 6:15 during the season. Joe Kearns, Manuel Fingerhut and Charles Davidson head the BKEC bowling committee.

Second NSS Regional for Robbins Campaign

CHICAGO—The second of three regional meetings launching National Screen's 15-week sales campaign honoring the 20th anniversary of Herman Robbins, president, was held in the Florentine Room at the Congress Hotel here Sunday and Monday, September 8 and 9. The first meeting was held in New York September 4 and 5 while the third regional get-together was held on the west coast, September 11 and 12.

Some 46 branch managers and salesmen attended the local meeting, presided over by George F. Dembow, vice-president in charge of sales, and Charles L. Casanave, vice-president and general manager of Advertising Accessories, Inc., NSS affiliate.

Film Names Featuring Oriental Stage Shows

CHICAGO—Jones, Linick & Schaefer's Oriental is presenting stage shows featuring film personalities for three weeks. Currently playing there is a quintet of cinema actresses: Lya Lys, Steffi Duna, Rochelle Hudson, Jean Parker and Isabel Jewell. The show is emceed by George Jessel.

Mary Carlisle concluded a week's run on the stage last Thursday, while the "Dead End Kids" and "Little Tough Guys" will both be seen on the stage shortly in a presentation called "Double Dynamite."

CHICAGO

PETER SHAYNE, president of the local operators' union, and his wife have returned from their west coast vacation . . . Sam Clark, who was Warner's publicity head here before given promotion to the west coast last year, is back in midwest temporarily. He and his successor, Monroe Rubinger, are headquartering at the Oliver Hotel, South Bend, where they are working on "Knute Rockne—All American" premiere there October 4.

Cupid is working overtime at B&K. Herbie Lyon of the publicity department recently married Lyle Hoffenberg. Couple flew to New York for honeymoon. Joe Kaufman, B&K booker, will marry Margaret Kosman of Warner Bros. checking department on October 2. Bride-to-be has left job to prepare for wedding.

Chicago *Herald-American* is featuring series of articles entitled "Ann Marsters in the Movies." Miss Marsters, movie feature writer for the paper, recently returned from Hollywood where she appeared in six features. She had tables turned on her last week when Mary Carlisle, here on personal appearance at the Oriental, interviewed the reporter on recent broadcast.

Ted Turrell, manager of Warner's Beverly, passing out the cigars since 8½-pound daughter, Carol Ann, made debut on Labor Day. Baby is Ted's first . . . Ruth Weisberg of Charley Einfeld's office was through town on her way back to New York from west coast.

B&K paragraph! Everybody back to 5½-day grind now that summer is over . . . Archie Herzoff, who handles publicity for Chicago Theatre, B&K flagship, back to work after a month's absence because of gall bladder operation . . . Goldie Davidson, secretary to W. K. Hollander, B&K publicity chief, visiting Hollywood, San Francisco and Colorado Springs on vacation . . . Al Demby subbing for Herbie Lyon during latter's absence.

Jack Burdick, manager of the Essaness Mode, is vacationing . . . Bill Eddy, formerly of NBC, New York, has started his new duties as manager of B&K's new television station.

Bill Potts, M-G-M checking supervisor here, and Ruth Hinz, secretary to Bill Bishop, local M-G-M publicity director, will be married on October 19 or 26. The bride-to-be plans to continue working after marriage.

Marvin Harris, manager of the Rialto, Joliet, has adopted his second baby, a girl . . . Illinois-Indiana circuit has transferred Howard Sexton, manager of the Vic, Indiana Harbor, to East Chicago, Indiana, where he becomes city manager of the Vogue and Forsythe theatres there.

More B&K notes: Jacob Fleischman, custodian at the Harding, died September 5 . . . Mother of Harold Massie of B&K accounting department is very ill. Several employes offered services as blood donors when transfusion was necessary.

Teamed on "Rio"

HOLLYWOOD—Darrell Ware, Karl Tunberg and Robert Hopkins are teamed on the script of "They Met in Rio," 20th-Fox's sequel to "Down Argentine Way."

Raps Air Columnist Newsreel Gag Cry

CHICAGO—Herbert Scheftel, president of Telenews Theatres, while passing through Chicago on his way east last week, denounced as untrue a talk that Radio Commentator H. V. Kaltenborn made on his September 3 broadcast. According to Scheftel, the newcaster allegedly said that the big newsreel companies were being forced to send unadulterated Nazi propaganda to South America because of German threats. Kaltenborn reputedly said that unless the newsreel companies "played ball," Germany would not permit them to take any more pictures out of Germany or any of the territory now occupied by the Nazis.

Kaltenborn's broadcasts are sponsored by the Pure Oil Co. in Chicago and the advertising agency, Leo Burnett Co., is also located in Chicago. BOXOFFICE asked the advertiser and agency for copies of the script but they both replied that Kaltenborn never uses any scripts. Instead, he ad libs his entire show, using only penciled notes that he has made prior to going on the air. A checkup with the NBC studios in Chicago confirmed the fact that Kaltenborn does not use scripts.

Scheftel also told BOXOFFICE that a fourth Telenews Theatre would be opened in Cleveland about November 1. The new newsreel house will be located just off the square on Euclid Ave. Telenews already has theatres in New York, San Francisco and Chicago. The Telenews president spent several hours here conferring with Sylvan Goldfinger, manager of the local Telenews.

"Quiz Kids" May Be Made Into a Shorts Series

CHICAGO—"Quiz Kids," weekly radio program originating here, may be made into a series of shorts which would be filmed in Chicago, according to Jimmy Parks of General Amusement Corp. Parks sold the program to Miles Laboratories, Inc., Elkhart, Ind., currently sponsoring the program on NBC. Parks, together with Louis Cowan, local program producer, holds all rights to the show including film rights.

Before leaving for Hollywood, Parks told BOXOFFICE he expected to close the deal for making the film series while on the west coast. He said that original plans were to make the shorts in Hollywood but since then it has been found more practical to make the series here, since all the children and members of the radio cast are from Chicago and surrounding territory.

Two Screenings

CHICAGO—Harry and Elmer Balaban's Esquire has been host to exhibitors attending special screenings the past two weeks. Universal screened "Hired Wife" there last Friday, and Columbia previewed "The Howards of Virginia" there this Tuesday.

Slate McCoy for Eight

HOLLYWOOD—Tim McCoy has been signed to appear in eight westerns for release on the 1940-41 program by Producers Releasing Corp.

Several Windy City Units Change Hands

CHICAGO—Several local theatres have changed ownership the past few weeks, with H. Schoenstadt & Sons involved in two of the transactions.

H. M. Ortenstein has leased his Pix to the Schoenstadts. The latter, in turn, have sold their Kenwood to Benjamin Banowitz, who is also now operating the Harmony and Plaisance. A third transaction involved a deal between Jones, Linick & Schaefer and Harry & Elmer Balaban Theatres. Jones, Linick & Schaefer had been operating the Dearborn, a loop house, in a deal with the Balabans but now JL&S have dropped out completely from the Dearborn setup.

The Pix has been leased to H. Schoenstadt for seven years, with an option to renew for five years. The Pix is located at 824 E. 47th St. and has approximately 900 seats. The terms are for $300 per month for two years; $350 per month for five years, and a renewal option at $400 per month. The new owners also heat the entire building which contains a recreation parlor, bowling alleys, stores and offices. Louis E. Jacobson of the Jacobson, Merrick, Nierman and Silbert law firm represented Ortenstein in the transactions.

Help Take Sting Out of Returning to Classes

MILWAUKEE—Wisconsin exhibitors helped take the sting out of returning to school for hundreds of youngsters by staging special parties for them with prizes ranging from pencils and erasers to bicycles and coaster wagons.

Local houses conducting school parties included H. J. Mirisch's Oriental and Tower, where a 98-page pencil tablet and ruler was given to each youngster until 3 p. m. on Saturday; Warner-Saxe's Garfield, Modjeska, Egyptian, Milwaukee, Juneau, Parkway, Uptown, National, Savoy, Lake, Tivoli, Princess, Granada and Mirth, where free school supplies were dispensed, and the Times Theatre, which also gave away free school supplies.

Houses around the state playing up to the kiddies included the Oshkosh at Oshkosh; Venetian, Racine; Jeffris, Janesville; Rio, Appleton; Capitol, Madison; New Adler, Marshfield; Strand and Bay at Green Bay; Palace, Antigo, and the Orpheum, Lincoln and Kenosha, Kenosha.

Hear Proposed Revisions In Street Ordinances

CHICAGO—Five representatives of the industry attended a meeting at city hall last week presided over by James F. Young, alderman of the 46th ward, who heads the sub-committee on streets, alleys and highways. Those attending were Jack Kirsch, president of Illinois Allied; Morris Leonard and A. L. Trebow of Balaban & Katz; Charles Ryan of Warner Bros. Theatres, and Emil Stern of Essaness.

Purpose of the meeting, which was the third held by the sub-committee, was to discuss proposed revisions in city ordinances as applying to canopies, sidewalk clearances and hangings. Following a closed executive session of the sub-committee, an open meeting was to be held at which time the committee's final decision was to be made known.

MILWAUKEE

HENRY QUARTEMONT has succeeded Charles H. Wuerz as manager of Fox's Palace here . . . "Boom Town" opened September 11 in both Fox's Palace and Wisconsin theatres here simultaneously . . . Charles W. Trampe, local exhibitor and operator of Film Service, Inc., observed a birthday recently.

E. J. Weisfeldt, manager of the Riverside, gave a cocktail party for the house's new master of ceremonies, Jack Leonard . . . William Exton, manager of the Roosevelt in Kenosha, thanked patrons in newspaper advertising "for the biggest day's attendance I have ever had."

Robert Guiterman, manager of the Capitol in Manitowoc, used full page newspaper advertising to announce the celebration of the theatre's "Greater Movie Season" . . . To inform the public of America's national defense plans and of the organization of the United States army, reserve offices of Madison are presenting a weekly series of four-minute discussions at local theatres.

Miner Amusement Co. is erecting bowling alleys adjoining its Falls Theatre in Chippewa Falls . . . Stan Gross, manager of the Rio in Appleton, promoted a double spread co-operative newspaper advertisement as a plug for "Boom Town."

Earl Fischer, south side exhibitor, has returned from a vacation at Washington Isle. During his absence, Lester Fischer was in charge . . . The Rivoli in La Crosse is cooperating in a weekly colored page advertisement in the local daily by offering four free tickets to persons whose names are scattered about the page.

The Burleigh, north side neighborhood house, is erecting a new canopy at a cost of about $2,000 . . . *Francis Schlax promoted a cooperative newspaper advertisement as a plug for "Boom Town" playing the Kenosha in Kenosha.*

Sign John Howard

HOLLYWOOD—Universal has signed John Howard to a long term acting contract.

Papers Denounce Ban On "Pastor Hall"

CHICAGO—"Pastor Hall," English-made picture being distributed in this country by James Roosevelt, has been banned in Chicago by the local police censor board.

Lieutenant Harry J. Costello, chief of the board, said that the film had not been okayed because it would "wield undesirable influence" and its subject matter is "of an exceedingly controversial nature." Costello said the film was banned under a section of the statutes which bars films tending to attack any particular class or race.

Local newspapers bitterly denounced the board's decision in front-page stories. They called attention to the fact that although "Pastor Hall," an anti-Nazi picture, was banned, "Blitzkrieg in Poland," a pro-Nazi film, had been okayed and is being shown at the local "Little German" theatre where it has been playing for several weeks.

Powder Bomb Explodes in Alley Exit of Theatre

LAKE GENEVA, WIS.—A powder bomb exploded in the areaway of an alley exit door of the Geneva here, frightened patrons in the house but caused no injuries. It was the third to have been set off here in the past three weeks, the others being placed on the roof of a tavern and near a local hotel. Police have been unable to account for the bombings.

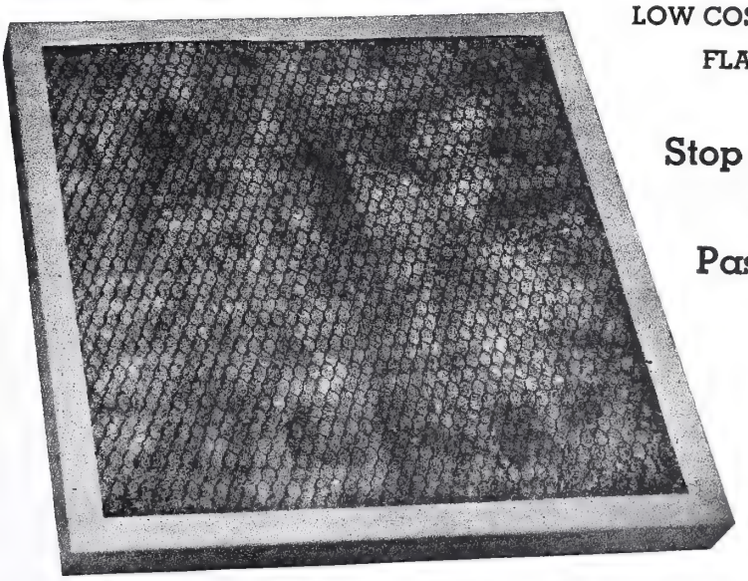
Swedish House Reopened

CHICAGO—The Julian, Essaness northside house catering to Swedish trade, is reopened after being closed for five months. "Only a Trumpeter," Swedish film, was the initial attraction.

Gets RCA Sound

BLOOMINGTON, IND.—RCA sound has been installed in Great States' Irvin here.

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ST. LOUIS

FRED WEHRENBERG, president of the Motion Picture Theatre Owners of St. Louis, Eastern Missouri and Southern Illinois, has returned from a trip to Washington and New York. While in the nation's capital, he attended a meeting of the executive committee of the MPTOA, of which he is chairman, and the hearings on the consent decree.

Johnny Perkins, well known stage and screen comic, has moved to the Signal Hill district of East St. Louis so he will be nearer to his Playdium on Collinsville Avenue in downtown East St. Louis. Perkins, George Givot and Ben Feld appeared with George Jessel's stage show when it opened at the Missouri, September 6.

W. A. McDonnell, projectionist at the Pageant, as an honorary chief of the National Firefighters Ass'n, is attending the annual convention of that body in Seattle, Wash. . . . Bob Thomsen, business manager for Local No. 143, is recovering from blood poisoning that resulted from the bite of a spider. The insect stung him while he was asleep.

Harvard O'Laughlin, secretary of Local No. 143, *is back from a three-week vacation motor tour to the Pacific Coast. He works at Loew's . . . Bobby McClung, one of the original "Dead End Kids," is appearing this week at the Grand. His specialty is impersonations.*

Ringling Bros. and Barnum & Bailey's combined circus had a successful three-day stand at Kingshighway Boulevard and Southwest Avenue, September 6, 7 and 8 . . . Tommy Dorsey and his orchestra are to appear nightly in conjunction with the St. Louis Horse Show at the Arena, September 30 to October 5, inclusive.

The Musicians Club is considering a rebuilding program. Elmer Muehlenbrock, the pianist, is chairman of the committee in charge . . . The 62nd *annual Veiled Prophet parade will be held in St. Louis, October* 8. *Another headache for the motion picture exhibitors in the neighborhood and suburban zones.*

Some $15,000 was spent to decorate the Garrick, local burley . . . By popular demand, Guy Robertson has remained in St. Louis to play the leading role at the Civic Theatre, St. Louis county, in "Accent on Youth."

Tom Mix arrived in St. Louis to begin rehearsals for the "St. Louis Cavalcade," which opens at the Municipal Auditorium on Monday, September 16.

The Kirkwood Theatre Guild, Inc., will present nine plays this season, it is announced by Theodore S. Hirtz, president . . . More than 100 children, patients at the Shriners Hospital for Crippled Children on Kingshighway, were entertained by a group of Hollywood stars.

But He Learned About Crutches

Bloomington, Ind. — Foster Harmon, director of the Indiana University experimental theatre, went to Hollywood this month to study film productions, but returned last week on crutches and without having visited the studios. It was all because of a dip into the surf at Santa Monica beach the day after he arrived on the coast. Felled by a powerful wave, he suffered a broken leg.

Coliseum's Use for Roller Derby Hit by Theatremen

INDIANAPOLIS—Some 15 theatre owners last Friday protested to Gov. M. Clifford Townsend the use of the Coliseum at the Indiana State Fairgrounds for enterprises such as the Roller Derby, which opened last Saturday night.

Spokesmen for the group said that leasing of the Coliseum for the Roller Derby placed the state in business in competition with privately-owned tax-assessed theatres. It was pointed out, however, that the theatre owners have no objections to ice hockey and similar enterprises brought to Indianapolis by the Coliseum Corporation, a group that leases the Coliseum certain months of the year.

INDIANAPOLIS

VISITORS along Filmrow: George Mallers, Grand, Bluffton; Harmon Allison and wife, Ritz, Mooresville; Howard F. Morin, Morin, Brookville; Anthony Bokas, Lido, Argos; Robert Hudson, Tivoli, Richmond; C. E. Rogers, Rio, Columbus; Joe Finneran, Elwood, Elwood; J. B. Sconce, Playhouse, Edinburg; Max Page, State, Greenfield; L. S. Belton, Community, Greenwood; Douglas Haney, Albion, Albion; E. R. Crouch, Palace, Fairmount; A. McCarty, Foxy, Pendleton; Mrs. Ethel Luckett, Indiana, Scottsburg; F. W. Brauer, Strand, Paoli; Myers Flater, Citadel, Bloomfield; Harry Vonderschmitt, Indiana, Bloomington; Mrs. Nova Vonderschmitt, Diana, Noblesville; Ed Donahoe, Grove, Beach Grove; Sam Grimes, Circle Brazil; K. E. Maurice, Wabash, Clinton; Joe Schilling, Auditorium, Connersville; Gilbert May, Dream, Corydon; D. D. Lee, Rex, Montezuma; D. G. Steinkamp, English, English.

Mannie Marcus, Eastern, Fort Wayne; Dick Vlastos, Fowler, Fowler; John J. Doerr, Alliance Theatre Corp., Chicago; Frank Reimer, Emboyd, Fort Wayne; Harold V. Neese, Beverly, Brazil; John Micu, State, Fort Wayne; John M. Dixon, Flora, Flora; Harold G. Reckley, Chateau, Greencastle; Art Clark, Indiana, Bloomington; Dallas E. Cannon, Kent, Kentland; Merrill Moore, Palace, Kokomo; Sam Neall, Sipe, Kokomo; L. T. Moore, Orpheum, Mitchell; Mrs. William J. Haney, Milan, Milan; A. B. Thompson, Ritz, North Vernon; S. W. Goodman, Marion, Poseyville; Roy Harrold, Princess, Rushville; Nick Paikos, Diana, Tipton; C. C. Wallace, Boone, Thorntown; Jesse Stucky, Savoy, Warren; C. W. Massey, State, Worthington; Roy Kalver, Adams, Decatur; William Passen and wife, Amusu, Jasonville, and Harry Van Noy, Paramount, Anderson.

Ernest Tamler of the Rex will start his second dish giveaway September 25 with bakelite ovenware each Wednesday and Thursday nights for the ladies . . . G. L. Heinrich, booker and office manager at RKO, came back from a recent fishing trip with a story about catching two bass with one cast. It was so convincing everyone except Roy Churchill, RKO manager, believed it . . . Milton Ettinger, booker at Universal, spent his vacation at Barton Lake . . . H. L. Hancock, salesman, and George Landis, manager of the local Fox office, spent last week at Shafer Lake with their families.

R. U. Baker, formerly with Paramount in Indianapolis and now in Milwaukee with same company, visited old friends last week when he was in town for a visit.

Nick, Weston Trial Is Heard in St. Louis

(Continued from page 83)

the 12th count alleges that Nick and Weston conspired to interfere with the free flow of commerce in motion picture film in violation of the Sherman act.

They are charged with seizing control of Local Union No. 143 and Local B-1 of the Film Exchange Employes' Union and using them to threaten strikes and "make excessive, unreasonable, ruinous and bogus demands for wage increases" not with a view of obtaining benefits for the union members but to coerce theatre owners into paying them money for their personal profit.

The defendants also threatened, so the indictments charge, to compel theatre owners to hire unnecessary workers and intimidated the said theatre owners "by threats of personal injury, violence and the use of force."

Theatre Owners Pay

As part of the said threats it is alleged that Nick and Weston surrounded themselves with "men of known bad character, of violent and vicious disposition and of long-known criminal records."

The alleged payment of $6,500 by theatre owners in 1937 reportedly to avoid an increase in the wages of projectionists, is the basis for five of the counts. The next five relate to the Co-operative Sound Service Supply Co., which it is charged was incorporated in the interest of Nick and Weston and which alone was allowed to make sound equipment repairs in the projection rooms of theatres in St. Louis and St. Louis county.

Another count charges that $2,000 was obtained in 1937 by Nick and Weston from the Fanchon & Marco Service Corp. and the St. Louis Amusement Co. to forestall demands which would have prevented the reopening of the Orpheum.

Throughout the indictment, Nick and Weston are frequently charged with acting not to gain legitimate objectives for the members of the unions but to obtain money and other considerations for their personal use and profit.

TRADE DIRECTORY

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Nebraska Takes Up, Reports Cummings

LINCOLN—After touring the territory, Evert Cummings, district manager of Tri-States-Paramount theatres in Nebraska, said business was about eight per cent up over a like period in 1939.

"The gain has all been made in the third quarter," he said, "because we were running a little behind in the first six months of 1940."

Hastings and Grand Island, 20,000-people towns, are both in the heart of a dry area and suffering the most, Omaha, and Fairbury, doing well.

He, like Bob Huffman, city manager of the Lincoln Theatres Corp. here, is evidencing a strong interest in stage shows. Both have been trying to line up stage attractions, and Cummings, especially, is keeping a close eye on the juke boxes for orchestra buys.

Infantile Paralysis Nicks Waterloo Theatre Takes

WATERLOO, IA.—Infantile paralysis is taking a toll at theatre boxoffices here.

With 33 cases reported since August 1 managers of the city's six houses are now refusing to sell tickets to children under 12 in an effort to help prevent spread of the disease.

Theatres affected include L. and B. Rosenthals' Iowa, RKO's Orpheum, A. J. Diebold's Palace, L. L. Kaplan's State, and Tri-States' Paramount and Strand.

L. L. Dent Gets RKO Deal Hitherto Cooper's

LINCOLN—The 10-year franchise of J. H. Cooper with RKO-Radio having expired with this buying season, the RKO product for 1940-41 was sold away from Cooper for the first time in more than a decade. L. L. Dent's houses here get the studio's output, after documents were signed by Dent and RKO Exchange Manager C. W. Allen of Omaha.

Kiva Reopening Lights Up Lincoln Rialto 100%

LINCOLN—Kiva, 440-seats, came to life for the first time this year to accommodate the holdover of "All This, and Heaven Too."

This makes every available theatre property in Lincoln in operation—a total of eight downtown, and one suburban.

Dubinsky Buys RKO

KANSAS CITY — The Durwood-Dubinsky Bros. circuit has closed for RKO's new season product for nine houses. Involved in the transaction are three houses in Jefferson City, three in St. Joseph, two in Leavenworth, and the Liberty here.

Johnson Will Rebuild

FRIEND, NEB.—Wally Johnson, whose theatre burned here last winter, will rebuild, he said this week. He indicated most of the equipment purchases would be made from Frank Van Husan's Western Theatre Supply Co.

War Scene Reels Are Wanted

Minneapolis—After a four-week test of no war pictures at the Gopher here, the house again is including shots of the European hostilities in its newsreel program. The non-war policy was given considerable publicity, but it apparently didn't aid business and there were many protests from patrons who wished to see the newsreel shots, according to Roy Slentz, Gopher manager.

Envisions a Stronger Industry Emerging

MINNEAPOLIS—The industry will emerge from its present troubles stronger than ever and will continue to retain its supremacy in the entertainment world, in the opinion of Mort H. Singer, prominent circuit owner and veteran showman.

In Minneapolis to look over his Orpheum Theatre property after a visit to the studios in Hollywood and en route east, he asserted the best film product in history is coming up and that production quality will continue to soar during the next few years. If his predictions materialize, he says, pictures will win back the fans who have been deserting them for opposition entertainment and they will have a greater audience than ever, with increasing prosperity on the horizon for all connected with the industry.

Loss of foreign markets and skidding grosses have combined to bring out all the best in Hollywood. The adversities, he says, have spurred directors, writers and actors to their greatest efforts, thus proving a blessing in disguise. Moreover, European developments are serving to bring to the industry in Hollywood the world's finest brains and talents.

Singer is also optimistic over the general business outlook. The upturn already has started on both coasts, he says, and it gradually will work its way inland.

Kaplan Favors Return to 10-15 Cent Admissions

MINNEAPOLIS—If the wishes of Abe Kaplan, successful Twin City independent circuit owner, are carried out, Northwest Allied here will take the lead in a movement to make motion pictures dime and 15 cent entertainment for the entire family again.

This can be accomplished, he believes, by slashing production and other costs in half and writing off considerable amounts of investments. Such a procedure is needed, Kaplan believes, to bring the film industry back. It's dying on its feet now—and one of the main reasons for its illness is excessive costs and "much too high theatre admission prices."

"The film industry let itself get out of hand," asserts Kaplan. "It prospered and reached great heights because it provided an abundance of good entertainment at a very small admission price within the reach of entire families. But prosperity went to its head. It became a spendthrift. And with increased spending came mounting admission prices. Now they've reached a level which make the movies a luxury for most people. One of the principal reasons why we're losing patronage is because the public can't afford to come to our theatres regularly.

"It isn't the money spent on pictures which make them good. And production costs could be slashed in half without affecting production quality adversely—if the slash was made all along the line. If executives, stars, writers and directors were paid half their present stipends they'd still be well compensated.

"Part of the investment represented by elaborate de luxe theatres could be written off. The large affiliated circuits are to blame for these ultra-costly movie palaces. For self-protection the independent neighborhood exhibitors had to follow suit. Now the big and costly theatres are white elephants. They're one of the reasons why high admissions became necessary."

Silent on Parley With Rodgers

MINNEAPOLIS—President E. L. Peaslee and Treasurer Sol Lebedoff of Northwest Allied were delegated to go to Chicago to carry to W. F. Rodgers, M-G-M general sales manager, the independents' grievances against M-G-M selling policies, including demands for higher prices and percentages. After a conference held behind closed doors, the pair returned to Minneapolis declining to state what took place and whether Rodgers promised any relief.

"All we can say is the meeting proved very satisfactory to us," said Lebedoff. "However, it is up to Mr. Rodgers to decide whether any publicity should be given to this matter, and it devolves upon him to issue a statement, if he deems it advisable to do so."

That "everything will turn out all right" was intimated by Lebedoff. He and President Peaslee made their report on the meeting to a Northwest Allied gathering this week.

Managerial Shifts by Minnesota Amusement

MINNEAPOLIS—A number of managerial shifts are announced by the Minnesota Amusement Co.

Fred Weimar, Orpheum, Sioux Falls, S. D., succeeds Bill Keating, resigned, as manager of the Loring, Minneapolis neighborhood house. Ernie Odeneal, Paramount, Mitchell, S. D., replaces Weimar and L. Joe Ryan leaves the Eastman, St. Cloud, Minn., to go to Mitchell. Ryan is replaced by Woodrow Praught, Empress, Rochester, Minn. There is no successor named for Praught yet.

The Lyric, Watertown, S. D., will be managed by L. O. Kirkberg who has been at the State, Mankato, Minn. Louis Peldo goes from Watertown to the Paramount, Grand Forks, N. D., succeeding Floyd Mutting whose new post is the State, Mankato, Minn.

Strong Product Wins More Time in Minneapolis

MINNEAPOLIS—The strength of current film product and improving theatre business are evidenced by the exceptional number of weekly holdovers. Currently retained for a second week are "Lucky Partners" and "Hired Wife."

Last week "The Sea Hawk" finished a three-week loop run. "Rhythm on the River" was held over at the same time for a second week. Prior to that "Pride and Prejudice" ran a fortnight.

Price Boosts on Specials Find Exhibitor Opinion Critical

By B. O. TELLER

KANSAS CITY—Exhibitor opinion is divided on the new idea of special prices for special pictures, which gives every indication of being pushed more and more strongly by producers and distributors as the season goes on. A variant of the old roadshow plan, it is based on the theory of getting increased admission for a big picture all the way from first run down through the subsequents.

Because the new plan demands the cooperation of a greater number of exhibitors than did the roadshow idea, exhibitor reaction is significant at this early stage. The opinions of several exhibitors in this area is summed up pretty well in the following:

Tagging special pictures with special prices is a good idea, thinks Frank Cassil, who operates the Rialto, St. Joseph, Mo., and who is president of the Kansas-Missouri Theatres Ass'n. But only if the particular and individual picture has proved its value in test runs, he modifies. Exhibitors can handle all such pictures that they can get, Cassil feels.

Always Money's Worth

"During the past few years," Cassil commented, "motion pictures have been about the only commodity which hasn't reflected its cost back to the public. Patrons have been able to buy all movies at the same price."

To the criticism that the theatre can hardly play clucks for 25 cents, and then, when it gets a good picture, up the price, Cassil pointed out that "at no time does the patron go into any theatre and not get his money's worth. You can take the two worst pictures of any season, and figuring them on the basis of per hour cost of entertainment the patron gets it at the rate of five cents an hour in my house."

Cassil believes the idea will work if the higher prices for a special are maintained all the way down through various classifications of theatres.

While not averse to the idea personally, Jay Means of the Oak Park and Carrol, Kansas City, points out several factors that represent dangers in the plan. Reaction of a lot of patrons is going to be that the theatre hasn't had a good picture for several weeks and now that it does have it is charging extra for it. While they may buy the special picture at the special price, the following two or three weeks they may not attend the theatre. This will aggravate a present weakness in the boxoffice graph: Too deep a sag between good pictures.

"The difficulty will be in maintaining a certain price level; 25 cents, say, from which to go up on specials. It looks to me, if you're going up from 25 cents scale a dozen times a year, then you're going to have to scale down from 25 cents on the ten-cent pictures. A lot of patrons feel that if 25 cents is your year-around price, okay; they'll take the bad with the good. But few houses can successfully shift their prices around. We have a certain number of persons who come to the theatre week in and week out; they form the backbone of our business. They're the ones who take the good with the bad—at the same price. They're the ones who are going to object to a price policy that selects against them on the good pictures."

Requires Restraint

Summarizing views of other exhibitors here:

The idea seems to be the only one brought forward to date that offers a solution to the producer-distributor problems of loss of foreign business, increased selection by the public of pictures, etc. Since the public increasingly is shopping for its film, and buying less and less of the average offerings, then the only way to counteract it is to get more for the good ones. While it doesn't always follow that a good picture is an expensive picture, most good ones have the most invested in them.

One other danger that has been pointed out is that too many "specials" will be offered. This will wear out the idea pretty quickly. In this same respect, offering of pictures as specials when their appeal doesn't justify it, will also sour the exhibitors and public on the plan.

Judiciously employed, however, the idea is the best that has been put forward in a long while, the majority opinion at the present moment seems to indicate.

Sunday Serials Get Tryout in Kaycee

KANSAS CITY—"Serials on Sunday" form a rather new departure in policy for a Kansas City theatre, but Arthur Burke of the Gillham and Colonial is experimenting with the idea at both houses, and has found it fairly satisfactory.

With a triple bill and dime top on the Sunday-Monday change, points out Harvey Udell, who is managing the Colonial, the theatre is appealing to children from six to 60. The individual brought up on the newspaper comic strip is a potential fan for the film serial based on such comic strips.

Children like serials, and a lot of them come back every Sunday. Use of the serials has helped business. Advertising serials for the Sunday change has helped, Udell reports.

Adults like "chapter plays" also, Udell observed. He points out that in the early days of the films, particularly at the time of the first World War, serials were built to appeal as much to adults as to children: "Million Dollar Mystery," for instance, or "Tillie the Toiler," or "Perils of Pauline," or "Galloping Ghost."

Udell thinks that the theatre business could use a new type of serial, something that has in it a little less blood and thunder, and something that is a little more integrated than the "Blondie" and "Hardy" series.

Estee Acquires Elkton House From Sorenson

ELKTON, S. D.—P. G. Estee is the new owner of the Elk here, recently purchased from E. C. Sorenson. Estee was in the S. T. and City Hall theatres in Parker, S. D., for 15 years and from 1920 to 1924 in Brookings, 22 miles from Elkton.

Perfume Adds Note of Realism to Scene

Burlington, Ia.—When Linda Darnell sprinkled perfume on her dog during the showing of "Day-Time Wife" at Lee and Tiemeier's Avon Theatre here, the audience thought it actually smelled the perfume. It did. An usher turned the perfume loose in the ventilating system at the proper time and the fans (not film) did the rest.

Seeking $50,750 in Conspiracy Suit

EMPORIA, KAS.—Charging that the defendants in July, 1939, conspired in an effort to force them to sell their theatre below its real value, Mr. and Mrs. E. O. Briles, owners and operators of the Lyric here, have filed suit in Coffey county district court seeking a total of $50,750 in damages from eight principals.

The Briles suit names as defendants: A. J. Simmons of Burlington, Kas.; Warren Webber, St. John, Kas.; E. L. "Jack Johnson, McPherson, Kas.; and W. L. Rees, Mary Esther Rees, Catherine Ann Evans, Elizabeth Jane Brunt and Scott Mouse, all of Emporia. The Emporians being sued all have property interests in the Lyric building except Mouse, who is a real estate agent.

In their petition, Mr. and Mrs. Briles assert that Simmons, Webber and Johnson conspired to injure the Brileses' credit and business and by unlawful means to acquire the Brileses' rights to film contracts and to secure a lease on the Lyric building.

The Brileses also state in their petition that a foreclosure suit was filed against them in an effort to break the lease, and that the suit was later dismissed on grounds of lack of cause for action.

Hollingsworth Hearing Comes Up Sept. 16

LINCOLN—Frank E. Hollingsworth of Beatrice sees his suit for $234,000 triple damages come to federal court here Monday, September 16.

Hollingsworth charges five of the major distributors—Metro, 20th-Fox, Paramount, RKO and Universal, along with Fox-Midwest, and the Fox-Beatrice Theatre Corp., with having conspired to force his ruin in Beatrice.

Hollingsworth's complaint dates from his signing the lease for the Pix, which he says he did only after he had been assured by the distributors that there would be plenty of film available to him to run the house on an "A" first run basis. He already has a subsequent runner in Beatrice, but it does not figure in the case.

He says, once his name was on the line, the majors elected to stay with Fox-Midwest, even though it meant F-M was contracted for more than twice as many films as they had ever been able to play in the one house. He, he says, has been forced to suspend operation at times in order to build up a film backlog to keep himself going.

RCA Sound for Plaza

BURLINGTON, KAS.—The Plaza here has been outfitted with RCA sound.

Showmanship to Fore In Fall Campaign

KANSAS CITY—More showmanship will characterize the annual fall campaign of Commonwealth Theatres, it was indicated during the circuit's convention of managers at the Hotel President, September 11 and 12.

Under the direction of organization officials C. A. Schultz and O. K. Mason, Commonwealth managers took up in detail all phases of theatre promotion, including advertising, theatre fronts, special weeks and various phases of economy down to the purchase of supplies.

The 15-week fall campaign from September 15 to December 28 has been divided into four periods. In addition to regular features built around Hallowe'en, election night and Armistice Day, four special showmanship periods are being built around ideas evolved by managers and executives. These include "Know Your Hazards," a two-week period. During the contest theatres will compete against each other; that is, they will shoot at quotas set up for each. Managers whose houses make or exceed quota will receive a week's salary as bonus, along with members of his staff. Promotions are being followed from a big work sheet, which resembles a calendar.

The best pictures of the 15-week period will be given special attention. In addition, managers will attempt more than ever to fit the picture to the theatre. One of the big problems which the business must face today, Schultz believes, is that of propaganda, "a lot of which is not helpful to attendance."

Announced at the convention was the new grouping of Commonwealth theatres into three districts, western, eastern and central. M. B. Smith of Garden City, Kas., who was made supervisor of that area some time ago, will have the western district. Included in this group are all Kansas theatres of Commonwealth exclusive of those in Lawrence. Smith will continue to headquarter in Garden City.

The eastern division, which includes the Missouri houses except Columbia, plus those in Iowa, will be under the supervision of Robert Shelton, who has been manager at Warrensburg, Mo. Shelton will continue to headquarter in Warrensburg where he is mayor.

The Columbia, Mo., Lawrence, Kas., Kansas City, and Arkansas houses now make up the central division, directly supervised from the home office in Kansas City.

Announced at the convention also were the winners of the summer campaign, the King of the Sun contest. John Tarr jr., Goodland, Kas., earned the title of "King," but there were a number of others who "placed" in the contest. These were Lloyd Morris, Great Bend, Kas.; Ray Holmes, Lawrence; Emory Scott, Creston, Ia.; Doyle Branscum, Harrison, Ark.; R. V. Marchbank, Washington, Mo.; Bob Spender, Columbia, Mo.; K. K. King and Jack Bomar, Searcy, Ark.; Raymond McKittrick, Harrisonville, Mo.; Lee Miller, Ashland, Kansas City; Frank Dodson, Ellsworth, Kas.; Glen Deeter, Herington, Kas.; Roy Jones, Rock Port, Mo.; Ed Harris, Neosho, Mo.; Huston Sterrett, Kinsley, Kas.; Rex Barrett, Columbia, Mo.; Paul Stonum, Carrollton, Mo.; Bill Headstream, Batesville, Ark.; Wendell Lenhart, Trenton, Mo.; M. B. Smith, Garden City, Kas.; Jack Stevenson, Monett, Mo., and Joe McClure, Norton, Kas.

Hope in Weather

KANSAS CITY—Extremely cold weather the week of September 9 was expected to reduce the number of poliomyelitis cases in Kansas and Missouri and lessen the deleterious effect of the infantile paralysis scare on boxoffices, particularly in Kansas, where business is off a chunk as a result of the scare.

MISSOURI FILM LABORATORY
110 West 18th St.
Under New Ownership
CHAS. O. SIEBENTHALER
Offers Fast, Efficient and Complete Trailer Service Without Hidden Charges for Cards, Backgrounds, Etc.—THINK THIS OVER!!!

KAYCEE

WHEN you call the office or hotel room of Bob Gillham, director of advertising and publicity for Paramount, you get a greeting of this kind: "Keep smiling, this is Bob Gillham's office." Just spreading a little cheer in a world that needs it. You need to know Bob only about three minutes to know he's deeply sincere about it, too.

The Whiteway, H. J. Griffith house at Fredonia, Kas., is closed for remodeling. The 4H Theatre will handle picture presentation while the Whiteway is dark. In case you didn't know, 4H is the insignia of those farm clubs (boys and girls) started some years ago via the American Royal.

On the Row: M. B. Presley and the Presley gang, Globe, Savannah, Mo.; Sam Filson, Majestic, Scott City, Kas.; Harry Till, Courter, Gallatin, Mo.; Frank Weary, Richmond, Mo.; Curly Wilson, Excelsior Springs, Mo.

Foster Thornhill, assistant manager of the Esquire, played Brigham Young to eight attractive gals on the covered wagon the theatre used the past week to promote the 20th-Fox picture. Thornhill took his "wives" to lunch at the Forum, too. Let's hope he had help with the check.

The Chapman, Chapman, Kas., has been opened after a dark spell by Ercil Arnold. Arnold operates the Avon, Hillsboro, Kas. . . . Midweek the negotiations of the operators' union and exhibitors on renewal of their contracts, which expired August 30, were still going on. Operators are asking for two weeks with pay; otherwise negotiations are for a contract similar to the one which has just expired . . . We now understand how it is that Associated Theatres of Independence, Mo., placed No. 1 in that Variety Club turtle race August 26. Their number at the Plaza is Independence 711. Phew! . . . Morton Truog is a-goin' to git married. The engagement, with Bettie-Cole McCune, Kansas City, was announced Sunday for late fall. M. is salesman for NSS, and is son of W. E. (UA) Truog.

Homer Blackwell of Advertising Accessories and Charley Gregory of National Screen Service were in Chicago for an NSS meeting . . . Universal held a sneak preview (at regular admission for the public, free for exhibitors) at the Uptown, September 7, on "Hired Wife." The picture got a very good reception. A number of exhibitors attended.

Leon Abraham of RKO just returned from his vacation, which included a stopoff in Texas . . . On the Row: C. E. Martin, Royal, Tonganoxie, Kas. . . . Nat Hechtman of Hollywood Advertising is spending three weeks on the west coast on business.

"Rhythm on the River" Held

KANSAS CITY—Outstanding business has netted "Rhythm on the River" a holdover at the Newman here.

Seff Scripts "Eight Girls"

HOLLYWOOD—Manny Seff is scripting "Eight Girls on a Horse" for Metro.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

KANSAS CITY TERRITORY

EQUIPMENT AND SUPPLIES

Peterson "Freezem" Mfg. & Sales Co.
Blowers, washers, spray nozzels, office and home units.
Special Offer—Priced to Sell.
Why Pay More?
G. A. Peterson
VIctor 4075 316 Southwest Blvd.
Kansas City, Mo.

A. A. Electric Machinery Co.
Ernest Amoneno, Mgr.
1117 Cherry St. Phone: Victor 8796

Holmes Projector Sales Co.
Projectors and Sound for the Largest and Smallest Theatre. John A. Muchmore and R. H. Patt.
1820 Wyandotte St. Kansas City, Mo. HA. 7472

Missouri Theatre Supply Co.
Distributors for
RCA, Brenkert, U. S. Air, Heywood-Wakefield
815 West 18th St. GR. 2864 Kansas City, Mo.
708 West Grand Ave. Oklahoma City, Okla.

Stebbins Theatre Equipment Co.
1804 Wyandotte St.
C. H. Badger, Mgr. Phone: GRand 0134

EQUIPMENT AND SUPPLIES

Southwest Theatre Equipment Co., Indp't
Wichita, Kas.
C. D. Peck, Mgr Phone 2-2153

EXHIBITOR ASSOCIATIONS

Independent Theatre Owners Association
1214 Brush Creek Road — VAlentine 2770
E. E. Webber jr., Pres. John Wolfberg, Sec.

K. M. T. A.
221 W. 18th St. — Harrison 4825
Frank Cassil, Pres. Fred Meyn, Sec.-Treas.

AIR CONDITIONING

National Air Conditioning and Engineering Corp.
VI. 3535
213 West 19th St.—Kansas City, Mo.
Manufacturing—Engineering—Installation

SCREEN PUBLICITY

Alexander Film Company
Motion Picture Advertising
E. L. Harris, Dist. Mgr., Mo., Kan., Neb., Iowa
239 East 72nd Terrace
Phone: HIland 2694

DES MOINES

JACKPOT at the Bing Millers recently . . . the little Bingo was a girl and they're calling her Judith Elaine . . . Mildred Coburn is spending her vacation in the ole home town, Brooklyn (not NY) . . . Doyle Anderson has moved from the Chick's establishment down to Mel Evidon's quarters as poster clerk . . . Doyle tells us he's a nephew of Anderson (the Anderson of Anderson & Brennan's high flying Iowa Airplane Co.) and that he solo'd once upon a time.

Stills from the Metro picnic at Sycamore: Betty and that big black cigar . . . Pop goes to them as wants it . . . winding it up on high at the Casa Loma . . . At Universal, Tom Bietzell doesn't work there any more . . . Bill Dippert now does the poster clerking. Add to the newlyweds on the Row: Marj. O'Laughlin of Universal and Clara Crawford of National Screen . . . August 31 *for Marj. and September* 1 *for Clara.*

Ruby Dyer, Art Anderson's gal Friday, says Sunstroke is grounded temporarily . . . letting his work interfere with his angeling, the dope. Wonder if Virginia Orr found that dress from Madamoiselle with the little thingabob right here . . . if she didn't it wasn't because she wasn't trying hard enough to give those Utica clerks the right idea.

Art Thiele says if he ever gets caught up, he's going vacationing out California way . . . his secretary, Mildred Barquist, is off three weeks and if she doesn't get back pretty soon, we'd be willing to bet Art'll never see Sunny Cal. Mildred's new house in Beaverdale is finished and she's moving furniture from this corner to that until she discovers what looks best where.

The third Kappler boy (there's Dick and Francis, you know) goes in at the Universal poster room . . . Bob Newman reports that Jean Post, with whom Bob is bunking now, snores and kicks in his sleep (nothing is sacred, Jean) . . . Bob Leach, RKO shipper, is an old Lee Township boy and fancies that nobody can print nothin' on him . . . Bob's the guy, you know, who fixed up fit to kill and started to keep that date, and remembered on the way downtown that he didn't know where the gal lived.

Morris Smith has been so busy keeping out of town that the boys on the Row are running short of the spare change they usually pick up playing pitch with him . . . Buddy Moran's new chapeau rivals an Autry Stetson . . . Mary Jane Hunter, the new girl at Republic replacing Marjorie Long is (1) *Formerly of AIB and Drake University,* (2) *"Darn good-looking." Marj. and Eileen O'Malley are off to Washington, D. C., to chore for the Navy Department. A party September* 11 *celebrated the take-off.*

Listening on the Clayton end of a DD-K. Clayton telephone conversation: "Yeah," long silence. "Naw!" long silence. "Uh-huh," longer silence. "That's right," more silence. "?" more of same. "Okay." After trying every year through DM for years, Rufus Blair finally caught Ray Copeland in when he called at the Paramount exchange this time.

Emil Franke looked at the first day's receipts on "Dance, Girl, Dance" and "The Lady in Question" at the Orpheum, gulped, and grabbed a telephone . . . The scheduled week run was trimmed to four days and resourceful Emil jerked "Queen of Destiny" off the shelf, dusted her and turned her loose on the patrons.

After three months of promising a long stay in Des Moines on his vacation trip to Wisconsin, Clarey Barbiaux stopped for only three hours . . . Spurring him back to RKO was the news that Boss Connie Krebs was due to leave on a p. a. tour with Lucille Ball, but he did stop long enough for ham and corn fritters . . . Joe LaReis and Essie obligingly helped down the two chickens that BOXOFFICE & Co. had parked at home in the refrigerator for Clarey.

By staying at the Des Moines an extra week "Boom Town" gets to capitalize on Hedy Lamarr's magazine section cover break in the Register *September* 15*—which should make Speed Lambert gleeful . . . Paramount's taking the syndicated page September* 22 *and again September* 29.

All you people who've been mentally visualizing BOXOFFICE & Co. with horns, hooves and tails will be most amazed to hear that we're trying to sprout wings (and if Boxoffice succeeds in producing even a tiny little pin feather, she'll be more amazed). Hint to Dear Editor: Plez quit spiking so much of our copy. We can't stretch the budget over flitting lessons with the kind of BOXOFFICE checks we've been getting.

Rufus Blair, Paramount's pink'n white press agent from Hollywood, arrived at the DM airport, rushed downtown to the Fort Des Moines Hotel, telephoned BOXOFFICE & Co.*—only to discover that they were out at the airport. We finally all got in the same spot, however. Rufus is at least two feet taller than we'd remembered him from our Hollywood trip, and certainly every bit as distinguished looking.*

Jack Kennedy's gang at Metro had a picnic Satidday—you'll find all the gruesome details somewhere else. All that hullabuloo on 21st and Capitol Sunday was the celebration for little Gloria Banta's No. 1 birthday. Jerry figures she's smart enough to go to school already, but the law says she has to be five. While waiting for & Co. to get his right-and-left level turns and his right-and-left climbing turns done at the airport the other day, we meet Eddie Dunn, Mrs. Dunn, Little Dunn and Medium Dunn. Eddie had never a word to say about the Paramount, he was too interested in ways and means for getting up in the air (as if managing a theatre doesn't keep you up there) . . . Woodrow Sherrill trotted off to Kaycee W. O. L. over the Labor Day weekend, so his DM G. F. is giving him the chilly shoulder . . . and she's a Blue Bell not a Sears-Roebuck approved product as reported in last BOXOFFICE (Woody

(Continued on page 94)

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

JULIUS GEERTZ reports that the tre-e-mendous remodeling job on his Davenport Zenith is almost ready for unveiling. About October 1 the public will be permitted to see just what can be done with a theatre and 30,000 smackers.

The Empress at Danbury, Ia., is open again, with Kenneth Stinogel in the drivers seat this time. The house made its new bow Saturday, September 7.

Tri-States managers seem to be getting tossed about like the stubs in the barrel at a sweepstakes drawing. Last week the lucky name drawn out was that of W. R. McCulloch, assistant manager of the Paramount in Waterloo, who was transferred to the Granada at Sioux City. Ira Crane, formerly at the Granada, went to the Omaha in Omaha as assistant to A. Don Allen, the smilin' kid from the junction of the Des Moines and Racoon rivers. Jack Kolbo, formerly Allen's assistant at the Omaha, hopped all the way across Iowa lickety-split to pick off the manager's job at the Esquire in Davenport, effective September 13.

Orville Rennie's leap from the Rivoli to radio at Hastings, Neb., created an opening for J. W. Pickett, who managed the Strand there. The new Rivoli manager is widely remembered in the circuit as the guy who got out of buying his wife's winter wardrobe two years ago by winning the Tri-States' managers' contest and getting the company to do it for him. Louis Nutzman, who was assistant manager at the Rivoli in Hastings under Rennie, now takes over the head man's job at the Strand.

More on the Omaha-Sioux City interurban shuttle: Don Shane, formerly assistant manager at the Orpheum in Omaha, is now eating his vegetables in Sioux City, where he's managing the Capitol.

No reopening is expected in the State at Mediapolis, Ia. Gossip along the Row reports that the boys are selling the equipment that escaped the fire.

Gilley and Ruby Wells' boy, who was so-o-o embarrassed at Seventh and Walnut a coupla weeks ago when maw delayed his jalopy's progress and disregarded traffic to give him some motherly advice, has taken over the Opera House at Sumner, Ia. This was formerly one of the Cass theatres—Hazel's, we believe. Now that the Cass family has dropped out of the Sumner and Oxford Junction locations, we hope we'll be able to keep track of them. We still have 'em listed at Strawberry Point, Waucoma, Stacyville, Coggon and Arlington, but don't, for the luvva Pete, ask us to tell which one is where.

Inside that new sport coat along the Row this week was the eminent exhibitor from the Parkside Theatre in Lyons, Ia.—one T. J. Evans. You may remember him as Tim, one of Lou Elman's RKO hands before he joined the capitalist ruling classes.

Mark this one up for the Aw Shucks! forecasting service. Harry Hiersteiner, as predicted here fully a month ago, will remodel the front of his Family Theatre in DM. The tipoff was the shifting of the

Casino boxoffice next door. Harry'll have his boxoffice just as far front if he has to get a sidewalk selling permit to do it.

Ted Allen's operating his Garden Theatre at Guthrie Center on Saturdays and Sundays only while he completes the remodeling made necessary by the big fire. He's moving in new equipment and has discarded his window-boxes in favor of a new canopy and decorative front. Ted expects to launch a full time schedule at the house again September 22 with a gala (adv.) opening.

Ray and Louis Bartlett, the Titonka tykes, are flying high . . . or will be. They have their plane ordered, their landing field picked out and their hangar under construction. Once the ship arrives, Louis expects to make his DM booking trips through the clouds, but denies that he'll agree to any higher prices on pix.

Bly McLaughlin is no longer signing the orders for the Craft Theatre at Bancroft. They tell us a Mr. Hendrickson is the new owner.

Orville Rennie, who promoted so many pictures into big earnings at the Rivoli in Hastings, Neb., now has promoted himself clear out of the Tri-States Theatre Corp. Orville signed up to leave the Rivoli and start September 1 as manager of the new Hastings radio station, KHAS.

Seven must be Beulah DeNune's lucky number. At any rate, the seven is a definite part of her very striking handwriting. Next time you get a letter from one of her Tipton, Ia., houses, notice the handwriting emphasis on an "h," a "b," or an "f."

George Frick's booking trip last week was a family project. Mrs. Frick and the two boys came in from Graettinger with him and while George and one of the boys did their shopping for the Hawkeye on Filmrow, Mrs. Frick and the other one did their booking in the dress, hat and shoe shops downtown.

W. B. Franke left his Humota and his Humboldt, Ia., Boy Scout troop to their own devices long enough to visit the DM exchanges and start some new comments about his fashion-plate appearance. Leo Wolcott continued to prove that he puts his Eldora Grand ahead of his golf game by debating with the bookers. Kate McKee of the Osceola Theatre at Osceola, Ia., was another exhibitor on the Row.

It's only natural that Boxoffice & Co., doing their usual after-hours reporting, should run into Leonard Kaplan doing his customary after-hours booking. Kaplan reports his theatre business so bad in Iowa City, Mason City and Waterloo, that he can go only to California on a vacation in September, and he'll have to drive the same old wreck—a 1940 Buick coupe.

Fire damage stopped operations at Scott and Faris' State in Mediapolis, Ia, Aug. 16.

Ledyard, Ia., has to emigrate to see its cowboys and comics since W. R. Graham decided not enough Ledyardians were seeing them in his theatre to pay him to keep it operating.

Iowa Film Delivery is servicing the Uptown, an M. T. McKinney house, at Arnolds Park, now.

CQ! CQ! Calling all customers. Lee Beckley, when he isn't managing the Fraser at Spencer, can be found at his short wave radio set . . . the ham!

MINNEAPOLIS

HELEN PAASCH of the M-G-M office staff is considerable of a bowler. She recently won the class B championship in a local tournament . . . Rumor along the Row has it that Bill Scholl, RKO publicity man, is engaged to a girl named "Topsy"—last name undisclosed . . . R. C. LiBeau, Paramount district manager, a visitor . . . Getting back to Bill Scholl again, his arm is out of the sling and his shoulder out of the harness and he's in perfect physical trim once more. And putting some swell tieups over, too—especially for "Lucky Partners," which was on view at the State here last week.

Out-of-town exhibitors visiting Filmrow included Porter Ashley, Lakefield, Minn.; Abe Gill, Farmington and Lakeville, Minn.; Al Ashenbrenner, Staples, Minn.; H. C. Van Sloan, Waverly, Minn.; Charlie Lyons, Aitkin, Minn.; W. M. McIntyre, Blooming Prairie, Minn.; Mr. and Mrs. Joe Schindel, Granite Falls, Minn.; C. W. Daniels, Mabel, Minn.; Ernest Chontalious, Iron River, Wis.; Guy D. Thorne, Sandstone, Minn.; Billy Benfield, Graceville, Minn.; Angus MacDonald, East Grand Forks, N. D.; O. J. Roscoe, Lake Benton, Minn.; Paul Hilquist, Procter, Minn.; Don Buckley, Redwood Falls, Minn.; F. J. Aszmus, Stickney, S. D.; Al Inman, Fairfax, Minn.; Mr. and Mrs. W. J. Carter, Plainview, Minn.; J. K. Enger, Rugby and Bonttineau, N. D.; Lot Campion, Chatfield, Minn.; Les Backer, Brown Valley, N. D., and Ep Parsons, Renville, Minn.

Bill Grant, Warner city salesman, mourning the loss of an aunt . . . W. H. Workman, M-G-M branch manager, back from a business conference in Chicago. His daughter, Elaine, departs for Lindenwood College, St. Charles, Mo. . . . Clyde Cutter of the Aster, St. Paul, building a new home . . . Mort H. Singer, Orpheum owner, and Morgan Ames, his general manager, stopped over en route from the west coast to New York to confer with Bill Sears, Singer's local manager.

Charlie Weiner, independent distributor, in Des Moines on a business jaunt . . . Twin City Variety Club held a fashion show and luncheon for its milk fund charity project at the Hotel Radisson . . . Even hardboiled exhibitors hereabouts are raving about "Brigham Young" and "The Howards of Virginia." Trade showings of this pair drew large audiences . . . J. McFarland and the National Screen sales' staff in Chicago for the sales meeting.

The entire Paramount contract department—two gals—is engaged to marry. Wearing the engagement rings are Ray Tanisky and Shirley Gross. The boys are employed outside the film industry . . . C. K. Olson, Warner exchange manager, visited northern Minnesota accounts . . . Bertha Nauer, M-G-M branch manager's secretary, back from a visit to the New York World's Fair and Washington.

Gene Meredith, Warner accountant, off to west for a ranch vacation . . . Norman Pyle, M-G-M exploiteer, touring the territory's key spots in the interest of "Boom Town." Incidentally, Norman just became a member of the Twin City Variety Club . . . Earl Perkins, Warner salesman, driving a new auto . . . Harry Hirsch and Harry Katz opened the Alvin Theatre this week with a policy of road musical shows plus first-run pictures and shorts.

Casper Choinard, United Artists southern Minnesota salesman, up and around again after recovering from an appendectomy . . . "Hollywood Boulevard"—the name some of the boys give to Filmrow—torn up as result of repaving job . . . "Nickey" Goldhammer, RKO district manager, visiting Des Moines and Omaha branches . . . Joe Podoloff, 20th-Fox branch manager, visited southern Minnesota accounts . . . Fay Dressel, RKO branch manager, on a swing around northern Minnesota . . . The Filmrow girls are trying to follow the boys' lead and organize a bowling league . . . Moe Levy, 20th-Fox district manager, off for Los Angeles to start another S. R. Kent drive tour. He's the drive leader.

A. L. Saks of St. Louis, cousin of Jack and Louis Cohan, the 20th-Fox salesmen brothers, here with his wife for a visit . . . Al Stern, RKO office manager, celebrated a birthday. The coy young thing won't tell which one it was . . . Too many of the members are superstitious, so Gilbert Nathanson will change the Friday the 13th date for the second golf tournament at Oak Ridge Club. The tournament originally was scheduled for Breezy Point, Minn., resort two weeks ago, but had to be called off on account of rain. The winner will represent the club at the national convention's tournament in Atlantic City next year . . . The Twin City Variety Club's first open house of the fall and winter season is scheduled for Saturday night, September 14. There'll be one every Saturday night thereafter. Gordie Greene is chairman of the entertainment committee.

Still Miles Apart on New Season Buying

MINNEAPOLIS—Northwest Allied heads and film exchange managers are still miles apart as to the extent of buying of new season product. While Northwest Allied heads insist buying is almost at a standstill, exchange chiefs contend sales are normal.

It develops that the Frank-Woempner circuit, one of the territory's largest and most successful independent circuits, is back in the M-G-M fold again after being without the product for a year. W. M. Frank, the chain's head, a former Northwest Allied president and still a member of the body, just made a deal for this product.

Northwest Allied has urged its members to do no buying until the film companies would "harken to reason and reduce their prices under those of last year." Replies to the organization's questionnaire show that 85 per cent of the territory's independents are holding back from signing any contracts, according to Fred Strom, executive secretary. Most of the exhibitors have sufficient pictures to last them for several months, he says. At the same time, he points out, the independents are considering a mass closing of their theatres in protest against the price demands.

At a Northwest Allied meeting Frank, telling how his circuit did without M-G-M the past season, admitted "it hurt."

"Fighting Sons" to Seitz

HOLLYWOOD—Metro has assigned George Seitz to direct "Fighting Sons," a Frederick Stephani production to star Jackie Cooper.

"Farewell Address" Is Plug for Organization

OMAHA—Independent exhibitors in the Nebraska-Iowa district must by all means maintain an active organization for the protection of their own interests, in the opinion of Charles E. Williams, president of the MPTO of Nebraska and Western Iowa.

Williams recently disposed of his Park Theatre in Omaha after almost 25 years in the business. He is completing his 20th term as president of the exhibitor organization.

"Inasmuch as I have severed my relationships with the film industry by selling my theatre," Williams told BOXOFFICE, "I believe some of the younger exhibitors in Nebraska and western Iowa should communicate with each other for the purpose of establishing a new organization or bolstering the present group."

Williams emphasized the fact that an independent theatre owners organization must be continued in the Omaha distribution territory.

"Whether the exhibitors form a new group or whether they continue the present setup is immaterial," said the veteran exhibitor. "The important thing is to have an organization to protect your interests and to promote goodwill among the exhibitors."

The MPTO of Nebraska and Western Iowa is just finishing its 25th year of existence.

Some of the things Williams thinks the exhibitors should work for:

Single features—"Get producers to make features long enough that one will be enough for a good program. Too many pictures of the same type and character are being made with not enough variety. Get the producers to cut out the junk."

Cancellation—"If an exhibitor has guts he can get 20 per cent cancellation, to which he is certainly entitled. The consent decreee calls for no cancellation, a hardship if there ever was one."

Arbitration board — "The arbitration boards have to get away from the personal equation, then they would be all right. The board we had in Omaha did a lot of good and I'd like to see the board revived, for the good of both exhibitor and distributor. The board should consist of persons in the industry."

Legislation—"In this field the work is mostly that of opposing legislation detrimental to the exhibitor and his theatre. We have been very successful in that field in the Omaha district. It's up to the exhibitors to see that it stays that way."

Court Decides for Bowers In a Giveaway Action

OMAHA—Harold D. Bowers, owner and operator of the Chief, Weeping Water, Neb., won a case in county court at nearby Plattsmouth, when the judge ruled a certain resident of Weeping Water "had no case" in connection with a giveaway plan at the theatre.

The resident of Weeping Water brought suit against Bowers charging he had won $100 in the Garden Club the theatre operates but had been refused the money. Bowers' side of the case was upheld by the court.

Minny Alvin Running

MINNEAPOLIS—Another house, the Alvin, gets into the running here this week, with Monogram's "Son of the Navy," as the initial offering. Pictures will be shown in conjunction with road musical shows and vaudeville.

OMAHA

DICK DEVRIES, Ritz, Correctionville, Ia., has been in northeastern Iowa on a vacation visiting his folks . . . Bill Granville and Lynn White have been at the lakes the past week trying to catch some fish . . . Frank Pavelec, Brandeis operator, has been vacationing in California . . . H. H. Thomas, Deluxe, Kingsley, Ia., was on Filmrow.

Joyce Ballantyne, daughter of Bob Ballantyne, is now married and will live in Chicago where her husband is connected with an advertising agency . . . Cele Densberger, cashier at the Dundee, suburban Omaha house, works at a dentist's office in the daytime, in the theatre at night. Recently she took a vacation from one job, then a vacation from the other job, but she was working all the time . . . Mart Baert, RKO biller, on the vacation list.

Mrs. W. E. White, bride of the new exhibitor at Wahoo, Neb., is the third daughter of J. H. C. Schoeneman of Hawarden, Ia., to marry an exhibitor. Other daughters are wives of Harry Lankhorst, Tivoli, Hawarden, Ia., and Phil March, Crystal and Gay, Wayne, Neb. Schoeneman is a lumber dealer . . . Stan Blackburn, Mainstreet, Fremont, Neb., very fancy in a light tan sports outfit.

Regina Molseed, RKO booker, back on the job after a trip through Yellowstone Park. We heard a good story about Regina the other day from Charlie Williams, prexy of MPTO of Nebraska and western Iowa. She was just getting started in the film biz as a steno for another exchange and sold her first contract to Charlie. Harry Lefholtz, Republic salesman, was her boss at the time, he'll remember the story.

Representing Local 343, IATSE, at the state convention were R. L. McIntyre, Orpheum, president; Boots Kostlan, Brandeis, vice-president; Clyde Cooley, Fox screen room, secretary; Howard Jackson, Omaha, business agent. Irving Kelley, Winn, represented the Beatrice operators . . . Jack White of Quality Theatre is recovering from a serious ear infection. Jack will go to Creighton University this fall.

A salute to Warners for "Knute Rockne," screened for the many exhibitors who were in town. Ray Brown, Harlan, Ia., and Roy Bott, Hooper, Neb., were here, also Mort Troxell, handsome exhibitor from Wilber, Neb., and W. W. Troxell from West Omaha . . . Elmer Huhnke says the booking chart in BOXOFFICE *is the best thing for the exhibitor he ever saw . . . Roy Syfert, Ainsworth, Neb., was here.*

Exchange managers along Filmrow and their wives have been invited to a reception in Lincoln this week given by Gov. R. L. Cochran, always friendly to the film business. Bob Livingston is handling arrangements . . . Guy Griffin, exhibitor at Plattsmouth, Neb., has some of that new fluorescent carpet which he thinks is great . . . Jake Gelfand, Garden, Sioux City, Ia. . . . Ted Emerson, Tri-States ad director, received a nice story in the column of Keith Wilson, *World-Herald* critic.

Ira Crain is the new assistant manager at the Omaha, replacing Jack Kolbo, who left this week to become manager of the Esquire in Davenport, Ia. Crain was formerly manager of the Granada at Sioux City, Ia., and his place there will be taken by W. E. McCulloch, who was in Waterloo, Ia. . . . Lou Kozal, Tri-States ad artist, on vacation this week.

Excitement in Paola as New House Makes Debut

KANSAS CITY—A lot of excitement prevailed in Paola, Kas., Wednesday when H. J. Griffith Theatres, Inc., formally introduced its new Paola theatre to 20,000 Paolans and citizens of the surrounding area. A lot of exhibitors and film men attended the opening, which started off with various "country fair" activities around noon.

At 5:00 p. m. Roy Rogers and Gabby Hayes, players in Republic's "Colorado," led the parade. The theatre was dedicated at 6:00. "Colorado" was shown at the Paola. Members of the trade were guests of H. J. Griffith Theatres at a buffet supper at the country club after the show.

Variety Initiation Group Headed by Finkelstein

KANSAS CITY—Chief Barker Jay Means on Monday named Leo Finkelstein of the Keystone Press as chairman of the Variety committee to handle initiation of new members early this fall.

Members of Variety, following a talk by W. G. McKinney, head booker for H. J. Griffith Theatres, Inc., voted to continue weekly Monday luncheons, at which, when there is any, business will be taken up.

Means extended the thanks of Variety to Mrs. Marion Greenberg for her large insignia, which now is hanging in the clubrooms.

Seating Sales Spurt in Kansas City Territory

KANSAS CITY—Late summer and early fall witnessed a spurt in remodeling and re-equipping of theatres in this area. Hal Perrin of American Seating Co. reports the sale of 4,000 new seats to Southwest State Teachers College at Springfield, Mo.; 600 to H. J. Griffith Theatres' new Paola at Paola, Kas.; to Nebraska Theatres' new Varsity at Lincoln, Neb., and Ferd Ledoux, Arcada, Holton, Kas.

L. J. Kimbriel Outfits Cecil Mayberry House

KANSAS CITY—L. J. Kimbriel of Missouri Theatre Supply reports the sale of complete new equipment, sound and projection, and 300 fully upholstered chairs to the Basin, Cecil Mayberry's house at Eureka Springs, Ark. Kimbriel recently sold George Harttmann a new screen for his Armour, North Kansas City, and a new carpet for the Plaza, Lamar, Mo.

Majestic in Kansas City Has Astor Franchise

KANSAS CITY—Majestic Pictures, operated by M. W. Krawitz and W. W. Wintraub, has just signed up for the Astor Pictures franchise in western Missouri and Kansas, according to an announcement made by R. M. Savini, president of Astor Pictures Corp.

E. S. Young Is Quitting Leadership of ITO Unit

KANSAS CITY—Following a meeting of the ITO of Kansas City, Mo., last week, E. S. Young, president, indicated he will no longer head the body because members "are unable to stick together." He operates the Central here.

Signs of Better Business Discernible on the Row

DES MOINES—Either film business throughout the Iowa territory is on the upgrade or the pressure at the depths has the industry numb.

Exhibitors visiting DM are no longer moaning about the dearth of cash customers and are reported taking an occasional film without arguing more than a half hour about the price.

Bright light in exhibiting here was the news that "Boom Town," after a week at the Des Moines and Roosevelt at advanced prices, was being held over at the Des Moines. Theatre supply and equipment heads report a definite lessening of the pessimism which was prevalent among exhibitors earlier in the summer.

Consensus along the Row is that the theatre business in general was off about 20 per cent two months ago but has picked up some and is now down something less than 10 per cent.

Concession to Youngsters By Minnesota Amusement

MINNEAPOLIS—In a move to recapture the patronage of youngsters just over the 12-year limit for dime children's admissions and those who are under 18 years and still kids but within the adult admission range, too, the Minnesota Amusement Co. is trying the experiment of selling special student tickets at a reduced admission. In situations where 36 cents is charged for adult admissions, the scale has been set at 20 cents, including tax, for the young people from 12 to 17.

Oct. 9 Hearing Will Ready Ascap for High Court

OMAHA—Hearings will be held in federal court here October 9 in connection with the state's involved Ascap case.

At hearings attorneys for Nebraska and Ascap are scheduled to agree on the record of the litigation involving the state's anti-Ascap law to be forwarded to the U. S. supreme court in connection with Nebraska's appeal from the Federal statutory court's decision declaring the legislation unconstitutional.

Des Moines PTA Committee Resumes Film Reviewing

DES MOINES—Another season of film reviewing activities was launched last week by the Des Moines Parent Teacher association's movie committee. The group approved "When the Daltons Rode."

The committee of 12 women, with Mrs. P. W. Marshall as chairman, operates in cooperation with Tri-States theatres, previewing top pictures once a month and reporting their merits as children's attractions to the members of the 53 Parent-Teachers groups in the city.

Notre Dame Alumni to "Rockne" Premiere

KANSAS CITY—As part of National Knute Rockne Week, the local Notre Dame Alumni Club, at a dinner party on October 3, will pipe in the Kate Smith broadcast from the central affair in South Bend, to be attended by many Hollywood notables. After the dinner, members of the club will leave for South Bend to attend the world premiere there of Warner's "Knute Rockne—All American" on October 4.

N. W. Allied Opposed To Blocks of Five

Minneapolis—Declaring the sale of pictures in blocks of five would cause "chaos" in the industry, a telegram has been sent by Northwest Allied to U. S. Attorney General Robert H. Jackson expressing "unalterable opposition" to the proposal.

LINCOLN

WEDDING BELL-RINGER: Vincent DiFiore, Paramount's treasurer assigned the Lincoln Theatres Corp., is about to marry Ruby Smith, it's said. She's a junior in the University from DeWitt, Neb.

Visitors: Stan Blackburn of Fremont who brought his frau down for a visit and dropped in on BOXOFFICE *for a bit of gab . . . Joe Jacobs, Columbia, who was seen running for a pari-mutuel window to place a bet on a horse that didn't run as fast as he did . . . Frank Hollingsworth, and the Mrs., up from Beatrice, a hot ride, and their tips were cold at the track . . . George F. Monroe jr., who came in to argue with John K. Selleck about some 50-yard line tickets for this fall's games . . . Milt Britton, the breakaway bandman, who was headliner at the State Fair's grandstand show . . . Ted Lewis, who was the formal opening attraction for the town's classiest dancery, the Turnpike Casino . . . Evert Cummings, with a party, cutting up some thick steak in a local eatery.*

R. W. "Bob" Huffman says business is so good they're beginning to trust him with the collection plate passing, when he and his wife go to church . . . He still hasn't heard who he's going to draw as a manager for one of the houses, as a replacement for Ed Vaughan . . . Alvin Hendricks is a double feature manager now—watching out for both the Variety and the Kiva. He walks up and down the block between them so much, General Manager Howard Federer hasn't made up his mind whether he's managing, or picketing!

Tip of Charley Pettijohn, MPPDA general counsel: Max Towle lost on the horses this year, so the lobby fees at the 1941 *legislature will probably be higher accordingly . . . Carl Rose says York is good for one thing, it costs him less to get his youngster's broken collarbones doctored there than in the new town, Chariton, Ia. And Rose has almost been moved to contract for bone-settings, the kid having busted the same bone three times . . . Frank Zehrung, old time showman in Lincoln, who has lived within* 300 *feet of* 13*th and O, the town's main intersection for* 45 *years, is moving to Lincoln suburbs late this month.*

Lighting of the Kiva for the holdover of "All This, and Heaven Too," brought Lincoln back to 100 per cent operation status. Take a bow, Marty Weiser, seems to have taken a Warner picture to do it . . . Sam Clark and Monroe Rubinger are both straining themselves to get "Knute Rockne—All American" properly kicked off in South Bend, Ind., October 4. And to think they could never even make the sandlot scrub teams a few years ago!

Portable Circuit Problem Monopolizes Attention

DES MOINES—The rantings of independent exhibitors against the portable theatre problem drowned out discussion of the consent decree here Monday when the members of the Allied Theatre Owners of Iowa and Nebraska gathered at the Savery Hotel for a special meeting called by Leo F. Wolcott, president.

Although the decree and admission prices, upped because of defense taxes, were given fitful discussion, the inroads of the portable circuiteers on local boxoffices received the bulk of exhibitor attention.

G. Ralph Branton, general manager of Tri-States Theatre Corp., spoke following the luncheon which opened the meeting. Approximately 40 independent exhibitors attended.

"Lucky Partners" Gets a Break in Minneapolis

MINNEAPOLIS—"Lucky Partners," which played at the State last week and is now at the Century, had the benefit of some high-powered publicity. Cedric Adams, *Star-Journal* columnist, was induced to sponsor a contest for the best 100-word letter from a couple married within the past five years which found it necessary to miss their honeymoon. The winner, telling in most interesting fashion why they had to forego the honeymoon, received a weekend honeymoon suite and all their meals at the Hotel Radisson. They also had a 1941 Buick auto at their disposal.

In return for the publicity received, the hotel and auto dealer contributed their bits gratuitously, so that no cost was involved for the theatre.

Kaycee Film Figures at Formal Sedalia Opening

SEDALIA, MO.—Fox Midwest's new 980-seat Fox was formally opened here last week with a number of Kansas City film figures in attendance, including:

E. C. Rhoden, Lon Cox, Edd Haas, Howard White and Ed Mater of Fox Midwest; Ward Scott and George Fuller of 20th-Fox; Joe Manfre and Arthur Cole of Paramount; Frank Hensler of Metro; Robert F. Withers and C. A. Schultz of Republic-Midwest and Commonwealth Theatres; Rube Melcher of Poppers Supply; Sam Abend of Film Delivery; Alex Schneiderman, Metro Premiums; Robert Boller, the architect; Stan Goldberg and Benny Benjamin, Monogram.



DES MOINES

(Continued from page 90)

can't deny that he had an order blank, though, even if he didn't get it filled) . . . Poor old Woody's going to waist.

Ruby Stacy Carter is back from her honeymoon and still mooning, according to Chuck Elder . . . Chuck's mother-in-law visited at Fort Madison to pick him out a room with a southern exposure, but she brought him back a very clever cigarette case instead . . . George Campbell's gastric ulcers are feeling better now . . . he's on a diet of two quarts a day (milk) . . . Gab Malfronte is back in town again after flying to N. Y. and making Chi, Milwaukee, Minnesota and Omaha.

Joe Smith was his old handy self with the girls over at the Old Colony Luncheonette last Tuesday noon . . . Burton Jerrel's Iowa Flashes was closed tight as could be Saturday when we stopped by to see what he's flashing these days, but we spotted him swinging down High Tuesday eve. Evelyn Rosen's been wondering what becomes of the gum in her desk drawer, Carey, and if you don't split with us we'll tell.

Funny thing how Tim Evan's gal, Hazel, comes to town the minute he's left . . . Larry Hensler's acting as though he likes it here, he's bought a new home out on University . . . George Lofink gave us a bum steer on Loretta Dieling's trip . . . she didn't leave until Saturday (Sept. 7) . . . the Universal boys finally won that booker's drive they've had sewed up for so long . . . The Frank Greenlands really got under way September 6 for Canada, properly armed with proof that Mrs. Greenland is Mrs. Greenland and Frank is one and the same guy as Harry Peter Franz Greenland.

That new billing machine they got up at National Screen isn't half as efficient as Chick the auditing kid . . . C. P. A. Friedman will handle the Greenland chores as well as attend a National Screen sales convention in Chi with Joe Fieldman, Mike Roth, Carl & Iz Sokoloff . . . Met Harry Lloyd on the steps stepping out onto High Tuesday eve so slicked up you'd never recognize him . . . same way with Bill Dippert.

Chalk up another conquest for Brigham Young! Grace Simons went up to the Paramount screening room to see DD on biz, and got so interested in Brigham's antics that she forgot everything else . . . Does anybody at Tri-States care to know that the commercials out at the Roosevelt are getting sneers from some of the customers? . . . Jerry Bahner was back from Minneapolis saying hello to former boss Ray Copeland and the boys here.

Robert Fridley is the blond, curly and esthetic-looking young man at AAI . . . Boxoffice & Co. wandered down Locust and Boxoffice had the poor judgment to stop at Abe Frankel's Casino and stare at the signs she'd seen Bob Hildreth paint a few nights before . . . & Co. dragged her on next door to Harry Hiersteiner's Family and while she was pointing out that those two nudes were just enlargements taken out of the same nude stills next door, some argumentative young man rushed out and started to give us a sales talk . . . & Co. managed to save Boxoffice from being drawn inside by the vacuum . . . Moral: Don't point.

Tri-States Poll Reverse Of Gallup; Pro-Duals

Des Moines—Tri-States' three-theatre poll resulted in patrons of two houses voting for single features—but in a total vote majority for the doubles.

The entire ballot was 57.1 per cent for double features against 42.9 per cent for singles, almost exactly reversing the Gallup poll figures of 57 per cent for singles and 43 per cent for doubles.

A. H. Blank, president of Tri-States, and G. Ralph Branton, general manager, were out of the city when the vote ended and consequently there was no comment on how the voting might affect Tri-States policies. Now was there any word on whether the poll would be extended to other houses.

The overwhelming double feature vote at the Paramount, a double feature house, swung the total verdict. At that large downtown house, 72.5 per cent favored two-picture bills.

The downtown Des Moines showed 55.8 per cent in favor of single features while the smaller, suburban Roosevelt was 76.3 per cent for the singles.

About 65 per cent of the theatre patrons voted at the three houses. Tri-States executives feel that the 35 per cent of non-voters must be considered satisfied with current policies.

Asks Color Cost Savings Be Relayed Exhibitors

Minneapolis—Now that Technicolor and Eastman Kodak have lowered their prices to an extent which will result in production savings of $2,500,000 a year, Northwest Allied is asking producers to cut their costs similarly and to pass the savings along to exhibitors in lower film rentals.

"Technicolor and Eastman Kodak have unerringly pointed the way," says Northwest Allied. "Will production departments now eliminate useless expenditures and waste to bring costs to a sane level which will permit independent exhibitors to buy pictures on a profitable basis?"

When confronted with "impossible demands for film rental based on arguments of higher production costs, loss of foreign revenue, etc.," exhibitors should remember these facts, Northwest Allied says.

Tri-States Names Pickett As Rennie's Successor

Hastings, Neb.—Vacancy created by the resignation of Orville Rennie, as Tri-States city manager in Hastings, has been filled by James Pickett, Rennie's former assistant and manager of the Strand.

Pickett now operates the Rivoli, and Louis Nutzman takes over the Strand. Rennie resigned September 1 to go with new radio station KHAS.

Inexpensive Name Change Effected

Lincoln—Cheapest change of theatre name was accomplished here by Howard Federer, general manager of the Nebraska Theatres, Inc. Since the new $70,000 Varsity, on the site of the old Liberty, which opened recently, couldn't very well have the same name as the old one down the street, he called in the Neon men.

He wanted a cheap change, he said.

So, the old house, by swap of a couple of letters, became the Variety.

: Dickinson Diggin's :

Kansas City—Paling all business ramifications that center about a theatre, such as the popcorn machine, the candy counter and the sundry others, is Glen Dickinson's development of these excursions into their logical (providing uninhibited) apex.

Dickinson's entrepreneuring propensities that over a period of 21 years developed a lone stand in Manhattan, Kas., into 40 theatres, sold a year or so ago to the Griffith Bros., apparently are motivated by the same force that characterizes a river—if not wide, then deep.

When Glen Dickinson disposed of his theatres he kept three, one at Macon, Mo.; another at Olathe, Kas., and the third at the Mission settlement, in suburban Kansas City. Now apparently re-channeled from spreading his operations afar in space, he concentrated, with his son Glen Dickinson jr., upon spreading them afar in number. Illustrative is the Mission situation. Here the theatre, which was but recently built, is adjoined on one side by a restaurant, on the other, by a building housing a fruit drink stand, cleaning and pressing and laundry establishment and an electric shoe shining parlor. Across the street is an eight-pump filling station and a pottery lot, the latter serving as a lawn furniture workshop and a shrubbery nursery—the products of both marketable and marketed.

The three theatres, the ramifications, and the administration of properties which produce rentals are all synthesized into Glen Dickinson Enterprises which senior and junior organized.

Paper Contends Public Will Bide Good Duals

Omaha—The real problem of the industry is not the exhibition but the production of pictures, opines the Omaha *World-Herald* in an editorial approving double features. Said the *World-Herald:*

"In this country we enjoy, as the fathers put it, certain unalienable rights, and among the most precious of them are these: (a) The right to turn off the radio when we don't like the program and (b) the right to get up and walk out of a theatre when ditto.

"Anybody who wants to see one 'feature' (it is Hollywood's word, not ours) and to avoid the other as though it were the plague can easily arrange his schedule. In Omaha, for example, he can consult the column, 'When the Films Start,' in this newspaper, or he can call the theatre boxoffice. That way he can see what he wants to see, and then walk out . . . After all, to miss some pictures is just as much of a treat as to see some others.

"The real problem of the movie industry isn't how to show its pictures. Rather, it is how to make good ones. If the time ever comes when a theatre can show two first-rate movies on the same night—movies, for example, like "Mr. Chips" or "Snow White" or the old "Covered Wagon"—then the complaints against the double feature will disappear like Nebraska frowns in an August rain."

Show Mexican Film

Des Moines — "Jalisco Nunca Pierde," Mexican film, was to be shown at the Roadside settlement house here Friday.

Rooney Cleveland P.A. Leads Record Week

CLEVELAND—It was like old times at the local first-runs last week, with crowds jamming all of the shows.

Mickey Rooney, in his first Cleveland personal appearance, broke all house attendance records at Loew's State. A boxoffice line four blocks long attended his opening performance on Thursday and greeted him with wild applause.

Entitled "Andy Hardy in Cleveland," Rooney was surrounded by a capable vaudeville show with Jackie Beekman as master of ceremony. Others were Judy Starr, well known radio singer, the Four Lazanders, tumblers, and Bob Robinson and Virginia Martin in a novelty act.

Rooney broke the Loew State attendance record established in 1936 by Jack Benny.

Another record was broken last week when "I Love You Again" outgrossed any previous fourth week at Loew's Stillman. First stage show of the season at the RKO Palace brought in 35 per cent better than average business. "Foreign Correspondent" shot the attendance at Loew's State 45 per cent better than average while "Lucky Partners" was so well received at Warner's Hippodrome that it was moved over to the Allen for a second week downtown. All told, the downtown business last week was 30 per cent above average.

Shapiro Guides Plans for AMPTO Annual Meeting

PITTSBURGH—Michael N. Shapiro has been named as general chairman for the 20th annual convention of the AMPTO of W. Pa., and the Roosevelt Hotel has been selected as convention headquarters. Dates are Monday and Tuesday, October 21 and 22.

AMPTO directors discussed the convention at a board meeting last Friday afternoon.

The convention banquet this year will be staged as a testimonial in honor of M. A. Rosenberg, local Allied president. There will be at least two business sessions and at least one meeting will be open to nonmembers, according to Fred J. Herrington, secretary.

Officers will be elected and there will be several vacancies on the board of directors. Annual reports of the various committees will be given and there will be special guest speakers. A convention program will be issued a week prior to the two-day confab.

One feature of the convention will be the announcement of the first summary of the Allied Information Department product survey.

Shapiro will name a convention committee at an early date.

An Unexpected Premiere Falls to Auto City

DETROIT—Detroit had an unexpected world premiere this week at the Michigan, when Paramount opened "I Want a Divorce," the day following the preview of the same picture at Hastings, Mich., for state exhibitors.

Original booking called for day and date with New York, but cancellation "down east" gave Detroit the unheralded premiere.

The Town Goes to The Picture

Following is copy of a wire received last week by M-G-M from Paul O. Klinger, Rialto, Lewistown, Pa.:

"Thought you might be interested in knowing that 'Boom Town' at advanced prices played to exactly two-thirds of the entire population of this city. Actual paid admissions were checked against 1940 census figures."

Hearings Slated on Writ Bid Against Drive-In

PITTSBURGH—Upwards of 100 witnesses were to be called this week in injunction proceedings seeking to restrain Bethel Township's Drive-In Theatre from allegedly disturbing nearby residents in Saw Mill Run Boulevard. The plaintiffs contend that noise from the talking pictures can be heard more than a mile away and that nervous systems are being shattered and sleep made impossible until around 1 a. m.

Defense attorneys said the theatre would operate only seven or eight more weeks and denied the noises affected the district to any greater extent than neighboring open-air dance floors. When they said the owners invested $30,000 in the Drive-In Theatre, John G. Koedel, attorney for the plaintiffs, countered that 200 residents had approximately one-half million dollars invested in their homes. Plaintiffs also seek to restrain the theatre from maintaining an iron fence that they claim is illegal, and to be awarded money damages for injury to the value of their property.

Columbia Combination Going Strong at Fox

DETROIT—Double holdover at the Fox marked one of the strongest boxoffice combinations at the big house in several months. Films are Columbia's "The Lady in Question" and "He Stayed for Breakfast." Holdovers at the Fox are rare, but double holdovers almost unprecedented, with the stronger films usually moving over to the Adams. First week's attendance at the Fox was about 75,000. The double holdover was booked for a half a week only, bringing in 20th-Fox's "Brigham Young" for an opening three days ahead of schedule.

The Adams itself had a holdover, 20th-Fox's "The Return of Frank James," which is setting a new season record, going into its fourth week.

Detroit Business Rally Viewed as Premature

DETROIT—Despite the recent upturn at boxoffices of local houses, Detroit is not going to have a genuine spurt of good business for some months to come, according to Earl Hudson, president of United Detroit Theatres. After talking with leading business figures of the city to confirm his own judgment, Hudson told BOXOFFICE.

"There will definitely be a boom in Detroit, caused partly by armament and related orders, but it will be six months or a year before we get any substantial benefit from these contracts. All business executives I have talked with agree on this. There is plenty of work right now for the tool and die makers, but not so much for the bulk of workers—that will come later."

12 More to Vote on Sunday Question

PITTSBURGH—The question of motion picture exhibition on Sundays will be determined by 12 more Pennsylvania towns, besides those reported in recent issues of BOXOFFICE, at the November election.

Petitions seeking legalization of exhibition on the Sabbath have been filed in Tarentum, Brentwood (Pittsburgh borough whose first theatre will be opened within a few weeks), Clearfield, Conemaugh, McDonald, Knox, Greensburg, Houtzdale, Munhall, Connellsville and Tyrone.

In Portage opponents of Sunday exhibition have filed petitions for another referendum on the issue. Approval was given by local voters five years ago, but under the law it may be brought before the voters every five years.

PITTSBURGH—After permitting Sunday motion pictures for several years without a formal vote, Harrison Township will vote on their legality for the first time at the general election. Township officials have looked the other way while two township theatres operated Sunday shows for the benefit of firemen's organizations.

CLEARFIELD, PA. — Voters of Cooper Township, where Sunday motion pictures were rejected five years ago, will ballot on this issue again at the general election.

HARRISBURG — Proponents of Sunday shows will ballot on this issue at the general election in an effort to remove the present ban in the capital city.

DUBOIS, PA.—Hopeful of closing theatres on Sundays, opponents of motion picture exhibitions on that day have filed petitions for a new referendum to be conducted at the coming presidential election. Sunday theatre openings were legalized here five years ago.

PHILIPSBURG, PA.—Defeated in the 1935 election, the question of Sunday motion pictures will come before local voters in a second referendum at the November 5 election.

CURWENSVILLE, PA.—Voters interested in closing theatres on Sundays have revived this issue and have arranged for a local referendum to be taken at the presidential election. Curwensville voters approved Sunday shows five years ago.

BELLEVUE, PA.—A new referendum on Sunday motion pictures will be taken here November 5. Bellevue voters rejected the issue in 1935.

CLYMER, PA.—Voters here will ballot on Sunday pictures again at the general-presidential election.

CLEARFIELD, PA. — Osceola Township voters will decide on whether or not local theatres will be allowed to present motion picture entertainment on Sundays.

SPRINGDALE, PA.—Church organizations have petitioned for a new referendum on Sunday films in an effort to outlaw such exhibitions.

CARNEGIE, PA.—Opponents of Sunday motion pictures have filed a petition for a referendum. Sunday movies were legalized in Carnegie five years ago.



United Artists Has Guests—

Members of United Artists' Pittsburgh staff were hosts to both Walter Wanger and to Kit Carson III. With the producer, from left to right, are Harry Rees, James H. Nash, Melvin Edelstein, William Scott, District Manager Bert M. Stearn, Wanger, Branch Manager Abe Weiner, and Irwin Zeltner. On the right is Carson, grandson of the original American Indian scout, whose life is the subject of a new UA release.

: LOUISVILLE :

ERWIN W. RAU, owner Alice, Litchfield, Ky., has recently acquired the Marian, Auburn, Ky. He purchased the house from M. H. Sparks . . . Sparks' other house, the Adairville, Adairville, Ky., has been leased to L. J. Dunman . . . Al Boudouris, factory representative of Strong Electric Corp., spent three days at the Falls City Theatre Equipment Co. going over prospects on equipment.

Carroll Hannah, former manager of the Brown here, is now at the Apollo in Indianapolis . . . L. O. Davis of the Virginia Amusement Co., Hazard, Ky., stopped off at the Falls City Theatre Equipment Co. on his return from Florida. He is making several improvements in his Kentucky, at Garrett, Ky., and Bentley, Neon, Ky.

W. P. Frey, who formerly managed the Ohio here, and is at present manager of the Ohio, Tell City, Ind., returned to Louisville Labor Day to see the new Woolworth Store at the former site of the Ohio . . . W. R. Shafer, owner of the fire-destroyed house at Irvine, Ky., visited Louisville over Labor Day.

J. S. Hadden of Falls City is back from his vacation in Tennessee . . . Other visitors included A. H. Robertson, Majestic, Springfield, Ky.; M. H. Sparks, Edmonton, Ky., and Geo. Lindsey, Auburn, Ky. . . . Tommy McHugh, also of Falls City, spent the Labor Day Holidays at Mammoth Cave . . . Chester Needl of Loew's State here has just returned to his office after a brief illness.

National Screen Units Map Drive for Robbins

PITTSBURGH — National Screen Service, Advertising Accessories, Inc., and National Screen Accessories will stage a special drive in honor of their chief, Herman Robbins, NSS prexy, the occasion observing his 20th anniversary in this field.

Perry Nathan, Eli Kauffman and William A. V. Mack of the local branch recently attended a company eastern division meeting in New York City. The accessory company will announce a new type of display advertising in conjunction with the Herman Robbins drive.

Hold Ted North

HOLLYWOOD—Ted North, stock actor at 20th-Fox, has been held for another term.

Wanger Plugs for Quality On Visit to Pittsburgh

PITTSBURGH—Walter Wanger, UA producer, here Monday for intimate contacts with exhibitors and local UA distributing executives, urged the public to accept quality product as against quantity output. He favors the concentration of production to this end, that fewer, but better pictures be produced and that exhibitors cooperate with longer runs. Wanger believes in the star system to a great extent, but he is not favorable to the "phoney" star promotions.

Wanger's next picture is John Ford's production of Eugene O'Neill's "The Long Voyage Home," with John Wayne. He stated that the Pittsburgh exchange would have prints on this within two weeks.

Wanger visited at the UA branch office with Bert M. Stearn, district manager, and Abe Weiner, resident manager, and addressed members of the industry at the regular Monday evening dinner at the Variety Club. Mrs. Florence Fisher Parry, *Press* columnist, interviewed the producer for KDKA listeners.

P-D-C Has Autry Starrer

CLEVELAND—PDC's local branch manager, Bernard Rubin, announces the release of "Radio Ranch," a feature starring Gene Autry.



Cowboy Calling—

Smiley Burnette, who has appeared with Gene Autry in half-a-hundred westerns, pays the Republic exchange in Pittsburgh a visit.

PITTSBURGH

FRANK BARR and members of the State staff in Wilkinsburg remain on their jobs under the Warner Bros. banner, since the transfer of the house to the circuit from Leon Reichblum. Reichblum's State in Charleroi, recently opened, will feature a home town picture, "Charleroi—The Magic City," produced by Monarch Pictures Co. Danny Davis, director, was responsible for the "It Happened in Braddock" picture which was a recent feature at the Capitol, Braddock . . . Art Braun, former Wilkinsburg theatre manager, is now selling furniture . . . Sam Neaman, Natrona exhibitor, has dropped 40 pounds since his illness. He was able to visit on Filmrow the other day in company with the operator of his Roxy, Francis Patrick Michael McCoy.

Sam Fleishman of the Roxy, McKees Rocks, recently presented the Sons of the Pioneers on the stage for their second appearanec there, and he was so well pleased with the engagement that he hopes to bring them back again soon . . . Walter Thomas spent several days in New York on business . . . Herbert Browar, son of the Mark Browars, has returned from his little theatre venture in Connecticut, and is continuing his studies in the drama school of Carnegie Tech where he is a senior . . . Joe Pemberton, secretary of the Filmrow Bowling League, has been busy arranging the season's schedule.

Vernon F. Scott, circuit operator, has been confined to the Lee Hospital, Johnstown, with pneumonia. Reports are that Scotty is much improved . . . Charlie Thonson, Altec's service manager, has been confined to the local West Penn Hospital . . . Victor Notopoulos, son of Mr. and Mrs. A. N. Notopoulos, Altoona-Publix circuit operator, was married recently in Detroit to Miss Happy Schiotis of that city. Victor is "one of the boys" in the Notopoulos operations . . . Mario Battiston, Export exhibitor, was on Filmrow the other day displaying a collection of ancient press-books. He has saved interesting advertising matter for many years.

Warner's Ambridge is being reseated and modernized . . . Sympathy to Lee Conrad of Wilmer & Vincent's Embassy, Johnstown, whose father, Frank Conrad, died last week after attending a family reunion . . . Sympathy to R. S. Sear, RCA's engineer at Shinnston, W. Va., on the death of his father, A. W. Sear, at Williamsport, Pa. . . . There seems to be no end to the run of "The Burning Question" at the Art Cinema. It's in its fourth month there . . . There will be no Sunday motion picture referendums in any of the Blatt Bros. situations.

The Russ Wehrles are celebrating their 25th anniversary . . . Jimmy Nash jr., son of the UA sales representative, has resumed his studies at Duquesne University where he is in his senior year . . . Mrs. George Notopoulos is confined to the Butler Hospital . . . A. DeMichelis of Dunbar was in and renewed his BOXOFFICE subscription . . . Mrs. Dorothy Brown has resigned as publicity director for the Kayton Theatres, Inc., of Franklin, and has been succeeded by Dorothy Raye . . . Jim Thorpe and Charlie Dortic recently served as judges at a beauty contest at the Colonial, Buckhannon, W. Va. They proved to be good pickers too, for the Miss they selected later took third honors in state-wide competition.

Miss Mathilda Kiel of the AMPTO office will attend the 21st annual convention of Allied of New Jersey at the President

(Continued on next page)

A Tribute Is Accorded To Joseph L. Delisi

NANTY-GLO, PA.—Thomas A. Bello, manager of the Capitol, designated September as "Joseph L. Delisi Month" and exploited this tribute "to a swell fellow" on the front page of the theatre's program. "This is not a testimonial, but an idea we employes of the Capitol thought would be an ideal gift to give our President of the Nanty-Glo Amusement Co. on his 11th anniversary with us.

"September is Joseph L. Delisi Month. Help us to present our gift to him with a crowded house every night during September." Bello and employes signed the tribute.

Frank Harris and Nephew Seek Insurance Charter

PITTSBURGH—Frank J. Harris and his nephew, John H. Harris, theatrical executives, have applied for a state charter to incorporate a new insurance company. The charter application proposes a corporation with 100 shares of common stock, par value $50. Mrs. Anna Harris Duham, a sister of former State Senator Frank J. Harris, is the third incorporator. The new agency, which will deal in general insurance except life insurance, is an offshoot of the Harris-Lawrence Co., from which Harris withdrew a year ago.

Sport Events Taxable

PITTSBURGH—All football and other athletic contests are subject to the 10 per cent defense tax where tickets are 21 cents or more, the PIAA warned this week. A four per cent tax applied last year to admissions of more than 41 cents.

PITTSBURGH

(Continued from preceding page)

Hotel, Atlantic City, September 25-26-27 which will feature a testimonial dinner for Abram F. Myers. A number of local area exhibitors are planning to attend the three-day affair . . . Irving Smith, half brother of Sam Fineberg, was recently married here . . . Milt Brauman of M-G-M has a new Buick . . . L. Hayes Garbarino has resigned his duties at the Orpheum, Clarion.

Sammy Steinberg hit the half-century mark while vacationing in Atlantic City. The David Barnholtzes helped him celebrate . . . Kennywood Park closed for the season following the final attraction of the summer, the personal appearance of Smiley Burnette, of Republic Pictures. Opening date for next season is April 13 . . . Paul O. Klingler of the Rialto, Lewistown, reports that "Boom Town" played there to two-thirds of the population and at advanced prices . . . The old-fashioned slot machine is in the field again and is "strictly legal." It is not classified as a gambling device as the machines now issue a roll of candy mints for each coin inserted.

George W. Collins of Republic Pictures was stricken ill at the exchange Thursday-a-week ago and was removed to his home. He has been ordered by his doctors to remain in bed for at least six weeks . . . AMPTO of W. Pa. urges all exhibitors to return the Allied Information Department product survey cards as soon as they are properly filled out. The AID reports are not to be signed or identified. Local area cards are to be returned to the AMPTO, 84 Van Braam street, Pittsburgh, Pa. . . . This publication last week reported that there would be a Sunday motion picture referendum at Uniontown. Petitions were prepared but they were not filed, so there will be no vote on this issue this year.

Harry Hendel was host to friends of Mr. and Mrs. Nathan Rosen at a reception in the Variety Club Wednesday evening in honor of the Rosens' son, Bob, who will be married September 15. Harry Hendel and Nathan Rosen have been partners for many years in exhibition in Pittsburgh.

Al Lostetter, Universal exchange cashier, and Ruth Kurtz, employed by the Bell Telephone Co., are engaged to be married . . . The marriage of Miss Betty Ruth Ritenbaugh, daughter of Mr. and Mrs. Edwin J. Ritenbaugh (he's "Seckatary Hawkins" of The Pittsburgh Press *and friend of the industry) to Gail B. Shaffer will take place September 21 . . . Rose Moidel, Vitagraph exchange stenographer, and Zachary Caplan of this city will be married the week after next.*

Perry Nathan, local NSS manager, was in New York recently to attend the marriage of his step-son, Robert Carleton . . . Hilda Seed, daughter of the Harry Seeds, returned to her studies at the University of Miami this week . . . Ed Siegal returned here the other day after the closing of the Boardwalk Theatre, Rockaway Beach, N. Y., which he manages each summer . . . Mike Hogan, Vitagraph auditor, is here on duty . . . Warner exchange employes enjoyed a corn roast Monday evening at South Park.

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(Based on The Newspaper Cartoon Sensation)

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REPUBLIC PICTURE CORP. OF PITTSBURGH

JAS. H. ALEXANDER, Mgr.

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CINCINNATI

BUSINESS is on the up grade. Not only in downtown areas, but throughout the territory, reports are very encouraging. M-G-M's "Boom Town" went into its fifth week at RKO Capitol. M. J. Devaney reports the feature has broken all house records wherever shown. "The Sea Hawk" grossed 60 per cent above average at the Albee. "He Stayed for Breakfast" played a second week repeat engagement at the Strand, Dayton, Ohio.

Prizes to be awarded at the Queen City Variety Club's annual golf tournament, set for Summit Hills Country Club, Dixie Highway, September 16, are being displayed at the National Theatre Supply's windows on Filmrow. According to report of W. J. "Red" Devaney, approximately 250 prizes will be awarded. Advance reservations are strong, and the affair promises to be the biggest in the annals of the organization.

Lee Goldberg, PDC franchise holder, has returned from a trip to the coast . . . Warner's auditor J. Vallin, here from New York . . . Universal's district manager, Dave Miller, was in town.

From 12 to 15 houses are closed, or partially closed, in and around Huntington, W. Va., due to the epidemic of infantile paralysis. Business is suffering in consequence, and many bookings have been canceled . . . Jimmy Rogers, formerly owner of the Park, is reported building a new house in Huntington.

The many friends of "Uncle" Bob Wilson, owner of the Miami, Miami, W. Va., will regret to learn of his illness. In business as an exhibitor for the past 25 years, he is well known in the industry. His son Dave is carrying on the show.

It is reported Lester Rosenfeld, the Dunbar, was observed studying a Greek dictionary . . . M-G-M's W. F. Rodgers and J. J. Maloney arrived September 9 for a business conference with E. M. Booth . . . Joe Isaacs, Cumberland, Ky., visited the Row. Isaacs has acquired the Benham, Benham, Ky.

William Onie of Monogram is the recipient of a most cordial letter from Jim Shanklin, chairman of the W. Virginia exhibitors convention, recently held at White Sulphur Springs, expressing the deep appreciation of the convention committee for the activity and friendly cooperation of the Monogram star, Tex Ritter, who served so capably as master of ceremonies at the convention.

Esther Hyman, sec'y to Lee Goldberg, is vacationing. Elmer Redelle, Dayton, Ohio, visited. Also Fred Krimm, and Col. Lee, Covington, Ohio.

New Game at Parma

CLEVELAND—Hollywood Mystery Treasury Chest, handled by M. M. Jacobs and F. Arthur Simon of Lake Shore Sales Co., has opened locally at the Parma where it is reported to be very popular.

PROGRAMS HANG-UP CARDS
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Pittsburgh Variety Legion Re-elects Kalmine Head

PITTSBURGH—Harry M. Kalmine, Warner Theatre zone manager, was re-elected commander of the Variety Post, No. 589, American Legion, at the annual election Monday evening. He is serving his third term as commander.

Joe Hiller and Brian McDonald were elected first and second vice-commanders, respectively. C. C. Kellenberg was re-elected adjutant; James G. Balmer, finance officer; Father James Garahan, chaplain; Dr. A. I. Wise, chairman of the executive committee, and Joe Misrach, sergeant-at-arms.

Kellenberg, adjutant for three years, was named as the post delegate to the Allegheny county executive committee of the American Legion.

Twelfth Variety Banquet In Pittsburgh Oct. 20

PITTSBURGH—Twelfth annual Variety Club banquet at the William Penn Hotel has been set for Sunday evening, October 20. Tickets are $11 each. As usual, it will be an elaborate stag dinner with noted guests and entertainers.

Crown Will Handle Four Two-Reelers by Shirley

PITTSBURGH—Four Shirley Temple two-reelers owned by Astor Pictures will be distributed in west Pennsylvania and West Virginia by Crown Film Co. R. M. Savini, Astor president, concluded the deal with Max Shulgold of Crown.

Continue "Foreign Correspondent"

CLEVELAND—UA's "Foreign Correspondent" has merited a continued run here, for which it was moved from Loew's State to the Stillman. The film is being held a second week in Toledo, too, where it has topped all records for the season.



On "Hit Parade" Set—

An extra shot on the set of "Hit Parade of 1941" was made when Urban Anderson, manager of the Capitol in Cleveland, visited the Republic lot. Seated is Mrs. Anderson, and standing, left to right, are Hugh Herbert, Anderson, and Miss Ann Miller.

CLEVELAND

MICKEY ROONEY was the biggest attraction in town last week. Getting into the State Theatre to see him do his bag of tricks took patience, with a line four blocks long waiting to buy tickets, but getting out took endurance. Grown-ups as well as youngsters pushed their way down the aisles clogging traffic. But it was all good-natured and there never have been such crowds at Loew's State as there were to see the M-G-M star.

Frank Boyt, local American Seating representative, has ended the summer season insofar as he and his family are concerned, with the closing of his summer home in Vermillion . . . Maurice Kinzler, PDC salesman in this territory, takes to the platform on October 10 when he will be guest speaker at the Rotary Club in Marion . . . Max Greenwald, owner of the Capitol, Lincoln and Rivoli theatres, Elyria, closed a deal with Bernard Rubin for this year's PDC product.

Leo Greenberger of Community circuit, who drew four cards to a queen, last week, matched his queen, and now is pondering what chance he will have with three women in his family. Mother and daughter are doing well and father is gradually getting back to normal.

Frank Cost, manager of the Shore Theatre, was married Thursday, September 12, to Miss Clara May Rutledge of this city . . . Bert Stearn, UA district manager, was in New York last week on a short visit with home office officials . . . Back from New York are Nat Barach, Max Stahl and LeRoy Kendis of National Screen Service, following a meeting of field representatives.

Jack Southe, artist in the Warner theatre publicity department, is getting practice as a one-armed artist. Reason is that he broke his right arm trying to crank his automobile . . . Visitors last week were scarce, but we did spot John Rundell of Montpelier; Mrs. Maggie Rihacek of the Star, Toledo; Ray Wallace, Alliance; Harry Reinhart, Canton; Jack Steinberg, Youngstown; Joe Shagrin, Toledo; Paul Dietjen, Akron . . . Lake Shore Sales Co., 404 Film Bldg., will supply chests, keys and tags to any theatre using the Treasure Chest promotion stunt.

J. A. Beidler who hasn't been around here for too long on account of illness, was an exchange visitor during the past week . . . Herb Ochs of Pioneer Film Exchange, reports that to date there is no trace of those Film Alliance and Selected features stolen last week out of the Warner shipping room, but duplicate prints, shipped in from New York, are taking care of all bookings.

George Lefko, RKO branch manager, is taking a lot of kidding because air conditioning has just been installed in the exchange. It's a bit late for this summer and somewhat early for next summer, but it is all part of a general office overhauling . . . Metro exchange also is wearing a new fall appearance. Booths replace the classic booking desk, and the whole exchange has been exposed to paint and varnish . . . J. J. Maloney, M-G-M district manager, was in town visiting with Branch Manager Frank Drew and taking in Mickey Rooney's personal appearance at Loew's State.

Floyd E. Price, Marysville exhibitor, will be absent from the Row for the rest of the winter. He leaves soon for Sarasota, Fla., where he is developing a winter resort with swimming, boating, dancing, golf and all the standard winter sports on the entertainment menu.

DETROIT

RAYMOND SCHREIBER managed to arrange the year's only hailstorm for extra effects just as he threw the switch to open his revamped New Colonial . . . Mac McMillan, stage manager at the Colonial, produced the stage show at the Ann Arbor Fair during his vacation . . . Tommy Harris, night manager at the Colonial, is an actor in his spare time for a Jam Handy production . . . Buddy Graham, manager of the Forest, has left to go with the National Guard, and Harry Jacobson is the new manager. He's the father of Managers Milton Jacobson of the Monroe and Eddie Jacobson of the Harmony.

Fred B. Miller, manager of the Dexter, is back from a vacation in New York, Pennsylvania and Massachusetts . . . Edward J. Bonnville, booker for the Sam Brown circuit, is adding the duty of manager of the Art Center Bowling Alley to his chores . . . Al Kruecher, projectionist at the Dexter, is back from his vacation in Virginia . . . William Lesley has closed offices for the Detroit Comfort Theatre Seating Co. here . . . Dan J. Lewis reports all W&W managers back from vacations.

Peter Kavel, former assistant manager at the Cameo, is planning to go into the service department of the new coin-operated projectors . . . The billposters' union won the grand prize for the best float in the Labor Day parade . . . Ira Kaplan is back in town to reopen the Cinema with Max Zipperman under a foreign and class picture policy again.

John Dembeck, M-G-M booker, is vacationing in Virginia . . . J. S. Nelson has left the Burch Manufacturing Co. for which he was local representative . . . John F. Hancock has moved his Movie News out to Dearborn . . . David H. Mulne has left the Victor Cornelius Co. and Screen Quiz to go on the road again.

Gerald Paul Herlihy, motion picture engineer and technician for Jam Handy, has been transferred to the editorial staff . . . Leon J. Bamberger of RKO sends us a novelty barometer, incidentally plugging Tim Holt . . . The Big Four lunched together Friday—Harlan Starr, Charlie Snyder, Jack Saxe and Maxie Blumenthal.

Nat Haase, Metro Premium manager, busy with the seventh floor redecorating . . . Commodore Frank Stuart, back from Lake Orion, has rejoined the Midwest circuit from which he resigned some months ago as personnel manager and booker . . . George A. Ranshaw, manager of Joseph Stoia's Circle, says the season for big business is here . . . G. L. Swartz is starting the Detroit Movie Mirror in the Penobscot Bldg.

Joe La Rose, the big vegetable man from the Roosevelt, is back from up north with a bad case of hay fever . . . Bea Mattingly, Paramount, rushing all week, weekended at Port Huron . . . Joseph Miskinis' new Civic is to be on the site where drilling for Saul Sloan's projected Alpine was started a couple of years ago . . . Al Weiner, Wilding Pictures distribution chief, has fixed up a 60-piece band for the theatrical premiere of "Army on Wheels."

Sam Carver, ex-Downtown manager, currently selling advertising, plans to make a comeback in films . . . Pete Simon, independent producer, busy making election trailers . . . Hal Burriss is painting his house orange with upper and lower levels in yellow, and blue doors. Ray Schreiber's Majestic gave him the pattern . . . Jack Saxe, Monogram treasurer, having bananas and cornflakes for lunch, or was it? . . . Wallace G. Cross, Cross Machine Shop, busy on government work.

John Coveleskie, of the Catherine, has been confined to his bed with a sore throat . . . Joe Ellul of the Empress and Regal is reading his detective stories in his spare time; page Harry Lotz of UA!

Alice Gorham, UDT exploiteer, "knocked out" by the heavy publicity for "Golden Gloves" . . . Emil H. Beck, inde booker, is building a garage for his new home on Berkshire.

Ray Meurer, attorney for UDT, was out of town on a business trip . . . Projectionist L. C. Loy is at the Varsity now . . . Bertram (Bud) Wellman and John F. Cole have taken over the new weekly *Movie News* from John F. Hancock, and will have the first issue of this fan paper out September 19.

Frederick Gildemeyer, former Erpi engineer here, and now manager of the Western Electric Co. of Cuba for the whole West Indies, is back for a few weeks visiting friends here . . . Fred C. Dickely, Altec manager, back from Indiana and New York, was out sailing.

M. A. Nunes of Progressive Premium, New Haven, Conn., was a visitor with Art Robinson for several days . . . Joseph G. Portel of the Virginia and Greenwood was shocked when he got a premium guarantee.

Jack Broder of the Time, Times Square, and Rainbo, took over the Oakman from Jack Krass . . . New manager to be appointed later, with Krass there for the time being . . . The Carrow Brothers seen together for once on Filmrow . . . Bill Jackson, majordomo of the Fox, was in charge of ushers at the Michigan State Fair.

WOLVERINE DOINGS:

Sid Hunt, who runs the theatre at New Baltimore, is looking for a new one to add to his string . . . Frank I. Wixom, father of Clyde Wixom, veteran Detroit theatre manager, had 60,000 people, including Governor Dickinson, up for his annual Lumberjack Picnic at Edenville.

Elgin Mason, after running things at the Romeo Peach Festival, is off for Chicago . . . Cameron B. Walker, representative for United Film Ad Service of Kansas City, who has been covering western Michigan, is being transferred to northern Indiana, making headquarters at Fort Wayne. He still has his home in Detroit.

Anthony A. Lubinski, formerly part owner of the Esquire in Grosse Pointe, has moved to Roseville . . . Stanley Marz of the State, Saginaw, in town for three whole days, and went out to help our Tigers get that pennant.

"Doc" Abraham Eiseman of the Richard, Flint, is going to be here for the Variety golf meet . . . Harry Lane opened the new Our at Sparta, with many filmites present . . . Bert Foster, Monogram state salesman, was down to see William P. Kirchner of the new Belvil at Belleville.

John McMahill jr., manager of the Michiana Shores Theatres at New Buffalo, is putting in a stock company for the fall season.

Para't Tries Trade Shows in Mid-State

DETROIT—A new precedent in trade showings was set Thursday by Paramount in this state, when a triple-bill showing of new product was held at the Strand at Hastings the first time a trade showing was held in a small town of Michigan—in practically all cases in the past, Detroit has been the site.

Pictures shown were "I Want a Divorce," "Rhythm on the River" and "Rangers of Fortune." Host for the occasion was Ray Branch, president of Allied Theatres of Michigan, and owner of the Strand.

One feature was screened in the morning, and two in the afternoon. Luncheon was served to all guests at the Hastings Country Club, with the mayor on hand to greet the gathering.

Among the 100 or so exhibitors seen were Harold Kortes of the Kortes circuit, Plainwell; a representative of the Schulte circuit; Walter Semeyn of Grand Rapids; Clive Waxman, independent booker at Grand Rapids; N. Frank of the Wayland, Wayland, and Ralph G. Hewitt of the Star, Milford.

Reactions to the new idea were uniformly favorable. An important factor in making the small town showing popular appears to be the greater economy and convenience to the exhibitor.

Event was arranged by Branch Manager John Howard, who was aided by Salesmen John Ryder, Jack Thompson, Eddie Stuckey and Jack Young.

House in Highland Park For the Krim Circuit

DETROIT—A new 600-seat theatre will be erected in the suburb of Highland Park by the Krim circuit on Woodward Ave., south of Florence. Plans are being completed by Architect Charles N. Agree, and construction is to start October 10. The Krims have bought the site and will spend $70,000 for the structure alone.

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Rely Less on Pictures At Michigan State Fair

DETROIT—Motion pictures occupied a far less prominent part at the Michigan State Fair this year than for several years past. Use of small trans-lux type shows by various exhibitors was almost non-existent, while the only large scale show was that staged by Dodge. Using Wilding Pictures equipment, and films produced by Wilding, the Dodge Theatre gave an hour and quarter show.

Seating 450, and running continuously, this show played to an estimated 30,000 people for the week. A barker out front ballyhooed and gave out tickets for the show, instead of just having "customers" walk in, as at usual free shows.

Pictures shown were "Army on Wheels," "Wheels Across Africa," "Thrill Hunters" and "Land of the Free."

UDT Shifts Booking Policy At Two Subsequent Runs

DETROIT—Booking policy is being shifted by United Detroit circuit at two of its major subsequent run houses, the Alger and the Rosedale. Under the new setup, films will open five days earlier than formerly, coming only seven days after the key runs.

In the past, better class pictures have been held up five days to play on the weekend change, when they would prove better draws, but the new policy will have such features opening on Monday instead, when this fits the booking schedule. No change of protection is involved, as the circuit merely added an extra five days to the standard seven to suit its own policy in the past.

McArthur and National Report Equipment Jobs

DETROIT—McArthur Theatre Equipment Co. installed sound, projection equipment, carpeting, screen and fixtures in Harry Hobolth's new Midway at Davison, Mich., just opened.

National Theatre Supply, according to Manager W. J. Turnbull, installed new seats, projectors, sound, generator, screen, carpeting and marquee in the new Belvil at Belleville for W. P. Kirchner; a marquee on the Rialto, Detroit, for J. C. Ritter, and a porcelain enamel front and display frames on the Grant, Detroit, for Teitel & Korman.

Detroit Film Bowlers Start September 27

DETROIT—Detroit's Film Bowling League, which held the pre-season meeting Thursday, will start rolling on September 27. The League will bowl on Friday nights at 8:30 p. m., at the Temple Bowling Alley this year. Personnel of the teams is being picked now under the supervision of President John L. Saxe.

Leases Bathing Resort

NEWARK, OHIO—Floyd E. Price, Newark theatre operator, has leased the $250,000 Lido bathing beach resort at Sarasota. Fla., and will assume charge there October 1. Price owns the Grand here and a house in Marysville, besides being co-owner with C. R. Custer of theatres in Charleston and Lewisburg, W. Va.

COLUMBUS

DIRECTORS of the Ohio ITO, meeting here last week, set October 30-31 as dates of annual convention. The confab, plus trade show, will be held at the Neil House.

Construction notes: Milt Staub of the Gustav Hirsch office reports new marquees going up on the Columbia, Portsmouth; Rivoli and Palace, Toledo, and the Barry in Pittsburgh. From F&Y: Remodeling of the Plaza, Norwood, for Berstein-Schaengold, including new lobby, entrance and seats to tune of $18,000.

Milt Crandall was in town on "Hired Wife." One of the stunts was an all-female preview Wednesday night at the Palace . . . Metro's Milt Jacobs has returned to the hospital for an operation . . . Bill Edwards is visiting from Hollywood . . . "Boom Town," in second week at the Broad, continues to boom.

It is now official that Central States (Jackson-Murphy) have acquired the Alhambra, will take over after the first of the year. At present the theatre is being operated by Ethel Miles.

John McCormick, one of the real veterans in the Neth circuit, has retired as manager of the State. Bob Glick moves up from the Markham; Darle Thompson moves from the Eastern to the Markham; Dave Pence from the Cameo to the Eastern, and Doyle Lucas returns to the organization as boss of the Cameo.



Charles Albert—

Of the Warner theatre booking department, is the newly elected president of the Cleveland Warner Club.

Cleveland Warner Club Elects Albert Head

CLEVELAND—Charles Albert, booker in the Warner theatre department, has been elected to serve as president of the Cleveland Warner Club for the current year. Named to serve with him are Martin Friedman, vice-president in charge of entertainment; Marie Beier, vice-president, in charge of membership; Edna Charns, vice-president and head of the welfare committee; Evelyn Friedl, chairman of loans; Jane Meisel, secretary; David Bachner, treasurer. The board of directors consists of Saul Bragin, Ed Miller and Nat Wolf.

Allied Film Exchange Opens in Auto City

DETROIT—Allied Film Exchange, Inc., new Michigan corporation with a capitalization of $50,000, is opening offices on the seventh floor of the Film Exchange Bldg., occupying the suite formerly taken by Dezel Roadshows.

Bert Williams is president of the company, with Katherine Williams, vice-president, and H. Vinton Gilbert of Distributors, Inc., secretary-treasurer. Sam Carver, former manager of the Downtown, is Detroit salesman.

The new exchange, to distribute independent product in Michigan, is starting off with an active line of films that includes, among others, "Crouching Beast," "Four Masked Men," "Night Club Queen," "Murder in the Red Barn," "Souls for Sale" and "The Wandering Jew."

Detroit Barkers Have Busy Schedule for Shut-ins

DETROIT—Detroit Variety Club, which originated the idea of special charity shows taken for shut-ins at hospitals, orphanages and old people's homes, is carrying on its tradition with a series of six shows during the next two weeks.

Time and place of shows are:

Monday, Sept. 9, 7 p. m.. Eastlawn Tubercular Sanitarium; Wednesday, Sept. 11, 6:30 p. m., Maybury Sanitarium; Thursday, Sept. 12, 2:00 p. m., Sigma Gamma Hospital; Wednesday, Sept. 18, 1:30 p. m., Children's Hospital; Thursday, Sept. 19, 7:00 p. m., St. Francis Home; Monday, Sept. 23, 7:00 p. m., Protestant Home.

Detroit May See "Cargo" After Further Cutting

DETROIT—"Strange Cargo" will probably be accepted for local showing after further cuts are made in the film, Police Commissioner Frank D. Eaman indicated in a statement as a followup on the ban on the film several months ago.

"Primrose Path" was confirmed as "hopeless" as far as changes in the picture to make it acceptable were concerned.

Colonial Reopened After Remodeling of Interior

DETROIT—Midwest Theatres has reopened the Colonial after spending $20,000 on remodeling the interior. A new concrete floor was installed, as well as new seats.

The house will shift to a vaudeville policy September 22, Manager Raymond Schreiber informs, with Phil Regan the opener, followed by a Major Bowes unit and Fats Waller.

Three Buy Sound

MARSHALL, MICH.—New RCA sound installations have recently been contracted for by William G. Thick, of the Garden Theatre here; by Charles Aaron for his new house at Charleston, W. Va.; and by Aran Krikorian for the Holly at Holly, Mich.

Acquires Indianola

COLUMBUS—Central States, Inc., of which Virgil A. Jackson is president and John A. Murphy treasurer, has taken over the Indianola here from the Indianola Theatre Co., headed by Max H. Gumble.

Music Box License Boost Likely

Pittsburgh—It's in the cards that juke boxes here won't avoid a higher license fee much longer. City Hall, counting the $65,000 taken in from the licensing of pin ball machines, is now turning attention to the music boxes. This year the city increased pin ball machine licenses from $1 to $25. Coin-operated record players are now licensed for only $1. City's chief clerk, Al Tronzo, estimates that pinball machines have a million dollar a year take in Pittsburgh and that juke boxes aren't far behind.

East-Columbus Reopens

COLUMBUS—After being closed during the summer for renovation, the East-Columbus Theatre, East Fifth Avenue, has reopened. Meyer Rothstein is manager. The neighborhood house will operate four days a week, Friday through Monday.

West Premieres Documentary

BUCKHANNON, W. VA.—Garland West presented the state premiere of Pare Lorentz's "Fight for Life," the U. S. Film Service documentary drama, distributed by Columbia Pictures, at his Colonial this week. West is redecorating and modernizing the house and is installing new carpets.

Denney on Vacation

CAREY, OHIO—Vernon W. Denney, manager of the Carey, is vacationing in his old home town, Chicago.

Ashmuns Plan Remodeling Frankfort Acquisition

FRANKFORT, MICH.—Ashmun Theatres, operated by G. E., R. D., and R. J. Ashmun, will remodel and increase the seating of the Garden Theatre here, that has been acquired from Mrs. Custer Carland.

The Ashmuns operate two houses in Caro and one each in Tawas City, Chesaning, East Tawas, and Marlette, Mich.

To Open in Beaverton

DETROIT—J. H. Menthner of Beaverton will have his new Gem ready for opening in about a month. It will be air conditioned and one of the most up-to-date theatres in northern Michigan's resort and oil well sections.

Heart Fails Fowles

AKRON—Stricken by a heart attack while driving through Wellington, Thomas J. Fowles, 60, retired owner and manager of the Idol at nearby Lodi, died a short time later in Faus Clinic in Wellington where he had been taken by motorists. He leaves two daughters. Burial was locally.

Mrs. George Berger

DETROIT—Mrs. George S. Berger, 52, wife of the auditor of the Butterfield circuit, is dead. A native of Galveston, Tex., she was well known in film circles in Detroit and Michigan. Interment was Saturday afternoon in Evergreen Cemetery.

Veteran Billposter Dies

AKRON—Milton Baker, 56, veteran billposter, died in City Hospital here after a brief illness. His widow survives. Burial was locally.

Sponsor Stage Show By House of David

Detroit—An unusual type stage show will be presented by the House of David each Wednesday night during the winter season, starting about October 1, at Butterfield circuit's Lake Theatre in Benton Harbor, home of the religious sect.

Chic Bell, the long-haired maestro of the House of David, will be in charge.

"Howards" Draws Trade

CLEVELAND—One of the biggest turnouts ever to attend a trade screening in Cleveland greeted Producer Frank Lloyd, his assistant, Jack Skirball, and their magnus opus, "The Howards of Virginia," last Tuesday afternoon at the Colony.

Whites Improve House

CLEVELAND—R. L. White and Mrs. Irena White have installed new sound and enlarged the seating capacity of the LaRue which they reopened recently.

Holdover "Rhythm on the River"

WHEELING, W. VA.—The Rex has held Paramount's "Rhythm on the River" a second week.

Reopens With Burlesque

CANTON, OHIO—The Grand Opera House, dark during the summer, reopens September 13 with a burlesque policy, nightly except Thursday.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

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Kansas City, Mo.

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Henry Reeve

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MENARD, TEXAS

BOXOFFICE The Pulse of the Motion Picture Industry

Ryan Interrogates On Behalf of Tegu

BOSTON—George S. Ryan, Boston anti-trust attorney, has filed extensive interrogatories in the U. S. district court in behalf of Andrew Tegu, Vermont theatreman. Each of the defendants in the monopoly action is asked 260 questions, many of which are broken down into as many as seven subdivisions. A total of 2,144 separate answers will have to be filed if the action sticks.

Interrogatories are all apparently based on the theory of endeavoring to show close cooperation among major film interests.

Department of Justice Men Prolong Boston Stay

BOSTON—Seymour Krieger and Seymour Simon, department of justice representatives, were still in town this week, seeing if they could "see more" about the local situation.

Nathan Yamins Present at Consent Decree Hearings

BOSTON—Nathan Yamins of Independent Exhibitors, Inc., was present last week at the department of justice hearings held by Thurman W. Arnold, assistant attorney general, to consider proposed adoption of a consent decree in the all-industry suit.

Several Transfers Made by Western Mass. Circuit

SPRINGFIELD, MASS.—Harry Smith, division manager and director of publicity for the Western Massachusetts Theatres circuit, has announced the following changes on that circuit:

M. L. Weinstein, formerly of the Plaza, Northampton, is now managing the Strand in Holyoke, replacing Daniel D. Perkins, who has been transferred to the Northampton Plaza.

George Labbe, former manager of the Victory, Holyoke, has been appointed city manager of all Western Massachusetts Theatres circuit houses in Holyoke.

Gerald Savoie, manager of the Richmond in North Adams, has been switched to the position of house manager at the Victory, Holyoke. Thomas W. Chapburn, formerly of the Hippodrome, New York, and more recently connected with some television interests, has been named manager of the Richmond, North Adams.

Marlemes and Kounaris Open in New Britain

NEW BRITAIN — Nick Marlemes, former Tarpon Springs, Fla., exhibitor, and Nick Kounaris of New Britain have opened the remodeled 963-seat Rialto, renamed the Roxy. Michael Cooper is manager. National Theatre Supply Co. recarpeted the house and installed new screen, projectors and lamps.

Employes Local to Meet

BOSTON—Members of the Exchange Employes Local, AFL unit, are scheduled to meet Monday at the Bradford Hotel. Matthew Moriarty will preside.

Defense Aid Trades Keep Booming

Hartford—The upswing in industrial activity, particularly in the metal trades and other varied industries participating in the national defense program, continued during the month of July despite seasonal slackening in the textile and needle trades, according to monthly situation reports filed by the field office managers of the Connecticut unemployment compensation division.

Theatrical Legion Post Elects Harry Aaronson

BOSTON—Harry A. Aaronson, manager of the Rialto in the Scollay Square section of Boston, was elected commander of the Theatrical Post of American Legion, succeeding William H. McLaughlin, at a meeting held in the film district Monday. Alvin Kenney was elected senior vice-commander while Harry Smith, RKO booker, became junior vice-commander. Installation will be at a dinner dance in October. Present officers of the group include Ralph Wormhood, adjutant; Marcel Mekelburg, finance officer; Dr. A. Edward Melincoff, chaplain; Samuel Levine, sergeant-at-arms; Kenneth Forkey, Patrick Healey, William J. Cotty, and Carl Goodwin of the executive committee; Benjamin Leve, judge advocate, and Wilfred Vallee, historian.

Cyril McGerigle, graves registrar; Abe Barry, James Donovan, and Harry Rosenblatt of the welfare committee; Charles Heath, child welfare; Harry A. Aaronson, service officer; Harry Browning, publicity; Joseph Kantor, Robert Sternburg, and James Sheeran of the entertainment committee, and Alvin Kenney, Americanization officer.

William H. McLaughlin, present commander, announced a new policy this week of holding regular Legion meetings at 6:00 p. m. at the organization's new club rooms at 99 Broadway.

Extend Building Plans At Wethersfield, Conn.

WETHERSFIELD, CONN.—Construction on the Schulman circuit projected theatre, which was suspended some months ago after the completion of excavations, will be resumed, state company officials.

The delay has been occasioned by changes in plans, which now call for a larger theatre than the proposed 600-seater, and for accommodations for several stores and offices and a 14-alley bowling concession.

The Schulmans of Hartford, who are promoting the house, operate the Rivoli and Webster in Hartford and the Plaza in Windsor.

"Rhythm" Earns Holdovers

BOSTON—"Rhythm on the River" is proving worthy of holdovers at the Metropolitan here, the Capitol in Worcester, the Paramount in New Haven, and the Allyn, Hartford.

Morse Circuit Buys RKO

BOSTON—The 12-theatre Charles Morse circuit of Massachusetts and Connecticut has purchased RKO's 1940-41 lineup.

Furthering Plans for Allied Regional Meet

BOSTON—Frank Lydon, Allied eastern regional vice-president, is pushing plans for the forthcoming eastern regional meeting which will be held in Atlantic City in conjunction with the state Allied confab there.

Members of the Independent Exhibitors, Inc., tentatively planning to attend, include Lydon, Nathan Yamins, Arthur K. Howard, Frank Perry, Wilbur Peterson, Les Bendslev, and Morris Pouzzner.

Shepard Epstein Signed as Field Representative

BOSTON—Shepard S. Epstein was officially engaged last week as field representative of the Independent Exhibitors, Inc., as predicted nearly a month ago by this publication. Epstein will serve as liaison officer between Arthur K. Howard, business manager, and the members in the territory.

Epstein organized and successfully operated for two years the Electrical Jobbers Association in New England during the NRA days. He has been a life insurance underwriter and general insurance broker for the past decade, specializing in insured estates.

"His work," according to Howard, "has always been in the field of service and good will rather than in the handling of tangible merchandise. Therefore, he is peculiarly fitted for organization work. He will be a goodwill ambassador to all our members and particularly to those members who, because of distance, are unable to attend meetings regularly."

Dues Committee Meets to Consider Delinquencies

BOSTON—The dues committee of the Independent Exhibitors, Inc., met last week to consider delinquencies and other routine matters. Among those attending were Frank Perry of the Orpheum in Foxboro, Wilbur Peterson of the Orpheum in Somerville, Morris Pouzzner, circuit operator, and Ed Charboneau of the Concord in Concord, N. H.

Conn. MPTO Will Hear Tax Survey Results

NEW HAVEN—Connecticut MPTO will meet at 12:30 p. m. Monday, September 23, at Ceriani's Cafe Mellone. Discussion will be had on the block of five picture selling plan outlined in the consent decree of the government anti-trust suit. Herman Levy, executive secretary, will report on his survey of the territory on exhibitor opinion on the subject of lowering the admission tax basis.

Operators, Associated Reach Accord on Pact

BOSTON—A recent walkout of Providence projectionists in a dispute with Associated Theatres, Inc., was settled by Ralph E. Snider and George C. Cronin, general and district managers respectively of the circuit, one and a half days following the walkout. Both sides reached an amicable arrangement for the signing of new contracts last week.

BOSTON

WHEN Paul J. Barker, manager of the Enfield in Enfield, N. H., celebrated Old Home Week, he invited a Shaker Sister from the Canterbury, N. H., settlement to be guest of honor at a showing of "Abe Lincoln in Illinois." It was the first time, according to Barker, that she had ever attended a talkie. The theatre man tied in further with the Shaker community when he took movies of dedication exercises at the new Shaker bridge.

Warren Nichols, operator of the Gem in Peterborough, N. H., was in town . . . Ed Charboneau, operator of the Concord in Concord, was also in from the White Mountain state . . . Fifi D'Orsay, a good bet to replace Ethel Merman in "DuBarry Was a Lady," has been in town . . . Russell Burke, formerly Frederick E. Lieberman executive, now operating the Capitol in Lowell, has announced flesh at the Massachusetts situation. Burke is holding to his regular price schedule.

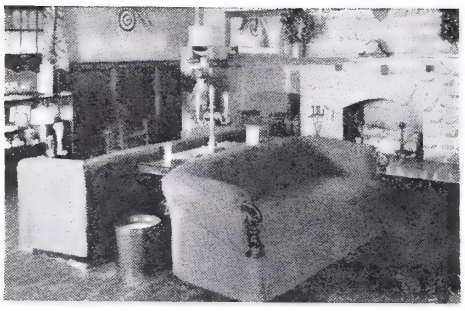
Russell Monroe, manager of the Adams in Adams, has inaugurated Good Will Award at the situation. State Senator Plunkett acted as judge at the primary presentation . . . Jerry Savoie, formerly manager of the Richmond in North Adams, is now handling the Victory in Holyoke . . . Ed Pollard has been putting finishing touches on his new community in Auburn, Me. . . . George Krasnow, manager for E. M. Loew at the National in Boston, has been exploiting the anniversary of the subsequent-run location.

George Ramsdell has been renovating the booth equipment of his Maplewood in Malden . . . Arthur K. Howard, business manager of the Independent Exhibitors, Inc., and Shepard Epstein, new field representative of the organization, took to the road last week on a membership solicitation tour . . . C. F. Millett and Elmore Rhines of the State and Mayfair respectively in Bridgton, tied in extensively with the recent annual gathering there of railway enthusiasts who commandeered for a day the small Maine railroad emanating from the town.

Hope Newcombe has darkened the Marblehead in Marblehead . . . Nathan Yamins has been going ahead with rejuvenations on his Fall River houses . . . Ben Gold has signed with Roy E. Heffner, Bank Night assignee, for Good Will Award at the Colonial in Nashua, N. H. . . . William Stanton has been tying flesh in with films at the Scenic in Rochester, N. H. . . . Harry Zeitz interests are going ahead with plans for rejuvenation of the New Bedford in New Bedford.

Melville Burke has shuttered the Denver in Skowhegan, Me. . . . Paul Levy, Metropolitan advertising manager, exploited "The Sea Hawk" by awarding an Errol Flynn cup to a local Forty Fathom Fleet captain. The trophy bore, in part, the following inscription, ". . . Because in the pursuit of fish in the North Atlantic, each man has proved himself a veritable 'Sea Hawk' . . ." . . . Ed Longo has been handing out kid giveaways at the State in Stoughton . . . Thad Barrows, president of the Moving Picture Operators Local, 182, tentatively plans to attend the SMPE convention in Hollywood, October 21-25 . . . P. Edward Comi, owner of Theatre Service & Supply Co., has been visiting his mother in Vermont.

Meyer Rosen, New England representative of the Liberman Flag and Valance Co., has sold practically all Boston exchanges on an American Flag deal.







BRIDGEPORT

MICHAEL CARROLL is celebrating his third year as manager of the American Theatre . . . Town has two holdovers, "Sea Hawk" and "Boom Town."

Strand Amusement Co. has the Strand-Palace as the next house slated for a remodeling job . . . Fall decorations already are up in the lobby of the American.

Globe plans to shift vaudeville from Monday to Saturday nights and install amateurs on Monday nights with an increase in prizes.

The Drive-In Theatre, Milford, is now placing its advertising through a national advertising agency . . . Children attending the Community in Fairfield on Saturdays get free ice cream . . . "Otto" Esposito, Matt Saunder's right hand man, is back after a cold that put him to bed for several days.

Lawrence Langner and his wife are taking tennis lessons . . . Max Rudnick in town preparing to open the Lyric for three-day burlesque. Pictures will fill in for the remainder of the week . . . Humphrey Doulens visited the duo-pianists, Vronsky and Babin, in Santa Fe on his trip to Hollywood.

Strand Amusement company managers are starting to talking about the coming bowling season and preparing what they believe will be a championship team . . . Frank and John Musante, projectionists at the Hippodrome and Rialto respectively, have returned from a vacation in Washington, D. C. Elwood Lavery substituted at the Hippodrome and Leslie Blakesly at the Rialto.



(Photos courtesy Maynard Sickels of Capitol Theatre Supply Co.)

Modern Theatres in New England—

At the top, the Hunting Room of the Strand in Portland, Me., one of the state's distinctive theatres. It is operated, with the Empire, by Ralph Snider under the personal supervision of Leo Young. Renovations were made recently by the Capitol Theatre Supply Co. of Boston. Second from top is the Ioka at Exeter, N. H., an example of a small house in a prep school town, traditional Philips Exeter being located nearby. The 675-seat house is operated by Ted Markey, who also has an interest in the "Dodge 'em" concession at the New York World's Fair. The other single-column picture is of the General Stark, smart Vermont theatre at Bennington, owned by Chris Buckley, who operated in Albany for years. He also owns the Uptown in Bennington. Both houses, recently renovated by Capitol Theatre Supply, are managed by Walter Morey. Directly above is the Lafayette in Haverhill, Mass., operated by William Avery, who also has the Royal in nearby Lowell. The Lafayette was renovated recently.

NEW HAVEN

EXHIBITORS meeting with *Register* Manager George Gould and staff to work out wrinkles in new amusement page policy. With some five nabes playing a picture day and date, immediately following, paper contends individual readers become repetitious and uninteresting. Another hard nut to crack is Bingo advertising which pays theatre rate and wants to continue on theatre page . . . Meantime, attempt to introduce newsy columns and more art is improving attractiveness of the page.

Report is 85 per cent of the subsequents in the territory will play "Boom Town" at advanced prices . . . Although Labor Day weekend was generally considered a poor opening date in these parts, the picture exceeded average business by an estimated 75 per cent in New Haven.

Present and enjoying the Columbia midnight preview of "The Howards of Virginia" at the Whitney were Harry Lavietes, Pequot; Julia Smith, State, Waterbury; George Wilkinson jr., Wilkinson, Wallingford; Michael Tomasino, White Way; Leo Schapiro, Guilford; Sam Badamo, College; Joseph Walsh, Colonial, Southington; Nat Rubin and Elliott Kronish, Poli, New Haven; Joseph Corwell, Liberty, Bridgeport; Samuel Haddleman, Shelton; Michael Sirica, Capitol, Waterbury; John Cannon, Cannon's; Leo Ricci, Capitol, Meriden; Dave Cherman, Lawrence; Jim Mahoney, Interstate; Maurice Bailey, Whalley; N. Neuman, Palace, Rockville; Lou Schaefer, Paramount; Sam Rosen, Strand, Winsted; Philip Saslau, Fishman Theatres; Leo Bonoff, Madison; Max Hoffman, Warner's; Daniel Finn, Warner's; Morris Jacobson, Strand Amusement; Ernest Dorau, Middletown theatres; Max Tabackman, Rivoli, West Haven; B. Zimmerman, Warner's; George Miller, Whalley.

Athan Prakas is repainting the lobby, marquee, and front of the 736-seat Rivoli at Bridgeport . . . M. Rudnick of the Eltinge, New York, is reputed negotiating for the Lyric, Bridgeport, for burlesque . . . With three runs sold in the town, the Rayhope Theatres Corporation is reputedly considering opening its recently-leased 1,247-seat Alhambra at Torrington with vaude and shorts . . . Al Pickus reopened his 600-seat Stratford, September 9 . . . Building permit for a marquee in the sum of $1,500 has been issued to M. H. Bailey, for the new Westville, under construction.

John Perakos, second son of Peter Perakos, has been appointed student manager of the State, Waterbury, while Speri Perakos, new manager of the Strand, Thompsonville, is now making the Meadow Street rounds regularly . . . Jack Dorland, who with Mrs. Joseph Markhoff, is operating the 400-seat Broadbrook on a six-a-week schedule, formerly sold pictures for Paramount in New York and Charlotte; also was an exhibitor down south at one time . . . Joe and Ted Markhoff report the 335-seat Moodus is closing down Wednesdays and Thursdays now that summer is over . . . Colchester remains open for the present and East Hampton on a six-a-week schedule until October.

Robert Schwartz of Park Playhouse, Thomaston, is not yet married, contrary to reports, but by the end of the month Cynthia Stahl of Waterbury will be the girl . . . Harold Eskin of Stamford and Newark was a Meadow Street visitor . . . George Scher, UA exploitation representative, in from Boston to work on "Foreign Correspondent," all puffed up about the special screening of the picture and enthusiastic reaction of Secretary of the Interior Harold L. Ickes and Mrs. Ickes at Bar Harbor.

The Lou Browns of Loew-Poli division celebrated their seventh wedding anniversary on the Gay White Way . . . Sympathy to Jack Sanson of the State, Manchester, who lost both his father and mother within a week.

Abe Hodes, student booker at Metro, is engaged to Dorothy J. Wyman of the Metro home office . . . Lou Cohen, manager of the Palace, Hartford, is last of the Loew-Poli managers to go on vacation, after doing relief duty during the summer . . . F. P. A., who lives at Westport, comes in to see himself in the "Information Please" shorts at the Fine Arts . . . Clifton Fadiman also a Westporter . . . Sidney Swirsky, Columbia booker, polishing off his vacation with a flourish at the World's Fair . . . Elvira Tacinelli, Columbia biller, also on vacation . . . Victor Morelli of the Rialto, Hartford, mentioned as likely manager of the Warner Bristol when it opens.

New homesteaders: Lou Wechsler, UA manager, in his new home on Dyer Street . . . Barney Calechman of the Howard moves to the Boulevard, adding another exhib to Michael Tomasino and Morris Haddleman, already on the street . . .Athan Prakas of the Rivoli, Bridgeport, has bought a new three-family home in Bridgeport . . . Leo Bonoff of Madison and Saybrook celebrated the Bar Mitzvoh of his son Leo jr. September 14 . . . The recently-married Jerry Massiminos are living on Savin Avenue.

Matt Saunders secured a half page co-op laundry ad on "Boom Town" . . . Also men's suit ads. Matt used a 150-foot banner on the picture on a fence in the downtown Bridgeport section . . . Morris Rosenthal of the Majestic induced Fro-Joy to put Dick Betts and his swing organ in the theatre for opening week of new movie season . . . Fro-Joy also placed 200 window streamers on "The Boys From Syracuse" in retail dealers' windows, and distributed 1,000 free popsicles at Rosenthal's Saturday morning kiddie show . . . Harry Rose landed a Vera Vague writeup on the Bridgeport Post radio page on "Sing, Dance, Plenty Hot" at the Globe . . . Bob Russell used the governor's picture in a Milford News co-op ad on "Boom Town" . . . Edward Fitzpatrick of the Poli, Waterbury, had patrons pose for pictures with the life-size standees of the "Boom Town" stars in his lobbies . . . When Harry Shaw, Lou Brown, Harry Rose, and Matt Saunders posed with the standees, the picture crashed the local Bridgeport press . . . Jack Simons, Poli, Hartford, ran a movie doubles contest at the Lobster with a local Hedy Lamarr winning . . . Joe Samartano of Poli, Meriden, landed a three-column co-op ad with Connecticuit Light & Power on "I Love You Again."

Eleanor Henebry is the new secretary in the Paramount exchange booking department . . . Loew-Poli ushers are organizing two-man bowling teams while Captain Frank Manente whips his regular five-man team into shape . . . Lieutenant Eddie Fitzgerald, Paramount booker, is back from three weeks of training at Plattsburg . . . Charles Lazarus, Metro booker; Anne Caporossi, and Helen Brennan of the Metro exchange still look forward to one-week vacations late in September.

Flesh Fading From The Boston Scene

By BRAD ANGIER

BOSTON—Once upon a time this city was rated as one of the country's ace flesh spots. That was once upon a time. Theatre footlights these days hold to burlesque and legitimate houses and to one motion picture citadel, the RKO Boston.

Even at the latter's last stand, the stage folk have to vie with celluloids. Ben Domingo, RKO city manager, is adhering to a variable film and flesh policy for the coming season, shifting from split-week bookings to seven-day engagements only when the name attractions warrant it. The houses, managed by Anthony Zinn, recently swept off its floor boards after a summer of double features.

Keith's Memorial, which in the past has housed some of Boston's most lavish stage attractions, plans to hold to straight motion pictures throughout the coming season. The possibilities are practically nil that such erstwhile vaudeville strongholds as the Orpheum, State and Bowdoin Square will quit the 35mm standard.

The Metropolitan is the only de luxe motion picture house in town that offers any real hope for traveling units. The only footlight presentation of this show place within the past years, however, was a one-week bonanza this summer with Bob Hope. A special musicians contract expired September 1.

Burlesque has again rared up in Boston where, in robust fashion, it has shaken off summer shrouds at the Old Howard, Globe and Gayety. The trio may later become four with the anticipated addition, under the Benny Ford banner, of the Apollo.

Ed Wynn has been packing them in at the Shubert in his new musical review, "Boys and Girls Together." The legitimate season was illegitimately opened at the same house earlier with short-lived unveiling of Eddie Dowling's new musical comedy, "The Little Dog Laughed." Elmer Harris' "Johnny Belinda" is scheduled to open Monday at the Wilbur.

Cinema Club Prepares To Resume Meetings

BOSTON—The Cinema Club, film district fraternity of bookers and office managers, will resume a regular schedule of meetings with a confab to be held sometime within the next few weeks. The organization has been carrying on its extensive charitable efforts throughout the summer.

E. M. Loew Acquires House At Boothbay Harbor

BOSTON—E. M. Loew, operator of New England's largest independent circuit, has increased his holdings in this territory. Loew, whose theatres extend from Florida and Louisiana to Maine, has taken over the Strand in Boothbay Harbor. The Maine house was formerly operated by Saul Hayes.

SPRINGFIELD

CONGRATULATIONS are in order for James J. Granger, assistant manager at the M&P's Community Theatre in North Attleboro, who has been elected Grand Knight of the North Attleboro council of Knights of Columbus for a second term . . . In Worcester was Melvin M. Aronson, chief of the service staff at the Goldstein Brothers' Paramount . . . To Hartford to visit friends went Manager Charlie R. Smith of the Broadway.

Back in Springfield now after nearly a month's absence is Ernest W. Whitford, assistant to Manager Don Barhytd at the E. M. Loew's Court Square, who, during the month's time first filled in for vacationing Manager Bernard Payne of the E. M. Loew's Mohawk, North Adams, and then went on vacation with his missus in Chicago. While Whitford was out of town, Anthony DiCarro, chief of the service staff at the E. M. Loew's Court Square, filled in . . . Samuel and Nathan E. Goldstein of the Western Massachusetts Theatres circuit, Springfield, reopened the Colonial in Pittsfield last Monday.

Filmrow visitors: Harry F. Shaw, division manager, and Louis A. Brown, publicity man, from Loew-Poli offices in New Haven, were in town to see Manager George E. Freeman of the local Loew-Poli . . . Harry Green, New England representative for the Alexander Preview Co., Colorado Springs, Colo., visited Carl Jamroga, manager of the Forest Park Phillips . . . Bernard Payne of the E. M. Loew's Mohawk in North Adams took a recent trip to New York.

Jack Melincoff, manager of the Warner, Lawrence, has been on vacation . . . The Capitol, Lowell, operated by Michael Daly of Hartford and Plainfield, has reportedly been resold to the bank.

Maurice Marriardi is a new part-time usher at the main stem WB's Capitol . . . In Springfield for two weeks to check up at the local Loew-Poli has been Ted Holt, member of the Loew-Poli circuit's New Haven office maintenance department . . . Mr. and Mrs. Eddie Powers have returned from a one-week vacation in Vermont. Mr. P. is assistant manager at the Art.

Gene Germaine is a new member of the service staff at the Goldstein Brothers' Paramount, succeeding Richard Monihan, who has been switched to the Arcade . . . Mr. and Mrs. Al Anders of the Bijou were in Boston the other day.

Regards are in order for William B. McCarthy, stage manager at the Broadway, who has been at that theatre for over 20 years . . . Edward W. Graham has joined the ushers staff at the Broadway, replacing Robert W. Bliss, who has resigned . . . Francis LaBreck filled in at the E. M. Loew's Court Square while William W. LaBreck, that theatre's stage manager, was vacationing.

In New Haven was George E. Freeman, manager of the Loew-Poli, recently to view "Boom Town" . . . Lorraine Contour has been taking charge of the candy stand at the E. M. Loew's Court Square while Theresa D'Angelo, regular candy girl, is on vacation in North Carolina and points south.

Mr. and Mrs. Nathan E. Goldstein and family have returned from their summer home at Lake Spofford, N. H. . . . Samuel Goldstein tripped to Greenfield to see Claude Fredericks at the circuit's Garden there, and to Brattleboro, Vt., to see Clifford Boyd at the Paramount . . . Don Barhytd, manager of the E. M. Loew's Court Square, left last Saturday for that long-proposed Maine trip. Before he left, he expressed intentions of getting his car back, although his car has not been in that state for about a year. Last year, Don went up there and forgot his car.

Mr. and Mrs. G. Presscott celebrated their second wedding anniversary the other day at the Hampden House and on hand for the celebration were the following Goldstein Brothers' Paramount employes: Gilbert Bevins, Paramount assistant manager; Jimmy Bloom, chief usher; Peter Veto, doorman, and Bobby Glazer, usher. Mrs. Presscott is cashier at the Paramount. A good time was reported by all.

Manager Andy Sette of the WB's Capitol has returned from a vacation, which included a visit to the Warner studios . . . Back in town now is William B. Powell, division manager for the Herman Rifkin Theatres circuit, who has been away on a Newport, R. I., fishing trip.

Eastern States Exposition is slated to open September 15 and close September 21 in Springfield . . . Arthur "Duke" Ducharme, projectionist at the Paramount, took a one-week trip to New York.

Rose Orhbach, secretary to Harry Smith, division manager and director of publicity for the Western Massachusetts Theatres circuit, saw the World's Fair during the Labor Day weekend . . . Edward E. Whittle, projectionist at the E. M. Loew's Court Square, is still vacationing in California. While Whittle is out of town, his duties at the theatre are being attended to by Charlie E. Graveller.

While Ernest W. Whitford, assistant manager at the E. M. Loew's Court Square, was on vacation with his missus in Chicago, the theatre received a daily post card from Whitford . . . As we went to press, there were indications that the now-darkened Herman Rifkin's Garden Theatre will reopen for the fall season this month . . . William Sattenville, projectionist at the Arcade, visited New York . . . Hymie H. Nozak, assistant to Manager George W. Coleman at the Arcade, took a trip to Hartford last Monday to visit friends.

Harry Schaefer, projectionist at the State St. Arcade, was on vacation. While he was out of town, Albert Fortunne filled in . . . The Arcade now has a small-size table in its lobby on which is placed a pack of weekly Arcade program heralds. Assistant Manager Hymie H. Nozak reports that the theatre prints approximately 4,000 heralds weekly and they are all used up at the beginning of each new week.

Riverside Park-In is slated to remain open during September, according to reports . . . Herman Rifkin, owner of the Herman Rifkin Theatres circuit, was a visitor at Manager Carl Jamroga's office at the Forest Park Phillips last fortnight. On Labor Day, Jamroga and Rifkin, together with Manager Paul Kessler of the Suffolk, Holyoke, played 18 holes of golf at Memorial Golf Course.

Metro Premium has started a pot and pan giveaway at Herman Rifkin's Strand and Jefferson . . . A good house was in attendance last Wednesday evening at the Phillips when eight radios, through the cooperation of eight Forest Park merchants, were given to the holders of lucky numbers.

PORTLAND

WITH the close of the popular summer legitimates scattered all over the state and the return of the tourist to his lair, the Maine exhibitor has cause for both rejoicing and regret. For the tourist helps fill his coffers during the dull summer season and the legitimate is one of the chief causes for the season's dullness. Race tracks are still open, however, and parimutuel betting continues as another powerful competitor. But for the most part Maine is settling back into the quiet lethargy that grips it throughout the winter months, a lethargy that leads the public to the film theatre's boxoffice fairly regularly week in and week out.

A new theatre has been constructed during the summer at Gorham, Me. A 400-seat house, it boasts a modern exterior and interior, and claims to have the "latest ventilating system and the last word in sound and projection" equipment. Dual features are to be shown with three program changes weekly. The house was opened September 2.

A second new theatre is being built at Houlton, Me., a town which heretofore has had only the Temple Theatre, although no details are available as yet.

With the reopening of the Maine Civic Theatre, September 9, Guy Palmerton, New York producer, brings Ruth Chatterton, famous stage and screen actress, to Portland. Miss Chatterton is the first of many famous film actors and actresses whom Palmerton hopes to bring here during the winter season. Following Miss Chatterton's appearance in Noel Coward's "Private Lives," Ethel Barrymore is scheduled to appear in "School for Scandal." The original popular price policy which Palmerton inaugurated here last spring will maintain throughout the winter.

Filmrow Tidbits: Don Russell, swing man at the Maine and State, broke his toe the other day while in swimming . . . Stephen J. McDonough, better known to the trade as Barbara Casey's husband, underwent an emergency appendectomy in great style and in spite of heavy odds against him is "getting along fine" . . . The Cameo, suburban house operated by the Leon P. Gormans at Woodfords Corner, is having its face lifted and getting a nice outer layer of pink stucco in the bargain.

A. J. Moreau, district M&P manager, returned September 3 from a two weeks' vacation spent at Kennebunk.

"Request Time," summer musical program conducted over WCSH by the State Theatre, goes off the air September 21. "Recess Time," that popular juvenile program which has lured the youngsters into the theatre in droves each Saturday morning for the past two years, will be resumed October 5.

The John Divneys of the Maine are momentarily expecting the stork.

Sees Theatres Recess Remedy for Slump

SPRINGFIELD, MASS.—If theatres throughout the country would be closed for about six weeks in the summertime each year and play what the majority of their patrons want them to play, the motion picture industry would find the answer to decreasing income from theatres, according to a local exhibitor who, for obvious reasons, wishes not to have his name connected with the above thought.

When reminded about the question of summertime employment for those employes whose theatres would be closed for some six weeks or so, the theatre manager replied, "Regardless of what others may think or do in the future, I still believe that the only cure in time will be the closing of the nation's theatres for about six weeks in the summertime, because then—and only then—will theatre-goers be given a chance to get 'hungry' for films . . . and then watch them rush for boxoffices when theatres reopen in the fall . . ."

Warner Reopens Ansonia House for Weekends

ANSONIA, CONN.—Warner has reopened the 475-seat Tremont, closed for the summer, for three-a-week weekend operation. James Landino, student assistant at the Roger Sherman, New Haven, will manage the house. This makes all Warner houses in Connecticut in active operation, except the 750-seat Bristol, which is being rebuilt after a fire, and which will open at the end of the month.

In Massachusetts, the 700-seat Globe at Clinton, was opened by Warner on September 12 for four days a week, Thursday through Sunday. Lloyd Mordgren is manager.

Loew-Poli Circuit Moves To Resume Vaude Shows

NEW HAVEN—Harry F. Shaw, Loew-Poli division manager, announces five-act vaudeville will be resumed at the Globe, Bridgeport, Monday nights. The Bijou, New Haven, will also repeat its Saturday all-performances vaudeville policy of last year, beginning September 28 and possibly add another day weekly. Dates for resumption of stage shows in Waterbury and Meriden are not announced but Waterbury already has booked the George White Scandals for October 1, 2 and 3.

Acquire Two Houses

BOSTON—The Repertory Theatre Building at 264 Huntington Avenue in Boston has been purchased by the New England Town Hall, Inc., from the Exchange Mortgage Loan Co. The property includes the Repertory and Newsreel theatres, formerly operated by Frederick E. Lieberman interests. Philip Cabot, president of the New England Town Hall concern, plans renovations and redecorations at the site.

Renovate Screening Room

BOSTON—Extensive renovation work has been commenced on the department of public safety screening room, furnished and operated free of charge for state censors' use by local film interests. Joe Cifre, local theatre equipment man, is in charge of the physical end of the enterprise.

: NEW HAMPSHIRE :

PLANS for a new super-waterfront, to replace the historic railroad station, wharves and other structures destroyed by fire at the Weirs last winter, include an amphi-theatre, where summer colonists will enjoy open air concerts and entertainments. It is proposed to have it located near the Winnipesaukee Gardens.

Ansel Sanborn landed a page-one story of good length in the Wolfeboro weekly newspaper when his theatres in that town and other parts of Carroll County showed the March of Time's "Gateways to Panama."

George E. Rowe of the Scenic staff in Rochester visited in Gloucester, Mass., during his annual vacation.

Miss Beryl Gilman, daughter of a Rochester city councilman, won a recent Bathing Beauty Contest staged at the Scenic in Rochester, in cooperation with local merchants, who donated prizes. More than 900 film fans picked the winner among 16 New Hampshire and Vermont beauties.

Monogram Selling Moves Ahead in New England

BOSTON—Monogram contracts in New England are running substantially ahead of those secured to date a year ago, Steve Broidy, Monogram New England sales manager and national director, informs this publication. Broidy disclosed that Monogram has already closed circuit deals with Morse & Rothenberg.

Baron Succeeds Herman as Boston Universal Head

BOSTON—Paul Baron, Universal's Charlotte manager for the past two years, has been transferred to branch manager here, replacing A. J. Herman, resigned.

Segal Adds to Franchise

BOSTON—Harry Segal, Imperial Pictures head who owns a five-year New England franchise on "Reefer Madness," has acquired Southern California rights to the roadshow picture.

PROVIDENCE

RHODE ISLAND theatres have been benefiting from cool wave which has swept the state throughout late August and early September. Exodus of vacation throngs from shore areas on Labor Day Saturday, due to hurricane scare, also has brought increased grosses to city theatres since the holiday.

Wages paid to industrial workers in state were the highest in July for a 10 year period and August totals, according to figures prepared by the Federal Reserve Bank of Boston showed an increase of 8.8 per cent over the July totals, being largest August payout since 1929.

Stanzler interests close their Casino, Narragansett summer film theatre, September 15. Associated Theatres opened the Metropolitan Friday with Glenn Miller's band and films, in for a week's run.

3 New Haven First Runs Are Playing Holdovers

NEW HAVEN—Three of the four downtown first run houses were playing holdovers this week. "Boom Town," dualled with "The Lady in Question," moved from the Poli to the College at the same advanced scale of 45-59 cents plus tax. "Sea Hawk" and "Calling All Husbands" remained for a second week at the Roger Sherman, at 44-60 cents, including tax. "Rhythm on the River" and "Queen of the Mob" also stayed on at the Paramount, at regular prices. "Foreign Correspondent" and "The Captain Was a Lady" at the Loew-Poli was the only new show in town.

Fred Greenway to Helm Of Bridgeport Majestic

BOSTON—Fred Greenway, manager of Loew's State in Boston for the past three years, has been promoted to the managership of the Majestic in Bridgeport, Conn.

The previous report that he had been transferred to the Poli in the same city was erroneous. Greenway came to Boston from Baltimore, Md., succeeding Stanley Gosnell at the first-run post. He has resigned his office as director of Allied Theatres, Inc., MPTOA unit.

First Decline

BOSTON—The population of the Hub has shown a decline for the first time in history, census figures have revealed. Whereas Boston gained 4.4 per cent in population according to the 1930 census, a decline of 1 per cent has now been registered. The Boston Municipal Research Bureau laid the loss, in part, to high taxes. Experts claim that the city has nearly reached its saturation point as far as residents are concerned.

Inspired to Strive

BOSTON—Robert Cox, fresh from winning the Graphic Theatre circuit managerial contest which netted him a fat prize check from Sam Kurson, has inaugurated "a greater show month" at the Park in Dexter, Me. Cox, who was formerly in the publicity department of the Metropolitan in Boston, gave the ballyhoo promotion a punchy start by running all advertisements on "Turnabout" upside down.

School Installs Sound

BURLINGTON, VT.—St. Michael's College at Winooski Park has installed sound equipment in the auditorium and plans to run educational pictures throughout the college year.

Exchange Union Meets

NEW HAVEN — Local B-41 of exchange employes met Tuesday at the Hotel Garde, with Sam Zipkin, newly elected president, in the chair.

Celebrate With Sidney Kleper

HARTFORD—Approximately 85 persons attended a bachelor party held on the Loew-Poli Palace stage here for Sidney H. Kleper, assistant manager, who is to be married September 15.

HARTFORD

MANAGER WILLIAM B. FLANAGHAN of Warner's Park St. Lyric reports that dish night will start there September 18 . . . In Boston last Tuesday on business was Bernard M. Levy, manager of the local main stem Proven Pictures and also district supervisor for the Leiberman houses in Hartford and Holyoke . . . Armand Fontanne, projectionist at the Webster, was on vacation . . . To New Haven went George E. Landers, manager of the E. M. Loew's, the other day.

Michael Rizzio is a new member of the service staff at the Rialto . . . Albert Schulman of the Rivoli, Webster, and Plaza-Windsor, was at Beach Park in Clinton . . . Joseph Bernard, usher at the Webster, vacationed in Greenfield, Mass. . . . Lucy Flack of the Capitol, Milford, was sick with a cold.

On the New Haven Row were Martin Kelleher, Princess; Charles L. Repass, Crown, and Maurice Schulman of the Rivoli, Webster, and Plaza-Windsor . . . Manager George E. Landers of the E. M. Loew's tripped to Boston . . . While Morris Kindie, assistant manager at the Lyric, is recuperating at the St. Francis Hospital from an appendicitis operation, Freddie Brumbowski is filling in . . . Kenneth Faye, WB's Strand assistant manager, spent his vacation visiting relatives in West Haven.

John J. Lawrence, manager of the Schulmans' Plaza, Windsor, vacationed at Westbrook. Irving Weinstein substituted . . . Tony Boscardine of the Colonial in Canaan was in New Haven . . . Frankie Passi, house fireman at the Rivoli, spent his vacation at the Torrington state convention of the Veterans of the Spanish-American War.

Geraldine Weiser, cashier at the Webster, vacationed in New Jersey . . . Michael M. Daly of Hartford, Plainfield, and Lowell, was in New Haven . . . On vacation at Crescent Beach was Jeanne Skwann, Webster cashier.

Bert Wheeler, motion picture and musical comedy star, appeared at Milton Stiefel's Ivoryton Playhouse, Ivoryton . . . A Bridgeport visitor was Robert Elliano of the WB's Palace, Torrington . . . Ralph Chatterton has resigned from the post of special exploitation man at the Loew-Poli, Bridgeport . . . Morris Pouzzner of the Middletown Theatres took a trip to New Haven . . Joseph Goodrow, chief usher at the Webster, Hartford, tripped to New York by plane on a one-day excursion to view the Fair . . . Maurice Schulman also a New York visitor.

Chester Pulanski, assistant manager at the Webster, saw the New York World's Fair and visited various beaches while on vacation . . . Cooking school at the Webster, incidently, was so successful, according to Maurice Schulman, that about 500 people had to be turned away at opening sessions . . . B. Nomer, projectionist at the Webster, has returned from his vacation.

Filmrow visitors: Harry F. Shaw, Loew-Poli division manager, and Louis A. Brown, that circuit's publicity chief, visited Manager Jack A. Simons at the local Loew-Poli from New Haven . . . In this territory was Harry Green, New England representative for the Alexander Preview Co. of Colorado Springs, Colo., from New York.

Downtown Hartford theatres reported very heavy business last Sunday night which was due, it was said, to Hartfordites' fear of the much-rumored-about hurricane . . . Freddie Hellman, formerly employed as a doorman at the Colonial, Bridgeport, is now reportedly managing the Barnum in that town for Louis J. Anger . . . F. W. Stevens of Hartford and Peter S. Sandahl of Bridgeport, former Warner checkers, have been added to the staff of Ross Federal.

Cameo, Bristol, has been redecorated . . . I. J. Hoffman, Warner New England representative, was in Torrington . . . Martin Harris, New York booker for the local Harris Brothers' State, was in town . . . Astrid Hanson, cashier at the State, was sick for a few days with a cold . . . Henry Boehm, director of advertising for the State, was in Narragansett.

Adele Harris, daughter of Theodore Harris, has returned to town after a summer's vacation at Camp Anoya in the Berkshire Mountains . . . Rocco Matarese, stage manager, is now back on the job at the State, after having run a tavern down in Sound View for the summer months . . . Mrs. Samuel M. Harris vacationed at Narragansett.

United Aircraft factories in East Hartford, now working on a backlog of unfilled orders estimated at $350,000,000, are planning to add several more thousand workers to its always-increasing payrolls . . . Marquee and front at Martin Kelleher's State St. Princess have been repainted.

There will be no Bingo playing in Wethersfield during the next year, thus extending the Wethersfield ban on the game, according to Alfred W. Hammer of that town's board selectmen, who said that the board had not received any petition to legalize the game, as required by law.

Christopher McHale, manager at the Broadway, Lawrence, was on vacation . . . Dan Pouzzner of the Middletown theatres was a New Haven visitor the other day . . . Morris Druker, assistant manager of the Loew-Poli in Worcester, was on a New York State dude ranch . . . Fridays and Saturdays have been set aside at the West End Theatre in Bridgeport as revival days . . . Joe DeFrancesco of Cheshire was in New Haven . . . Harris Brothers' State gave away 500 photos of Gene Krupa free last Friday morning at the theatre in connection with Krupa's p. a. at that house.

J. R. Pickett, manager of the Capitol, Willimantic, was on vacation . . . Jack Oatts is a new part-time usher at the M&P's Allyn, succeeding Jack Waddock, who has resigned . . . A visitor at Manager George E. Landers' office at the E. M. Loew's here the other day was Barney Pitkin, branch manager for RKO in New Haven . . . Dolly Zito, Jane Hart and Ed Johnson, Margaret Johnson (Warehouse Point), Johnnie Downey were the Hartford representative stage performers in that national weekly's contest . . . Mrs. Jenny Richardson, cashier at the E. M. Loew's, weekended at the World's Fair.

The lineup of the bowling team at the E. M. Loew's has been announced by Oscar Cappuccio, maintenance man at the theatre and also team captain of the bowlers, as follows: Eddie Boggs, Oscar Cappuccio, Joe Gallagher, Stephanie Kalinowski, and Pauline Talarski.

Don Chambers, special exploitation representative for Paramount in New England, was in town last Thursday and Friday to talk with Manager Walter B. Lloyd of the M&P's Allyn regarding exploitation of "I Want a Divorce" . . . Sid Swirsky, booker for Columbia, New Haven, visited George E. Landers, E. M. Loew's manager . . . While Harry Abry, Loew-Poli Palace projectionist, was on vacation, his duties were accomplished by W. Lewis.

Louis A. Cohen, Loew-Poli Palace, has returned from a Maine vacation. Sidney H. Kleper, Loew-Poli Palace assistant manager, filled in for Cohen . . . Plans have been going ahead for the September 15 wedding of Sidney H. Kleper and Roslyn Claire Oliver of this city . . . In New Haven last Sunday was Tommy Vaughan, house policeman at the Loew-Poli . . . G. DeLissio is a new member of the service at the Loew-Poli Palace.

Pauline Winston Leads In Effort for Friars

BOSTON—Pauline Winston of Columbia continues to lead in the Boston Friars Club Milk Fund ticket sales contest. Doris Berman of United Artists held tenaciously to second place. The M&P Theatres Corp. leads all other New England circuits by a wide margin in the charitable enterprise.

Activities in the extensive film district charity were hypoed with a special 4:00 meeting Monday in the offices of Martin J. Mullin of the M&P Theatres Corp. A luncheon in behalf of the Fund was held last week in the Parker House. Edward X. Callahan, 20th-Fox district manager, exhorted Friars members this week to send in $15 each for tickets sent them in connection with the forthcoming Frolic, proceeds of which will enrich the Milk Fund.

"Dance, Girl, Dance" Is Cut in Massachusetts

BOSTON—Thirty-three motion pictures were approved for Sunday showings in Massachusetts after the department of public safety had ordered deletions on "Dance, Girl, Dance." Eliminations on the nine-reel feature, included "Scenes showing Bubbles in unconventional dance, in part 3. Scenes showing Bubbles' clothes being blown over her head in center of stage; scene showing Bubbles disrobing, in part 5. Cut to a short flash scene showing girls in brawl, in part 8."

Eugene M. McSweeney, department of public safety commissioner, could find nothing wrong in 32 other motion pictures which included the controversial "La-Femme de Boulanger," better known as "The Baker's Wife."

New Haven Sports Palace Opens With Two Bands

NEW HAVEN—The Arena, Connecticut's only sports palace, opens its big-name vaudeville policy for the season on Sunday with two bands, Mitchell Ayres and Jack Teagarden, and seven acts, headed by Henry Armetta. Afternoon prices will be 40 and 75 cents and evening, 55-85-$1.10, all including tax.

Hollis Sweeney Promoted

HARTFORD—Hollis Sweeney, chief of service of the local Loew-Poli Palace, has been appointed student assistant manager at that theatre, replacing Lewis J. Blanco, who has resigned to go into the business of tile setting.

: On Admissions :

BOSTON—Jack O'Leary, manager of the Old Colony and Plymouth in the pilgrim city, has a novel office decoration in the form of a framed dollar bill and an August 7 letter.

Reads the letter, which came to O'Leary this month:

"Manager of the Plymouth Theatre
Plymouth, Mass.
Dear Sir:

We have two sons, one 11 and the other 12. After the older one became twelve he continued going to the movies, as do many of his friends for the same admission fee. It is not honest and I wish to make it right, therefore I am enclosing one dollar which will cover the difference between what he did pay and what he should have paid."

Sees Screen, Not Stage, Hurt by Television

HARTFORD—Television will prove greater competition for the films when the technique is perfected, than it will for the stage, says Bettina Prescott, resident actress of the Montowese Playhouse at Indian Neck in an interview with Peter Vardiles, reporter for the Hartford *Times*.

Miss Prescott, who has had actual experience with CBS and NBC telecasts, believes, according to Vardilos in the publication, firmly that television will not interfere with the stage.

Continuing, the interview points out: "The legitimate drama, she finds, is a medium under real situations. No other form of entertainment has been or will be invented that can displace this art.

Praises Mayor for Picture Ban in Springfield

SPRINGFIELD, MASS.—James F. Shea, former Indian Orchard postmaster, recently made public a letter which he had written to Mayor Putnam of Springfield in which, among other things, he commended the mayor for his action in ordering a picture barred from a local theatre.

"Reefer Madness," which was banned from Al Anders' Bijou, is apparently the same film). According to Shea, the motion picture was put on the condemned list of the Legion of Decency "ever since it made its first appearance."

Shea, in his letter, also took occasion to voice regret that the Springfield diocese has no local League of Decency to watch for objectionable pictures. He also suggests to His Honor that he put an end to Beano and Bingo games, no matter what their auspices, on the ground that they constitute public gambling. He also favors limitation of liquor traffic in the city as outlined in a letter to Liquor Commission Chairman Gerald Foley.

Shaw Invites Harold Huber

SPRINGFIELD, MASS.—Harold Huber, who plays one of the leading roles in "Kit Carson," has been invited to Springfield and Worcester by Harry Shaw, division manager of Loew's Poli circuit. Huber will be a guest at a press luncheon and will make a broadcast.

Exchange Union Meets Sept. 16

BOSTON—The Theatrical Exchange Employes Local is scheduled to meet Monday, September 16, at the Bradford Hotel. Matthew Moriarty of Universal, president of the AFL unit, is due to preside.

: Almost a Bank :

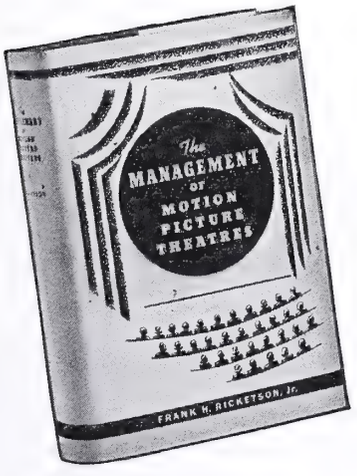
PORTLAND, ME.—A greatly disturbed man in his early thirties rushed into the State Theatre lobby during the dinner show the other night and reported the loss of a wallet to Chief-of-Service Ed Newman. Immediately Newman led the way to the place where the gentleman had been seated and after a thorough search finally located a very fat wallet which the man identified as his.

With a great sigh of relief the man opened it and took out a certified check for $2,200 and $800 in cash, which he painstakingly showed to the surprised Eddie. Then with an almost curt "Thanks, buddy," he shoved money and wallet back into his pocket and marched out of the theatre.

Second All-Day Film Show Is Held in Hartford

HARTFORD—The Children's Museum of Hartford, located on Farmington Ave. here, held a second all-day sound motion picture program of the vacation season last week. Included on the program were the following films: "Life of a Cadet in the U. S. Coast Guard," which portrayed scenes in the academy at New London; "Kennel Kings," a Grantland Rice Sports picture; "Goonland," a Popeye cartoon. A motion picture depicting the National Philharmonic Orchestra of 125 musicians playing the overture to the "Merry Wives of Windsor" also was shown.
shown four times Wednesday. Groups from vacation schools and camps attended.

How to operate motion picture theatres *profitably*



Here is a new book full of HOW TO DO IT information, written by a man who believes that the first objective of theatre management is to make money. In this book he covers motion picture theatre management from A to Z, giving the best results of years of experience as a guide in establishing successful policies, building profitable business, and efficiently operating any size theatre.

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MT111 Signs, Electric
MT112 Signs, Neon, Zeon

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MT175 Sand Urns
MT176 Seating, Auditorium
MT177 Slip Covers
MT178 Speaking Tubes
MT179 Ticket Choppers and Boxes
MT180 Theatre Chairs
MT181 Upholstery Materials
MT182 Wall Coverings, Fabric

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MT190 Dimmers and Controls
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MT192 Elec. Measuring Instruments
MT193 Engines, Diesel
MT194 Fluorescent Lamps and Fixtures
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MT196 Incandescent Lamps
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MT199 Cove Lighting
MT200 Reflectors
MT201 Reflector Lamps
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MT262 Projector Parts
MT263 Projector Pedestals
MT264 Rectifiers, Bulb Type
MT265 Rectifiers, Copper-Oxide
MT266 Rectifiers, Copper-Sulphide
MT267 Reel-End Signals
MT268 Reflector Equipment
MT269 Rewind Tables
MT270 Rheostats
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"Boom Town" Making Boxoffice History

Dallas—"Boom Town" is making boxoffice history here at the Majestic where it did an average week's business in three days. All current engagements over the state so far are reporting from two to three times normal business and holdovers. And at increased price scales.

It Was a Big Day For Lum 'n' Abner

LITTLE ROCK—It was, indeed, a big day for Lum 'n' Abner when they came here for the world premiere of their RKO picture, "Dreaming Out Loud," at the Capitol and Pulaski.

The radio comedians were greeted by 2,000 persons on their arrival at the airport, which was broadcast over station KGHI, and Governor Bailey and Mayor Satterfield proclaimed the occasion "Lum 'n' Abner Day." The main streets were gaily decorated.

Approximately 125 state, county and city political figures, and members of the press, attended the governor's reception for Arkansas' native sons, and the chamber of commerce and Little Rock's combined civic clubs tendered the two a luncheon which was attended by 350. Besides the governor and mayor, the guests included Al Avery, T. R. Thompson and C. W. Allen, all RKO branch managers, and John Rowley, Max Pruniski and Ralph Noble, all theatremen, as well as Producer Jack Votion.

The RKO stars made personal appearances at the twin-theatre premiere, packing both houses.

"Dreaming Out Loud" has been booked for immediate openings by 30 Arkansas cities and towns.

SETOA Resolution Condemns Blocks of Five Sales Plan

WASHINGTON — Maintaining there had been no change in its original stand whereby the unit declared the proposed consent decree provisions "vicious and will abolish the gains exhibitors have made after years of negotiations," Nat Williams of Thomasville, Ga., vice-president of the Southeastern Theatre Owners Ass'n, presented a resolution by his unit to Thurman Arnold during the MPTOA decree session in the department of justice building.

Williams pointed out to BOXOFFICE that the resolution is the first ever passed by the group and there was not one dissenting argument among the members.

The resolution, in full, as presented to Arnold, follows:

BE IT RESOLVED: This 23rd day of July, 1940, that the Southeastern Theatre Owners Association representing theatre owners of Georgia, Florida, Alabama and Tennessee, duly assembled at its annual convention in the City of Jacksonville, Florida, do hereby go on record as being unanimously and unalterably opposed to the reported proposed terms of the consent decree as to the selling of pictures in groups of five, for the following specific reasons:

1. It will take away from the exhibitors the right and privilege of cancellation, which is urgently needed to eliminate undesirable pictures, because unquestionably producers will put at least one or two highly desirable pictures in the group of five, thereby forcing exhibitors to take three or four non-profitable or undesirable pictures.

2. It materially decreases the privilege of community selection which a 20 per cent elimination clause on the entire year's purchase permits at present.

3. It increases the danger of running a salacious or offensive film in certain communities because even if the exhibitor was granted the privilege of eliminating one picture from a group of five, the danger still remains that there might be two pictures of that type in a small group of five, whereas a straight 20 per cent elimination has been proven from previous experience to eliminate any danger of this occurring, due to the fact that there would not be this many undesirable pictures in a large group which could not be properly eliminated.

See Cost Increase

4. The cost of selling pictures in groups of fives will eventually materially increase the cost of film entertainment to the public, and cause a great inconvenience and burden to the majority of exhibitors.

NOW, THEREFORE, BE IT RESOLVED that we believe this proposed plan will be particularly vicious and will abolish gains that exhibitors have made after years of negotiations, as to the selection of proper entertainment for their community; will result in a more expensive selling plan, which will reflect itself in higher admission scales; will reduce the exhibitor's buying power, which is now his most potent weapon in securing proper eliminations; will decrease instead of increase the community selection of pictures, and we know that a flat elimination of 20 per cent of a distributor's annual product will enable us to more nearly meet the public demands for clean, popular and reasonably priced entertainment.

THEREFORE, BE IT RESOLVED, that this organization go on record opposing the sale of pictures in groups of five and urging that the distributor be allowed to continue the sale of his product annually with an elimination privilege to the exhibitor of 20 per cent or more, which we feel will more nearly solve the problems of this industry than any other selling plan proposed so far.

FURTHER BE IT RESOLVED that copies of this resolution be furnished to all parties interested in the solution of the Motion Picture Industry selling problems.

M. C. MOORE, President.

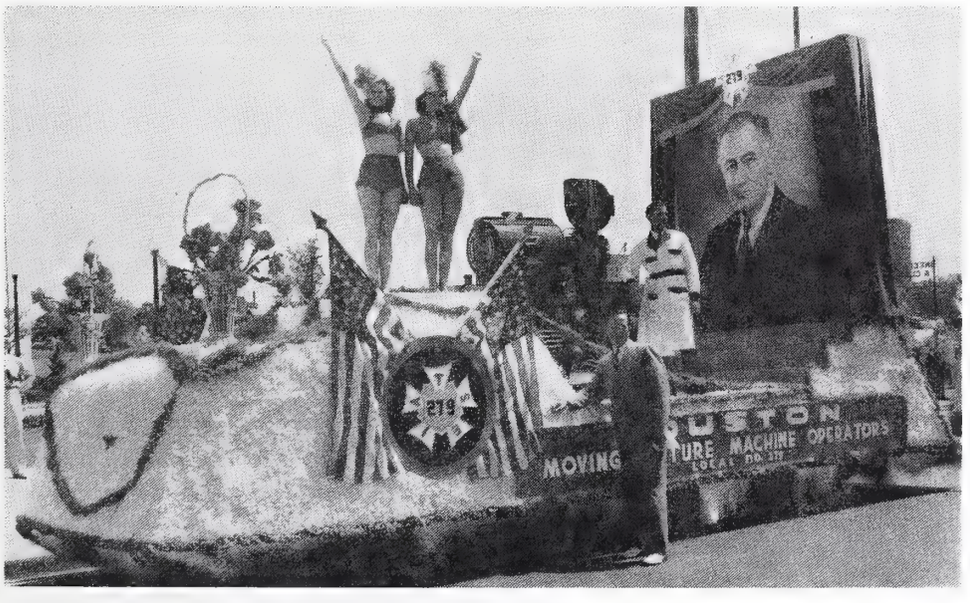
Attest:
Tom Brandon, secretary.

Atlanta Tops Country In Monogram Drive

ATLANTA—With the Atlanta exchange copping first place nationally, the four southern exchanges of Monogram, under the guidance of John W. Mangham, won the bulk of the prize money offered in the recently concluded 19-week Monogram drive, by placing at the head of the 30 Monogram exchanges in the country.

The Atlanta office was the only one that reached 100 per cent of its quota, and so bagged the top prize of $550. The Memphis exchange came in second, winning a total of $350.00, and Charlotte and New Orleans placed third and fourth, netting respectively, $300 and $200.

The total of the prizes will be pro-rated among the employes of all four exchanges.



The Operators Parade—

Particularly attractive was the Local 279 Motion Picture Operators' float, entered in the Houston Labor Day parade. The pretty girls came from the current show at the Joy Theatre. Arrangement for the float was the work of Frank Coogler.

Markston Finishing Script

HOLLYWOOD—Ben Markston is finishing the script of "Stuff of Heroes," Eddie Albert starrer for Warner.

Crescent Trial Nearer; Denies Control of Nine Other Chains

NASHVILLE, TENN.—Actual hearing of the government anti-trust suit against Crescent Amusement Co., its alleged affiliated exhibitors, and 11 film distributors is believed near following the filing of the defendants' answer to all charges made and the request for a dismissal of the suit. Judge Elmer Davies of the U. S. district court is expected to set an early date for the hearing.

In addition to a blanket denial of all other allegations made against it in the suit filed on Aug. 11, 1939, Crescent Amusement Co. denied affiliation with Lyric, Strand, Cumberland, Enterprise, Rockwood, Cherokee and Kentucky exhibitor chains in Tennessee and Kentucky and the Muscle Shoals Theatres, Inc., of Alabama, to the extent of operation and control, admitting only that Tony Sudekum, president of Crescent Amusement Co. and, in some cases, his associate, K. C. Stengel, own "50 per cent or less voting stock" in the various circuits. They deny the existence of "Muscle Shoals Theatres, Inc.," but cite the fact that there is an exhibitor partnership known as "Muscle Shoals Theatres."

In answer to the government suit, Crescent and its affiliates, with the 11 distributor defendants, ask complete dismissal of the suit, denying the following charges:

"That for five years the defendant exhibitors continuously combined with each other and with each of the defendant distributors unreasonably to restrain interstate trade and commerce in motion picture films and to monopolize and to attempt to monopolize the exhibition of motion pictures and the operation of motion picture theatres in Crescent towns and in other towns in Tennessee, Alabama, Kentucky, Arkansas and Mississippi in violation of Section 1 and 2 of the Sherman act . . . "

Defendants listed in the answer were: Crescent Amusement Co., Lyric Amusement Co., Inc., Nu-Strand Corp., Cumberland Amusement Co., Strand Enterprises, Inc., Rockwood Amusements, Inc., Cherokee Amusements, Inc., Kentucky Amusement Co., and Anthony Sudekum, R. E. Baulch, and Kermit C. Stengel.

Interstate Pledges Jobs to Conscripts

DALLAS—In a statement addressed to his employes, Karl Hoblitzelle, president of Interstate Circuit and Texas Consolidated theatres, assured them that there need be no doubt of their status as employes because of military service. Hoblitzelle said it goes without saying that employes affected by national guard mobilization and draft, will perform their duties willingly and patriotically.

The management of the circuits, operating more than a hundred theatres, will endeavor to provide that employes will suffer no loss of jobs due to absence caused by service during the training periods. Furthermore, its aim is to see that in such cases as warrant, none shall undergo financial hardship.

The Hoblitzelle statement follows:

To All Employes

"It has always been the opinion of the management of Interstate Circuit, Inc., and Texas Consolidated Theatres, Inc., that the primary requisite of a good employe is good citizenship.

Seen as Obligation

"The policy of the two companies has been to encourage their employes to discharge the obligations of citizenship to the Nation, the State, and local governmental units.

"In times of peril like the present, when the very foundation of democratic institutions are being shaken and the fundamentals of our political, economic and social life in the United States are threatened from abroad, the practice of citizenship and loyalty to one's country is more commendable and more deserving of encouragement and assistance than at any previous time in our history.

"With National Guard mobilization now a reality and civilian conscription imminent, it is not unlikely that many employes of Interstate Circuit, Inc., and Texas Consolidated Theatres, Inc., will be called to the colors in the all-important cause of American preparedness and adequate national defense. As good citizens, it goes without saying that those employes affected by the National Guard training bill and the proposed draft bill will perform this duty willingly and patriotically. There are also men in the personnel of the companies, unaffected by the draft, who might voluntarily enter the military service of their country.

"Since the management of both Interstate and Texas Consolidated takes pride in the civic responsibility and patriotism of its employes, the greatest consideration will be given to men who enlist or who are conscripted for training in connection with the present national defense program of the United States.

Pledge Assistance

"It shall be the object of both companies to assist in every way possible meritorious employes who leave their position for purposes of military training. The management shall endeavor to provide that employes will suffer no loss of jobs due to absence caused by service during regular training periods. Furthermore, its aim is to see that in such cases as warrant it none of these employes undergoes financial hardship during the period they are making the most direct sacrifice men can make for their country.

"The companies wish to re-emphasize their firm belief that civic consciousness is an essential characteristic of a good employe. It is their intention to cooperate to the fullest extent with any employes who are ready and willing for hard personal service in the cause of Americanism. They will do all they can to help such employes while they are making any sacrifice of time, effort and substance for the national defense.

"For both Interstate and Texas Consolidated are vitally interested in the welfare of men who are doing their share to preserve American democratic principles and institutions, the more so when these men are from their own personnel."



"Deacon" Pays Off—

As the payoff for losing a bet to one of his subordinates, K. K. "Deacon" King, city manager in Searcy, Ark., for the Commonwealth circuit, spent an entire evening recently on the marquee of the Rialto to the amusement of a curious crowd which had gathered about the theatre. It all came about when the "Deacon" bet Jack Bomar, his assistant at the Rialto, that he would manage the theatre one week and do more business than Jack would the next. Jack came through in flying colors, and the "Deacon" made good his word.

Interstate Affiliate Cuts Prices in Tyler, Tex.

TYLER, TEX.—Announcement of a price adjustment at a slightly lower scale for their theatres here was made in the Sunday *Courier-Times* by Texas Consolidated Theatres, Inc., affiliate of the Interstate circuit.

The new Tyler which opened a few weeks ago at 44 cents including tax, has lopped off four cents to 40 including tax. The Liberty reduced from 44 to 40 including tax.

The remodeled Arcadia is being reduced from 25 cents matinee and 28 cents at night to 20 cents matinee and 25 cents at night including tax, while the Queen is reduced to a 10 and 15 cent policy at all times from 10 and 25 cents.

No reference was made to the Majestic policy which has been 10 cents three days and nights and 10 and 15 cents the rest of the week.

S. G. Fry, operating the only independent theatre here, the Joy, maintains 10 and 15 cent prices at all times.

Sept. 30 Optional Hearing Date

Dallas—The first of the Interstate circuit cases in Judge Atwell's court is tentatively set for September 30, with the understanding that if either side is not ready by then it will be put over to a later date. The Jorgenson East Grand case, involving prices and availability, will most likely be heard first.

K. Lee Williams' Managers Meet in DeQueen, Ark.

DEQUEEN, ARK.—First of a series of quarterly meetings to discuss theatre operation was held here last Monday by the managers of the K. Lee Williams theatres in Arkansas and Oklahoma.

The managers attending were Gerry Doig, Waldron; Rip Holder, Dierks; Cecil Callaham, Nashville; Bill Toombs, Ashdown; E. L. Crowder, Gurdon; Lou Stocker, Fordyce; Franze Taylor, DeQueen; Jewell Callaham, Broken Bow, Okla., and Carrollton Allman, Wilburton, Okla.

Following a business session the managers were luncheon guests of Mr. and Mrs. Williams.

Four More Salesmen for Jack Adams Exchanges

DALLAS—Four new salesman to cover the southwest have been added by the Jack K. Adams Film Exchanges.

W. S. Quade, formerly with Universal in Oklahoma City, will cover that territory, S. A. "Jack" Arnold of Little Rock will handle Arkansas, L. C. "Monty" Montgomery will cover south Texas and Randolph Elliott of Atlanta will also travel this state.

Rounding out the company's augmented sales staff are Jack Adams jr. and Bob Adams who are representatives at large.

The organization recently acquired the product lineup of Producers Releasing Corp.

Several Shifts Made in Hugh Braly's Territory

DALLAS—Several shifts in Paramount's selling force have been made in District Manager Hugh Braly's territory, three of them affecting the Dallas branch of which L. W. McClintock is the manager.

Fred Larned, who has been selling the Houston territory, has gone to the Memphis exchange as salesman. Heywood Simmons, seen regularly in east Texas, was shifted to the Houston field, James Ryan was added as salesman in east Texas, and George Gaughan, salesman out of Oklahoma City, was transferred to Dallas as head booker.

"Lucky Starnite" Boosts Takes at the Mirror

DALLAS—A new stimulator which is boosting business at the Mirror here, is "Lucky Starnite," a weekly feature which rewards winners with money and merchandise prizes.

On entering the theatre, patrons are given a package of gum. Those receiving a package containing a star are entitled to go on the stage and perform in any manner in which they are talented. The mechanics of the deal make it possible for a single patron to earn as much as $1,000 for a single stage appearance.

Crescent Circuit Buys Paris, Tenn., Theatre

PARIS, TENN.—The Crescent circuit has purchased the local Princess from Ben F. Diggs, capitalist, and has taken over the management of the house which was constructed by Diggs early this year.

Crescent already owns the Capitol and Gem, but plans to close the Gem after purchasing the Capitol. Hal Laurance is city manager.

MEMPHIS

RAYMOND GOODMAN of the Strand and Rex at Starkville, Miss., has named J. D. Courtney projectionist and house manager of the Rex . . . Sam Moscow, Columbia's district manager, paid the local office his first visit in several months . . . M. B. Hasty, who owns the Joy at Dardanelle and does the booking for the New at Plainview, Ark., spent a couple of days on the Row advancing his bookings prior to his departure on a vacation down New Mexico way . . . K. Lee Williams has closed his Pines in Dierks, Ark. . . . C. H. Collier of the Globe at Drew, Miss., announces the appointment of George Hale as manager of his theatre. Collier will devote his time to his other business interests in Drew.

R. B. Gooch formally opened his newly acquired theatre in Savannah, Tenn., September 5. The house is now known as the Savannah. Gooch also operates the Ritz at Selmer. Among those who drove up for the opening was Bob Bostick, NTS branch manager . . . Addys Brown is installing new projection equipment and a new screen in her Gem at Prescott, Ark. . . . Al Wilson of the Bay at Red Bay, Ala., paid the Row one of his periodical booking visits. Mrs. Wilson came up with him . . . Martha Hays, bookers' secretary at Universal, was married to Henning Scott at Marion, Ark., September 7. Mrs. Scott will return to her desk after a brief honeymoon . . . Nathan Flexer of the Waverly at Waverly, Tenn., was a recent Filmrow visitor. While here, he purchased new chairs for his house . . . Irene Jones, assistant cashier at RKO, is vacationing . . . Buster Clark of the Alamo, Pine Bluff, was on the Row for the first time in several weeks.

Herman Alwes, who operated the Commodore at Eureka Springs, Ark., about 20 years, died recently. Mrs. Alwes advises the theatre has been sold to Cecil Maberry of Eureka Springs, and will be reopened within the next three weeks . . . Among exhibitors seen on the Row: Tom Ford, Ford, Rector, Ark.; G. E. Sibley, Adamsville, Tenn.; John Shannon, Maxon, Portageville, Mo.; B. F. Liddon, Coliseum, Corinth, Miss.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; Burris and Henley Smith, Imperial, Pocahontas, Ark.; J. J. Sharum, Sharum, Walnut Ridge, Ark.; Mr. and Mrs. Joe Applebaum, Roosevelt, Hollandale, Miss.; Jack Marshall, Frances, Dyersburg, Tenn.; S. T. Lyles and Wilson Roberts, Ritz, Oxford, Miss.; H. K. Kinney, Hays, Hughes, Ark. . . . Mary Nell Porter, 1940 "Maid of Cotton," will appear in Paramount's "Virginia."

R. H. "Bob" Conway, branch manager for NSS, and his two salesmen, Bailey Prichard and Milton Lindner, are back from their recent convention in New York highly enthusiastic over the streamlined advertising to be on the market soon . . . Homer Williams of Grenada is closing his Pix. He also operates the Grenada there . . . Charles Collier of the Globe at Shaw, Miss., was on the Row nursing a bad case of hay fever. Also in were Mrs. J. L. Howe and H. E. Wheatley of the Strand at Hot Springs, Ark. They bought new chairs for their house . . . Sigman Roberts, who is building a colored theatre in Amory, Miss., advises he will be ready for operation by October 5. He will call his house the Star.

Boots Cullins' act with Organist Milton Slosser at the Malco this week proved quite a hit. The daughter of Chalmers Cullins, the theatre's stage manager, is returning this week to the University of Texas to continue her studies . . . Lawrence Landers of the Landers, Batesville, and W. R. Lee, who operates theatres in Mt. View and Heber Springs but who makes his home in Batesville, drove up and spent a couple of days booking . . . Forrest Dunlap, sales manager of American Desk Mfg. Co. in Temple, Tex., passed through Memphis en route to Jackson, Miss., to join A. D. Brashear . . . R. E. Hooks, who formerly operated the Guin in Guin, Ala., is now operating the house in Vernon, Ala. . . . Harry Shaw, booker and manager of the newly-opened Dillard in Wardell, Mo., in booking.

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SANTONE

PARAMOUNTATTLES: Trudie Wyler will be added to the cast of "I Wanted Wings" . . . Local theatremen spied on location were Ed Collins, Eph Charninsky, Clarence Moss and Johnny Floore . . . Among the extras on the lot at Kelly Field were Percy Barbat, Lorraine Meeks, Gordon Craig, Lillian Laughlin, Douglas Largen, W. H. Foster and 44 others . . . Some of the players and technicians spent the Labor Day holiday at Corpus Christi and Kerrville . . . Tom W. Bridge, Paramount representative, seen watching the filming.

New low prices for midnight rambles at the Joy every Saturday are a dime for children and 15 cents for adults . . . "Di Que Me Quieres," new Azteca Film release, played a five-day run at the National . . . UA's "Drums" and RKO's "Wild Brian Kent" were among the old-timers exhibited at the Prince last week . . . L. G. "Shine" Mason, Texas-Consolidated city manager at McAllen, was in conferring with local Interstate theatre heads . . . Ruth "Bobb" Beaucaire has started a bureau of "entertainment for all occasions" with headquarters at the Nite Spot . . . The Community Players out on Pleasanton Road are now running every night in the week.

The Progresso, Mexican house, is sponsoring a safety campaign every Saturday morning by showing traffic regulation films . . . Having completed the Kelly and Randolph flying field sequences for "I Wanted Wings," the Paramount company on location here will leave for the Hollywood studios where exterior scenes will be finished. Richard "Dick" Webb, bit part player in the aerial epic, celebrated his 25th birthday here September 6 . . . Add to the extra list: Mary Jayne Garza, Paul E. Racusin, Molly Heilman, and Mignon Boegere.

Localisms: Sue Patterson and Irene Marjorie Waldeck have been added to Phil Alexander's "The Life We Live" on KABC Sunday evenings . . . Billy Brown, erstwhile Texas usher, has gone to San Diego to attend school there . . . Art Kumpf has resigned from the Empire staff to do non-theatrical work.

Seen at the "Nina Rosa" performance the other night: Hobart Cavanaugh, Dick Webb, Jean Dixon, Mrs. Douglas Largen, Alfred Rodriguez, Maryann Schumacker, Pearl Brewer, Mrs. Buster Bryan, Joe Morin, Rose Enns, Melba Baird, Marcel Robin, Claude Stanush, Johnny Trevino, Helen Cardiel and Florence Winters.

Monogram Transfers Three In Southern Exchanges

CHARLOTTE, N. C.—O. S. Barnett, booker and office manager for the Monogram exchange here, is being transferred to the Atlanta office where he will succeed Johnnie Cummins. Cummins has been promoted to salesman and will cover North Georgia, North Alabama and Tennessee, the zone formerly covered by Bill Talley, who has been transferred to the Charlotte office to succeed Barnett.

Help Award "Oscars"

SAN ANTONIO—Two San Antonians will help select the musical productions to receive "Oscars" awarded by the Academy of Motion Picture Arts and Sciences. They are Alice Mayfield Brooks and Eva Jo Allpress, named to the committee of the National Federation of Music Clubs which will make the selections.

NEW ORLEANS

EXHIBITORS POSTER EXCHANGE, Inc., has been organized with a capital stock of $20,000. W. H. Cobb is president and B. J. Hoffman, secretary-treasurer. Cobb was formerly with Joy Theatres and Rex Poster Exchange, while Hoffman was connected with the Ritz Theatres . . . W. M. Kreisle, one of the oldest exhibitors in Louisiana and manager of the Opera House in Morgan City, has returned from a 3,000-mile automobile trip which included his old home in Indiana. He makes the trip each year . . . Miss Carmen Locascio is the new stenographer at Exhibitors Poster Exchange, 221 South Liberty Street . . . The Joy at Gueydan will be closed another month because of the recent flood.

Maureen O'Hara is here resting between personal appearances. She was the guest of Manager Vic Meyers of the Orpheum . . . The New Bijou at Erath, La., was opened September 11 by Milton Guidry to a packed house. The old house was destroyed a few months back by fire . . . At Prentiss, Miss., W. W. Young has disposed of his amusement interests to B. Garraway . . . A. B. Gilbeau has purchased the Lake at Catahoula Lake.

Rex Poster Exchange has sold out to Advertising Accessories and will move to the salesrooms of National Screen Service. Manager Reed will continue as head of the new combination . . . Mr. and Mrs. James C. Crockett (he is manager of Affiliated) had as a guest, Mrs. Crockett's mother, Mrs. Thomas A. Brown of Atlanta . . . Visitors to the Row: Louisiana—J. C. Keller, Liberty, Eunice; L. C. Lampo, Avalon, Jenerette; Morris Melz, Arcade, Ferriday; E. Delahaize, Gem, Maringouin. Mississippi—Max Carnett, Newton and W. L. Mosley, Ritz, Picayune.

W. H. COBB, President R. J. HOFFMANN, Sec'y-Treas.

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DALLAS

EARL SCHULTZ, R&R manager in Crockett, was in Tuesday rounding out equipment requirements and furnishings for the new Ritz which opens September 19 . . . For the East Texas Yamboree, to be held October 24-26 in Gilmer, C. H. Cox, owner of the Crystal, is making elaborate plans to dress up the house and its front.

Louis Charninsky, manager of the Rialto and Capitol, comes down to the houses about an hour each day. He is almost fully recovered after a fight with pneumonia . . . C. H. "Buck" Weaver, Paramount's sales manager here, was seen on the Row Monday and Tuesday when many exhibitors were in town, introducing all of them to James Ryan, the company's new salesman in east Texas.

H. S. Usry of the Majestic at Decatur was here this week on Monday instead of Wednesday . . . Will Wade, owner of the Augus Theatre at San Augustine, a fine restaurant and a stock farm or two, was on the Row Tuesday completing film buys for next year and conferring with Forrest White of Ind-Ex who handles his bookings. Wade will move his family into a new home in about two weeks.

John Jenkins, independent distributor here and in Atlanta, went over to Georgia on a brief business stay . . . Charlie Helms, manager of Texas Theatrical Printing Co., went to Atlanta with his family for a two-week vacation.

HOUSTON

BOB WYGANT, owner-manager of the Heights Theatre, has two Great Dane dogs that have become so big he has purchased a station wagon to take them riding, and at that the dogs have to hang part in and part out.

Clyde Tidmore, projectionist at the Texan Theatre, has moved into his new new ranch home in Orange Grove Acres.

Was by to see Jack Groves of the Queen Theatre and he was away in Dallas buying new pictures . . . Raymond Hay, manager of the North Main, is on vacation and the bunch around the theatre are making a good job of keeping things going.

E. J. Miller, business representative for IATSE sixth district and local 279, was an honor guest at the opening of the new Isle Theatre in Galveston.

Sam Kircheimer of the Northside is on an extended fishing trip at Port Aransas.

Wayne Brenkert of Brenkert Light and Projection Co. was a visitor here the past week looking over the projection machines in this section. His visit here was a pleasant one. Clarence Nelson showed him the sights of the town and ended the visit with him at Galveston.

Witty Wheatfall, chief sound engineer for the Interstate theatres here, has been busy getting all sound equipment in tiptop shape for the fall season.

RCA Sound for DeKalb

DECATUR, GA.—RCA sound has been ordered for the DeKalb, presently undergoing renovation. E. E. Whitaker is manager.

Accuse WCOV Operators Of Violating Labor Act

MONTGOMERY, ALA.—The Capital City Broadcasting Co. is named defendant in a suit filed in Montgomery circuit court by five of the company's former employes.

Suing for themselves and for others similarly situated, the plaintiffs accuse the broadcasting company, operators of Station WCOV, of violating the Federal Fair Labor Standards Act of 1938. The total amount of the claim for wages, compensation, liquidated damages, and attorney's fees, is $7,137.32.

Montgomery, McCollum Buy Hamm Theatres

WICHITA FALLS, TEX.—Bob Montgomery and Jack McCollum, formerly of Ponca City, have purchased the Texan, Ritz and Roxy here and the Roxy in Electra from V. E. Hamm. Montgomery and McCollum, who have operated theatres in Oklahoma for the past 20 years, will make their new headquarters here.

Peelerin, Hancock Acquire Coleman Seagoville House

DALLAS—T. L. Peelerin, an independent distributor during the 20's, and John Hancock have purchased the Texas in Seagoville, Tex., from R. Q. Coleman. They take over September 15.

R&R Remodel

DALLAS—An extensive remodeling program will begin soon on the Astor, a 10-center operated locally by Robb & Rowley.

Second Week for Two

NASHVILLE, TENN.—Nashville has its first holdovers in months with "Boom Town" scheduled for the second week at Loew's and "The Sea Hawk" for the second week at the Knickerbocker.

AUSTIN

OUR TOWN is buzzing with rumors these days that a drive-in is being planned north of the city limits on the Dallas highway . . . Man's Castle: Dick Waite, Will Roddy and Byron Speckels, all of the Paramount, have taken an apartment together . . . Fern and Joyce McIlroy, of the same theatre, have moved into a cottage small, too . . . Ditto for Catherine "Sadye" May.

College Holiday: Betty Waite, daughter of Irwin Waite, manager of the Liberty (Beaumont), is entering the University of Texas this fall . . . Harold "Buster" Novy, son of Austin's Interstate city manager, will also be a U. of T. freshman this month . . . Happy birthdays to youse: Mary Murchison, the PBXer, blew herself to a new car by way of celebrating her birthday . . . Deen Hebert, the State cage girl, hied herself to San Antonio where she saw a show—of all ways to spend a birthday . . . Frances Blanton of the Austin bought herself a Scottie pup.

Ruth Lewis, the Austin *American-Statesman* amusements editor, has saddled herself with a daily radio column . . . And if anyone finds a five-dollar bill, it's probably the one Dorothy Warren, the switchboarder lost . . . Bobbye Meredith, the Interstate secretary-in-chief, to Corpus Christi for her vacation . . . Manager Bill Hellums of the Capitol held a "Jeepers-Creepers" midnight show, Friday, September 13. Feature was "The Ghost Breakers" (Paramount).

With the college mob returning to town, business is beginning to look up at the Texas and the Varsity, U. of T. neighborhood theatres . . . Mr. and Mrs. Francis Vickers—he's the major-domo of the Austin and she's the Capitol cager—were entertained with a surprise shower by Interstate employes in the inner lobby of the Capitol. The kids were married last month.

Wilson Improves Home

RED BAY, ALA.—Al Wilson of the Bay here has had his home refinished and redecorated.

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ATLANTA

RECEIVING congratulations on being the proud papas of new sons this week were Eddie Pentecost, manager of Loew's Grand; Edward Lee and Don Hassler of the Poster Exchange.

Mr. and Mrs. Lewis Watkins, Norman Hollyfield, Warner ad salesmen, and Mr. and Mrs. Lamar Hollyfield, assistant manager of the Empire Theatre, weekended at Lake Burton, Ga. David Thomas and Jay Waters also of Warner's journeyed to the Cherokee Indian Reservation in Asheville, N. C.

Paul Rogers, booker for Georgia Warm Springs Foundation Comerford Theatre, spent the day in town getting his bookings straightened out and greeting Filmrowers.

Mion & Murray opened their new $75,000 *Decatur, Tuesday, September* 10, *with gala festivities. John Thompson will be manager . . . R. L. McCoy, Warner branch manager, has moved into his new home at* 1779 *Rock Springs Road.*

Earl Humphries, foreman at Theatrical Printing Co., has been elected president of Filmrow's Bowling League, which opens its season September 18.

New officers of Atlanta's Warner Club are as follows: Andrew Nations, president; Evelyn Copeland, vice-president; Virginia Bergman, secretary; R. L. McCoy, chairman of the Welfare Committee, and Anne Bounesor, treasurer.

Thos. Read, Fox Theatre manager, reports the installation of new RCA sound equipment . . . Hugh Manning, Gem, Etowah, Tenn., in town for his usual golf game and booking . . . Roy Smith, Orlando Poster Exchange, Orlando, Fla., spent several days in town greeting his many friends.

Fred M. Jack, Warner Bros., spent several days in town this week and Benjamin Kalmenson stopped at the airport for a few minutes chat with R. L. McCoy . . . The Roxy here will reopen September 15 *with first-run Fox product.*

Employes of Lucas & Jenkins Theatres were entertained at a dance given by the Fox Theatre at the Shrine Mosque, Tuesday evening, September 10 . . . Leonard Seligman, manager of the Empire, has completed his course in flying and will receive his pilot's license from Washington some time this week.

Earle Holden, Capitol Theatre manager, is reported on the road to recovery following his recent appendectomy . . . It is reported the Sparks circuit is building a new theatre in suburban Orlando, Fla.

Vacationists: Laverne Cowsent, Republic Pictures, and Mary Witherington, Columbia Pictures . . . O. C. Lam, Rome, Ga.; Ira Stone, RKO; Sid Reams and Roscoe Reams jr., and Riley Davis, have just returned from a marsh-hen shoot at Crooked River Club, (and they brought back the birds).

Mrs. M. M. Osman, Strand, Covington, Ga., was in town for the first time in several weeks . . . F. T. Murray, from Universal's home office, was a visitor for several days.

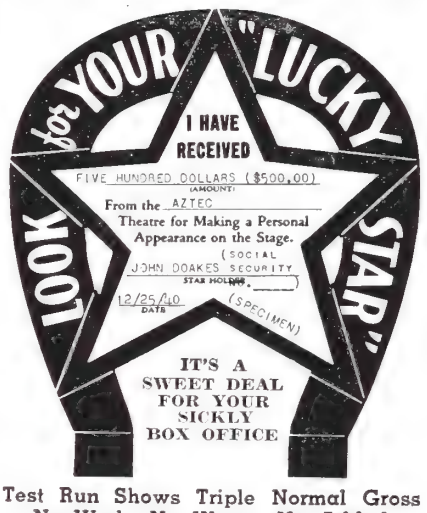
P. H. Savin, Monogram Southern Exchange, has gone to New Orleans to pinch-hit for several weeks . . . Charles Helms, Texas Theatrical Printing Co., Dallas, paid Atlanta a visit for the first time in several years.

Howard Wallace, Sack Amusement Co., and the Mrs. are on a business trip through Alabama and northern Florida . . . J. U. McCormick, Amity Exchange, is painting and rearranging his offices.

Visitors: Mose Lebowitz, Grand, Chattanooga, Tenn.; James O. Biddle, Fay, Jasper, Fla.; "Deacon" Ware, Royce, Roysston, Ga.; Mike Smith, booker for U. S. Army Motion Picture Service, Washington, D. C.; Mrs. J. E. Clay, Conyers, Conyers, Ga.; Thomas Brandon, Magnolia, Titusville, Fla.; Chas. Rook, Charles Theatre, Montgomery, Ala.; R. H. Dunn, Camilla, Ga.; Bill and Frank Dowler, Dixie & Volunteer theatres, Chattanooga, Tenn.; H. K. Timberlake, Isabelle, Stevenson, Ala.; Hugh, R. E., and E. D. Martin, Columbus, Ga.; W. J. Ray, Ritz, Greenville, Ala.; Rader Stewart, Carroll, Carrollton, Ga.; Mr. and Mrs. Fred Weis, Savannah, Ga.; and Mr. and Mrs. H. J. Woodward, Strand, Winder, Ga.

Variety Club, Tent No. 21, *held its regular monthly meeting in the Club Rooms at the Henry Grady Hotel, Monday, September* 9. *Dick Ford,* 20*th Century-Fox, was "King for a Day" and was congratulated on having the best program of the year.*

Colonel Thos. E. Orr and Hammond Green, of Albertville, Ala., were visitors this past week, the Colonel buying a new car.



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BIRMINGHAM, ALA.

J. A. Prichard Moved to "U's" Charlotte Branch

CHARLOTTE—J. A. Prichard, Universal's Memphis manager, has taken over Charlotte, replacing Paul Baron, who has been put in charge of the company's Boston branch. No successor to Prichard in Memphis has been decided.

Back to Kerrville

KERRVILLE, TEX.—Joe Wolfshol of San Antonio has returned here as manager of the Rialto and Arcadia theatres. He was first manager of the Rialto when it was opened by Hall Industries of Beeville, and later concurrent manager of the Arcadia when it was taken over by the theatre circuit several years ago.

Herman Alwes Dead

EUREKA SPRINGS, ARK.—Herman Alwes, 72, owner of the Commodore, died recently at his home. He was born at Minden, Westphalia, Germany, and came to this country in 1893. He came to Eureka Springs in 1900. He is survived by his wife, a brother, and two sisters.

Rob Moore's Theatre

JACKSONVILLE, FLA.—The Riverside Theatre, operated by M. C. Moore, president of the SETOA, was robbed of $500, taken from the safe last Sunday night.

Name by Contest

EDINBURG, TEX.—The name of the new theatre being built in this Rio Grande Valley town will be determined by a city-wide contest. The person submitting the best theatre name of not more than six letters will be given a prize.

Four Keep "Rhythm on the River"

DALLAS—The good business being done by Paramount's "Rhythm on the River" has netted the film a second week at the Palace here, at the Saenger in New Orleans, the Midwest in Oklahoma City, and the Metropolitan in Houston.

San Antonians Wed

SAN ANTONIO—Wedding bells rang out the latter part of August for Ann Kuykendall, Empire cashier, and V. S. McCarver of ADT here. The marriage ceremony was performed in New Braunfels, Tex.

ARKANSAS

ENGLAND'S newest film theatre, the Star, which will be managed by J. F. Norman, is scheduled to open September 14.

The Judd, Judsonia, which has been managed by R. L. Van Meter for the past year, has opened under the management of T. H. Gold and R. L. Browning. Gold has been connected with the theatre since it was first opened there by L. A. Launius in 1937. *O. C. Waller is owner of the house.*

Henley and Burris Smith, managers of the Imperial, Pocahontas, have installed new sound.

Two Production Units by Paramount at Airdrome

RANDOLPH FIELD, TEX.—Paramount sent two production units to this famous flying field to make exterior scenes for the forthcoming aerial epic, "I Wanted Wings," from an original story by Lt. Bierne Lay jr. The company was "on location" here at the airdrome about a month.

Those who were here to work in the picture included Constance Moore, Ray Milland, Veronica Lake, Brian Donlevy, William Holden and Wayne Morris.

Members of the company made the Saint Anthony Hotel their San Antonio headquarters during the filming of the aviation thriller.

Sees Golf Oddity

PARIS, TENN.—Herb Hairrell, manager of the Strand here, witnessed the most astounding occurrence of two golf balls striking in mid-air over the seventh fairway on the Springbrook Golf and Country Club course. Dr. F. M. Gooch of Maryville shot from the seventh toward the eighth tee and Tommy Foree, professional, shot from the eighth toward the seventh. Hairrell, who was playing with Dr. Gooch, saw the balls meet in mid-air and fall to the ground.

Interstate Books Orchestra

DALLAS—Phil Spitalny's orchestra has been booked to start touring the Interstate circuit late in September, according to R. J. O'Donnell. Dates have not yet been set, but it is thought the orchestra will be on Elm Street the first week of the State Fair of Texas, starting October 5.

Henry Lazarus

NEW ORLEANS—Henry Lazarus, owner of the Center and Coliseum here and part owner of the Circle, died in Amarillo, Tex., where he went for his health. Mrs. Lazarus was with him. Both had just returned from a California trip. Lazarus was in the film business 25 years.

Screen "Howards"

DALLAS—An invitation trade screening of "The Howards of Virginia" was shown here at the Melrose Theatre. Invitations were mailed out to exhibitors by J. B. Underwood, manager of the Columbia exchange.

Teeter Building One

CORPUS CHRISTI, TEX.—It is reported that Tol Teeter, well-known Texas theatreman of Dallas, Houston and San Antonio, is planning to build a vaude-film house in Corpus Christi soon.

Stages "Laugh Week"

MURFREESBORO, TENN.—The Princess recently staged "Laugh Week" opening with the "The Ghost Breakers" and showing during the week: "The Amazing Mr. Williams," "My Love Came Back," "Beware Spooks" and "The Days of Jesse James."

Netter at Kingsport

KINGSPORT, TENN.—Leon Netter, assistant to President Barney Balaban of Paramount, accompanied by Joe Bamford of the Bamford circuit, inspected theatres in and near Kingsport and Bristol recently.

OKLAHOMA CITY

WALTER WORTHAM, salesman for National Theatre Supply, is back from a Florida fishing trip with Charley Rook, who will be an exhibitor at Montgomery, Ala., when he opens a new house there now under construction.

Johnny Ryan, formerly Joy Theatre manager, now at leisure, celebrated his birthday September 2 by smoking for the first time in a year . . . J. P. Hudgens, Columbia head booker, has returned from two weeks' vacation spent on his acreage near the city . . . Universal exchange has four new fluorescent lighting fixtures in the front office . . . Charles W. Clark, 20th-Fox manager, is back from an air trip to New York City to visit the home office.

George Friedel, head booker, and Nelson McCarty, shipper at 20th-Fox, went to Lake Spavinaw over the Labor Day holiday but all they caught were colds . . . Harry McKenna, booker for K. Lee Williams Theatres, Inc., is back from vacation in Dallas and Earl Plumlee, Universal assistant booker, has returned from Arizona . . . Dutch Kammer, Monogram branch manager at Dallas, was here recently while spending his vacation.

Linford Pitts, M-G-M assistant booker, and his wife are spending their vacation in Kansas City . . . Bill Moran, formerly secretary-treasurer of Southwestern Theatres, Inc., and family have returned from Denver. A proposed trip to Lake Louise, Canada, was abandoned when they met friends in Colorado and stayed there . . . Irma Brown, Republic stenographer, went to Corpus Christi, Tex., on her vacation.

Sol Davis has returned from Lawton, Okla., where he closed a deal with Max Brock, operator of five houses there for next year's Republic product . . . Walter B. Shuttee, general manager of Standard Theatres Corp., has returned from Kansas City where he went while on vacation . . . Jake Schwarz of the Warner Theatres home office was in town recently in connection with the demolishing of the old Empress here on Main Street.

Spence Pierce, formerly of the Midwest Theatre here for Standard, now is manager of the Imperial in Cleveland, Ohio, operated by the Warner circuit . . . Paul Rice, assistant manager of the Criterion, has resigned to become assistant shipper at the Paramount exchange here. Johnny Jones, son of Jake Jones, Shawnee, Okla. exhibitor, who has been at the Tower, has become assistant at the Criterion succeeding Rice.

"The Great McGinty" has been doing standup business at the Tower since it opened this week according to Bert Stern, advertising director of Standard houses . . . Hester McColgin, contact office staff of Standard Theatres, has returned from Lufkin, Tex., where she spent her vacation and visited friends.

Bob Pfotenhauer, manager of the State Theatre, has acquired a Buick coupe . . . Manny Goodman, Chicago, and Al Schwarz, Birmingham, Ala., both representatives of Hollywood Advertising, which company makes silk screen valances and flags for exploitation, were in the city a few days last week calling on the trade.

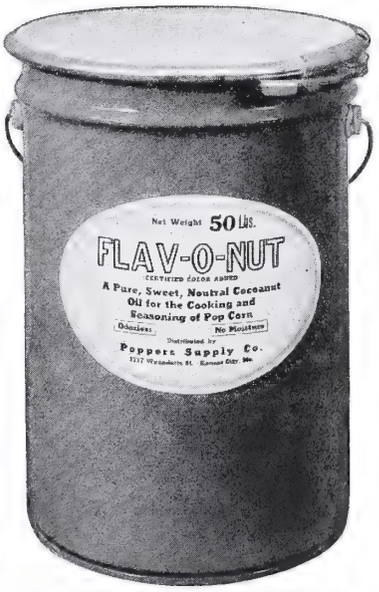
Cecil Davis, operator of the Ritz at Yukon and the Coronado at Bethany, closed a deal last week in which he sold the Ritz to L. B. Warren, Pampa, Tex., real estate loan man. Davis will continue to operate the Coronado at Bethany, located four miles from the Oklahoma City city limits. Glen Thompson has purchased new lamps and new rectifiers for the Thompson at Walters, Okla.

Spec Wilkinson, who recently bought the Quanah from H. J. Fentress at Fletcher, Okla., has purchased a rebuilt sound system, projectors and a new screen for the house. The Quanah will be renamed the Ritz, according to Wilkinson. He also operates the Ritz at Comanche, Okla.

Filmrow visitors: G. E. Ortman, Ortman, Hennessey; Vance Terry, Woodward, Woodward; Chester Fleming, Luxor and Rainbow, Nowata; Clyde Phillips, Eagle and Suzan, Stillwell; Eddie Holt, Wigwam, Coalgate; Jess Cooper, Oklahoma Theatre at Antlers; Louis Barton, Stroud; Ed Crews, Empress, Waurika; Waite Kerr, Platte, Sulphur; John Thomas, Thomas and State, Kingfisher; E. R. "Red" Slocum, Griffith circuit partner who recently reopened the remodeled and renamed Criterion there, now the Rocket; W. H. Martin, Ritz, Oilton; Roy Creason, Palace, Eufala; John Terry, Rex, Konowa.

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A STATEMENT TO THE AMERICAN PEOPLE

Regarding the Aims and Policies of The British War Relief Society

★

The rapid growth of The British War Relief Society, Inc., now a nation-wide organization with more than 200 branches and over 30,000 contributors, has aroused great interest and attracted countless inquiries for further information concerning the Society and its functions. The statement is published in response to this widespread and sympathetic interest in all parts of the country.

Origin, Aims and Policies

The British War Relief Society, Inc., was organized late in 1939, with the approval of the British Ambassador in Washington, to give an opportunity to all friends of Great Britain in the United States to participate directly in war relief work for Britain. Registered with the State Department of the United States, its purposes are:

1. To receive contributions, in money and in kind, from people of British birth and descent in this country, and from all other friendly persons desiring to lend their support to this humanitarian task.

2. To dispense these contributions wisely and promptly in response to the most urgent British needs. The closest contact is maintained with the British Red Cross and other approved British war relief organizations.

3. To arrange free transportation on shipboard for its own relief goods and for those of other war relief organizations operating on behalf of Britain in the United States. This is done by official arrangement with the British Ministry of Shipping.

The British War Relief Society does not conflict with the American Red Cross, with which it has a close and cooperative understanding.

Accomplishments

The British War Relief Society, Inc., has developed rapidly. Day after day new branches are organizing; daily more workers and more contributors add their unselfish support to this cause.

Ships sailing out of New York harbor week after week have carried cargoes of vital relief supplies from The British War Relief Society, such as the following:

Ambulances	Drugs and Medicines
X-Ray Units	"Kitchens on Wheels"
Surgical Instruments	Equipment and Supplies
Surgical Bandages	for Hospital Beds
Hospital Dressings	Woolen Knitted Goods

For the many thousands of evacuees and destitute refugees in Great Britain, the Society has shipped large quantities of used clothing, clean and in good condition.

Acknowledgment of the value of this work has come in many letters and cables of sincere thanks from relief organizations in Great Britain. Many letters from individuals testify that the Society's contributions of money and goods have alleviated distress on a broad front.

Greater Service Opportunities Ahead

Every day the struggle intensifies and more and more people in the United States realize its tragic consequences. Bombs fall among civilians as well as among soldiers, in villages as well as upon ships. Newspapers, radio and newsreels tell America a running story of human suffering.

Britain faces its enemies with belt tightened and all resources summoned for the conflict. Men, Women and Children of the British Isles, casualties of the war and those who suffer in a dislocated economy, can be helped by all who wish to help them in this grave hour through contributions to The British War Relief Society.

We deeply appreciate the generosity which has permitted the Society to do so much. We earnestly hope that the Society will be able to do infinitely more.

THE BRITISH WAR RELIEF SOCIETY, INC.

587 Fifth Avenue, New York City

Registered with U. S. State Dept. No. 208

How March of Time Got Nazi Print

OTTAWA—The inside story by a trustworthy source of how March of Time secured the print of the German horror picture, an official record of German subjugation of Poland by brutality, which was screened for the benefit of Norwegian government officials the night before the occupation of Norway, follows:

German agents were trying to get the picture to another part of the world to be used as a threat once more, but it was seized by the Royal Canadian Mounted Police at the port of Vancouver, B. C., on the Pacific coast. The picture was rushed to Ottawa where it was privately screened.

John Grierson, appointed last year as National Film Commissioner of Canada's new National Film Board, recognized the possibility of its use against, and not for, the Nazis and immediately flew to New York with the film where he offered it to President de Rochemont of March of Time. The latter also saw its value for anti-Nazi purposes but pointed out he could not use the whole picture.

The result was that choice portions were incorporated in "The Ramparts We Watch," which has been released despite the efforts of the German Embassy to block the use of the Nazi indictment.

The information has been divulged that the Canadian war censors will do nothing to stop the admission of "The Ramparts We Watch" into the Dominion and that the Ontario Board of Motion Picture Censors, in cooperation with the Canadian authorities, will not keep the picture from reaching the screens of Ontario theatres.

Regina Looking Ahead To "49th Parallel"

REGINA—Reginans are looking forward to the release of the British film, "49th Parallel," which will include scenes taken at the airport and the R.C.M.P. barracks and will include in its cast Jack Coalston, prominent member of the Regina Little Theatre society, playing the part of an R.C.M.P. inspector.

Eastern unit of the two production crews working on the picture spent a number of days in Regina recently. The unit, numbering 14, included Michael Powell, director-in-chief, and Fred Young, chief cameraman.

"Correspondent" a Hit

MONTREAL—Surpassing the grosses of all pictures played here during the past year, "Foreign Correspondent" is being held over at Loew's. At the Elgin in Ottawa the production has broken records of the past two and a half years, and is being held indefinitely.

Barnes Into London

LONDON, ONT.—Fay "Pete" Barnes, of Texas, originator and owner of Foto-Nite, has acquired the Rex here, his first Canadian theatre. Ernie Parker will manage the house.

Entertains Battalion

CHATHAM, ONT.—The first battalion of the Kent regiment stationed here, were recent matinee guests of Manager A. P. Drohan of the F-P Capitol here.

VANCOUVER

FRANK BOOTHE, son of Howard Boothe, Dunbar, had a narrow escape when his gas boat caught fire on Howe Sound and he and his wife were in the water for some time before a rescue boat from the shore picked them up. Both were somewhat burnt but, according to the last account, were recovering at home.

Owen Bird, Paramount shipper, who is the promoter of Filmrow Table Tennis Club, has ambitious plans for the coming season, which includes air-conditioning for the recreation room. He plans to finance it by competitions plus sweepstakes, a dance, or any other method which may be presented. When Owen goes after something, he usually gets it.

Harry Howard of Theatre Equipment Co. had an exciting time when the gasboat he was piloting hit a log in the upper reaches of Burrard Inlet; it was a race to get back to port before she sank, his passengers pumping energetically all the way in . . . Les Young of the Fraser is still dwelling on the memory of that big fish he caught.

Mrs. Grace Carpenter has decided to permanently close the theatre at Whiterock which was taken over by her husband from the Shields Estate. Shortly after they opened, the husband was called up for service in the engineers division, leaving the operation in Mrs. Carpenter's hands. This leaves the Park, Guy Graham's house, without competition.

Ben Plottel is tickled pink over the success of "It's in the Air," which is beating all records at the Plaza in Victoria, and he is anticipating extended runs for "The Stars Look Down," which is to be released by Empire-Universal in about three weeks.

Encouraged by that trip of a group of independent exhibitors to the Cariboo, three of the original crowd, John Dawson, Plaza; Archie Calladine, Rio, and Bob McEwan, Star, are repeating, and Bob is taking his wife along. Their destination is Deka Lake.

The projectionists are making preparations to do their share in entertaining delegates to the Trades and Labor Congress which meets here September 23.

When G. Thomas jr. quit the booth at the Dunbar, O. Burrell came down from the Varsity to take his place and E. Chapman, projectionist at the Hollyburn, took over at the Varsity.

Says French Films May Come Via New York

MONTREAL—Possibility that films from France, if any are being produced, might be received in Canada via New York is hinted at in *Le Jour*, Montreal French language newspaper, which informs its readers that there is a sufficient supply of Parisian films in stock here to last for several years.

Operators Buy Lot

SUSSEX, N. B.—Messrs. Danson and March, owners and operators of the Strand here, have purchased a lot adjoining a downtown restaurant.

Renovate in Oshawa

OSHAWA, ONT.—The Hanson Theatre Corp. has undertaken extensive renovation of the Marks Theatre here.

Squelch Talk U. K. Will Move Studios

TORONTO—Notification has been received here that no move has been taken by the British Board of Trade at London, England, to permit the transfer of the British film industry to Canada with acceptance of any pictures made in the Dominion under the renters' film quota of the Defense Regulations 1940.

This puts an end to the rumors of a prospective move of the studios to Canada for the remainder of the war, the talk having apparently emanated in connection with the making of a film in this country by camera units which have covered cities in scattered parts of the Dominion for crowd scenes which, according to local announcements, are to be used in the marketed picture. It is also understood that Indians have been filmed in Alberta for the feature.

According to a statement by Sir Andrew R. Duncan, president of the British Board of Trade, the Defense Regulations gives power to register a picture made in the Dominion for quota purposes but that this provision would be used in only exceptional cases. He stated: "No plans for transferring production from this country to Canada have received official approval and films made under such a plan would not be eligible for registration as renter's quota in this country."

It is understood that wartime restrictions against the removal of funds from England for private enterprises and against the departure of persons have had a deterring effect as well while it has been said in Toronto that there is no prospect of Canadian financing for film projects.

More Shows Are Sought For Military Camps

TORONTO—The motion picture committee for the troops in training in Canada has received a request from the Dominion government for a considerably greater number of shows for military camps than have been regularly supplied in past months because of the large increase in units in active service under the national service plan which went into effect with the registration of all residents of 16 years and older. Recently, film shows had been supplied on a regular booking basis to 30 training centers throughout the Dominion but the total is being increased by 39, or 69 in all.

The chairman of the committee is N. L. Nathanson and the secretary is Col. John A. Cooper, president of the Motion Picture Distributors of Canada and also head of the Red Cross in Ontario.

Buys Five Farms

TORONTO—N. L. Nathanson, president of Famous Players Canadian Corp., has purchased a group of five farms in the vicinity of Maple, Ont., about 25 miles from Toronto. No purchase prices have been announced, but the size of the properties place Nathanson in the position of being one of the largest rural landowners among Toronto residents.

To Aid Fund Drive

MONTREAL—Motion pictures will be extensively used in advertising the forthcoming Federated Charities' campaign to raise funds for Montreal institutions.

F-P Outing Enjoyed By Several Hundred

TORONTO—Several hundred headoffice employes of Famous Players Canadian Corp., managers of Toronto theatres, officials of various film exchanges, representatives of other circuits and guests enjoyed the annual picnic of the big chain at the Rouge Hills Golf Club, 17 miles east of Toronto, the extensive program winding up with a dinner and dance in the clubhouse under the direction of a committee headed by J. A. Troyer.

The master of ceremonies at the banquet was J. J. Fitzgibbons, vice-president and managing director, who introduced as speakers, President N. L. Nathanson, Hon. W. D. Ross, former lieutenant-governor of Ontario, and A. E. Dyment of Barre, both of whom are company directors. An after-dinner feature was the presentation of a gold wrist watch to a headoffice official, Frank J. Justin, as a token of esteem on the occasion of his enlistment as a lieutenant in the Canadian armed forces, the appearance of Lieutenant Justin in uniform being the signal for an enthusiastic demonstration. References were made to the fact that the outing had been organized as usual to provide a happy diversion for the family of employes even though the annual managers' convention had been cancelled this year. Winners of the numerous sport events were presented with valuable prizes at the close of the brief speeches.

Tribute was paid to President Nathanson by Fitzgibbons and Hon. Mr. Ross for the manner in which he was supporting Canada's war effort by personal service and substantial gifts and also to the fact that his son, Paul, was in line for appointment to the Canadian Militia.

New Yorkers Present

The gathering was graced by the presence of three film executives from New York who mingled with the crowd throughout the afternoon and evening. These were William C. Gehring of 20th Century-Fox Film Corp., and Carl Leserman and Roy Haines of Warner Bros. Pictures.

Among the guests were Hon. Earl Lawson, former member of the House of Commons; Chairman O. J. Silverthorne of the Ontario Board of Moving Picture Censors; Roy Elmhurst of the Ontario prime minister's department; Col. John A. Cooper, president of the Motion Picture Distributors of Canada; J. P. O'Loghlin, general manager 20th Century-Fox Film Corp., Ltd.; L. M. Devaney, general manager RKO Distributing Corp. of Canada; Louis Rosenfeld, general manager Columbia Pictures of Canada, Ltd.; O. R. Hanson, president Empire-Universal Films, Ltd.; H. M. Masters, general manager United Artists Corp., Ltd.; A. J. Laurie, president Esquire Films, Ltd.; Harry Allen, general manager Grand National Films, Ltd.; M. A. Milligan, general manager, Paramount Film Service, Ltd.; Clair Hague, Canadian Universal; Joe Lightstone, general sales manager, Regal Films, Ltd.; W. A. Perry, general manager, Empire Films; James I. Foy, general manager Sovereign Film Distributors, Ltd.; Sam Bloom, Sam Fine and Sam Sternberg of B&F. Theatres, Ltd.; H. T. Long, general manager Associated Theatres, Ltd.; Jules Allen and Herb Allen of Theatre Holding Corp.; Charles F. Mavety, president Mavety Film Delivery Service. The following Ontario branch managers: J. L. Hunter, Paramount; Frank Fisher, Empire-Universal; Sam Glazer, United Artists; also, Harold Pfaff of Paramount; Barney Harris and Dewey Bloom of Regal; Harry Paynter, Walter Kennedy and Sam Brint of Empire; George Oullahan of Sovereign; Ray Lewis of Canadian *Moving Picture Digest;* W. M. Gladish of Allied Theatres and Amusement Ass'n; and one exhibitor from out-of-town, Simon Meretsky of Windsor. The office staffs of Regal, Paramount and Empire-Universal exchanges were well represented in addition to the various departments of Famous Players.

The committees in charge of arrangements included: J. A. Troyer, general chairman; sports, Misses Copplestone and Wilson; Messrs. O'Neill, Brown and Evans; scorer, Howard Roach; starter, Tom Callendar; convener, W. H. Ledger; prizes, Misses Swanton, Freeman and McPherson; Messrs. Whitham and Dale; bridge, Misses Wilson and Downey; transportation, L. Geering, and golf scorer, N. Colwell.

MONTREAL

LABOR DAY holidays had an unsettling effect on Filmrow business, out-of-town exhibitors being conspicuous only by their absence. Staffs of the various Filmrow offices are busy, however, working on the season's bookings. They have put holidays behind them and will not have another break until the Canadian Thanksgiving.

Crystal Palace, which is under the direction of J. Dufort, is now giving stage shows on a larger scale, rebuilding of the enlarged stage being completed in time for a grand inaugural last week.

Maurice Meerte, leader of the orchestra at the Esquire, and formerly conductor at uptown first run theatres, is receiving condolences on the death of his father, Cyrille Meerte, a native of Belgium, who died at his home in l' Abord a Plouffe, Que.

Leslie Fenton, Hollywood director and actor, arrived by plane seeking a ship to carry him to England to join the armed forces. He is an Englishman by birth . . . Nettled by his rebuff when he tried to join the Canadian forces, Richard Greene, young English actor, has sailed for his homeland to enlist in some branch of the service.

Chief cameraman of the British feature film "49th Parallel," now being shot in Canada, O. Borradaille, had the satisfaction of being re-united with his French wife and his two-year-old "war guest" daughter who have arrived in Canada.

After being permitted to attend the first week's showing of a revival of Walt Disney films at the Princess, local juveniles who had missed the showing were disappointed when the theatre had to cancel the second week because authorities of the province objected to children being admitted. As they had been allowed to attend the original Disney showings it is difficult for theatre people to understand the change of attitude of the Quebec government.

Associated Screen News is working under handicaps due to the absorption of members of its personnel into the military services. Eight men have just gone to camp, and as orders from government and other sources keep pouring in, extra duty falls on the remaining members of the staff . . . E. A. Thomas, publicity director for Associated Screen News, has joined the Forestry Service, a military unit, in which he holds the rank of captain. John Grant, of the 60mm library division, also is in uniform as a lieutenant in the Army Service Corps . . . ASN has a production crew in eastern Quebec, one at Halifax and three in Ontario. The Ontario crews are making pictures for the CPR, the Ontario government, and a tobacco company.

WINNIPEG

FRENCHY NOEL, long associated with the film industry, is now in charge of vaudeville booking at the Cave, a fancy dance and dine spot here . . . Don Gauld's previews at the Uptown seem to have caught on and should be a permanent feature at the house during the winter. Dressing up his show in the approved fashion, Gauld has made a gala affair of the function. Last week's preview was the film, "Convoy," which was greeted with enthusiasm by a good house.

Syl Gunn had a very big week with "They Drive by Night." In connection with the special holiday midnight show before Labor Day, Gunn featured a stage show including Herbie Brittain and his band . . . The Canadian government's floating of a second war loan is being promoted through the medium of film shorts which are playing at all first run houses . . . At the Garrick, Sim Rost is doing well with the Columbia comedy, "He Stayed for Breakfast," which is being held over a second week . . . "The Sea Hawk," which was featured on the first of the sneak previews at the Uptown, is currently playing its downtown run at Harold Bishop's Capitol.

With activity very slow in the city, showmen are standing by waiting for the fall season to begin, hoping that it will bring good returns. While city exhibitors may do fairly well, indications are those in the country are going to be hard hit by the limitation imposed by the Canadian government on returns for the wheat crop. If the federal government sticks to its decision to limit a cash payment to only five bushels an acre, money is going to be scarce in the west and naturally luxury industries are going to be the ones who will feel the pinch most.

A youngster who captivated the fans with a mind-reading act was Tom Pacey's feature at the Beacon, where vaudeville keeps on going strong in defiance of the belief that vaude is dead.

Laurie Turns in 71 to Win Dentelbeck Trophy

TORONTO—Archie Laurie, president of Esquire Films, Ltd., walked off as the second winner of the Dentlebeck Trophy, emblematic of the championship of the Famous Players golf tournament at the annual picnic of the company employes at the Rouge Hills Golf Club when he turned in a low net score of 71 after keen competition with many driving demons of the Toronto film colony in which Charlie Dentelbeck, donor of the magnificent silverware, almost captured his own cup. Dentelbeck earned the honors for the low gross when he chalked up an 81 and his

handicap allowance brought him to the Laurie level but the award was made as noted. George Cuthbert was right on his heels with a 72 for second low net prize.

In the second flight for handicaps over 25 with sealed par from 69 to 73, the low net was scored by Harvey Hunt with a 73, while George Beeston of Empire-Universal was second, also with a 73. T. Hoad had the low gross of 99 in this flight.

Top prize in the ladies division for nine-hole handicap play, with sealed par from 43 to 47, went to Miss Pam Leach of Empire-Universal with a low net of 45. Miss Pat Freeman of Famous Players registered a 46 to take second prize.

Special Prizes

Special prizes for sealed hole competitions were won as follows: First Flight, Robert Eves, manager of the Eglinton, Ben Whitham and K. Sedgwick; second flight, T. Waterfield, T. Hoad and H. Patte. Ladies: Miss Mary Hale of Universal; Misses Jean Smart, Laura Hayes, Ivy Baker, Marg Smith, W. Habick and V. Fish. Booby prizes were awarded to A. Lewis, C. Caskie, Miss G. Shumar and Miss V. Fish.

There were large entry lists for the athletic and novelty contests, as many as 80 starters taking part in a single race. Competitors are employes of Famous Players except where otherwise noted in the following results:

Men's 75-yard sprint: 1. Shep Fromm; 2. Doug Evans, Empire-Universal.

Ladies balloon race: 1. Miss Louise Smith; 2. Miss Arlie Clarke.

String race for mixed couples: 1. Miss S. Murray and Joseph Catena; 2. Miss H. Parsons and F. Morley.

Men's boot race: 1. Doug Evans, Empire-Universal; 2. Fred Morley.

Song race for mixed quartettes: 1. Miss H. Wallace, Miss E. Tomlinson of Empire-Universal, H. Parsons and J. Bellamy of Paramount Film Service.

Men's balloon and biscuit race: 1. Fred Morley; 2. L. Karp.

Playing card race for mixed couples: 1. Miss Mary Hale of Empire-Universal and J. Hyland; 2. Miss Ruth Soles of Regal and W. Collins, manager of the Scarboro Theatre.

Novelty Contests

Ladies walking race: 1. Miss Jerry Shumar, Empire-Universal; 2. Miss Marion Downey.

Ladies blind race: 1. Miss Mary Hale, Empire-Universal; 2. Miss Margaret Wills, Empire-Universal.

In the string race, a male and young lady were required to "eat" from the opposite ends of a string until their lips met. The balloon and biscuit event called for competitors to eat a soda cracker and then blow up a large balloon. Couples were required to match halves of torn playing cards and run to a finishing point in the card race while the song race found each competitor with one-fourth of a popular chorus and bedlam developed with everybody singing his piece in an effort to find the rest of the quartette. The balloon race for ladies was a rare blow-up.

Entrants from the Famous Players organization carried off the honors with 13 prize winners while seven employes of Empire-Universal also finished in the money. Other picnickers engaged in tennis, badminton, horseshoe pitching, bridge and golf putting to round out the big day.

Sports Center for RCAF

TORONTO—Announcement was made in conjunction with the annual outing of headoffice employes and Toronto theatre managers of Famous Players Canadian Corp., that N. L. Nathanson had made a gift of $7,500 for the construction of a sports center at the Trenton, Ont., air station of the Royal Canadian Air Force as a part of his contributions toward Canada's war effort.

SASKATCHEWAN

RECENT Regina business visitor was Frank Kershaw, western division manager, Famous Players Canadian Corp., Calgary.

Jack Parsons, assistant manager of the Capitol, is holidaying on the Pacific Coast . . . New cashier at the Capitol is Essie McClenaghan.

Manager Brown of the Roxy, Yorkton, got a nice break in the Yorkton *Enterprise* when a story was printed complimenting him on the number of outstanding pictures he had booked in for the 1940-41 season and the rapidity with which they were reaching Yorkton.

Picture business at North Battleford is expected to take a turn for the better when its $1,000,000 service flying training school is built. Established under the commonwealth air training plan, the school will have accommodations for more than 1,000 officers and men.

Mary Pickford may make a personal appearance on a Regina stage in connection with the release of a film depicting her career.

Renewing acquaintances in Regina recently was Jack Cassidy, well known to theatregoers of western Canada and Regina particularly, a few years back.

"The Royal Tour" was shown in the town hall, Cut Knife, three evenings and one afternoon recently, total proceeds of $71.65 going to the Red Cross. The village donated the use of the hall and the operators gave their services free.

Elk's Theatre, Shellbrook, presented Mildred Bell's miniature musical revue recently under auspices of the Shellbrook B.P.O.E. . . . Ralph Webb, Rosetown, has leased the Elrose and will show pictures there every Friday and Saturday nights.

Reginans are looking forward to seeing their first world premiere following an announcement by Cecil B. DeMille that his new Technicolor film, "North West Mounted Police," starring Gary Cooper and Madeleine Carroll, will be premiered in Regina, home of the RCMP and former headquarters of the RNWMP, on October 21. It is expected many screen luminaries will be on hand.

Jack Zaitzow has been forced to revert to a former scheme of providing books of tickets for his Princess Theatre, Melville, patrons. The people of Melville and district were previously able to buy books of 10 tickets for $2.50, and requested Zaitzow to revive the plan.

Recent business visitors in Regina included Dave Brickman, Paramount, Winnipeg, and Frank Long, western manager, Empire-Universal, Winnipeg.

Arnold Bercovich, son of H. A. Bercovich, manager of the Rex, Regina, is recovering from an appendix operation. He is an employe of the Rex.

New usher at the Met, Regina, is Jack Williams.

George Sinclair, projectionist at the Roxy, Regina, has been called by the Royal Canadian Naval Volunteer Reserve. Ed Liddle, Regina, took over his theatre duties.

Adam Stansfield, 79, for years a member of the orchestra in the Capitol, Moose Jaw, died in that city recently. He is survived by his wife, one daughter and one son. Burial was in Moose Jaw.

Charles Richardson's Coliseum, Semans, has new prices in effect, ducats selling at 25 cents for adults and 10 cents for children, with books of family tickets available.

The town of Kelvington is proud of one of its girls, Jacqueline Branscombe, who, while holidaying in Winnipeg, appeared on the stage of the Beacon Theatre in a military dance routine and was forced to play a return engagement.

Personal appearance of Gracie Fields, English comedienne, in Saskatoon's Arena rink, attracted 6,000. Many were turned away, unable to gain admittance to the building. Program was under Navy League of Canada auspices.

Famous Players Circuit Buys New Metro Lineup

TORONTO—T. J. Connors, M-G-M division sales manager, New York, spent a day in Toronto for a business conference with President N. L. Nathanson and executive officials of Famous Players Canadian Corp. Following the meeting, announcement was made by Ben Geldsaler, supervisor of booking, that M-G-M product had been signed for the Canadian circuit with the exception of first runs in Toronto and London, Ont., which will continue to be played by the Loew Theatres.

Trade Office for March

SUSSEX, N. B. — Reg. March, associate manager of the Strand, was appointed secretary for New Brunswick at a recent meeting of the Canadian Pictures Pioneers held recently in Halifax.

Famous Players Bigwigs To Opening of Seneca

TORONTO—The one new theatre to be added to the Famous Players chain this fall, the Seneca at Niagara Falls, Ont., is dated to open Friday evening, September 20, with special ceremony in which officials from Toronto headoffice will participate.

Announcement is made that the manager will be Jack V. Ward, who has been in charge of the Capitol at Niagara Falls for a considerable time.

Former General Films Chief, Atkinson, Dies

REGINA—Harry A. Atkinson, 67, associated with General Films, Ltd., Toronto and Regina, since 1917 and president of the company until his retirement in 1939, died at his home here.

Besides his wife, Olga, he leaves one son, Stanley C., Regina, president of General Films, Ltd., and two sisters.

Funeral services were held in Regina and interment was in the family plot in Minneapolis, Minn., cemetery.

TORONTO

A HEARTY welcome was extended at the annual picnic of Famous Players Canadian Corp. to Clarence Robson, eastern division manager, on the occasion of his first public appearance following a severe illness of a year which developed immediately after the managers' convention at the end of July last year. Looking fit, Robson, who started with N. L. Nathanson a quarter of a century ago, has returned to his office to resume active duties.

A long-range visitor at the Famous Players picnic at Rouge Hills Golf Club was Andy Sinclair, on leave from Empire-Universal while serving with the Royal Canadian Navy. Sinclair was home on furlough from his station at a Canadian port on the Atlantic Coast and took in the film outing during which he reported that Jerry Hoyt, Empire branch manager for the Maritime Provinces, had done much to look after his comfort.

When the three musketeers from Hollywood enlisted as airmen in the Royal Canadian Air Force at Toronto, they were treated to a distinct surprise. The trio, Patric Knowles, Colin Tapley and Robert Coote, came officially before Flying Officer Sterling C. Campbell who had worked with them in Hollywood.

Ken Craig, manager of the Capitol, St. Catharines, was the first winner of the Dentlebeck Trophy last year but was unable to defend the cup at the Famous Players golf tournament because of business pressure . . . Eddie Collins, the rotund screen comedian who modeled for "Dopey" in "Snow White," died of a heart attack at Los Angeles a few days ago. He was quite well known in the Toronto district because he spent his vacations at his summer home at Belleville, east of Toronto.

The son of Al Ritchie, manager of the Alhambra, has enlisted in the Royal Canadian Air Force . . . Lorne Moore has returned from Timmins to Sudbury where he has resumed the management of the Grand after having directed the affairs of the Mascioli theatres for some weeks.

Jimmie Stewart, screen star, accompanied by his parents and two sisters, visited the Canadian National Exhibition, Toronto, after a vacation at Timagami in northern Ontario. While at the C. N. E., Stewart was "captured" by the Royal Canadian Air Force and shook hands with half a hundred airmen, after which he saw the grandstand show and munched peanuts. Joan Crawford paid a brief visit to Ottawa when she was shown the sights by a government official.

Joe Holliday, go-getter manager of the Circle, North Toronto, has resigned and is taking a short vacation at his home. Sam Freedman, son of Hy Freedman, owner of the theatre, has taken over the management.

The Grant was the scene of a special midnight performance of the Oakwood District Businessmen's Ass'n on September 11 with Hyman King, owner and proprietor, cooperating in the role of host. The proceeds are being turned over to the War Services Committee for the purchase of comforts for Canadian troops.

James T. Moxley, pioneer theatre manager of Ottawa, has suffered a bereavement in the death of his wife after an illness, the funeral being held from the family residence, 28 Woodlawn Ave., Ottawa.

Manager Joe Paul of the Community, Welland, and previously at Ottawa, held a special evening when he entertained the Sea Cadets who marched to the theatre with their band.

Clair Hague, president of the Canadian Picture Pioneers, was all smiles when he arrived at the annual outing of Famous Players Canadian Corp. He had just come from the Canadian National Exhibition where his daughter, Gwen, had been most successful in the vocal competitions, winning the class for dramatic sopranos for which she was awarded a scholarship. Miss Hague is proceeding to New York City to continue her studies during the coming season. Clair was accorded hearty congratulations from many life-long associates in the film business.

Manager Keith Wilson has an extra job on his hands at the Marks Theatre, Oshawa, a unit of the Hanson Theatres Corp., with the house in the hands of the "remodelers." The work includes a new front, new lobby and foyer, modern equipment and new seats.

The Canadian premiere of "Foreign Correspondent" at the Elgin, Ottawa, graced opening night by Producer Walter Wanger, Director Alfred Hitchcock and Joan Bennett, has gone into its second week and Manager Lloyd Mills is expecting a record run.

"The Sea Hawk" was in its second week at the Uptown and Manager Fred Trebilcock could not get away for the Famous Players outing at the Rouge Hills Golf Club.

Proceeds to War Funds

FORT ERIE, ONT.—Opening night proceeds were donated to the various war relief funds by the management of the new Parkway Theatre.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

Then Tell It To BOXOFFICE

BOXOFFICE,
4804 E. Ninth St.,
Kansas City, Mo.

NAME ..... THEATRE ..... LOCATION .....

WEEK'S BUSINESS RECORD IS "BOOM TOWN'S"

AVERAGE IS 100%

Top Hits of the Week

BOOM TOWN—
- Philadelphia 300
- Kansas City 250
- Chicago 200
- Omaha 200
- New Haven (dual) 175

KIT CARSON—
- Denver 205

BRIGHAM YOUNG—
- Salt Lake City 200

HE STAYED FOR BREAKFAST—
- Detroit (dual) 180

SEA HAWK—
- New York City 175
- New Haven (dual) 160

GONE WITH THE WIND—
- Chicago 175

I LOVE YOU AGAIN—
- Los Angeles (dual) 160
- Boston (dual) 155

EXTENDED RUNS

Gone With the Wind, 38th wk., New York City; 33rd wk., Chicago.

All This, and Heaven Too, 5th wk., Seattle.

Sea Hawk., 4th wk., New York City; 3rd wk., Minneapolis, Philadelphia.

Pride and Prejudice, 4th wk., New York City; 3rd wk., Los Angeles.

I Love You Again, 4th wk., Cleveland; 3rd wk., New York City.

Boom Town, 4th wk., Cleveland.

BOSTON

Fenway—**Flowing Gold** (WB); **Sing, Dance, Plenty Hot** (Rep) 80
Keith Memorial—**Lucky Partners** (RKO); **Argentine Nights** (Univ) 145
Loew's Orpheum—**I Love You Again** (M-G-M); **Blondie Has Servant Trouble** (Col) 155
Loew's State—Same as Orpheum 150
Metropolitan—**Rhythm on the River** (Para't); **Money and the Woman** (WB), 2nd wk. 60
Paramount—Same as Fenway 75

CHICAGO

Apollo—**I Love You Again** (M-G-M) 120
Chicago—**Rhythm on the River** (Para't), plus Joe Penner on stage 130
Garrick—**The Return of Frank James** (20th-Fox) 115
Oriental—**Lucky Cisco Kid** (20th-Fox), plus stage show 125
Palace—**Lucky Partners** (RKO); **Slightly Tempted** (Univ) 125
Roosevelt—**Boom Town** (M-G-M) 200
State-Lake—**Andy Hardy Meets Debutante** (M-G-M), plus stage show 125
Studio—**Lost Horizon** (Col); **Awful Truth** (Col), reissues, 4th wk. 150
United Artists—Same as Roosevelt 200
Woods—**Gone With the Wind** (M-G-M), 33rd wk. 175

CINCINNATI

Albee—**The Sea Hawk** (WB) 160
Capitol—**Boom Town** (M-G-M), 4th wk. 115
Grand—**I Love You Again** (M-G-M) 120
Keith's—**The Great McGinty** (Para't) 110
Lyric—**Return of Frank James** (20th-Fox), 2nd wk. 90
Palace—**Lucky Partners** (RKO) 105
Shubert—**He Stayed for Breakfast** (Col), 2nd wk. 90

CLEVELAND

Allen—**Return of Frank James** (20th-Fox), 2nd wk. 110
Hippodrome—**Lucky Partners** (RKO) 110
Palace—**Young People** (20th-Fox), plus stage show 135
State—**Foreign Correspondent** (UA) 145
Stillman—**I Love You Again** (M-G-M), 4th wk. 175

DALLAS

Capitol—**Carolina Moon** (Rep), 1st part 100
Capitol—**Wildcat Bus** (RKO), 2nd part 90
Capitol—**Girl From Avenue A** (20th-Fox), 3rd part 90
Majestic—**Sea Hawk** (WB) 130
Palace—**Rhythm on the River** (Para't) 110
Rialto—**Golden Fleecing** (M-G-M), 1st half 115
Rialto—**Our Town** (UA), 2nd half 110
Tower—**Return of Frank James** (20th-Fox), 2nd wk. 100

DENVER

Aladdin—**Boys From Syracuse** (Univ), after wk. at Denver 100
Broadway—**I Love You Again** (M-G-M), after 2 wks. at Orpheum; **We Who Are Young** (M-G-M), after wk. at Orpheum 120
Denham—**Rhythm on the River** (Para't), 2nd wk. 110
Denver—**Kit Carson** (UA); **Charlie Chan in the Wax Museum** (20th-Fox) 205
Orpheum—**Lucky Partners** (RKO); **Millionaires in Prison** (RKO) 105
Paramount—**Flowing Gold** (WB); **Secret Seven** (Col) 125
Rialto—**Return of Frank James** (20th-Fox), after wk. at Denver and Aladdin; **Laughing at Danger** (Mono) 150

DETROIT

Adams—**The Return of Frank James** (20th-Fox), after 2 wks. at Fox; **Blondie Has Servant Trouble** (Col), after wk. at Fox 125
Fox—**He Stayed for Breakfast** (Col); **The Lady in Question** (Col) 180
Michigan—**Rhythm on the River** (Para't); **We Who Are Young** (M-G-M) 130
Palms-State—**They Drive by Night** (WB); **The Golden Fleecing** (M-G-M), after wk. at Michigan 120
United Artists—**Boom Town** (M-G-M), 2nd wk. 135

KANSAS CITY

Esquire—**Young People** (20th-Fox) 90
Midland—**Boom Town** (M-G-M); **Lady in Question** (Col), held over 250
Newman—**Rhythm on the River** (Para't), held over 150
Orpheum—**They Drive by Night** (WB); **Pop Always Pays** (RKO), holdover 75
Tower—**Carolina Moon** (Rep), plus stage show 95
Uptown—Same as Esquire 90

LOS ANGELES

Chinese—**I Love You Again** (M-G-M); **Pier 13** (20th-Fox) 150
Downtown—**The Sea Hawk** (WB), 2nd wk. 125
Four Star—**Pride and Prejudice** (M-G-M), 3rd wk. 125
Hillstreet—**Boys From Syracuse** (Univ); **Military Academy** (Col), 2nd wk. 100
Hollywood—Same as Downtown 125
Pantages—Same as Hillstreet 100
Paramount—**Rhythm on the River** (Para't), 2nd wk.; **Comin' Round the Mountain** (Para't), plus **Count Basie** on stage 150
State—Same as Chinese 160

MILWAUKEE

Palace—**Rhythm on the River** (Para't); **Queen of the Mob** (Para't) 110
Riverside—**Sing, Dance, Plenty Hot** (Rep), plus stage show 120
Strand—**The Return of Frank James** (20th-Fox); **The Great McGinty** (Para't) 100
Warner—**The Sea Hawk** (WB) 150
Wisconsin—**I Love You Again** (M-G-M); **The Captain Is a Lady** (M-G-M) 125

MINNEAPOLIS

Aster—**Florian** (M-G-M); **Wild Cat Bus** (RKO) 90
Century—**Rhythm on the River** (Para't), 2nd wk. 100
Esquire—**The Plainsman** (Para't), reissue 90
Gopher—**Golden Gloves** (Para't) 80
Orpheum—**Hired Wife** (Univ) 100
State—**Lucky Partners** (RKO) 95
World—**The Sea Hawk** (WB), 3rd wk. 100

NEW HAVEN

College—**He Stayed for Breakfast** (Col); **The Golden Fleecing** (M-G-M), 2nd wk. 85
Loew-Poli—**Boom Town** (M-G-M); **The Lady in Question** (Col) 175
Paramount—**Rhythm on the River** (Para't); **Queen of the Mob** (Para't) 150
Roger Sherman—**The Sea Hawk** (WB); **Calling All Husbands** (WB) 160

NEW ORLEANS

Center—**I Can't Give You Anything But Love** (Univ) 90
Globe—**Safari** (Para't) 100
Liberty—**All This, and Heaven Too** (FN), 2nd run 100
Orpheum—**Lucky Partners** (RKO) 125
Saenger—**Rhythm on the River** (Para't) 135
State—**Foreign Correspondent** (UA) 150

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 38th wk. 110
Capitol—**I Love You Again** (M-G-M), 3rd wk., plus "Dr. I. Q." radio show 100
Criterion—**Gold Rush Maisie** (M-G-M) 85
Paramount—**Rhythm on the River** (Para't), plus stage show, band and Ken Murray 120
Radio City Music Hall—**Pride and Prejudice** (M-G-M), 4th wk., plus stage show 125
Rialto—**One Crowded Night** (RKO), 5 days only 50
Rivoli—**Foreign Correspondent** (UA) 110
Roxy—**He Stayed for Breakfast** (Col), plus stage show 115
Strand—**The Sea Hawk** (WB), 4th wk., plus **Phil Spitalny** band 175

OKLAHOMA CITY

Criterion—**Return of Frank James** (20th-Fox) 85
Liberty—**And One Was Beautiful** (M-G-M); **Santa Fe Marshal** (Para't), 1st half 100
Liberty—**Anne of Windy Poplars** (RKO); **Enemy Agent** (Univ), 2nd half 100
Midwest—**Rhythm on the River** (Para't) 95
State—**Carson City Kid** (Rep); **Main Street Lawyer** (Rep), 1st half 80
State—**The Ramparts We Watch** (RKO); **Men Against the Sky** (Col), 2nd half 200
Tower—**Disney Festival** (RKO) 105
Warner—**Alias the Deacon** (Para't); **Danger on Wheels** (Univ) 100

OMAHA

Brandeis—**He Stayed for Breakfast** (Col); **Millionaires in Prison** (RKO) 125
Omaha—**Boom Town** (M-G-M) 200
Orpheum—**The Sea Hawk** (WB); **Charlie Chan at the Wax Museum** (20th-Fox) 100

PHILADELPHIA

Aldine—**Pastor Hall** (UA), 2nd wk. 90
Boyd—**The Sea Hawk** (WB), 3rd wk. 140
Earle—**Boom Town** (M-G-M) 300
Fox—**Young People** (20th-Fox) 70
Karlton—**I Love You Again** (M-G-M), 2nd run, 2nd wk. 130
Keith's—**Return of Frank James** (20th-Fox), 2nd run 100
Stanley—**Lucky Partners** (RKO) 105
Stanton—**He Stayed for Breakfast** (Col), 2nd run 120

PITTSBURGH

Alvin—**Young People** (20th-Fox) 60
Barry—**Girl From God's Country** (Rep); **Tip Off Girls** (Para't) 90
Fulton—**Boys From Syracuse** (Univ) 125
Penn—**Lucky Partners** (RKO) 85
Ritz—**River's End** (WB); **Millionaires in Prison** (RKO) 40
Stanley—**I Love You Again** (M-G-M), 2nd wk. 105
Warner—**Queen of Destiny** (RKO); **Ladies Must Live** (FN) 60

SALT LAKE CITY

Capitol—**Three Faces West** (Rep); **On Their Own** (20th-Fox) 110
Centre—**Brigham Young** (20th-Fox), 2nd wk. 200
Rialto—**21 Days Together** (Col) 110
Studio—Same as Centre 200
Utah—**Turnabout** (UA) 105
Victory—**Crooked Road** (Rep); **In Old Missouri** (Rep) 105

SEATTLE

Blue Mouse—**Rhythm on the River** (Para't); **Chan at the Wax Museum** (20th-Fox), 2nd wk. 90
Fifth Avenue—**Boom Town** (M-G-M) 150
Liberty—**He Stayed for Breakfast** (Col), 2nd wk. 110
Music Box—**Kit Carson** (UA); **Girl From Avenue A** (20th-Fox), 2nd wk. 100
Orpheum—**Dance, Girl, Dance** (RKO); **One Crowded Night** (RKO) 90
Palomar—**They Drive by Night** (WB), plus stage show, 2nd wk. 90
Paramount—Same as Fifth Avenue 150
Roosevelt—**All This, and Heaven Too** (FN), 5th wk. 90

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Tieup and Stunt for "Lucky Partners"

COLUMBUS, OHIO—A tieup with Bond's Clothing on baseball games and the distribution of numbered tickets, which if matched, entitled their holders to a free admission, were two unique features of the exploitation for "Lucky Partners," launched by RKO publicist Johnnie Barcroft at the Palace.

In the tieup with Bond's, 1,000 heralds were distributed, one side advertising the picture and playdates and the other listing the baseball schedule of the National, the American and the American Ass'n leagues on the day the film opened.

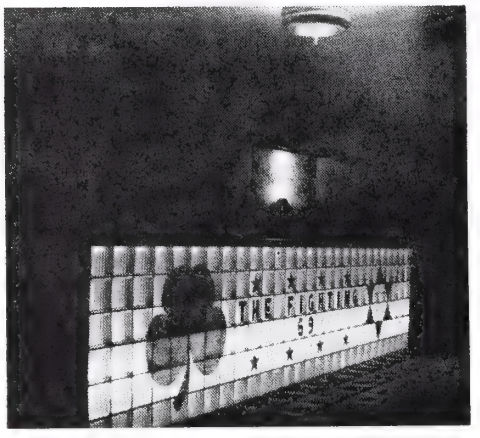
Handbill recipients were invited to pick the winning teams, indicating their choice by a mark in a square opposite the team's name; sign the handbill, and mail it to Bond's sports commentator at a local radio station, or to the store. The 15 contestants having the most correct predictions received guest tickets to the show. Plugs on Bond's sports broadcast were part of the tieup.

On the numbered ticket stunt, two sets of tickets were printed, each numbered from 1 to 500. These were distributed around town by members of the staff. Copy on the ticket instructed the holder to bring the ticket to the theatre at 8:00 p. m. on the Friday evening on which the picture opened and match tickets. Two holding the same ticket were "Lucky Partners" and would be admitted free.

Of the potential 500 couples, only four were able to match tickets, and pictures taken of one such couple entering the theatre landed in the daily.

Plane Ballys "Boom Town"

WILDWOOD, N. J.—An airplane towed a large "Boom Town" trailer as part of W. C. Hunt jr.'s campaign at the Casino.



Glass-Brick Billboard—

A glass brick railing in the foyer of the Blatt Bros.' Liberty at Mercer, Pa., was utilized by Manager Paul Mulheirn with marked effect to announce his coming attraction, "The Fighting 69th." The colored neon tubing behind the glass very sharply brought out the lettering, painted thereon with regular sho-card colors.

Alert to Season

NORTH PLATTE, NEB.—Assistant Manager Skinner of the Fox Theatre cashed in on the theme and background of "Tom Brown's School Days" by tying in with merchants for window displays in which school supplies were exhibited. The windows carried a liberal sprinkling of accessories.

Autographed Novels Available

NEW YORK—Two hundred copies of the novel "Escape," autographed by Norma Shearer, who stars in the film version, are available to exhibitors for exploitation purposes.

SATURDAY'S CONTEST SCHEDULE

AUGUST 31, 1940

NATIONAL	AMERICAN	AMERICAN ASS'N
☐ Chicago at Cinti. ☐	☐ Wash. at N. Y. ☐	☐ Toledo at Cols. ☐
☐ St. Louis at Pitsbg ☐	☐ Boston at Phila. ☐	☐ St. Paul at Minn. ☐
☐ Phila. at Boston ☐	☐ Cleve. at Chicago ☐	☐ K. C. at Milw'kee ☐
☐ N. Y. at Brooklyn ☐	☐ Detroit at St. L. ☐	☐ Louisville at Ind. ☐

Spells Radio Time for Passes—

A stunt frequently used by Johnnie Barcroft, RKO publicist in Columbus, Ohio, to tie in with the sponsor of sports broadcasts, for plugs on the air. This above-pictured schedule (kept current with playdate) is printed on the bottom of a herald which advertises the picture on one side and the cooperating firm (the one that sponsors the sports broadcast) on the other. Lines for the reader's signature and address are provided just below the schedule. The reader is invited to mark the teams he thinks will be the winners. He mails his guesses to the cooperating store and the first 10 or 15 whose predictions prove most accurate get a pass to the show. The show gets plugs on the air, and the store pays for the handbills.

NUGGETS

CANDID camera pictures of women, enlarged and mounted in the lobby, and inviting their subjects to identify themselves for a free ticket, constituted an effective ballyhoo on "Four Wives" for A. E. Ableson's Lake in Devils Lake, N. D.

•

Letters inviting to meet the greatest "joiner" of them all—William Powell in "I Love You Again,"—were mailed members of the Rotary Club, the Elks, etc., by Walter Norris of the Regent at Grand Rapids, Mich.

•

A radio stunt, with random telephone numbers being broadcast and their subscribers invited to call at the theatre for guest tickets, was one of the features of the "Pride and Prejudice" campaign put over by Tom Nanifin of the Strand, Binghamton, N. Y.

•

Manager Mickey Gross of the Orpheum, Denver, Colo., tied in with the Merchants Biscuit Co. for his campaign on "Lucky Partners" and cashed in on the name of one of the co-stars, Ginger Rogers. Gross obtained 10,000 ginger snaps from the concern and distributed them in bags with catchlines hooked in with the picture. They were handed out on the streets by pretty girls.

•

Tying up with the city's safety campaign, the Palace management at Columbus, Ohio, arranged for a wrecked truck, guarded by police, to be planted in front of the house. Banners plugged "They Drive by Night."

•

Manager Chet Miller of the Fox Theatre, Sterling, Colo., distributed a large quantity of "Lucky Partners" cards to students, a certain number of them bearing duplicate numbers, and stating that if the student found his or her "Lucky Partner" both would be admitted free to the showing.

•

Gummed teaser strips, carrying heads of the picture's four stars and reading, "Watch for 'Boom Town'," were used on back windows of 100 private automobiles in Sam Gilman's advance campaign for the showing at Loew's in Dayton.

Free Admission Stunt Doubles Business

Raton, N. M.—A stunt that, despite its free pass element, doubled business for Manager Tom Ward of the El Raton Theatre, was the inviting of all families with four sons to attend, free of charge, the showing of "Four Sons" at the theatre.

The town, which has only a population of 6,000, turned up with 53 four-son families, and the stunt made the front page of the local daily (which was invited to be co-host) twice in succession.

: Page Business Bureau :

INDEPENDENCE, KAS.—A mimeographed throwaway, simulating a letter, was used by Bill Wagner, manager of the Booth, to advertise "Ghost Breakers."

The letterhead read "Ghost Breakers, Inc." and listed Bob Hope as chief exterminator and Paulette Goddard as v. p. (very pretty). In one corner it informed "'Office Horrors—two to eleven p. m." In another corner "If you're weary of the eerie, see us, our arrival ends the revival."

Then followed the letter, addressed to Dear Sir or Madam:

"Are you host to a ghost? Do they roam in your home? Send us your walking laundry! If there's a moan, simply telephone. If you're expecting a spectre, don't shake—give us a break. We'll prove they're fake!

"If your house is haunted—don't let the spirit move you! We guarantee to remove that scalp tingle in one application!

"Make no bones about the skeleton in your closets. Spook-spoofing is our specialty. We put the go in ghosts. No need to worry about spirits—we can see right through 'em! Special attention to gates: Reasonable rates."

The final paragraph invited to "Come and see our gag-and-gasp technique in an A-1 job we did for Paramount called 'The Ghost Breakers'." Then followed playdate and theatre name, and a list of the cast. The letter was signed, "Thanks for the boogey ride," and by the title.

Full-Page Photo Layout Boosts New Metro Films

NEW YORK—A full-page photo layout of important fall and winter productions has been made available by Metro in mat or proof form. The publicity page, designed as an exhibitor aid in getting new season lineups underway, already has been planted in 47 key city papers.

The page features "Strike Up the Band" and includes art on "Escape," "Philadelphia Story," "Bittersweet," "Ziegfeld Girl," "A Woman's Face," "Third Finger, Left Hand," and "Boom Town."

Patrons Bring Gifts to Stage Wedding Principals

GROTTOES, VA.—A stage wedding was made into a gala affair by Manager M. M. King of the Grottoes, with gifts promoted from merchants and many patrons bringing gifts as well.

The theatre furnished rice at the door, and the wedding was complete with bridesmaids, flower girls, and all the trimmings. Announcement of the event was made from the stage, by heralds, newspaper ads.

Model Contest

TORRINGTON, CONN.—A model ship building contest was sponsored by the Warner Theatre in connection with the showing of "The Sea Hawk." Open only to youngsters under 16 years of age, the contest was held for models of 16th Century ships. The management offered, for first prize, a model kit, and, for the next nine winners, guest tickets.

Columnists' Comments Display

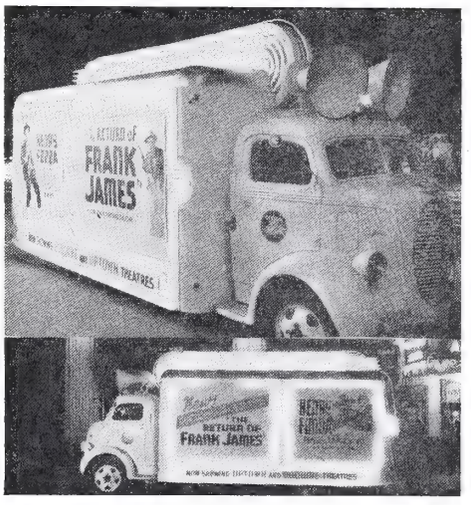
NEW YORK—Copies of columns by Damon Runyon and Mark Hellinger on "Boom Town" are available to exhibitors for use in lobby displays.

Civic Welfare Stunt Is A Profitable Move

MARYSVILLE, KAS.—A civic welfare stunt undertaken by Leonard M. Smith, manager of the Isis, not only redounded to the credit of the house, but translated itself into the material reality of increased business in the days following.

Smith, obtaining the cooperation of two merchants, staged a free "Back-to-School" party for the kids on a recent Saturday afternoon. Admission was one large potato, which soon filled a barrel that was presented to the county relief chairman.

A dog show was staged in conjunction with the party, at which prizes, provided by the merchants, were awarded the owner of the ugliest dog, the cutest dog, the largest, the smallest, etc. Further publicizing the event, 600 kids paraded the streets before showtime, carrying banners advertising the theatre and the two stores.



—Pictorial Press Photo

Modern Ballyhoo—

One of the modern gadgets in Fox Midwest Theatres' plan to put old-fashioned showmanship behind the new program is the above ballyhoo truck, shown from two angles. The circuit, headquartering in Kansas City, has four of them. The trucks are white, with two panels on each side outlined in Neon, plus a back panel similarly accentuated. A Neon sign across the top has two faces reading "Fox Theatres." One panel section is arranged to let down to form a stage, and this will be used in smaller towns for talent entertainment.

Can You Help Him Raise His Prices?

One of your fellow showmen has asked for data on the method of putting over an admission price increase. It seems he is getting the maximum attendance for his situation and must look to higher admissions for needed revenue. Can you help him? If so, please write to BOXOFFICE, 4804 E. 9th St., Kansas City, Mo. We shall appreciate any clippings, advertising matter, newspaper stories, etc., that help to illustrate the approach. These will be returned if you desire them.

: It's Kept Longer :

DEVILS LAKE, N. D.—With copy keyed to pique the curiosity of readers, A. E. Ableson, manager of the Lake Theatre, advertised "They Drive by Night" on a six-inch square card, which when folded down the center, with the addition of a one cent stamp, was converted into a postal card.

Copy read: "When Will the War End?" Then followed two boxes, captioned respectively, "For Married Folks;" "For Single Persons." Four questions inside the first box asked: "(1) In what year were you born? (2) In what year were you married? (3) What is your age? (4) How long married? (5) Add together, divide by two, and get the answer."

Four questions inside the second box asked: "(1) In what year were you born? (2) What is your age? (3) When was America discovered? (4) How long ago was that? (5) Add together, divide by two and get the answer."

Following these boxed questions the card read: "We are not certain this is correct, nor do we know the victor, but we do know that you'll enjoy the year's most unusual picture." A cut advertising feature and stars, and playdate information completed the giveaway-mailing piece.

Invite Oil Stock Holders To View "Boom Town"

SPRINGFIELD, MASS.—A stunt that broke the local press and garnered a wealth of word-of-mouth publicity was pulled for "Boom Town" by George E. Freeman, manager, and John W. Wolfberg, assistant manager of the Loew-Poli.

In ads, the Loew-Poli invited Springfield residents who had ever purchased fake oil stock to produce such stock at the theatre for free admission. At the busiest time of the day the theatre arranged for someone to announce loudly that he had such oil stock and wished to see the picture. The next day, at about the same time, the same fellow was instructed to come in yelling, "Where's my oil stock? The darn thing's struck, and I'm to get $400 if I can show my oil stock." At this point both Freeman and Wolfberg came out into the lobby to announce "We're sorry, but all the stock has been burned!"

Other publicity for the booking included the mailing of 2,000 postal cards to patrons announcing the film, and the distribution of 3,000 heralds. Several hundred window cards were placed in stores throughout town, and a picture of Hedy Lamarr, with playdate copy, was hung in a prominent place at a local race track.

Paper Cooperates

PHILADELPHIA—Elmer Pickard of the Ambler has worked up a weekly contest with his local paper. A full page of co-op ads is printed, some of which contain an extra letter hidden somewhere. The readers are supposed to find the extra letters, and put them together to spell the name of a star appearing at the house the following week. Prizes are ducats.

Pressed Duck

NEW YORK—A miniature press book on Donald Duck subjects, with a cover suitable for line cut reproduction, is being distributed by RKO as part of a drive during the week of September 13, Donald Duck's birthday.

The Exhibitor Has His Say

Columbia

Blondie Has Servant Trouble

Columbia almost went into slapstick on this one, but our audience enjoyed it just the same. Boxoffice: Okay, considering. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Doctor Takes a Wife, The

This one proves that what the people want most from a theatre is entertainment. This one filled the bill. Ray Milland delightful and Loretta Young as good as always. Audience: We had good second night business, so you can figure out for yourself what happened over the local grapevine between the two nights. Boxoffice: Pretty good. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Out West With the Peppers

A pretty good trailer made this look like it might be something, but it didn't get much of a rise out of our audience. Boxoffice: Not good. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

First National

All This, and Heaven Too

Too long, but our patrons seemed to enjoy it. At least it appealed to the "classic." Sun., Mon. Rural patronage.—Burris and Henley Smith, Imperial, Pocahontas, Ark.

They Drive by Night

A swell show that proved boxoffice for us and was well received by our patrons. Sun., Mon. Rural patronage.—Burris and Henley Smith, Imperial, Pocahontas, Ark.

Metro-Goldwyn-Mayer

Gold Rush Maisie

Metro should have gone to a little more pains on this one. Ann Sothern did more than her share to hold up her end, but that still wasn't enough. Looks like it's the same old story: When the script is lousy, you have no foundation to build a picture on. Audience: Enjoyed it. Boxoffice: No good, especially on the second night of our two-day change, which means the patrons didn't go for it. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

I Love You Again

It rolled them in the aisles. This guy Powell is the smoothest comedian in the business. Audience howled. Boxoffice echoed with a tinkle of coins for a change. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

New Moon

I thought this was as good a MacDonald-Eddy as Metro has ever put out, but my wife and others didn't agree with me. To me, both were in fine voice and the action story was very good. Audience: Enjoyed it. Boxoffice: Acceptable. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE, *4804 E. 9th St., Kansas City, Mo.*

Pride and Prejudice

An exquisitely fine piece of work by all concerned. I am afraid, however, that many will fail to appreciate it. We had some walkouts. Audience: Those who came were divided in their opinion. Those who liked it, like it very much, and those who didn't said so, thereby cutting down our take. Boxoffice: Not good. Note: Metro puts out a knockout of a trailer on this one. It's a real teaser. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Sporting Blood

The story is worn out and we made the mistake of giving it our feature nights. It is only suitable for a double bill or bargain night. Thurs., Fri. Rural patronage.—Burris and Henley Smith, Imperial, Pocahontas, Ark.

Monogram

Pals of the Silver Sage

Never before have we let out a "peep" to this department, but we feel that some well-deserved praise will pay dividends in the way of some more of the same type picture. Monogram has taken Tex Ritter, who used to be B. O. for us, and given him a rustic comedian who can evoke belly laughs from the action fans. They like Ritter's broad smile, and with a comedian such as Musical Slim Andrews, Monogram has created another Autry-Frog combination for themselves. Our western fans demand music and comedy injected with the powder smoke and stage coach. Our customers ask when we are going to have another one like this, and boy that's music to our ears. This one broke our record for westerns. Every time we run a Tex Ritter-Musical Slim picture, the cash customers go home happy and the old boxoffice rides again.—J. Bye Coverston, Dixie Belle, Pineville, Mo.

Paramount

Ghost Breakers

This one wowed 'em. Boxoffice: Not so good, but still glad we played it where and when we did. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Those Were the Days

It seems the people liked being taken back to "the good old days." This one is nothing outstanding, but a good audience pix. Boxoffice: Acceptable. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Republic

Grand Old Opry

Very good hillbilly show. Pleases most small town patrons. Will do fair business. Wed., Thurs. Weather: Warm. Admission: 20-10. Rural patronage.—Logan Hedrick, Homer, Homer, Ill.

Young Buffalo Bill

Another swell western from Republic. Saturday. Rural patronage.—Burris and Henley Smith, Imperial, Pocahontas, Ark.

RKO Radio

Courageous Dr. Christian

Pretty good pix but believe RKO could do a little better on story material for Hersholt. Audience: No expressions much on way out. Boxoffice: Not so hot. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

My Favorite Wife

Here is another fine comedy that punched below the belt during the last five minutes to no purpose. The audience didn't laugh at the final sequence, so why must we have such depreciating tripe in our films? Of course the audience had so many laughs by the time the end came, that perhaps it didn't make too much difference. Audience: Liked it. Boxoffice: Very good. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

20th Century-Fox

Lillian Russell

I disagree with the critics who say this is not very good. I thought it was very good. However, these shoutings in the trailers about the "dramatic blah, blah, blah," I believe, give a pix such as this a buildup from the wrong angle. The audience reserves the right to make up its own mind, so none of us can tell them how wonderful a pix like this is. Audience: Liked it. Boxoffice: Fair. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Maryland

A swell picture with a weak ending that pleased our patrons, especially the cowboys because of the fine horses. Too bad this one didn't have a climax. If it had, we would have done some good second night business and made our guarantee. As it worked out, we didn't. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Sailor's Lady

This one was obviously intended to be a comedy, but it didn't come. Audience went out sleepy-eyed. Boxoffice: Not good. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Universal

Sandy Is a Lady

Just an ordinary programmer that will remind you of the old slapstick days. Tues., Wed. Rural patronage.—Burris and Henley Smith, Imperial, Pocahontas, Ark.

Warner Bros.

My Love Came Back

A swell show that is timely for amusement purposes instead of these boring biographies and "drammers." Sun., Mon. Rural patronage.—Burris and Henley Smith, Imperial, Pocahontas, Ark.

Warner Bros. (——) 92 Minutes Rel. Sept. 14, '40

Brilliant seems almost inadequate in describing a film that will prove an entertainment symphony to discriminating, sophisticated picture shoppers. They will love its bristling dialogue, its subtle comedy, its slick direction and opulent production values. And to assure the additional patronage of those who may not be entirely appreciative of its fine-grained approach to high humor, there is the current individual popularity of the starring duo, James Stewart and Rosalind Russell, whom the masterfully written script affords an opportunity to inject a satisfying contrast of romance and a few heart tugs. Hence, there is no apparent reason to believe the feature can finish anywhere but in the hit class. Stewart is at his all time best and Miss Russell was never thespically better nor physically more attractive. William Keighley directed.

James Stewart, Rosalind Russell, Genevieve Tobin, Charlie Ruggles, Allyn Joslyn, Clarence Kolb, Louise Beavers.

No Time for Comedy F Comedy

Paramount (——) 90 Minutes Rel. Sept. 27, '40

Delivering surefire entertainment in the best sagebrush tradition, enacted by a cast that knows its business and directed with breathless pace by Sam Wood, this one should find an exceptionally warm welcome awaiting it wherever the demand is for tiptop outdoor action stuff. Scaled several notches above the ordinary variety of western, its production pretentiousness adds considerably to the picture's selling qualities and revenue potentialities. Fred MacMurray, Gilbert Roland and Albert Dekker are teamed as a rollicking trio of soft-hearted, hard-shelled adventurers in the days when the west was still wild, each contributing a noteworthy portrayal and given staunch support by Joseph Schildkraut, Dick Foran and a new child-star discovery, Betty Brewer. Story finds the three heroes cleaning villainy out of a frontier town.

Fred MacMurray, Gilbert Roland, Albert Dekker, Betty Brewer, Joseph Schildkraut, Patricia Morison, Dick Foran.

Rangers of Fortune F Western

Paramount (——) 70 Minutes Rel. Nov. 15, '40

Classifying each succeeding Hopalong Cassidy picture as the best of the veteran and popular western series is becoming something of a wolf cry. But, in tabulating the worth of this one, that trite designation may safely be used once again—and for two very logical reasons: (1) Without loss of any of the many assets which "Hoppy" features always have possessed, Harry Sherman has injected an additional and man-sized dose of production values in the form of a larger cast, even better backgrounds and photography and an action-freighted story; (2) Andy Clyde makes his debut as the third member of the law-enforcing triumvirate, matching the standardly effective performances of William Boyd and Russell Hayden, its other two members. Direction by Lesley Selander is comparably noteworthy.

William Boyd, Russell Hayden, Andy Clyde, Morris Ankrum, Thornton Edwards, Esther Estrella, Morgan Wallace.

Three Men From Texas F Western

Warner Bros. (——) 104 Minutes Rel. Sept. 21, '40

Virtually every story ingredient and situation in this picture of New York and its teeming masses has been used countless times. Seldom, however, have they been more convincingly and engrossingly fused into an acceptable ensemble, designed to intrigue the entertainment interests of all ages and classes. The feature is richly mounted; its backgrounds, atmosphere and dialogue reflecting meticulous effort for authenticity. The cast, dominated by James Cagney, who must be credited with one of the best performances of his career, is wisely selected and delivers accordingly. The yarn deals with people of the slums, a fighter, a dancer and a mobster—who in ambition drive to the tops of their respective chosen callings, only to have fate tumble them from the heights. Anatole Litvak directed.

James Cagney, Ann Sheridan, Frank Craven, Donald Crisp, Frank McHugh, Arthur Kennedy, Eliam Akazan.

City for Conquest F Drama

RKO Radio (——) 81 Minutes Rel. Sept. 13, '40

The popular Lum and Abner radio show was responsible for this production—and, among followers of that air program, as well as the neighborhood and juvenile trade, it will probably prove adequate supporting fare. It suffers from an amateurish and highly involved story, however, which is the principal factor in retarding it from attaining much stature as general screen material. Chester Lauck and Norris Goff, who portray the garrulous Pine Ridgers on the air, are featured; while the slight acting honors afforded by the vehicle go to Frances Langford. True to the familiar airshop pattern, Lum and Abner are the joint proprietors of the small-town general store who, in addition to their shopkeeping, manage the community's affairs. Harold Young directed for Producers Jack Votion and Sam Coslow.

Chester Lauck, Norris Goff, Frances Langford, Frank Craven, Robert Wilcox, Irving Bacon, Clara Blandick.

Dreaming Out Loud F Comedy Drama

Republic (921) 67 Minutes Rel. April 17, '40

All the entertainment elements to hit all the segments of the audience are to be found in this film. There is music of the hill-billy variety, a farcical story idea effectively put over, romance, girls and good production. The Weaver Brothers and Elviry carry the main story thread as sharecropper farmers who visit their landlord in an attempt to learn why they are always in desperate straits at the end of each year. He is worse off than they, what with a screwy family and conniving business partners. They change places and from that point on the action is a raucous merry-go-round of knockabout comedy which in its course, eventually solves the problem brought up in the beginning. The casting is good, performances likewise. Frank McDonald directed.

Weaver Brothers, Elviry, June Storey, Marjorie Gateson, Thurston Hall.

In Old Missouri F Comedy Drama

Universal (——) 96 Minutes Rel. Sept. 13, '40

Sparkling performances by principals and supporting players, plus a smartly sophisticated comedy script, are the two principal assets which should put this in the money class insofar as present customer tastes are concerned. It is based on the marriage-for-convenience plot, and some genuinely funny trouping by Rosalind Russell, Brian Aherne and, in particular, John Carroll, in the leads, compensates for a certain lack of the romantic zest which its title implies. Aherne, cement manufacturer, is about to be forced into bankruptcy when his attorney, Robert Benchley, suggests he marry and put all his property in his wife's name. Although in love with another girl, Aherne is forced to wed his own secretary, Miss Russell. William Seiter, who produced and directed, overlooked few bets in either assignment.

Rosalind Russell, Brian Aherne, John Carroll, Robert Benchley, Virginia Bruce, Hobart Cavanaugh.

Hired Wife F Comedy

M-G-M (——) 85 Minutes Rel. Sept. 13, '40

Written, produced, directed and enacted in the very best and-another-Indian-bit-the-dust tradition, here is western film fare with a capital "W." It includes virtually every element and situation long since accepted as standard equipment in the garden variety of sagebrush sagas, including cowboys, bandits, stagecoach stick-ups, rustlers and, of course, Indians and soldiers. But, with an important-dough budget serving as the precipitant, these ingredients are so skillfully blended that the feature easily attains a strong position in the super class. Wallace Beery is very much at home in his part as a sweatin', cussin', tobacco-chawin' Robin Hood of the plains and the supporting cast contributes proportionately to a bang-up entertainment treat for fans of the plenty-of-action school. Directed by Richard Thorpe.

Wallace Beery, Leo Carrillo, Ann Rutherford, Joseph Calleia, Paul Kelly, Henry Travers, Marjorie Main.

Wyoming F Western

Monogram (3914) 61 Minutes Rel. Sept. 9, '40

Frankie Darro is given a modern radio broadcasting station in which to further pursue his amateur, but always infallible, sleuthing; and the result is a right smart bit of supporting entertainment. In order to create the indicated background for the story, some of the mystery normally standard in the series is sacrificed for musical and comedy interludes, which are surprisingly well done in view of the limited talent in these fields with which the producer had to work. The substitution can be considered an asset rather than a liability, inasmuch as the feature maintains sufficient suspense to satisfy the whodunit addicts which comprise the best market for Darro films. Marjorie Reynolds shares the topline and appears more promising than in any of her previous parts, adding acceptable vocal contributions to her improving Thespic wares. Howard Bretherton directed.

Frankie Darro, Marjorie Reynolds, Mantan Moreland, Rita Wilson, Tristram Coffin, Clyde Dilson, Dick Elliott.

Up in the Air F Comedy Mystery

SELLING ANGLES: **"Three Men From Texas"**

Hopalong Cassidy is an already established marquee attraction. Don't neglect to inform fans that a new character—Andy Clyde—has joined William Boyd and Russell Hayden. The usual bookstore tieups on the Clarence E. Mulford novels should be made. In view of the picture's title, a "Texas Night" might be staged with the first three Texan males who show up given free admission. Hold a "Hopalong Cassidy" rifle-shoot, with B-B guns, for juveniles attending matinee performances.

CATCHLINES:

Your Pal Hoppy Leaves the Texas Rangers . . . To Clean Up a California Town of the Long Ago.

It's a Hard-Riding . . . Fast-Shooting . . . Thrill-Packed Story of the West That Used to Be.

SELLING ANGLES: **"In Old Missouri"**

In street ballyhoo and color exploitation give attention to the hillbilly atmosphere. There are a number of songs in the film for possible broadcast exploitation over the local station. Featured also is the Hall Johnson Choir. The pressbook has an interesting piece on lobby decoration. Arrange a hillbilly band contest. Dress a man in hillbilly costume, mount him on a mule and parade him on the main drags.

CATCHLINES:

Hill-Billy Hi-Jinks in the Ozarks . . . See the Hill Folks Outwit the Scheming City Slickers.

You'll Laff 'Till You Split When the Mountaineers Meet the Mademoiselles From Paree.

SELLING ANGLES: **"Up in the Air"**

To action fans in most communities the names of Frankie Darro and his comedy side-kick, Mantan Moreland, have been presold through several previous pictures. If you have not already initiated such an organization, a Frankie Darro fan club might be launched, with meetings held every Saturday matinee, and members to wear inexpensive buttons. Musical angles in the picture can be spotted on radio programs, with dance orchestras and with music stores. Emphasize radio station backgrounds by constructing a facsimile microphone as lobby center piece.

CATCHLINES:

Death Stalks the Airwaves . . . And Frankie Darro Turns Sleuth Again to Bring the Killer to Justice.

Frankie Darro at His Best . . . In a Thrill-Packed Story of Murder on the Air.

SELLING ANGLES: **"Rangers of Fortune"**

Build up Fred MacMurray, Gilbert Roland and Albert Dekker as a new super-western trio. Mount large compo-board portraits of them above the marquee or as the lobby center-piece. Make over theatre front and foyer to resemble a pioneer cowtown and employ the exploitation tactics usually associated with selling westerns. Secure short radio announcements tied in with range-music programs. Dress attendants as cowboys. Hire three men in frontier costume to ride about town on horseback.

CATCHLINES:

Three Devil-May-Care Fighters Who Masked Their Soft Hearts With Smoking Six-Guns . . . In the Year's Most Exciting Western.

They Fought for Fun . . . On the Side of the Friendless . . . And Brought Bad News to the Bad Men.

SELLING ANGLES: **"Dreaming Out Loud"**

A pre-sold audience of millions of radio listeners is the field to tap in your exploitation efforts. Make tieups with storekeepers who handle the product sponsoring the Lum and Abner broadcasts. Tieups should be made also with music dealers on the title song as delivered by Frances Langford, herself a well-known radio and recording artist. Make over theatre lobby to resemble Lum and Abner's Pine Ridge general store. Conduct a contest on the stage for imitators of the two radio comics.

CATCHLINES:

They're Your Favorites on the Air . . . Now Lum and Abner Are on the Screen . . . In the Kind of Entertainment You Love.

Those Two Lovable Pine Ridge Philosophers . . . Lum and Abner . . . Funnier Than Ever on the Screen.

SELLING ANGLES: **"Wyoming"**

Wallace Beery is the predominant name for marquee and advertising. Hold a special "Wyoming" night at which former residents of that state are invited to attend in a body, at a special group rate. Have house artist construct a huge compo-board map of the state illustrated by stills tracing the action in the picture. In cooperation with local library, museum or antique-collecting citizens, build up a lobby display of Indian relics such as carbines, arrowheads, etc.

CATCHLINES:

Torn From the Dramatic History of a Great State . . . the Story of Land-Hungry Killers . . . And Their Destruction by the Forces of Right.

It's Wallace Beery's Greatest Role . . . In the Year's Greatest Outdoor Picture.

SELLING ANGLES: **"No Time for Comedy"**

Strong selling points herein are the starring team of James Stewart and Rosalind Russell, with Charles Ruggles and Genevieve Tobin entitled to supporting credits. Base your advertising and exploitation campaign on the feature's laugh content. Don't neglect to mention that it is based upon one of Broadway's most brilliant successes in which Katherine Cornell starred. As throwaways distribute inexpensive handkerchiefs imprinted: "There'll be no time for tears when you see 'No Time for Comedy.'"

CATCHLINES:

From Stage to Screen in One Howling Roar of Laughter . . . Comes the Season's Undisputed Comedy Champion.

Stewart's Never Been Funnier . . . Russell's Never Been More Devastating . . . You've Never Been More Entertained.

SELLING ANGLES: **"City for Conquest"**

The James Cagney-Ann Sheridan duo should be a potent one for marquee, advertising and exploitation use. Likewise exploitable is the novel of the same name by Aben Kandel, which might be made the basis of book-store and library tieups. Cagney portrays a prize-fighter, a factor that suggests the planting of stills and mailing pieces around local boxing arenas, pool halls and other hangouts of the sporting gentry. Call patrons' attention to the fact Cagney and Miss Sheridan are "reunited" after "Torrid Zone."

CATCHLINES:

It's Cagney's Most Dramatic Role . . . A Flaming Story of Desperate Courage . . . And Bitter Despair.

You Acclaimed Them in "Torrid Zone" . . . So Here They Are Again . . . James Cagney and Ann Sheridan.

SELLING ANGLES: **"Hired Wife"**

Give Rosalind Russell and Brian Aherne a buildup as a new romantic starring duo, with Robert Benchley and Virginia Bruce listed in support. Plant ads in newspaper classified columns headed "Hired Wife" and asserting: "Do you need a temporary wife—for business reasons only? Telephone (theatre number)." Clothes worn by Miss Russell and Miss Bruce can be tied neatly into fall fashion displays in dress shop windows.

CATCHLINES:

The Only Thing She Wanted Was Him as a Husband . . . But It Nearly Broke Her Heart When He Married Her . . . For Business Reasons Only.

He Had Only One Failing . . . He Got "Blonde Fever" in the Springtime . . . And Wound Up With the Wrong Wife.

Republic (——) **69 Minutes** **Rel. Sept. 11, '40**

Two globe-trotting oilmen and a night club chanteuse are the main illuminations of "Girl From Havana" which otherwise is third-rate screen fiction depending for its entertainment virtues on fisticuffs, gunfights and the dramatic possibilities inherent in revolutionary South American politics. Humor springs from well-trodden fields of script writer endeavor. Dennis O'Keefe and Victor Jory are the scrapping pals always spoiling for a fight. Steffi Duna takes female performance credit. The other worthies in the cast display superior ability with an inferior story. Production details are done well. Music derives chiefly from the Latin-American source in tone but from frankly imitative Tin Pan Alley in lyric. Lew Landers directed. It's suitable program fare.

Dennis O'Keefe, Claire Carleton, Victory Jory, Steffi Duna, Gordon Jones.

The Girl From Havana

F **Melodrama**

Republic (——) **57 Minutes** **Rel. ————**

The Civil War and its attendant details are the reason for this western. Roy Rogers appears to advantage. George Hayes supplies comedy as a female-dodging codger and Pauline Moore capably plays the woman in the case. It is neatly produced, exciting enough in the action department and should fit the bill for a degree of satisfaction. Rogers, a Union Army intelligence officer, is sent to get a line on trouble arising in Colorado which hampers Union operations on the front. When he arrives in Denver, he learns that his brother is responsible for a series of Indian uprisings, robberies and other dirty work. In good time he tracks him down and puts him out of the way. Joseph Kane directed.

Roy Rogers, Pauline Moore, Milburn Stone, Maude Eburn, Arthur Loft.

Colorado

F **Historical Western**

Principal (SR) **62 Minutes** **Rel. Feb. 15, '40**

At best, "One Night in Paris" is a girl show and a series of poorly photographed production numbers of musical comedy as it is done in England. It is supposed to be a mystery drama located backstage at a Parisian revue theate, wherein a two-timing impresario is murdered on opening night. A local detective is in the audience and, between numbers and the intermission, he solves the case. When he returns to his seat he is in time for the final curtain. The action drags. The performers, for the most part unknown here since the film was made in England, labor through their parts. The Parisian atmosphere and characterizations fail to hit realistic notes.

John Lodge, Judy Kelly, Hugh Williams, Joan Marion, Edmund Breon.

One Night in Paris

F **Backstage Melodrama**

Republic (069) **57 Minutes** **Rel. Aug. 29, '40**

Enough action, thrills and color are compressed into this latest detailing of the adventures of "The Three Mesquiteers" to make the boxoffice machinery ring profitably and to send the customers away satisfied. Post Spanish-American war Oklahoma is the scene. A group of disabled veterans travel here to homestead a valley. Opposition arises in the form of irate cattlemen who don't like the idea of nestors settling on good grazing land. There is murder and all sorts of dirty work to keep the soldiers away, but they manage to stick it until they win out with the aid of the ever-present and always-outsmarting-the-villians Mesquiteers. The performances all suitably enhance the action content. The musical byplay is good. Nate Watt directed.

Robert Livingston, Raymond Hatton, Duncan Renaldo, Florine McKinney.

Oklahoma Renegades

F **Western**

Monogram (——) **73 Minutes** **Rel. Sept. 2, '40**

Indifferent production, acting and direction of a good mystery idea relegate "Who Is Guilty?" to the lesser playing time. It is a minor British importation. Cast is headed by Ben Lyon. Others are comparatively unknown here. Action is generally confined to the apartments of a London dwelling where an Italian count is found murdered. Detective investigation ultimately pins the crime on three men. Further sleuthing gives rise to comic perturbation on the part of the Scotland Yard inspector and his assistant. At about the beginning of the fourth quarter, the plot is almost given away, but the real murderer talks. There is a semblance of merit lurking in the production, but it seems to have been undeveloped. Fred Zelnik directed.

Ben Lyon, Syd Walker, Terence De Marney, Barbara Blair, Athole Stewart.

Who Is Guilty?

F **Mystery Drama**

AFE Corp. (SR) **89 Minutes** **Rel. ————**

"Daybreak," French film starring Jean Gabin and directed by Marcel Carne, who also piloted "Port of Shadows," is all that intimate theatre patrons could wish for. In fact, it probably takes on added importance in the light of what looks like a depleted French film supply. Its simon-pure entertainment values are distinctly circumscribed, however, in that its psychopathic theme generates more sordidness and brooding than the majority of theatregoers might be willing to accept. Technically, the film is excellent. This takes in a consummate skill at once apparent in direction, adherence to detail, mood in photography and absorbing performances. Scriptwise, there would seem to be much to do about comparatively nothing at all. Gabin murders a despicable man for interfering in his love life. The action via episodic flashback, traces Gabin's thoughts and steps leading up to the murder.

Jean Gabin, Jacqueline Laurent, Arletty, Jules Berry.

Daybreak

A **Melodrama**

Monogram (——) **55 Minutes** **Rel. Aug. 22, '40**

George Weeks' first independent production stacks up with the best in the popular western division. It has mystery, romance and action compactly knit for the fans who hold their seats when the guns pop and fists fly. As for the youngsters, it's a natural. Incidentally, two of the original Three Mesquiteers, Ray Corrigan and Max Terhune, are teamed up with John King for a threesome of trouble chasers. The idea is not new, but the simplicity in telling the story and building the action gets this one over nicely. Behind it all is the plot of a couple of bad men trying to get the ranch, willed the heroine at her father's death. Along come the Range Busters and bust up the party for the moochers. The song King sings, and how he does, indicates he is a boy to be watched. Roy Luby directed.

Ray Corrigan, John King, Luana Walters, Max Terhune, LeRoy Mason, Elmer, Earl Hodgins, Frank LaRue.

Range Busters

F **Western**

Monogram (——) **55 Minutes** **Rel. Aug. 19, '40**

The story and other contributing factors of this western start in low gear and stay there throughout the entire running time. Never once do they hit a convincing speed or rise above the mediocre production. Tex Ritter appears disadvantageously as the grownup, adopted son of an Indian chief who returns to the prairies and aids in the solution of a series of crimes pulled against the government and a wagontrain freight line that hauls supplies to the local army post. Between times he romances with the daughter of the company, sings a few ineffectual songs, rides his white horse at breakneck speed all over the landscape and eventually brings about the demise of the outlaws in a gun battle. Ed Finney produced.

Tex Ritter, Jim Thorpe, "Arkansas Slim" Andrews, Evelyn Finley, Frank LaRue.

Arizona Frontier

F **Western**

Arthur Ziehm, Inc. (——) **95 Minutes** **Rel. ————**

Sole redemption of this otherwise too leisurely paced story is the musical content. By accepted standards the photography is something out of the ill-lit past and the direction heavy handed. Recording is good, however. Featured are Lillian Harvey and Louis Jouvet with Bernard Lancret playing the title role of the Austrian composer. The story has to do with the struggle for recognition by Schubert in his early composing days. Hardly likely is the element of shocked surprise put into the story, intentionally or not, which shows Vienna scandalized at the fact that Schubert carried on a love affair with an English actress. Their snobbery causes the girl to leave him to his career rather than have him risk ridicule and probable ruination. It seems quite out of keeping with "l'Esprit Viennois." French with English sub-titles.

Louis Jouvet, Lillian Harvey, Bernard Lancret, Marcel Vallee.

Schubert's Serenade

F **Drama**

SELLING ANGLES: **"One Night in Paris"**

An effective aid in selling this one will be blowups of the variously costumed feminine beauties appearing in the production numbers. A little effort on the popular conception of one-time Parisian gayety should be spread to lure so-minded patrons who won't be disappointed. Rig up a couple of heavy cardboard Eiffel Towers in the lobby and above the marquee. Festoon them with cut-outs of dancing girls and the like. Advertise this film as a backstage insight into the lives and loves of performers and the theatre world.

CATCHLINES:

First Act Curtain! . . . And Murder in the Presence of Hundreds of Spectators.

Murder in the First Act . . . A Detective in the Audience . . . Mystery Solved at the Finale . . . C'est Paris.

SELLING ANGLES: **"Daybreak"**

Over and above everything else, it seems, the name of Gabin should highlight your campaign. In addition to your usual circle of patrons, "names" and students associated with psychiatric endeavors should be contacted—in fact, this should be done in a somewhat "personal" vein, either through correspondence or phone. The reactions of such persons should be well exploited. Interest in the film should be heightened through circulation of enlarged, hand-picked scene stills, which, in this film, abound in striking form. A life-sized cutout of Gabin in one of his more romantic moods in the film should offset the hint of melancholy.

CATCHLINES:

Wanted for Murder . . . But No One Would Understand.

Jean Gabin in the Last Film to Come From Free France.

SELLING ANGLES: **"Schubert's Serenade"**

Displays in the music stores and announcements in French classes are of course naturals. Letters to the music teachers in the schools calling their attention to the picture, too, will contribute to gathering patronage. A loudspeaker playing selections by the composer will do for the lobby. There's a selling name in Lillian Harvey, who has appeared in American films. In return for bookmarks, which of course will carry copy on the feature, the public library will cooperate with a display of biographies of great musicians, and leave some space for stills.

CATCHLINES:

Love That Nourished Genius . . . But Found Exile Its Reward!

Some of the Greatest Music This Side of Heaven.

Vienna When It Lived . . . And Gave Immortal Music to Man.

SELLING ANGLES: **"Colorado"**

There is a rather catchy song sung by Rogers that has possibilities for plugging in music stores and over the local radio. For the youngsters there is a Roy Rogers cap pistol which could be utilized as a prize and for tieups with local toy stores. The Rogers fan photos should be quickly exhausted as giveaways. The Dixie-Vortex Company has a sales campaign which features Rogers. A striking window card is available.

CATCHLINES:

The Old West Lives Anew . . . As Roy Rogers Rides to His Latest and Greatest Adventure.

The West During the Civil War . . . Roy Rogers Tackling His Most Dangerous Assignment and Coming Through in Fine Style.

SELLING ANGLES: **"Who Is Guilty?"**

It seems advisable to play this one up in advance publicity as a detective story in which there is every indication of pleasant audience participation. They can amuse themselves by guessing who the killer is from the assortment of clues presented in the action. They might be planted as publicity. Arrange a display of a pistol, rubber soles, a typewritten page hinting at the identity of a killer, a shell case, stained wallet, and a handkerchief with the initial "M" stamped on it.

CATCHLINES:

Four Persons Said They Killed Him . . . But It Seems Only One Could Have Done It.

He Needed Killing . . . Four People Said They Did It . . . Come and Pick Out the Guilty One.

SELLING ANGLES: **"Arizona Frontier"**

"Arkansas Slim" Andrews reputedly has a reputation as an Ozark comedy sensation. Hang Tex Ritter pennants where they will do the good expected of them. Ice cream dispensed in Dixie Cups can be tied in with Ritter. Jim Thorpe is an Indian athlete of some renown. He is Carlisle University's "super-man." Give away paper guns that bang when flicked open. Also buttons. There are autographed photos. A cartoon for insertion in the local daily is available.

CATCHLINES:

A Red Wave of Death Overruns the Plains . . . Until Tex Ritter Wins the Indians Over.

Tex Rides With the Indian Night Riders to Expose Villainous Range Bandits.

SELLING ANGLES: **"The Girl From Havana"**

Since the oil business is coming in for motion picture dramatic treatment these days, the exhibitor might tie in exploitation with gas stations, auto accessory stores and go in for dummy derricks on the top of his marquee. A lobby display of the cast, all personable performers, should interest patrons as they pass through. Through music stores the Latin-American "music" might be exploited with records and posters. Attempt to plant a personality story on Steffi Duna, easily the most interesting member of the cast, in the local dailies.

CATCHLINES:

Death and Danger . . . Romance and Revolution . . . That Was Their Daily Dish Between Brawls.

They Loved, Fought, Drank and Drilled for Oil . . . Between Revolutions and Murder . . . All In a South American Day.

SELLING ANGLES: **"Oklahoma Renegades"**

Arrange for a handbill that has imprinted on it a silhouette of the Three Mesquiteers in black ink. The cover of the pressbook which accompanies the film has a good picture for this purpose. There are colored lobby displays. A Mesquiteer fan photo is available. Arrange a display in street cases of the more exciting stills from the accessory list. National Screen Service has a special trailer for the picture.

CATCHLINES:

The Three Mesquiteers Unite in the Cause of Justice, as They Ride Herd on Sagebrush Killers.

The Three Mesquiteers Ride to New Rangeland Adventure—Tracking Down Killers of the West.

SELLING ANGLES: **"Range Busters"**

The usual fanfare for westerns is indicated, but the element of the Phantom, who prowls around at night, gives exhibitors something additional to work on. Have a masked cowboy walk about with an appropriate sign. Play up the song which King sings. Hold a contest of the quiz type where mystery is an important part of the interest. Monogram franchise holders undoubtedly will give you every support on putting this one over, for it is the former sales manager's first production effort. Blowups of the Range Busters, advertised as the new trio of western stars, will not only build the first picture, but the series to follow.

CATCHLINES:

A Whodunit on Horseback . . . The Phantom Fades When the Range Busters Come Into the Spotlight.

Action, Thrills, Romance in Western Style.

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	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
FEB. 3	31 Drama 1034 **Convicted Woman** (66) R—Mar. 2 1 Western 1213 **Pioneers of Frontier** (58) R—Apr. 6	2 Drama 26 (98) **I Take This Woman** Spencer Tracy Hedy Lamarr R—Feb. 3	30 Melodrama 3917 **Chasing Trouble** (64) Frankie Darro R—Feb. 3	2 Drama 3920 **Parole Fixer** (60) William Henry Virginia Dale R—Feb. 10	30 Mus. Drama 919 **Village Barn Dance** (74) Richard Cromwell Doris Day R—Feb. 10	2 Melodrama 018 **Marines Fly High** (68) Richard Dix C. Morris-L. Ball R—Feb. 3	2 Melodrama 1030 **Man Who Wouldn't Talk** (74) Lloyd Nolan Jean Rogers R—Jan. 20		2 Act. Drama 4053 **Danger on Wheels** (61) Richard Arlen Andy Devine R—Jan. 20	3 M'drama WB420 **Calling Philo Vance** (62) James Stephenson Margot Stevenson R—Jan. 6	
FEB. 10	8 Comedy 1026 **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	9 Musical 21 **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	10 Melodrama 3924 **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	9 Drama 3921 **Light That Failed** (97) Ronald Colman R—Dec. 30		9 Drama 007 **Vigil in the Night** (94) Carole Lombard R—Feb. 10	9 Mus. Drama 031 **Little Old New York** (100) Alice Faye R—Feb. 3		9 Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	10 Com. Dr. WB421 **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		16 Drama 24 **Man From Dakota** (75); R—Feb. 24 Wallace Beery Dolores Del Rio	28 Prop. Dr'ma 3925 **Torpedo Raider** (59) Betty Balfour R—June 1	16 Mus. Comedy 3922 **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama 019 **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy 032 **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. 4038 **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama FN459 **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	15 Drama Al'ance **One Night in Paris** (62) John Lodge Hugh Williams R—July 27
FEB. 24		23 Drama 25 ◎**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama 3940 **Murder on the Yukon** (57) J. Newill R-Apr. 27 20 Western 3962 **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western 3923 **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. 091 ◎**Pinocchio** (80) R—Feb. 3	23 Drama 033 **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama 4032 **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy 1014 **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama 23 **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western 3953 **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy 3924 **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy 020 **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama 035 **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan 20	1 Melodrama **House Across the Bay** (88) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama 4034 **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama FN457 **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western 1204 **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama 1027 **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama 27 **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama 3916 **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western 3957 **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western 964 **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama 017 **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama 040 **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama 4025 **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama 1035 **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	15 Drama 28 ◎**Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama 3925 **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama 920 **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy 022 **Millionaire Playboy** (64); R—Mar Joe Penner Linda Hayes			15 Musical 4022 **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy FN465 **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy Al'ance **Little Miss Molly** (67) **Maureen O'Hara**
MAR. 23	21 Com. Drama 1004 **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar 9		20 M'drama 3921 **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical 3926 **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western 942 **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama 023 **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy 025 ◎**The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. 4001 **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama WB404 **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. Astor **Crooked Circle** (..) ZaSu Pitts
MAR. 30		29 Drama 29 **Florian** (91) Robert Young R—Apr. 6	30 Comedy 3902 **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy 3927 **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western 991 **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama 037 **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy ◎**Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western 1205 **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama 31 **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama 3928 **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama 129 **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama 030 **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama 036 **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) **Lon Chaney jr.** Carroll Landis R—Apr. 13	5 Com. Rom. 4040 **Half a Sinner** (61) R—Mar. 30 5 Western 4062 **Riders Pasco Basin** (57) R—June 1	6 Com. Dr. WB407 **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama Astor **Vengeance of the Deep** (..) Lloyd Hughes R—Mar. 23
APR. 13		12 Drama 30 **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western 3963 **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama 3929 ◎**Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western 954 **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western 083 **Bullet Code** (59) R—Apr. 13	12 O'dr Drama 039 **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama ◎**Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama 4013 **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. WB422 **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama 1017 **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama 33 **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. 3928 **Sky Bandits** (56) R—May 25 20 Com. Drama 11 **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western 3931 **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama 901 **Dark Command** (94) R—Apr. 13 19 Comedy 922 **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama 009 **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama 042 **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama 4018 **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama FN456 **'Til We Meet Again** (98) **Merle Oberon** George Brent Pat O'Brien R—Apr. 13	15 M'drama Al'ance **The Terror** (..) **Wilfrid Lawson**

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APR. 27	25 Drama 1005 **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama 34 **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 M'drama 3926 **Mysterious Mr. Reeder** (77) R-May 11 20 Western 3954 **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. 3930 **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical 921 **In Old Missouri** (67) Weavers & Elviry 22 Western 965 **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	26 Drama 027 **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy 041 **Shooting High** (65) Jane Withers Gene Autry Marjorie Weaver R—Mar. 9		19 M'drama 4033 **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. FN468 **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western 1213 **Man From Tumbleweeds** (59) R—June 1	3 Action Drama 35 **20 Mule Team** (85) Wallace Beery R—May 4	2 Western 3964 **Land of Six Guns** (54) R—June 1	3 Comedy 3932 **Buck Benny Rides Again** (80) R—Apr. 20	10 Drama 923 **Crooked Road, The** (66) R—May 18 Edmund Lowe	3 Mus. Com. 024 **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy 043 **So This Is London** (84) R—Apr. 27	3 Comedy **Saps at Sea** (57) Laurel & Hardy R—May 4	3 Musical 4005 **If I Had My Way** (94) R—May 4	4 M'drama WB423 **Tear Gas Squad** (55) R—Apr. 27	M'drama Astor **Hell's Angels** (..) Jean Harlow R—Jan. 27
MAY 11	16 Drama 1029 **Babies for Sale** (64) Rochelle Hudson Glenn Ford R—May 25	10 Drama 36 ◎**Edison, the Man** (106) R—May 25 Spencer Tracy Rita Johnson	9 Western 3955 **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy 3933 **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western 943 **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama 031 **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	10 M'drama 038 **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Dr. 4031 **Ski Patrol** (64) Lull Deste R—May 11	11 Drama WB410 **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama 1023 **Island of Doomed Men** (67) P. Lorre R-May 25 16 Drama 1111 **21 Days Together** (72) Olivier; R-May 4	17 Drama 37 **Waterloo Bridge** (109) R—May 18 Robert Taylor Vivien Leigh		17 Drama 3934 ⊛**Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama 924 **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama 025 **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy 044 **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Turnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy 4015 **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama FN466 **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	15 Drama Alliance **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	23 Western 9206 **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith		23 Western 3965 **Kid From Santa Fe** (50) Jack Randall	24 Drama 3931 **Biscuit Eater, The** (80) Billy Lee R—Apr. 13	24 Western 966 **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	24 Com. Drama 032 **You Can't Fool Your Wife** (65) Lucille Ball R—May 25	24 Drama 045 **Lillian Russell** (127) Alice Faye Henry Fonda R—June 1	24 Drama **Our Town** (90) William Holden Martha Scott R—May 18	24 Melodrama 4056 **Hot Steel** (61) Richard Arlen Andy Devine R—Aug. 17	25 Drama FN455 **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	20 Drama P-R-O **I Take This Oath** (67) Joyce Compton R—June 1
JUNE 1	30 M'drama 1016 **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8	31 Mys. Drama 40 **Phantom Raiders** (70) Walter Pidgeon R—June 1	30 Western 3966 **Riders From Nowhere** (45) Jack Randall	31 Comedy 3936 **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 Drama 025 **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama 051 **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical 4029 **La Conga Nights** (61) R—May 18 31 Western 4063 **Bad Man From Red Butte** (58) R-Jne 15	1 M'drama FN472 **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama Astor **Girls of the Underworld** (..) 1 Western P-R-O **Frontier Crusader** (68) R—June 15
JUNE 8	3 Drama 1112 **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	7 Drama 39 **Susan and God** (117) Joan Crawford R—June 8		7 Western 3958 **Hidden Gold** (61) William Boyd R—May 25	6 Drama 902 **Women in War** (70) Elsie Janis R—June 1	7 Melodrama 033 **Saint Takes Over** (68) R—Apr. 27	7 Drama 034 **Earthbound** (67) Warner Baxter R—May 18		7 Drama 4036 **Love, Honor and Oh Baby** (59) R—June 8	8 Com. Dr. WB405 **Brother Orchid** (91) Edw. G. Robinson R—June 1	
JUNE 15	6 M'drama 1028 **Passport to Alcatraz** (60); Jack Holt R—June 22	14 Drama 41 ◎**Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	11 Com. Drama 3915 **On the Spot** (62) Frankie Darro R—June 8	14 Drama 3937 **Safari** (81) Doug. Fairbanks jr. Madeleine Carroll R—June 1	19 Act'n Drama 907 **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	7 Western 084 **Prairie Law** (60) George O'Brien R—June 8	14 Drama 047 **Four Sons** (88) Don Ameche Mary Beth Hughes R—June 8		14 Com. Drama 4008 **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama FN473 **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	15 Mystery Alliance **Mystery of Room 13** (..) Gibb McLaughlin
JUNE 22	20 Drama 1037 **Girls of the Road** (61) Ann Dvorak Lola Lane R—June 29	21 Com. Drama 42 **Captain Is a Lady** (65) R—June 29 Virginia Grey Billie Burke Charles Coburn	18 Western 3960 **Wild Horse Range** (51) Jack Randall R—June 22	21 Mys. Com. 3938 **Ghost Breakers** (85) Bob Hope Paulette Goddard R—June 15	25 Musical Com. 908 **Grand Ole Opry** (67) R—July 6 27 Western 955 **Carson City Kid** (57) R—July 6	21 Com. Drama 034 **Pop Always Pays** (67) Leon Errol R—June 22	21 Mystery 048 **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy 4037 **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama WB424 **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	
JUNE 29	27 Western 1214 **Return of Wild Bill** (57) R—July 13 30 Comedy 1021 **Out West With the Peppers** (61) R—July 13	28 Musical 31 **New Moon** (100) Jeanette MacDonald Nelson Eddy R—June 22	25 M'drama 3927 **Last Alarm** (61) Polly Ann Young Warren Hull R—July 13	28 Drama 3939 **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	29 Western 992 **One Man's Law** (57) Don "Red" Barry Janet Waldo R—July 13	28 Drama 035 **Anne of Windy Poplars** (86) Anne Shirley R—June 22	28 Outd'r Dr. 049 **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama 5046 **The Fugitive** (77) Ralph Richardson Diana Wynyard R—July 6		28 Drama Neufeld **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		5 Comedy 43 **Andy Hardy Meets Debutante** (89) Mickey Rooney R—July 6	3 Western 3956 **The Golden Trail** (52) Tex Ritter R—July 13	5 Drama 3940 **Way of All Flesh** (86) R—June 1 Akim Tamiroff Gladys George	12 Drama 903 **Three Faces West** (81) R—June 22 John Wayne Sigrid Gurie	5 Drama 036 **Dr. Christian Meets the Women** (68) Jean Hersholt R—June 29	5 Com. Drama 052 **Sailor's Lady** (66) Nancy Kelly Jon Hall R—July 6		5 Com. Drama 4007 **Private Affairs** (74) Nancy Kelly Roland Young R—June 15	13 Drama FN467 **Man Who Talked Too Much** (75) George Brent R—July 6	1 Melodrama **Crimson Dynasty** (..) 6 Drama Alliance **Spies in the Air**
JULY 13		12 Drama 44 **Sporting Blood** (82) Robert Young Maureen O'Sullivan R—July 13		12 Western 3959 **Stagecoach War** (63) R—July 6 Bill Boyd Russell Hayden		12 Com. Drama 039 **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	12 Drama 046 **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama FN454 **All This, and Heaven Too** (143) Bette Davis Charles Boyer R—June 22	

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
JULY 20	18 Drama **1038** **Military Academy** (66) T. Kelly R-July 13 24 Adventure **1110** **I Married Adventure** (78) R-July 20	19 Com. Drama **4** **We Who Are Young** (79) Lana Turner John Shelton R—July 20	16 Mystery **3910** **Haunted House** (70) R—Aug. 3 15 Melodrama **4020** **Boys of the City** East Side Kids (63) R—Aug. 31		20 Comedy **909** **Scatterbrain** (72) Judy Canova R—July 13 15 Western **944** **Carolina Moon** (65) G. Autry R—July 20	19 Drama **029** **Tom Brown's School Days** (82) James Lydon Fred. Bartholomew Cedric Hardwicke R—June 29	19 Drama **030** **Maryland** (91) Walter Brennan Fay Bainter Brenda Joyce R—July 13	18 Melodrama **South of Pago Pago** (96) Victor McLaglen Jon Hall Francis Farmer R—July 20	19 Melodrama **1** **Black Diamonds** (52) R—July 27 26 Western **4064** **Son of Roaring Dan** (64) R—Aug. 17 Johnny **Mack Brown**	20 **WB407** **My Love Came Back** (85) R—July 6 Olivia de Havilland Jeffrey Lynn	20 **Billy the Kid Outlawed** (..) Bob Steele 20 Drama **Alliance** **Murder in the Night** Jack LaRue
JULY 27	25 Comedy **1012** **Blondie Has Servant Trouble** (70) Penny Singleton Arthur **Lake** R—July 27	26 Com. Drama **47** **Gold Rush Maisie** (82) Ann Sothern Lee Bowman R—Aug. 3	29 Melodrama **4024** **Orphans of the North** (57) 29 Western **3957** **Rainbow Over the Range** (59) T. Ritter R-Aug. 10	26 Drama **3941** **Untamed** (83) Ray Miliand Patricia Morison R—June 29	30 Drama **904** **Girl from God's Co'ntry** (71) R—Jul 27 30 Western **956** **Ranger and the Lady** (59) R. Rogers R-July 27	26 Western **085** **Stage to Chino** (59) G.O'Brien R-Aug. 24 26 Com. Drama **037** **Millionaires in Prison** (63) L. Tracy, R-June 29			26 Com. Dr. **4023** **You're Not So Tough (72)** R—June 1 26 Outd'r Dr. **4006** **When Daltons Rode** (81) R—Aug. 3	27 Comedy **FN474** **Ladies Must Live** (58) Rosemary Lane R—July 27	28 Western **P-R-C** **Gun Code** (..) Tim McCoy
AUG. 3		2 Costume Com. **46** **Pride and Prejudice** (118) R—July 20 Greer Garson Laurence Olivier	5 Melodrama **3908** **Doomed to Die** (67) Boris Karloff R—Aug. 10	2 Melodrama **3942** **Golden Gloves** (69) Richard Denning Jean Cagney R—Aug. 3		2 Drama **061** **Queen of Destiny** (95) R-Nov.26, '38 as "60 Glorious Years"	2 Drama **101** **The Man I Married** Joan Bennett (77) Francis Lederer R—July 20		2 M'drama **4039** **South to Karanga** (69) Charles Bickford R—Aug. 3	3 Drama **FN460** **They Drive by Night** (93) R—July 20 George Raft Ann Sheridan	3 M'drama **Astor** **Sky Devils** (81) 3 Western **P-R-C** **Gun Code** (59)
AUG. 10	7 Drama **1008** **The Lady in Question** (81) Brian **Aherne** Rita Hayworth R—Aug. 10	9 Com. Drama **50** **I Love You Again** (99) William Powell Myrna Loy R—Aug. 17		9 Melodrama **3943** **Mystery Sea Raider** (75) R—Aug. 10 Henry Wilcoxon Carole Landis	10 Musical **910** **Sing, Dance, Plenty Hot** (70) Johnny Downs Ruth Terry R—Aug. 3	9 Melodrama **042** **One Crowded Night** (67) R—Aug. 3 Billie Seward William Haade	9 Com. Drama **104** **The Girl From Avenue A** (73) Jane Withers Kent Taylor R—Aug. 10	9 Melodrama **Captain Caution** (86) R—Aug. 10 Victor Mature Louise Platt	9 Comedy **4003** **Boys From Syracuse** (72) R—July 20 Allan Jones Martha Raye	10 Ac. Dram **WB414** **River's End** (70) Dennis Morgan Elizabeth Earl R—Aug. 24	10 M'drama **Astor** **Hell's Crossroads** (77) 13 M'drama **Allia'e** **Hell's Cargo**
AUG. 17	15 Melodrama **1039** **The Secret Seven** (62) R—Aug. 24 15 Western **2201** **Durango Kid** (65) R—Sept. 7	16 Comedy **49** **Golden Fleecing** (68) Lew Ayres Rita Johnson R—Aug. 24	12 Mys. Drama **3913** **Laughing at Danger** (62) R—Aug. 10 19 Western **3958** **Arizona Frontier** (55) Tex Ritter	16 Comery **3944** **Comin' Round the Mountain** (62) Bob Burns Una Merkel R—Aug. 17	16 Western **071** **Fulsa Kid** (57) Don "Red" Barry R—Aug. 3	16 Drama **041** **Stranger on the Third Floor** (..) R—Sept. 7	16 Melodrama **103** **Return of Frank James** (92) Henry Fonda Gene Tierney R—Aug. 17	16 Drama **Foreign Correspondent** (120) Joel McCrea Laraine Day R—Sept. 7		17 Drama **WB417** **Money and the Woman** (65) Jeffrey Lynn Brenda Marshall R—Aug. 17	16 M'drama **P-R-C** **Desire to Live** (..) 17 Drama **Alliance** **False Rapture** (..) Otto Kruger
AUG. 24	22 Com. Drama **1006** **He Stayed for Breakfast** (87) Loretta Young R—Aug. 13		22 Western **Range Busters No. 1** (..) 19 Melodrama **3939** **Missing People** (69)	23 Com. Drama **3945** **The Great McGinty** (82) Brian Donlevy Muriel Angelus R—July 27		16 Propaganda **171** **Ramparts We Watch** (87) R—July 27 23 Drama **043** **Wildcat Bus** (63) F. Wray R-Aug. 24	23 Drama **106** **Pier 13** (66) Lynn Bari Lloyd Nolan R—Aug. 17			24 Act. Dr. **WB412** **Flowing Gold** (81) Pat O'Brien John Garfield Frances Farmer R—Aug. 31	23 Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy
AUG. 31		30 Drama **48** **Boom Town** (119) Clark Gable Spencer Tracy Claudette Colbert R—Aug. 10	26 Melodrama **3903** **Queen of the Yukon** (73) Charles Bickford Irene Rich		29 Western **069** **Oklahoma Renegades** (57) 31 Comedy **924** **Earl of Puddlestone** (67) R—Aug. 24	23 Comedy **046** **Dance, Girl, Dance** (..) R—Aug. 31 30 Drama **038** **Lucky Partners** (..) R.Colman R-Aug. 24	30 Comedy **109** **Young People** (79) Shirley Temple Jack Oakie R—July 20	30 Action Drama **Kit Carson** (97) Jon Hall Lynn Bari R—Sept. 7		31 Drama **WB401** **Sea Hawk, The** (125) Errol Flynn Brenda Marshall R—July 27	31 Com. Dr. **Allia'e** **Let George Do It** (..) George Formby
SEPT. 7	1 Comedy **1022** **Five Little Peppers in Trouble** (65) Edith Fellows R—Sept. 7	6 Drama **101** **Dr. Kildare Goes Home** (78) Lew Ayres R—Sept. 7	2 Drama **Who Is Guilty?** (73) Ben Lyon R—Sept. 14	6 Com. with Mus. **Rhythm on the River** (..) Bing Crosby R—Aug. 24	6 Western **043** **Ride, Tenderfoot, Ride** (65) Gene Autry R—Aug. 31	6 Act. Drama **101** **Men Against the Sky** (74) R—Aug. 31 Richard Dix Wendy Barrie	6 Melodrama **110** **Charlie Chan at the Wax Museum** (63) Sidney Toler R—Aug. 3	13 Drama **Pastor Hall** (..) Nova Pilbeam	6 Com. with Mus. **Argentine Nights** (72) R—Sept. 7 Ritz Bros. Andrews Sisters	7 Com. Drama **Calling All Husbands** (..) George Tobias Lucile Fairbanks	1 Drama **P-R-C** **Cross Roads of Life** (..)
SEPT. 14	5 Melodrama **2032** **Fugitive From Prison Camp** (59) 17 Melodrama **1024** **Before I Hang** (..)	13 Act. Drama **102** **Wyoming** (..) Wallace Beery Leo Carillo	9 Com. Drama **3914** **Up in the Air** (61) Frankie Darro 16 Melodrama **4001** **The Ape** (..) Boris Karloff			13 Comedy **102** **Dreaming Out Loud** (71) R—Sept. 14 Lum & Abner	13 Drama **105** **Elsa Maxwell's Public Deb No. 1** (80) George Murphy Brenda Joyce R—Aug. 31	15 Comedy **Great Dictator, The** (..) Charles Chaplin Paulette Goddard	13 Com. Drama **Hired Wife** (96) R—Sept. 14 13 Melodrama **5051** **Leather Pushers** (64) R—Sept. 7	14 Comedy **No Time for Comedy** (92) James Stewart Rosalind Russell R—Sept. 14	15 **MDDC** **While Thousands Cheer** (..) Kenny Washington
SEPT. 21	19 Drama **1001** **The Howards of Virginia** (112) R—Sept. 7	20 Comedy **103** **Strike Up the Band** (..) Mickey Rooney Judy Garland	23 Melodrama **4021** **That Gang of Mine**	20 Drama **I Want a Divorce** (..) R—Aug. 17 Dick Powell Joan Blondell	15 Western **051** **Colorado** (..) Roy Rogers	20 Drama **I'm Still Alive** (..) Kent Taylor 20 Western **Wagon Train** (..)	20 Drama **116** **Yesterday's Heroes** (..) Robert Sterling Jean Rogers	20 Act. Drama **The Westerner** (99) Gary Cooper R—May 25	20 Mys. Drama **The Mummy's Hand** R—Aug. 31 20 Western **5061** **Ragtime Cowboy Joe**	21 Drama **City for Conquest** (104) James Cagney Ann Sheridan	16 Western **P-R-C** **Arizona Gang Busters** (..) Tim McCoy
SEPT. 28	27 Melodrama **1040** **Glamour for Sale** (..) 30 Drama **1009** **Angels Over Broadway** (..)	27 Com. Drama **104** **Haunted Honeymoon** (..) Robert Montgomery Constance Cummings R—Aug. 31	30 Act. Drama **4022** **Drums of the Desert**	27 Melodrama **Rangers of Fortune** (90) Fred MacMurray Patricia Morison R—Sept. 14		27 Melodrama **They Knew What They Wanted** (..) 27 Western **Triple Justice** (..)	27 Drama **107** **Brigham Young** (113) Tyrone Power Linda Darnell R—Aug. 31	27 Melodrama **Thief of Bagdad** (..) Conrad Veidt Sabu	20 Melodrama **5046** **Fugitive, The** (76) 27 Mus. Comedy **Spring Parade** (..) Deanna Durbin	28 Melodrama **East of the River** John Garfield Brenda Marshall	
OCT. 5	30 Western **2209** **Prairie Schooners** 3 Com. Dr'ma **2018** **So You Won't Talk** (69)	4 Drama **Escape** (..) Norma Shearer Robert Taylor		4 Pigskin M'dr. **Quarterback** (..) Wayne Morris Lillian Cornell	3 Western **Under Texas Skies** (..) Three Mesquiteers	4 Burl. Com. Dr. **Villain Still Pursued Her, The** (..) Hugh Herbert Anita Louise	4 Act. Drama **108** **Gay Caballero, The** (..) Cesar Romero Chris-Pin Martin		4 Drama **Diamond Frontier** (..) Victor McLaglen Anne Nagel	5 Drama **Knute Rockne, All American** (..) Pat O'Brien	
OCT. 12		11 Comedy **Dulcy** (..) Ann Sothern Ian Hunter	7 Com. Drama **Old Swimmin' Hole** 7 Western **Range Busters No. 2** (55)	11 Drama **Moon Over Burma** (..) Dorothy Lamour Robert Preston	11 Mus. Comedy **Melody and Moonlight** (..) Johnny Downs Vera Vague	11 Comedy **Too Many Girls** (..) Lucille Ball Richard Carlson	11 Comedy **111** **The Great Profile** (71) John Barrymore R—Aug. 24		11 Drama **Tropical Sinners** (..) Marlene Dietrich John Wayne		
OCT. 19	17 Drama **Nobody's Children** (..) Edith Fellows Billy Lee	18 **Drama** **Third Finger, Left Hand** (..) Melvyn Douglas Myrna Loy	14 Melodrama **You're Out of Luck** (..) Frankie Darro		10 Western **Frontier Vengeance** (..)	18 Melodrama **Laddie** (..) Tim Holt Virginia Gilmore	18 Drama **114** **Night Train** (..) Margaret Lockwood Rex Harrison		18 Comedy **Slightly Tempted** (..) 18 Western **Law and Order** (..)		

Looking Ahead

A GUIDE TO FORTHCOMING RELEASES

Features scheduled for release beyond dates in the Booking Chart are listed herein. Running time, as furnished by home office of distributor, follows title. As local conditions such as censorship subject this to change, checkup with exchange is recommended.

Prod. No.	Title	Stars	Released	Reviewed
	COLUMBIA			
	Arizona (..)	Jean Arthur, William Holden	.....	.....
	Blondie Plays Cupid (..)		Oct. 31	.....
	Cimarron Trail (..)	Bill Elliott	Dec. 31	.....
	Ghost Guns (..)		Nov. 14	.....
	Girls Under 21 (..)		Oct. 24	.....
	Great Plane Robbery (..)	Jack Holt, Vicki Lester	.....	.....
	Passage West (..)	Pat O'Brien, Constance Bennett	Oct. 31	.....
	Pinto Kid, The (..)	Charles Starrett	Jan. 9, '41	.....
	Thundering Frontier (..)	Charles Starrett	Dec. 5	.....
	West of Abilene (..)	Charles Starrett, Marjorie Cooley	.....	.....
	M-G-M			
	Bittersweet (..)	Jeanette MacDonald, Nelson Eddy	.....	.....
	Go West (..)	Marx Brothers, Lynne Carver	.....	.....
	Philadelphia Story (..)	Katharine Hepburn, Cary Grant	.....	.....
	Sky Murder (..)	Walter Pidgeon	Oct. 25	.....
	MONOGRAM			
	Gypsy Cavalier (..)	Gilbert Roland	Nov. 7	.....
	Parson of Devil's Gap (..)	Tex Ritter	Oct. 21	.....
	Phantom of Chinatown (..)	Keye Luke	Oct. 28	.....
	Sign of the Wolf (..)		Oct. 21	.....
	PARAMOUNT			
	Aldrich Family in Life With Henry (..)	Jackie Cooper, Hedda Hopper	Jan. 31	.....
1260	A Night at Earl Carroll's (..)	Ken Murray, Rose Hobart	Dec. 6	.....
1275	Arise My Love (..)	Claudette Colbert, Ray Milland	Nov. 1	.....
	Cherokee Strip (..)	Richard Dix, Florence Rice	Oct. 25	.....
	Christmas in July (..)		Oct. 18	.....
1267	Dancing on a Dime (..)	Robert Paige, Grace McDonald	Nov. 8	.....
	Doomed Caravan (..)		Jan. 24	.....
	Love Thy Neighbor (..)	Jack Benny, Fred Allen, Mary Martin	Dec. 27	.....
1262	North West Mounted Police (..)	Gary Cooper, Madeleine Carroll	Nov. 22	.....
	Second Chorus (..)	Fred Astaire, Paulette Goddard	Jan. 10	.....
	Texas Rangers Ride Again (..)	John Howard, Ellen Drew	Dec. 13	.....
	Three Men From Texas (70)	William Boyd, Russell Hayden	Nov. 15	Sept. 14
1270	Victory (..)	Fredric March, Betty Field	Jan. 3, '41	.....
	©Virginia (..)	Madeleine Carroll, Fred MacMurray	Jan. 17	.....
	REPUBLIC			
	Young Bill Hickok (..)	Roy Rogers, George "Gabby" Hayes	.....	.....
	RKO RADIO			
	Citizen Kane (..)	Orson Welles	Jan. 3, '41	.....
	Dr. Christian No. 1 (..)	Jean Hersholt	Nov. 15	.....
	Fargo Kid, The (..)	Tim Holt, Jane Drummond	Nov. 22	.....
	Kitty Foyle (..)	Ginger Rogers	Nov. 22	.....
	Lee Marcus Production	(title later)	Dec. 20	.....
	Li'l Abner (..)		Nov. 1	.....
	Little Men (..)	Kay Francis, Jack Oakie, Geo. Bancroft	Nov. 8	.....
	Malvina Swings It (..)		Dec. 13	.....
	Mexican Spitfire Out West (..)	Lupe Velez, Leon Errol	Nov. 29	.....
	No, No, Nanette (..)	Anna Neagle	Dec. 27	.....
	Show Business (..)	Alan Mowbray, Frank McBride	Dec. 6	.....
	You'll Find Out (..)	Kay Kyser, Ginny Simms	Oct. 25	.....
	20TH-FOX			
113	Bride Wore Crutches (55)	Lynne Roberts, Ted North	Nov. 15	July 27
117	Californian, The (..)	Tyrone Power, Linda Darnell	Nov. 29	.....
118	Charter Pilot (..)	Lynn Bari, Lloyd Nolan	Nov. 22	.....
113	©Down Argentine Way (..)	Don Ameche, Betty Grable	Oct. 25	.....
115	Hudson's Bay (..)	Paul Muni	Nov. 8	.....
	Jenny (..)	William Henry, Dorris Bowdon	.....	.....
102	Street of Memories (70)	Lynne Roberts, Guy Kibbee	Nov. 15	July 6
	UNITED ARTISTS			
	Long Voyage Home (..)	Thomas Mitchell, John Wayne	.....	.....
	Pastor Hall (..)	Nova Pilbeam, Wilfred Lawson	.....	.....
	Road Show (..)	Adolphe Menjou, Carole Landis	.....	.....
	Son of Monte Cristo (..)	Louis Hayward, Joan Bennett	.....	.....
	UNIVERSAL			
	A Little Bit of Heaven (..)	Gloria Jean, Helen Parrish	Oct. 25	.....
	Back Street (..)	Joan Fontaine	Nov. 29	.....
	Bank Dick, The (..)	W. C. Fields	Dec. 27	.....
	Caribbean Holiday (..)	Virginia Bruce, Allan Jones	Nov. 15	.....
	Fireman Save My Child (..)	Baby Sandy, Stuart Erwin	Nov. 8	.....
	Green Hornet Strikes Again	Warren Hull	Dec. 24	.....
	I'm Nobody's Sweetheart Now (64)	Dennis O'Keefe, Constance Moore	Nov. 1	Aug. 10
	Invisible Woman (..)		Dec. 13	.....
	Margie (..)	Mischa Auer, Nan Grey, Tom Brown	Dec. 6	.....
	Meet the Wildcat (..)	Ralph Bellamy, Margaret Lindsay	Nov. 22	.....
	Pony Post (..)	Johnny Mack Brown	Nov. 8	.....
	South of Sumatra (..)	Richard Arlen, Andy Devine	Nov. 1	.....
	Streets of Cairo (..)	Sigrid Gurie	Dec. 20	.....
	WARNER BROS.			
	A Dispatch From Reuters (..)	Edward G. Robinson	.....	.....
	Honeymoon for Three (..)	George Brent, Ann Sheridan	.....	.....
	Letter, The (..)	Bette Davis	.....	.....
	Tugboat Annie Sails Again (..)	Marjorie Rambeau, Alan Hale	.....	.....

In the Making

COLUMBIA

This Thing Called Love—Rosalind Russell, Melvyn Douglas. Director: Alexander Hall. Producer: William Perlberg. Original Screenplay: George Seaton, Ken Englund. **(Starting)**
(Romantic comedy, concerning a six-month trial marriage undertaken by Rosalind Russell, brisk insurance company executive, and Melvyn Douglas, mining engineer).

METRO

Untitled Dr. Kildare—Lew Ayres, Robert Young, Lionel Barrymore, Laraine Day, Nat Pendleton. Director: Harold S. Bucquet. Screenplay: Willis Goldbeck, Harry Ruskin. **(Starting)**
(Continuing the adventures of young Dr. Kildare, as portrayed by Lew Ayres, following his appointment as staff physician at the hospital where his interneship was served).

Fighting Sons—Jackie Cooper, Ian Hunter, Gene Reynolds, Bonita Granville. Director: George B. Seitz. Producer: Frederick Stephani. **(Starting)**
(Drama of two boy rivals and their solution of a murder mystery).

Bittersweet—Jeanette MacDonald, Nelson Eddy, George Sanders, Ian Hunter, Lynne Carver, Curt Bois. Director: W. S. Van Dyke. Producer: Victor Saville. Original: Noel Coward. **(Completed)**

MONOGRAM

Six-Shooting Serenade—Ray Corrigan, John King, Max Terhune, Rita Conway. Director: Roy Luby. Producer: George W. Weeks. **(Completed)**

Drums of the Desert—Ralph Byrd, Lorna Grey, Peter Lynn, Mantan Moreland. Director: George Waggner. Producer: Paul Malvern. **(Completed)**

PARAMOUNT

Reaching for the Sun—Joel McCrea, Ellen Drew. Producer-Director: William A. Wellman. Original: Wessel Smitter. Screenplay: W. L. River, Dwight Taylor. **(Starting)**
(Drama in which Joel McCrea portrays a worker in a giant Detroit automobile factory and Ellen Drew is his wife).

Love Thy Neighbor—Jack Benny, Fred Allen, Mary Martin, Eddie (Rochester) Anderson, the Merry Macs. Producer-Director: Mark Sandrich. Screenplay: Ed Beloin, Bill Morrow. **(Completed)**

RKO RADIO

Remedy for Riches—Jean Hersholt, Dorothy Lovett, Edgar Kennedy, Maude Eburne. Director: Erle C. Kenton. Producer: William Stephens. Original Screenplay: Lee Loeb. **(Starting)**
(Another in the series of "Dr. Christian" features starring Jean Hersholt as the small-town humanitarian).

20TH CENTURY-FOX

Romance of the Rio Grande—Cesar Romero, Lynne Roberts, Chris-Pin Martin. Director: Herbert I. Leeds. Producer: Sol Wurtzel. Screenplay: Sam Engel. **(Starting)**
(In which the "Cisco Kid" continues his rip-roaring adventures through the great Southwest).

UNIVERSAL

Streets of Cairo—Sigrid Gurie, Barbara O'Neill, Rod La Rocque, Ralph Byrd, Eddie Quillan. Director: Leslie Kardos. Producer: Joseph G. Sanford. Original Screenplay: Alex Gottlieb. **(Starting)**
(Mystery-melodrama with a Far Eastern locale).

Fireman, Save My Child—Baby Sandy, Stuart Erwin, Una Merkel, Edgar Kennedy, William Frawley, Jack Carson, Edward Brophy. Directors: Otis Garrett, Paul Gerard Smith. Producer: Burt Kelly. Original Screenplay: Sy Bartlett, Jane Storey. **(Completed)**

WARNER BROS.

South of Suez—George Brent, Geraldine Fitzgerald, Brenda Marshall, James Stephenson, George Tobias. Director: Lew Seiler. **(Starting)**

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where our compiler is unable to form any opinion from the review the sign "o" is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. Listings cover reviews appearing by the Saturday preceding date of this issue. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A										
Abe Lincoln in Illinois	(RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Adventure in Diamonds	(Para)	−	±	−	±	±	∓	±	±	6+ 8−
Alias the Deacon	(Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too	(FN)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante	(M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Anne of Windy Poplars	(RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas	(FN)	+	+	+	±	+		+	−	6+ 2−
And One Was Beautiful	(M-G-M)	±	±	∓	∓	∓	o	±	±	7+ 7−
Argentine Nights	(Univ)	±		+	+		+	+	+	6+ 1−
B										
Babies for Sale	(Col)	±		±	−	±			+	4+ 4−
Bad Man From Red Butte	(Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow	(RKO)	±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement	(RKO)	±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The	(Para)	+	+	+	+	ǂ	+	ǂ	+	10+
Black Diamonds	(Univ)	±	±		+			±	±	5+ 4−
Black Friday	(Univ)	+	±	±	+	+	+	+	+	8+ 2−
Blazing Six Shooters	(Col)	±		±	+	+				4+ 2−
Blondie Has Servant Trouble	(Col)	+	+	+	+		+	+	+	7+
Boom Town	(M-G-M)	ǂ	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	14+
Boys From Syracuse	(Univ)	+	+	ǂ	ǂ	ǂ	+	+	ǂ	12+
Boys of the City	(Mono)	−	+	−		+				2+ 2−
Bride Wore Crutches	(20th-Fox)	±		−	∓			±	−	3+ 5−
Brigham Young	(20th-Fox)	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Brother Orchid	(WB)	+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again	(Para)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Bullet Code	(RKO)	+	+	+	+	+		+	+	7+
C										
Captain Caution	(UA)	+	±	±	ǂ	+	+	+	+	9+ 2−
Captain Is a Lady	(M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon	(Rep)	∓		±	+	+		ǂ	+	7+ 2−
Carson City Kid	(Rep)	±		±	+	+				4+ 2−
Chamber of Horrors	(Mono)	±	±							2+ 2−
Charlie Chan at the Wax Museum	(20th-Fox)	+	±		±	+	o	+	+	6+ 2−
Chan's Murder Cruise	(20-Fox)	+		+	+	+	+		+	6+
Code of the Cactus	(SR)	−								1−
Colorado	(Rep)			−	+	+	+			3+ 1−
Comin' Round the Mountain	(Para)	−	±	−	∓			∓	∓	4+ 6−
Courageous Dr. Christian	(RKO)	±	±	∓	±	±	±	+	+	8+ 6−
Covered Wagon Days	(Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails	(Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown	(Mono)	∓		=	−					1+ 4−
Crooked Road, The	(Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance	(RKO)	+	±	+	+	+	±	+	+	8+ 2−
Curtain Call	(RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D										
Dance, Girl, Dance	(RKO)	+	ǂ	±	+	+		±	±	8+ 3−
Dark Command	(Rep)	ǂ	+	+	+	+	+	ǂ	+	10+
Devil's Island	(WB)			∓		+				2+ 1−
Dr. Christian Meets the Women	(RKO)	±	±	∓	+	±	+	+	+	8+ 4−
Dr. Cyclops	(Para)	−	±	∓	+	±	+	+	∓	7+ 5−
Dr. Kildare Goes Home	(M-G-M)	+		+	+		o	+	+	5+
Dr. Kildare's Strange Case	(M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Dreaming Out Loud	(RKO)							+	+	2+
Doctor Takes a Wife	(Col)	ǂ	+	+	ǂ	ǂ	+	ǂ	+	12+
Doomed to Die	(Mono)	∓	±	±	±	∓	+	−	+	7+ 6−
Durango Kid, The	(Col)	±		+	±	+				4+ 2−
E										
Earl of Puddlestone	(Rep)	±	±	±	+	+	±			6+ 4−
Earthbound	(20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man	(M-G-M)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Enemy Agent	(Univ)	+	±	±	±	±	±	±	±	8+ 7−
Everything Is Rhythm	(Astor)			±						1+ 1−
F										
Farmer's Daughter	(Para)	+	±	∓	∓	+	+	+	+	8+ 3−
Fight for Life, The	(Col)	+			+					2+
Five Little Peppers in Trouble	(Col)	±								1+ 1−
Flight Angels	(FN)	+	∓	∓	±	±	+	+	±	8+ 6−
Florian	(M-G-M)	+	+	±	+	+	+	ǂ	±	9+ 2−
Flowing Gold	(WB)	±	±	±	ǂ	+	+	±	±	9+45−
Foreign Correspondent	(UA)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Four Sons	(20th-Fox)	ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers	(M-G-M)	+	+	±	+	+	+	±		7+ 2−
Free, Blonde and 21	(20th-Fox)	∓	±	±	+	±	±	−	±	7+ 7−
French Without Tears	(Para)	+	∓			+	+	±	∓	6+ 3−
Frontier Crusader	(PRC)	±		−		±				2+ 3−
Fugitive, The	(Univ)	−	±		+	ǂ	±	+	±	7+ 4−
Fugitive From Justice	(WB)	±	∓	+	−	+	+		−	5+ 4−
Fugitive From a Prison Camp	(Col)		∓	=	±	±				3+ 5−
G										
Gambling on High Seas	(WB)		±	±	+			∓	±	5+ 4−
Gangs of Chicago	(Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade	(Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers	(Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Ghost Valley Raiders	(Rep)	∓		−	±	±	±			4+ 5−
Girl From Avenue A	(20th-Fox)	+	±		+		∓	=	−	4+ 5−
Girl From God's Country	(Rep)	+	+	+	+		+	+	+	7+
Girl From Havana	(Rep)				±	±				2+ 2−
Girl in 313	(20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road	(Col)	±	−	±	±	∓		+	±	6+ 6−
Golden Fleecing, The	(M-G-M)	+	+	±	+		+	ǂ	ǂ	9+ 1−
Golden Gloves	(Para)	+	±	∓	+	+	ǂ	+	±	9+ 3−
Golden Trail, The	(Mono)	=				∓	∓	±	±	4+ 6−
Gold Rush Maisie	(M-G-M)	+	±	+	+	±	+	+	+	8+ 2−
Grand Ole Opry	(Rep)	∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town	(Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Great Profile, The	(20th-Fox)	+		ǂ	ǂ	ǂ	ǂ	+	ǂ	12+
Great McGinty, The	(Para)	ǂ	±	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 1−
H										
Half a Sinner	(Univ)	+	+	±	+	±			±	6+ 2−
Haunted Honeymoon	(M-G-M)	+	±	±			+	=	±	5+ 5−
Haunted House	(Mono)	±		+	+		o	+	+	5+ 1−
He Stayed for Breakfast	(Col)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Hi-Yo Silver	(Rep)	+		+	+	+	+			5+
Hidden Gold	(Para)	±		±	+	+	+	+	+	7+ 2−
Hired Wife	(Univ)						ǂ	ǂ	ǂ	6+
Hold That Woman	(PRC)				+	±		+	−	3+ 2−
Hot Steel	(Univ)	−	±	±	∓	±		+	±	6+ 6−
House of Seven Gables	(Univ)	+	+	+	+	+	+	+	∓	8+ 1−
Howard of Virginia	(Col)	ǂ	ǂ	ǂ		ǂ	ǂ	ǂ	ǂ	14+
I										
I Can't Give You Anything But Love	(Univ)	∓	+		+	−	±	+	+	6+ 3−
I Love You Again	(M-G-M)	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	ǂ	14+
I Married Adventure	(Col)	+	±		ǂ		ǂ	±	+	8+ 2−
I Take This Oath	(PRC)	±		∓		+				3+ 2−
I Want a Divorce	(Para)	+		+	ǂ		ǂ	ǂ	ǂ	10+
I Was an Adventuress	(20-Fox)	±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way	(Univ)	+	±	−	+	+	o	±	+	6+ 3−
I'm Nobody's Sweetheart Now	(Univ)	+		+	ǂ	+	o	+	+	7+
In Disguise	(20th-Fox)				±					1+ 1−
In Old Missouri	(Rep)		∓	∓	±	∓	∓	∓	±	7+ 7−
Irene	(RKO)	+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men	(Col)	∓		∓	±	+		−	∓	5+ 5−
It All Came True	(WB)	+	±	∓	+	+	+	+	+	8+ 2−
J										
Johnny Apollo	(20th-Fox)	+	+	+	+	+	+	+	ǂ	9+

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
K										
King of Lumberjacks	(WB)	∓	∓	−	±	±		±	−	5+ 7−
Kit Carson	(UA)	+	+	±		+	ǂ	±	ǂ	9+ 2−
L										
LaConga Nights	(Univ)	∓	±	∓	±	∓	±	±	±	8+ 8−
Lady in Question, The	(Col)	+	+	±	ǂ		+	±	+	8+ 2−
Ladies Must Live	(FN)	+	±	−	∓		o	+	∓	5+ 4−
Land of Six Guns	(Mono)	∓		∓	±	±				4+ 4−
Last Alarm	(Mono)	±	∓		+	+	±	±	+	7+ 4−
Laughing at Danger	(Mono)	+	±	±	±	+	+	+	+	8+ 3−
Leather Pushers, The	(Univ)	+			±		ǂ	+	+	6+ 1−
Leopard Men of Africa	(SR)	±		+						2+ 1−
Lightning Strikes West	(SR)	∓		∓						2+ 2−
Light of Western Stars	Para)	+		±	+	+	∓	+	±	7+ 3−
Lillian Russell	(20th-Fox)	ǂ	±	±	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 2−
Lone Wolf Meets a Lady	(Col)	+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby	(Univ)	=			±		o	±	−	2+ 5−
Lucky Cisco Kid	(20th-Fox)	−		±	±	+	∓	∓	±	6+ 6−
Lucky Partners	(RKO)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
M										
Mad Men of Europe	(Col)	+	±	∓	+	+				5+ 2−
Man From Tumbleweeds	(Col)	±		±		+				3+ 2−
Man I Married	(20th-Fox)	+	+	+	ǂ	+	+	+	+	9+
Man Who Talked Too Much, The	(WB)	+	±	∓	+	±	+	±	+	8+ 4−
Man With Nine Lives	(Col)	±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbeat	(20-Fox)	−	±	∓	+	+	o	+	+	6+ 3−
Maryland	(20th-Fox)	+	±	±	+	ǂ	o	+	+	8+ 2−
Mayor's Dilemma	(Alliance)							+		1+
Men Against the Sky	(RKO)	+	+	+	ǂ		+	+	±	8+ 1−
Military Academy	(Col)	±	±	±	+	±		+	+	7+ 4−
Millionaires in Prison	(RKO)	+	±	+	+	+	o	±	+	7+ 2−
Money and the Woman	(WB)	±	±		−		±	∓	±	5+ 6−
Mortal Storm, The	(M-G-M)	+	ǂ	ǂ	ǂ	ǂ	+	ǂ	+	13+
Mummy's Hand, The	(Univ)	+		±			o	+	+	4+ 1−
Murder in the Air	(FN)	+	±	∓	+	±	o	∓		6+ 4−
Murder in the Night	(SR)	=		−	∓	±				2+ 5−
My Favorite Wife	(RKO)	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+
My Love Came Back	(FN)	+	+	ǂ	+	ǂ		+	+	9+
Mysterious Mr. Reeder	(Mono)	±	±	∓	±	+				5+ 4−
Mystery Sea Raider	(Para)	+	+	±	+	ǂ	+	+	∓	9+ 2−
N										
New Moon	(M-G-M)	+	ǂ	+	ǂ	ǂ	+	+	ǂ	12+
No Time for Comedy	(WB)				ǂ			+	±	4+ 1−
O										
Oklahoma Renegades	(Rep)				+	+	o			2+
On the Spot	(Mono)	+		−	∓	+	o	+	±	5+ 3−
On Their Own	(20th-Fox)	±	±	±	±	±	±	+	±	8+ 7−
One Came Home	(M-G-M)									
One Crowded Night	(RKO)	±	±	±	+	+	+	+	+	8+ 3−
One Man's Law	(Rep)	±		∓	+	+	±			5+ 3−
One Million B. C.	(UA)	±	±	−	±	+	o	±	∓	6+ 6−
Opened by Mistake	(Para)	±	±	∓	±	+	o		∓	6+ 5−
Our Town	(UA)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Out West With the Peppers	(Col)	−	±	−	+			=	−	2+ 6−
Over the Moon	(UA)	±	±					±	∓	4+ 4−
P										
Pals of the Silver Sage	(Mono)	∓		±	+	+				4+ 2−
Passport to Alcatraz	(Col)	+	−	±	+	+		∓	−	5+ 4−
Pastor Hall	(UA)	±	ǂ	±	+	+	+	ǂ	+	10+ 2−
Phantom Raiders	(M-G-M)	+	+	+	+	ǂ		+	±	8+ 1−
Phantom Wagon, The	(Col)	+								1+
Pier 13	(20th-Fox)	+	±	±	+	+	+	±	+	8+ 3−
Pop Always Pays	(RKO)	+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law	(RKO)	+	±	+	+	+	o		+	6+ 1−
Pride and Prejudice	(M-G-M)	+	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	13+
Private Affairs	(Univ)	±	+	±	±	+	+	+	+	8+ 3−
Public Deb No. 1	(20th-Fox)	±	+	−			+	+	∓	5+ 3−
Q										
Queen of Destiny	(RKO)							ǂ	ǂ	4+
Queen of the Mob	(Para)	±	∓	+	+	+	±	±	−	7+ 5−
R										
Rainbow Over the Range	(Mono)	±			+		±	±	±	5+ 4−
Ramparts We Watch	(RKO)	o	∓	+	ǂ	+	±	ǂ	+	9+ 2−
Range Busters	(Mono)							+	+	2+
Ranger and the Lady	(Rep)	±		+	+	+				4+ 1−
Rangers of Fortune	(Para)							ǂ	ǂ	4+
Rebecca	(UA)	ǂ	+	+	ǂ	ǂ	ǂ	+	+	12+
Return of Frank James	(20-Fox)	+	+	±	+	ǂ	ǂ	ǂ	+	11+ 1−
Return of Wild Bill	(Col)	+		−	+	+				3+ 1−
Rhythm on the River	(Para)	+	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	13+
Ride, Tenderfoot, Ride	(Rep)	+		+	+	+	+			5+
Riders From Nowhere	(Mono)			±						1+ 1−
Riders of Pasco Basin	(Univ)	∓		∓	±	±				4+ 4−
River's End	(WB)	+	+	±	+	+	o	+	±	6+ 2−
Rocky Mountain Rangers	(Rep)	+		+	+	+				4−
S										
Safari	(Para)	±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady	(20th-Fox)	∓	±	±	∓	+	+	=	∓	7+ 7−
Saint Takes Over	(RKO)	+	+	+	+	+	+	+	+	8+
Sandy Is a Lady	(Univ)	+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea	(UA)	±	+	+	±	+	+	±	+	8+ 3−
Saturday's Children	(WB)	+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain	(Rep)	+	+	±	+	+	+	+	+	8+ 1−
Sea Hawk, The	(WB)	ǂ	±	+	ǂ	ǂ	ǂ	ǂ	+	13+ 1−
Secret Seven	(Col)	∓	±	±	±	+				5+ 4−
Shooting High	(20th-Fox)	+	∓	∓	±	+	+	±	+	8+ 4−
Sing, Dance, Plenty Hot	(Rep)	±	±	−	+	+	+	+	+	7+ 3−
Ski Patrol	(Univ)	∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits	(Mono)	±								1+ 1−
Slightly Tempted	(Univ)	±			+		+	+	±	5+ 2−
So This Is London	(20th-Fox)	±				±			=	2+ 4−
Son of Roaring Dan	(Univ)	+		+	+	+				4+
Son of the Navy	(Mono)	+	+	±	+	±	+	+	+	8+ 2−
South of Pago Pago	(UA)	+	+	+	ǂ		o	∓	+	7+ 1−
South to Karanga	(Univ)	+	±	−	+	+	+	±	±	7+ 4−
Spies in the Air	(SR)	−				±				1+ 2−
Sporting Blood	(M-G-M)	o	±	±	+	±	±	+	±	7+ 5−
Stage to Chino	(RKO)	+	ǂ	+	+	+		+	+	8+
Stagecoach War	(Para)	+		∓	+	+	+		+	6+ 1−
Star Dust	(20th-Fox)	+	+	+	+	+	+	+	+	8+
Stranger on the Third Floor	(RKO)	+	±	∓	+	±	±	+	+	8+ 4−
Street of Memories	(20th-Fox)	±		−	∓	+	o		∓	4+ 4−
Susan and God	(M-G-M)	±		+	+	ǂ	+	ǂ	+	9+ 1−
T										
Tear Gas Squad	(WB)	±	−	−	±	±		=		3+ 7−
Texas Stagecoach	(Col)	±	±		+	+				4+ 2−
They Drive by Night	(WB)	ǂ	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	14+
Those Were the Days	(Para)	+	+	∓	+	+	+	+	+	8+ 1−
Three Faces West	(Rep)	±	+	±	+	+	+	+	ǂ	9+ 2−
Three Men From Texas	(Para)							+	+	2+
'Til We Meet Again	(FN)	+	+	+	+	ǂ	+	ǂ	+	10+
Tomboy	(Mono)	±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days	(RKO)	ǂ	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	14+
Torpedo Raider	(Mono)	∓			+					2+ 1−
Torrid Zone	(FN)	ǂ	+	+	ǂ	+	+	+		9+
Tulsa Kid, The	(Rep)	±		∓	+	+	+	+	±	7+ 3−
Turnabout	(UA)	+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team	(M-G-M)	+	±	+	±	+	±	+	+	8+ 3−
21 Days Together	(Col)	∓	∓	∓	∓	∓	+	∓		7+ 6−
Two Girls on B'way	(M-G-M)	±	±	+	+	+	±	+	+	8+ 3−
Typhoon	(Para)	±	±	±	±	+	+		+	7+ 4−
U										
Untamed	(Para)	−	±	±	+	+	o	±	∓	6+ 5−
V										
Vengeance of the Deep	(SR)	=		=	∓	±				2+ 6−
Villain Still Pursued Her, The	(RKO)	±	∓	−	−	±	o	±	∓	5+ 7−
Viva Cisco Kid	(20th-Fox)	−	∓	=	∓	±	+	±	=	5+ 9−
W										
Wagons Westward	(Rep)	+	+	±	+	+	+	−	∓	7+ 3−
Waterloo Bridge	(M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Way of All Flesh	(Para)	±	∓	−	∓	−	∓	−	∓	5+ 8−
We Who Are Young	(M-G-M)	±	±	∓	ǂ	ǂ	+	+	∓	10+ 4−
West of Abilene	(Col)	+		±	±	+				4+ 2−
Westerner, The	(UA)	±								1+ 1−
When the Daltons Rode	(Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Who Is Guilty?	(Mono)				±	±				2+ 2−
Wildcat Bus	(RKO)	=	±	∓	±			∓	=	4+ 8−
Wild Horse Range	(Mono)	∓			±	±				3+ 3−
Women in War	(Rep)	+	+	±	+	+	+	+	+	8+ 1−
Wyoming	(M-G-M)							+	+	2+
Y										
You Can't Fool Your Wife	(RKO)	+	∓	±	∓	±	o	+	∓	7+ 5−
Young People	(20th-Fox)	+	+	+	ǂ	ǂ	+	+	+	10+
Young Buffalo Bill	(Rep)	+		+	+	±				4+ 1−
You're Not So Tough	(Univ)	±	±	−	+	±	o	+	+	6+ 4−
Yukon Flight	(Mono)				∓	+				2+ 1−

Numeral is production number. Running time follows title. First date is national release, second the date of review in BOXOFFICE; both 1940 unless otherwise specified. The symbol between the dates is rating from the BOXOFFICE review: ++ Very good, + Good, ± Fair, ∓ Mediocre, — Poor, = Very Poor. ◎ Indicates short of the week. ◎ Indicates Technicolor.

Shorts Chart

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ALL-STAR COMEDIES			
1435	Boobs in the Woods (17)	5-31	=	7-22
1438	Fireman Save My Choo-Choo (18)	8- 9	+	8-31
1430	Heckler, The (17)	2-16	+	2-17
1437	His Bridal Fright (16)	7-12		....
1432	Money Squawks (17)	4- 5		....
1429	Mr. Clyde Goes to Broadway (17)	2- 2		....
1431	Pardon My Berth Marks (18)	3-22	+	3-16
2421	Pleased to Mitt You (18)	9- 6		....
1421	Skinny the Moocher (16½)	9- 8		....
1434	South of the Boudoir (18)	5-17	±	6-15
2422	Spook Speaks, The (18)	9-20		....
1436	Taming of the Snood (16)	6-28		....
9437	Trouble Finds Andy Clyde (18)	7-28		....
1433	You're Next (17)	4- 5	±	7-22
	CINESCOPES			
1974	Berth of a Queen (11)	3-15	∓	4-20
1973	Fashion Takes a Holiday (11)	3- 8	±	3-16
2971	Hobby Lobby (10)	8-30		....
2972	Industrial Green Island (10)	9-20		....
1975	Odd Vacations (8½)	6-16		....
1972	Threads of a Nation (11)	2- 9	±	2-10
	COLOR RHAPSODIES (In Technicolor)			
1508	Blackboard Revue (7)	3-15		....
1510	Egg Hunt, The (7½)	5-31	∓	6-15
1509	Greyhound and the Rabbit, The (7½)	4-19	+	4-27
1507	Happy Tot's Expedition, The (6½)	2- 9	+	4-27
2502	◎Mr. Elephant Goes to Town (7½)	10- 4		....
2501	Tangled Television (7½)	8-30		....
1512	Timid Pup, The (8)	8- 1	±	8-31
1511	Ye Olde Swap Shoppe (7½)	6-28		....
	COLUMBIA TOURS			
2551	Historic Virginia (Andre de la Varre Productions) (11)	8-16		....
1558	In the Land of Pagodas (..)	6-14		....
1555	New Hampshire (11)	2- 9	∓	3-16
2553	Old and New Arizona (Special) (10)	9-27		....
1557	Pleasure bound in Canada (9)	5-17		....
2552	Savoy in the Alps (La Varre Production) (10)	9-13		....
1556	Unveiling Algeria (9½)	3- 1	+	4-20
	COMMUNITY SING			
1656	No. 6 (Medley of Hits) (10)	6-28		....
	FABLES CARTOONS			
1754	Barnyard Babies (7½)	6-14		....
2751	Farmer Tom Thumb (7)	9-13		....
1755	Pooch Parade (6)	7-19		....
1753	Practice Makes Perfect (6)	4- 5	±	4-27
	PHANTASIES CARTOONS			
1705	Fish Follies (6)	5-10		....
1704	Man of Tin (6½)	2-23		....
1706	News Oddities (6)	7-19		....
1756	Peep in the Deep, A (6½)	8-23	+	8-31
1707	School Boy Dreams (7)	8-30		....
	SCREEN SNAPSHOTS (Series 19)			
1855	No. 5 (11)	2-23	+	3-16
	Art in Hollywood.			
1856	No. 6 (10)	3-29	±	3-16
	Hollywood Recreations.			
1857	No. 7 (10)	5- 3		....
	Wardrobe Designers.			
1858	No. 8 (10)	6- 7		....
	Cowboy Jubilee.			
1859	No. 9 (10)	7-10		....
	Ken Murray.			
1860	No. 10 (9)	8-10	±	8-31
	Jack Oakie.			
	SPORT REELS			
1809	Canvas Capers (11)	7-19		....
2801	Master of Cue With Willie Hoppe (10)	9-20		....
1805	Roughhouse Fiesta (10)	3- 8		....
1806	Tomorrow's Stars (10)	4-19	+	4-27
1808	Saving Strokes With Sam Snead (10)	6-28		....
1807	Sport of Kings (10)	5-24	±	7- 6
1804	Flying Targets (10)	2-16	+	3-16
	THREE STOOGES COMEDIES			
1406	A 'Plumbing We Will Go (18)	4-19		....
2401	From Nurse to Worse (17)	8-23	+	8-31
1408	How High Is Up (16)	7-16	=	8- 3
1407	Nutty But Nice (18)	6-14		....
1405	Rockin' Through the Rockies (17)	3- 8	±	3-16
	20TH ANNIVERSARY SNAPSHOTS			
2851	No. 1 (10)	9- 6		....
2852	No. 2 (10)	10-18		....
	WASHINGTON PARADE Series 2			
1903	No. 3 (Inside the F. B. I.) (11)	2- 9		....
1904	No. 4 (Social Security) (10)	5-10	+	6-15
1905	No. 5 (The Archives) (11)	7- 4	+	8- 3
1906	No. 6 (Our Nat'l Defense) (10)	8-30		....
	Series 3			
2901	No. 1 (The Mint) (10)	10- 4		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CRIME DOESN'T PAY			
	Buyers Beware (20)		++	9- 7
P- 3	Jack Pot (19)	3- 9	++	3-30
P-815	Think First (21)	9- 9		....
P- 4	Women in Hiding (22)	6-22	±	7- 6
	FITZPATRICK TRAVELTALKS (In Technicolor)			
	Capitol City, The—Washington, D. C. (9)		++	9- 7
T-59	Calling on Colombia (8)	3-16	∓	4-27
T-61	Modern New Orleans (8)	5-11	∓	6-22
T-58	Seattle, Gateway to the Northwest (9)	2-17	+	3-30
T-60	Sitka and Juneau (9)	4-13	±	4-27
T-62	Suva, Pride of Fiji (9)	6- 8	∓	6- 8
	MINIATURES			
M-78	Door Will Open, A (11)	3- 9	+	3-30
80-x	Northward Ho! (9) (Sepia)	2-10	+	3-23
M-79	Servants of Mankind (9)	5-11	+	6- 8
	M-G-M CARTOONS (New Series) (Technicolor)			
W- 90	Bookworm Turns, The (8)	7-20	+	8-31
W- 84	Puss Gets the Boot (9)	2-10	±	3-23
W- 85	Home on the Range (9)	3-23	+	3-30
W- 89	Milky Way, The (..)	6-22	+	7- 6
W- 26	Rainy Day, A (7)	4-20		....
	Romeo in Rhythm (8)		±	9- 7
W- 87	Swing Social (8)	5-18		....
W- 88	Tom Turkey (7)	6- 8		....
	M-G-M NEWS OF THE DAY Released Twice Weekly			
	OUR GANG COMEDIES			
C-136	All About Hash (11)	3-30	+	6- 8
C-135	Big Premiere, The (10)	3- 9	±	3-30
C-138	Bubbling Troubles (11)	5-25	±	7- 6
	Good Bad Boys (11)		+	9- 7
C-137	New Pupil, The (11)	4-27	∓	4-27
	PASSING PARADE (New Series)			
K-123	Hidden Master, The (11) (Sepia)	4-20	+	4-27
K-124	Way in the Wilderness, A (10) (Sepia)	6-22	+	7- 6
K-122	XXX Medico (10) (Sepia)	3-23	+	4-27
	PETE SMITH SPECIALTIES			
S-110	Cat College (9) (Sepia)	6-29		....
S-107	Domineering Male, The (10)	3-30	++	3-30
	Please Answer (9)		++	9- 7
S-108	Spots Before Your Eyes (10)	5- 4	+	6- 8
S-106	Stuffie (11)	3- 2	+	3-23
S-105	What's Your I. Q.? (8) (Sepia)	2-10	±	3-23
S-109	What's Your I. Q.? No. 2 (9)	6-10	±	7- 6
	ROBERT BENCHLEY			
F-144	Home Movies (7)	2-17	+	3-16
	SPECIAL			
X-151	◎◎Flag Speaks, The (19)	6-14	++	5- 4

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	COLOR CLASSICS (In Technicolor)			
C9-3	Ants in the Plants (7)	3-15	±	3-23
C9-2	Little Lambkin (7)	2-12	+	2-24
C9-4	Kick in Time, A (7)	5-17	±	5-18
C9-5	Snubbed by a Snob (7)	7-19	+	8-31
C9-6	You Can't Shoe a Horsefly (7)	8-23	+	8-24
	COLOR CRUISES (New Series in Cinecolor)			
K9-2	Argentina (10)	4- 5		....
K9-5	Isle of Columbus (10)	2- 9		....
K9-7	Pacific Paradise (10)	6-21		....
	HEADLINER			
A9-9	Blue Barron and His Orchestra (10)	5-31	+	6-22
A9-7	George Olsen and His Music (10)	3-15		....
A9-8	Have You Met Yvette (10) Paul Baron and Orch.	4-26	+	5- 4
A9-6	Jimmy Dorsey and His Orchestra (10)	2- 2	+	2-24
A9-10	Pinky Tomlin and Orch. (11)	7-19	+	8-31
	PARAMOUNT NEWS Released Twice Weekly.			
	PARAGRAPHICS			
V9-9	Dangerous Dollars (11)	6-28		....
V9-7	Not So Dumb (10)	3-15		....
V9-6	Paramount Pictorial (10)	2-16	+	2-24
V9-10	Paramount Pictorial No. 2 (11)	8- 9	±	8-24
V9-8	◎Television Preview (10) (Lanny Ross-Ted Husing)	5-17	++	5-18
	POPEYE CARTOONS			
E9-10	Doing Impossikible Stunts (7)	8- 2	+	8-17
E9- 3	Females Is Fickle (7)	3- 8	±	3-23
E9- 9	Fightin' Pals (8)	7-12	++	8-17
E8-11	It's the Natural Thing to Do (7)	7-28	±	8-26
E9- 5	Me Feelings Is Hurt (7)	4-12	∓	5- 4
E9- 8	Nurse Mates (7)	6-21		....
E9- 6	Onion Pacific (7)	5-24	+	6-22
E9-12	Puttin' on the Act (7)	8-30	+	8-24
E9- 4	Stealin' Ain't Honest (7)	3-22	∓	5- 4
E9-11	Wimmin' Hadn't Oughta Drive (7)	8-16	+	8-24
	POPULAR SCIENCE (In Cinecolor)			
J9-4	(10)	2-16	+	2-24
J9-5	(10)	5- 3	+	5- 4
J9-6	(11)	6-28		....
	GRANTLAND RICE SPORTLIGHTS			
R9-10	Blue Streak (10)	4-19	+	5- 4
R9- 8	Human Fish (10)	2-23	+	2-24
R9-13	Sink or Swim (10)	7-12		....
R9- 9	Two of a Kind (10)	3-22	±	3-23
	STONE AGE CARTOONS			
B9-5	Foul Ball Player, The (7)	5-24	±	6-22
B9-9	Fulla Bluff Man, The (7)	8- 9	±	8-24
B9-3	Granite Hotel (7)	4-26	±	5-18
	Springtime in the Rockage (7)	8-30		....
B9-6	Ugly Dino, The (7)	6-14		....
B9-2	Way Back When a Nag Was Only a Horse (7)	3- 8	±	3-23
B9-4	Way Back When a Night Club Was a Stick (7)	5-16		....
B9-8	Way Back When a Razzberry Was a Fruit (7)	7-26	+	8-17
B9-1	Way Back When a Triangle Had Its Points (7)	2- 9	+	3- 2
	UNUSUAL OCCUPATIONS (In Color)			
L9-4	No. 4 (10)	3-29	+	5- 4
L9-5	No. 5 (10)	5-31	+	5-18
L9-6	No. 6 (11)	8- 2	++	8-17

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (In Technicolor)			
04,105	Billposters (8)	5-17	+	5-25
04,107	Bone Trouble (9)	6-28		....
04,103	Donald's Dog Laundry (8)	5- 5	+	5-25
04,109	Donald's Vacation (8)	8- 9	++	8-10
04,106	Mr. Duck Steps Out (8)	6- 7		....
04,110	Pluto's Dream House (8)	8-30		....
04,108	Put-Put Trouble (7)	7-19		....
04,102	Riveter, The (7)	3-15		....
04,104	Tugboat Mickey (7)	4-26	±	5-25
	EDGAR KENNEDY COMEDIES			
03,404	Mutiny in the County (17)	5- 3		....
03,403	Slightly at Sea (16)	2- 9		....
03,405	'Taint Legal (16)	5-24		....
	LEON ERROL COMEDIES			
03,704	Bested by a Beard (20)	7-26		....
	MARCH OF TIME			
03,107	No. 7 (18)	2-16	++	2-24
	Vatican of Pius XII.			
03,108	No. 8 (18)	3-15	+	3-16
	Canada at War.			
03,109	No. 9 (19)	4-12	±	4-20
	America's Youth—1940.			
03,110	No. 10 (19)	5-10	+	5-18
	The Philippines.			
03,111	No. 11 (18)	6- 7	+	6-22
	The U. S. Navy.			
03,112	No. 12 (17)	8- 2	+	8-10
	Spoils of Conquest.			
03,113	◎No. 13 (20)	8-24	++	8-31
	Gateways to Panama.			
	PATHE INFORMATION PLEASE			
04,207	No. 7 (11)	2-23	++	3-16
04,208	No. 8 (10)	3-22	+	4-13
04,209	No. 9 (11)	4-19	+	4-27
04,210	No. 10 (11)	5-17	++	6-22
04,211	No. 11 (10)	6-14	±	6-15
04,212	◎No. 12 (12)	7-12	++	7-13
04,213	No. 13 (11)	8- 9	+	8-10
	PATHE NEWS (Released Twice Weekly)			
	RADIO FLASH COMEDIES			
03,205	Goodness, a Ghost (16)	7- 5		....
	Marriage-Go-Round (18)	7-28		....
	PATHE SPORTSCOPE			
04,309	Court Favorites (8)	5-12	+	4-27
04,308	Flycasting (9)	5-15	+	4-13
04,311	◎Hurdle Hoppers (9)	6- 7		....
04,307	Pennant Chasers (9)	2-16	++	3-16
04,310	Silent Wings (9)	5-10	+	6-22
04,611	Streamlined (9)	6-21		....
04,313	Trouble Shooter (9)	8- 2		....
	RAY WHITLEY WESTERNS (New Series)			
03,503	Molly Cures a Cowboy (19)	3-22		....

: WHAT'S IN THE NEWSREELS :

TUESDAY, SEPTEMBER 3

Movietone News, No. 103

Nazis shell British convoy; London air raids; fires in south England; shoot down Nazi planes; World's Fair stunters; Harvest Moon Ball; all-star football game; Hopeful Stakes at Saratoga; Lew Lehr.

News of the Day, No. 301

England shelled from across Channel; Nazi planes shot down; airliner crash; floods in New Jersey; shipbuilding booms; Harvest Moon Ball; pre-season football; stunters at World's Fair.

Paramount News, No. 2

Launch ship on coast; heavy rains in east; airliner crash in Virginia; war in second year; all-star football; water skiing; auto stunters at World's Fair.

RKO Pathe News, No. 2

Nazi planes bomb London; New Jersey floods; launch ship at night; airliner crash in Virginia; Secretary Wallace delivers acceptance speech; Harvest Moon Ball; Saratoga closes racing season.

Universal Newsreel, No. 907

Britain stands off invaders; Secretary Wallace hailed in home town, delivers acceptance speech; draft spurs weddings in New York; airliners crash in Virginia; water storage tanks in Atlantic City crash through roof of building; Harvest Moon Ball; Chicago football; auto stunters at Fair.

THURSDAY, SEPTEMBER 5

Movietone News, No. 104

Old destroyers swapped for naval bases; Roosevelt talk at TVA dedication; Ambassador Lord Lothian analyzes deal; RAF pilots go into action when raid alarm sounds; beauty contest preliminaries in Atlantic City; PGA golf at Hershey, Pennsylvania; Lew Lehr.

News of the Day, No. 302

Destroyers swapped for naval bases; Lord Lothian analyzes deal; Roosevelt talks at dedication of Great Smoky National Park; new French army re-forms in England; beauty contest parade in Atlantic City; PGA golf in Pennsylvania; water skiing.

Paramount News, No. 3

Cardenas inaugurates Mexican Congress; Modern Minute Men in Massachusetts; close Florida honeymoon island; World's Series debate; Roosevelt tours Tennessee and North Carolina; destroyers for Britain; Lord Lothian pledges British fleet will never surrender or be scuttled; navy yards rush construction.

RKO Pathe News, No. 3

Roosevelt warns nation on total defense; trade destroyers for naval bases; RAF buries American flier; riots in Buenos Aires over presidential scandal; bathing beauties parade in Atlantic City; PGA golf.

Universal Newsreel, No. 908

Swap old destroyers for West Indies naval bases; Roosevelt dedicates national park; American, killed flying for RAF, is buried; new co-ed styles; beauties parade on Atlantic City boardwalk; Virginia turkey publicity; twin convention in St. Louis; PGA golf; race cars up Pike's Peak, Colorado.

Prod. No.	Title	Rel. Date	Rating	Rev'd
03,504..	Corralling a Schoolmarm (20)	6-14	+	8-10
	REELISMS (New Series)			
04,609..	Air Army (9)	4-26	++	4-27
04,613..	Hats (9)	8-16		....
04,607..	Navajo Land (10)	3- 1	+	2- 3
04,608..	Siege (10)	3-29	++	2-24
04,610..	Stray Lamb (8)	5-24	+	6-15
04,611..	Streamlined (9)	8-10	∓	8-10
04,606..	Vacation Diary (10)	2- 2	+	2-17
04,612..	Week End (9)	7-19		....

20th Century-Fox

	ADVENTURES OF A NEWS CAMERAMAN			
0201..	Conquering the Colorado (11)	8-18	++	8-19
0204..	Sanctuary of the Seals (9)	6- 7	+	6-22
	ED THORGERSEN—SPORTS			
0306..	Action on Ice (9)	7-19		....
0304..	◎Following the Hounds (10)	3- 1		....
0305..	Over the Seven Seas (10)	4-26	+	6- 8
1301..	◎Vacation Time in Florida (8)	8-10	±	8-17
	FATHER HUBBARD'S ALASKAN ADVENTURES			
0107..	Climbing the Spirit's Home (10)	5-10	+	3-30
1101..	Eskimo Trails (10)	8- 2	+	8-17
0105..	Valley of 10,000 Smokes (10)	2-16		....
	FASHIONS (In Technicolor)			
0603..	Fashion Forecasts No. 7 (8)	6-21		....
0604..	Fashion Forecasts No. 8 (8)	6-21		....
	FOX MOVIETONE NEWS Released Twice Weekly			
	LEW LEHR AND HIS DRIBBLE PUSS PARADE			
0404..	Cheerio My Dears (9)	7- 5		....
1401..	Grunters and Groaners (8)	8-30	+	8-17
0403..	Labor Savers (9)	4-12		....
	LOWELL THOMAS MAGIC CARPET			
0106..	Flying Stewardess (10)	3-15		....
1102..	◎Florida, Land of Flowers (9)	9-13	±	8-17
1018..	Isle of the East (9)	5-24	+	6- 8
0104..	Kangaroo Country, The (10)	2- 2	+	12- 9
	TERRY-TOONS			
0510..	All's Well That Ends Well (7)	3- 8	+	3-30
1551..	◎Billy Mouse's Akwakade (7)	8- 9	∓	8-17
0559..	Catnip Capers (7)	5-31	++	6-22
0509..	Hare and Hounds (7)	2-23		....
0556..	◎Harvest Time (7)	2- 9	+	2-17
0511..	It Must Be Love (7)	5- 5		....
0558..	◎Just a Little Bull (7)	4-19		....
0517..	Love in a Cottage (7)	7-28		....
0557..	Much Ado About Nothing (7)	3-22	+	3-30
0514..	Professor Offkeyski (7)	6-14	±	6- 8
0515..	Rover's Rescue (7)	6-28		....
0516..	Rupert the Runt (7)	7-12		....
0513..	Swiss Ski Yodelers (7)	5-17	+	6- 8

Universal

	LANTZ CARTUNES (Technicolor)			
4267..	Adventures of Tom Thumb jr. (9)	3- 4	+	4-13
	Crazyhouse (..)	9- 9		....
4266..	Kittens Mittens (8)	2-12	+	2-24
4268..	100 Pigmies and Andy Panda (7)	4-22		....
	GOING PLACES WITH GRAHAM McNAMEE			
4357..	No. 72 (9)	2- 5	+	3-30
4358..	No. 73 (8)	2-26	+	3-30
4359..	No. 74 (9)	3-18	±	4-27
4360..	No. 75 (9)	4-29	±	4-27
4361..	No. 76 (9)	5-13	+	5-11
4362..	No. 77 (9)	5-27	+	6-22
4363..	No. 78 (9)	6-17		....
4364..	No. 79 (9)	7-18	+	8- 3
4365..	No. 80 (9½)	8-12		....
5351..	No. 81 (..)	9-23		....
5352..	No. 82 (..)	10-14		....
5353..	No. 83 (..)	11-11		....
	SPECIAL TWO REELERS			
5110..	Swing With Bing (19)	9- 4	±	8- 3
	STRANGER THAN FICTION			
4378..	No. 73 (9)	2-19	+	3-30
4379..	No. 74 (8½)	3-11	+	4-27
4380..	No. 75 (9)	4-15	±	4-27
4381..	No. 76 (9)	5- 6	+	5-11
4382..	No. 77 (9)	5-20	+	6-22
4383..	No. 78 (9)	6-10	+	6-22
4384..	No. 79 (9)	7- 8	+	7-27
4385..	No. 80 (9)	8- 5	+	7-27
5371..	No. 81 (..)	9-16		....
5372..	No. 82 (..)	10- 7		....
5373..	No. 83 (..)	11- 4		....
	TWO REEL MUSICALS			
4226..	Bullets and Ballads (17½)	2-14	±	2- 3
4228..	Folies Parisienne (18) Harry Stafford-Leon Belasco.	4-17	±	4-20
4231..	Hawaiian Rhythm (17) Harry Owens and His Royal Hawaiians.	7-17	+	7-27
4233..	I Dream of Jeanie With the Light Brown Hair (..)	8-28		....
4227..	International Revels (17) William G. Sabbot, Janet Collins.	3-13	∓	4-13
4119..	March of Freedom (21)	9- 6		....
4230..	Naughty Nineties (18)	6-17	++	7- 6
4229..	Swingin' in the Barn (19) Texas Jim Lewis and His Band.	5-15	+	6-22
4232..	Varsity Vanities (17½) Six Hits and a Miss, Martha Tilton.	8- 7	+	8- 3
	UNIVERSAL NEWS Released Twice Weekly			

Vitaphone

	BROADWAY BREVITIES			
5106..	Alex in Wonderland (20)	3- 9		....
5107..	Double or Nothing (20)	4-20	±	2-10
	Down on the Farm (..)	10- 5		....
5105..	One for the Book (20)	2- 3	+	1-13
5108..	Public Jitterbug No. 1 (19)	5- 4		....
4008..	Ride, Cowboy, Ride (20)	9- 9		....
5109..	◎Spills for Thrills (19)	6-15	++	8- 3
5110..	Young America Flies (20)	8- 3		....
	THE COLOR PARADE (New Series)			
	California Thoroughbreds (..)	9-21		....
5410..	Famous Movie Dogs (10)	7-27	+	8-17
5407..	Gun Dog's Life (10)	5-11	+	5-18
5405..	Mechanix Illustrated No. 3 (10)	2-17	+	2-10
5408..	Mechanix Illustrated No. 4 (10)	6-29	+	6-15
5406..	Men Wanted (10)	3-23	++	4-13
5410..	Movie Dog Stars (10)	8-17		....
5409..	Valley, The (8)	7-20	+	7- 6
	ELSA MAXWELL'S BLUE RIBBON COMEDIES			
6101..	Riding Into Society (19)	9- 7	±	8-31
	HOLLYWOOD NOVELTY			
6301..	Football Thrills (10)	9-28		....
	LOONEY TUNES CARTOONS			
5609..	Ali Baba Bound (7)	2-10		....
6601..	Calling Dr. Porky (7)	9-21		....
5614..	Chewin' Bruin, The (7)	6- 8	±	6-22
5616..	Patient Porky (7)	8-24	++	8-24
5610..	Pilgrim Porky (7)	3-16	+	4-13
5615..	Porky's Baseball Broadcast (7)	7- 6	++	7- 6
5612..	Porky's Poor Fish (7)	5-18		....
6602..	Prehistoric Porky (7)	10-12		....
5611..	Slap Happy Pappy (7)	3-13		....
5613..	You Ought to Be in Pictures (7)	5-18	+	5-18
	MELODY MASTERS			
5507..	Carl Hoff & Orch. (10)	3-23		....
5505..	Coquettes, The (10)	2-17		....
5506..	Dave Apollon & Orch. (10)	3- 2	±	2-10
	Joe Reichman & Orch. (10)	10-26		....
5508..	Larry Clinton & Orch. (10)	5-25		....
6501..	Matty Malneck & Band (10)	9-14	++	8-24
5509..	Ozzie Nelson & Orch. (10)	6-29	++	7- 6
5510..	Woody Herman & Orch. (10)	7-27		....
	MERRIE MELODIES (In Technicolor)			
5326..	Bear's Tale, The (7)	4-13	+	8-31
5312..	Busy Bakers (7)	2-10		....
5326..	Ceiling Hero (7)	7- 6		....
5321..	Circus Today (7)	6-22	+	7- 6
5315..	Confederate Honey (7)	3-30		....
5314..	Cross-Country Detours (7)	3-16	++	4-13
5323..	Egg Collector (7)	7-20		....
5313..	Elmer's Candid Camera (7)	3- 2		....
5319..	Gander at Mother Goose (7)	5-25	±	5-18
5325..	Ghost Wanted (7)	8-10		....
6104..	Good Night Elmer (7)	10-26		....
5317..	Hardship of Miles Standish (7)	4-27		....
6703..	Holiday Highlights (7)	10-12		....
5322..	Little Blabbermouse (7)	7- 6	++	8-17
6701..	Malibu Beach Party (7)	9-14	±	9- 7
5318..	Sniffles Takes a Trip (7)	5-11		....
	Stagefright (..)	9-28		....
5320..	Tom Thumb in Trouble (7)	6- 8	±	6-15
5324..	Wild Hare, A (7)	7-27		....
	SPORTS PARADE			
	Dogs You Seldom See (10)		+	8-31
	Football Highlights (10)		+	8-31
	TECHNICOLOR			
5006..	Cinderella's Feller (20)	6- 1	+	6-15
	Flag of Humanity (..)	10-19		....
5007..	Pony Express Days (20)	7-13	+	7- 6
5008..	Service With the Colors (20)	8-31		....
5005..	Singin' Dude, The (20)	4- 6	±	4-13
5004..	Teddy the Rough Rider (19)	2-24	+	2-10
	SPECIALS (Tech.)			
4403..	Master's Touch, The (10)	2-18		....
	VITAPHONE VARIETIES			
5706..	All Girl Revue (10)	6-22		....
5704..	No Parking (10)	3-30		....
5705..	Radio and Relatives (10)	5-25		....

Serials

	COLUMBIA			
1180	Deadwood Dick 15 Chapters. Don Douglas, Lorna Gray.	7-19	∓	7-27
1161-75..	Terry and the Pirates 15 Chapters. William Tracy-Granville Owens.	4-12	∓	4-20
	REPUBLIC			
973	Adventures of Red Ryder. Don "Red" Barry.	6-15	+	6- 8
972	Drums of Fu Manchu 15 Chapters. Henry Brandon, Luana Walters.	3-15	+	2-17
081	King of the Royal Mounted 12 Chapters. Allan Lane.	9-20	++	8-24
	UNIVERSAL			
4881-92..	Flash Gordon Conquers the Universe Larry (Buster) Crabbe.	4- 9	++	2-24
	Green Hornet Strikes Again 15 Chapters. Warren Hull.	12-24		....
5681	Junior G-Men 12 Chapters. Dead End Kids, Little Tough Guys.	9- 1	+	8- 3
5581	Winners of the West 13 Chapters. Dick Foran, Anne Nagel.	7- 2	∓	5 11

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The Pulse of the Motion Picture Industry

BOXOFFICE

SEPTEMBER 21, 1940 Entered as Second Class matter at Postoffice at Kansas City, Mo., under Act of March 3, 1879. 25c Per Copy. Per Year, $7.50. NATIONAL EDITION

SERVICE THAT SERVES: SELLING SEATS . . . FEATURE REVIEWS WITH CATCHLINES AND SELLING ANGLES . . . SHORT SUBJECT REVIEWS . . . THE EXHIBITOR HAS HIS SAY . . . THE BOOKING CHART . . . LOOKING AHEAD . . . IN THE MAKING . . . REVIEW DIGEST . . . FIRST RUN REPORTS . . . SHORT SUBJECTS BOOKING CHART . . . WHAT'S IN THE NEWSREELS . . . PLUS THE NEWS OF THE TRADE, NATIONAL AND LOCAL

THE STORY OF THE GREAT SINGERS!

A movie fable



Once upon a time there was a famous singer called "Boom Town." He was the big noise of his era. He sang good and loud.

It just so happened that at the same time there was another singer called "I Love You Again." This guy sang good and loud too—and funny!

If it hadn't been that "Boom Town" was always in the limelight you can bet that "I Love You Again" would have been the undisputed champion loud-singer of his day.

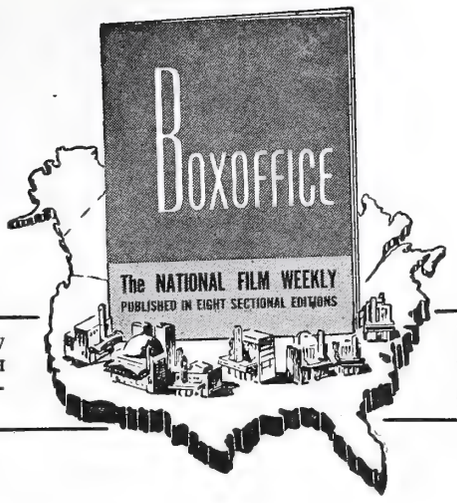
But when a guy's good he gets recognition. In between booms of this chap "Boom Town" the nation's showmen got an earful of what "I Love You Again" could do.

They said: "Hey, this guy's got a terrific bellow, too. He's a Star in his own right!" So they let "I Love You Again" do his stuff and it was good stuff and now he's booming in the headlines just like his famous contemporary.

MORAL: M-G-M's got two smashing box-office hits at the same time, so go and make yourself a pot full of money!



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IF YOU'RE A LEADER, YOU LEAD

GIVING him the full span of his elected period of time, it's got to happen by the end of September. Otherwise, events will prove Samuel Goldwyn bet again on the wrong horse.

About mid-March, the producer repaired from Hollywood to Phoenix, there to bake out in the Arizona sun. Also to remark, for an Associated Press pickup, that duals will be as old-fashioned as silents not in six months, but within that calendar limitation. April, May, June, July, August and most of September have come and gone.

Since that outpouring, of course, Goldwyn took the double feature situation for an airing via the widely read columns of the "Saturday Evening Post" and some exhibitors protested the laundering process in the open.

The Gallup poll was launched, completed and released with many statements and an assortment of editorials trailing. In varying degree, the proper people seem to have been somewhat impressed, yet the twin bill is still around, certainly as strong as ever it was and, perhaps, stronger.

Only the other day it was when Y. Frank Freeman, attending a Paramount sales palaver in Kansas City, observed:

> "They're [doubles, quite naturally] strangling the industry and the sentiment is strong in Hollywood to get out from under the burden of double bills. Producers are undertaking a campaign to persuade exhibitors to return to single features. The campaign will be pushed along by concentration on bigger productions that alone will satisfy as a full evening's entertainment."

Coincidentally or otherwise, he also conceded the duals situation will be difficult to control because it has grown so large. Significantly, he pointed out audiences now are beginning to ask for two A's on the same bill. Naturally, they would with an insistence measured by the rise or fall of the entertainment content offered them.

There appears little more to say about twin features. They have been torn asunder and patched up again for a long time both verbally and editorially. Despite this, the practice has refused to bend knee before all onslaughts, this, in itself, suggesting it represents something the public very evidently wants.

And, while seemingly all that might be told has been told both pro and con, there remains one slant on our own chest which insists upon a hearing. It is not startling; certainly it is not new. But—

Freeman states producers are undertaking a campaign to persuade exhibitors to return to single features by concentrating on bigger productions sufficiently well done to satisfy on their own as a full evening's entertainment and presumably at higher admission prices. This sounds like a willingness on Hollywood's part to accept the challenge and to solve the issue. Thrice times wonderful.

In the meantime, however, if doubles are "strangling" the industry, thereby indicating an early death, Paramount theatres must be closing in on the windpipe of Paramount production right now. Substitute M-G-M and Loew's, National Theatres and 20th Century-Fox, RKO and Warner where Paramount appears above and the conclusion must be that the time to act is this minute, not the next hour. Things seem to be in one helluva shape.

If double features, therefore, are to be curtailed, now or ever and it make little difference when for the purposes of this approach, someone at sometime has to assume the job of doing it. In an industry generally spoken of in terms of eight major companies of which five are substantially interested in theatres, the direction in which to turn for evidences of leadership is as tough to find as the whiskey that goes into the highball glass.

Conversation pieces are all right. No objections to them from this quarter. But the will to dare, the decision to do, the assumption of leadership by those supposed to lead—all of these are something else again.

The soldier at war may perform an individual act of heroism. He may even escape having his pants shot away from under him. But the gold-braided generals safely in the rear are the babies supposed to do the thinking and the mapping which heads their army toward safe ground and victory.

That's their job. That's what they're there for.

Kann

AAA FIELD FORCE NOW LINING UP ARBITRATION PANELS, INDICATING DECREE FINALIZING NEARS

Industry Plays No Part In Selection; Costs Upon "Big Five"

NEW YORK—Indicating the possibility of a hitch in the finalization of the consent decree is viewed as remote, the American Arbitration Ass'n already has set its field representatives to work on the proposed arbitration plan to be incorporated in the decree and presented soon to Federal Judge Henry Warren Goddard.

AAA men now are contacting and interviewing leading figures in all important cities and states to act as impartial arbitrators in panels of no less than ten to be established for each exchange center. Following a report by the AAA, the lists will be checked against the names of representative citizens of each community.

The men selected will then be interviewed personally by AAA executives before they are chosen. Arbitrators' fees will vary with the territory and follow local standards.

Expenses entailed in setting up arbitration machinery will be spread over the "Big Five." It is estimated the first year will cost from $300,000 to $500,000, excluding a nominal filing fee to be paid when complaints are registered and the *per diem* cost of arbitrators. The impartial men will decide who is to bear this after hearing disputes.

Complete Charge to AAA

The industry itself will take no part in suggesting or recommending impartial arbitrators. The AAA is taking complete charge and responsibility for engaging personnel, maintenance, operation and functioning of local boards.

Having tightened up the "some run" clause in the August 3 draft, as a result of an Allied objection to doubtful language, distributor and government counsel now are checking up on a second Allied protest. This deals with exhibitors making oral demands for a run, in addition to writing, as far back as 1935 when the NRA passed out of the picture.

Two committees are now working daily on arbitration and the decree. On arbitration machinery are Joseph H. Hazen of Warner, chairman; Fred Pride of Dwight, Harris, Koegel & Caskey; Stanley Thompson of M-G-M, and Robert F. Sher, for the government.

On the decree are Robert W. Perkins, Warner; Louis Phillips, Paramount; John F. Caskey, 20th-Fox; Bertram F. Shipman, National Theatres; Thompson, M-G-M; R. R. Irvine, RKO; Sher and Robert L. Wright, for the government.

Early Survey Returns Show Blocks-of-Five Opposed

NEW YORK—A preponderance of opposition to the blocks of five selling plan proposed as part of the consent decree in the government suit is evidenced in the preliminary returns from polls conducted by Max A. Cohen, head of Allied of New York, and Harry Brandt, president of the ITOA of New York.

In both cases exhibitors returning cards and clipped coupons marked crosses to

(Continued on page 7)

Disagree on Intervention and Its Chances in High Court

NEW YORK—The legal profession hereabouts, film and otherwise, would give odds of 100 to 1 to see any one prove that two and two total up to anything but four. But there isn't a lawyer within earshot who would bet a wet blotter against $1,000 that says the supreme court would uphold third party intervention in the proposed consent decree proceedings.

Attorneys among the major distributors can dig out tons of legal precedents to show that this or that can or cannot be done in a court of law, but questions of many hues do not disclose a single scrap of tangible information that would give a decisive tone to their observations on the subject of intervention.

The incident that provoked this "you can you can't" rumpus was the observation by department of justice spokesmen exhibitors who are opposed to the blocks of five and advance trade screenings provisions of the proposed decree with majors have no legal status in court for a consideration of their objections.

N. Y. Allied to Intervene

Nevertheless, Allied of New York, an MPTOA affiliate headed by Max A. Cohen, has declared its intention to intervene in the suit, although the legal processes on which this is based have not been made clear. The organization's position is merely that it feels "valuable rights of exhibitors will be adversely affected" by certain provisions of the decree as it stands.

Among attorneys who claim to have studied the situation, the Cohen organization's stand appears to possess the greatest chance of consideration before Judge Henry W. Goddard, who is certain to be asked for a ruling by either one, or both parties—the government or exhibitor groups—distributor defendant spokesmen having informally stated they care not.

"The odds are in favor of the exhibitors," a veteran major attorney informs BOXOFFICE, although conceding his opinion is purely personal. "Judge Goddard may easily take the position he wants as much helpful information as he can get in order to render the most intelligent ruling. Theoretically, exhibitors—being third parties and not parties to the decree—have no legal status, but the judge's discretion can make them very important."

Again stressing the importance of the discretionary powers the court holds, this source points to considerable past litigation where in labor cases and those involving civil rights—where third parties were admittedly not directly affected by a decision—*amicus curiae* briefs have been filed and considered by judges before rendering rulings. "And as far as I have been able to determine," he adds, "the grievances of the third parties who filed many of those briefs were not nearly so intense as those claimed by exhibitors in the government case."

Another attorney who is optimistic over the chances for intervening exhibitors takes the position such intervention "is a matter of constitutional right and not a matter of courtesy or discretion on the part of the court." To support his view he cites the United States vs. California Canneries monopoly case, in which a third party sought relief from the terms of a proposed consent decree and won his point upon the contention he was adversely affected through a contract he held with one of the defendants.

The other side of the picture concerns those legal expressions tending to coincide with the remarks of Thurman Arnold in recent Washington hearings on the decree, the gist of which held the government has spent considerable time promulgating the proposed decree and does not intend to reopen it for the benefit of parties—meaning exhibitors—who are not named as defendants.

A Neutral Is Outspoken

The most outspoken of these comes from an attorney who is known to be neutral. "Let's assume the case went to trial and the government won its allegation that block booking is illegal and thereby forced the distributor defendants to sell under new methods. Just where would the complaining exhibitor stand then? He'd have to accept the new selling methods. Well, the implication that goes with the signing of a consent decree is all that the court need consider when asked to hear arguments of third party intervenors."

Numerous other observations are cited that would tend to discredit the legal status of opposing exhibitors, but are invariably coupled with the assertion that "it's only a guess—we have nothing definite to base it on."

That is why October 7 looms as all-

(Continued on page 7)

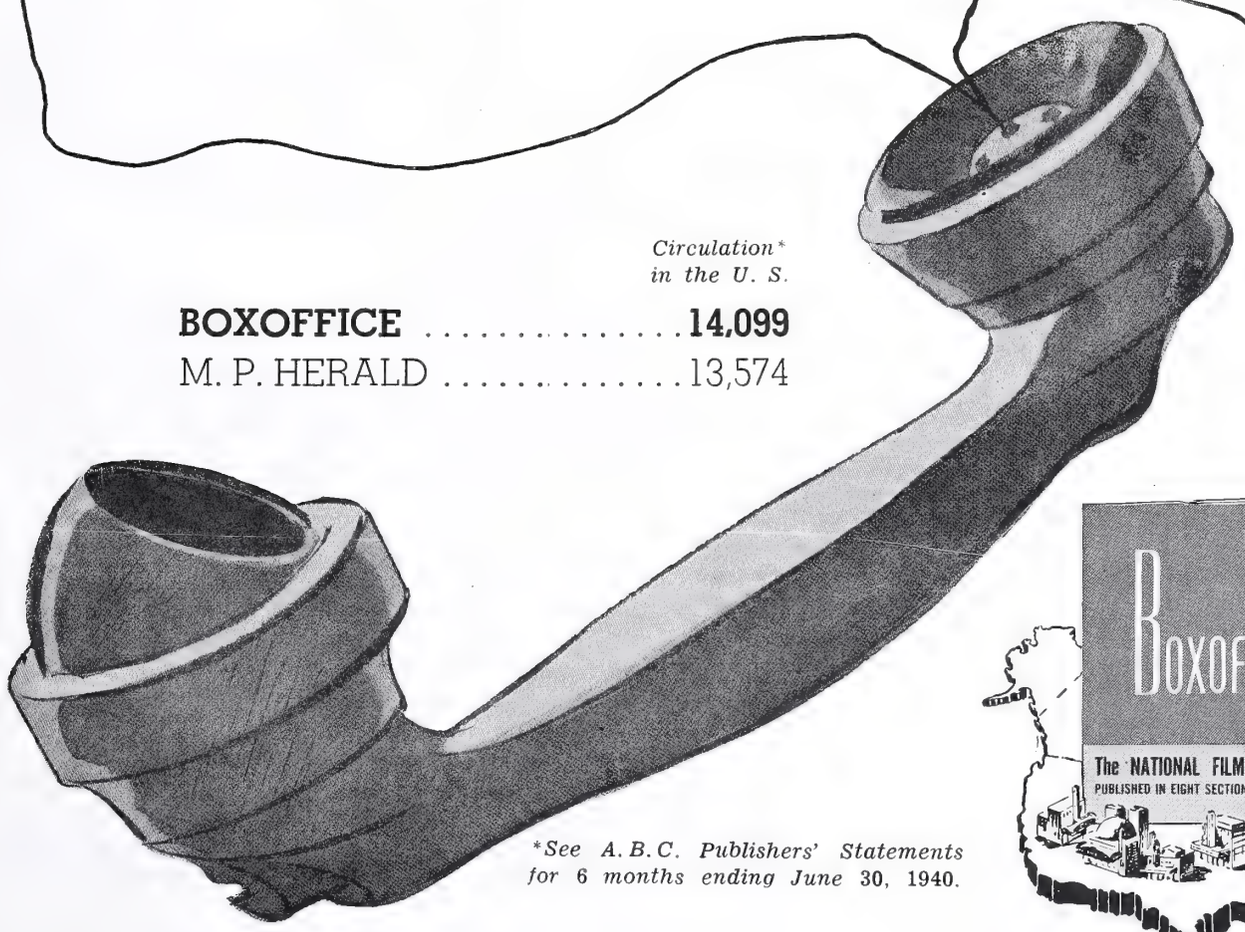
Hear Arnold May Resign

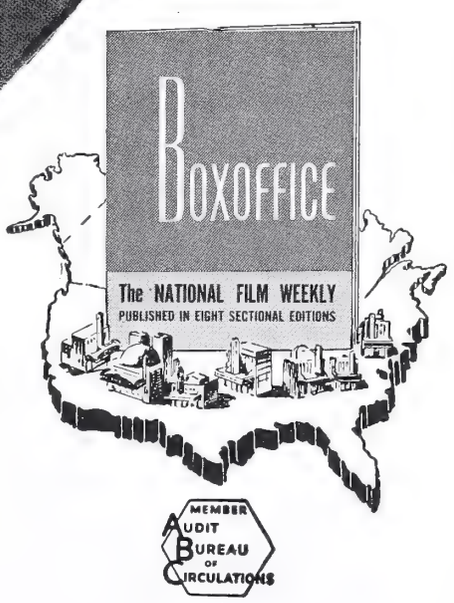
Washington—In a wide shift of the President's cabinet, expected by January, it is reported Assistant Attorney General Thurman Arnold may leave his post. His new book, "The Bottlenecks of Business," in some quarters, is viewed as arguing counter to New Deal beliefs. Additionally, Arnold's broad anti-trust drive is regarded by some as having run athwart of important elements in the national defense program.

Capitol reports likewise are circulating about Frank C. Walker, newly inducted postmaster-general. It is reported he is prepared to stay in Washington only for a few months and that he may resign after the turn of the year.

Boxoffice has more net paid circulation, including bulk, in the United States than any other publication serving this industry.

	Circulation in the U. S.*
BOXOFFICE	**14,099**
M. P. HERALD	13,574





MEMBER AUDIT BUREAU OF CIRCULATIONS

**See A. B. C. Publishers' Statements for 6 months ending June 30, 1940.*

DEFENSE PROGRAM, PROBABLE SHIFT IN LABOR SLANT AND CABINET POSE PROBLEMS FOR '41

Are Expected Regardless Of Election Outcome; Industry Watchful

By EARLE A. DYER

WASHINGTON—The film industry, like all other major American businesses, is expected to reflect the changes foreseen in a major shake-up in the Cabinet and Administration policies by January and regardless of the outcome of the election.

Some of these potential repercussions tie in with the pursuit of the defense program, which at once suggests changes in the tax structure, and an anticipated shift in viewpoint on labor. These repercussions may be favorable or to the contrary, insofar as the film business is concerned.

Election of Wendell Willkie naturally would be followed by a totally new Cabinet and the scrapping of many of the government's present policies, particularly those affecting business, but re-election of Roosevelt for a third term also would bring revolutionary changes.

Slated to be the next to go, Secretary of Labor Frances Perkins, one of the three members of Roosevelt's originally 1933 Cabinet still in office, is expected to be replaced by someone in whom organized labor has more confidence and who will be strong enough to bring labor in as a unit in the expanding defense program.

If Roosevelt is re-elected, however, the more important thing will be the change in policy which is foreseen in many quarters as necessitated by the international situation.

Split on Monopoly Policy

Among the members of the defense group there is considerable opposition to the Administration's monopoly policy, as exemplified in the proposed new case against the oil industry in which Thurman Arnold planned to ask the court to prohibit any person or body to engage in more than one branch of the industry—going a step further than in the New York film suit where divorce of exhibition only was sought—to which the national defense advisory commission is vigorously opposed.

Some hint of the Administration's present attitude toward the continual "baiting" of industry is expected in the decision which is to be reached in the next few days as to whether the oil case shall be filed as worked out by the department of justice, not filed at all, or filed with the disintegration issue eliminated.

That there is some difference of opinion on the question within the department of justice itself was indicated last week by Attorney General Robert H. Jackson, who questioned whether disintegration was economically possible.

In the next Administration, increasing emphasis will be placed upon national defense. The first drafts of men under the new compulsory service legislation will just be settling themselves in their camps. During the next few weeks, the Administration defense program will be heavily stressed, both as a policy and a campaign issue, and by the first of the year the

(Continued on page 12)

Plain Talk...

THAT there is a new order in this business was very plainly made evident at the Paramount sales meeting held in Kansas City last week. One of the primary reasons for the meeting was to determine the policy under which "North West Mounted Police," the DeMille production, was to be handled; whether it was an attraction that merited higher admission prices in its exhibitions. To determine this, the picture was sneak-previewed before a regular theatre audience and before the assemblage of district sales managers, division managers, home office and studio executives and district field exploitation men.

The audience reaction and the judgment of the men who direct the sales and merchandising of the picture was to be the guiding factor. The decision reached was that the picture merited higher admission scales in all of its showings—BUT, this policy was to be recommended to exhibitors; they alone were to decide what would best suit their individual situations.

Aware that hiking admission prices on outstanding films is at the moment a controversial subject within the trade, it is this writer's opinion, nevertheless, that exhibitors will do well to consider Paramount's recommendations along this line for "North West Mounted Police." This picture has name values, high production quality, entertainment for the masses to sell. In fact, it has enough good values to stand alone on single billing, even in double-feature situations.

Asked if Paramount planned to extend the higher admissions recommendation to other big pictures on its program, Neil Agnew, vice-president and general sales manager, replied, "We are not judging our pictures in advance. We will await the finished product and apply to it whatever policy its merits deserve." That, too, represents a changed order from the pre-labeling of a quality tag and pre-designating a sales or exhibition policy such as has been known in the not-too-distant past.

Being in Kansas City we were privileged to see most of the pictures screened for the Paramount executives. Two, "North West Mounted Police" and "Arise My Love," we saw with the theatre audiences. The others, "Christmas in July," "The World in Flames" and "Love Thy Neighbor," were seen in projection-room style without the audience. The latter two were uncut versions; the last not even a complete film. But there was ample from which to observe both merit and boxoffice possibilities.

Incidentally Paramount has a triple-threat value in Preston Sturges, who serves as writer, director and producer. He's the fellow who did the triple chore on "The Great McGinty." He does a superb job on "Christmas in July," a down-to-earth comedy-drama that has a master-touch of appeal to all classes.

What we saw served as a mighty good indication that Paramount production is definitely on the upbeat. This should be good news to everyone, because it is on good pictures that the industry will continue to go forward.

—BEN SHLYEN

Oppose Block Plan In Cohen Survey

(Continued from page 4)

show they were definitely against blocks of five.

Jacob Schechter, who will represent Allied of New York when the decree comes up before Federal Judge Henry Warren Goddard, is checking up all phases of the law on the subject. While he will handle the legal end of the objections, Cohen also intends to be on hand on behalf of the exhibitors in his organization and for himself as an independent circuit operator.

Milton C. Weisman, counsel for the ITOA, will handle the pleading for his organization. It is understood Brandt may appeal also, but this exhibitor is planning on another visit to Washington and Thurman Arnold, this time with the returns on his poll.

Ed Kuykendall and numerous other exhibitor leaders and attorneys are slated to be in federal court when Judge Goddard is formally given the decree document to look over and sign. Since his visit to Washington, Kuykendall has been in contact with MPTOA units on plans for action to be taken at the decree hearing.

Lydon Urges Unit to Ignore Cohen Queries

BOSTON—Frank Lydon, president of Independent Exhibitors, Inc., and eastern regional vice-president for Allied, while declining to speak for the national organization has advised his unit to pay no attention to the ballots sent out by Max A. Cohen, president of Allied of New York, on reaction to groups-of-five selling under the proposed decree.

Lydon further charges Cohen, "having sabotaged New York Allied, now is doing his utmost to give the MPTOA similar treatment."

May Make Lydon Prove His "Sabotage" Charge

NEW YORK—Max A. Cohen, president of Allied of New York, is not going to take the remarks of Frank Lydon, president of Independent Exhibitors of Boston, lightly.

Cohen is planning to take action to make Lydon prove Cohen "has sabotaged Allied of New York and is now doing his utmost to give the MPTOA similar treatment."

Lawyers Disagree Upon Intervention Chances

(Continued from page 4)

important in the final course the decree will take. On that day Judge Goddard will be presented with all the information vital to the case. If he is convinced there is merit in the opposition views of the exhibitor attorneys he may ask them to file briefs—a consideration he would also have to allow the department of justice—and might even allow oral arguments. In such an event anything resembling a final draft conceivably might take another two to three months.

George W. Collins Dead

PITTSBURGH—George W. Collins, 54, vice-president of Republic Pictures Corp. of Pittsburgh, died at his home here this week following a brief illness. He started in the trade in 1919 with the Metro organization in Atlanta.

Would Curb Chicago Police Film Board

CHICAGO—The backwash of the storm of protests which resulted in the lifting of the ban against "Pastor Hall" here has produced an ordinance amendment in city council to dissolve the civil service police censorship board and replace it with an appointive group to be selected by the mayor. The new board would not have the power to ban pictures for adult showings, its authority limited to films intended for children.

Mayor Edward J. Kelly gave the censor-condemned film its clean bill of health, and it is due to open in the loop next Saturday at either the B&K Garrick or Apollo.

Anti-Nazi and liberal groups in the Windy City were bitter in their attacks on the censor board, pointing out that in the last two years a number of pro-Nazi films had been approved here whereas several anti-Nazi pictures had been banned by the civil service group working under the police authority.

[*Anti-Nazi films banned in Chicago the last two years include "Dr. Mamlock," March of Time's "Inside Nazi Germany," "I Was a Captive in Nazi Germany," "Concentration Camp," "The Oppenheim Family," "Hitler—Beast of Berlin" and "The Living Dead."*]

United Artists, which is distributing the picture for James Roosevelt, was preparing to contest legally the ban on "Pastor Hall" when it was lifted.

As it has many times in the past, the Civil Liberties Committee, headed by Ira Latimer, in a letter to Mayor Kelly condemned the ban on the UA film and quoted Lieut. Harry Costello, chief police censor, as saying:

"There are two groups of Germans in Chicago, both very active. What is balm to one, is poison to the other."

At a special screening of "Pastor Hall" for a number of religious and social workers and newspaper editors who praised the film, Dr. Eric von Schroetter, of German descent but an outspoken anti-Nazi, denounced the censor board and pointed an accusing finger at "politicians."

"There are 400,000 Germans living in Chicago," Dr. von Schroetter pointed out. "The leaders of the German organizations—to which a great percentage of the Germans belong—are pro-Nazi. Though many Germans may not be pro-Nazi, the local politicians want to be on the good side of the leaders, who wield considerable influence over the members."

Dr. von Schroetter once published the *Volks-Front*, an anti-Nazi paper now out of existence, and was president of the German-American League for Culture, an anti-Nazi group also now out of existence.

Nazi Bombings Hit London Houses Hard

New York—London theatres have been hard hit by the Nazi bombings of the last week, reports filtering in from major company offices indicate. For the week previous, cable advices from London reported favorable returns, but with renewed activity on the part of German bombers grosses and rentals have taken a sharp drop.



The Pulse of the Motion Picture Industry

BOXOFFICE

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IN CANADA

CALGARY, ALTA.—The Albertan, Wm. Campbell.
EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
HAMILTON, O.—20 Holton Ave., N., Hugh Millar.
LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Leader-Post, Bruce Peacock.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

IF YOU'RE after a pattern of whatever organized exhibitor protest may brew over advanced admissions, you get it in the resolution passed by Allied of New Jersey. The reasons, already sounded generally in BOXOFFICE editorials, might as well be given now in exhibitor phraseology. Allied now speaks:

"It has been the experience of subsequent run theatres that the juggling of admission prices in the past has been found to be injurious to these theatres over a period of time.

"This [advanced admissions] policy would tend to convey to the theatre patron that all other pictures are inferior and not worthwhile and it will tend to further decrease the number of people attending theatres which has already dropped from 80,000,000 to 65,000,000 patrons per week. These figures demonstrate well enough that habit is the most important magnet of the motion picture theatre and once it is broken either by resentment over admission price or inability to pay admission prices asked, a long period of time will be required to re-establish it.

"The admission prices of subsequent run theatres have become standardized so that the patron, on leaving his home with his family, well understands the amount of money he is to expend for the evening's entertainment and it is impossible to publicize sufficiently to inform every such patron of such price advance with the result that many patrons will either be disappointed and return without seeing the picture or feel resentment over the fact that he has been taken advantage of.

"Sufficient burden has already been placed on the low income patron through the Federal admission tax.

"The goodwill created by the theatre in its neighborhood, usually, its greatest asset, will be irreparably damaged by increase of admission prices even on a certain few pictures.

"In subsequent run theatres where there are two, three or four changes per week it would be impossible to charge a different price for each picture according to its merit because of variation in individual tastes for different types of pictures.

"The subsequent run theatre patron has a limited income, the extra monies expended on these pictures will cause a drop in gross receipts on pictures played before and after these percentage engagements.

"These subsequent run theatres cater to family trade. They are not in position to juggle prices as can be done by theatres in transient localities.

"It takes away one of the few remaining rights of the exhibitor to run his own business, that of setting his price scale."

INTERESTING, too, is what is already sporadically earmarked as a fight, rough and tumble, is this approach. It belongs to Jay Means, operator of the Oak Park, Kansas City:

"If the theatre is going to charge more for the good pictures, isn't the public going to feel it ought to charge less for peewees? The patron will feel you ought to have a price tag on each picture, for what it is worth if you're going to put a special tag on the especially good ones. The difficulty will be in maintaining a certain price level, 25 cents say, from which to go up on specials. It looks to me, if you're going to scale up from 25 cents a dozen times a year that you're going to have to scale down from 25 cents on the ten-cent pictures. We have a certain number of persons who come to the theatre week in and week out; they form the backbone of our business. They're the ones who take the good with the bad—at the same price. They're the ones who are going to object to a price policy that selects against them on the good pictures."

Counter view. It belongs to Frank Cassil, president of the Kansas-Missouri Theatres Association:

"During the past few years, motion pictures have been about the only commodity which hasn't reflected its cost back to the public. Patrons have been able to buy all movies at the same price. At no time does the patron go into any theatre and not get his money's worth. You can take the two worst pictures of any season and, figuring them on the basis of per hour cost of entertainment, the patron gets it at the rate of five cents an hour in my house."

It's Got It

Showmen from Maine's rockbound to California's sunkist will be delighted to learn it: The Mickey Rooney-Judy Garland-Busby Berkeley combination has done it again in "Strike Up the Band."

With an enthusiasm that starts in bubbles and ends in geysers, Mickey never stops and Judy was never better. That's covering acres of ground and confronting any reporter with a large order of commitment, even on their behalf. But so it is.

"Strike Up the Band" is far less a case of story, which is slight, on the sentimentally sloppy side and the usual thing with musicals, than a case of brightness, snap and vast ingenuity in the departments of act-

(Continued on page 12)


She fought a wild frontier for the man she loved!
GIRL FROM GOD'S COUNTRY
Chester MORRIS • Jane WYATT
Charles BICKFORD
Sidney Salkow
Director
A Republic PICTURE

MAJORS, FEARFUL OF PRICE WAR, CONSIDER CAMPAIGNING FOR U. S. TAX FROM 11 CENTS

See Small Independents "Stealing" Trade of Top Price Houses

NEW YORK—Major distributors, spurred by the fear among affiliated and larger circuits of a nation-wide price war, may seek to introduce legislation to amend the Doughton revenue act of 1940 that would reduce the taxable minimum on theatre admissions from 21 cents to 11 cents.

The reason for the contemplated action seems to be the flowering of a prediction that small, independent operators are "stealing" business from the higher scaled theatres by dropping admissions to escape adding the federal levy to tickets. Specifically, major operators charge some independents with lowering previously established 25 cent admissions to 20 cents, "thereby picking up a lot of normal circuit theatre business and sowing the seeds for a price war."

"No Telling What Will Happen"

This is the view of one affiliated circuit operator: "The theatre branch of the industry is presently confusing the public to such an extent there is no telling what will happen unless the price structure is strengthened. On one side patrons see one group of theatres—the higher scaled houses—rushing toward increased levels as a result of the federal amusements tax, while on the other side they see another group of houses rushing to lower levels. These are the instances where independent operators are cutting to escape the tax."

The anxiety of larger operators is frankly based on the premise that, should price cutting continue unabated, they may be forced to undersell the independents to recoup the "stolen" business and thus "find ourselves in the sort of price war that not long ago saw admissions in Syracuse, N. Y. down to five cents." On the other hand, it is said to be the view of these same operators that independent exhibitors "will no longer be able to knife us in the back if they are required by law to add the tax on admissions starting with 11 cents."

Was Original Proposal

From a check of Washington records it is revealed the senate finance committee then engaged in drafting the amusements tax originally proposed the tax start with 11 cent admissions, but this was tabled upon consideration that it would be difficult to collect the levy from traveling carnivals and circuses who would have come within the 11 cent range. The senate proposal was favored by industry interests on the ground the substitute proposal, which was finally accepted by the conference committee, of one cent tax on each admission of 10 cents or fraction thereof would foster price cutting to avoid payment of the tax. In other words, according to the proponents of the 11 cent minimum, their prediction has come true.

The unrest over the present federal tax situation has a corollary in the currently divergent opinions in regard to increasing scales for occasional, meritorious attractions. Certain affiliated circuit spokesmen

(Continued on page 14)

"Sniping Us From the Rear"

New York—Major circuit spokesmen cite the fact they are forced to charge 39 cents as compared to independent scales of 20 cents under the present defense tax structure, in assailing the smaller operators for "sniping us from the rear."

These sources maintain Harry Brandt's Halsey and Max Cohen's Prospect, both in Brooklyn, and which follow major circuit opposition units by seven days, have dropped the former 25 cent scale to 20 cents in order to avoid the tax, while the affiliated houses have had to increase their normal 35 cent admission to 39 cents in compliance with the revenue act of 1940.

Furthermore, the independent operators are charged with distributing large window cards which play up the fact that their theatres do not charge a tax. The Skouras Circuit's Valentine, which formerly charged 35 cents, has dropped the price to 30 cents and absorbs the federal amusements levy, it is claimed.

Some observers believe this practice among the independents may "pull the entire price structure to pieces," because affiliated circuits may lower their scales in prior runs to attempt to offset the gap.

Thinks In-And-Out Price Hike Damages Exhibition Structure

NEW YORK—First of the major circuit operating heads to enter it on the record, Joseph Bernhard declares himself in opposition to boosts in admissions for occasional attractions. The public resents a variable price policy, it is his conclusion.

"If you raise the price on a big picture, they ask why you don't lower the price on the small pictures," observes the general manager of Warner Theatres. "Hollywood needs more gross in order to recoup the losses of foreign income. It deserves to get much more money than it is now getting from the American public. Admission prices are too low, because over a period of years, we have discounted the value of our merchandise.

"But the way to get more money for the theatre as well as the studios is to do what we have been doing in the Warner theatres since last September which is to gradually raise the regular admission prices wherever conditions warrant such increases. Any theatre organization or individual exhibitor that will give the proper consideration to the problem of increased admissions will find that the policy of a raise in regular prices is much more acceptable to the public than an occasional boost."

Bernhard regards hikes in regular admissions a mistake because it "underestimates the intelligence and the shopping skill of the public when it comes to buying entertainment." In this connection, he points this out, "When you increase regular admission prices, the public accepts it as part of the general movement of commodity prices; sometimes they're up, sometimes they're down. If the industrial condition is healthy, the town prosperous, the theatre well liked, you will hear very little grumbling about the increase, but when you raise the price on an individual show, the public thinks you are taking advantage of their special desire to see a certain picture and they resent such action.

"Besides, this business was built upon the movie habit. Upon people dropping in to see a movie and not making up their minds to see a particular production. If we single out individual productions for price increases, the public is more apt to single out those pictures for increased attendance and let the others go by. Increased prices on individual pictures is contrary to the principles upon which this business became the greatest mass entertainment."

Says Bernhard Is Building Fences

New York—A "defensive move" is the way a veteran executive describes his reaction to Joseph Bernhard's disapproval of increasing admissions on certain attractions. He adds this:

"Bernhard is on the spot. He knows that as soon as his circuit agrees to increase scales on one picture he will be bombarded by other distributors for the same treatment. He can't very well agree to do it with one major's film and not another's. So he is serving notice on all and sundry that they can all go fish."

Rodgers Rests His Case On "Boom Town" Records

NEW YORK—Not so much in answer to Joseph Bernhard, Warner circuit head who has registered strong disapproval of occasional price increases, but rather as a tribute to "the record—it stands for itself," are the close to 2,000 "Boom Town" bookings that are dated with increased admissions guaranteed. The source is William F. Rodgers, M-G-M's general sales manager.

Rodgers asserts there are "very few" exhibitors who have refused to "go along" on the "suggestion" they tilt scales for the engagement. He also points to the fact that, although Allied of New Jersey adopted a resolution opposing increased admissions on specific films, some of the organization's members have played "Boom Town" at higher scales with "very satisfactory" returns.

THESE IMPORTANT KEYS WILL TELL YOU ABOUT ONE OF THE GREATEST DOUBLE BILLS IN SCREEN HISTORY! . . . . . .

Loew's Metropolitan Circuit	N. Y. C.
Bijou Theatre	Springfield, Mass.
Olympic Theatre	Utica, N. Y.
Lafayette Theatre	Buffalo
Palace Theatre	Akron
Rivoli Theatre	Toledo
Palace Theatre	Youngstown
Adams Theatre	Detroit
Strand Theatre	Louisville
Strand Theatre	Memphis
Loew's Theatre	Hartford
Strand Theatre	Brooklyn
Riviera Theatre	Scranton
Harris-Alvin Theatre	Pittsburgh
Capitol Theatre	Salt Lake City
Liberty Theatre	Seattle
Capitol Theatre	Richmond
Liberty Theatre	Portland, Ore.
Palace Theatre	Milwaukee
Boston Theatre	Boston
Regent Theatre	Rochester
Eckles Theatre	Syracuse
Virginia Theatre	Champaign, Ill.
Lyric Theatre	Cincinnati
Iowa Theatre	Cedar Rapids
Orpheum Theatre	Davenport
Orpheum Theatre	Des Moines
Orpheum Theatre	Waterloo
Brandeis Theatre	Omaha
Orpheum Theatre	Sioux City
College Theatre	New Haven
Loew's Theatre	Jersey City
Loew's Theatre	Newark
Sierra Theatre	Stockton, Cal.
Berkeley Theatre	Berkeley, Cal.
Franklin Theatre	Oakland
Sierra Theatre	Sacramento
Palace Theatre	Stamford, Conn.
Senate Theatre	Harrisburg
Capitol Theatre	Binghamton
Colonial Theatre	Elmira
Embassy Theatre	Johnstown, Pa.

COLUMBIA PICTURES

FRANK CAPRA'S
Mightiest Production
RONALD COLMAN
LOST HORIZON

JANE WYATT · JOHN HOWARD · MARGO · THOMAS MITCHELL · EDWARD EVERETT HORTON · ISABEL JEWELL · H. B. WARNER · SAM JAFFE

From the novel by JAMES HILTON · Screen play by ROBERT RISKIN

★

IRENE DUNNE
CARY GRANT
THE *Awful Truth*

RALPH BELLAMY · ALEXANDER D'ARCY · CECIL CUNNINGHAM

A LEO McCAREY PRODUCTION

Associate Producer EVERETT RISKIN · Directed by LEO McCAREY

Industry Faced by Washington Shifts

(Continued from page 6)

country will be geared up for a terrific preparedness drive, which will run indefinitely.

Hand-in-hand with preparedness and a change of attitude toward business may come a change in agricultural policies designed to abate the dissatisfaction of farmers with present programs, which are said not to be working well under present conditions.

Also to be expected is a change of position with respect to labor, under which, while all of the economic safeguards which have been erected in the past eight years will be maintained, a stiffer attitude will be taken toward efforts of labor organizations to take advantage of defense needs to secure increases in wages, shorter working hours and like concessions, controversies over which might seriously retard the defense program.

New Defense Appropriations

A serious problem which must be considered next year is that of paying for more defense. New appropriations for continuing the program laid down this year are expected to be asked of Congress. The treasury deficit for the current fiscal year, on the basis of present appropriations and taking into account new revenue from the excess profits tax now in Congress and the revenue bill enacted some months ago, will probably be not less than $5,000,000,000.

Further expenditures which will carry disbursements above income will necessitate either another increase in the permissible limit of the national debt or increased taxes, with the probability that both will be resorted to.

All of these things, of course, will have their repercussions in the motion picture industry, some favorable and some the contrary. Most of them will occur regardless of whether the next president is a Democrat or a Republican, for most of them are the inescapable results of a blitzkrieg-shattered world economy.

Notes to You

(Continued from page 8)

ing, music, dancing, direction and production. In those respects, this enormously satisfying attraction genuinely excels.

It could be shorter than the current two-hour length. In fact, it will be shorter after some revisions in the Gay Nineties sequence are made. But if this corner had to take it as is, we'd shake Leo's paw now and at once to signify the deal is closed.

A-1

The flair at editing, long one of the outstanding elements of the March of Time series, is at its approximate best in "Our Foreign Newsfronts," current member of the family. Cryptic and, therefore, revealing the usual tendency at heightening the dramatic effect, this 19-minute capsule of the part filled by the American war correspondent against the European scene of destruction is as good as many features and a great deal better than a lot.

One of the interesting angles of this subject is the power of the impact rolled up by the use of war scenes previously seen. They are ingeniously interwoven both as background and foreground in the essential story. As such and while they may have been shown before, they remain fresh and arresting in that they form an integral part of the wartime history which "Our Foreign Newsfronts" sets out to tell and succeeds in doing.

West Wild Again as "Westerner" Bows

By IVAN SPEAR

DALLAS—The west—at least that portion of it located in and around Fort Worth and Dallas, Tex.—became wild again, even if only for a few days, when Samuel Goldwyn premiered his Gary Cooper starrer, "The Westerner," in those two cities September 19 and 20 respectively.

Denizens of the Lone Star State flocked in to participate in what Mayor X. N. McCrary of Fort Worth proclaimed "The Westerner Week," in which they were joined by three plane-loads of Hollywood stars, executives and press representatives. Making the trip, in addition to Mr. and Mrs. Goldwyn, were Cooper and his wife; Mr. and Mrs. Walter Brennan, Doris Davenport, Bob Hope, Charles Ruggles, George Raft, Edward Arnold, Leo Carrillo, Bruce Cabot, Jon Hall, Frances Langford, Anita Louise, Fay Wray, Gail Patrick and Lillian Bond. From New York came William Wyler, who directed the picture, and his wife, Actress Margaret Tallichet.

Never a Dull Moment

There was never a dull moment from the time the planes arrived in Fort Worth. There were welcoming ceremonies by groups of cowboys, civic bodies, school and college bands. Celebrities voiced their greetings and, after lunch, paraded through Fort Worth's main streets—Cooper, Brennan, Ruggles and Carrillo astride horses; the others following in automobiles. Following the parade the visitors were guests of Amon G. Carter, publisher of the Fort Worth *Star-Telegram,* for a barbecue supper at his estate, Shady Oaks. Thereafter "The Westerner" was premiered simultaneously at the Worth and Hollywood theatres; during which Cooper crowned "Miss Typical Texas," winner of a state-wide contest, from both stages. The day concluded with the stars appearing at the Goodfellow Club Charity Ball.

The next day the visitors were driven to Dallas, where a luncheon was given by John Rosenfield, dramatic critic of the Dallas *News.* Players then appeared on a broadcast from 7:30 to 8 p. m., following which "The Westerner" was screened at the Majestic. Cooper again crowned "Miss Typical Texas" and the party headed back to Hollywood.

All's Placid at Scarsdale

Scarsdale, N. Y.

DEAR EDITOR:

Tried awfully hard to check your tip that Shirley Temple is registered at one of the elementary schools here, but it has been a discouraging assignment.

Guess I got started on the wrong foot. Figured the local newspaper would be a logical source, so I spilled the editor what I knew and he must have thought I was giving him a sucker yarn, because all he did when I was finished was say to me: "Quote, brrrp-p, unquote."

In fact, everyone I've tried here has had a sour reaction. At the Fox Meadow School a woman in the principal's office suggested I inquire at Curlytop Academy in Mottstown, Wis. I couldn't find a Mottstown, so I dropped it. At the Green Acres School I thought I discovered a swell clue. Three girls were wearing sweaters with the initials "S. T." When I inquired if this was a sort of welcoming gesture to Shirley Temple all I got was a polite, "Naw, the initials stand for Strand Theatre—and the manager is our father and his initials are the same as the theatre and he figures it's good advertising."

All I can say is that there are no hawkers selling Shirley Temple balloons and the crowds of unemployed have seemingly had no cause to leave their usual spot where the excavating for the new sewer is going on and the Chamber of Commerce has not sent out any new correspondence why Scarsdale is a better place to live. Hate to suggest it, but I think your informant was wrong. I'll be glad to check again if you get any new information, but I doubt it.

Your friend and local correspondent,

I. M. DERE.

"Naked Eye" Program Is Launched by NTSCO

NEW YORK—A projection program, known as the "Naked Eye Program," has been launched by National Theatre Supply Co., according to Walter E. Green, president. Basing the program on the premise that the exhibitor can see "with his naked eye" the improvement in projection quality, National ties in Simplex E-7 projectors, One-Kilowatt type Simplex high lamps, Walker screen, and the new treated surface Bausch & Lomb Super Cinephor lenses.

"Brigham Young" Starter For Kate Smith Series

NEW YORK—Kate Smith inaugurated her weekly evening broadcasts Friday night with a dramatization of "Brigham Young—Frontiersman." Louella O. Parsons, Hearst film columnist; Tyrone Power, Dean Jagger and Mary Astor, participated in the broadcast.



A COUPLE OF SURE WAYS TO STAY IN THAT DRIVE BY NIGHT'-'SEA HAWK' GROOVE!

JAMES STEWART
ROSALIND RUSSELL
in 'NO TIME FOR COMEDY'
with GENEVIEVE TOBIN • CHARLIE RUGGLES
Allyn Joslyn • Clarence Kolb • Louise Beavers
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein • From the Stage Play by S. N. BEHRMAN • Produced by Katharine Cornell and the Playwrights' Company

'No Time for Comedy' is now at the Strand, N. Y. following 3 weeks of 'Drive By Night' and 4 weeks of 'Sea Hawk'. It is ticket for ticket sensationally matching both. And headed for week No. 3! They're really enjoying life at the Strand, N. Y. The only film attractions to play there are those produced by Warners--exclusively!

May Seek to Lower Tax on Admissions

(Continued from page 10)

take the view it would be foolhardy to add new imposts to the already increased scales called for by the amusement tax. John J. O'Connor, head of RKO circuit operations, is of the opinion the federal levy may be responsible for the falling off of business, a circumstance which puzzles him in the face of increased industrial activity. He is conducting a survey at present among all his houses to determine if the defense tax is "hurting" business.

"I am not wholly in accord that prices should be raised sporadically; of course, we must try it to prove the results. I think scales could be raised on a permanent basis. But it seems to be that the current tilt because of the defense tax is holding down attendance. So we may be talking through our hats if we again add to the already increased prices."

Another affiliated operator takes the position it is all right to raise admissions on certain attractions but only at first runs, where, he claims, there is a greater "variety" of prices that obtain at neighborhoods.

Compares Scales

He cites the Rialto and Radio City Music Hall in New York as an example of his view. "The Rialto charges 25 cents in the evening while the Music Hall gets about 90 cents. Their respective scales determine the classification of pictures they show. The Rialto would close in no time if it charged 90 cents for the classification of product it shows. But if the management, by some odd chance, landed a few pictures of the calibre that goes into the Music Hall the house could command and would get a higher price.

"However, the exact reverse is the case in the subsequent, neighborhood runs. They invariably maintain a more or less uniform scale, perhaps 35 or 40 cents, usually not varying more than five cents. You can't expect those operators to suddenly hike their prices 15 or 20 cents for a big picture any more than they could object to patrons asking for a refund of 20 cents if they should take the attitude they sat through a poor picture.

"This attitude on the part of distributors to raise prices on specific pictures is undoubtedly the reflection of sales managers who are expected to recoup some of their companies' foreign losses. It is not the reflection of theatre operators who live with their customers."

One large circuit operator who sees potentialities in hiking scales for special pictures, asserts the great "danger" is the adoption of such a policy with the wrong pictures. He takes exception to the stand of Joseph Bernhard, Warner circuit general manager, who observes, "If we single out individual productions for price increases, the public is more apt to single out those pictures for increased attendance and let the others go by."

"Bernhard is burning up because he raised prices on the wrong picture. He is probably trying to answer the people who complained about being forced to pay an increase to see 'The Sea Hawk.' It is a good film and will get its share of business, but is not deserving of higher prices."

Cuts Planned at Fox Found Unnecessary

New York—Although Sidney R. Kent, president, on his return from the coast several months ago indicated cuts would be made at 20th-Fox, readjustments at the studio have precluded adopting this measure.

Home office executives visiting exchanges in the latest Kent drive have informed branch personnel of the readjustments and assured no slashes would take place.

REVIEW FLASHES

HELL'S CARGO (Film Alliance)—As maritime adventure fare with the emphasis on the international cooperation of naval forces, this is effective fiction for these days. Story has a renegade ship carrying contraband chemicals, which is halted by cooperating officers of three countries. A remake of a French film.

SKY MURDER (M-G-M)—There just ain't no stoppin' that Nick Carter. In this third chapter of the series featuring the paper back super sleuth, he takes on the entire fifth column, aided only by his faithful "Beeswax," and, needless to say, the columnists finish second. Although from a story standpoint this one is less acceptable than its two predecessors, action and suspense maintain their established pace and an increase is registered in comedy content. So followers of the popular detective pictures should feel they are getting their money's worth. Frederick Stephani produced; George B. Seitz directed.

YOUTH WILL BE SERVED (20th-Fox)—In which the ebullient talents of Jane Withers are showcased against the background of an NYA training camp for girls down in the southern swamp country. Picturesque scenery and a well staged musical finale make up for story weaknesses and the vehicle will undoubtedly satisfy Withers fans, though some audiences may not find it entirely to their liking. Lucien Hubbard produced; Otto Brower directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

Rathner Says PRC Into "High Gear;" 8 Ready

HOLLYWOOD—Here to conclude negotiations for talent and authors for the remainder of his program, Harry Rathner, president, said that Producers Releasing Corp. is into "high gear" as a national producing and releasing concern.

Rathner said that eight of its 38 features for 1940-41 are completed, and that franchise holders currently are operating in all except two exchange centers.

The company will release 20 features, of which three are completed. The trio: "I Take This Oath," with Joyce Compton and Gordon Jones; "Hold That Woman," James Dunn and Frances Gifford, and "Marked Men," Warren Hull and Isabel Jewell. Eighteen westerns also are on the schedule, of which three have been completed.

Says Triples' Death Is Up to B&K

CHICAGO—"Day and date with any time B&K finally calls a halt to triples in their few locations still running three features, our competing independent exhibitors will do likewise," Jack Kirsch, Allied head, told BOXOFFICE this week.

"All B&K has to do is to advise me a day or two before they definitely and finally kill triples and our members will do likewise. Van Nomikos, who operates the Ambassador on triples, will go to duals the same day the B&K Iris does, as will Essaness at their Crown the day B&K stops it completely at the competing Biltmore. However, we do not want any spasmodic renewals of triples anywhere after we once follow suit, and stop duals when B&K does."

"And after all this hullaballoo over dropping triples is over," Kirsch continued, "we are still ready to go back to singles day and date whenever B&K does."

While B&K over the last weekend had no triple feature programs in any of its theatres, it was stated at B&K that this was no hard and fast policy and that occasional triples at some of the houses might still be used.

Six Early Key Cities For "Bagdad" Dates

NEW YORK—Following a one-day sales meeting here of UA's district managers and home office executives it was decided to select six key cities for roadshow engagements of "The Thief of Bagdad" before general release. The bookings will provide two daily reserved seat performances at $2.20 top.

Home office executives present included Murray Silverstone, Harry Gold, L. J. Schlaifer, Paul Lazarus sr., Lynn Farnol, Arthur Silverstone and Emanuel Silverstone, Alexander Korda's eastern representative. District managers included Charles Stern, New York; Haskell Masters, Canada; Bert Stern, Cleveland; Hugh Owen, Dallas; Jack Goldhar, Detroit, and Ben Fish, Los Angeles.

"American Way" for RKO Again Is Considered

NEW YORK—Production of "The American Way" by Max Gordon and Harry Goetz for RKO is up again. The producers have revived the plan with interest created by a national defense group. If plans go through as now anticipated, the picture will be put into work the end of November. Gordon and Goetz are mulling over the idea of starring Spencer Tracy if he is available.

Rooney Attracts 66% Of 1st Run Patrons

Cleveland—Approximately 150,000 people patronize Cleveland's first runs weekly. This is spread over five houses.

Sixty-six per cent of this total, or 99,000 people, turned out to Mickey Rooney at Loew's State, it is calculated. His personal appearance there gave the house its largest attendance record and a $39,000 gross, or $1,000 under Jack Benny's peak of $40,000. Admissions, however, are now lower.

VIEWED AS "PHYSICALLY IMPOSSIBLE" TO HAVE FINAL DECREE DRAFT FINISHED BY OCTOBER 7

Rodgers and Scully Will Address Allied

ATLANTIC CITY—William F. Rodgers, general sales manager of M-G-M; William A. Scully, sales chief for Universal; Lee Newbury, president of Allied of New Jersey; Sidney E. Samuelson, business manager for Allied of eastern Pennsylvania; Jack Kirsch, top man in Allied of Illinois; M. A. Rosenberg, head of Allied of western Pennsylvania; Frank Lydon, president of Independent Exhibitors of New England; Pete Wood, business manager for Allied of Ohio, and Col. H. A. Cole, generalissimo of national Allied, will be speakers at the Abram F. Myers testimonial banquet Friday night at the Allied of New Jersey convention at the President. The banquet will climax a three-day session.

With approximately 200 expected at the business meetings, the opening day's agenda calls for a general meeting in the Marine Room, reports by various committees, selection of a nominating committee for election of a board and new officers.

Report by Samuelson

Thursday's schedule will be highlighted by a report from Samuelson, chairman of the information committee. There also will be a regional conference of eastern units presided over by Lydon. Colonel Cole will address the delegates and undoubtedly will discuss Allied's participation in bringing about a consent decree to end the government suit. In the Albany room, a Bingo party will be on tap for the women after 2:30 p. m. At night, a party will be held in the Round-the-World room.

Friday morning will be given over to a golf tournament while many of the banquet arrivals start pouring in. Myers will make a speech as the opener for the afternoon session. This will be followed by elections. From 7 to 8 p. m., a cocktail party will be in order in the Albany room. Then the banquet for Myers, to be followed by dancing.

A number of exhibitors from out-of-town points are understood planning to spend the weekend here.

Among exhibits lined up are American Seating, RCA, Kroehler Mfg., National Screen, National Theatre Supply, Heywood Wakefield, Dennis Games, C. Cretors & Co., Sanitary Automatic Candy Co., Penn State Supply Co., M-G-M and Universal.

Decree Will Highlight New Jersey Meeting

NEW YORK—The proposed consent decree in the government suit will be the highlight of the annual Allied of New Jersey convention at the Hotel President, Atlantic City, September 25-27.

In support of this prediction is the attitude expressed to BOXOFFICE by Lee Newbury, Allied president, who, when asked how members felt toward the proposed blocks of five provisions, replied: "Not many of our people seem to like it, but we haven't taken any action on it and probably won't until the convention."

Roxy May Eliminate Early Bird Prices

NEW YORK—The Roxy is understood planning to eliminate early bird prices in a general move to increase admissions. The 15-cent price for children at all times also is expected to be boosted.

While the management refuses to discuss the contemplated move, it is known the Broadway theatre group has been after the Roxy for several years to re-scale admissions in line with other prices along the street. The Roxy has maintained it caters to family trade which would not go for the increases.

However, with a strong program of pictures coming through, it is reported the Roxy management is now convinced the time is ripe to boost the tariff. Joseph M. Schenck, chairman of the board of 20th-Fox, which controls the Roxy, has for some time been advocating extended runs and increased admissions.

Universal has closed with the theatre for a split of the new season's product. "Spring Parade," Deanna Durbin's latest, has been set to follow "Brigham Young—Frontiersman," now current.

RKO Signs for Warner's New Season Product

NEW YORK—John J. O'Connor, Fred Meyers and Max Fellerman of RKO have closed with Warner executives for next season's product for the metropolitan New York and out-of-town houses.

First indication of a deal was reported in BOXOFFICE, August 10, when Gradwell L. Sears, Vitagraph president, denied the yarn.

RKO Closes Two in Bronx To Permit Alterations

NEW YORK—RKO on Sunday closed the Pelham and Castle Hill in the Bronx for extensive alterations. The Marble Hill was closed some weeks ago. All three will be reopened the first week in October.

Sentences Nick and Weston on Monday

St. Louis—Federal Judge Collet on Monday will sentence John P. Nick and Clyde A. Weston, deposed leaders of the local projectionist union, convicted by a jury on 11 counts in a government indictment charging violation of the anti-racketeering law. They were cleared on another count charging violation of the Sherman anti-trust act.

Nick and Weston each face a maximum punishment of 10 years in prison and a $10,000 fine on each of the 11 counts on which they were convicted. Their counsel will seek a new trial.

Tentative Form, However, Containing Arbitration, Foreseen by That Date

By BILL ORNSTEIN

NEW YORK—Interests close to the shaping up of the consent decree are of the firm opinion a definitive draft will not be ready by October 7, the date set by Judge Henry Warren Goddard for hearing on progress of out-of-court settlement negotiations.

"It is physically impossible to have the completed draft ready by that time," an important attorney states. He points out the arbitration rules and regulations alone will take quite some time.

Counsel for both sides will appear before Judge Goddard on the set date and it is expected that a form of decree draft will be submitted with reference to arbitration. A second decree form containing the various rules, regulations and machinery requirements for arbitration will be submitted separately, probably a week or two later.

Meanwhile, all interests are of the same mind insofar as arbitration is concerned. That is for the American Arbitration Association to handle it in all departments, from inception to final execution. Any report of a coordinator to be appointed by the industry as its representative to work with the AAA is without foundation at this time.

In this connection, it is held each company will most likely designate one lawyer to keep contact with the AAA on various cases filed and pending throughout the country. This same lawyer will also be the liaison between the distributor and the appeals board of three to be set up in New York.

Paramount Seeks Delay In B&K Contempt Suit

CHICAGO — Louis Phillips, Paramount home office attorney, was here during the week in connection with the government's contempt proceedings against B&K. It is understood Phillips asked for a further postponement from the master on an appeal from his findings because of settlement negotiations in the all-industry suit in New York.

It is believed that as soon as Federal Judge Goddard signs a decree ending the suit in which Paramount is represented as one of the "Big Five," this company will make an effort to settle the local proceedings. In what manner this will be done has not yet been decided inasmuch as all future moves depend on Judge Goddard's action in New York.

May Remake "Marines"

HOLLYWOOD—M-G-M is understood considering a remake of "Tell It to the Marines." The idea is said to be in line with President Roosevelt's plan to make as many pictures with national defense angles as possible.







—Metropolitan Photos

About People—

Above, Elsa Lanchester, who, with husband Charles Laughton, shortly reports to RKO for "Mr. Pinkie," arrives in New York on a holiday. In the middle, Roy Rogers, Republic's singing cowboy star, arrives and at once finds himself the target of a cocktail party. Immediately above, Hugh O'Connell, comedian appearing in "Lucky Partners," bids farewell to two RKO employes who were national guardsmen and now are regular army men. Lieut. C. Bottomley is on the left and Capt. R. S. Allen, on the right. They are now fully constituted members of the 44th Division.

BROADWAY

WITH an attendance of about 85, Paramount held its 13th annual golf tournament at the Adolph Zukor course on the former estate of the company's board chairman near New City Thursday. Players included Neil F. Agnew, Oscar Morgan, W. B. Cokell, Leon Netter, Edwin C. Weisl, P. A. Raibourn, Fred Mohrhardt, C. J. Scollard, Arthur Israel, Monty F. Gowthorpe, Fred Leroy, Bob Weitman, Harry Kalcheim, Hiller Innes, Frank Meyer, Emanual Stern, E. A. Brown, A. L. Pratchett, Jack Barry, Al Deane, Harry Royster and Herman Lorber. That's from Paramount's home office ranks. But guests embraced Jules E. Brulatour and Bill German, Sam Pinanski, M&P Theatres; N. L. Goldstein and William Althous, Western Massachusetts Theatres; Clinton Lake, Harry V. Smith and Eugene Levy, Newburgh; Fred Schaefer, Neto circuit; A. O. Dillenbeck, Buchanan and Co.; George T. Burgess and F. B. Foster, Erpi; N. Oakley, Dupont; Charles L. Casanave and Don Velde, Advertising Accessories, Inc.; Ralph Austrian and Bernard Schultz, RCA Photophone; K. Cortelyou, General Electric; L. W. Conrow, Altec; Ed Hartley, National Theatre Supply; Ed Gaylor, Morgan Lithograph; A. J. Powers, John Confort and Edward Murphy. Sam Dembow flew west Wednesday. It's the only reason he didn't attend.

Max A. Cohen has decided to call his new theatre on Eighth Ave. and 42nd St. the Fortune. Opening is set for the last week in October . . . Ed Mantell, Bronx circuit operator, has just finished serving jury duty . . . Larry Beatus, Loew district manager, is reducing his waistline by walking home from the office every night . . . Bill Scully was in Chicago during the week . . . Vincent McFaul made his usual trip from Buffalo. And Bill Goldman of Philadelphia came in Tuesday for his regular visit to the Astor . . . Loew's basketball team is preparing for a hectic season . . . George Dembow returned from the coast the latter part of the week after holding the third National Screen regional meeting there. The other two were in New York and Chicago.

A. J. Richards, head of Paramount Newsreel, is getting around with the aid of a crutch. He recently suffered an injury in his left foot . . . The Stanley Thompson of M-G-M's legal staff working on the consent decree is another former government attorney now on the other side of the fence. Thompson played an important part in the filing of the anti-trust action in connection with William Fox's purchase of 660,000 shares of Loew stock some years back . . . John J. Friedl of Minnesota Amusements has been around town . . . Louis Phillips of Paramount's home office legal staff was in Chicago the middle of the week . . . John Manheimer is getting around as best he can these days and is looking forward to another trip to Miami this winter . . . Herman Wobber will be back the end of the month from a tour of 20th-Fox exchanges.

James Roosevelt flew in from the coast for the "Pastor Hall" opening Friday at the Globe. He returned to Hollywood over the weekend . . . John C. Flinn has been named chairman of the Ampa constitution and by-laws committee and Eli Sugarman has replaced Lou Lifton on the reception committee . . . Dick Stout, counsel for Interstate of Texas, is in town taking depositions of executives in connection with a number of suits pending against the circuit . . . Edward Arnold has arrived from the coast to take in the World's Fair before it closes . . . G. B. J. Frawley of Paramount is mourning the loss of his brother, Edward P. . . . Si Seadler has gone to Hollywood to set advertising keynotes on future M-G-M productions, including "Bittersweet" and "Philadelphia Story" . . . Edward G. Robinson is making the rounds of his favorite haunts while vacationing here.

Joe Heppner of Metropolitan Photos has been engaged by Walt Disney's eastern unit for a special assignment on "Fantasia." Others taken on by Hal Horne include Antoinette Spitzer, in the east, and Janet Martin, on the coast . . . Elsa Lanchester has come on from the coast for a vacation while husband Charles Laughton remained in Chicago Thursday for a broadcast of "Ode to Chicago" . . . Phyliss Fraser, cousin of Ginger Rogers, is now Mrs. Bennett Cerf. Harold Ross and Anne Shirley were attendants at the wedding ceremony . . . Joy Harman, Homer's two-year-old daughter, has made a fashion subject for Vyvyan Donner in Movietonews. The subject will be released in a week . . . James Hilton is back in Hollywood after a New York visit . . . Dave Prince, RKO southeastern district manager, is home office conferring on circuit deals . . . A. A. Schubart, RKO exchange maintenance head, was in Chicago for a few days . . . Ruth Penny, fashion editor for RKO studios, has returned west after a vacation here.

Col. E. A. Schiller, having given up the east for M-G-M's studios, was in town for a few days last week. He declared he just had to come in to check up on his old friends . . . Tom Connors spent a day in Boston Tuesday . . . Sol Edwards returned early in the week from a tour of Boston, Cleveland, Detroit, Pittsburgh, Cincinnati, Buffalo and Albany on behalf of Film Alliance . . . Max Cohen, now Washington branch manager for Universal, was in from Friday to Wednesday breaking in Joe Felder, his successor at the Big U exchange . . . Special note to Mrs. Sam Rinzler: Your husband lunched at the Astor Monday. And paid the check . . . Lep Friedman is a Fifth Ave. squire, having moved from the Warwick to 68th St. and the Avenue . . . Joe Vogel was in Pittsburgh for the weekend. His secretary, Lillian Jeffrey, was in New Haven. Business for the former, social for the latter.

Jules Levy and Arthur Hirsch, the Canadian exhibitor, ambling down Broadway after a luncheon get-together . . . Arthur W. Kelly returned from Hollywood with Murray Silverstone. Kelly finished his work on the coast in record time . . . Al Simon, WHN publicity head, has co-authored a play, "Full House," with Wayne Lawrence and is looking for a producer . . . Spencer Tracy came on to New York for a vacation after a few days in Washington . . . Harry Goetz spent a few days in Washington last week . . . Terry Ginsberg, Artie Siegel's secretary at the Warner home office, is engaged to Lawrence Siegel . . . Bob Gillham spent a few days in Toronto on "North West Mounted Po-

lice" . . . Mary Astor flew in from the coast for the Kate Smith broadcast of "Brigham Young—Frontiersman," Friday night.

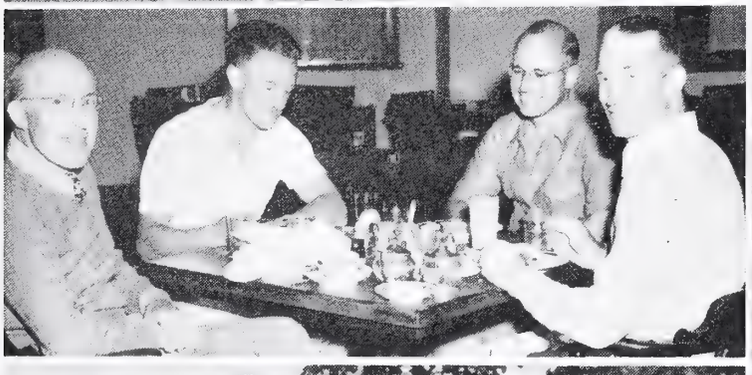
George Dillon is no longer with the Warner foreign department. He was interested in local exhibition before joining Warner in Australia, has been here several weeks and will announce his new plans shortly . . . Robert Schless, Warner European general manager, says his return to his post abroad is uncertain . . . Florence Browning has been purchasing bulbs for planting in her New England home. She's becoming quite a gardner . . . Kitty Flynn spent her vacation in Buffalo and Canada and was glad to get away from her booking duties at the Paramount exchange for another looksee at Niagara Falls . . . Called for active service in the National Guard, Capt. Joseph L. Macsalka, the first Paramount home office employe to be drafted, was tendered a farewell luncheon by his associates, given a substantial check by the Pep Club and also presented with a midget radio by John E.

(Continued on next page)





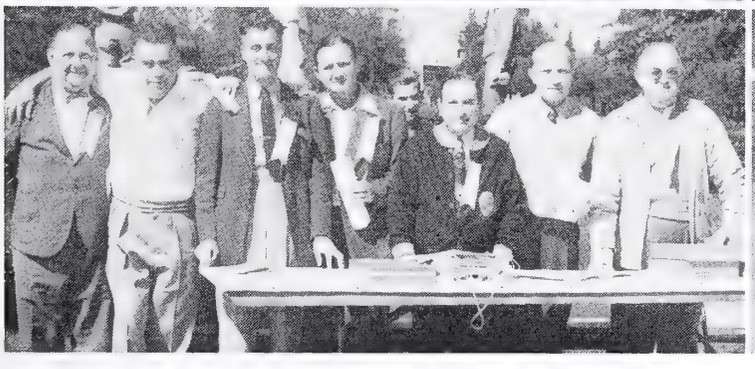














The Warner Home Office Holds Its Annual Golf Tournament—

Photos by Cosmo-Sileo

Old Oaks was the club and the place, Purchase, N. Y., a neighbor of White Plains. How to find what's who: Starting at the top, left panel, the siesta includes Jake Wilk, Al Levy, Joseph Bernhard and Harold Berkowitz. The food episode embraces Norman H. Moray, Harold S. Bareford, Stuart McDonald and Karl MacDonald, their last monickers separated by a single vowel.

Sweaters, made famous by Lana Turner, are worn in the next group by Joseph Hazen, Ralph Austrian, Wilk again and Stanleigh Friedman. Finally it's a case of the committee, left to right order encompassing Walter Koppee, Tommy Lyons, Ray Hewlett, Irving Birnbaum, Phil Abrahams, Max Feder and Joe Vergesslich. Now for the panel on the right, reading and looking from top to bottom: Grad Sears, preparing to sock it; Ned Depinet, Jack Alicoate and Clayton Bond; Major Albert Warner at the dinner mike, flanked on the right by Mort Blumenstock. The man with his fingers to his nose, in the characteristic pose used by exhibitors frequently to describe the celluloid, is Carl Leserman, master-of-ceremonies. Al Schwalberg is in the act of presenting Sam Schneider one of the prizes.

Pledges to Adjust 'Boom Town' Time

NEW YORK—The first brush over exhibitor organization resentment to advance admission type attractions is a victory for the complainant.

Taking the stand he "cannot deal in generalities," William F. Rodgers, M-G-M's general sales manager, has assured Don R. Rossiter, executive secretary of Allied of Indiana, that upon receipt of "specific instances" in alleged disturbance of regular availability of "Boom Town" he will "correct it at once."

Rossiter informed Rodgers that, despite the latter's official declaration "there is no thought on our part that the exhibitor's run, availability, or clearance be disturbed where exhibitors do not cooperate" in raising prices, "numerous complaints" have been reported of a contrary attitude on the part of Wade W. Willman, M-G-M manager in Indianapolis.

"In many instances," Rossiter wrote Rodgers, "where the exhibitors would play the picture within 30 days after the larger Indiana cities, they are being held back as much as 60 days. Could it be that the cause of this is the exhibitor's failure to increase admissions?"

Rodgers informs BOXOFFICE he will stand pat on his "no disturbance" attitude, stating he will be "happy" to correct any abuses of it on the part of sales personnel and adds his company "won't quarrel with any one if they don't want to increase admissions."

To Single "Boom Town" At Advanced Scales

NEW YORK—"Boom Town" will play all Loew Greater New York houses single feature with advances in admissions. The picture opened Thursday at Newark and Jersey City, regular one-week houses, for extended runs. Local theatres on split week policies will go to full week on the film.

At Loew's, it is pointed out this is the first picture since "Gone With the Wind" to play without the aid of a second picture in all its theatres.

Gov't to Give Columbia Data in Schine Case

BUFFALO—After waiting almost a year, Columbia won a federal court order directing the government to supply a separate bill of particulars in its anti-trust action against the Schine circuit and major distributors. The data Columbia seeks, and upon which it will base its answer, covers 34 alleged violations of the Sherman Act, including specific names of exhibitors whom the government charges were forced out of business, identification of situations where it is alleged Columbia participated in monopolizing first and preferred runs and other instances where Columbia was alleged to have conspired to withhold films under competitive conditions.

Back From Coast

NEW YORK—Charles L. O'Reilly, head of the motion picture division of the National Democratic Committee, returned Friday from the coast with Jack Connolly, also a member of the division, after setting up a working committee in Hollywood. The easterners spent a few days more on the coast than expected.

306-Empire Merger Waits on Browne

New York—Negotiations on merging Local 306 with Empire will be resumed when George Browne, president of the IATSE, returns from the coast. Browne was in town last week and talked over the proposed merger with Local 306 executives. His return from Hollywood is indefinite.

BROADWAY

(Continued from preceding page)

McDermott, under whom he worked in the accounting department.

Samuel and Mrs. Goldwyn arrived here over the weekend after attending the Fort Worth and Dallas premieres of "The Westerner" . . . W. G. Van Schmus, managing director of the Music Hall, is reported as regaining his strength rapidly at his Long Island home and may be expected back at his desk shortly . . . Sam Brode, publicity specialist at the Hall, has been loaned to the Center in a similar capacity for the engagement of "It Happened On Ice," the legit extravaganza that opens October 9 . . . Victor Jurgens, MOT cameraman, has left the coast for Australia on assignments . . . Tom Gerety, registering his own excitement, found it reflected in his sidekicks at the M-G-M publicity department when he told them his wife and former secretary, Natalie Hammerstein, presented him with a girl. It's their first child . . . Mrs. Martin Johnson will make personal appearances with the roadshow bow of her picture, "I Married Adventure," which opens at the Plaza September 23 . . . Sidney Franklin, M-G-M director, and his son, Sidney jr., are around from the coast for a short holiday . . . William E. Garity, chief engineer of the Walt Disney Studios, and a staff of technicians are here to confer with Hal Horne on the sound equipment necessary for the exhibition of "Fantasia" . . . Gene Autry will broadcast his "Melody Ranch" program from the CBS studios here during the pendency of the rodeo at Madison Square Garden in October.

Austin C. Keough interrupted his vacation Wednesday to visit the Paramount home office . . . Herman Gluckman, ex-Republic franchise holder, is back from a month in Canada. He has no plans, as yet . . . Jerry Buchbinder, partner with Leo Justin and Morris Jacks, has built a skating rink at Mt. Vernon, is building one at Bayonne, and has two more under consideration . . . Leon D. Netter, back from a week's tour of Beaumont and Dallas, Tex., and New Orleans, says everything is sunny in the south . . . J. J. O'Connor and Freddie Meyers flew to Syracuse Friday for one of their regular trips. The flight marked the first for Meyers . . . Bill Sussman, 20th-Fox division manager, is on a tour of exchanges under his supervision.

Leo Spitz, Jules Levey and Sam Dembow spotted as a luncheon threesome at the Plaza . . . Al Sherman on Wednesday observed his 13th wedding anniversary . . . Henri Diamant Berger, well-known French producer and director, is en route to Hollywood where he will establish himself. Politically, Berger is a member of the De Gaulle movement and thus anti-Petain . . . Charles D. Prutzman, Universal's general counsel, has returned from his Lake Louise-Hollywood combination vacation and business trip. "It's like being reborn," he sums it all up . . . James R. Grainger, Republic's president, is back from another of his coast-to-coasters, but this time insists he will stick around New York for a couple of weeks, at least.

John Wright, managing director of the Rivoli, saw "The Long Voyage Home" the other morning and says it's one of the best films he's seen . . . Bill White says the Skouras circuit is not planning to expand its ad directory which now appears in the two local Hearst papers only . . . Ben W. Roscoe jr. of Republic's studio force is in town . . . Lou Brock of RKO's production staff is in town conferring with Richard Rodgers, Lorenz Hart and Frank Veloz on "They Met in Argentina" . . . Bette Davis is en route to the coast after spending the summer in New Hampshire . . . Col. H. A. Cole, Allied president, is not figuring on visiting New York before or after the New Jersey Atlantic City convention.

No Sales Plan Set On Chaplin Film

NEW YORK—UA is undecided on the policy for "The Great Dictator," latest Charlie Chaplin film. The company is understood negotiating with Loew's for the Astor and Capitol to show the picture on the same policy as "Gone With the Wind" in both houses. However, Loew's refuses to make any commitments until home office executives see the film.

Additionally, Loew executives feel that "GWTW" continues to net a handsome profit at the Astor on its two-a-day policy and probably can last until the end of the year. The Broadway showing is one of the few in the entire country and has been holding up above the $7,000 average week figure.

Unless the Chaplin film is very unusual, Loew's is not prone to withdraw "GWTW." Also, it is reported UA is trying to make a deal with Harry Brandt for three simultaneous Broadway runs. There is also a deal on tap with John Wright at the Rivoli. For the present, however, nothing is set.

Challenges Warner to Debate on Blue Laws

PHILADELPHIA—Rev. William B. Forney, secretary of the Lord's Day Alliance, has worked up another stunt in his campaign against Sunday films. He has sent a letter to Harry M. Warner challenging him to a public debate on the question.

The blue law advocate suggested the debate be held in Harrisburg, because it will be the scene of balloting on the question in November. Harrisburg is now closed tight on Sundays.

Rev. Forney's organization gave up its attempt to put the question on the ballot in Philadelphia, because the present political situation made it "not propitious," but it is pressing the campaign in many other Pennsylvania cities and towns.

Philadelphia Rexy Sold

PHILADELPHIA—The Rexy, once operated by Warner, has been sold by the Land Title and Trust Co. for $98,000 to Philip Harrison.

Set Skouras, Schenck Trials on Wednesday

NEW YORK—On Wednesday, the government is expected to set a date for the trial of George P. Skouras and Joseph M. Schenck.

The Schenck trial was due to get started October 3, but due to the death of Max D. Steuer, attorney for the film executive, the government may try Skouras first. Skouras is accused of having bribed former Judge Martin T. Manton and obtaining assets of Fox Theatres Corp. for Skouras Bros. by so doing. Schenck is accused of having failed to file proper income tax returns.

Joseph D. Basson, president of local 306 of the IATSE, has filed a supreme court action against the People Cinema Theatre of Brownsville in Brooklyn, seeking to enforce a contract made with the ITOA in January, 1937, whereby only local 306 men were to be employed. It is asserted Empire operators have been employed by the theatre. The defendant seeks a dismissal of the action and an arbitration of the issues. It is a member of the ITOA.

Files for Review

George L. Schein, attorney for the Independent Protective Committee of Common Stockholders of RKO, together with Abel Gottheimer and Bernard Bercu, his accountants, has filed a petition in the federal court for a review of Judge William O. Bondy's decision granting Schein $8,000 plus allowances of $1,325, and his accountants $2,000. Schein sought $100,000 for 3,142 hours work and now claims he lost considerable money as a result of the allowance granted him. Gottheimer and Bercu asked $30,000 for 4,238 hours work. Bondy will reconsider the allowances granted.

Federal Judge Samuel Mandelbaum has denied a request of Eleanor Harris for a temporary injunction against 20th Century-Fox's "Brigham Young." Miss Harris, author of the original story from which the film was taken, sought appropriate screen credit, claiming it had all been given to Louis Bromfield. The court ruled her contract of employment voided any such claim.

Paramount Pictures, on behalf of four subsidiaries, has filed a federal court suit against the government seeking the return of $69,600 paid as capital stock taxes in 1934. Paramount claims the law under which it paid the tax is illegal and violates the Fifth Amendment. Subsidiaries involved are Paramount International, $24,000; Paramount Pictures Distributing Corp., $32,000; Parager Corp., $1,600, and Paramount Productions, $12,000.

Course at NYU to Assist In Utilizing War Films

NEW YORK—To assist in utilizing films, which it describes in an enrollment pamphlet as "indispensable in wartime for instruction, entertainment, propaganda and maintenance of morale," as well as "essential to national preparedness," the School of Education of New York University is offering a course in motion pictures. Lectures are to be given by "outstanding authorities in every field of the motion picture," including Louis de Rochemont, Arthur H. De Bra, Hal Hode, Louis Nizer, Marian Robertson, as well as stars and producers "when they will be in New York."

Stockholders Approve New Pacts for Four

NEW YORK—Columbia's stockholders, at their annual meeting, approved modified three-year employment contracts for Harry Cohn, president, and Jack Cohn, vice-president, and named Dr. A. H. Giannini and Nate B. Spingold to the board. They succeed Sol Bornstein and J. Kerner. Giannini continues as one of the board of trustees. Other board members, including the two Cohns, A. Schneider, Charles Schwartz and L. M. Blancke were re-elected.

The modified pacts include a new provision whereby payments under the sharing arrangements will be made to the two officers only if cash dividends are declared and paid to the common stockholders. In order for the Cohns to obtain the maximum amount under their sharing contracts a cash dividend disbursement of $1 per share will have to be made to the common stockholders.

A threatened minority stockholder's action to block restoration of the two executives' salary cuts failed to come off. Fred R. Tuerk said he would seek proxies to oppose increasing the Cohns' salaries but in a 24-hour development Jack Cohn issued a formal statement saying, "Such action as Mr. Tuerk contemplated was nullified after a meeting between him and directors of the corporation, and the letter which he prepared and which had been filed with SEC, was not sent to stockholders of the company."

The new contracts for the Cohns, before the new modifications, provided for the restoration out of profits of the 33 1/3 per cent salary cuts they took of their own volition a year ago. Harry would receive $2,500 weekly, plus 12 per cent of profits in excess of preferred dividend requirements to a maximum of $3,500 per week. Jack would receive $1,500 weekly, six per cent of profits after preferred dividends to a maximum of $2,000. Weekly expense allowances would be $300 for Harry and $200 for Jack.

J. Cohn, Montague, Schneider West on Studio Conferences

NEW YORK—Jack Cohn, A. Montague and A. Schneider leave Thursday by train for the coast to discuss new season's product. Cohn and Schneider plan to spend several weeks at the studio while Montague is expected to remain for a week or 10 days.

Irish American Film Corp. Formed by Two in N. Y.

NEW YORK—Irish American Film Corp. has been formed by H. Threlkeld-Edwards, head of Non-Theatrical Pictures Corp., and William Alexander for the distribution of Irish-made subjects in this country and Canada. Initial release is an 11-reel, natural color, travel feature, titled "Here Is Ireland." The second feature, a dramatic production, is said to be under way in Ireland.

Academic Films Completes Second Patriotic Short

NEW YORK—Academic Films has completed for release both in theatres and non-theatrical situations "Our Monroe Doctrine," the second of a series of eight patriotic shorts. It is a two-reeler and will be followed by "Our Bill of Rights" and "Our Declaration of Independence." The company handles its own distribution through an office here.

Picture Pioneers To Meet Oct. 24

NEW YORK—The fall conference of Picture Pioneers has been set for October 24 and in all probability, will be a Circus Night. Hotel arrangements now are being made. Elected to membership at the last meeting of the executive committee were Harry K. Hecht, New Jersey exhibitor; Ralph D. Goldberg, Omaha exhibitor; Harry David, Salt Lake City exhibitor; Ira Cohn, 20th-Fox branch manager in Pittsburgh; George H. Balsdon, National Theatres film buyer; Rutgers Neilson, RKO publicity manager; Henry Holma, distributor in New York City; Otto P. Madsen, local distributor; Harry K. Black, Fabian district manager in Staten Island, and Jay Emanuel, Philadelphia.

Hays Directors Resume Quarterly Meetings

NEW YORK—Directors of the Hays organization will resume their quarterly meeting Tuesday, following an initial session held Wednesday at which the foreign and general industry situations were discussed. Satisfaction was voiced over progress made by the committee to aid the American Red Cross and of which Major Leslie E. Thompson is chairman.

Present were Barney Balaban, Paramount; Nate J. Blumberg, Universal; Joseph H. Hazen, Warner; Frederick L. Herron, MPPDA; W. C. Michel, 20th Century-Fox; George J. Schaefer, RKO, and Nicholas M. Schenck, Loew's.

Three New Ones Go Up in "Overseated" Columbus

NEW YORK—Despite his belief Columbus, Ohio, is "overseated," three new theatres are now going up in the town, Nat Holt, RKO division manager, stated during his brief stay here. The town, which has a population of 300,000, last year saw 9,000 theatre seats added. Holt did not know the number represented by the three new projects. In Cleveland, the only building going on is a newsreel house in the downtown section. This is backed by a Chicago group.

Eastman Sells Interest in German Chemical Works

NEW YORK—Eastman Kodak has sold its 50 per cent interest in the Chemische Werke Odin of Germany to German interests for approximately $360,000, it is revealed in the company's report filed with SEC and made public at the New York Stock Exchange. However, proceeds of the sale still remain in Germany, having been tied up by exchange restrictions, the report adds.

Peirce Leaves Monogram To Start Own Business

HOLLYWOOD — William Peirce, publicity head for Monogram at the studios, has resigned to go into business for himself. He will be succeeded by Lou Lifton, who is due shortly from New York where the company closed its main office and transferred its activities here. William Raynor jr. has arrived from the east to handle press books at the studio.

BUFFALO

ATTENDED grand opening of social season at Variety in company with many members of Buffalo Filmrow. The event was known as Western Night, with chili con carne and small steak sandwiches making up the menu . . . Bob (Shea Booker) Murphy, chief barker, was nattily attired in cowboy regalia, reminiscent of the Dallas convention last spring . . . Phil Fox, Columbia exchange manager, remarked he didn't wear his western costume, because the neckerchief didn't fit . . . Stan Kozanowski, Rivoli, was a late arrival wearing a Daniel Boone outfit and brandishing a Lone Ranger pistol . . . Representing Warner Bros. exchange, was busy Ruth Rappaport, booker, and former chief barkerette . . . W. E. J. Martin, *Courier-Express* drama critic, was at the door selling the meal tickets—and guarding the checkroom . . . Conspicuous by her absence was Loretta Woodward of Republic exchange staff . . . Elmer Lux, RKO exchange manager, was reported getting a costume for the event, but never showed up.

Syd Lehman of United Artists, who incidentally will shortly become a father, was the first to break the ice on the dance floor. After that there wasn't space to walk, and you should see the locals do the La Conga . . . The final event of the party was the screening of the motion pictures taken at the national convention. Somebody jokingly remarked that Walter Dion, Great Lakes projectionist, must have cut out all pictures of the local representatives to avoid embarrassing explanations . . . Upon leaving, all were severely drenched as Buffalo had one of its worst storms in years . . . This alone was all that dampened the spirits of the partyites.

If Ralph Maw, M-G-M exchange manager, is seen boarding a Kenmore-bound bus, it is because wife, Alberta, has the car. She just received her license this past week . . . Syd Samson, Fox exchange manager, fishing with A. Charles Hayman and George H. McKenna, owner and manager of the Lafayette, respectively . . . Speaking of the Lafayette, Leonard Sperling, doorman, has returned from his honeymoon in the Big City . . . Mickey Gervis, same theatre, has received promotion due to Tommy Licker's resignation.

Newest addition to the Shea staff is Leo J. Hagerty jr., son of Erie county's prominent district attorney . . . Bob Demming, jovial manager of Shea's Elmwood, on the board holding an election for "Little Mayor" of Elmwood Ave. . . . Jules Pillar, Shea musician, leaving to resume teaching "sax" and clarinet to young aspirants . . . Shea's Buffalo and Dipson-Basil's 20th Century Theatre both using nickelodeons to further publicity for coming bands. Sammy Kaye and Will Osborne, respectively . . . Jim Phillips, Hippodrome junior executive, assuming lesser position at same theatre to attend college . . . Giannina Poppalardo, Shea office staff, just returned from vacation in New York . . . Stan Mittlefehldt, Shea service manager, kept busy training applicants to replace ushers returning to schools.

Local theatre owners highly object to state amendment to be voted upon concerning the legalization of dog track racing and pari-mutuel betting . . . Bob Guenther, house manager of Basil Bros. Jefferson, is quite an actor, having played with the Orientals, and other local Little Theatre groups . . . Employes of 505 Pearl, which houses quite a few of the local exchanges, seen gazing at razing of adjacent building, to make way for the new Greyhound Bldg. . . . National Screen deserves credit for the motion picture on the Variety convention.

Flo Gregory, formerly employed by Shea theatres, in town for a while, on leave from her Roller-Derby duties. Flo has also been seen on the Buffalo Theatre stage as state jitterbug champion . . . Bob Schatzel, assistant manager of D&B Bailey, contemplating trip to hospital for alterations and minor repairs . . . Maurice Osterman, Movie Guide *editor, looking for Norm (Pianist) Wullen for his share of the prize money garnered in the baseball league . . . Bob Gibbons, junior executive at the Elmwood, still getting his sodas at the next door dispensary of same.*

A Steadily Brighter Economic Picture

ALBANY—Factory employment and payroll increases over the usual seasonal gains, a substantial increase in the number of incorporated companies and a steady flow of national defense orders, combine to make the general economic picture in New York state steadily brighter.

Employment in factories rose 3.4 per cent and in payrolls 4.9 per cent during August, compared to the 26-year average of one per cent and two per cent, respectively, from July to August, according to Industrial Commissioner Frieda S. Miller. August marked the third consecutive month in which gains better than the usual seasonal ones had been recorded.

The national defense program contributed to the improved showing in primary metal, airplane, shipbuilding, firearms and instruments industries, Commissioner Miller said. Five of New York's seven main industrial areas reported net advances in both employment and payrolls. Jumps of 15.5 per cent in employment and 23.7 in payrolls for August, 1940, over August, 1939, were reported in the Albany-Troy-Schenectady area. Clothing and millinery industries made the greatest advances, 24 and 40 per cent in employment and payrolls, respectively. Many plants in these two lines operated with full forces "for the first time since March."

Another indication of the upward trend of business and industry in the state, was forthcoming in the announcement by Secretary of State Michael F. Walsh that the number of companies incorporated had increased 289 in the first eight months of the current year. To September 1, the number was 769 ahead. With 1,150 new concerns chartered in August, the total from January 1 was 11,343. Greater New York's five counties contributed 1,041 of those incorporated in August.

Four Reopen in N. Y.; Fifth Due Sept. 27

NEW YORK—Four theatres have reopened and a fifth will again resume operation September 27. The quartet of relightings are the Playhouse, Rye; Adams, Newark; Vogue, Bronx, and Palace, Morristown. The Jefferson, Brooklyn, reopens Friday. The Royal on Tenth Ave. and the Tiffany, Bronx, have resumed daily operation after being on a weekend policy during the summer. The Classic, Brooklyn, has been demolished.

Among the closings are the Boardwalk, Arverne, and Edgemere, Edgemere, L. I., Fabian's Stratton, Middletown, and Ritz, Port Jervis; Newbury's Lorraine, Bayhead, and Grove, Point Pleasant; Cocalis' Casino, Keansburg; Colony, Rockaway Point. The Rivoli, Rockaway Beach, shuts down October 1 for the winter. C. Clifford Reed is new operator of the Electra, Brooklyn.

Vaudeville has replaced legitimate attractions at the Flatbush, Brooklyn, and the Windsor, Bronx.

Close One, Turn Back Two

ALBANY—The Kallett circuit has closed one summer situation, the Whipple, Fleischmanns, in the Catskills, and turned back two Adirondack Mountain houses, the Strand, Long Lake, and the Rex, Bolton Landing, to their owners for fall and winter operation.

See "Hired Wife" a Top Grosser for Universal

NEW YORK—Comparative grosses mulled over at Universal demonstrate to distribution executives there that "Hired Wife," still largely unplayed around the country, is fast establishing itself as one of the best grossers in the company's recent history. In some cases, it is matching, or has passed, several of the Durbins and "Destry Rides Again."

Based on opening figures and week runs, in varying instances, this yardstick applies to "Hired Wife" engagements in Stamford, Conn.; Baltimore, Chicago, Boston, Providence, Syracuse, New York and Cincinnati, "U" executives point out.

Harry Egert Supervises Three NS Poster Units

NEW YORK—Harry Egert, part owner of Progressive Poster which was sold to National Screen Accessories, now is supervising the Albany, Buffalo and New Haven branches for National Screen. His former partner, Louis Weinzimmer, is managing the local accessory branch headquartered in the Paramount exchange.

Kallett Now Supreme In Sullivan County

ALBANY—Mike Kallett now is in control of all important situations in Sullivan county, having made a deal with Ed Scholemson for the latter's theatres in Ellenville and Woodbourne. Some time ago Kallett closed with Jack Kaplan for the Rivoli, Fallsburg; Strand, Lock Sheldrake; and Lyceum, Woodridge. He also has a booking deal with Cohen & Kutcher for the Academy and Liberty, Liberty, and Broadway and Rialto, Monticello.

Leo Justin and Morris Jacks, who are interested with Scholemson in the Ellenville house, are understood to be partners in the recent Kallett deal.

Alphonse LeMay, an IATSE Organizer, Dies in Troy

TROY, N. Y.—Alphonse LeMay, one of IATSE's organizers, died while visiting his son, William, who is seriously ill at his home. LeMay, serving his 13th consecutive term as financial secretary of Local 285, had in recent years been projectionist at the Lincoln.

Pallbearers were: Sidney A. Sommer, Lincoln manager; Louis E. Rinn, Alderman projectionist; Harry M. Brooks, Local 285's president-business agent, and fellow members, Felix Mangione, George Nugent, Michael McGraw and John Ross.

PHILADELPHIA

WARNER has arranged for a screening of "Knute Rockne—All American" next month for prominent local Notre Dame alumni. The screening will be preceded by a dinner of the Notre Dame Club of Philadelphia at the Warwick . . . Showmen's Club held its first meeting of the season . . . More than 100 exhibitors and others connected with the business chased golf balls at the Variety Club's 15th annual golf tournament at the Philmont Country Club . . . Bill Lafferty, Liberty; Herman Comer, Capitol, and Louis Black, Warner, Wilmington, are the envy of the Warner circuit, riding around in the shiny new cars they were given by Joseph Bernhard, general manager.

Rube Robinovitz, Belgrade, and Frank Jordan, Clearfield, have issued invitations to all British seamen stranded in the port to drop in for free shows . . . Pottsville Theatres extended similar invitations to National Guardsmen who were called to service . . . Stan Benford, Colonial, arranged two extra after-school matinees for his Walt Disney festival . . . First vaudeville bill at the Earle since last November will open September 27—George Jessel's Hollywood unit. With him will be Rochelle Hudson, Jean Parker, Steffi Duna, Lya Lys, Isabel Jewel and Gene Manners.

Charlie Moyer, State, Hanover, has worked up a cooking school matinee in collaboration with Lever Brothers, makers of Spry. He has also promoted 25 bags of groceries as prizes . . . Charlie Crowley, State, Chester, had a live animal display for "Safari," hooting and grunting in the lobby to attract trade . . . Elmer Pickard, Ambler Theatre, Ambler, has a name-the-movie-star contest running in the Ambler *Gazette*, competing with war news space.

Two Paramount Films Go Into the Rivoli

NEW YORK—Neil F. Agnew, for Paramount, has set a two-picture deal with John Wright, for the Rivoli. "Christmas in July," will open late in October. The other is "Victory."

New Story Editor

HOLLYWOOD—Julian C. Blaustein, assistant story editor at Paramount, succeeds Richard Halliday, story editor, resigned.

Move for Sunday Shows

ALBANY—An ordinance permitting Sunday shows in Rensselaer, city of 13,000 across the Hudson from Albany, has been introduced before the Common Council. About a year ago the council okayed Sunday shows but the mayor serving at the time disapproved and the council made no effort to override him.

Award for Best Film Made From Book

NEW YORK—Choice of the best motion picture made from a book during the past season will be made and an award presented by Ampa at the first annual Book Ball at the Manhattan Center, November 8. A feature of the affair will be a contest between employes of book publishing and selling companies who will wear a number of original costumes used in recent films in a star-impersonation stunt.

Book critics of metropolitan newspapers who will participate in the judging include J. Donald Adams, Ralph Thompson, Charles Poore, James C. Grey, Roger Pippett, Charles Wagner, Thomas Burton, Albert Hubbell, Orville Prescott, Samuel Sillen and Gilbert Seldes.

Protest Admission Cut By Two in Wilmington

WILMINGTON, DEL.—Complaints against the recent policy of two Wilmington theatres cutting evening admissions from 25 to 20 cents have been heard from competitive houses.

The Strand, a subsequent run neighborhood theatre, and the Grand, downtown Warner first run, have made the reductions. The Grand admission change was made in line with a change in policy since the reopening of the Arcadia, a downtown house which had been closed for the past 18 months.

The Strand is reported to have met stiff competition from Wilmington Baseball Park.

Kelsey-Klivan Interests In 7 to Dave Snaper

NEW BRUNSWICK—After a partnership of 25 years, Dave Snaper has bought out the interests of Sol R. Kelsey and Phil Klivan in seven New Jersey houses. They are the Strand, New Brunswick; Capitol, South River; Palace and Strand, Keyport; Empire, So. Amboy, and State and Lyceum, Boonton. Lou Abrams replaces Klivan at the South River house. He has been with Snaper for 15 years.

House for Washington

WASHINGTON—Fred Kogod and Fred Burke, operators of two theatres here, are building a third to be called the Apex. It will seat 1,000 and use RCA sound.

HORNELL, N. Y.—Fred F. Peters is reconditioning the booth of the Majestic with RCA sound. The theatre seats 780.

"Baptism" Sequences Bring "Ramparts" Ban

PHILADELPHIA—Louis de Rochemont of the March of Time, producers of "The Ramparts We Watch," answered the state board of censors' ban upon the film with the comment: "It's peculiar that only two agencies in the United States are opposed to the film—the Nazis and the Pennsylvania state board of censors. I cannot frankly understand their objections."

He said the Pennsylvania action, which placed a ban on the RKO release because of the addition of two reels of a Nazi propaganda film ("Baptism of Fire") showing the conquest of Poland, was a definite outgrowth of the threat made August 28 by Baron Ulrich von Gianent, undersecretary at the German embassy, that if the Nazi section of the film were not deleted "we'll find a way to stop you."

Mrs. Edna R. Carroll, chairman of the board—which had previously approved the film—sent state troopers to the Senate, Harrisburg, and the Park, Reading, to see that the ban was not violated, as the owner openly declared he would do.

He thereupon closed both houses.

"This is the most outrageous action in the history of censorship," the owner declared. "I shall fight the ruling tooth and nail all the way down the line. I have engaged attorneys at Harrisburg to seek injunctions against the state to stop them from interfering.

"There is something strange about this action. When the film was approved, Mrs. Carroll went into ecstasy over it, proclaiming it a great American film and something every American should see."

Mrs. Carroll complained that the German-made reels were "psychologically bad" for American audiences.

Asked whether she meant the film might inspire the recruits with fear of the Nazi war machine, she answered:

"Yes, I do. I think it would be detrimental to the public interest to allow the film to be shown. It's most inflammatory."

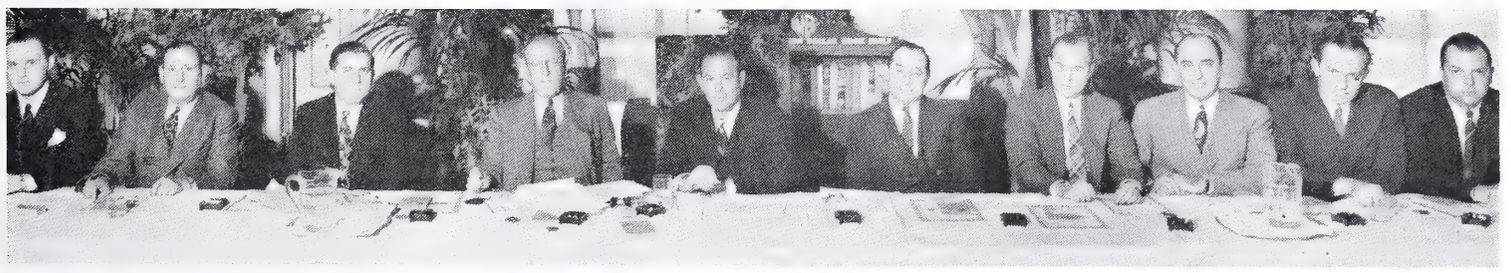
The March of Time producers changed the German commentators text slightly, converting the film from Nazi propaganda into a warning to America to rearm and guard against fifth column activities.

Dembow on Coast

LOS ANGELES—Sam Dembow is here from New York for a few days as one stop in an air tour of a number of Paramount theatre situations.

RKO-Century Deal

NEW YORK—RKO has closed with Century circuit for 1940-41 product.



When the Warner Theatre Zone Managers Convened—

In Philadelphia for the sixth annual meeting, the head table looked liked this, containing Everett Callow, local advertising chief; Joseph Feldman, personnel manager; Lester Krieger, head booker; Joseph Bernhard, general manager of the circuit; Harry Goldberg, circuit advertising manager; J. Ellis Shipman, contact manager; Samuel Schwartz, real estate head; William Charles, sound supervisor, and Robert Mills, maintenance manager.

WASHINGTON

BERNIE KREISLER, Universal branch manager, will leave the local scene October 1, having been appointed as special sales representative in Universal's home office in Rockefeller Center, with Max Cohen, recent assistant manager of Big "U" exchange and former branch manager in Pittsburgh, being named Washington branch head . . . Sidney Lust, Variety chief barker, and Carter Barron, Loew zone manager, turned fight promoters *pro tem* and engineered, in behalf of the Variety welfare fund, a welterweight championship bout between Henry Armstrong and Phil Furr, scheduled for Griffith Stadium on Monday, September 23.

Varieteers and their wives attended the formal opening of their redecorated and refurnished club rooms Saturday eve. Sam Wheeler and Eddie Melnicker served as "Kings for the Night" . . . The musical score of "The Return of Frank James" and the theme song of the Washington Redskin football team, "Hail to the Redskins," are identical in melody; only the method of scalping the enemy is different . . . Leonard Branscome of Hillsville, Va., has become the daddy of a 7¼ pound girl . . . Joe Young is sporting a new car . . . The New State, Clarksville, Va., was formally opened September 17, *and the remodeled State, Farmville, Va., of the Neighborhood circuit, formerly the Eaco, was opened September* 18.

Spencer Tracy was in town for a visit to all the points of interest, and attended the Redskin-Brooklyn pro game, the opening of which was featured by the tossing of the pigskin to inaugurate the festivities by Sonia Henie, wife of Brooklyn owner, Dan Topping . . . The Washington Variety golf quartet, consisting of George Crouch, Louis Ribnitski, and George Werner, together with Bob Folliard, RKO branch manager, journeyed to the Philly Variety golf tournament and returned with a bag of booty, which included second prize as a group and three individual prizes . . . Bob Mochrie was a visitor, likewise Jules Lapidus, Universal district manager . . . Max Cohen of the Paramount, Charlottesville, reports record biz on "Howards of Virginia."

Elizabeth Boardman of RKO has returned to her duties following a prolonged illness . . . The R-K-Olians, 38 strong, motored to Griffith Farms for the Variety crab feast, and proved themselves adept at the popular "shell game" . . . Ray Bell and wife were surprise visitors . . . Dorothy Johannides of RKO managed a Fair visit over the weekend.

Rudy Berger journeyed to Charlottesville for a huddle with Hunter Perry . . . Ella Mae Schaben has been promoted to Metro's contract department, with Estelle Goldschein returning to the fold as telephone greeter . . . Mrs. Mackie Smith of Warner theatres concentrated her vacation about New York and the Fair . . . Mrs. Alice Anderson, her co-worker, has been confined to her home with illness . . . Rhoda Lowenberg has resigned from the 20th-Fox staff.

DISTRIBUTORS WANTED

To handle exclusive new theatre premium deal, already being used by leading exhibitors. Good territories still open. Write for information.

HOLLYWOOD GIFT CLUB, INC.

226 Boulevard Building Detroit, Mich.

Walter Nevinger Leases, Reopens Carole at Utica

ALBANY—Walter Nevinger, former operator of the Attica, Attica, near Buffalo, has leased and reopened the Carole, Utica, according to word on Filmrow. Larry Carkey had the house for a time earlier this year, it being renamed and refurbished. Carkey still operates a Utica theatre, the Family.

The Carole has been in the hands of several different lessees during recent years.

Speeds the News

UTICA, N. Y.—On a diminutive Postal Telegraph facsimile, friends of Arnold Stolz were sent the following message: "Have just seen world premiere of Pametna Frances Stoltz stop she is super colossal stop if you doubt it ask Adley or Arnold Stoltz."

"Baqdad" Premiere at $2.20

LOS ANGELES—"The Thief of Bagdad" will world premiere at the Carthay Circle October 17 in a roadshow, two-a-day, $2.20 top engagement. Opening night tickets are priced at $5.50.

William Anthony McGuire Dead

HOLLYWOOD—William Anthony McGuire, one of the film capital's outstanding scenarists, died here Monday following a stroke two weeks earlier.

Designates N. Y. Office

ALBANY—Springer Pictures, Inc. of Detroit, Mich., filed a statement designating its New York office for the conduct of a motion picture film business as 120 Broadway.

Carkey Adds Opera House

ALBANY—Larry Carkey has added another theatre, the Opera House in Ogdensburg, to his northern New York string.

• REVIEW FLASHES •

AFTER MEIN KAMPF (SR)—This British film tells with documentary evidence the career and grip upon the German people of an Austrian, Adolf Hitler. It's potent stuff that packed a house opening day.

DISPATCH FROM REUTER'S, A (WB)—Richly deserving of boxoffice support is this scholarly treatise of the formation of one of the world's great news services and the biography of a man with an idea—to attain the ultimate of perfection in gathering and releasing news throughout the world with the utmost speed and reliability. Edward G. Robinson adds another brilliant portrayal to his already crowded gallery. Directed by William Dieterle.

KID FROM SANTA FE (Mono)—A routine formula western, with Jack Randall joining forces with the local sheriff, who has a pretty daughter, and after escaping a near-lynching, rounding up a gang of smugglers. Director: Raymond K. Johnson.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

MORE REVIEW FLASHES ON PAGE 14

BALTIMORE

CLARENCE WARNER STOWELL, who has a role in "The Ramparts We Watch," made a personal appearance at I. M. Rappaport's Hippodrome where the film is the attraction . . . Bill Hicks is renaming the Auditorium the Mayfair . . . Ruth Clopper has resigned from the Rome office staff. Dorothy Kruger replaces her . . . L. Garman and C. Wolfe are going to build a new house in the Pimlico section to be called the Uptown . . . Bernie Seaman, Hippodrome manager, along with Balto critics, attended the opening of "The Howards of Virginia" at Richmond . . . Raymond Schamus, Realart, along with Mac Weinberg, Little, are suffering from hay fever . . . Christy Cole jr. has been promoted from assistant manager of the Lexway to manager of the Lord Calvert. Clem Williams replaces him at the Lexway.

Three hundred attended the luncheon given for Walter Wanger by the Variety Club at the Belvedere Hotel . . . Joe Brodie, former theatre operator, is back in town . . . Richard Schamus, Realart, has just had a new front installed at the house. He is celebrating his fourth anniversary there . . . Employes of Loew's Century and Parkway threw a birthday party for Boss William K. Saxton.

Announcement being sent out by Allan Kahn, Pennington: "Carol Ann, seven pounds; Allan Kahn, designer and chief engineer; Miriam Kahn, production manager; Dr. M. A. Novey, technical director; released August 29 at 3:31 a. m. The management assures the public there will be no new models during the balance of the year" . . . Milt Smith, formerly manager of the Astor, Philadelphia, who now represents National Screen in Washington, visited Baltimore accounts . . . Mrs. "Chubby" Caplan has returned from a trip west . . . Lee Goldsmith, assistant manager of the Apollo, is a papa again. It happened last Wednesday and it's a girl.

The Defenders' Day parade was the largest held here since the World War. Those from the film colony who marched were Mr. Abe Cohen, Essex; Dave Kaiser, Maryland Display Co.; Nathan Kress, M-G-M checker; Al and Harry Vogelstein, Balto Poster Co.; Howard Burman and Sam Ferman . . . Bill Hicks was in New York . . . Julius Goodman, Ideal, visited his brother in Salisbury, Md., over the weekend . . . Lou Cohen has returned from a trip to New York . . . Jack Whittle and Arthur Price have closed their Gwynn Oak Park for the season . . . J. M. Shellman is sporting a new suit . . . A new glass front is being installed at the Broadway.

Fabian to Close One

NEW YORK—Si Fabian on September 23 will close the Strand, Great Kills, S. I., second of the seven houses acquired from the Sol Brill estate. During the summer he closed the Liberty, Stapleton, S. I.

To Use RCA Sound

KITTANNING, PA.—The State, operated by N. D. Dipson and the Jaycee Theatre Corp., has contracted for RCA sound. The house seats 625.

Poster Firm Dissolves

ALBANY—Exhibitors Poster Supply Co., Inc. of New York has been dissolved.

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Britons Line Up Radio Show for Red Cross

Millions of dollars worth of screen talent will donate an hour's time to the Canadian Red Cross September 29 when Hollywood's English acting colony assembles for a radio show to be broadcast not only throughout the United States, but also to London, where it will be short-waved to the empire's colonies.

The show, to be heard here from 4 to 5 p. m. over station KHJ, calls for the appearances of Alan Mowbray, as master of ceremonies; Herbert Marshall, Vivien Leigh, Laurence Olivier, Charles Chaplin, Ronald Colman, Charles Laughton, Ida Lupino, Madeleine Carroll, C. Aubrey Smith, Mary Pickford, Anna Neagle, Sir Cedric Hardwicke, Binnie Barnes, Brian Aherne, Nigel Bruce, Joan Fontaine and Errol Flynn. Scripts are being prepared by R. C. Sherriff, W. P. Lipscomb and Fredrick Lonsdale. Directors Alfred Hitchcock, Alexander Korda and Edmund Goulding will contribute in the technical departments.

Now underway for benefit of the British War Relief Fund is an exhibition of famous gowns donated by such personages as the Duchess of Windsor, Constance Bennett, Elsa Maxwell, Jeanette MacDonald, Dolores Del Rio, Vivien Leigh, Shirley Temple and Loretta Young. The exhibit was arranged by Sylvia Fairbanks and is being staged at the Beverly Hills Hotel.

Next on schedule will be a benefit for the China Aid Council, to be held October 6 at Pickfair, Mary Pickford's home. Rosalind Russell is in charge of arrangements. It will raise funds for repairing Chinese hospitals damaged by bombs.

SAG to Make Demands Soon For Extra and Bit Players

Making Plans to Lop Off 2,000 Extras

Producers, Central Casting Corp. officials and Screen Actors Guild executives are readying a plan under which some 2,000 extras are to be dropped from the rolls as a drastic step toward combating steadily dwindling revenue and job placements for the atmosphere players. The purge will affect those occasional players who do not depend entirely upon extra work for their livelihood.

Plan is to be submitted to the SAG at the next meeting of its board of directors. Removal of 2,000 extras from the available list will bring the total number of extra players down to about 4,500, lowest in the history of the Central Casting Corp.

Step is being taken as a result of Central's report some weeks ago that extra earnings for the first seven months of 1940 were some $460,000 under the same period in 1939.

Grant for "Fact"

Cary Grant has been signed by RKO to star in "Before the Fact," novel by Francis Iles, which Alfred Hitchcock will direct.

Wage increases and adjustments in working conditions for extras and freelance bit players will be demanded of producers shortly by the Screen Actors Guild, it was disclosed by Kenneth Thomson, executive secretary, in his report at the annual membership meeting at which officers and directors for the coming year were elected. Thomson also urged that a close watch be kept on television developments and pleaded that actors "set the pace of good citizenship and loyal Americanism" to the industry and the public.

New officers include: President, Edward Arnold; George Murphy, first vice-president; Paul Harvey, second vice-president; Walter Abel, third vice-president; Lucile Gleason, recording secretary; Porter Hall, treasurer. Directors: Ralph Morgan, Mrs. Gleason, Russell Hicks, Boris Karloff, Claude King, Robert Strange, Roy Gordon, Tim Holt, Heather Angel and Nydia Westman.

"B" members of the SAG are casting about for a successor to Bob Davis as Council chairman following Davis' resignation recently.

Discuss Drive by AFL

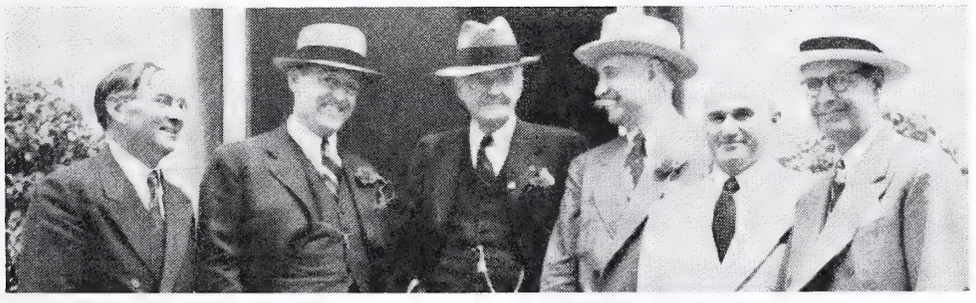
Hollywood Guild Council has called a meeting to discuss the projected American Federation of Labor organizational drive which got underway with the appointment of Aubrey Blair as AFL organizer in Hollywood. Blair has gone on record as asserting the AFL wants every unaffiliated craft in the film colony to line up with the union.

Despite a membership drive launched by IATSE Photographers Local 659, the American Society of Cinematographers has no intention of dissolving, officials of the union have declared, and will adhere to the five-year basic agreement it holds with producers. IA has announced its intention of signing away as many ASC first cameramen as possible.

Screen Writers Guild and producers held a session September 18 to discuss the proposed SWG basic contract, still without signatures. Board of directors of the Screen Directors Guild held a routine business meeting. Regular meeting was also held by the Screen Publicists Guild's executive board.

Industry-wide election of studio scenic artists has been set for September 26-27 by the National Labor Relations Board to determine bargaining agent for the craft, control of which is disputed by Motion Picture Painters Local 644 and Scenic Artists Ass'n, Inc.

Screen Office Employes Guild has opened negotiations with Technicolor to secure a closed shop for white-collar workers in that organization.



Producer Hosts the Press—

Gentlemen of the Fourth Estate—five of them—are guests of Producer Samuel Goldwyn. The occasion was the visit to Hollywood of Amon Carter, publisher of the Fort Worth Star-Telegram *and a moving spirit behind the festivities attendant upon the world premiere of Goldwyn's "The Westerner" in Fort Worth September 19. The lineup here, left to right, includes: Judge Harlan G. Palmer, Hollywood* Citizen-News; *Manchester Boddy of the* News; *Harry Chandler of the* Times; *Carter, Goldwyn, and Richard Carrington of the* Examiner.

Hollywood—
—Personnelities

Barnstormers

Freelance

STAN LAUREL and **OLIVER HARDY** begin p. a. tour in Omaha September 27. Lew Parker is master of ceremonies.

THE RITZ BROTHERS return after three weeks of a scheduled five-week tour through the east, cutting the trip short because of illness.

BUCK JONES appeared as guest of honor and principal speaker at a Boy Scout convention in Dallas, Tex., September 14-15.

RKO Radio

MAUREEN O'HARA returns from three-week tour with "Dance, Girl, Dance," accompanied by **LUCILLE BALL.**

20th Century-Fox

BETTY GRABLE checks out for a two-week p. a. engagement at the Chicago Theatre in Chicago.

Blurbers

Paramount

BILL HEBERT named to head new magazine planting unit in studio publicity department. First of its kind, the new unit has been designed to give greater service and obtain more space through creation of ideas, articles and pictures for large-circulation publications.

Hal Roach

JULES SELTZER resigns post on publicity staff to become manager of Western Advertising Agency's motion picture department. He will maintain offices at the studio as well as at agency headquarters and will handle the Roach advertising account in his new position.

Walter Wanger

JOHN LE ROY JOHNSTON handling local premiere of "Foreign Correspondent," set for the Four Star Theatre September 24. After the opening Johnston will go to New York to set up campaigns on "The Long Voyage Home."

Warner

GEORGE SHAFFER heads for South Bend to work with Sam Clark and Bill Rice on plans for the world premiere of "Knute Rockne—All American" October 4.

Briefies

JAMES T. MANGAN, advertising director for Mills Novelty Co., checks in to aid H. R., B. E. and Gordon Mills on arrangements for the four-day showing of Mills-Globe's 16mm subjects and automatic projectors, beginning September 16. Mangan was accompanied here by D. W. Donohue, sales manager.

Cleffers

Columbia

GEORGE ANTHEIL completes score for "Angels Over Broadway."

Loew-Lewin

WALTER JURMAN and **BERNIE GROSSMAN** writing songs for "Flotsam."

Metro

DAVID SNELL scoring "Fighting Sons."

HARRY LINK of Leo Feist, Inc., planes in to discuss forthcoming musical productions and round out national exploitation for songs in "Strike Up the Band."

Paramount

TOMMY DORSEY and orchestra signed to appear in "Las Vegas Nights," musical which Ralph Murphy will direct.

RKO Radio

ROY WEBB doing score for Kay Kyser's "You'll Find Out."

Warner

MAX STEINER conducted his symphony, "Song of the City," which was used in "City for Conquest," at the San Francisco World's Fair September 20.

Loanouts

Paramount

HENRY FONDA borrowed from 20th Century-Fox for the co-starring spot with Paulette Goddard in "Lady Eve." Paul Jones will produce and Preston Sturges will direct from a story by Monckton Hoffe.

20th Century-Fox

ROBERT YOUNG borrowed from M-G-M to replace Don Ameche in "Western Union." Picture rolls September 23 with Fritz Lang directing.

Meggers

Samuel Bronston

LLOYD BACON, borrowed from Warner, to pilot "Martin Eden," to be released through United Artists by James Roosevelt's Globe Productions. Picture starts December 2 with Geraldine Fitzgerald and Franchot Tone in the leads.

Walt Disney

ALFRED WERKER to direct live action sequences for "The Reluctant Dragon," feature-length cartoon in which Robert Benchley will appear.

Metro

BASIL WRANGELL to "Slang," a John Nesbitt Passing Parade short. Robert Lopez wrote the script.

ROY MACK to "Wedding Bills," a Pete Smith Specialty.

RKO Radio

JACK HIVELY to "When I Grow Up," starring Jimmy Lydon.

EDWARD KILLY to "West of Big Horn," a script by Morton Grant, to star Tim Holt.

20th Century-Fox

EUGENE FORDE to "The Private Practice of Michael Shayne." Lloyd Nolan has the lead.

SHEPARD TRAUBE to "Dance Hall," for the Sol Wurtzel unit. Traube wrote the screen play in collaboration with **HORACE McCOY.**

Universal

EDWARD SUTHERLAND to "The Invisible Woman," going into work when he has completed "Caribbean Holiday."

ALLAN DWAN to "Trail of the Vigilantes." Franchot Tone has a topline.

Warner

NOEL SMITH to "The Church Mouse." William Jacobs produces.

Options

Columbia

DON BEDDOE, featured player, held for another term.

BUSTER KEATON booked to star in three two-reel comedies. Jules White will wield the megaphone.

Alexander Korda

C. AUBREY SMITH signed for a lead in "Lady Hamilton," co-starring Laurence Olivier and Vivien Leigh.

RONALD SINCLAIR and **LUIS ALBERNI** signed for important supporting roles in "Lady Hamilton," which will co-star Vivien Leigh and Laurence Olivier for United Artists release.

Metro

WILLIAM ROBERTS LAUGHLIN, member of "Our Gang," given new long-term contract.

WILLIAM STELLING booked for supporting spot in "Flight Command."

Paramount

ESTHER FERNANDEZ, Latin-American film star, given long-term contract. She will appear first in "Las Vegas Nights" opposite Allan Jones.

DON AMECHE signed to appear opposite Mary Martin in "Kiss the Boys Goodbye."

RKO Radio

JOAN HARRISON, scripter, held for another term.

JAMES CRAIG signs term acting pact and draws role in support of Ginger Rogers in "Kitty Foyle."

20th Century-Fox

LAIRD CREGAR, former stage player, given new contract and a lead in "Western Union."

SEYMOUR FELIX given term contract as dance director.

ELENA VERDUGO, stage player and dancer, signs term ticket.

CHARLES (BUDDY) ROGERS handed term contract. He is currently in "Golden Hoofs," the Jane Withers starrer.

FRED KEATING, comedian, given term acting ticket.

GENE TIERNEY, featured player, held for another term.

KENNETH MACGOWAN signs new term deal as associate producer.

ROBERT STERLING, featured player, held for another term.

EDWARD ARNOLD signed for one of the leads in "Brooklyn Bridge," which stars Tyrone Power, Don Ameche and Alice Faye.

Universal

JOHN BARRYMORE signed for a lead in "Invisible Woman," which Milton Feld will produce from a script by Joe May and Kurt Siodmak. John Howard is also down for a topline.

VIRGINIA BRUCE draws topline in "Invisible Woman."

Warner

WALTER BRENNAN set for a topline in "Sergeant York," supporting Gary Cooper in the title role.

SUZANNE CARNAHAN, stock player, held for another term.

ANTHONY QUINN given term acting ticket.

ROBERT HAAS, art director, given contract renewal.

HOWARD KOCH, scenarist, given new contract. He is currently writing "Three Strangers" for Producer Robert Lord.

Percenteers

JOHN HOSHOR and **MICHAEL BATAVIN** organize firm to engage in the production of screen tests as an aid to selling new talent to the studios. Horshor is a New York and Hollywood theatrical producer. Batavin is an European and American stage and film director.

JESSE H. MARTIN joins the Walter Herzbrun agency as an associate.

MURRY WEINTRAUB joins Lichtig & Englander agency to handle screen and radio talent.

Scripters

Columbia

JOSEPH KRUMGOLD joins writing staff on one-picture deal.

JAY DRATLER completes "Return of Boston Blackie," a sleuth thriller.

Metro

WILL JAMES, cowboy author-illustrator, to "The Saga of the American Cowboy."

Paramount

VIRGINIA VAN UPP to "There's Always Juliet," which Edward H. Griffith will produce and direct.

FREDERICK JACKSON to an untitled original.

RKO Radio

OLIVER DRAKE to an untitled Tim Holt western.

Republic

JOSEPH MONCURE MARCH to "Arizona Skies," a "Three Mesquiteers" western.

FRANCIS FARRAGOH teamed with **GUY ENDORE** on "The Lady From New Orleans." Armand Schaefer produces.

Hal Roach

RIAN JAMES to an untitled original.

Robert Sherwood

VINCENT LAWRENCE writing additional dialogue for "Legacy." Columbia will release.

Edward Small

MICHAEL HOGAN signs one-picture writing ticket.

20th Century-Fox

JOHN LARKIN to an untitled "Charlie Chan" sleuther for Producers Walter Morosco and Ralph Dietrich.

DUDLEY NICHOLS to "Man Hunt." John Ford will direct.

United Productions

HELEN DEUTSCH to "Obey That Impulse," from her original. William Hawks will produce for RKO Radio release.

Universal

BRUCE MANNING to an untitled starrer for Irene Dunne. He will also function as associate producer.

VIC McLEOD to "Give Me a Horse," to be produced by Jack Gross and Don Brown.

Warner

JOHN HUSTON to "Mr. Skeffington," from the novel by Elizabeth.

JERRY WALD and **RICHARD MACAULAY** polishing "The Fabulous Thirties."

Story Buys

Stephens-Lang

"Prodigy," by Lee Loeb, as a "Dr. Christian" film starring Jean Hersholt.

Universal

"The Groom Goes East," by Duane Decker. Robert L. Johnson is on the screen play.

Warner

Untitled original dealing with the U. S. Cavalry, written by Actor Ronald Reagan. It will be filmed as a national preparedness short with Reagan in the lead.

"One Foot in Heaven—the Life of a Practical Parson," biography of a Methodist minister, William H. Spence, by his son, Hartzell Spence.

Technically

Columbia

MIKE GORDON directing dialogue on "This Thing Called Love."

Metro

GEORGE FOLSEY substituting for **SID WAGNER** as photographer on "Fighting Sons," Wagner being out with a flu attack.

WARNER MILLER and **PETER BALLBUSCH** doing montage sequences for "Little Nellie Kelly."

MERRILL PYE designing sets for "Ziegfeld Girl."

JACK SMITH filming aviation scenes in San Diego for "Flight Command."

CHARLES LAWTON, cinematographer, given new long-term pact.

JACK SMITH lensing special location shots at Los Angeles Harbor for "Flight Command."

CHARLES LACEY signed as technical advisor on golf sequences in "Hullabaloo." He is a golf expert at the Hillcrest Country Club.

DR. J. W. MONTGOMERY signed as technical advisor on the current untitled "Dr. Kildare" picture.

KARL FREUND shooting freight-yard sequences at Union Station for "Comrade X."

HARRY McAFEE designing sets for "Blossoms In the Dust," which Irving Asher will produce as a Greer Garson starrer.

Paramount

HARRY MILLS to mix sound on "Reaching for the Sun."

WILLIAM MELLOR to photograph "Reaching for the Sun."

CLEM JONES set as assistant director on "Reaching for the Sun."

EARL HAYMAN mixing sound on "You're the One."

SIDNEY STREET named assistant production manager on "Reaching for the Sun."

Republic

DANNY DARE doing dance sequences for "Melody Ranch."

RKO Radio

CARROLL CLARK named art director on "Blood Will Tell," next for Producer-Director David Butler.

Richard Rowland

HAL MOHR to photograph "Cheers for Miss Bishop." Picture is for United Artists release.

VAL PAUL named production manager on "Cheers for Miss Bishop," Martha Scott starrer for United Artists release.

20th Century-Fox

PAUL MacPHERSON, horse trainer, signed as technical advisor on "Golden Hoofs," Jane Withers vehicle dealing with trotting racing.

Warner

JOHN COSGROVE set to create special effects for Frank Capra's "Meet John Doe."

Bill Peirce jr. Resigns As Mono. Bally Head

Bill Peirce jr. has turned in his resignation as Monogram's west coast advertising-publicity director. For the time being he will handle personal publicity for Paul Malvern, Lindsley Parsons and Scott R. Dunlap, Monogram producers. Supplanting Peirce will be Lou Lifton, transferring from New York, where he was eastern advertising-publicity chieftain for the company.

Jack Coyle has resigned as president and executive producer for Cathedral Films, Inc., organized two years ago. The company made one picture, "The Great Commandment," which was purchased by 20th Century-Fox.

D. Iszard, production manager for Samuel Goldwyn, has checked off the lot after an 18-year association.





Christmas Comes to Hollywood—

Paramount's publicity staff—and those who attended the showing—had plenty of fun when the studio's "Christmas in July" was previewed at the Westwood Village Theatre recently. Here's how the praise experts cut loose on exploitation: A huge Christmas Tree, complete with all the trimmings, stood in the forecourt (bottom scene). An air-cooled Santa Claus takes time out from singing "Jingle Bells" to introduce Preston Foster and Muriel Angelus to the crowds (top left). Dick Powell, who starred in the picture, attaches his John Hancock to the inevitable autograph books while Mrs. Powell—Joan Blondell—looks on with something akin to admiration (top right).

Believe Hays Will Return Shortly

Will Hays' unexpected departure for New York does not signify the termination of his annual Hollywood visit, in the opinion of local Hays office attaches, who express the belief the MPPDA president will return to the coast shortly to wind up unfinished business here. Hays checked out suddenly after nearly two months in the film capital, leaving Mrs. Hays here, and without informing his aides as to his future plans.

Representatives of major independent producers are discussing an invitation extended them to affiliate with the producers association under a plan worked out by a special committee headed by Harry M. Warner. Their alignment would be in the form of an associate membership and the invitation is open to such producers as Edward Small, Frank Lloyd, Frank Capra, Sol Lesser, David O. Selznick and others of similar magnitude.

Still unsettled is the Central Casting-American Federation of Office Employes situation, the AFOE having rejected a draft of a proposed closed-shop contract. Pat Casey of the Hays office is scheduled to hold another negotiatory session with J. W. Buzzell of the Central Labor Council, who is handling the matter for the white-collar union.

Death Ends McGuire's Brilliant Career

The death of William Anthony McGuire following a stroke two weeks ago, ended the career of one of Hollywood's outstanding scenarists.

Biggest of his pictures was "The Great Ziegfeld," which won the Academy Award for 1936 and later became the fifth biggest film money-maker of all times. His most recent success was "Lillian Russell," and at the time of his death he was working on "Sergeant Sam Dreben" for 20th Century-Fox.

Before coming to Hollywood, McGuire for many years was associated with the late Florenz Ziegfeld. Among his plays were "The Three Musketeers," "Whoopee!," "It's a Boy," "Rosalie," "Kid Boots," "Ripples" and "Smiles."

Final rites were held in Chicago, where he was born 55 years ago.

He is survived by his widow, two sisters and two brothers.

Columbia Stockholders Approve Cohn Pacts

NEW YORK—Columbia's stockholders. at an annual meeting, approved modified three-year employment contracts for Harry Cohn, president, and Jack Cohn, vice-president, and re-elected all members of the board.

The modified pacts include a new provision whereby payments under the sharing arrangements will be made to the two officers only if cash dividends are declared and paid to the common stockholders. In order for the Cohns to obtain the maximum amount under their sharing contracts a cash dividend disbursement of $1 per share will have to be made to such stockholders.

The board members re-elected were the two Cohns, Abe Schneider, Charles Schwartz, L. M. Blancke, Nate B. Spingold and Dr. A. H. Giannini.

Carthay Circle Reopens With "Great Profile"

LOS ANGELES—Dark since the roadshow engagement of "All This, and Heaven Too" ended some time ago, Fox West Coast has reopened its de luxe Carthay Circle as a continuous-run, popular-price house. First attraction, opening September 18, was 20th Century-Fox's "The Great Profile," which is playing day-date with the United Artists.

The Fox Wilshire, which usually day-dates with the UA, held "Brigham Young" for a second week.

Richard Halliday Resigns As Para't Story Editor

HOLLYWOOD—Richard Halliday has resigned as Paramount's studio story editor, a post which he has held for the past year. He will announce another major studio affiliation upon his return from a vacation. No successor at Paramount has been named.

Open With Opera

SAN FRANCISCO—San Francisco's Tivoli Theatre will reopen on September 30 with the world's premiere of "Enchanted Well," a light opera in three acts. The house, dark for a year, has been remodeled inside and out and is ready for either films or legit.

FA Hawaii Sale

NEW YORK—Royal Amusements, Ltd., of Honolulu has bought the entire 1940-41 lineup of Film Alliance of the U. S., Inc., for the territory of Hawaii. Deal involves 25 features, plus 12 westerns.

Cheyenne Gets Premiere

CHEYENNE, WYO. — The premiere of Metro's "Wyoming" was held at Lincoln here. Fred Glass, formerly of Salt Lake City, is manager of the house.

Heads PRC Branch

LOS ANGELES — Jack Brower, former branch and district manager for Warner here, has been appointed manager of the local Producers Releasing Corp. branch.

Still Await Report On Decree Hearing

LOS ANGELES — Beyond routine accomplishments, inactivity currently characterizes the Independent Theatre Owners of So. Calif. and Ariz., its executive director, Bob Poole, and the Pacific Coast Conference of Independent Theatre Owners, of which Poole is executive secretary.

Poole is still awaiting a detailed report from Bob White, the PCCITO's delegate to recent consent decree hearings in Washington, upon receipt of which he will call a meeting of the conference's trustees to discuss what steps should next be taken in the consent decree situation. White returned from the national capital to his home in Seattle last week.



To Top With Singles—

As manager of Fox West Coast's Four Star Theatre in Los Angeles, Bruce Fowler for the second successive year placed first in the National Theatres' Spyros Skouras Showmanship campaign for Class-A houses. There are 24 Class-A theatres in the NT circuit, most of which are dual bill houses, while Fowler has consistently maintained a single feature policy. For his efforts Fowler was rewarded with $400 and a gold plaque.

Skourases Return From Product Conferences

LOS ANGELES—Accompanied by his brother George, of New York, Charles P. Skouras, president of Fox West Coast, has returned from the east, where he conferred with National Theatres executives on 1940-41 product buys and other circuit matters. Also making the trip was Charles A. Buckley, head of FWC's legal department.

En route here Skouras and his party inspected theatres in the Rocky Mountain territory and were joined in Wyoming by W. H. Lollier and Bill Lyris, FWC executives.

"Baker's Wife" to Rosener

SAN FRANCISCO—The Herbert Rosener Co. will distribute the French film, "The Baker's Wife," on the west coast.

Convention Spurs Coast NSS to Drive Efforts

LOS ANGELES—Spurred by a three-day convention and "pep" session of western executives and personnel, the Pacific Coast organization of National Screen Service has plunged with enthusiasm into the NSS Herman Robbins 20th anniversary drive, which got under way nationally September 15 and continues through December 28.

Convention was the third of three regional meetings presided over by George F. Dembow, vice-president in charge of sales, William Brenner, operations manager, and Charles L. Casanave, vice-president and general manager of National Screen Accessories.

Attending the session were Arthur Aronson, western district sales manager; Max Morris sr., former president of Western and Southern Poster companies absorbed by NSS; and branch managers and salesmen including:

Sebe Goodlett and Derek Sydney, Denver; Charles Duryk, Salt Lake City; Jack Flannery, Don Beckman and George Mitchell, Seattle; Elmer Benjamin, I. Wolfe, Joe Salomon, Murray Gurvitz and Max Morris jr., San Francisco; and Hector Pasmezoglu, Ken Elliott, Bob Levinson, Seymour Krom, Ralph Donahue, Joe Horwitz, Al Blumberg, Louis Gruen, B. R. Wolf and Tom Bailey from the local office.

Dembow, Casanave and Brenner have returned to New York, where plans are under way to honor Robbins, NSS president, with a testimonial dinner early in December.

Discuss Sales Plans at RCA Photophone Meet

HOLLYWOOD—An analysis of new equipment and a discussion of plans for the fourth quarter featured the sales meeting of RCA Photophone at the company's plant Tuesday. It was the last of a series of three regional sessions. In addition to western sales personnel those from the home office in the east included Homer B. Snook, sales manager, who presided; W. L. Jones, national service manager; Adolph Goodman, his assistant, and Edward Auger of the New York office.

Golden State and T&D jr. Buy Republic's Lineup

SAN FRANCISCO—Republic Pictures has closed a deal for its entire 1940-41 program with Golden State Theatres and T. & D. jr. Theatres.

J. R. Grainger, president of Republic Pictures, and Sid Weisbaum, San Francisco branch manager, represented Republic in this deal, and R. A. McNeil and M. A. Naify represented Golden State and T. & D. jr., respectively.

Rob Denver House

DENVER—More than $2,000 was taken when two thugs entered the offices of the Orpheum and held up four of the force, escaping with the money, which was being prepared to be taken to the bank. The loss was covered by insurance. The thugs entered the theatre before it opened and accosting Olin Martin, head usher, asked to see the manager about a "lost" article. On being taken to the office the holdup occurred. The bandits bound Mickey Gross, manager; Phil Douglas, assistant; Martin, head usher, and Norma Larson, secretary.

SAN FRANCISCO

EXHIBITORS around town are wondering how the conscription bill will affect personnel and business. Many expect to lose doorman, ushers, and other members of their staff who are within the draft limits. The exchanges also anticipate the job of replacing shippers and such who will get the call. However, everyone thinks the conscription is a good thing and are willing to cooperate in every way possible.

Jim Riley of Pacific Coast Theatre Supply is reseating the Esquire, formerly the Davies, Market Street subsequent run house. Riley also gets the job at Bill Wolf's Sunset Theatre . . . Esmond Parker of Consolidated Amusement of Honolulu visiting our town . . . Mary Pickford in town for the big Willkie Rally . . . The Chimes Theatre in Oakland is holding a special Roy Rogers Day for the kids next Saturday . . . Lou Rosenberg of the Principal Theatres greeting old acquaintances on the Row.

Dinty Doyle, who has done a bangup job publicizing the Aquacade at the Exposition, was appointed director of publicity for St. Marys' College effective October 1. Dinty succeeds Tom Foudy who goes to Hollywood to accept a job with Warner Bros. . . . Coast Pictures are getting plenty of contracts for the newsreel of the Harry Bridges-Martin Dies debate . . . Jimmy Chase has transferred his managerial abilities from the Oaks in Berkeley to the Egyptian on Market Street . . . Helen Greendale is the new inspectress at Monogram.

Maxie Rosenbloom doing personals for three days at the Downtown in Oakland and getting plenty of audience reaction . . . The Golden Gate held the world premiere of "Men Against the Sky" on September 18 . . . Irene Rich here for a short visit seeing the Fair . . . Ty Winkle has bought back the Star in Oakland, having owned the house previously . . . Barbara Cohen, Columbia secretary, off on a belated vacation . . . Mike Newman in from Hollywood to direct the exploitation for "Howards of Virginia" . . . A. J. Aronson, National Screen district manager, looking over the fine offices here.

"Boom Town" and "The Sea Hawk" are in their third week on Market Street. The former goes on for another week while the latter bows out . . . Joe Blumenfeld expects to reopen the Casino in about 60 days. The theatre will be given a complete renovation job and will give the downtown district another subsequent run house . . . The Fox in Klamath Falls, Oregon, is now being booked by the Golden State chain . . . "Knute Rockne" was previewed this week for Warner employes . . . Sid Newman, Warner bookkeeper, is back from his vacation and the office is awaiting the arrival of the venison steaks that Sid has promised them.

Paramount and United Artists move into their new quarters October 1. The building is a standout on the Row and not only houses the most up-to-date exchange facilities but has a 40-seat projection room that is the last word in equipment and comfort . . . Pat O'Brien was guest of honor at the Napa County Veteran's Home on VFW Day . . . Russell Clifton, Embassy doorman, is doubling in brushes. He is handling the art work for the theatre's displays and newspaper ads . . . "Red" Barry, Republic cowboy star, makes a personal at the kid's matinee at the Albany in Albany this Saturday.

Jimmy Fadem, 20th-Fox shipper, went deer hunting and came back with bull frogs. Jimmy says he likes frog's legs much better than deer meat, anyway . . . Ed Gates, manager of the Esquire, is away on a hunting trip . . . Dorothy Foley is leaving Coast Pictures to live in Redwood City . . . Walter Morris and Bunny Lustig in from Santa Rosa.

Extra exploitation in the form of billboards, additional newspaper space, and radio announcements are being used to let the people know of the one week's appearance of Rochester, Jack Benny's pal. The popular comedian comes to the Golden Gate on the 25th . . . Henry Herbel up from Los Angeles to visit Warner.

Booking on the Row: G. W. Taylor, Upper Lake, Upper Lake; "Duke" Mitrovich, Linda, Marysville; John Martese, Sylvia, Gonzales; Ray Kelsall, Victory, San Jose; E. L. Boles, Mecca, Central Valley.

Fair Crowds Throng To Cash Game

San Francisco—Crowds of 25,000 people gather six nights a week on Treasure Island here to participate in Ten-O-Win, a theatre giveaway game which has been adapted exclusively for the Fair, under the name of Pirates' Treasure. Giveaway ranges from $20 to $5,000, in ten spins nightly.

SEATTLE

THIS week has been one of freak electrical storms that are unusual in this part of the country. In and around Seattle power plants were struck which caused grief to several theatres. Mickey Carney of Enumclaw reported he could not get juice for his theatre one night until 9:30, but gave a late show for the handful of folks who braved the storm and rains.

Two showmen in this territory suffered heart attacks this week. Bill Gowan, manager of the Ridgemont in Seattle, was hurried to the General Hospital when stricken. His condition is still serious. Ollie Hartman of Grand Coulee, who has just recovered from a serious illness, was back at the hospital where, at this present writing, he is given a 50-50 chance.

Jack Flannery, manager for National Screen ads, accompanied by Don Beckman and George Mitchell of the Seattle branch, has gone to Los Angeles to attend a sales gathering. They were joined in Portland by Herb Cass of the Oregon territory . . . Neal Walton, local branch manager for Columbia, also to Los Angeles by plane for a meeting with Jerry Safron . . . Hugh Bruen in from Whittier, Calif., and spending a few days in huddles with his partners, Ben Shearer and Art, St. John. The trio, who own and operate the Hubenart circuit of 14 houses, have been conferring with the various branch managers on forthcoming deals.

Jaunita Eckert, for the past few years with RKO, has resigned to move over to United Artists. Ann McNamee is filling the spot . . . Tex Hall and his Californians have been booked solid by the Mercy Circuit and also the Evergreen houses in this territory . . . Walter Coy is breaking ground for his new theatre in White Center. House will seat 550 and will be completed by the end of the year.

Will Grieme on the Row from Omak for the first time in months . . . Al O'Keefe, western sales manager for Universal, here from Los Angeles and working on deals with L. J. McGinley, local head . . . Dorothy Mercy in from the ranch in Yakima long enough to vote here.

Guy Navarre has tentatively set September 27 as the opening date for his new Varsity in the University district . . . Les Savage, traveling auditor for Columbia, is here doing his chores . . . Bill Duggan, branch manager for Monogram, is making a long trip through eastern Washington and Idaho . . . Mildred Bishop has postponed her trip to Seattle from Lewiston, Ida., for another month.

The Lester Wicks of Browns Theatre in Snohomish announce the arrival of a baby girl . . . Mr. and Mrs. George Roberts of San Francisco are visiting the L. J. McGinleys . . . Barry Carpenter of the Metro exchange in Portland spending part of his vacation here . . . Ralph Wood, manager of the Circle in Portland, also here . . . Mrs. Louie Goldsmith out for Washington, D. C., accompanied by Marguerite Oliver who will attend school there . . . Mrs. J. T. Sheffield and daughter, Mary, are expected home soon from a motor trip to New York, the New England states and Canada.

Walter Coy passing out cigars. His wife Hazel presented Walt with a son who weighed in at 7 pounds, 13 ounces. The youngster will be named Gary Guy. Congratulations . . . Mildred De Foi back at her desk at M-G-M after an illness . . . Cecelia Schultz announces that she has booked for her Moore Theatre the Don Cossack Chorus. The troupe will appear October 18.

Exhibitors on the Row this week included: E. G. "Dad" Abbott from Sedro Woolley with his manager, Ray Couch; J. D. Brunsberg from Isaaquah; A. G. Peachie from Eatonville; Joe Kelly from Aberdeen; Frank Jenkins, Renton; Bruno Hollenbeck, Sumas; Eldon Pollock sr., from Mount Vernon; H. J. Taylor, Sequim; W. B. McDonald, Olympia; Sid Dean and Ned Edris, Tacoma; Stan Goodman, Hoquiam; Joe Maddux, Auburn; Chuck and Doris Charles, Everett; Gus Graff, Shelton; Rad Pratsch and Louie Perunko, Tacoma; O. M. Durham, Mount Vernon; Pete and Grace Constanti, Aberdeen; Art Zabel, Olympia; Ernie Shields, Kent; Mrs. Tom Berry, Edmonds, with Lewis Smith; Frank Barovic, Sumner.

The World's Finest
BURCH
Super Showman Popcorn
MACHINES
ALL OVER THE WORLD
POPCORN SMITH
BOX 284 — SEATTLE

LOS ANGELES

MIKE NEWMAN has checked in at Columbia from San Francisco, where he handled the opening of "The Howards of Virginia" . . . Art Brick, Palace, Las Vegas, came in to do some booking . . . Gail Parker, Paramount shipping clerk, is back on the job after spending a vacation at Balboa Beach . . . Ken MacKaig, United Artists salesman, in town again after a trip through the northern territory.

Bookers: John Keogh of San Diego—who operates houses there, as well as in Ocean Beach, Chula Vista and El Cajon . . . A. Blanca, operator of the Blanca circuit in Mountainview, a vacation resort . . . Charles L. Reagan, Paramount's western division sales head, left for San Francisco after spending several days huddling on new product with local exchange officials. He will visit all the western exchanges before returning to his New York headquarters.

Booking visitors: A. E. (Al) Rice of the Admiral in Hollywood; Mrs. Jenne Dodge, Mission and Mayfair theatres, Ventura; Erwin Kanowitz of the Union; Jack Goldberg, booker, Ben Bronstein circuit . . . The new Warner exchange, which observers say is a veritable palace, will be ready for occupancy around October 1.

Herb MacIntyre, RKO western district manager, is currently in San Francisco, where he will be joined by his wife, son and daughter, coming out from New York . . . Henry Sonnenshine, head man for Premier Pictures, is stopping off in key cities throughout the country on his way back here from New York. He has been east for several weeks.

Duke Clark, Paramount branch manager, returned from a selling jaunt to Arizona where he stopped in to see George Diamos of the Lyric Amusement Co. and Harry Nace of the Nace-Publix circuit . . . Clayton Lynch, Metro district manager, checked in from a business trip through the territory . . . I. Blum, of the Mecca, Mojave, has gone to New York on his annual vacation. It's Blum's first visit to the eastern metropolis.

George Diamos, in booking for his Lyric Amusement Co. of Arizona, received Filmrow's congrats on the birth of a son to Mrs. Diamos . . . Another Arizona visitor was Frank Plumlee, who books for the Griffith-Long circuit of Stafford . . . Dick Dickson, Fox West Coast district manager, played host to some 60 house managers at a breakfast party at his Van Nuys home.

John Elliott, manager of FWC's Knoll here, underwent a major operation at Hollywood Hospital and is reported resting comfortably . . . Francis Bateman, Republic exchange manager, planed to New York for conferences with James R. Grainger, the company's general sales chieftain . . . Jack Anderson has resigned as booker for Exhibitors' Service to take over the office manager's post in Republic's Seattle exchange.

Sam Cook has taken over the spot in Universal's poster department left vacant when Jimmy Somerville resigned . . . Local B-61, IATSE, is making plans for its annual benefit dance, to held November 15 at the Diana Ballroom . . . C. A. B. Emanuel and his daughter Bess, of Foreign Films, came in from their business trip through the northern territory.

Friday the 13th was no harbinger of ill-luck for John Frey, salesman at Republic, and his wife, who celebrated their 11th wedding anniversary on that day . . . Likewise a celebrant was Ewen MacLean, branch manager for United Artists, who bobbed up with a birthday . . . George Hickey, Metro's division manager, checked in from a business trip to San Francisco.

Western premiere of "Let George Do It," English-made comedy starring George Formby, was held at the Fox Theatre in Phoenix, Ariz., September 16. Deal was arranged by Harry Stern, western district manager of Film Alliance, which is distributing the feature . . . Elizabeth McLaughlin has replaced Helen Bronson as George Hickey's secretary at M-G-M. Hickey is the district supervisor.

Western Managers Confer With Jerome Safron

LOS ANGELES—Jerome Safron, Columbia's western district manager, presided over a two-day session of western branch managers here this week. Those attending, and discussing Columbia's 1940-41 product lineup, included Bill Seib, Salt Lake City; Jack Tillman, San Francisco; Neil Walton, Seattle; Jimmy Beall, Portland, and Wayne Ball, local branch manager.

Irving Yates Reopens Savoy in San Diego

SAN DIEGO, CALIF.—Irving Yates has reopened his Savoy here after a few months of darkness. The house is operating on a dual policy with five acts of vaudeville on Saturday and Sunday. Bookings are being handled by Harry Rackin's Exhibitors' Service of Los Angeles.

• REVIEW FLASHES •

AFTER MEIN KAMPF (SR)—This British film tells with documentary evidence the career and grip upon the German people of an Austrian, Adolf Hitler. It's potent stuff that packed a house opening day.

KID FROM SANTA FE (Mono)—A routine formula western, with Jack Randall joining forces with the local sheriff, who has a pretty daughter, and after escaping a near-lynching, rounding up a gang of smugglers. Director: Raymond K. Johnson.

MORE REVIEW FLASHES ON PAGE 14

Reduce Your Suprex and High Intensity
CARBON WASTE
25% with the Cross Carbon Saving Device
Write for Booklet and Trial
CROSS MACHINE SHOP
2918 Pennsylvania Ave. DETROIT, MICH.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

PORTLAND

THE Orpheum, closed during the summer and recently taken over by Hamrick-Evergreen, will open September 25 with two Paramount pictures, "Rangers of Fortune," and "I Want a Divorce." Under the management of Frank L. Newman, formerly of the Liberty, it will maintain a first-run picture policy.

Mike Newman, manager of the Rivoli, is moving to the Liberty as manager, and James Ewing, with Hamrick-Evergreen in Aberdeen, is moving in to manage the Rivoli.

Al Forman has taken over the booking at The Dalles while Maynard Culver is recovering from a broken leg.

Mrs. Ethel Smith of Columbia was entertained at a luncheon and baby shower at the Portland Rose Tea room last week.

Regular meetings in an attempt to rezone Portland are being held by the Oregon Independent Theatre Owners.

M-G-M, now installed in their new office building on Filmrow, entertained the Filmrow family and exhibitors Saturday at an informal drop-in party.

T. L. Shearer, who is driving a new sedan, has Jack Kloepper, who has been on a 10-day business trip, "burned up" every time he runs his streamlined new car as a "sardine can."

Mrs. MacRae of United Artists has everyone asking where she was Monday. Seen along Filmrow: Rae Peacock of Omalaska, Wash., Claude Smith of Tillamook, Bill Morelock of Cottage Grove, Bill McKevitt of Newport.

SALT LAKE

"BRIGHAM YOUNG" eclipsed in boxoffice value anything that has ever shown here, according to Manager Ray Hendry of the Centre. The film is in its fourth week at the Studio.

Branch Manager Seib of Columbia was host to the trade at a special preview at the Studio of "The Howards of Virginia" . . . Manager "Buck" Wade of the Universal exchange, is due back from a sales tour in Montana.

G. S. Pinnell, manager of the Republic office here, is seeking contracts in Idaho for his company's new product . . . Eddie Golden, Monogram general sales manager, and Lon T. Fidler, district manager, are current visitors of Branch Manager W. W. McKendrick's.

Tony Hartford, UA branch head, is due back from a sales trip into the Intermountain territory . . . Stan Worthen, business agent of the operators union, back from a visit to Kanab, Utah, where a production was located.

Herschel Stewart, FWC branch manager here, back from a Denver convention . . . Sam Gardner, Metro's local chief, is at work in Montana . . . Another out in the territory is Branch Manager Edwards of the Mercury offices.

Mrs. Emil Umann Wins

LOS ANGELES—Mrs. Emil Umann, widow of the former operator of the Regina in Beverly Hills, successfully defended herself in a superior court suit filed by Mrs. Pauline Levy, Umann's mother-in-law, when Judge Charles Ballard ruled the plaintiff was not entitled to any portion of stock in the Regina Theatre Corp.

Move for New Censor Board in Chicago With Limited Power

CHICAGO—An ordinance amendment was introduced Wednesday in the city council which would replace the civil service police censorship board by a five-man body to be appointed by the mayor.

The present censorship board, headed by Lieut. Harry Costello, has been under almost constant attack by the press and civic and religious leaders for its consistency in banning motion pictures of an anti-Nazi nature from local screens.

The new board's censorship powers would be limited to pictures intended for child consumption. It is understood that Police Commissioner Allman is backing the new plan of making the censor group appointive and not under police authority.

The reviewing fee would remain the same, $3 per reel and $1 for additional prints.

Meanwhile, Ira Latimer, head of the Chicago Civil Liberties Committee, informed this publication his body will resume its fight to lift the ban on "Fight for Life." Latimer was a prime force among those who joined in getting Mayor Edward Kelly to allow the censor-banned "Pastor Hall" to be shown in Chicago.

Chicago Will See "Pastor Hall" Next Saturday at B&K House

CHICAGO—Censor Harry Costello's throttle-hold on "Pastor Hall" has been pried loose by the concerted efforts of the Chicago press, civic groups and their leaders. Mayor Edward J. Kelly reversed the censor board's ban on the UA release, giving it a clean bill of health. The film is due to open in the loop next Saturday at either the B&K Garrick or the Apollo.

See page 7 for further details

What the Press Had To Say About Ban

CHICAGO—The *Daily News,* in an editorial on September 12, criticizing the censor board's ban on "Pastor Hall," flayed the body for being "consistently considerate of Nazi sensibilities," then explained its point. The editorial:

"The Police Censorship Board—official custodian of the morals of Chicago's moviegoers—has banned Jimmy Roosevelt's film, 'Pastor Hall.' The picture is based on the life of the Rev. Martin Niemoeller, who was imprisoned and persecuted for his efforts in behalf of spiritual freedom in Nazi Germany. It was banned on the theory that it might 'wield undesirable influence,' according to Police Lieutenant Harry J. Costello.

"The censorship board seems to have been consistently considerate of Nazi sensibilities. Few pictures that might be thought unduly critical of the Nazi regime have been granted permits. A score of such pictures have been banned during the last two years. Among them are 'Dr. Mamlock,' 'I Was a Captive in Nazi Germany,' the March of Time newsreel, 'Inside Nazi Germany;' 'Concentration Camp,' 'The Oppenheim Family,' 'Hitler—Beast of Berlin' and 'The Living Dead.'

"Meanwhile, the pro-Nazi film, 'Blitzkrieg in Poland,' designed to impress all who see it with the might of the German military machine and the dire consequences befalling those who oppose that might, is being shown on Chicago's North Side, with the blessings of our censors."

CHICAGO—The *Daily Times,* taking an editorial pot-shot at the censor board's ban on "Pastor Hall," labeled as "scandal(ous)" the "frequency" with which anti-Nazi films have been refused playing time here by the board in the past two years. The complete editorial:

"The police censorship board has banned another anti-Nazi film.

"The frequency with which the above sentence has appeared in Chicago newspapers in the past couple of years is approaching a scandal. The constant solicitude of the police board for the sensitivities of any pro-Nazis who may attend the movies is too blatant to be a coincidence.

"'Pastor Hall,' the banned movie, is based on the life of Martin Niemoeller, the heroic Lutheran pastor who refused to bow to Nazi demands for silence and who is now in a concentration camp in Germany. The introduction to the film, which was made abroad, is presented by Mrs. Franklin D. Roosevelt.

"Five or six anti-Nazi films have previously been banned by the censorship board. Most of them were later released when public opinion forced the board to reverse itself. Not a single untoward incident resulted from their showing, although the excuse given by the board for the original bans was that they 'might incite riots.'

"Since the pro-Nazi film, 'Blitzkrieg in Poland,' was passed by the board and is now showing here, this action by the censorship board is doubly intolerable. Mayor Kelly ought immediately to reverse the board and take steps to prevent any repetition of its high-handed tactics."

Ads Get Bolder on German Film Run

Chicago—The official German film of the Nazi invasion of Poland, "Blitzkrieg in Poland," continues on at the Little German Theatre on Lincoln Ave. in the heart of the Chicago German settlement.

And advertisements in daily newspapers continue to get bolder. At first the film was listed as merely the story of the German campaign in Poland; latest advertisements, however, list it as an "official German film."

Prominent Chicagoans Have Only Praise for "Pastor Hall"

CHICAGO—There was only praise for "Pastor Hall" at a special screening arranged by the Civil Liberties Committee after the UA film was banned by Chicago's censor board.

Attending the screening, held at the Universal exchange, were Rabbi David Graubart, Humboldt Boulevard Temple; Mrs. Theo. Stone, Chicago Women's Aid; L. H. Richmarr, Chicago chapter of the American Association of Social Workers; Niel E. Hansen, Chicago Congregational Union; the Rev. George M. Gibson, United Church of Hyde Park; Mrs. A. Corman, Chicago Round-Table for Jews and Christians; Emma L. Wain, Johanna Lodge of United Order of True Sisters; Margaret Frakes, film reviewer for the *Christian Century.*

Also, M. J. Koinsky, American Jewish Congress; Max A. Kopstein, president of the Chicago chapter of the American Jewish Congress; Dr. W. E. J. Gratz, editor of *The Epworth Herald;* Phillip H. Wain, Co-operative Club; John K. Kostrabala, editor of the Polish *Daily News;* John H. Senestacke, Chicago *Defender;* Arthur Solomon, Hull House; Lillian H. Adler, United Charities of Chicago; Ira M. Latimer, head of the Chicago Civil Liberties Committee, and Dr. Eric von Schroetter, former professor at Northwestern University.

Strong Letter of Protest Directed to the Mayor

CHICAGO—A letter, protesting the censor board's ban on "Pastor Hall," was sent to Mayor Edward J. Kelly by the Chicago Civil Liberties Committee. The mayor acted quickly, rescinding the ban and giving the film—a stinging indictment of Nazi Germany—a clean bill of health. The letter:

"Our Committee vigorously protests the censorship ban on the showing of the British-made motion picture entitled 'Pastor Hall.' This movie is showing all over the United States without interference. The New York Censor Board has the same standards and regulations as the Chicago City Censor Ordinance provides. Lieutenant Emil Costello and his Censor Board of five Police Department clerks have banned a long series of motion pictures about Nazi Germany on the ground that they would create a riot and that they created race hatred. After appeals to Commissioner Allman and to you these bans have been revoked. We appeal to you to reverse again the decision of the Censor Board in a case similar to those mentioned above.

"Mrs. Eleanor Roosevelt, the wife of the President of the United States, who is a candidate for office in the November elections, would certainly not participate in making the prologue of this movie, 'Pastor Hall,' if the picture 'creates tension between races and might tend to create a breach of the peace,'—the ground on which Lieutenant Costello says this movie has been banned. This movie is being distributed by a reputable motion picture company—headed by James Roosevelt, son of the President of the United States.

"On May 3, our Committee wrote Commissioner Allman requesting that he ask Corporation Counsel of the City of Chicago for an opinion concerning our contention that the Censor Board has been incorrectly interpreting the phrase in the censor ordinance, 'any class of citizens,' to mean citizens of Germany and the power to protect any racial group in Chicago from being held up to obloquy has been taken to mean under various bans citizens of Germany or to recognize the Nazi concept of race as applying to German-Americans. We hope that this matter will be cleared up quickly since it involves the present ban on 'Pastor Hall' as well."

Warnerites to Care for English Refugee Kids

CHICAGO—In line with the recent announcement that Warner executives here would take refugee children of Warner English employes for the duration of the war, several local Warnerites are understood planning to take such children shortly.

Heading the group will be Jimmy Coston, Warner theatre zone manager for Illinois, Indiana and Wisconsin. Others planning to take children in the Chicago area are district managers, Herb Wheeler and Harry Turrell, and Chief Projectionist Herman Goldberg.

Ford Megs "Man Hunt"

HOLLYWOOD—John Ford will direct "Man Hunt" for 20th-Fox from a script by Dudley Nichols.

Convict Nick and Weston on 11 Counts; Sentence on Monday

BULLETIN

St. Louis—John P. Nick and Clyde A. Weston, former leaders of the projectionists union here, were convicted by federal court jury on 11 counts of racketeering. They were acquitted of the charge of violating the Sherman anti-trust act. They will be sentenced Monday by Judge Collet. Each faces a maximum punishment of 10 years in prison and a $10,000 fine on each of the 11 counts.

ST. LOUIS—As the trial neared its conclusion, Clyde A. Weston, former business agent of Local No. 143, and John P. Nick, ex-first international vice-president of the IATSE, took the witness stand in their own defense, making general denials of each of the main charges made against them by the government in its efforts to sustain the racketeering and anti-trust indictments against the two former local labor leaders.

Weston denied flatly that he received $6,500 from Walter Thimmig, a local theatre owner, in 1937 or that he ever demanded payment of $10,000 for a satisfactory wage scale and working agreement with the operators' union.

In this connection he stated that Sam Komm, another theatre owner, once told him, "'I want to do a little business with you. I understand that it has been done before.' I told him I would not do anything like that; that all my life I had always dealt above-board with the union."

He admitted he received a $2,000 personal loan from Harry C. Arthur jr., Fanchon & Marco executive, but denied this had ever influenced any of his dealing with either Fanchon & Marco first runs or the St. Louis Amusement chain. He explained his home had cost him $2,000 more than he had anticipated, and that he needed money to hold off mechanics' liens. "Arthur offered to loan me the money and I accepted his offer," he said. He stated he recognizes it as a debt and intends to pay it back when he can.

Explaining the "chaotic" conditions in local motion picture projection union affairs when he and Nick took charge, Weston said there were 37 different wage agreements; that while the men were supposed to have a 33-hour week, they actually worked 38½ hours. He said that under Nick, St. Louis and St. Louis county were made 100 per cent union. There are three small non-union houses at present, he said, the Osage and Kirkwood in Kirkwood and the Ozark in Webster Groves.

On the witness stand Nick said he received no part of the $10,000 certain motion picture theatre owners are said to have paid to State Representative Edward M. "Putty Nose" Brady in 1936 on the day when Nick signed a new wage scale and working agreement for the union with St. Louis district theatres.

Wehrenberg Testifies Sum Paid Brady

Fred Wehrenberg, president of the MPTOA of St. Louis, So. Ill. and East. Missouri repeated in the federal court his story of how in the fall of 1936 Nick delivered to the theatre owners a new contract with the projectionists that denied the workers the large wage increases that had been previously demanded by the union officials and that the same afternoon a committee of the theatre owners paid $10,000 to State Representative Edward M. "Putty Nose" Brady at a South Side bank.

Wehrenberg charged in the course of his testimony that in his negotiations with the committee prior to being paid the $10,000, Brady had stated that George E. Browne, IATSE president, did not want any trouble over the St. Louis wage scale and that a contract could be delivered for $6,000. Later, he said, the payment for Brady was raised to $10,000.

It was testified that at one time Brady was asked by one of the Ansell brothers (Lou and Joe Ansell were members of the owners committee) whether he represented Nick and how he could guarantee to deliver a contract, but that Brady said Nick had nothing to do with it, that Browne was flying about the country to keep down trouble. Brady assertedly said later the stagehands could be handled if the ante was raised to $7,500.

Wehrenberg said Brady's proposition was put up to the theatre owners organization and they voted to leave it up to the committee to make the best possible deal.

"The contract was delivered by Nick at the Ansells' office" Wehrenberg continued. "After it was signed I drove to the Jefferson-Gravois Bank with Clarence Kaimann and Louis Landau (who were also members of the owners committee). Brady came to the bank and was given $10,000 after a check was drawn and cashed."

Cleared by Court

Early this year in the state court, Nick and Brady were cleared of extortion charges based on this alleged $10,000 payment to Brady.

Walter A. Thimmig, owner of the McNair in South St. Louis, a member of the 1937 labor committee of the MPTO, testified that one day during the course of negotiations over a new contract for 1937 Clyde A. Weston remarked that "for $10,000 he would help get a satisfactory contract for the theatre owners." Thimmig also stated that after one of the wage meetings with Nick and Weston at the IATSE offices, Clarence Kaimann remarked "It looks like another picnic." Thimmig said he interpreted "picnic" to mean pay-off. Kaimann or some other member of the committee also wanted to know if "anyone had been contacted."

In 1937 the operators were given a 40-hour week, their wages being increased from $2.50 to $5, but the net result meant little if any increase to the workers, Thimmig said, since in 1936 they had received overtime that more than offset the basic wage raise.

Earlier in the day, Vernon M. Hall, a projectionist of Austin, Tex., who formerly worked here, said he left St. Louis when Nick threatened him.

Osborne R. Myers, a member of Local No. 143 for 30 years, said Nick was abusive in his dealings with the members.

The government contends the wage demands of from $15 to $30 a week increase made in 1937 by Nick and Weston were for the purpose of obtaining $6,500 from the theatre owners.

Adolph Rosecan, owner of the Princess, a South St. Louis neighborhood house, testified that Weston once said that the Co-operative Sound Service Co., which Weston organized, was "a sweet racket." Previous testimony had been given before United States District Judge John Caskie Collet by Robert Thomsen, business agent for Local No. 143, to show how Nick had forced exhibitors to use the services of Weston's company, although previously sound work in the booth had been done by various companies.

Thomsen testified that in September, 1936, Nick and Weston instructed the membership that no sound engineer was to be admitted to a booth unless they carried cards in the IATSE with which the operators' local was affiliated. When some of the members asked "disturbing questions" about keeping the equipment in good order Thomsen testified that Nick declared "If the theatres wanted service they knew where they could get it." "We were told," Thomsen continued, "that if the theatres didn't get service from Co-Operative they would do without, and that it might be a damned good thing if some theatres did shut down."

Rosecan said when he contemplated opening an airdome adjoining his house Weston first said there would be an installation charge of $35 and that two operators would have to be employed at $47.50 per week. Later the wage was raised to $75 for each booth man. He said he went to Weston's office to protest, waited two hours and finally Weston told him to take off his coat and hat because "you are due for a sweat." On another occasion he said Nick offered him concessions if he would report what occurred at meetings of the exhibitors and he replied that he could not "serve two Gods" and turned the proposition down.

Recalls Payments

Testimony by Harry C. Arthur jr., vice-president and general manager of Fanchon & Marco's interests here on how he loaned $2,000 to Clyde A. Weston while negotiating with IATSE Local No. 143 for reopening the Orpheum as a second-run house in 1937, highlighted a day of the trial in which Weston and John P. Nick are charged with violating the anti-racketeering and anti-trust acts. While the conferences were being held, Arthur said Weston told him he had a $2,000 mortgage on his home due soon and Arthur gave him the money. He took no notes, was paid no interest and now considers the transaction as a loan as Weston has acknowledged his indebtedness. Previously Arthur testified that he conferred with Nick and Weston on wage increase proposals and got the impression "we could get a reasonable contract by payment of some money." "A payoff " asked Roscoe T. Steffen for the government, and Arthur replied, "Call it what you like."

Louis K. Ansell, Sam Komm, A. D. Pappas, Clarence H. Kaimann and Walter A. Thimmig, all exhibitors, furnished testimony that the government is forging into a link to establish the fact that two payoffs, one of $6,000 and the other of $10,000, were made to the union executives in lieu of wage increases for the operators. Thimmig said he personally handed Weston $6,000 in bills at a South St. Louis bank and remarked that "if the bills were marked I don't know it. This is the way I collected it." Weston, the witness replied "If it is marked it won't make any difference; it will be on the way to New York tonight."

Defense Testifies to Popularity of Nick

Opening defense witnesses emphasized what they termed chaotic financial and administrative affairs of IATSE Local No. 143, when Nick took it over on the orders of IA President George E. Browne of IATSE.

H. L. Albright, the first witness, for instance, said: "We thought that $100,000 in union funds had disappeared." He said the membership applauded when Browne announced Nick would take charge and that no protest was voiced. On cross-ex-

amination when asked if anyone had been arrested or indicted for a shortage in the union accounts, he replied "No." George C. Canavan, the second witness, gave somewhat similar testimony favorable to Nick. A. L. Stone, one of the organizers of Local No. 143 in 1908, said there was factional dissention in the union before Browne placed Nick in charge.

While Canavan was on the stand, Assistant Attorney-General Roscoe T. Steffen, in charge of the prosecution, asked the witness whether he had discussed his testimony with the defense attorneys. Canavan replied that he had done so, at the office of Sigmund Bass, counsel for Nick.

Bryan Purteet, attorney for Weston, demanded of Judge Collet that Steffen be placed on the witness stand and sworn. He then asked Steffen whether he and his assistants had discussed with government witnesses the testimony they were to give. Steffen replied that he had done so. He also admitted before the jury that it was not improper for an attorney for the defense to discuss testimony with defense witnesses nor for government attorneys to discuss government witnesses testimony with them.

Stone testified that after Nick took charge of the local he had encouraged a discussion of union affairs by the membership. He said that the rule against discussion of union business outside of meetings, previously referred to by government witnesses, did not originate with Nick, but with a former management of the local and that Weston, business manager for Nick, had eliminated the rule. Stone said he was one of several members of the union who spoke against the 1937 wage contract on Nov. 26, 1937, but that 25 other members defended the contract.

File Deficiency Income Tax Judgment Against Weston

ST. LOUIS—The collector of internal revenue has filed in the U. S. district court clerk's office here a deficiency income tax judgment of $4,821 against Clyde A. Weston, former business agent of Local No. 143, operators' union. The judgment covers alleged additional income taxes, interest, etc., for the years 1935, 1936 and 1937.

The judgment has no connection with the case against Weston and John P. Nick, former international vice-president of the IATSE, now on trial before Federal Judge John Caskie Collet. Weston explained he has failed to take the necessary appeal from the income tax judgment because he was ill and also lacked the necessary cost of the appeal.

Fairbanks Starts Two After Eastern Trip

CHICAGO—Douglas Fairbanks jr., passing through here on his way east, told BOXOFFICE that he would start work on two pictures following his eastern trip. He said one of the films, called "The American Vagabond" and based on the life of O. Henry, would be made for Paramount. The actor said that plans for the second picture were not yet complete.

Players Will Build

FT. WAYNE, IND.—The Old Fort Players, headed by Myron Bone, will spend $25,000 in erecting a civic theatre here with an opening scheduled in the very near future.

Would Improve Theatre

DURAND, WIS.—The city council here is considering appropriating $35,000 for improvements to the motion picture theatre within the city auditorium.

Need Fourth House For Premiere

South Bend, Ind.—The three local theatres which will house the "Knute Rockne—All American" world premiere, October 4, have completely sold out all tickets during the first day of sale. B&K are currently negotiating for a fourth theatre to take care of the crowds expected.

Warner Exploiteers Busy on "Rockne"

SOUTH BEND, IND.—Warner Bros. have a staff of exploiteers going full-blast preparing for the world premiere here on October 4 of their "Knute Rockne—All American."

Already, Gov. Clifford Townsend has declared the week of September 29 to October 5 "Knute Rockne Week" in Indiana. Plans now call for the use of four local Great States houses on the opening night. Tickets to two houses, the Colfax and Palace, were grabbed up within five hours after being put on sale.

Coming here from Hollywood for the premiere will be the entire name cast of the Rockne film, headed by Pat O'Brien, Gale Page, Ronald Reagan and Donald Crisp. Kate Smith will bring her radio troupe to present their regular Friday night broadcast from the Notre Dame campus.

Tentative plans call for arrival of the Warner film folk on Thursday afternoon, October 3. After a public reception at the station, they will banquet at the Notre Dame dining hall, with prominent alumni attending.

Friday morning a wreath will be placed on Rockne's grave. In the evening the Kate Smith broadcast will be held, followed by O'Brien's appearance at a football pep rally on the Notre Dame campus in preparation for the university's opening game of the season the next day against Alonzo Stagg's College of the Pacific.

Following the premiere, which is being sold at $1.65 top for main floor and $1.10 for balcony seats, there will be a grand ball.

The Warner praise agents here—Sam Clark, Bill Rice and Monroe Rubinger—are estimating a crowd of 250,000 for the event.

Warner is expected to bring in numerous critics and newspaper writers from Chicago, New York and other spots. Also planning to attend are one of the brothers Warner and S. Charles Einfeld, publicity director, plus others of the publicity and advertising departments.

Mother of Knute Rockne Will Attend Premiere

SOUTH BEND, IND.—Mrs. Martha Rockne of Chicago, 81-year-old mother of the late Notre Dame football coach, has been invited to attend the premiere here of "Knute Rockne—All-American" on October 4. Mrs. Rockne has never seen a photoplay. The premiere will be held at four local theatres simultaneously.

Rodgers Attentive to Ind. Allied Protest

NEW YORK—The first brush over exhibitor organization resentment to advance admission type attractions is a victory for the complainant.

Taking the stand he "cannot deal in generalities," William F. Rodgers, M-G-M's general sales manager, has assured Don R. Rossiter, executive secretary of Allied of Indiana, that upon receipt of "specific instances" in alleged disturbance of regular availability of "Boom Town" he will "correct it at once."

Rossiter informed Rodgers that, despite the latter's official declaration "there is no thought on our part that the exhibitor's run, availability, or clearance be disturbed where exhibitors do not cooperate" in raising prices, "numerous complaints" have been reported of a contrary attitude on the part of Wade W. Willman, M-G-M manager in Indianapolis.

"In many instances," Rossiter wrote Rodgers, "where the exhibitors would play the picture within 30 days after the larger Indiana cities, they are being held back as much as 60 days. Could it be that the cause of this is the exhibitor's failure to increase admissions?"

Rodgers informs BOXOFFICE he will stand pat on his "no disturbance" attitude, stating he will be "happy" to correct any abuses of it on the part of sales personnel and adds his company "won't quarrel with any one if they don't want to increase admissions."

Reaffirm Opposition to Blocks-of-Five Sales

INDIANAPOLIS—The board of directors of Associated Theatre Owners of Indiana, at their regular monthly meeting September 10, reaffirmed their opposition to the consent decree provision calling for the sale of pictures in blocks of five.

The association previously decided such a policy would seriously interfere with the buying of pictures by independent exhibitors, because they would be deprived of cancellation privileges, which they now enjoy and because such a policy would create more of a "seller's market" than now exists.

The board has filed a written protest with the department of justice setting forth its objections to the proposed sales policy.

Trampe, Nathan Heading ITPA Meet Committees

MILWAUKEE—Charles W. Trampe is chairman of the arrangements committee and Bert Nathan of the exhibits committee for the annual convention of the ITPA of Wisconsin and Upper Michigan to be held October 2 and 3 at the Schroeder Hotel here.

Business meetings will be held on the afternoon of both days with Sidney E. Samuelson, business agent of the Allied-Independent Theatre Owners of Eastern Pennsylvania, Inc., as one of the speakers.

Courshon to Embassy

NEENAH, WIS.—Gilbert Courshon has assumed the managership of the Embassy here. He resigned as manager of the Brin, in Menasha, to assume the post here. Succeeding him in Menasha is W. C. Koster of Milwaukee.

New Admission Scale For the Ambassador

ST. LOUIS—A new admission scale has been announced for Fanchon & Marco's Ambassador in the downtown sector, now in its fourth week of a policy calling for continuous performances during the day and a single show at night at which the main floor and mezzanine seats are reserved.

From the opening until 2 p. m. all seats in the house are 35 cents and from 2 to 6 p. m. 45 cents. After 6 p. m. the balcony seats, which are not reserved, are 45 cents. The main floor and mezzanine seats, which are reserved, are 50 and 75 cents.

The new scale went into effect on Friday, September 20, when "The Howards of Virginia" succeeded "Brigham Young" as the feature attraction.

Under the new arrangement, the continuous showings policy will prevail until 8:10 p. m. Balcony patrons who have not seen a complete performance will be permitted to remain for the last evening performance.

Food Giveaway Plan Must Get Approval of Packers

CHICAGO—W. R. Kinnaird of the Institute of American Meat Packers this week said any plan for a theatre food giveaway involving any of the national packing concerns, would have to be approved by the Institute's code committee.

It is understood a premium concern is sounding out Armours, Swift and other concerns on a food plan that would include the giving away of various meat products and canned soups. Kinnaird said such a plan is not in harmony with the Institute's fair practice code, but that the code committee itself passes on all such plans presented to it.

Various executives of leading local concerns questioned, professed to know nothing of the plan.

Strive for Marquee Ad Rights

Chicago—Further conferences are expected this week and next on a change in the city ordinance building codes that will permit theatres to continue using marquee valances and silk banners.

Present standing as BOXOFFICE goes to press of the suggested change by theatre owners is that the city will permit use of temporary signs under marquees weighing "not more than one pound per foot."

"North West Mounted" Premiere Charted

CHICAGO—W. K. Hollander, Balaban & Katz publicity director; Archie Herzoff, Chicago Theatre publicist; and Carl Kreuger, divisional publicity director for Paramount, are working out details on the U. S. premiere of "North West Mounted Police" which will be held here October 25 at the Chicago Theatre, B&K ace house.

Following the world-premiere in Canada, the stars of the picture will come here to participate in the initial showing of the film in this country. Cecil B. DeMille, director of the film, together with the leading stars, will be heard on the "In Chicago Tonight" program which will be broadcast Thursday evening, October 24, over the coast-to-coast network of the Mutual Broadcasting System. The program will originate in the studios of WGN, Chicago *Tribune* station, and will be broadcast at 7:30 p. m. (CST).

Katz Improves Grand

BENLD, ILL.—Joe Katz has remodeled and redecorated his Grand here. Improvements include a new marquee, new lights and rugs and asphalt tile flooring in the rest rooms.

See Retaliatory Suit Against C. W. Trampe

MILWAUKEE—Latest developments in the effort of Charles W. Trampe, local exhibitor and head of Film Service, Inc., to restrain the playing of Bingo here, has been an order by Circuit Judge Roland J. Steinle to compel the American Luther Ass'n, against whom Trampe seeks an injunction, to file an answer to Trampe's suit, and an action by A. T. Nodorft against the Variety Club and Trampe to restrain the club from gambling.

The latter is regarded by Benjamin J. Miller, counsel for Trampe, as a retaliatory action against the theatreman for his suits against Bingo. The complaint charges that Trampe has control of the slot machines, Bingo and card games at the club which is located in the Schroeder Hotel here.

Miller charged last week that six "syndicates," operating independently of each other, are grabbing off the big prizes at Bingo games in Milwaukee county by "cheating."

Despite the high court's ruling, the district attorney's office here has taken no steps to halt Bingo, which it is estimated, takes thousands of dollars from the public weekly.

Filmack Trailer Names Leo Bott to Promotion

CHICAGO—Leo P. Bott jr. has been appointed advertising and sales promotion manager of the Filmack Trailer Co., Chicago, according to Irving Mack, president of the firm. Bott, a veteran advertising man, operated his own ad agency in Little Rock, Ark., for 18 years. He was also with Harvey-Massengale, Atlanta, for three years and with Donahue & Coe, New York agency, for a year and a half. Before coming to Chicago Bott was assistant promotion manager for *True Story Magazine*, and a free-lance idea man and writer of fiction, articles and advertising.



At the National Screen Convention in Chicago—

Home office executives and field men for National Screen, Advertising Accessories and National Screen Accessories in convention last week at Chicago. On the speaker's platform are Paul Short, Dallas, southern district manager; Michael Kaufman, assistant to George Dembow, general manager; Charles Casanave, vice-president and general manager of Advertising Accessories, and Morton Van Praag, midwest division manager. Standing beside the flag is Duke Hickey, head of special service for National Screen, out of Chicago.

CHICAGO

ESSANESS has closed a deal for use of the new earthenware premium deal of Metro Premium Co. . . . Al Dezel's "Reefer Madness" is completing its fourth big week at the Gem . . . Herman Goldberg, head of Warner's real estate and construction department, is here supervising renovation of the fifth floor of the Warner Bldg., being taken over by M-G-M . . . Bill Scully, Universal general sales manager, was here from New York . . . Ditto Warner's division manager, Ben Kalmenson.

Jack Kirsch will attend the annual convention of New Jersey Allied next week . . . Bill Brumberg, Warner assistant branch manager, spoke before the Lions Club of Des Plaines on Tuesday night . . . Otto Brauenig, formerly RKO office manager in Cleveland, is here learning the ins and outs of being a home office representative from J. C. de Waal. Later, Brauenig will cover Cleveland, Cincinnati, Pittsburgh and Indianapolis.

Lost and found notice from Jack Kirsch: If the owner of the pair of golf shoes Jack picked up by mistake at Tom Flannery's party at Nippersink will identify same, he can get them at Jack's office . . . Harry Hamburg, Paramount office manager, has a genius of an off-spring. His young daughter, Geraldine, has been on the "Quiz Kids" program for two weeks running, the first week tying for first place.

Charles Laughton and his wife were here for Laughton's appearance on the WGN-Mutual "In Chicago Tonight" program . . . Carl Krueger, Paramount's press agent, hosted a party on Wednesday at the Pump Room of the Ambassador for the new Paramount starlet of "Rangers of Fortune," 14-year-old Betty Brewer.

Leo Sachsel, son of Dick Sachsel, is the first volunteer from Filmrow to the army. Leo, who has been operating the Original Screen Re-Nu Processing Company, has joined the anti-aircraft division of the army.

Joe Kaufman, B&K head booker, who is to be married soon to Marge Kosman, was to be feted at a bachelor dinner and party at the Congress Hotel, Friday night.

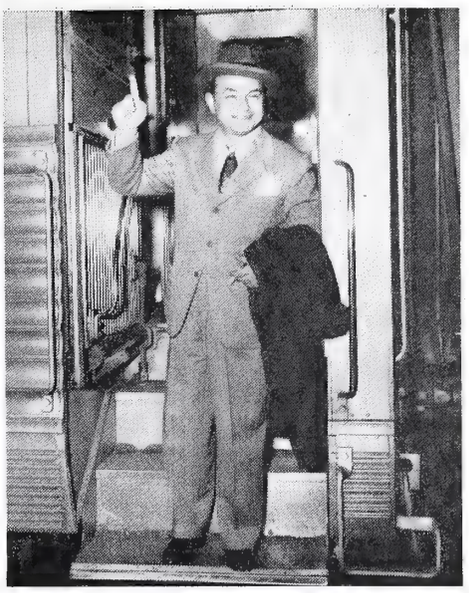
"The Great Profile" was screened for exhibitors by 20th-Fox this week . . . Si Greiver is now booking the Crystal at Genoa.

Larry Stein was in New York attending the annual election of officers of the Warner Club. He attended as president of the local club . . . Vincent Fontaine is the new advertising accessories manager at the local UA exchange.

Evelyn Lange, secretary to Tom Gilliam at Warner's, is still vacationing in South America, but is due back next Monday, September 30 . . . Kay Morrison of the M-G-M office staff was to be married Saturday to E. C. Clerihan at St. Dorothy's Church. Kay was feted at a party given by girls in the M-G-M office before her marriage.

Al Byrne, secretary to John Balaban, and Mrs. Byrne are visiting parents at New Haven, Conn., during their two-week vacation . . . Illinois-Indiana Theatres have upped Earl Kreech to manager's post at the Vic Theatre, Indiana Harbor . . . Marty Lewis of Movie and Radio Guide had a siege of the flu.

Duke Hickey purchased the complete Chinese and Japanese ivory collection of Homer C. Chapin . . . M. M. Rubens' secretary, Grace Winchester, back on job after vacation spent in home town, Peoria



That Man Reuter—

Edward G. Robinson as he paused on the train steps in Chicago en route to New York. The star had just finished work on "Dispatch From Reuters."

. . . Roy Alexander now covering northern Illinois for National Screen.

Mary Carlisle, who played a week at the Oriental, and Kitty Carlisle, currently at the Chez Paree, were constantly getting each other's phone calls . . . Sylvan Goldfinger, manager of the Telenews Theatre, is spending a 10-day vacation in New England. Frank Singleton, assistant manager, carrying on during boss' absence . . . Maureen O'Hara and Lucille Ball, in town for WGN-Mutual's "In Chicago Tonight" broadcast, also made two personal appearances at the Palace.

Plenty of people passing through town. Will Hays, on his way east, ducked reporters between trains . . . Ruby Keeler and Edward G. Robinson also here between trains . . . Monroe Greenthal, United Artists publicity chief, was met by Art Catlin at airport when he stopped here en route to coast . . . Jack Benny spent couple of days at Drake after motoring here from Hollywood . . . Father Flanagan also spent a couple of days here.

Janesville Restricting Juvenile Attendance

JANESVILLE, WIS.—In a move to cooperate with the health department in combating infantile paralysis, the Jeffris, Myers, Beverly and Apollo are admitting no children under 14 years of age unless accompanied by their parents.

Twelve cases have been reported here. Dr. Fred B. Welch, city health officer, said he does not urge complete closing of the theatres, but that he does feel the restrictions on children's attendance are for the best interests of the community.

New Pact to Macgowan

HOLLYWOOD — Twentieth-Fox has resigned Kenneth Macgowan as an associate producer.

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MILWAUKEE

EARL FISCHER, south side exhibitor and president of the South Sixteenth Street Business Men's Ass'n, was one of the speakers at civic ceremonies dedicating a new trolley line . . . Miss Gladys Kofal, stenographer at the Celebrated Players exchange here, became Mrs. Betz, August 31.

Ross J. Baldwin will relinquish his Tosa Theatre October 15 to Marcus and Svernoff, operators of theatres around the state . . . Jerome Koehler, eldest son of Mr. and Mrs. Charles D. Koehler, will be married September 21 to Miss Alma Steinbrenner. Charlie is one of Filmrow's pioneer exchangemen.

C. W. Docter is planning renovations to his May Theatre at Mayville at a cost of about $6,000 . . . Manning Silverman, operator of the Fern, north side nabe house, is slated to take over the Ogden here from R. J. Patterson.

Charles D. Koehler, operator of the Astor Picture exchange here, has taken over the distribution of 16 features and 14 serials released by Mascot . . . Fred Brown, Plymouth exhibitor, has been named vice-president of the chamber of commerce in that city.

Joan Valerie, film actress, has been spending a brief vacation at an Eagle River resort . . . Fox's Odeon in Beaver Dam is offering 15-cent nights on Mondays and Tuesdays.

Dick Schacht, manager of the Badger in Merrill, promoted a double spread cooperative advertisement in connection with the showing of "Boom Town" . . . Plans are under way for remodeling the Rialto at Elgin, Ill, which is leased by the Publix Great States Theatres, Inc.

The Majestic in Cudahy has announced a new price policy of 20 cents to 6 p. m. weekdays and 30 cents to closing with 30 cents on Sundays.

New Sound for Crown

RACINE, WIS.—New sound has been installed here in the Crown.

TRADE DIRECTORY

A Handy Guide for the Exhibitor

CHICAGO

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WB Assistant Managers' Outing September 25

CHICAGO—The boys of Warner theatres who spend their time looking after the entertainment of other folks, plan to take time out next Wednesday, September 25, for a little fun of their own.

That is the date of the "Assistant Managers' Outing" to be held at Beverly Shores, Ind., through the courtesy of Jimmy Coston, zone manager, and cooperation of Assistant Zone Manager Charlie Ryan. Arrangements are being handled by a committee composed of Truman Randall, Capitol; Ervin Sedlack, Shore; Francis Buckles, Frolic, Chicago, and Charles Dixon, Paramount, Hammond, all assistant managers.

Great States Circuit Reopens Several Units

CHICAGO—The Great States Circuit has reopened several houses which have been closed all summer. The Madison, Peoria, reopened with "Boom Town." The film was originally scheduled to open at the circuit's Palace.

The Rialto, Waukegan, reopened with "Typhoon" and "Two Girls on Broadway."

In Dixon, Ill., the Lincoln was to reopen September 21 with "The Man Who Talked Too Much" and "Lucky Cisco Kid." The house was closed September 9 for a remodeling job.

Warner Circuit Expanding Book Lending Policy

CHICAGO—The Warner circuit has found the book-lending idea at the Capitol and Avalon so successful that the plan is being expanded to include the whole circuit.

The theatres call attention to current or future Warner attractions by lending books and plays which the company has made, or will make, into films. Books may be kept for three days. A display of the novels is located in the lobby, while a trailer calls attention to the book-lending plan.

RKO Suit Against J-L-S Settled Out of Court

CHICAGO—Suit filed by RKO against Jones, Linick & Schaefer has been settled out of court. First RKO picture to play at JL&S Oriental since the settlement is "Cross Country Romance" which concluded a week's run September 19.

Projectionist Wage Boost Talks Start Sept. 20

CHICAGO—The question of a 10 per cent increase in wages and two weeks' vacation with pay were to be discussed at a meeting between exhibitor leaders and executives of the operators' union scheduled for September 20.

Three Give Bikes

CHICAGO—Three outlying B&K theatres —Maryland, Howard and Regal—are cooperating with neighborhood merchants in awarding a Radio Bike every Saturday night. Merchants give customers numbered coupons which are deposited in theatres. At 9:00 o'clock the lucky number is drawn on the stage and the winner must be present to collect his prize. Harry Phillip, sales representative for International Enterprises, firm handling Radio Bikes, closed the deal with B&K.

ST. LOUIS

WITH the Garrick and Grand both offering burley bills to the natives and Sam Reider about to offer a similar bill to cash customers at the Shubert-Rialto, it looks like St. Louis is in for a revival of the old days.

George Tyson, who served as executive director for the recent Atlantic City beauty pageant that named a Miss America for 1940, is recalled locally as publicity director for several of the local first runs when they were under Warner management. He is now back on his regular job with a theatrical chain in Pittsburgh.

Our friend James Frisina of Taylorville, Ill., and Springfield, Ill., met with tough luck in the recent national amateur golf tournament down New York way. He was knocked off in the first round of match play by Richard Allman of Pullman, Pa., 1 up in 20 holes. Then Allman got his 5 and 3 at the hands of Ray Billows, Poughkeepsie, N. Y., in the next round.

The Civic Theatre, another strong bit of opposition for local motion picture theatres, closed its third season the night of September 15.

Phi chapter of Sigma Alpha Mu fraternity at Washington University here has elected Rochelle Hudson, Hollywood film star, as "Sweetheart" of the chapter. Miss Hudson, who was in St. Louis for a personal appearance at Fanchon & Marco's Missouri, was presented with a "Sweetheart pin" from the 25 members of the chapter.

Miss Virginia Morrison, "Miss Missouri" in the recent Atlantic City national beauty contest, was given a screen test at the RKO studios in New York City.

A film presenting a story of how the American Legion Employment Industries here is aiding in the rehabilitation of disabled war veterans was given its first showing September 10 at the Soldiers Memorial before members of the Service Officers' Council.

Walter Wanger, Hollywood producer, was the honor guest of the Variety Club at a luncheon Friday, September 13, in the Hotel Coronado. He was accompanied to St. Louis by his wife, Joan Bennett.

Mo. High Court Upholds Change in Turpin Will

JEFFERSON CITY, MO.—The Missouri supreme court has affirmed a decision of the St. Louis circuit court setting aside a trust fund of about $115,000 established by the late Charles H. Turpin, Negro theatre owner and justice of the peace.

The circuit court had held that the terms of the will establishing the trust had been obtained through undue influence and fraud.

Suit Against Production Chief Is Dismissed

ST. LOUIS—A suit to enjoin Floyd W. Bolton of Albuquerque, N. M., president of International Pictorial, Inc., producers of slot machine films, from using motion picture films and other property of the company, and also demanding that Bolton be required to make an accounting of company assets, was dismissed by Judge Padberg in circuit court.

Switows Undertake to Modernize Two Units

INDIANAPOLIS—Harry and Sam Switow of Switow Theatrical Enterprises, with headquarters in Louisville and operating theatres in Washington, New Albany, Seymour, Anderson, Salem, Shelbyville and Jeffersonville, Ind., will modernize their Dream Theatre in Jeffersonville, which has been closed for several years. The LeRose Theatre has been the only theatre house operating in the town.

They will also modernize the Majestic in Seymour, putting on a new front and doing extensive work on the inside.

Indiana Theatre Roof Features Name Bands

INDIANAPOLIS—The Indiana Theatre Roof held its fall opening last Friday after a crew of painters, upholsterers, interior decorators, stagehands, scenic artists and cleaners had spent nearly three weeks in its preparation.

The Roof was recently leased to Miss Alice McMahon, who plans to operate it every Wednesday, Friday, Saturday and Sunday nights with outstanding dance bands on the program.

William H. Trunick Hosts RCA Men From Midwest

INDIANAPOLIS—William H. Trunick, district manager for RCA Photophone, was host last Thursday to salesmen and service managers from the midwestern territory. Also in attendance were H. B. Snook, manager of Photophone sales; W. L. Jones, manager of service and installation; E. F. Jones, manager of advertising; and F. W. Wentker, Adolph Goodman and Joseph Pesce, all of Camden, N. J.

Coin-Operated Machine Company Is Formed

INDIANAPOLIS—Incorporation papers were issued last week to the Indiana Music Operators' Ass'n of Coin-Operated Record and Film Machines, Inc., with offices at 826 Wabash Ave., Terre Haute, Ind. Incorporators were Charles Baker, Sam Kerr, Edwin Kaufman and Willis A. Satterlee.

Up James Marchesi

AMBOY, ILL.—James Marchesi, manager of the circuit's Roxy at Lockport, has been upped to be assistant to his brother, Gus, general manager, with headquarters here. John Picco of Oglesby, former theatre operator in the silent days, becomes the manager at Lockport.

Life for Slaying

SOUTH BEND, IND.—Richard Klowetter and Mervin Cagle were sentenced here last week to life imprisonment for the slaying July 10 of Walter E. Ebeling, 38, manager of a German-language theatre in New York. The two pleaded guilty to killing Ebeling after he picked them up in his automobile as he was leaving South Bend for a visit with friends in Michigan.

Two to Get Photophone

CHICAGO—The Roxy at Berwyn, Ill., and the Rialto at Champaign, Ill., will be outfitted with new RCA Photophone sound.

An Eight-Month Run For 'Wind' in Chicago

CHICAGO—"Gone With the Wind" will probably conclude its record-breaking engagement at the Essaness Woods before October 1. Essaness and M-G-M officials met to set the exact closing date. September 25 will mark the conclusion of the eighth full month that the film has been shown at the Woods.

The Selznick epic opened at the Oriental and Woods here January 25. In mid-May the film concluded its Oriental run. On June 7, it played a four-day engagement at three outlying B&K houses—the State, Tower and Riviera.

All local attendance records have been smashed during the long run of the film. Over a million people saw the picture in Chicago, with receipts totaling well over a million dollars.

"Boom Town" Into Third Week of St. Louis Run

ST. LOUIS—"Boom Town" has gone into a third week at advanced scales at Loew's, being the first film to accomplish this feat at this popular downtown showhouse since "Gone With the Wind."

Premature Report

INDIANAPOLIS — It was prematurely reported that the Settos circuit had taken over operation of the Cine' and Sherritz theatres in Linton from Robert F. Scherer. The two are still being operated by the original owners who have been in show business 28 years. Scherer also operates the Palace at Clinton.

His Letters Exemplary

CHICAGO—Dale Carnegie, author of "How to Win Friends and Influence People," recently devoted his syndicated newspaper column to "Thank You" letters written by Irving Mack, sales manager of the Filmack Trailer Co., Chicago. Carnegie's column is called "Put Pep Into Your Letters."

To Fox Helm

MARINETTE, WIS.—Clarence Wall, manager of the Lloyd in Menominee for two and a half years, has been named manager of the Fox here. Succeeding him at the Lloyd will be Russell McNamee, former manager of the Colonial in Iron Mountain.

Post to McIlwain

INDIANAPOLIS — William McIlwain has been appointed manager of the Lyric by Charles M. Olson, replacing Kermit Dart who resigned recently to start a vaudeville booking office in Chicago.

A Prestone Feature

INDIANAPOLIS—Paramount has made a picture, "The Age of Experts," based on science's developments in the automotive field, which will be shown at the Indiana University Bldg. at the State Fair grounds as a feature of the annual Prestone anti-freeze dealers' meeting.

Open New Warren

WARREN, IND.—J. E. and Claire Stuckey opened their new Warren here last Friday. The house replaced the old Savoy.

INDIANAPOLIS

VISITORS along Filmrow: E. R. Crouch, Palace, Fairmount; George Mallers, Hines, Portland; Harold Neese, Beverly, Brazil; D. D. Lee, Rex, Montezuma; L. T. Moore, Orpheum, Mitchell; Harry Vonderschmitt, Indiana, Bloomington; Joe Finneran, Elwood, Elwood; Trueman Rembusch, Artcraft, Franklin; C. E. Rogers, Rio, Columbus; Mrs. Ethel Luckett, Indiana, Scottsburg; Harmon Allison, Ritz, Mooresville; Roy Harrold, Princess, Rushville; Maurice Rubin, Lido, Michigan City; Walter F. Easley, Tree, Greensburg; Alex Manta, Indiana-Illinois Theatres, Chicago; Leonard Sowar, Rivoli, Muncie; Dick Vlastos, Fowler, Fowler; Douglas Haney, Albion; Albion; Ferd Nessel, State, Anderson; Sam Neall, Indiana, Kokomo.

Also, Percy Dickson, Eagles, Wabash; Harry Van Noy, Paramount, Anderson; K. E. Maurice, Wabash, Clinton; Joe Schilling, Auditorium, Connersville; Gilbert May, Dream, Corydon; Mrs. Janet Prewitt, Prewitt, Plainfield; J. B. Sconce, Playhouse, Edinburg; Mrs. Elsie Blessing, Royal, Danville; Mrs. Hilda P. Long, Hippodrome, Sheridan; Roy Kalver, Adams, Decatur; J. M. Dixon, Flora, Flora; Mannie Marcus, Eastern, Fort Wayne; Dallas E. Cannon, Kent, Kentland; Merrill Moore, Palace, Kokomo; H. Lisle Kriegbaum, Char Belle, Rochester; Mrs. Nelle Orr, Speedway, Speedway City; William Studebaker, Logan, Logansport; Mrs. Will J. Haney, Milan, Milan; A. McCarty, Roxy, Pendleton; Robert Hudson, Tivoli, Richmond; Abe Kaufman, Fountain, Terre Haute; C. C. Wallace, Boone, Thorntown; Jack Van Borssum, Savoy, Terre Haute.

Settos Theatres have just completed arrangements for the installation of new RCA sound, according to William H. Trunick, RCA district manager . . . Wayne Brenkert, head of the Brenkert Lamp Co. of Detroit, was in town . . . James Fusheanes, operator of the Oliver, South Bend, is installing latest type RCA sound . . . Gordon Craddock, who has been ill for the past several months, has returned to his post as manager of the Universal exchange . . . Phairy Queener, contract clerk at Warner Bros., will be married September 22 to Wayne Shives in a candlelight ceremony to be held at the Meridian Heights Presbyterian Church in Indianapolis. Dorothy Robbins, secretary, held a shower for Miss Queener with Warner employes as guests . . . 20th-Fox offices are being redecorated and the screening and shipping rooms are being remodeled . . . G. L. Heinrich has returned from a business trip in Pennsylvania for RKO.

Roy Churchill, RKO manager, spent last week calling on southern Indiana exhibitors . . . E. T. Gomersall, district manager for Universal out of Chicago, was in town several days last week . . . Fred Dolle, head of Fourth Ave. Amusement Co., and Mrs. Dolle are vacationing in Asheville, N. C. . . . Jack Dowd, booker at Warner Bros., and the Mrs. will spend their vacation at St. Petersburg, Fla. Dorothy Robbins of the same office will be their guest . . . Charles M. Olson has returned from a business trip to New York . . . Carl Niesse, operator of the Vogue, Indianapolis, reports having a fine time in New York with his wife and daughter. They were royally entertained by Olsen & Johnson, of the "Hellzapoppin'" show and several other celebrities while there . . . Gail Lancaster, operator of the Huntington, Tivoli and Jefferson theatres, reports a nice opening for the Huntington last Thursday night. Lancaster also advises that the Tivoli, when it is remodeled in the near future, will retain its name and will not change to El Rancho Grande as previously reported.

Charles Olson, generalissmo at the Lyric, is enthused over next week's program. He will feature George Jessel's "Hollywood Stars on Parade." Among the feminine starts are Rochelle Hudson, Jean Parker, Steffi Duna, Isabel Jewell and Lya Lys. Two young actresses from the Paramount lot are Betty Jane Cooper and Jean Manners . . . Warner Bros. held a preview screening the other night of "Knute Rockne—All-American." Indiana theatremen are looking forward to this picture with interest because of its Indiana background. The picture will probably show in Indianapolis early in October.

Shorty Phillips of the Drive-In Theatre reports he has booked pictures for the next two months because he thinks there will be many more pleasant evenings to enjoy an outdoor show . . . Al Ackerman of the Tacoma booked a Jack Benny hit of 1938, "Artists and Models" . . . The 14th annual convention and trade show of the Associated Theatre Owners of Indiana is scheduled to be held in Indianapolis, November 11 and 12. Convention committee consists of Marc J. Wolf, chairman; Trueman Rembusch, Ernest L. Miller, Roy Harrold and Don R. Rossiter.

Renovates in Wausau

WAUSAU, WIS.—John Matis, new manager of the Wausau, announces the front of the house will be renovated and the interior completely redecorated.

Kay St. Germaine Debut

HOLLYWOOD—Kay St. Germaine, radio singer, makes her film debut in Metro's "Hullabaloo."



Tavern Dancing and 'Juke' Boxes Are Under Fire

EAST ST. LOUIS, ILL.—Dancing was ordered stopped in all local taverns recently by Mayor John T. Connors, who is also chairman of the liquor control commission. He declared the order would be followed by another removing coin-in-the-slot phonographs from taverns to be designated.

The phonographs—"juke" boxes to the jitterbugs—to be removed are those where racketeering tactics have entered into their placement, according to the mayor, or where they have caused neighborhood complaints about loud noise in late evening and early morning hours. East St. Louis taverns may remain open until 2 a. m.

The no-dance order was precipitated when, acting on complaints of neighbors, police closed a tavern and took into custody 30 Negro minors who were dancing there to blasting music. A few days earlier the mayor had closed the Parkette, a hamburger and open-air dance spot, because parents complained their children congregated there to dance until late hours. When the place was closed, the "jitterbugs" staged a midnight demonstration at the mayor's home.

Summer Closings Held to A Minimum in Chicago

CHICAGO—Despite considerable non-theatrical competition and warm weather, the number of summer theatre closings here were held to a minimum.

There was an unusual number of night softball leagues going, nightly free open-air concerts in Grant Park, and other amusement places to lure theatre patrons, but exhibitors found that when they had good product available business was up to par despite these other attractions and the weather.

Griffith-Southwestern Files in Missouri

ST. LOUIS—Griffith-Southwestern Theatres, Inc., a Delaware corporation, has been authorized to operate in Missouri as a foreign corporation. It will employ $9,082.28 of its capital stock in this state with Abe Rosewall as the principal Missouri agent.

The company is to take over the Mozark and Granada theatres in Springfield, Mo.

A Boom in Store

JEFFERSONVILLE, IND.—The new U. S. Army Ordinance Warehouse and Supply buildings will soon be erected here and the new $250,000,000 powder plant will be constructed at Charlestown, Ind. Twenty-five thousand people will open a new town approximately three miles from the old site of Charlestown. At present the Charlestown Theatre is operated by Robert Harned.

Oscar Fine Acquires Two

EVANSVILLE, IND.—Oscar Fine has acquired the Grand and Carlton theatres here from A. O. Hassensall.

New Sound at Highland Park

HIGHLAND PARK, ILL.—William Pearl is installing new sound equipment in his Alcyon here.

Claims Films Lull People to Sleep

ST. LOUIS—In discussing some of the problems and aims of the industry in a luncheon talk before the St. Louis Variety Club, Walter Wanger declared that too many motion pictures are like what the Japs are said to have distributed in the areas of China they have crushed: "They are merely something to lull the people to sleep."

"If moving picture executives, producers and exhibitors alike don't rid themselves of their fear of ideas in pictures, they are likely to be rid of their theatres," Wanger warned.

"The moving picture should present entertainment, it is true, but it should also have substance and inspiration.

"We are living in a very much upset world, and it is high time we began to use the moving picture as the great American medium of communication it is. It is our great ambassador to all people, and the custodian of an important part in our community life."

Industry Prepared to Spend

He pointed out that the industry, despite the loss of most of its foreign market, is prepared to spend more money than ever on each production, and to stress quality as never before.

The producers in Hollywood are hopeful, he said, that by making better pictures they will enjoy longer runs at higher prices in this country and thus compensate for the loss of most of their foreign markets. He said longer and better pictures might put an end to the double-feature bills about which so many complaints have been heard of late.

He added that any theatre owner or manager who includes three feature pictures on the same bill ought to be called before the health authorities of the city on charges of causing his audiences to suffer eye strain.

Comparing present day conditions in Hollywood with yesteryear, Wanger said: "We work very hard in Hollywood. In the old days movie-making was a manufacturing process; today, it is a creative process."

He spoke to an over-flow audience and many local film celebrities were at the head table, including Harold W. "Chick" Evens, manager of Loew's, and Mrs. A. F. Burt, head of the Better Film Council.

Great States Books Play

CHICAGO—"The Little Foxes," legit play starring Tallulah Bankhead, has been booked into three Great States Theatres, according to T. P. Ronan, district manager. Dates and theatres are: Lincoln, Decatur, Oct. 30; Fisher, Danville, Oct. 31; Majestic, Peoria, Nov. 2.

Star-Lustre Fades With the Years

Chicago—When Doris Arden reviewed Columbia's "Lost Horizon" on its release five years ago for the Chicago "Times," she gave it four stars. Recently, Lotte Stovall, pinch-hitting for the critic, reviewed the revival of the picture during its run at the Studio. She praised it similarly, but gave it only three stars.

Two Sponsor Hollywood Gossip in Spanish

CHICAGO—Two Chicago advertisers have started Hollywood gossip shows in Spanish over station WLWO, new international short-wave station and adjunct of WLW, Cincinnati. Sponsors are Kleenex, manufactured by the International Cellucotton Products Co. and Princess Pat cosmetics. The gossip show is conducted by Conchia Gandia, Porto Rican woman commentator, and is called "Charlas Amenas" meaning friendly gossip.

The program, which is broadcast 7:15-7:30 p. m. (CST) is sponsored Sundays, Tuesdays and Thursdays by Kleenex and Mondays, Wednesdays and Fridays by Princess Pat.

Republic's New Product Sold to F&M Houses

ST. LOUIS—Republic Pictures has closed a deal for its 1940-41 product with Fanchon & Marco, for their first-run Fox, Ambassador, St. Louis and Missouri theatres. Also for the 28 neighborhood houses operated by the St. Louis Amusement Co.

Final details of deal were closed by Nat E. Steinberg, St. Louis branch manager for Republic, and Eddie Arthur, of Fanchon & Marco, after preliminary negotiations between Harry Arthur of F&M and J. R. Grainger, Republic president, in New York City.

Metro Moving Into Warner Building First of Year

CHICAGO—M-G-M on January 1 will move local offices to the six-story Warner Bros. building at 1307 S. Wabash Ave. following negotiations recently concluded between the two film companies. M-G-M's new quarters will be completely modernized at a cost of $70,000, according to James E. Coston, Warner Bros. district manager. The lease runs ten years with the term rental reported to be $135,000. M-G-M now occupies a one-story building, which it rents, at 1327 S. Wabash Ave.

Report Petrillo Change

CHICAGO—Nate Gross, Chicago *Herald-American* columnist, wrote recently that Jimmy Petrillo, president of the American Federation of Musicians, may soon relinquish his post to take the job of labor conciliator for the city of Chicago. The job is expected to be created soon by Mayor Edward J. Kelly. Petrillo, who has been head of the Chicago musicians for years, has been reappointed for another four-year term as park commissioner here, a job that offers no compensation.

Third Year of Operation

CHICAGO—The Warner Rhodes is celebrating its third year of operation with special plans for the anniversary in November.

Equip Sedalia House

SEDALIA, MO.—The sound and projection equipment installation in the Liberty Theatre here was made by the L. T. Rockenstein Co. of St. Louis.

General Seats for Bell

CHICAGO—The Bell here has been outfitted with General seats. Also R. C. Cluster's theatre in Metropolis, Ill.

Herman Wobber Sees Prosperity Ahead

MINNEAPOLIS—There's prosperity ahead for Northwest exhibitors, in the opinion of Herman Wobber, general sales manager for 20th-Fox. Here with W. C. Gehring, western division manager, and Moe Levy, S. R. Kent drive leader, to address a sales meeting, he brought a message of optimism for the trade.

Producers will turn out the finest product in the industry's history during the ensuing year, he predicted. Also, he said, the government defense spending program will bring a general business upturn. And exhibitors in this territory and throughout the entire United States will reap the benefits, according to Wobber.

New-season product sales of 20th-Fox in this and other territories are running well ahead of the same period a year ago, Wobber asserted. The splendid pictures now coming up are a criterion of what's ahead, not only as far as 20th-Fox is concerned, but for the other producers as well, he declared.

Screenings for Territory; Pride in New Product

MINNEAPOLIS—Confidence and pride in their latest product are being shown by distributors in a manner which should instill confidence in exhibitors. They not only are holding trade showings of impending releases here, but throughout the territory. They think so much of their pictures that they want theatre owners in all parts, including those of the smaller towns, to see them.

The usual procedure is to restrict the trade showings to Minneapolis. Such showings draw the Twin City exhibitors all right, but comparatively few out-of-town theatre owners are attracted.

Paramount held trade showings of "Rhythm on the River," "I Want a Divorce" and "Rangers of Fortune" this month at the State, Worthington, Minn.; Lyric, Redfield, S. D.; the West, Duluth, Minn.; Falls, Chippewa Falls, Wis.; Capitol, Chatfield, Minn., and Piller, Valley City, N. D.

Pictures given trade showings here recently include "The Howards of Virginia," "He Stayed for Breakfast" and "Brigham Young." All won acclaim.

New Type Screenings for Exhibitors by Paramount

KANSAS CITY—A series of new type exhibitor screenings were held in Kansas and Missouri the past two weeks by the Paramount exchange here under Joe Manfre.

"Rhythm on the River," "I Want a Divorce" and "Rangers of Fortune" were exhibited in various spots throughout the territory close to the exhibitors and with Paramount salesmen who sell the product to those exhibitors acting as hosts. The plan has proved successful, and earned newspaper publicity for the product.

The first screening was held at Pratt, Kas., September 5, with Joe Stark as host; September 6, Yates Center, Kas., Joe Stark and Roy Young; September 11, Webb City, Mo., Roy Young and Harry Wheeler; September 12, Valley Falls, Kas., Roy Young and Bob Carnie, and September 13, Stockton, Kas., Bob Carnie.

"Rangers of Fortune" was screened in the morning; exhibitors were guests of Paramount at lunch, and the other two pictures were screened in the afternoon.

Independents Postpone Mass Closing; to Vote on Move

MINNEAPOLIS—The threatened mass closing of independent theatres in the territory in protest against film rental demands for new-season product, originally scheduled for this month, now has been set back to December and it may not occur at all, according to Northwest Allied leaders.

The proposition will be put up to a vote of Northwest Allied members, and if a substantial majority favors it and agrees to shutter their houses, the die will be cast, these leaders say. Otherwise, they state, the idea will be abandoned.

A meeting to discuss this matter and other problems is expected to be called within the next fortnight.

Sol Lebedoff, Northwest Allied treasurer and executive committee member, is one of those who urge the closings. He has a plan all worked out and feels confident that it would "bring the distributors to their senses."

Lebedoff would have all exhibitors explain to patrons the reason for shuttering and to enlist these patrons support in the campaign to bring down film costs "to a reasonable level." Trailers on the screen would explain the distributors' side of the argument and cards would be passed out to patrons, requesting the latter to mail them to Congress and the department of justice to help get relief for the harassed exhibitors, he says.

Metro Won't Budge On Percentages

MINNEAPOLIS—Northwest Allied apparently isn't getting very far in its efforts to induce M-G-M to relent on percentage terms. In fact, according to those in the know, the efforts may cause a stiffening of such terms.

The independents here seem to have given up their fight to force M-G-M to sell flat. What they want now is the elimination of the split figure which goes from 35 to 40 per cent on the four percentage pictures. Regardless of the box-office intake, they contend the percentage should not go above 35 per cent. But now the talk is M-G-M may jump it to 50 per cent.

Two Northwest Allied heads, President E. L. Peaslee and Treasurer Sol Lebedoff, were sent by the organization as emissaries to plead with Wm. F. Rodgers and H. M. Richey, M-G-M sales manager and public relations counsel, respectively, for modification of the demands. The pair believed—apparently wrongly—that Rodgers and Richey sympathized with them and "relief" would be forthcoming to Northwest independents. And so they reported when they returned.

As a matter of fact, however, the branch here is not modifying the terms one iota and the talk is of even stiffer terms. Now some of the Northwest Allied bunch charge that they're getting the runaround. However, they're still hoping for "justice" and they say they won't give up the fight.

Polio Attack in Kansas Hurts Theatre Takes

KANSAS CITY—Starting in eastern Kansas some weeks ago and gradually extending westward over the state, the infantile paralysis situation has caused considerable grief at the boxoffices of theatres in the state. The situation is much less deleterious in Missouri.

The situation has just reached western Kansas in the last week or two, according to Warren Weber, St. John, Kas., and is hurting grosses very much. Health authorities have barred all children under 16 from theatres and other public gathering spots, Weber said.

Lincoln Morning 'Journal' Has Space for Film Fans

LINCOLN—Hollywood columns have been given the squeeze in newspapers lately due to the need for whopper type on the year-old war, but the *Journal* here moved the other way this week. Barney Oldfield, who has been going once weekly on Sunday, has been assigned an every-day stint to turn out, the daily one going into the morning paper. The field is unlimited, with about half understood to be open to the show business.

Kimballs Face Legal Tiff With City Over Theatre

LINCOLN—Squabble between the city of Lincoln and Frank and Jennie Kimball, landlords of the Variety Theatre, indicates condemnation action may be the only way out. The city wants to pay approximately $58,000 and tear the theatre down so a street can be widened and put through.

The Kimballs contend that is not enough money for the 1,000-seat property, at present rented to the L. L. Dent-Westland organization.

By throwing the place into condemnation proceedings, it is very likely that the house will remain standing and in operation until after January 1, 1941, because there are numerous delays for appraisals, publication of actions, etc., when such a move is made.

Variety, formerly the Varsity, is now operating on an action house policy, using double features.

Wobber and Levy Discuss Kent Drive in Kaycee

KANSAS CITY—Herman Wobber, general manager of distribution for 20th-Fox, was in Kansas City last Saturday (Sept. 14) with Moe Levy, leader of the eighth annual S. R. Kent drive, to discuss product and the drive with salesmen and executives at the local exchange.

Jerry Smith to Mono.

DES MOINES—Radio Station WHO's "yodeling cowboy," Jerry Smith, will be featured in one of Monogram's "Range Busters" series, scheduled to go into production next week. He leaves Des Moines Sunday for the coast.



—Photos by Cresswell

Commonwealth, at Work and Play—

Scenes from the Commonwealth circuit convention in Kansas City, revealing the business and the fun sides. The two rows at the top depict activity at a steak dinner at Fox Midwest President E. C. Rhoden's Star Lane Farms in Johnson County, Kas. The host, white-hatted and polka-dot tied, appears here in the upper left corner. The business lineup at the bottom, seated in the first row, left to right: Roy Jones, M. B. Smith, Bob Shelton, Stanley Schwahn, C. A. Schultz (president), John Tarr (winner of the "King of the Sun" contest), O. K. Mason, Leland Allen, K. K. King, Dick O'Rear, Walter Kirkham, Rex Barrett, Houston Sterrett. Center row, same order: Doyle Branscum, Eldon Harwood, Frank Dodson, Bob Marchbank, Jimmy Chapman, Melvin Nispel, Joe McClure, Jack Kempton, Rex Beach, Lloyd Morris, Lee Jones. In the back row, likewise left to right: Jack Stephenson, Elton Kuhman, Ray Holmes, Emory Scott, Murrell Hillyer, Raymond McKittrick, Glen Deeter, Lee Miller, Paul Stonum, Bob Spencer, Bill Headstrom, J. D. King, Lawrence Parrett, Wendell Lenhart.

Serve as Listening Posts In Political Campaign

FORT DODGE, IA.—Even New Yorkers are getting tips from Jess Day's Fort Dodge theatres these days. The houses are serving as listening posts in gauging sentiment in the current political campaign.

The New York newspaper *PM* and the New York *Daily News* reported on the trend of the Roosevelt-Willkie race: "If movie applause is the key, observation in other places duplicates what happened in Fort Dodge, Ia., where a Willkie newsreel was excitedly applauded before the Willkie acceptance speech, but one showing the speech itself drew not a ripple of applause."

Hall Reports 20th-Fox Sales Past Last Year

MINNEAPOLIS — Contradicting reports that most independent exhibitors in the territory are laying off buying, Norwood Hall, who covers southern Minnesota for 20th-Fox, reports that his sales to date on new-season product are ahead of those for the corresponding period a year ago.

With crops in the district exceptionally good, business prospects for theatres and other lines are considered excellent, he says.

Fox Midwest Managerial Shift Involves Five

KANSAS CITY—New shifts in managers have been made by Fox Midwest here. Jerry Baker, before a recent leave of absence manager at the Granada, Kansas City, Kas., has been named manager at the Waldo, here, while L. B. Sponsler, at the Waldo several years, now is handling the Oakland and Gem in Topeka, Kas.

Jack Slinker has been transferred from the Gem to the Grand, Topeka; Cobbie Stewart from the Grand to the Jayhawk, there, and Phil Hill of the Jayhawk to Belleville, Ill., where he succeeds C. H. Zile, resigned.

Private Premiere for DM Notre Dame Club

DES MOINES—Forty members of the Des Moines Notre Dame Club will have their own private premiere of "Knute Rockne—All American," October 4.

While the picture is having its premiere at South Bend, Ind., members of the local club will meet to hear the Kate Smith broadcast from the scene. They will then see a screening of the picture as guests of Art Anderson, Warner exchange manager here. Anderson and Charles H. Lynch, president of the Notre Dame Club here, arranged the program.

LINCOLN

FOOTBALL INFORMATION: Charlie Shire is thinking of taking off three months on a leave of absence, just to get away from the phones which pester him for tickets on the 50-yard line . . . Howard Federer is trying to arrange the usual bet on Oklahoma with T. B. Noble, which results in a lot of hedging and jockeying and never becomes a deal until they sit down in the stadium . . . Hy Chapman and those other fugitives from Nebraska now in Minneapolis will probably see a great many of their onetime competitors and clients, October 5, at the Minnesota tussle . . . Sports pages say the Huskers are three deep in every position, look like Rocks of Gibraltar, and indicate Nebraska inclusion in parlays would be considerably better than an even chance.

George F. Monroe jr. was in and out of town quickly, ducking immediately back to Kearney . . . Marty Weiser, with tales of having driven a truck all the way to Hollywood to give to Ann Sheridan (reason: "They Drive by Night"), made a skidding stop in town, then barrelled out again. He was in to back up the play via Uncle Sam of Monroe Rubinger and Sam Clark in South Bend, where Warners have "Knute Rockne—All-American," ready to premiere.

When Viola Morris, cashier at the Fox in Beatrice, was here, she confided that B. M. Montee, the manager, was still alive. Not generally known, she said, but he's still alive . . . Ted Lewis, when here, said the film industry biggies, with others, would join on November 2 to give him a testimonial dinner in New York for his 25th wedding anniversary. Ted, still a boxoffice whiz, be it theatre or dance date, has been knocking around from medicine show, carnival, circus, etc. up to now, for 34 years.

Paul Anderson, at the Stuart, had his house over-run with juvenile pirates last weekend, advertising for them to storm the place in the interests of "Sea Hawk" promotion . . . Vincent DiFiore is spending some time in Colorado—spending, he says, not doing . . . Bob Livingston has been busy stuffing the mail with his oil leases on land in southeastern Nebraska, sending them down to his representatives so they can clear up matters attendant to drilling . . . He used to quote BOXOFFICE *on celluloid, but he's left us, boss, for the* Crude Oil Journal *for carpet slipper reading.*

Alvin Hendricks is so conscription-conscious, he even carries the broom with which he chases lobby popcorn-spills, at right shoulder . . . Bob Huffman took the news of the bill's passage bravely—as bravely, he says, as a man can with a wife and four children. Puts him in the same class with Don Ameche and Bing Crosby . . . Bob Livingston claims he'll have to register, that one more year and he would have been safely past the 35 year limit . . . More than 30 of Nebraska's theatremen, either owners, or staff, have or nearly have commissions.

Murphy McHenry, press agent for Richard Rowland, says production crews are already at work building the sets for "Cheers for Miss Bishop," taken from Bess Streeter Aldrich's book. It's to be premiered, when finished, in Lincoln, he says, and a camera crew is skedded to arrive shortly for filming of a few campus scenes.

Ed Matchullat, formerly operator at the Colonial, has been ordered out for a year of active duty as an infantry captain.

Iowa Employment Is On Upward Swing

DES MOINES—You can't wipe red ink off the books with statistics, but some of the figures may encourage a timid exhibitor or two to try out some new exploitation ideas.

Perhaps business in Iowa shouldn't be as bad as has been reported in some quarters.

Says the state bureau of labor: "1940 continues to be the best employment year since 1937" in Iowa.

Last month 48,125 persons had employment in 226 Iowa industrial firms for which figures are available back to 1936. In August, 1937, those same firms employed 49,772. Figures for the corresponding month in other years: 45,828 in 1936; 43,679 in 1938, and 45,789 in 1939.

Commissioner Charles W. Harness reported employment gained eight-tenths of one per cent in Iowa last month, was 4.9 per cent better than in August, 1939.

Total payrolls reported for August were 3.2 per cent above July figures and 5.5 per cent better than for August, 1939.

100 More Study Films

IOWA CITY, IA.—More than 100 new educational films on varied subjects are now available for school use in Iowa through the University of Iowa's visual education service.

Freddie Horn Joins RKO

MINNEAPOLIS—Freddie Horn, formerly with Columbia in Omaha, has been added to the RKO sales staff here. He will cover western Wisconsin.

Johnson Lets Contract For Falls City House

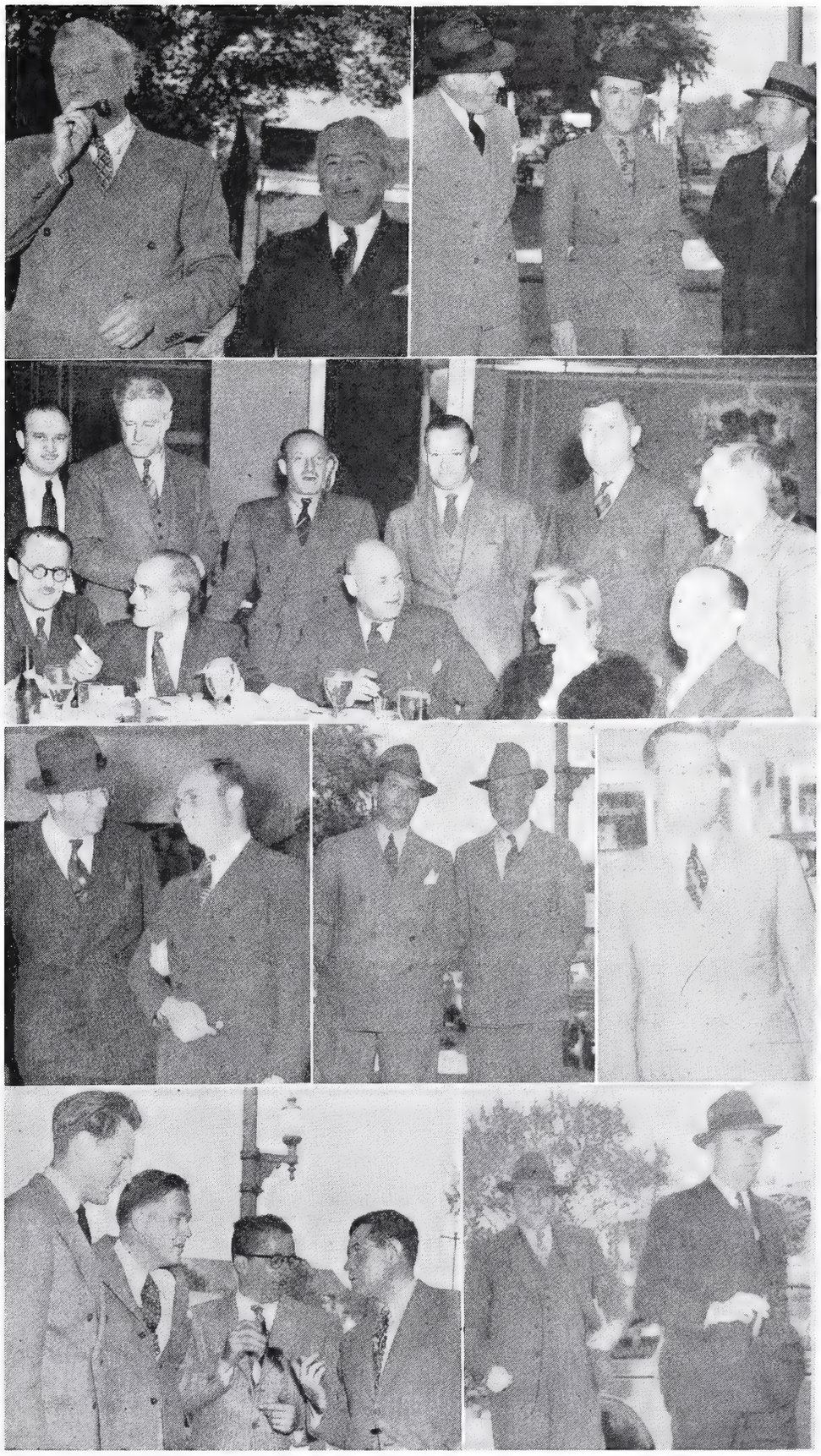
FALLS CITY, NEB.—Oscar Johnson this week let building contracts for his new Rivoli, 650-seater which he will build here at an approximated cost of $30,000. Johnson plans to have the house completed within six weeks. Johnson has placed an order for new seats.

Ask Particulars of Cassil In Anti-Trust Action

ST. JOSEPH, MO.—At the preliminary hearing of the suit of Frank Cassil, Rialto, against Dubinsky Brothers and major distributors, Monday, defendants asked for a bill of particulars; plaintiffs argued their suit is specific enough. Federal Judge Otis took the matter under advisement.

Set Sales Policy—

These scenes from the national meeting in Kansas City of Paramount home office, studio and field executives to set the sales policy on Cecil B. DeMille's "North West Mounted Police." Top row, left to right: Neil F. Agnew, general sales manager; Oscar Morgan, southern division sales manager, Atlanta; Harry Goldstein, Cleveland district manager; J. J. Unger, eastern and Canadian division manager, and Milton J. Kusell, New York district manager. In the second scene, seated left to right: Bruce Campbell, Kansas City Journal; *Joe Manfre, Kansas City branch manager; Ralph LiBeau, Kansas City district manager; Mary Ellis, featured singer for Tony di Pardo's orchestra in the Muehlebach grill where this photograph was shot, and Fred LeRoy of the Paramount home office. Standing, same order: Wm. G. Formby, editor of* BOXOFFICE; *Rufus Blair, studio publicity department; Alec Moss, director of exploitation; Allen Usher, Chicago district manager; J. B. G. Frawley, manager of exchange operations, and Arthur Cole of the Kansas City branch. In the third scene from the top are Robert M. Gillham, director of advertising and publicity; Jerry Zigmond, manager of the Newman Theatre; Charles Reagan, western division sales manager; George Smith, Los Angeles district manager, and Hugh Braley, Dallas district manager. Bottom row, left to right: Bill Lansburg, Kansas City district exploiteer; Jack Dailey, Dallas exploiteer; Carl Krueger, Chicago exploiteer; William Pine, DeMille's associate producer; William Erbb, Boston district manager, and Morris Milligan, a Canadian district manager.*



—Pictorial Press Photos

Paola Opening Brings Kans., Mo. Trade

PAOLA, KAS.—The festivities attendant upon the opening here last Wednesday by H. J. Griffith Theatres, Inc., of their new house, brought a throng of Kansas Citians and several outstate exhibitors to Paola.

Western stars Roy Rogers and George "Gabby" Hayes, and their publicity manager, Ben Roscoe, were visitors who lent the event the Hollywood touch.

Among those present from Kansas City were Mr. and Mrs. Gano, the George Fullers, the William Benjamins, Ward Scott, Mr. and Mrs. Frank Hensler, Bob Withers, Dick Salk, Mr. and Mrs. J. E. Ritter, Jack Gregory, E. A. Briggs, Sam Abend, L. J. Kimbriel, Hal G. Perrin, Rube Melcher, Mr. and Mrs. George Cooper, Mr. and Mrs. Senn Lawler, Glen W. Dickson, Lyn Lenius, Mr. and Mrs. Glen W. Dickson jr., Jane Moulton, Parkie Parkhurst, Mr. and Mrs. Harold Harris, Alfred Lohman, Mr. and Mrs. H. J. Griffith, Katherine McKenna, Sally Law, Hazel Kirkbride, Hazel Dodds, Virginia Beurmann, Claude Tremmell.

Others present were the Stanley McSwains of Nebraska City; the Bob Morleys, Fredonia; the W. Wagners, Independence; Mr. and Mrs. Diamond, Independence; D. S. Hults, Lawrence; Ethel Woods, Lawrence; David Dallas, Harold Rees, Rudy Sharshall, Parsons; Ben Humphrey, Pittsburgh.

From outstate Missouri came Harold Sachse, and Don Hargan, Slater, and Mr. and Mrs. J. Mark Cadle, Pleasant Hill.

Buchholtz Building

NEW HAVEN, MO.—Walter J. Buchholtz, operator of the New Haven here, expects to have his new theatre completed within six or seven weeks. The house, which will be known as the Walt, will seat 290 persons.

New Seats for Two

KANSAS CITY—The Fort in Kearney, Neb., and the Regal, Wellsville, Mo., have been outfitted with General seats.

MINNEAPOLIS

BILL SCHOLL, RKO exploiteer, cast for role in "Topsy and Eva" play, staged for charity benefit . . . "Hy" Chapman, Columbia branch manager, won a bottle of champagne because of his musical knowledge, displayed at the Nicollet Hotel's Terrace, where they play a musical form of Bingo . . . And speaking of winning prizes, "Nickey" Goldhammer, RKO district manager, is said to have won fourth prize in a jumping contest out at Minnehaha Falls pony stables.

Ray Close has returned from Hollywood where the Pantages lad is said to have won the close attention of a certain Monogram lassie. You can't blame her because Ray is a handsome chap . . . Udell Gill of the Dakota County exhibitor Gills will wed on September 24. The girl is Jessie Steinberg . . . Among the many decorations at the recent Welworth circuit managers' conference were a silk valance from Hollywood Advertising and a jumbo poster from the Central Show Printing of Mason City, Ia., both cleverly worded with greetings to the Eddie Ruben boys.

Dick Wagner, the Sioux Falls, S. D., showman, fireworks king and socialite, had the honor of throwing the first ball at the pins in the new Sports Bowl, huge bowling emporium in his home town. His score was a large 85 . . . Ben Ashe, independent exhibitor, reports that he now carries a little portable radio with loud volume. With this device, he says, he can silence the most bellowing voice of any over-zealous film salesman . . . "Nickey" Goldhammer on tour of Des Moines and Omaha exchanges under his jurisdiction.



—Pictorial Press Photo

Out-of-town exhibitors visiting Filmrow included Fred Schnee, Litchfield, Minn.; Lowell Smoots, Little Falls, Minn.; Paul Perrizo, Blue Earth, Minn.; Herb Nicholas, Fairmont, Minn.; W. R. Hiller, Marshall, Minn.; L. F. Buck, Holdingford, Minn.; D. Polzer, Independence, Wis.; C. T. Vick, Albany, Dawson and Hector, Minn.; Joe Schindle, Granite Falls, Minn.; Bim Lakie, Barnesville, Minn.; Gus Ehlers, Sherburn, Minn.; Lee Ross, Sauk Rapids, Minn.; E. E. Thune, Kenyon, Minn.; Bernie Larkin, Madelia, Minn.; Mike and Pete DeFae, Milbank, S. D.; Henry Workman, Shakopee, Minn., and James Anderson, Clarkfield, Minn.

Morton Van Praag, National Screen division manager, a visitor . . . Maurie Abrams, veteran exploiteer, in Detroit Lakes, Minn., for the opening of his son-in-law's recreation center . . . This is vacation time for a number of the Warner gals. The office staff misses Margaret and Lucille Riegert, enjoying themselves in Florida, and Gertrude Guimont, resting in northern Minnesota . . . Norman Pyle, new M-G-M exploiteer, touring territory's key spots . . . Warner's office staff held a picnic and steak fry at Wayzata on Lake Minnetonka.

M-G-M office girls got the Variety Cafe to sponsor their bowling team, providing it with uniforms . . . Many local friends of Frank N. Phelps, one-time Orpheum manager here and now a Warner theatres executive in New York City, will be interested to learn that he's a granddaddy . . . Charlie Winchell, head of the Minnesota Amusement publicity department, host to a party of Twin City film reviewers on a Canadian fishing trip.

Orpheum getting more stage shows. Carlos Molina band and revue follows Ted Lewis there . . . A. Selby Carr, Paramount office manager, settling a tennis feud with Elynor Faley of the office staff . . . "Hy" Chapman, Columbia branch manager, in Chicago for a business conference . . . Paramount preparing to install new booking department equipment, including booths.

Andy Anderson, Detroit Lakes, Minn., exhibitor, is giving all the boys the low-down on the duck hunting situation in his neck of the woods. He says it's certain to be good because of the large amount of moisture this summer and the better feeding grounds. Season opens October 1 and many of the Filmrow boys are looking forward to it . . . Louis Nielsen added to United Artists office staff . . . Fred Strom, Northwest Allied executive secretary, defeated in his race for a legislative nomination . . . Rud Lohrenz, Warner district manager, in town for a few days.

State throwing its doors open two hours earlier than usual and raising its top price from 44 to 55 cents during "Boom Town" engagement . . . Scandinavian films into Lyceum on weekends again. Legit road-show season opened there this week.



The Griffith Opens in Paola—

At the top, left to right, Robert F. Withers, manager in Kansas City of Republic-Midwest Film Exchange; George (Gabby) Hayes, Republic star, and H. J. Griffith, head of Griffith Theatres, get ready to board a train for Paola, Kas., and the opening of the new Griffith Theatre there. Below, scenes of the Paola activity. At the left, in the usual order, are R. W. Ferguson, Griffith manager in Paola and Osawatomie; Roy Rogers, Republic star; Ben Roscoe, Rogers' manager, and Frank Nelson, Griffith manager at Osage City. At the right is a scene of the crowds attending the parade. The circuit operator brought the stars from the studio for the opening, which housed the world premiere of Republic's "Colorado."

DES MOINES

TIMOTHY DUNN is dead. While cavorting in the bushes and across the streets with a Collie pal, Timothy was struck by a car and died instantly . . . Howard and Hazel couldn't stand the quiet emptiness of their new home with Timothy gone, so they selected another little wire-haired terrier so that watching the piddles will keep them too busy to dwell on their grief.

BOXOFFICE *must hang her long-beaked head in shame for being such an unthorough reporter. She found out that A. H. Blank's 35th anniversary was Friday (Sept. 20) and that the Tri-States' hands said it with flowers—but she forgot to find out whether it was A. H.'s wedding anniversary or the anniversary of 35 years in the film biz . . . Palmer Mortvedt is taking a 30-day leave of absence from Iles & McKinney's Iowa Film to try out a little business venture on his own. An eatery of some sort, we understand. Let us know where, Palmer, and we'll take our midnight coffee there . . . Service Theatre Supply is stocking hamburgers now, but more about that later.*

Chuck Iles has been home with a woolen sock around his neck. Tonsilitis, you know . . . Bob Doughman's wife has been in the hospital for the second time . . . Dick Kappler has a new Plymouth, and did you know Francis, the Depot Kappler, has his student pilot's license (which means that he now has the government's permission to learn to fly) . . . Harold Burdette Thomas (Bert Thomas of Columbia to you) tells us that Iowa Airplane's Andy cashiered for Pathe on the Row years ago . . . Doyle Anderson is now doing a climbing turn into the booking end of the business.

Eddie Dunn finally took off for his first flying lesson and the last time we met him at the airport with Little Dunn, he was as wound up in right-and-left level turns as we are . . . Eddie's taking his instruction from Ross White, an acquaintance of ours from away back and the husband of one of our oldest and best friends . . . Harry Holdsberg's getting tired standing on the ground with his mouth open and his neck craned to watch the rest of us guys wobbling through the ozone. We're willing to bet we can report next issue that Harry also flys with his nose too high.

Marty Wiser, Warner's boy who replaced Monroe Rubinger in Kaycee, is still wondering how he managed to smuggle those three emissaries from Scotland all the way from Hollywood to DM for Ken Clayton . . . Bob Taplinger handed them to Marty as he was about to board the plane, and all Marty could do was take out two shirts and pop the three Scotchmen into his bag. Nice doing, Bob—and Marty. Marty says he was at Earl Carroll's the night Paramount's Seventeeners were there (with chaperons in agate type), and that his companion remarked about how bored the chaperons must be . . . Hey, Emil, was that story about the NY Communist head who'll talk here subtle publicity for "He Stayed for Breakfast?"

There was a new "Ramparts We Watch" flurry along the Row Monday when Lou Elman screened the film with the Nazi terror-film ending on it . . . Also rushed into view was the new March of Time on foreign newsfronts with the R&T *considering the advisability of setting up a screening for convening circulation men . . . The* R&T *sales force already had seen one newly completed film showing how the mighty* Register *news and mechanical forces produce the "finest sports section in America" during football season.*

Local sports editors and writers were among previewers at "Knute Rockne—All American," Tuesday night, with another scheduled for those who missed it, next week. Being considered was a suggested contest to pick the high school coach in Iowa with ideals and character most resembling those of Rockne.

Another new girl for Buddy Moran's force. Her name's Miss Goodwin . . . Is it true what Bob Newman says about Madrid? He claims he doesn't go with any girl in Madrid. Chuck Plows lugged a huge box marked "R. Hildreth" into Bob's sign factory the other day. Bob opened it expectantly, but his face fell like that of a woeful bloodhound. The package was for R. Hildreth, Fox auditor out of NY who is paying Stan Mayer's digits a visit. And to emphasize the coincidence, the Fox "R" stands for "Richard" which is Bob Hildreth's 11-year-old son's name.

Charlie Levy, RKO's Special Feature and Publicity Department in NY, insults BOXOFFICE & Co. thusly: "I don't mind flying around the country in a transport, but I can't visualize myself up in the air in a crate piloted by a Clayton—male or female—" Then quickly Jekyling himself back into the oily p. a., Charlie spreads it on double thick by continuing: "So don't go cracking up the best Feature Editor in the country and, incidentally, the best BOXOFFICE correspondent." Page our ace instructor, Leon Vestal, who'll tell you, Charlie, that your fears are . . . well-grounded.

Nobody can say that we didn't give the Row close scrutiny this week, because we discovered Roy Housden's mustache up at Chick Friedman's hangout . . . or did we? And Co. says Roy has one; BOXOFFICE, *who doesn't usually miss that sort of thing, didn't see it. Don't be alarmed, Roy, if we come closer next time . . . Martelle Elman, Lou Elman's sister, has been in the hospital . . . Harry Peter Franz Greenland should be cutting his way out of the wilds of Canada about this time, according to Harry Lloyd.*

: The Company's Friendly :

IT EXISTS in the annals of great literature; it is the meat of high-powered tragedies; it is the essence of emotional convulsions whose repercussions have been known to dent space and time—we mean the being spurned by one whom you bring your sincerest affection.

Therefore let the principals involved take heart and know that naught lowly and trivial upset the even tenor of their ways, when such be the precedents.

The principals are one, Joe Maguire, an itinerant who heralds the products of one, M-G-M; a buyer of this product, one "Doc" Cook, who, too, is the narrator of this episode; and a lion, ostensibly a performer with a traveling show, but who has quite another role, too—who is the symbol of this M-G-M, its emblazoned escutcheon, and who, as Leo, is the inspirer of the ardent contemplation and arduous labor of this Joe Maguire.

What then, may mortals expect when the loyal Maguire in the course of a journey to a site known as Maryville, Mo., of a sudden encounters Leo, the Lion, symbol of his strivings and rewards, engaged in a caged-in performance on a carnival midway?

With the nonchalance of utter familiarity, and with naught but the most affectionate of feelings, Maguire hails this translation of the ideal into the real with a pat, beautiful in its chumminess, touching in the simplicity of its trust.

But ho! The tawny performer, in rare-raw arrogance, took a swipe at Maguire, staunch pal and admirer, and came away with a coat lapel, leaving a gaping hole where before was fabric.

Thus spurned, Maguire turned to do mortal combat with the beast, a battle of which our readers are denied description only because of the officious intrusion of midway caretakers.

Paramount Borrows Fonda

HOLLYWOOD—Paramount has borrowed Henry Fonda from 20th-Fox for the co-starring spot with Paulette Goddard in "Lady Eve." Paul Jones will produce and Preston Sturges will direct from a story by Monckton Hoffe.

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Supreme South American Popcorn—100 lbs.	3.50
Hybrid Jap-Hulless Popcorn—100 lbs.	4.25
¾ lbs. Pinch Bottomed Bags, per 1,000	.90
Popcorn Boxes—10c Size, per 500	2.40
Popcorn Boxes—10c Size, per 1,000	4.50
Popcorn Salt (12 2-lb. Boxes)	1.10

*Used by Leading Theatres Because More Profit Per Sack.

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OMAHA

BERGER A. TOMTE, hefty Paramount peddler, will be a proud poppa within the next 30 days but no name has been picked out yet, he says. Berger is also a grandfather . . . Kathleen Emerson, daughter of the Tri-States press agent, has left for Colorado University . . . The Red Oak, Ia., competitors, Carl Johnson of the Grand and Frank Good of the Iowana, were on Filmrow. Frank's bright green hat is a you-know-what.

Hy Hollander, exhibitor at Schleswig, Ia., also runs a farm in addition to his theatre . . . No cigar yet from Karl Silkebakken, Princess, Odebolt, Ia. Was it just an idle rumor, Karl? . . . Tom Kenyon, Paramount cashier, took a vacation to go fishing, saw thousands of fish, but had so many places to go and see that he didn't have time to fish! . . . The Warner picnic was a big success but failed to develop an unusual activity which featured the picnic of another exchange a month ago at the same place.

Sergeant Sol Yeager of Monogram has been lining up all the boys on Filmrow that might be caught by the first draft. Sol delegated the boys to the following jobs: Joe Smith, RKO peddler, peeling potatoes . . . Harry Schiffrin, Warner salesman, digging trenches and similar spade work . . . M. G. Shackleford, Columbia, guardhouse duty . . . Wayne Stephenson, Paramount booker, 3 a. m. patrol.

L. G. Ballard, Rio, Wall Lake, Ia., has a used auto parts business in addition to his theatre . . . Earl Kerr, Iowa circuit owner, just back from a long vacation in the mountains . . . Visitors to Davenport St. included Glen Van Wey, Sun, Gothenburg, Neb., and W. E. White, new exhibitor at Wahoo, Neb. . . . Manager Bill Miskell of the Orpheum, Omaha, says he's going in heavy for vaudeville this fall and winter.

Russell Merrill, son of Bruce Merrill, Lyric, Edgar, Neb., is in Omaha getting his commercial pilot license and is considering going to Randolph field . . . Joe Feldhans, exhibitor at Schaller, Ia., is an auto mechanic and welder when not running his theatre . . . O. A. B. Hilton, Park, Sioux City, Ia., vacationed this summer in Hartford, Conn. . . . Don McLucas is passing out gum to advertise "The Westerner."

Don Bloxham, Palace, Exira, Ia., was married a couple of weeks ago and immediately put his bride to work selling tickets in the boxoffice . . . Harold Neumann says you can always find Lou Weiner, West, Sioux City, Ia., in his boxoffice reading his BOXOFFICE *. . . The son of Dick DeVries, Ritz, Correctionville, Ia., just passed his six-month birthday, putting him just two months ahead of Miss* BOXOFFICE *of Omaha.*

Joe Warnock, Luna, Battle Creek, Ia., has been trout fishing in Colorado . . . Ray Hingst, Emerson, Neb., also farms when not running his theatre. His brother, August, is a painter, we're told . . . Mickey Larson, Majestic, Oakland, Neb., feels much better after a general overhaul job at the clinic which included removal of all his teeth . . . Buzz Thacker, athletic coach and exhibitor at Pender, Neb., is still in California but due back any day now.

Gladys Andress, exhibitor at Ponca, Neb., said her husband was getting too much publicity and that she wanted to see her name in BOXOFFICE, *so here goes. Gladys Andress and her husband run the Ponca Theatre and Gladys' husband also is a farmer and active in American Legion affairs . . . Rubel Hutchings practically runs Allen, Neb. He has the theatre, a hardware store, radio shop and refrigerated locker system . . . W. R. Boughn has an auto parts and hardware store at Walthill, Neb., while wife Margaret runs the Sun Theatre.*

FIRST

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HOTEL FONTENELLE



OMAHA

....AW, SHUCKS!.....

From the Tall Corn—By KEN and RENE CLAYTON

IT TAKES a calendar to make it a political year to the rest of the world, but we're finding that there's always politics in the film business. Real politics. Bill Middleton of the Rex Theatre at Iowa Falls, for a sample, used to be mayor of the town, while E. O. Ellsworth of the Metropolitan there is a state representative.

Still campaigning: Walter Carroll finds time between features at his Star in Colfax, Ia., to hold the mayor's desk . . . Raymond Baltzey, who does the mayoring chore at Bussey, Ia., is the same Raymond Baltzey who operates the Rayola there.

Addenda on public servants: There was a time when the Maquoketa turned to Mayor Stuart Peake for lighted streets and popcorn permits. Now they go to his Pastime for light entertainment and the popcorn.

More legislating: The Hon. J. R. Schales is state representative from the Tripoli sector. Don't let the disguise fool you. He's the same John Schales who has the Tripoli Theatre to prevent his political activities from tripping him.



Off the bandwagon: M. L. Dickson of the Colonial and Temple at Mt. Pleasant not only made his regular visit to the Row last week. He told Bob Hildreth to ship along some of those silhouette letters for his marquee.

Nate Sandler has been back from New York long enough now to have visited his houses in Northwood and Missouri Valley and tell his managers just what's being worn by the well-dressed man-about-town in the big city.

That's Jean Lepovitz of the Madrid (Iowa theatre) Lepovitzes who used to let Republic's Bob Newman carry her books to school. But Bob refuses to confess a Madrid romance.

Emil Franke might have been able to bustle along with "Too Many Girls" and capitalize on Shrine auditorium advertising if the stage production, scheduled there September 29, hadn't cancelled out . . . Anyway Emil was too busy conferring with Bob Hildreth about that new Screeno arrow installed at his Orpheum, Tuesday.

Aw Shucks once revealed that Central States' R. M. Phillips, now at Norfolk, Neb., we hear, was quite an orator in college days . . . Speaking pieces for the family, however, is younger brother, Dave, who has just been named a speech instructor at Grinnell College.

Tall, blond and handsome Don Wolfe, who took over the Plaza at Monona, Ia., from Clyde King, has been around saying "Howdy" to the bookers he'll be doing business with. Don's reported to be a newcomer in the film biz and hails from Elkader.

Vern Hagemann who bosses the Bremer at Waverly, Ia., has been around again to remind the Row that he's Smiley Burnette's double . . . Also to explain again that the name of his theatre is simply the name of the county up thar.

KAYCEE

W A. TOPLIKAR, theatre booker, is handling Salem china for Kansas City, under Frank Bowen . . . Katie Hudson, who has been with the Kansas City Slide Co. here for 31 years, quit last Saturday to be married to Charles Lowe of Monroe, Wis., where the couple will live.

Initiation of new members into Variety Club has been set for September 30. Leo Finkelstein is in charge . . . Jack Moffitt, film critic for the Kansas City Star, was at Variety Club Monday for lunch. He's just back from the Republic lot.

The Liberty at Sedalia, Mo., formerly operated by Fox Midwest, is reopening. The Missouri Theatre Supply this week sold the house new projection and sound . . . Charley Siebenthaler of the Missouri Film Labs has in some new sound, and reports business is picking up.

On the Row: F. Chenoweth, Noll, Bethany, Mo.; Mrs. Kate Blair, Blair, Belleville, Kas.; Harry Till, Courter, Gallatin, Mo.; A. E. Jarboe, Ritz, Cameron, Mo.; M. S. Heath, Plaza, Liberty, Mo.

Stage Is Lively

MINNEAPOLIS—There will be more entertainment the ensuing fall and winter than for many years past. The Lyceum legit roadshow season starts much earlier than usual, September 19-21, and already includes an unusually large number of bookings. There also will be a season of seven Henry Adrian stock offerings; road musical shows at the Alvin, and frequent stage shows at the Orpheum, in addition to the University of Minnesota Playhouse and various Little Theatre activities.

Gets 5 to 20 Years

MINNEAPOLIS—Five to 20 years in prison was the sentence meted out to Harvey Minnick, 43, who held up and kidnapped a St. Paul theatre watchman last June. He had pleaded guilty to first degree robbery. One other accused of complicity was killed in an auto crash. A third has pleaded not guilty.

Mohawk Distributor

SHAKOPEE, MINN.—Julius Coller's North Star Pictures, Inc., will distribute 19 Mohawk features in the Minnesota and North and South Dakota territories.

Young Replaces Ameche

HOLLYWOOD — Twentieth-Fox has borrowed Robert Young from Metro to replace Don Ameche in "Western Union." Fritz Lang will direct the Technicolor production.

Squaw Goes on a Wampum Hunt

Omaha—Here's a story about how the city slicker was outslickered! It's about Merle Fratt, former cashier at the Orpheum and wife of Glenn Fratt, Brandeis artist.

Merle, Glenn and Pinky McIlvaine, Brandeis assistant manager, were taking a vacation trip through the west and mountain country. An Indian woman fast-talked to Merle and slipped a $10 bill from Merle's bankroll before anyone knew what was going on.

And Merle had handled thousands of dollars at the Orpheum wicket without letting anyone put anything over on her!

Ballroom Drums Beat for "Rhythm on the River"

DES MOINES—Bill Lansburg drummed up the "Have You Got Rhythm" contest here.

Val-Air ballroom patrons entered by playing drums with Herbie Kay's band. Finalists competed for a $5 prize by drumming with Eddy Duchin.

All contestants were promised tickets to see Bing Crosby play the drums in "Rhythm on the River." So whether they realized it or not, they were beating the drums for the Paramount picture.

Bring Revues

MINNEAPOLIS—The Alvin, one of the loop's most beautiful showhouses which has housed legit road attractions and dramatic stocks, has been taken over by Harry Hirsch and Harry Katz, who operated the Gayety with burlesque for many years. They are featuring a policy of musical comedy revues with feature films and shorts at 55-cent admission.

Border Curb Hurts

MINNEAPOLIS—With grosses off as much as 50 per cent, especially on Sundays, in Minnesota towns on the Canadian border because of passport restrictions instituted by the Canadian government, efforts are being made by the American theatre-owners to obtain relief. They've asked local film exchanges for adjustments and they hope to have the restrictions removed.

Monogram's 'The Ape' In Iowa City First

IOWA CITY—Arrangements have been completed for Monogram to premiere "The Ape" here.

"The Ape" will be given a de luxe first run premiere presentation commencing Saturday, September 21, the week of enrollment at the State University of Iowa located here, in the new remodeled Pastime.

Middle western officials are expected to be in attendance.

"The Ape," starring Boris Karloff, is based on the stage play by Adam Hull Shirk.

RKO Promotes Two

DES MOINES—Two promotions made by RKO move Al Hill, formerly office manager in Sioux Falls, to the office manager and head booker's post in Des Moines, and Marvin Wolfish, formerly a booker at the Minneapolis branch, to the office managership in Sioux Falls. Ernie Lund succeeds Wolfish as booker in Minneapolis.

A Native P. A.'s

MINNEAPOLIS—Susanna Foster, 15-year-old Minneapolis singer who is appearing in Paramount pictures, made two personal appearances with Benny Meroff at the Orpheum here.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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Cooperative Gesture By Manos Circuit

GREENSBURG, PA.—The annual dinner of Manos circuit managers, held September 12 at the Greensburger Hotel, was attended by many distributing executives. Highlight of the evening was the announcement of the new season's contests and the awarding of plaques to last year's winners.

Bernard Buchheit, district manager, who was in charge of the dinner, said the film executives were invited in an effort to create a closer understanding between themselves and the house managers. Cooperation between theatre managers and film exchanges is today more a necessary factor than ever before, he asserted.

Although they received their cash awards some months ago, the winners of last year's business drive contest—Harry Bondurant, George Kerr and Ernie Dock—received plaques testifying to their accomplishments.

The new season's contest opens September 22 and extends through December 20. Prizes will range from $50 to $250, the total prize money being $1,000.

Among the guests were Dave Kimelman and Ed Stuve, Paramount; Bert M. Stearn, Abe Weiner, Melvin Edelstein, UA; Ira H. Cohn, 20th-Fox; Peter Dana, Universal; James H. Alexander and Sam Fineberg, Republic; Burtus Bishop jr., M-G-M; Herbert Greenblatt and Carl Peppercorn, RKO; Harry Seed, Vitagraph; George Tice and Jack Kohler, Columbia; Victor A. Rigaumont, architect; John Askounes, Chicago; Joe Freeman, Warner's Greensburg manager.

Michael Manos, William and John Lipsie and Russell Nix of the circuit office here and other guests were present in addition to the following Manos house managers: Tony Askounes, Monessen; Harry Bondurant, Mr. Greko, Ellwood City; Bill Bryan, John Coussoulis, Elkins, W. Va.; Dick McCool, Louis Manos, Latrobe; John Ward, Blairsville; George Kerr, Homer City; V. L. Wadkins, Charles Coussoulis, Indiana; Ernie Dock, Harry Manos, Vandergrift, and Harry Alberth, Hollidaysburg.

Raymond Moves Loew Cleveland Managers

CLEVELAND—Charles Raymond, Loew district manager, has made a shift of personnel within the organization, effective this weekend. Jack Lykes, who has been manager of the Stillman here for eight years, goes to Toledo as manager of Loew's Valentine, while Wally Caldwell, manager of the Toledo house, comes to Cleveland to share the management of the stillman with Ted Teschner, former assistant manager at the State.

Other changes: Robert Yodice from assistant manager at the Stillman to assistant manager at the State; Harold Schultis from assistant manager at the Park to assistant at the Stillman; Sylvester Pierce promoted from chief of service at the State to assistant manager at the Park; Oscar Depew from assistant manager at the Park to assistant manager at the Granada where he succeeds Si Grody who resigned to take a position in Milwaukee.

Back From Vacation

CAREY, OHIO—Vernon W. Denney, manager of the Carey, has returned from a vacation in his home town, Chicago.

Blocks of Five Plan, Special Hikes Displease AMPTO

PITTSBURGH—AMPTO of W. Pa., at an open meeting Tuesday afternoon in the Roosevelt Hotel, refuted published reports that Allied favored the "blocks of five sales" plan as advanced by the government agency which has been endeavoring to bring about a consent decree instead of prosecuting the all-industry anti-trust case. Local Allied unit unanimously went on record as opposed to sales of film in blocks of five, and further took a stronger stand in support of the national Allied policies. Majority of exhibitor members and non-members present were favorable to a 20 per cent cancellation "without strings," but this proposal was not recorded officially.

Authentic reports on the government's action were made by M. A. Rosenberg, president, who read sections of the proposed consent decree and national Allied bulletins together with the exchange of communications regarding Allied's position.

Against Price Hikes

The meeting went on record, again unanimously, against the practice of increased admission prices for particular film attractions. Attitude of all present was that the primary privilege of fluctuating or establishing admission prices was the exhibitor's, and that he should retain that right. Reports of several film companies ready to ask increased ticket scales for special films were condemned and some exhibitors present predicted that all companies would be seeking advanced admission prices as a company policy.

Responses from the various film company executives regarding AMPTO's recent squawk that there was a shortage in the number of prints on each subject available from the Pittsburgh exchanges and that great inconvenience was being inflicted upon exhibitors in routing and picking up and delivering prints, were generally unsatisfactory.

Fred J. Herrington, secretary, requested that all 16mm exhibitions be reported to his office, and he reported progress in the fight against such itinerant showings.

Upon resolution, AMPTO members will be solicited to contribute a special fee of $5 per theatre, the accumulated fund to be turned over to the committee in charge of the Allied of New Jersey convention in connection with an award for Abram F. Myers who will be honored at a testimonial dinner.

A dozen or more local area exhibitors will attend the New Jersey convention in Atlantic City, September 25-26-27.

All exhibitors were urged to return the AID product survey cards as soon as possible.

Plan Convention

Michael N. Shapiro, general chairman of the AMPTO's 20th annual convention, asked all exhibitors, whether members or not, to cooperate. The local convention will be staged in the Roosevelt Hotel, Monday and Tuesday, October 21 and 22. Shapiro stated that he would name members of the various committees at an early date.

The banquet in connection with the convention, the evening of October 22, will be a testimonial in honor of M. A. Rosenberg, and is planned as one of the outstanding events in local industry history.



"Andy" in Cleveland—

Mickey Rooney takes time out from breaking records at Loew's State in Cleveland for a chat with Frank Drew, Metro branch manager there.

Rooney Draws Bulk of Cleveland Showgoers

CLEVELAND—Sixty-six per cent of the estimated total first-run downtown weekly patronage attended Loew's State last week to see Mickey Rooney.

The five downtown first runs play to an estimated weekly audience of 150,000. Last week, for the first time on record, 99,000 people paid admission to Loew's State. Jack Benny's gross record of $40,000 still stands, the Rooney gross being $39,000. But when the present lower admission scale is taken into account, as well as the great number of child admissions, it is obvious that many more people went to see Rooney than went to see Benny. A steady boxoffice line, which formed on the opening day, was still in evidence for his final performance.

Accompanying the Metro star were his mother and his manager, Lester Peterson.

Goldberg, White Report Welfare Drive Success

CINCINNATI—The drive for the Jewish Welfare Fund is making an exceptional showing in the Cincinnati area, according to announcement of Lee Goldberg, co-chairman with Maurice White on the drive committee. William Onie, Monogram, and Charles Mervis, exhibitor, with Ike Libson as honorary chairman, comprise the committee working here.

CINCINNATI

LEE GOLDBERG and family returned from the coast following a trip at the studios where he had the pleasure of seeing three of the latest P-R-C releases in production, including "Marked Men," "Billy the Kid," a western, and Tim McCoy in a gang busters series. McCoy incidentally is a reserve officer and was guest speaker at the recent American Legion convention.

T. O. Davis is the new manager of RKO Paramount and the Orpheum, hill top neighborhood houses. The Orpheum is being overhauled and redecorated following renewal of the lease from Cliff Martin.

Columbia's "Howards of Virginia" drew an excellent audience to the midnight preview at the new Grand . . . Friends of Ed Burkart, 20th-Fox representative, grieve with him in the serious illness of his young daughter, Peggy, 16, who has been stricken with a streptococci infection.

The Queen City Variety Club opened the fall season with a social at the Netherland Plaza club rooms last Saturday night . . . Milt Jacobs, M-G-M representative, is convalescing nicely in the Grant Hospital, Columbus, following an operation . . . Mrs. Marion Ducklow resigned this week from Columbia, following a service which lasted over 20 years. Mrs. Ducklow is over 70 years of age.

William J. Devaney, chairman of the Variety Golf Club tournament, announces the greatest aggregation of prizes ever assembled for a Queen City tournament on hand for the annual flight at the Summit Hills Country Club, September 16. Winners in the Monte Carlo handicap, feature of the affair, which is given annually for charity, will be announced next week.

Mrs. John Walters, the Walters Amusement Co., is building a new theatre, the Abbot, at W. Huntington . . . Other activities include the Wheelwright, Wheelwright, Ky., operated by the Inland Steel Co., which will reopen following complete renovation and redecoration.

Huntington, W. Va., continues to suffer from the prevalence of infantile paralysis, and schools and churches still are closed to children under 16. It is anticipated the ban will be lifted about October 1. Portsmouth, Ohio, has lifted the ban which kept children from public assembly.

Warner's Lenore Schmidt left for several days stay in New York City . . . Paramount's Aileen Steinhauer is receiving condolences over the death of her mother.

Mrs. Phil Semelroth visited the Row. Others were G. B. Lively and John Walters; Mrs. John Cluts and John Brown, Wellston . . . Orville Wood, Camden and Dover theatres, Dover, plans an extended vacation in the Far West, and will return to business around mid-October . . . C. A. MacDonald's new Beechwold, now under construction at Columbus, marks his eighth theatre. The house will seat 800.

Mr. and Mrs. Ronnie Emerich, the Bijou, Germantown, are hobby enthusiasts. Ronnie has become a first class plane pilot, and Mrs. Ronnie is fast becoming an expert golfer . . . Frank Weitzel, the Alpine Circuit, was seen renewing old friendships in Warner's . . . R. Lee, the Cove, Covington, visited . . . Ray Law, the Grand and Town Hall, Lebanon, returned from his trip west. He visited with Al Schmitkin, formerly branch manager here and now with Warner on the coast.

PITTSBURGH FILMROW BOWLING LEAGUE
10th Annual Schedule
—Season 1940-1941—

GEORGE BALL, President **JOSEPH PEMBERTON, Secretary** **PETER QUITER, Treasurer**

Date	ALLEYS 3-4	ALLEYS 5-6	ALLEYS 7-8
Sept. 20, '40	Loew's vs. Monarch	Republic vs. Columbia	Universal vs. Nat'l Screen
Sept. 27, '40	Columbia vs. Universal	Nat'l Screen vs. Loew's	Republic vs. Monarch
Oct. 4, '40	Republic vs. Loew's	Monarch vs. Universal	Nat'l Screen vs. Columbia
Oct. 11, '40	Monarch vs. Nat'l Screen	Universal vs. Republic	Columbia vs. Loew's
Oct. 18, '40	Nat'l Screen vs. Republic	Columbia vs. Monarch	Loew's vs. Universal
Oct. 25, '40	Republic vs. Columbia	Monarch vs. Loew's	Universal vs. Nat'l Screen
Nov. 1, '40	Nat'l Screen vs. Loew's	Universal vs. Columbia	Republic vs. Monarch
Nov. 8, '40	Monarch vs. Universal	Loew's vs. Republic	Nat'l Screen vs. Columbia
Nov. 15, '40	Universal vs. Republic	Nat'l Screen vs. Monarch	Columbia vs. Loew's
Nov. 22, '40	Columbia vs. Monarch	Republic vs. Nat'l Screen	Loew's vs. Universal
Nov. 29, '40	Nat'l Screen vs. Universal	Loew's vs. Monarch	Republic vs. Columbia
Dec. 6, '40	Monarch vs. Republic	Columbia vs. Universal	Nat'l Screen vs. Loew's
Dec. 13, '40	Columbia vs. Nat'l Screen	Republic vs. Loew's	Universal vs. Republic
Dec. 20, '40	Loew's vs. Columbia	Monarch vs. Nat'l Screen	Monarch vs. Universal
Dec. 27, '40	NO	BOWLING	THIS WEEK
Jan. 3, '41	Universal vs. Loew's	Nat'l Screen vs. Republic	Columbia vs. Monarch
	END OF	FIRST	HALF
Jan. 10, '41	Nat'l Screen vs. Universal	Republic vs. Columbia	Monarch vs. Loew's
Jan. 17, '41	Monarch vs. Republic	Nat'l Screen vs Loew's	Universal vs. Columbia
Jan. 24, '41	Columbia vs. Nat'l Screen	Monarch vs. Universal	Loew's vs. Republic
Jan. 31, '41	Loew's vs. Columbia	Universal vs. Republic	Nat'l Screen vs. Monarch
Feb. 7, '41	Universal vs. Loew's	Columbia vs. Monarch	Republic vs. Nat'l Screen
Feb. 14, '41	Republic vs. Columbia	Nat'l Screen vs. Universal	Monarch vs. Loew's
Feb. 21, '41	Nat'l Screen vs. Loew's	Monarch vs. Republic	Universal vs. Columbia
Feb. 28, '41	Monarch vs. Universal	Columbia vs. Nat'l Screen	Loew's vs. Republic
Mar. 7, '41	Universal vs. Republic	Loew's vs. Columbia	Nat'l Screen vs. Monarch
Mar. 14, '41	Columbia vs. Monarch	Universal vs. Loew's	Republic vs. Nat'l Screen
Mar. 21, '41	Monarch vs. Loew's	Nat'l Screen vs. Universal	Columbia vs. Republic
Mar. 28, '41	Universal vs. Columbia	Monarch vs. Republic	Loew's vs. Nat'l Screen
Apr. 4, '41	Loew's vs. Republic	Columbia vs. Nat'l Screen	Universal vs. Monarch
Apr. 11, '41	NO	BOWLING	GOOD FRIDAY
Apr. 18, '41	Nat'l Screen vs. Monarch	Loew's vs. Columbia	Republic vs. Universal
Apr. 25, '41	Republic vs. Nat'l Screen	Universal vs. Loew's	Monarch vs. Columbia

Filmrow Bowling League meets each Friday evening at the new Triangle Recreation alleys, 529 Penn Avenue, Pittsburgh.

BOWLING

PITTSBURGH—Movie Operators Bowling League, IATSE Local No. 171, inaugurated its 1940-41 season Tuesday evening at the Triangle alleys, with a dozen teams, lined up as follows:

High-Ten—Wilbert Hepp (C), Henry Link sr., Madesto Capalbo, Pete Kalaba, John Kagrise, Lou Ferris.

Hertner—William Freeman jr. (C), Tom Loeffler, Earl Lohr, Martin Torreano, Tom Paris, Martin Joyce.

Steady Power—John Lengyel (C), Henry Stanley, Lou Indo, Anthony Engstler, William McIver jr., Eddie Mahoney.

Roth—George Engstler (C), Jim Caskey, Milt LeJune, John Kiel, William Lane, William Thompson.

Strong Lamps—Richard Caskey (C), Mike Orris, John Phelan, William Dorsch, Leroy McConnell, Bill Stanton.

National Carbons—James Ventrone (C), George Ross, Dean Martin, Ernie Jones, Hen Link jr., Clyde Cain.

Bausch Lomb—Ken McGuire (C), Barney Krenn, Ray Gaus, Angelo Diodati, Charles Bengle, James Weaver.

Motiograph—Reed Reynolds (C), Dave Thomas, Danny Flask, William Tate, I. Herman, Clyde Turner.

Simplex—Irving Turner (C), William McElhattan, John Kissie, Clyde Getz, Frank Thomas, Nate Bennett.

Brenkerts—James Antal (C), James Sipe, John Miklioucich, Pete Murano, Lou Dorman, William Knestrick.

Ashcraft—Paul Ferry (C), Dave Ross, William Evans, Elmer Shawhan, Roger McKelvey, William "Doc" Day jr.

Peerless—John Wunderlich (C), Charles Lang, Red O'Donnell, Joe Dean, Ralph Freeman sr., Russell Kerr.

Perers Will Open New Pitt House Sept. 27

PITTSBURGH—The new theatre on Greenfield Avenue, which has been named the Park, will be opened to the public within a week, Herbert Leonard Perer stated at press time. Tentative date is Friday, September 27.

The exhibitor's associate is his cousin, Nathan H. Perer.

Continuance in Drive-In Suit Seeking Injunction

PITTSBURGH—An injunction seeking to restrain the operation of the first Drive-In Theatre in this area, unless noise or amplification was reduced, has been continued indefinitely and exhibitions are being staged nightly until November. Bethel Township residents, upwards of 50 of them, went to court last week to muffle the nocturnal noises issuing from the talking picture speakers at the Drive-In. Conditional settlement of the dispute was reached between attorneys for the plaintiffs and the exhibitor, George C. Davis.

Since the suit was filed, owners of the theatre have turned down the amplification to lessen the noise.

Angros Completes New House at Coudersport

COUDERSPORT, PA.—Finishing touches were being put on the new theatre here this week for a grand opening Sunday, September 22. Named the Sylvan, the new house seats approximately 500 and is modern in every department of construction with equally modern fixtures and equipments. J. A. Angros is the owner.

Angros was an exhibitor at Leechburg a decade ago.

Sales by National

PITTSBURGH—National Theatre Supply is furnishing all equipment, except chairs, for the new State, Beaver Falls, E. B. Morton, manager, stated this week. Other recent sales by NTS include: Meade, Meadville, carpets, safety controls, rewind and booth table; Olympic, Finleyville, chairs; State, Uniontown, carpet; Orpheum, Clarion, screen, projectors, carpet; Grand, West Newton, chairs; Strand, Ridgway, projectors.

Report James Stewart May Aid Defense Committee

CLEVELAND—It is reported here that James Stewart, Metro star, will fly to Cleveland at his own expense to make a personal appearance on a program sponsored by the Committee to Defend America by Aiding the Allies. The program will be presented in the Public Auditorium on the evening of September 23. Special feature will be the showing of "The Mortal Storm." Admission will be free.

This is the direct outcome of a speech made recently by Dr. Dilworth Lupton of First Unitarian Church in which, among other things, he praised "The Mortal Storm" and suggested that "everyone should be given a chance to see it whether or not he could pay."

Also on the program will be shown "The Flag Speaks" and a short of Kate Smith singing "God Bless America."

If nothing interferes with Stewart's coming for the event, it will be his first personal appearance in Cleveland.

Stewart Makes P. A. In His Home Town

INDIANA, PA.—Jimmy Stewart, local boy film star, appeared before capacity audiences in the new auditorium at Indiana State Teachers' College here last Friday and Saturday nights to raise funds for Allied relief. The M-G-M star was assisted in entertaining the audience by two boyhood friends, Bill Neff, magician; and Dutch Campbell, pianist.

James Work Is Building In Pine Grove, W. Va.

PINE GROVE, W. VA.—A second theatre is under construction here by the local exhibitor, James Work. Recently the Walter Urling circuit started to build a theatre here, and shortly thereafter Work, who operates a second floor auditorium theatre, swung into action with his own structure. His property is 44x99 feet and when ready for opening will have a seating capacity of 400. He expects to turn on the lights at the new theatre around Thanksgiving.

Cincinnati Area Trade Hears W. F. Rodgers

CINCINNATI—William F. Rodgers, general sales manager for M-G-M, was host to an informal luncheon party attended by approximately 70 exhibitors representing some 200 theatres in the Cincinnati area, at the Hotel Netherland Plaza. J. J. Maloney, district manager, was also present.

E. M. Booth, local exchange manager, served as master of ceremonies, introducing Rodgers, who made a short address, stressing present day problems and cooperation between the exhibitors and the Loew organization.

Lando Reopening

PITTSBURGH—William Lando is reopening his Lando-Grand on Center Avenue. The house was last operated as a motion picture theatre by Steve Dascalos, who spent $4,000 on remodeling, but who found his exhibition venture a failure.

Returns to Wheeling

WHEELING, W. VA.—Johnny Finley, once manager of the Capitol here, is back again, this time as manager of the Victoria, trading jobs with Robert Roberts in Bradford, Pa.

PITTSBURGH

MANY members of the trade attended grand openings and parties last week at Ebensburg and Library, Pa. Ray Allison and Bud Wilson commemorated the opening of the new Rivoli, Ebensburg, Tuesday evening, September 10, with what they termed "The Good Timers' Jubilee," which was staged at the Ebensburg Country Club. A number of the boys golfed in the afternoon. In the evening dozens of film men appeared on the theatre's stage to congratulate Ray and Bud. This correspondent spotted, among others: Dave Kimelman, Harry Passarell, William Brooks and Charlie Mergen, Paramount; Ira H. Cohn, Austin Interrante, 20th-Fox; Abe Weiner, Harry Rees, James Nash, Bob Sippey, UA; Si Feld, Universal; Sam Fineberg, Republic; Max Shulgold, Crown; Burt Bishop jr., Milton Brauman, M-G-M; Mark Goldman, Monogram; George "B" Josack, Sports Attractions; F. D. Moore, Warner Bros.; M. Lefko, RKO; Art Levy, George Tice, Columbia; Lew Lefton, Milt Lefton, Producers Releasing Corp.; Danny Davis, Monarch; Art Morrone, Vince Josack, Superior M. P. Supply; Charles Underhill, RCA; Sam Steinberg, Theatre Supply; Harry Grelle, Supreme; E. A. Hill, Artkraft Sign Co.; Fred J. Herrington, M. A. Rosenberg, AMPTO of W. Pa., and exhibitors William and Harry Walker, Crafton; Rudy Navari, Verona; Jerry Geinzer, Suterville; Bart Dattola, New Kensington; Frank Panoplos, Clairton; Harry Rachiele, Sharpsburg; B. J. Redfoot, Windber; Ike Berney, Lewistown; Lee Conrad, Johnstown; Bill Blatt, Patton; John Stahl jr., Homestead; Charles Baird, Portage; George Gartland, Lee Balsly, Harry Finley, Johnstown; Carl Poke, Norm Huhn, Joe "Barney" Krenn, Pittsburgh; William Jackson, Clearfield; John Myers, Tyrone, and L. J. Allison, Ebensburg. Ray Allison's party followed later that evening at the country club.

Grand opening of the new Park, Library, was an event of Wednesday evening, September 11. Jerry, Dario, James and Victor Castelli, owners, claim the new Park to be the most beautiful theatre between Pittsburgh and Charleroi. Among those of the trade whom we said hello to were Lou and Roberta Hanna, Hymie Wheeler, Bob Dunbar, Mike Hogan, Art Morrone, Vince Josack, Dick Allen, L. K. Porter, Saal Gottlieb, Tom Connors jr., Bart Dattola, Alf Navari, Billy ZeVan, Lawrence Carettie, Mark Browar, Guy V. Ida, Eli Kauffman, Charlie Mergen, Jim Thorpe, Harry Rees, Bob Sippey, Frank Panoplos, Werner Lund, Bob McCalmont, E. A. Hill, William Leibovitz, Harold Cohen (Mt. Pleasant). The Castelli brothers staged a party across the street at a grille-store. Throughout the evening a special bar was in operation on the second floor of the theatre. Jerry Castelli, manager, who has long been identified with exhibition at Hills Station (Lawrence P. O.) and the auto agency business in Clairton, designed a new type barrel floor for the new Park, which is located near South Park. Billy ZeVan did the decorating and Superior M. P. Supply Co. furnished the equipments and fixtures. The Park also features the first installation in the territory of the new fluorescent carpet.

Charles O. Baird, manager of the Rivoli, Portage, a unit of the Ray Allison circuit, while in Ebensburg for the theatre opening there, told us that his son Charles jr., a captain in the coast artillery reserve, was notified to report for active duty on September 20 at Mitchell Field, New York . . . Don D'Carlo, theatrical booker with Filmrow headquarters, is booking Miss Alberta Carts, the "Miss Western Pennsylvania" in the national beauty show at Atlantic City . . . Jake Soltz (King of the Rhumba) was King for the Day at the Variety Club dinner September 16. John Stahl jr. has the September 23 date. Mr. and Mrs. Sid Jacobs are hosting the Variety family night party, September 27, and the Joe Hillers have the October 4 spotlight.

Poor old Uncle Gus Vaveris is breaking down, on the golf links, and his boys are taking over. Jimmy DiMauro wears the Berkeley Hills crown this season. Ex-Champ Uncle Gus will take some private lessons during the winter . . . Sam Hanauer, Beaver Falls exhibitor, while inspecting his new State, under construction there, fell from a plank and injured his left wrist. Both the injury and the new State are coming along, Sam reports . . . John H. Harris' date for the "Ice Follies of 1941" at the Gardens is New Year's week . . . The Oliver A. Kihchels of Jeannette, in New York on business this week, will attend the Allied of New Jersey convention, Atlantic City, September 25-27 . . . Andy Battiston has plans for a new front at the Manor, Manor.

Bill Jervis and Charlie Underhill, local RCA executives, attended a regional meeting in Indianapolis last week. RCA is now offering a new type "Magic" sound screen, they announced upon their return to Filmrow headquarters . . . The Sol Goldbergs and the Ray Wheelers are divorcing and Libbye G. Lefkowitz has obtained her freedom from David D. Lefkowitz (Leff) . . . Joe Vogel, chief of the Loew's theatres, was here on business the other day with District Manager Mike Cullen and Marty Burnett, manager of Loew's Penn. Les Peterson, of M-G-M's Hollywood publicity department, was here looking after Mickey Rooney.

A grand event of this or any season was the marriage of Norman Fleishman, son of the Harry Fleishmans, and Dorothy Gusky. Hundreds of friends attended the ceremony at the Beth Shalom Synagogue last Sunday afternoon. Following the reception-party, the young couple departed for an eastern honeymoon . . . Phyllis Mae Fineman, daughter of the Archie Finemans, has enrolled at Carnegie Tech's drama school . . . Harry Young of Universal's Cincinnati office was here on business the other day . . . Mr. and Mrs. Bart Dattola of New Kensington departed Tuesday for Atlantic City and will remain there through September 27 for the testimonial to Abram F. Myers. Also from the local area, those expected to attend the Allied of New Jersey convention, September 25-27, include William and Harry Walker, M. A. Rosenberg, Eddie Beedle, Miss Mathilda Kiel and the Oliver A. Kihchels.

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George Collins Succumbs To a Brief Illness

PITTSBURGH—George William Collins, 54, vice-president of Republic Pictures Corp. of Pittsburgh and a veteran film distributor here, died last Sunday morning in his home, 115 Overlook Drive, Mt. Lebanon. He had been ill since September 5.



GEORGE COLLINS

Collins, while serving as a First Sergeant in the U. S. Infantry, managed the theatre at Camp Lee, Virginia, and following his honorable discharge in 1919 joined the Metro organization in Atlanta. A year later he was transferred to Pittsburgh. About 20 years ago he joined the local Pathe exchange staff as sales representative and for more than a decade was one of this company's prize winning salesmen. Then he opened his own Pittsburgh exchange, known as Principal Pictures. For the past seven years he had been associated with James H. Alexander and Samuel Fineberg as local franchise distributor for Republic.

He was a member of St. Paul's Protestant Episcopal Church, Mt. Lebanon; Dormont Lodge, F. & A. M.; Chartiers Commandery, Knights Templar, Carnegie; Pennsylvania Consistory; Syria Temple, Syria Automobile Club, Variety Club and Variety Post, American Legion. Burial was in Mt. Lebanon Cemetery, Tuesday afternoon, with Masonic services, which followed services in St. Paul's Church. He leaves his wife, Mrs. Hannah Stobie Collins; three daughters, Mrs. Dorothy Werle, and the Misses Janet Elizabeth and Nell Collins; two sons, Richard and Jack Collins. all of Mt. Lebanon; a sister, Mrs. George Corcoran, Brooklyn, N. Y., and a brother, John, of Floral Park, Long Island, N. Y.

Floral tributes by the dozens filled the Beinhauer Mortuary where many friends viewed the body. Republic exchange closed Tuesday.

Herbert Boshoven, 60, Dies in Grand Rapids

DETROIT—Herbert B. Boshoven, 60, partner for 21 years in the Willer and Boshoven Theatre Co., died in the Butterworth Hospital at Grand Rapids. The partnership operated four theatres, the Madison, Franklin, Liberty and Our, in Grand Rapids.

His widow and one son survive. Interment was in Restlawn Cemetery.

Completes His Season

PLYMOUTH, OHIO—Edward Ramsey, manager of the Plymouth, has concluded a season of outdoor shows here and in surrounding towns.

DISTRIBUTORS WANTED

To handle exclusive new theatre premium deal, already being used by leading exhibitors. Good territories still open. Write for information.

HOLLYWOOD GIFT CLUB, INC.

226 Boulevard Building Detroit, Mich.

Detroit Restricts Sound Trucks

Detroit—Sound trucks, long used by local theatres for exploitation, will be largely banned except in residence streets, under a new ordinance passed by the city council. The ordinance bans the trucks from all streets having car lines, from "stop streets" or "thoroughfares," and from the entire downtown district.

Silverberg Testimonial Detroit Variety Fete

DETROIT—Detroit Variety Club started off its fall activity with a testimonial dinner in the Book Cadillac Hotel to Harris Silverberg. Silverberg has been 18 years in Detroit, was formerly manager for Pathe, and has been local manager for National Screen Service for seven years; he is now being given the Chicago managership for National.

Charles C. Perry, retired chief barker, presided as toastmaster, in the absence of Harold Robinson, present chief. The club's tribute to the guest of honor was paid by David Newman, property master, who called this the "most spontaneous testimonial dinner ever arranged in Detroit."

Congratulatory wires were read by Perry from many friends, including "Muriel, Betty, Evelyn, and Rose" of the NSS office; Ben Smerling, George F. Dembow, the Birnbaums, Warren A. Slee, Derek Sydney, Fred Bonnem, Bill Bishop, Gustave Rice, Mannie Gottlieb, and the "NSS Chicago Gang."

John R. McPherson, succeeding Silverberg, in his talk, touched on the respect felt for the departing guest by his own staff; and Morton Van Praag, midwest salesmanager of NSS, paid a strong tribute to his business ability, revealing that his office here led the country in 1939.

Prominent guests introduced included Judge Dan J. Healy and E. T. (Peck) Gomersall of Universal. Judge Homer Ferguson, of the famed "one-man grand jury," gave a personal talk as Silverberg's oldest personal friend in Detroit.

A presentation of a matched luggage and brief case was made by Perry.

TABLECLOTH NOTES

Alex Schreiber and Bill London marshaling a gang of Associated Theatres managers—Mort Maius of the Loop, Leonard Brooks of the Center, Lon Johnson from Highland Park, Redick Hamer from Trenton, George Bremer from Wyandotte, and Maxie Gealer clear from Flint . . . Maxie has lost that mustache he raised to run for city commissioner . . . Frank Preston, who had the Highland Park 20 years ago, was present . . . Nate Schreiber, eldest of the three famous brothers, out for the first time in years—he built the old Arcade and Circle, still has an interest in the Palmer Park.

Ed Hyman, UDT booker, and J. Ollie Brooks, Butterfield booker, finding they both served in the same m. p. division in the army . . . Charlie Perry looking lonely at the top table all alone, at first . . . Brooks failed to ghost the speech he promised to write for Harris Silverberg . . . Frank Wetsman led the cheering section from the far corner . . . Ralph Ruben, Amusement Supply-man, claiming other folks take up too much room.

Asher Shaw led the way through the back passages down to the banquet hall,. closely followed by Earl Hudson and Frank Downey . . . Cully Buermele playing tiddley-winks with the rolls . . . Wade Allen's new repute as a weather forecaster . . . Johnny Howard winding up the sale on golf tickets . . . Carl Shalit sat at the foot of one long table . . . Barney Adair and Charlie Powell footed the other . . . Tom McGuire signing the checks or something.

Jack Goldhar's new cognomen is "Molotoff" . . . Art Koskie revealed his weakness for celery . . . Ben Cohen disclosed that he doesn't like flowers . . . Cem Merritt circulating around with the latest news from Canada . . . Ed Kirchner, who arranged the whole affair, lost his cash box . . . Jack Saxe was the man at the door . . . Leonard Brooks got his phone call mixed up—she didn't know Ollie B. was there too . . . Mrs. Silverberg was being feted by her friends the same evening at Huyler's.

Dave Newman busy coaching the toastmaster . . . John R. McPherson, new National Screen manager, turned out to be an old friend of Charlie Perry's . . . Bob Fisher arrived from somewhere, late . . . Morton Van Praag, we are informed, was the original of National Screen's baby picture . . . Lou Wisper's birthday was celebrated by all those present . . . Fred Schader running around with Tag Day publicity . . . Also among those noted present: Moe Dudelson, the other Goldberg Twin, Art Robinson, Eddie Heiber, Dave Flayer, Mort Winston and Barney Kilbride.

Nat Wolf Reopens Lake, Cleveland First-Run

CLEVELAND—Nat Wolf, Warner zone manager, reopens the Lake on September 21. The opening feature attraction is United Artists' "Pastor Hall," single billed with assorted shorts.

The Lake, a downtown first-run, was closed by Warner in December, 1938. It was temporarily opened from October to January, but has been dark ever since.

Ben Schwartz, who has been with the Warner theatre department for approximately nine years, has been named manager of the Lake. Admission prices are set at 28 cents for matinees, and 40 cents for evenings.

Farmington Theatre Bow Is a Unique Event

DETROIT — Thursday's opening of the Farmington at Farmington, 20 miles out Grand River Avenue, was made a civic celebration, this being the first theatre ever built in Farmington.

The house was taken over for the evening by civic organizations, which sold tickets at $2.50 per couple, including dinner at Huck's Redford Inn. General opening to the public was on Friday, with members of the local film industry welcomed.

The house is run by Associated Theatres, with Edward Hohler, former assistant at the Loop, as manager.

W&W Acquisition of Krass' House Gives Chain 17

DETROIT—Wisper & Wetsman Theatres, largest independent circuit in Michigan, took over the Oakman, formerly operated by Jack Krass, on Monday in a surprise move. The new house gives W&W 17 theatres, including two under construction, the Royal and the new house in Dearborn. The Oakman gives the circuit, incidentally, a strategic strength in the northern end of Detroit, being located in between the Avalon, Fenkell, Piccadilly, and Tuxedo, all operated by W&W.

Runs Thrice Weekly

LARUE, OHIO—R. L. White is operating the LaRue on a thrice-weekly basis since its reopening following the fire of February 15. The seating capacity was boosted from 190 to 252.

"Church Mouse" to Smith

HOLLYWOOD—Noel Smith will direct "The Church Mouse" for Warner Bros. William Jacobs will produce.

Catholic Film Guild's Retreat November 15

BOSTON—The Catholic Motion Picture Guild will hold its next Retreat at Campion Hall in Andover on November 15. Frank Lydon, Guild president, anticipates a capacity group of 48, basing his predictions on the film district turn-out to the last Motion Picture Retreat which was held at the North Andover institution in March under the direction of the Rev. John T. McGrory, S. J. Film men included in the membership of the Catholic Motion Picture Guild include: Joe Ahearn, Max Burlone, and Frank Wolf of National Screen Service; Jerry Callahan and Tom O'Brien of Monogram; Eddie Carroll of the Stuart; Maurice Corkery of the Central Square; Bill Doyle, Broadway; Tom Duane and Bob Stevens, Paramount; Frank Grady, Standard Supply; Chet Grenier, Grenier's Print Shop, and Major Patrick F. Healey of the department of public safety.

Herb Higgins, Higgins Booking Service; Bill Kelly, Universal salesman; Frank Lydon, and Ted Lydon, Hamilton; Jack Martin, Republic; Frank McManus, M&P; John Moriarty, 20th-Fox; Matty Moriarty, Warner; Dan Murphy, Loring Hall; Bill Murphy, Warner; Frank Rahilly, RKO, and Joe Rahilly, M-G-M.

Lydon emphasizes that non-Catholics, as well as Catholics, are invited to attend the November 15 Retreat.

Lockwood May Preside At Conn. MPTO Meet

NEW HAVEN—Connecticut MPTO will meet at 12:30 p. m. Monday, September 23, at Ceriani's Cafe Mellone, with Arthur H. Lockwood presiding if he has sufficiently recovered from his recent illness.

There will be a general discussion on the consent decree, with special regard to the block of five selling method outlined therein.

Herman M. Levy, executive secretary, will report on the results of his survey of Connecticut exhibitor opinion on lowering the base for the federal tax levy.

Joins Legion Committee

BOSTON—James Sherran of the Massachusetts department of public safety, chairman of the national convention committee of the Theatrical Post of American Legion, is working on plans to welcome visiting motion picture men at the convention which is to be held here. Major Patrick F. Healey and Kenneth Forkey are among the other theatremen appointed to the national convention committee by William H. McLaughlin, Stoneham exhibitor who commands the film district organization.

Union Talks Continue

BOSTON—Contract negotiations between the Moving Picture Operators Local 182, IATSE, and local theatremen continued this week, commencing with a confab between union and RKO spokesmen on Monday. Former two-year working contracts were concluded August 31. New contracts, when arrived at, will be retroactive.

Allied Regional Sept. 26

BOSTON—Allied eastern regional directors have been officially notified by Frank Lydon, regional vice-president, that the next eastern regional meeting will be held September 26 as a part of the forthcoming New Jersey Allied State confab.

Conn. Allied Opposes Special Price Hikes

NEW HAVEN—Allied Theatre Owners of Connecticut went on record as being unalterably opposed to raising of admission prices for any feature pictures, at a regular luncheon-meeting at the Hof-Brau Haus. It was felt that this method of presenting big pictures would react unfavorably on general programs. Executive Secretary Lawrence C. Caplan was authorized to draw up a letter of protest to all distributors and to the trade press. The next meeting of the organization will be held on Tuesday, September 24, at the Hof-Brau Haus.

Hamden Press Assails Upping of Admissions

HAMDEN, CONN.—While boxoffice receipts for the second week of "Boom Town" in the Elm City showed sustained excellent business warranting a third week holdover, evidence that some portions of the public didn't quite understand or approve the higher admissions for this and other pictures, was found in the Hamden press.

"Now that the large theatres in Elm City have unnecessarily boosted admission fees, the small neighborhood movies should get, and are getting, a big play. With times as trying as they have been and still are, the 'sucker public' is being taken for another ride by greedy chains. And the bump in rates is in addition to the recent government tax."

Parkhurst at Methuen Drive-In Theatre

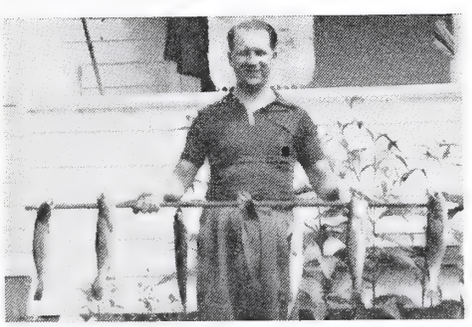
METHUEN, MASS.—Pearce Parkhurst, formerly manager of the State at Torrington, has joined the E. M. Loew circuit as manager of the Merrimack Park Drive-In Theatre on the Lowell road here.

Rebuild in Bristol

BRISTOL, CONN.—Construction on the new Warner Theatre, replacing the fire-destroyed house here, is rapidly nearing completion. The theatre's manager, Victor M. Morelli, was switched temporarily to the Rialto, Hartford.

Alma Reville Scripting

HOLLYWOOD—Alma Reville is scripting "Before the Fact" for RKO. Alfred Hitchcock will direct.



Back With Proof—

Manager M. J. Carroll of the American Theatre in Bridgeport is back from his Saratoga Springs vacation with stories of his fishing luck, and proof per the above that the bass were biting for him.

Modern Is Motif of West Springfield Job

BOSTON—A modernized motif was utilized by the Capitol Theatre Supply Co. in rejuvenating the Majestic in West Springfield, operated by Al Gould of the Majestic Amusement Corp. Cadet blue Vitrolite glass was used to accentuate the front of the trim, two-story brick building.

Rust and gold paneling set off by tasseled damask and rust plush trimming, enhance the auditorium. Pillasters are of fluted beige leatherette. The decorative treatment was continued in the acoustical setup, where a damask-over-balsam process was employed.

Don Pickering and William Hawkins of the Capitol Theatre Supply, directly supervising the job, installed Carbondale air conditioning, a product of the Worthington Pump Mfg., in the 701-seat house.

The first New England theatre installation of Alexander Smith fluorescent carpets was made at this Massachusetts situation. Ideal Seating Co. furnished the seats, full upholstered chairs in tangerine and gray. Vallen curtain controls and tracks were used. Cliftondale display frames, along the colonial type, were selected. Rust and gold drapes and stage curtains put out by Capitol, itself, were installed.

The booth was outfitted with Motiograph projectors, Ashcraft lamps and Robin generators. The screen is from Da-Lite Screen Corp. The sound is RCA.

A marquee by the University Sign Co. was chosen, with Wagner letters.

Legion's Theatrical Post Fills Executive Board

BOSTON—Recently elected members to the executive board of the Theatrical Post of American Legion include Major Patrick F. Healey, state film head, Kenneth Forkey, small New England circuit operator; William Cotty, Board of Health inspector, and Joseph Kantor, operator of the Crawford House in Boston. William H. McLaughlin, post commander, is chairman ex officio.

The entire list of new officers of the film post will be installed next month at a dinner-dance which during recent years has been a prime film district event.

Lemare Building New House in Ludlow, Vt.

BOSTON—Harry Lemare, Vermont exhibitor, is going ahead with construction work on a new theatre at Ludlow. Lemare at present operates the Royal in the Green Mountain State town. He will close this house when his new situation is ready.

Hear Survey Report

BOSTON — The Independent Exhibitors, Inc., met Tuesday afternoon at 1:45 p. m. to discuss current buying problems. Confidential reports were made on the Allied national product survey poll, both on transcontinental and New England bases. Arthur K. Howard, business manager, stated that future product meetings would be held fortnightly for the duration of the present bargaining hiatus.

Holdovers at Hartford

HARTFORD—Holdovers cheered the trade in Hartford last week. Loew-Poli held over "Boom Town" for a third week, as did the E. M. Loew's and WB's Regal with "He Stayed for Breakfast" and "The Sea Hawk" respectively.

NEW HAVEN

NEW HAVEN theatres will welcome back the 5,000-odd students and faculty members connected with Yale, September 23 . . . No announcement yet from the Lincoln, "art" and foreign films house, closed for the summer and catering to University patronage . . . The remodeled Cannon's will be reopened about October 15, reports Lou Phillips, in charge of the renovation . . . John S. P. Glackin closes the Strand, Sound View, one of the few Connecticut summer houses, and Adolph Johnson and Albert Poulton have also closed the New Colony . . . Washington Depot and Bantam go back to part-time operation soon.

John B. Findlay, operator in Westerly and Mystic, has been appointed to the finance committee of Stonington for a four-year term, with the proviso that his duties are not to interfere with his golf too much. Findlay played on the Westerly golf team, recently defeated by Norwich, and more practice is indicated . . . Clarence Hill of the 20th-Fox home office, and Tom Bailey, Boston district manager, visited in New Haven . . . Harry F. Shaw and Mrs. Shaw spent last weekend in Atlantic City celebrating Mrs. Shaw's birthday . . . Sidney Klepper, assistant at the Palace, Hartford, was married Sunday to Rosalind Oliver of Hartford, and is spending his honeymoon at Virginia Beach, while Russell Grant, student assistant, takes over . . . Edith Hoffman, daughter of I. J. Hoffman, Warner Theatres zone manager at New Haven, was married to Gerald Steinberg, Bridgeport attorney.

"Boom Town" played the Avon, Stamford, at 44-60 cents including tax, with children at 28 cents. One evening show at 8:30 will be reserved all through the house at 75 cents . . . Middlesex, Middletown, had continuous shows for four-day run on "ATAHT" . . . E. M. Loew's held "He Stayed for Breakfast" a second week . . . "The Sea Hawk" stayed on for three weeks at the Regal, Hartford . . . Palace, Hartford, and College, New Haven, held "Boom Town" a third week . . . Meantime, "Foreign Correspondent," having finished one-week runs at the Poli theatres in both towns, will wait a week before being brought to the B houses for second weeks.

Capitol, Middletown, is inaugurating a Saturday vaudeville policy . . . Mrs. Ruth Levine of Miami, Fla., the former Ruth Bernstein of Gaumont British, New Haven, visited here with her husband . . . Larry Germaine, of the Warner theatre department booking department, left the hospital where he was under observation, and is recuperating at home . . . Sam Rosen and Ted Jacocks made another trip to Boston to call on Arthur Lockwood, now recuperating at home.

Abe Hodes, Metro student booker, was on the receiving line Sunday at the reception in honor of his engagement to Dorothy J. Wyman of the Metro home office, at Miss Wyman's home in New York . . . Morris Nunes, Progressive Premium head, on a trip out west . . . Charlie Lazarus, booking manager at Metro, is spending his second vacation week on the golf course . . . Franklin Ferguson back at the Whitney managing after an attack of grippe . . . Tony Marsella was called from his duties at the Globe, Bridgeport, to the bedside of his brother, who is seriously ill . . . Harry Rose, Globe manager, was a New Haven visitor . . . Joel A. Levy, head of the Loew's, Inc., booking department, visited with Harry Shaw and Lou Brown.

Loew houses in Springfield and Worcester had personal appearances of Harold Huber of "Kit Carson." Springfield arranged a press luncheon and interviews, radio broadcast, meetings with the mayor. Then by car with motorcycle escort to Worcester, where a similar press dinner was arranged . . . Harry Shaw, Lou Brown, Nat Rubin and Elliott Kronish were the New Haven representatives, Shaw also filling the role of m. c. at the appearances . . . Warner's started the 25-volume University Library book deal in the Palace, Danbury . . . American Legion booked Endy Shows in New Haven for a week . . . Dick Cohen has a new choice of cook book, dictionary or revised latest World Atlas to offer at the end of his 24-volume Wonder Book series.

Dave Weinstock, whose corporation recently acquired a 10-year lease on the Alhambra, Torrington, was on Meadow St. with Louis Gesner, manager of the Plaza, Stamford, to talk about pictures for the house . . . Alhambra, Waterbury, starts a Wrisley Hollywood rose china ovenware 94-week deal for three-a-week distribution . . . Rialto, Stamford, will use the same twice a week . . . Princess, Hartford, has Wrisley's Persian rose chinaware, for 96 weeks, three days a week . . . Hamilton and Tower, Waterbury, signed with N. C. Wrisley for blue fantasy ovenware, 10-week deal, to be followed with 96-week Persian rose, exclusive for this territory.

Bill Reisinger of the Bijou dressed five girls in "Pride and Prejudice" costumes, with tiny suitcases marked "Bachelors Beware," as a street ballyhoo . . . Earl Wright, as S. R. Kent drive leader here, called a first meeting Saturday, delivered a pep talk . . . Matt Saunders conducted a "Laraine Day" coloring contest on "Foreign Correspondent" . . . Lou Brown publicity office dressed up with smart gray and yellow venetian blinds.

Samuel Haddleman of the Capitol, Bridgeport, off for a Virginia Beach vacation to rest up for his Havana cruise in October . . . Bert Jacocks in from Boston for a Warner meeting . . . Charles Tomasino, son of Michael Tomasino, of White Way and Victory, back as a senior at Hartford Law . . . Mrs. Pete DeFazio recuperating at home from an operation . . . Richard Carroll, Paramount booker, vacationing . . . More important than the golf matches at Mamaroneck, is the game at the Yale course on Sunday, with Bob Russell, Loew-Poli manager, and Al Warmingham of the *Journal-Courier*, playing Bill Robertson and Jack Parrish . . . Jack Brassil received *Loew-Down* mention for his co-op ad in the Milford *News* on co-feature "Captain Is a Lady."

File Interrogatories For Andrew Tegu

Boston—Interrogatories in the Andrew Tegu anti-trust case have been filed in the U. S. district court in Burlington, Vt. Six defendant distributors are named in the action by George S. Ryan, anti-trust attorney representing the Vermont exhibitor. Twentieth-Fox and RKO are exempt in the litigation.

New Giveaway Deals Set For Fishman Theatres

NEW HAVEN—New giveaway deals set for the Fishman Theatres include a 20-volume encyclopedia, inaugurated at the Howard with books sold to patrons every day this week and continuing each Friday and Saturday. The deal was sold by Richard Cohen, distributor in this territory.

The Howard also has started a new 34-week enamelware deal Wednesdays and Thursdays. The Lawrence has started the same enamelware sequence beginning on Wednesdays, and an 88-week china deal for Thursday, Friday and Saturday giveaway. The Dixwell Playhouse starts the enamelware deal on a three-a-week schedule, Thursday, October 17. The Lyric has signed for two a week.

A new Kash Quiz contest has been launched at the Lyric for Friday night presentation, conducted by Sid Goluboff, former radio announcer.

Connecticut Situations Are Returning Vaude

NEW HAVEN—Date for opening of Saturday vaude shows and first run single features at the Globe, Bridgeport, has been definitely set for September 21. Meriden vaude at the Palace starts Friday, September 27, and Bijou, New Haven, Saturday, September 28, with policy set definitely for only one day a week, all performances.

Poli, Waterbury, has George White's "Scandals" booked for October 1, 2 and 3, with regular Wednesday vaude following. Marcus Loew Booking Agency supplies the acts for these Loew-Poli houses.

The Lyric in Bridgeport Opens With 'Boom Town'

BRIDGEPORT, CONN.—The Lyric, dark all summer, reopened with "Boom Town." The film went into the Majestic as a holdover and then moved to the Lyric for four more days.

The Drive-In Theatre held over "Reefer Madness" for an extra week. This is the first time the outdoor theatre has attempted a holdover and business was good on the second week.

Extend Bingo

HARTFORD — Under suspension of the rules, the Hartford board of aldermen last Monday night passed an ordinance amendment extending the playing of Bingo in this city for one year from September 15

Negotiate With Musicians

BOSTON—Negotiations are now in progress between representatives of the Musicians Union and the Metropolitan Theatre for a working contract where spot-booking commitments will be allowed. A previous spot-booking agreement expired September 1.

Rifkin Circuit Bowling Team

SPRINGFIELD, MASS.—A bowling league, to be comprised of all Herman Rifkin houses in Springfield, Holyoke, and Northampton, is slated to be organized some time this month, according to William Powell, division manager of the circuit.

Display Frames for Strong

BURLINGTON, VT.—New glass enclosed display frames have been erected on both sides on the entrance to the Strong Theatre here.

Urges Cold Shoulder for Max Cohen's Ballots

BOSTON—The Independent Exhibitors, Inc. has formally advised local independents to take no notice of the ballots sent out by Max A. Cohen, president of the MPTO in New York, seeking to poll exhibitor reaction on the blocks of five proposal of the consent decree.

Frank Lydon, president of the Independent Exhibitors, Inc., and eastern regional vice-president of Allied States Association, declined to speak for Allied as a whole but told this publication that: "As far as the Independent Exhibitors are concerned, I am urging members to refrain from recognizing any ballot which they may receive from Max A. Cohen or any similar character."

Lydon charged that Cohen "having sabotaged New York Allied, is now doing his utmost to give MPTOA similar treatment."

HARTFORD

FRANCIS CALLAHAN, doorman at the Astor, East Hartford, has been taking in the New York World's Fair and also some boxing events in Manhattan while on vacation . . . Frankie Cashmann, member of the service at Harold H. Campbell's Central, West Hartford, has resigned to resume school . . . In Boston last Tuesday on business was Bernard M. Levy, manager of the local main stem Proven Pictures, and also district manager of the Lieberman theatres in Hartford and Holyoke . . . Michael M. Daly of Hartford and Plainfield visited New Haven exchanges.

State, Torrington, is offering stemware to its lady patrons . . . To New Haven last Tuesday to attend an Allied meeting went Charles L. Repass, Crown; Martin Kelleher, Princess, and Maurice Schulman of the Rivoli, Webster, and Plaza-Windsor.

Robert Abel is a new usher at the Harris Brothers' State . . . Fanya Graham, formerly of the publicity department at Columbia's Hollywood studios and more recently of Hal Roach studios' publicity division, was in Hartford last Thursday to visit relatives . . . Hillmer D. Robinson, assistant manager at the E. M. Loew's, went on a cruise to Block Island.

Tommy Vaughan, house policeman at the Loew's Poli, and Russell F. Grant, Loew's Poli student assistant, played golf last Wednesday at Goodwin Park. The end of the game found Vaughan with 75 as a total score, and Grant 80 . . . George E. Landers, E. M. Loew's manager, was in New Haven . . . Palace, Torrington, now offers its lady patrons the choice of either free cutlery or china.

Metro Premium has sold the Eno Memorial in Simbury on an enamelware giveaway deal . . . In town to see Manager Jack A. Simons at the local Loew's Poli were Harry F. Shaw, Loew's Poli division manager, and Louis A. Brown, Loew's Poli publicity man, from New Haven . . . William Bonoff, son of the late Irving Bonoff of Madison, has registered at the RCA Institute in New York to study radio and television . . . WB's Capitol in Ansonia now changes its offerings Sundays, Tuesdays and Thursdays.

Parkway, Bridgeport, is being rejuvenated . . . Jack Terrazzio has been appointed chief of the service staff at the Harris Brothers' State . . . Astrid Hansen, cashier at the Harris Brothers' State, is engaged . . . Louis A. Cohen, Loew-Poli Palace manager, has returned from a Maine vacation . . . Sherman, New Haven, held "The Sea Hawk" for two weeks.

Mrs. M. Oakley Christoph, film columnist for the Hartford *Courant*, had a cold, but still took in her regular weekly New York trip . . . Martin Harris, booker for the State here with offices in New York, was in Hartford . . . Melvin Laschever, member of the service staff at the E. M. Loew's, will be leaving soon for the University of Connecticut . . . Louis Konoir has been appointed assistant chief of service at the Loew's Poli, succeeding David Brown.

Backers of a proposed new shopping center on Park St., have promised not to build a theatre thereabouts, due to an arrangement with Warner houses here in Hartford, namely the Strand, Regal, Colonial, Central (West Hartford), Lyric, Lenox, Rialto . . . Whalley, New Haven, held a cooking school . . . "Boom Town" held two weeks at the Loew-Poli College in the Elm City . . . Rudy Frank, director of publicity for the State, is contemplating marriage to a Bridgeport resident in the near future.

Both George E. Landers, manager, and Hillmer D. Robinson, assistant manager of the E. M. Loew's, are yachting enthusiasts . . . Milton Nieman is a new usher at the Loew's Poli, succeeding Louis Konoir . . . George E. Landers of the E. M. Loew's was in Boston.

Capitol, Middletown, offered not only a pie plate to each lady patron during the run of "The Girl From Mexico," but Priscilla ovenware as well . . . State gave free autographed photos of Sammy Kaye to the first 1,000 customers during the opening day of the bandster's p. a. at that theatre.

BOSTON

WILLIAM H. ERBB, Paramount district manager in this territory, has been at the Paramount confab in Kansas City . . . Don Chambers, local Paramount publicity man, has also been in Kansas City . . . Harry Asher, Producers Distributing Corp. national vice-president, was in New York.

Colby Robinson, operator of the Rialto in Westbrook, is putting up a new situation at Bingham, Me. Robinson contracted with Capitol Theatre Supply Co. for considerable equipment.

Alexander Dean has darkened the Cohasset at the Massachusetts summer resort of the same name . . . George Garrity, projectionist this summer at the Community in Osterville, an Interstate house, will return to the Exeter Street in Boston when that Back Bay house reopens.

Harold Dunn, Warner far eastern manager and brother of Irving Dunn of Bank Night, has left for California on the first leg of a Singapore sail . . . David B. Whalen, Republic exploitation manager, has been in town in behalf of Gene Autry . . . Walter Hartwig has darkened the Hartwig's in Ogunquit, Me.

Frank Cronin, manager of the Community in Dedham, was a speaker at a Rotary Club luncheon . . . Arcade Marcoux, operator of the Bayle's Square in New Bedford, has been renovating the 1,200-seat house . . . Milt Weinstein is now managing the Strand in Holyoke for Samuel and Nathan Goldstein.

Fred Fahlbusch of the home office of M&P visited the 60 Scollay Square recently but has not as yet returned to work following a lengthy illness and convalescence . . . Martin J. Mullin and Sam Pinanski, local Paramount partners, were in New York last week . . . Joseph Plunkett of the M&P accounting department is on vacation . . . John Dimicili, operator of the Star in Poultney, Vt., has contracted with Capitol Theatre Supply for the installation of new lamps and rectifiers in the house.

Harry Rogovin, Columbia branch manager, held a trade screening of "The Howards of Virginia" at the Exeter Street in Boston . . . Roy E. Heffner, operator of the Key in Middleboro, reopened the Tower in Lowell on a full time schedule . . . Lloyd Bridgham, operator of the Broadway in Dover, was in from New Hampshire . . . Frank McFee, operator of the Strand in Oldtown, was down from Maine . . . Joe Mathieu was in from the Capitol in Winchendon.

Lloyd Nordgren is again managing the Globe in Clinton which has been reopened following a summer closing . . . Warner plans the near future opening of the Bristol, Connecticut house recently damaged by fire . . . Jacob Yonkers, operator of the Thompson Square in Charlestown, has inaugurated Good Will Award, the new copyrighted version of Bank Night, at the suburban house . . . Edward X. Callahan, local 20th-Fox branch manager, has been laid up with an infected foot.

Joseph Cahill, manager of the Brockton in Brockton, has renovated the balcony of the Massachusetts house . . . Mary Trainor of Columbia continued seriously ill at the Carney Hospital . . . Robert Mochrie, RKO eastern regional sales manager, has been in Boston . . . Mac Farber, city salesman for Producers Distributing Corp., was in northern New England . . . Sol Edwards of Film Alliance has been in town.

Leonard Goldberg, formerly of the Tower in Lowell, has put Good Will Award into the State in Quincy . . . Maynard Sickles of the Capitol Theatre Supply has supplied Ralph Snider with new lamps for the Community in Dedham . . . William H. Cuddy, president of the Cinema Club, announces that no date has yet been set for the resumption of future meetings by that organization.

Doc Britton, long an independent film figure in this territory, has resigned from the local Monogram sales staff . . . Bel Bleau has darkened the Deertrees at Harrison, Me. . . . Art Keenan has been renovating the Merrimack Square in Lowell . . . Lewis Weinberg has signed with Michael J. Hurney for a cash giveaway at the Strand in Lawrence, opening the new promotion Monday of this week.

Philip McKinley Stein, who has born in Lowell 39 years ago, celebrated his 25th year as a local Film Exchange Transfer man last week . . . Roy E. Heffner has been entertaining his mother, here from Oklahoma, at his Belmont home.

William Cuddy, RKO booker and director of pictures taken at the recent film district outing by Ed Ducey, reports that requests for showings of the reel are mounting. The celluloid has been recently screened in such projection rooms as M-G-M, RKO, National Screen Service and Paramount.

Connecticut Gets Share Of Defense Contracts

NEW HAVEN—The New England Council reports that of a total of $445,812,975 in defense contracts received by the New England states from June 13 to August 15, Connecticut received $62,520,049. Of this amount, army contracts amounted to $13,-961,888; navy contracts. $48,358,161, and defense contracts by other departments, $200,000. Massachusetts' total of $279,979,-327 is the largest amount for a single state. Maine ranks below Connecticut with $51,440,674; New Hampshire, $49,044,509; Rhode Island, $2,675,181, and Vermont, $153,235.

The general relief load in Connecticut's five largest cities registered declines again during August, according to the state welfare department report. The present load is 25.8 per cent below that of August, 1939. For New Haven, the case load is 20.8 per cent less.

Many Notables Attend Stratford Reopening

STRATFORD, CONN.—The enlarged and remodeled 600-seat Stratford has been opened by Albert Pickus. Among the guests were Mrs. Raymond Baldwin, wife of the governor; Brigadier-General R. B. DeLacour, Senator Charles E. Wheeler, Col. Russell Y. Moore, Col. Lott R. Breen, Judge and Mrs. Raymond Watt, Maj. Vernon S. Morehouse, chairman of the Town Council, who accepted the theatre in the name of the residents, and a good sprinkling of Meadow Street managers, salesmen and bookers.

Cost of the renovating was estimated at $21,000.

Nominate Ansel Sanborn For Executive Council

CONCORD—Ansel N. Sanborn, Carroll County theatre chain owner, was nominated as the Republican candidate for the executive (governor's) council from the second district, in the recent state primary.

Stanley James of Nashua, formerly a well-known theatre man, was nominated as councillor from the fourth district.

A former Hollywood film "doctor," Rita Collyer of Lisbon, received only a light vote in being defeated for the Congressional nomination in the first district.

Reseat in York Beach

YORK BEACH, ME. — The York Beach Theatre now boasts General seats.

Frazier Hunt Lauds "Correspondent"

Bridgeport, Conn.—Manager Matt L. Saunders of the Loew-Poli held a special screening of "Foreign Correspondent" for Frazier Hunt, and the war correspondent, who recently returned to his home in nearby Weston after covering the first portion of the European conflict for American newspapers, lauded the picture as demonstrating "the treachery that goes on within propaganda organizations disguised as 'peace organizations'." He also declared the picture carries a vital message to every American as to the need for building up national defenses and staying out of Europe's wars.

SPRINGFIELD

ANTHONY T. DiCARRO, chief of the service staff at the E. M. Loew's Court Square, has been appointed assistant to Manager Andrew Sette at the local WB Capitol, replacing Johnnie Knightly . . . Mr. and Mrs. William B. Tague of the Bijou have returned from an auto trip vacation to Ohio . . . Emil M. Morisseau, projectionist at the E. M. Loew's Court Square, has been chosen for jury duty at the new session of the civil court.

Jean Bocash is a new candy girl at the Loew's Poli, succeeding Mrs. Sophie Sczbeck, who has left to devote all her energies to married life . . . William Craven has joined the service staff at Harry Arthur's Art as a full-time usher . . . Harry Green, New England representative for the Alexander Preview Co., Colorado Springs, Colo., was in the district . . . In town to visit Manager George E. Freeman at the Loew's Poli last Tuesday were Harry F. Shaw, Loew's Poli division manager, and Louis A. Brown, that circuit's publicist, from the Loew's Poli New Haven offices . . . Herman Rifkin, owner and operator of the Herman Rifkin Theatres circuit, was in Springfield last Wednesday . . . The new enamelware giveaway at the Rifkin's Strand and Jefferson here is going over very big, according to William Powell, district manager.

Peter Veto, doorman at the Goldstein Brothers' Paramount, and Grace Ward, a local girl, are engaged . . . Mary Storshine, office clerk at the Western Massachusetts Theatres circuit, viewed the New York World's Fair and Washington, D. C., during her vacation . . . Henry Ferris, manager of the now-darkened Rifkin's Garden Theatre here, has resigned and now is attending the U. S. Aeronautical School.

Richard B. Linnahan, formerly connected with the service staff at the Paramount, is a new doorman at the main stem Art, succeeding Frank Kelley . . . Mary Foley of the Loew's Poli, Worcester, was on vacation . . . Rifkin's Academy in Northampton is open again after having been dark throughout the summer months . . . Edward E. Lynch of the Worcester Warner was in Boston.

Joseph Callabriss is a new usher at the State St. Arcade, replacing Richard D. Linnahan, who is now working at the Art . . . James J. Bloom, assistant chief of service at the Paramount, saw the Billy Conn-Bob Pastor light heavyweight championship fight in New York . . . During the run of "Pinocchio" at the Riverside Park-In, the management offered free admission to youngsters under 12.

Raymond Title of the Art was in the Boston film district . . . Robert Grundy, former usher at the Paramount and now a druggist in San Francisco, visited old pals at the Paramount here while on vacation . . . President Nathan Goldstein of the Western Massachusetts Theatres circuit packed up his family and spent last weekend at Lake Spofford in New Hampshire . . . Lloyd Nordgren is again managing the Globe in Clinton, which was darkened during the summer . . . If any Holyoke theatre is caught offering cash giveaways nowadays by the mayor's office in town, penalty is slated to be a denial of Sunday licenses, which, in this state, have to be renewed each week.

William "Billy" Nordstrom has been appointed advertising manager at the Broadway . . . Theresa D'Angello, candy girl at the E. M. Loew's Court Square, spent her vacation traveling in South Carolina. Loraine Contour filled in . . . According to a postal card reaching the E. M. Loew's Court Square here, Edward Whittle, chief projectionist, who is still on vacation in California, saw the RKO studios last fortnight.

Michael J. Casey, stage manager of the Paramount, won a box of 15-center cigars by throwing the shotput 15 feet at the Elks' Clambake . . . Mary N. Manning, receptionist for the Western Massachusetts Theatres circuit, has joined the ranks of stamp collectors . . . Samuel Goldstein, vice-president of the Western Massachusetts Theatres circuit, visited Gerald J. Germaine, Calvin, and Dave Perkins, Plaza, Northampton, besides C. Fredericks at the circuit's Garden Theatres in Greenfield, to discuss new fall plans.

Joseph O'Neil, electrician at the E. M. Loew's Court Square, played golf last fortnight at Franconia Golf Course with Mayor Putnam and Emil Morriseau, projectionist at the E. M. Loew's Court Square. Final scores resulted in 80 for Emil; 108 for O'Neil, and 60 for His Honor.

"Rhythm on the River" did two weeks at the M&P's Capitol, Worcester . . . Ditto the Allyn in Hartford . . . Harry Smith, divisional manager and publicity director for the Western Massachusetts Theatres circuit, tripped to North Adams the other day to talk over new season doings with Francis Faille at the Paramount, and also Thomas T. Chatburn at the Richmond in that town . . . Lorette L. MacDonald, cashier at the State St. Arcade, had a birthday last Thursday . . . Albert W. Donn, doorman at the Arcade, is contemplating walking up the middle aisle some time this month.

Assistant Manager Hymie H. Nozak of the Arcade was in Hartford . . . Harry Smith, division manager and publicity director of the Western Massachusetts Theatres circuit, visited Edward M. Dowling, Capitol; Norman Prager, Palace, and Francis Beaupre, Strand, in Pittsfield . . . When Ernest W. Whitford, assistant to Manager Don Barhytd of the E. M. Loew's Court Square, returned from his vacation, he apparently broke all previous Springfield theatre-ites' mileage on sojourn. After filling in for Bernard Payne, manager of the Mohawk in North Adams, who vacationed in Havana, Cuba, Whitford borrowed William B. (Bijou) Teague's Studebaker, and left for Chicago, Detroit and Ohio, and thence to Washington, D. C., Baltimore, Philadelphia, New York, New Haven, Hartford, and finally their own home town, Springfield.

Mary Storshine, office clerk for the Western Massachusetts Theatres circuit, collects vases for her hobby . . . Richard DuCouls has joined the service staff at E. M. Loew's Court Square . . . While on vacation, Manager Don Barhytd of the Court Square was in Farmington, Maine, Newburyport, Mass., and also Boston . . . Johnnie Knightly, former assistant manager at the WB Capitol, is now working at that theatre as a part-time doorman while attending American International College in town . . . Mr. and Mrs. Anders of the Bijou were in Boston . . . Jack Dorland, former salesman for Paramount, is now operating the Broadbrook Theatre in Broadbrook, Conn.

St. Clair Directs "Higgins"

HOLLYWOOD—Malcolm St. Clair will direct "Meet the Missus," a "Higgins Family" film for Republic.

Shifting Oklahoma Theatre Scene

OKLAHOMA CITY—A considerable number of changes in theatre operation are reported over the state.

Glen Thompson, operator of houses at Walters, Healdton and Atoka, has leased the Okeh at Colbert to H. J. Turner. Thompson operates two theatres at Walters and Healdton and the Atoka at Atoka.

V. A. "Spec" Wilkinson, operator of the Ritz at Comanche, who recently acquired the Quanah at Fletcher from H. J. Fentress, has renamed the house the Ritz.

Cecil Davis, operator of the Ritz, Yukon, has sold out to L. B. Warren of Pampa, Tex., a real estate man. Davis will continue to operate the Coronado at Bethany, which he built about a year ago.

Chet Humphreys, operator of the Ritz, Britton, just north of Oklahoma City, has acquired the Log Cabin, local dance hall and eating place which he will remodel for a theatre.

Louis Barton, operator of the Ritz, Stroud, and mayor of that city, will ask for a building permit soon for a $50,000 suburban subsequent run in the 800 block on Southwest 29th Street here.

Woody Clarke, Oklahoma City insurance man who has a lot at Portland Ave. and Northwest 10th St. here, is trying to secure a lessee for a proposed theatre on that site.

Cecil Mayberry, formerly of Oklahoma City, has purchased complete equipment from Oklahoma Theatre Supply Co. here for a new theatre at Eureka Springs, Ark. House is scheduled to open, October 1.

The Ritz, 400-seat subsequent run in Tulsa operated by Griffith-Southwestern Theatres, has been reopened after being dark more than a year. Duane Skeeles, formerly assistant manager at Enid for Griffith, has been named manager. The house has been completely remodeled and redecorated.

Complete remodeling and rehabilitation of the Circle in Tulsa, a subsequent run also operated by Griffith, started September 16. The house will be enlarged 30 feet at the rear to make room for the addition of 250 seats which will make a total of 850. Architects are Corgan & Moore of Dallas.

Lilly Langtry Recalled By "Uncle Joe" Luckett

DALLAS—Publicity men, of course, do not get all the stories, so here's one down the trade alley.

Joseph E. "Uncle Joe" Luckett is a showman from way back. Since "The Westerner" plays here this week, he recalls he knew Lilly Langtry personally. "Uncle Joe," by the way, is with Interstate circuit.

In 1905 he was manager of the legitimate Columbia Theatre in Washington, D. C. Miss Langtry appeared there for a week. Business was so bad "Uncle Joe" didn't go backstage to talk with the star.

Finally he did. Lilly asked, "Why neglect me?" Luckett said he was ashamed of the gross.

Lilly countered, "When you've had as much tough luck as I have, you wouldn't let a bad week influence you."

That was her last appearance in America.

Construction Under Way On Austin Drive-In

AUSTIN—Construction work is underway on the Joseph Drive-In Theatre, one mile north of the city limits on the Dallas Highway. The opening will take place October 15, according to Eddie Joseph, prominent Austin merchant, owner of the project. Harry Hall will manage the 450-car outdoor theatre.

H. G. Duncan Joins Collins

TOCCOA, GA.—H. G. Duncan, son of L. J. Duncan of the circuit bearing his name, West Point, Ga., has joined the Collins circuit here.

Report Two Damage Suits Are Settled by Interstate Chain

DALLAS—From authoritative sources here it is learned a compromise settlement has been effected in two of the several damage suits filed by independent exhibitors against the Interstate circuit, et al.

The case of Harry Fulgham, now operating the Queen in Fort Worth, who was seeking damages over an alleged product shortage while he was owner of the Joy in Tyler, has been settled out of court.

There was also an arrangement made with Louis Richker and his wife, owners of the Gayety in Fort Worth. This case was brought on the 25 cent minimum restriction clause.

The defendants point out the Fulgham and Richker settlements have no bearing on the other cases to be heard which they claim will be contested. These cases involve Holger Jorgensen of the East Grand and R. Z. Glass of the Fair, Knox and Lawn, who brought damage suits on the 25-cent clause. Starting date for hearings is set in Judge Atwell's federal court for September 30 with the Jorgensen case believed coming up first.

Report Campus Sold To New Corporation

DALLAS—News here is that the ultra-modern Campus Theatre at College Station, Tex., laboring the past few weeks in receivership under Ben Ferguson, is coming out in the clear with the reported sale of that property to a new corporation known as Campus Theatres, Inc., to be controlled by Ferguson and associates. Details of the transaction were not made known.

Lee M. Threet of Lufkin was the prime mover behind the Campus. Others interested in it were Sam Hyman of Lufkin and V. A. "Buddy" Walker of Oklahoma.

The Campus created quite a stir when collegiate leaders at College Station demanded that that town play first runs day and date with Bryan, Tex. The stir included a boycott on the part of A&M students who would not go to Bryan until first run status of College Station was recognized.

P-R-C Leases Quarters in Atlanta and Charlotte

ATLANTA—Ike Katz, district manager of Producers Releasing Corp., announces the leasing of exchange quarters at 163 Walton St. Nelson Towler is the new addition to the sales staff. RCA has announced for the coming season 20 features and 18 westerns—all new product.

The first releases for the territory are: "Hitler—Beast of Berlin," with Roland Drew; "Frontier Crusader," with Tim McCoy; "Mercy Plane," with James Dunn; "Billy the Kid Outlawed," with Bob Steele, and "I Take This Oath," with Gordon Jones.

CHARLOTTE—Exchange quarters in the Ross Bldg. have been leased for P-R-C. Ed E. Heller has been assigned to the local managerial post.

Award Contract for Metro Exchange in Charlotte

CHARLOTTE, N. C.—Contract was awarded on September 9 for construction of a two-story structure for Loew's, Inc., Carolina distributors for M-G-M, at the southeast intersection of West Third and South Church streets.

The cost of the building will be $49,950. Mrs. Sarah W. Tate, who owns the lot, is erecting the building for the company.

The present M-G-M exchange is now located at 428 West Fourth St. Benn H. Rosenwald is manager.

Cadets Boom Business

BROOKS FIELD, TEX.—The Post Theatre here which formerly operated several nights weekly, now is running every night in the week due to the extra large number of flying cadets in training at this advanced field. The house seats 450.

Lucas Sells Charlotte House to Tom Little

CHARLOTTE—Harry K. Lucas, who has operated the Charlotte, second run house here, 15 years, has sold it to Tom A. Little, who will take charge October 1, it was announced Tuesday.

Little has been interested in the Visulite, in a residential section here, since it was established several years ago.

The Charlotte Theatre building and ground recently was purchased by S. W. Craver of Charlotte, who operates a group of houses in Virginia. It is understood Little is arranging a long-term lease with Craver, who paid $63,000 for the real estate.

NSS and AA Appointments Reported by Paul Short

DALLAS—Paul Short, division manager for National Screen Service, announces the following personnel changes and additions in three offices:

Oklahoma City—Tom Harris, formerly general service manager in the Dallas branch, promoted to sales representative; Charles Scheufler becomes service manager and Lorraine Richardson, chief accountant.

Dallas—E. J. Detwiler and Earl Harrington, sales representatives; William B. Ledbetter, service manager for NSS and AA, and R. B. Compton, service manager for NSS.

New Orleans—Ralph Reid, service manager for NSS and AA.

Film Night Flying

RANDOLPH FIELD, TEX.—For the first time in motion picture history, night operations at an army airdrome have been photographed by a studio. Night flying scenes at Randolph Field were shot by Paramount cameramen recently for "I Wanted Wings."

Griffith Files Objections to Momand Interrogatories

OKLAHOMA CITY—The Griffith Amusement Co. and affiliated companies have filed objections to all questions asked in interrogatories filed by the plaintiff, A. B. Momand, with the exception of questions 1 to 7, inclusive, in Momand's $4,500,000 federal anti-trust suit in which he is asking triple damages alleging violation of the Sherman anti-trust act.

Affiliated companies objecting to the questions are Consolidated Amusement Co. and Consolidated Theatres, Inc. The defendants objected on these grounds:

"Each of said interrogatories (1) calls for matters of fact which are beyond the scope of the issues; (2) is not directed at the discovery of ultimate facts material to the support of plaintiff's case; (3) calls for matters which are not material or relevant at the present stage of the case; (4) constitutes an unwarranted and impertinent intrusion into the business affairs of these defendants; (5) calls for the furnishing of information which is unduly burdensome and vexatious.

Refer to Rehearing

"These defendants further object to each and all of the interrogatories propounded to them by the plaintiff for the reason that the court has heretofore ordered a rehearing on defendant's motion to dismiss this case, and that question should be determined before these defendants are required to answer the numerous interrogatories which have been propounded to it, as considerable expense and burdensome work may be avoided by these defendants if they are not required to answer the interrogatories until after the motion to dismiss has been heard and determined.

"Wherefore: premises considered, these defendants pray that the court sustain their objections to each and all of the interrogatories propounded except interrogatories 1 to 7, inclusive, and that these defendants be relieved from answering any of the interrogatories propounded until after the court has heard and determined their motion to dismiss."

The objections were filed by Henry S. Griffing, and Charles B. Cochran, attorneys for the Griffith Amusement Co., Consolidated Amusement Co. and Consolidated Theatres, Inc., and distributing companies.

There were 342 questions asked in the interrogatories filed by the plaintiff, A. B. Momand, on Aug. 29, 1940, and the defendants are asking that they be excused from answering all but the first seven questions propounded.

Attorneys representing Momand in this suit, numbered, 6517-Law, in the federal court files here are C. E. Stanard, of Stanard, Carey & Stanard, Shawnee, Okla., and George S. Ryan, Boston, Mass. A. P. Murrah, federal judge, is hearing the pleadings.

Harry Mansfield Heads "U's" Memphis Branch

MEMPHIS—Harry I. Mansfield has been boosted from salesman to manager here for Universal to fill the vacancy created by the transfer of J. A. Prichard to Charlotte as manager there.

20th-Fox Signs Buddy Rogers

HOLLYWOOD—Twentieth-Fox has handed Buddy Rogers a term pact. He is currently in "Golden Hoofs," Jane Withers starrer.

Anti-Trust Defense Gets Time to Oct. 1

OKLAHOMA CITY—Edgar S. Vaught, federal district judge, has given defendants until October 1 to answer interrogatories filed by the government in its equity suit against the Griffith Amusement Co. and the major distributing companies. Defendant companies were given a month from August 15 to either object to or answer the questions propounded by the plaintiff. Judge Vaught extended this time to October 1 upon agreement between attorneys for the plaintiff and defendants.

Other defendants besides the Griffith Amusement are Loew's, Inc.; Metro-Goldwyn-Mayer Distributing Corp. of Texas; Vitagraph, Inc.; RKO-Radio Pictures, Inc.; Paramount Pictures, Inc.; 20th Century-Fox Film Corp. of Texas; L. C. Griffith, R. E. Griffith, H. J. Griffith; Westex Theatres, Inc.; Consolidated Theatres, Inc.; R. E. Griffith Theatres, Inc.

The stipulation for extension of time was entered into between Charles E. Dierker, United States district attorney, attorney of record for the plaintiff, and Charles B. Cochran, L. M. Rice, Henry S. Griffing, defendant counsel.

In another order Judge Vaught granted the same extension of time to three other defendants in the same anti-trust suit after a stipulation between Charles E. Dierker, the government's attorney, and Malcolm M. McKenzie, attorney of record for Columbia Pictures Corp., United Artists Corp. and Universal Film Exchanges, Inc.

OKLA. CITY

SPENCE WYATT has joined the M-G-M exchange staff as poster clerk . . . Thomas Higgins is reported reopening a house at Lone Wolf, Okla. . . . Kenneth Blackledge, city manager for the Griffith circuit at Bartlesville, starts his vacation this week.

Paul Verdery, State usher, who underwent an appendectomy at St. Anthony's Hospital, is back on his feet again and returns to work this week . . . Sol Sachs, RKO's Dallas branch manager, was here during the week in connection with a Griffith circuit product deal . . . Employes of Monogram nominate Mrs. Carr Scott, wife of Monogram's franchise holder, as the best cook on the Row after sampling a cake she baked . . . Joe Wallace, assistant at the State, resigned to attend business college.

Rube Jackter, Columbia's assistant general sales manager, and J. B. Underwood, Dallas branch manager, were here this week to confer with Griffith buyers on coming season's product, according to C. A. "Dewey" Gibbs, local Columbia manager, who sat in on the confabs . . . The State returned to its fall single bill policy on September 19 with "The Howards of Virginia."

T. B. Noble jr,. general manager of Westland Theatres of Colorado and Nebraska and managing director of State Theatres, Inc., returned to Colorado Springs last week after a five-day business visit. While here he signed up for Columbia 1940-41 product for the State here . . . Bert Stern, manager of the Criterion here, seems an ardent circus fan. When Ringling played here Saturday, Stern was out there at 5 a. m. and stayed most of the day. Others seen at the circus were Bob Pfotenhauer, State manager, and Forrest Swiger, manager of Northside Standard suburban houses.

ATLANTA

JOHN JENKINS, Million Dollar Distributing Co., is on a business trip in Jacksonville, Fla. . . . Herman Silverman, Wometco Theatres, stopped over for several days on his way to Rochester, Minn. . . . Walt Mier is the new manager of the Drive-In Theatre, Victory Drive, Savannah, Ga. . . . Miss Mozelle Starr is a new addition to the booking department of Metro . . . Deepest sympathy is extended to Paul Engler, Famous, Birmingham, in the loss of his wife . . . W. P. White, formerly branch manager of National Theatre Supply Co., Charlotte, is working the North Carolina territory for Wil-Kin Supply.

Max Braselton replaces Buford Styles, resigned, as booker and office manager of Monogram Southern Exchange, New Orleans . . . Al Barber, well known to Filmrowers, will manage the new Mion and Murray "Little Five Points" Theatre, which opened Saturday, September 21 . . . Leonard Seligman, manager of the Empire, leaves this weekend to spend his vacation in New York and Washington . . . Mrs. J. U. McCormick is convalescing at Georgia Baptist Hospital following an operation . . . Harold Laird, branch manager for Republic in Tampa, paid Filmrow a visit.

Thomas Royal has been moved from the Techwood to L&J's newly remodeled DeKalb, which opens September 23. Jack Hodges takes over at the Techwood . . . T. A. MacDougald, formerly of Lake City, Fla., is replacing R. L. Barbaree at the Ritz, Roanoke, Ala., Barbaree being transferred to Bainbridge, Ga., as operator . . . W. M. Snelson, branch manager for Republic in Memphis, was in Toccoa, Ga., over the weekend to be with his father, who is very ill . . . Reynolds Wilbanks is the new office manager at Million Dollar Distributing Co.

Visitors: Mrs. Ethel Blanton, Zebulon, Cairo, Ga.; Nat Williams, Rose, Thomasville, Ga.; R. H. Dunn, Camilla, Camilla, Ga.; R. E. Hook, Hook Theatres, Aliceville, Ala.; Joe Hackel, Ritz, Jacksonville, Fla.; J. S. Tankersley jr., Ellijay, Ellijay, Ga.; Ernest Martin, Grand, Montezuma, Ga.; W. P. Gammon, Ocilla, Ocilla, Ga.; Mike Brown, Ritz, Livingston, Tenn.; John Lucas, Lucas, Savannah, Ga.; and city managers for L&J, Art Barry, Macon, Ga., and O. L. Benson, Gainesville, Ga. . . . L. J. Duncan, Al Dun Amusement Co., West Point, Ga., has returned from a business trip to New York complaining about the taxi fare . . . Hal Breen, confirmation clerk at Warner, has resigned to accept a post with the government. Roy Donaldson replaces him.

Adapting "Juliet"

HOLLYWOOD—Virginia Van Upp is adapting "There's Always Juliet" for Paramount. Edward H. Griffith will produce and direct.

DIXIE DOIN'S

By "AL" HENDERSON

AFTER an absence of some weeks am back with a few notes from here and there over the southern territory.

Dropped into the Majestic at Paragould, Ark., to see friend Collins and was informed that they would remodel the entire house in stadium fashion. They expect to be down for six weeks and I believe this will be the first stadium type theatre in Arkansas. They will completely reseat the Capitol and install fluorescent carpeting. W. B. (Bill) Justice, who formerly got out the house paper, *Cinemag*, is now on the west coast playing bit parts. He played with Tex Ritter in "Golden Girl."

Perry Elliott, formerly assistant manager for Saenger, in Meridian, Miss., and now with Al-Dun Theatres at West Point, Ga., as manager, married Miss Cissy Peebles of Meridian. Had the pleasure of seeing L. J. Duncan, Aubry Gay and Josephine Keith who showed me around their radio plant. Was very interesting.

Spent a pleasant few hours with Roy Martin at Columbus, Ga., and he drove me out and showed me over his amusement park which he calls Idle Hour. It is certainly a large operation with barbecue pits, roller skating rink, dance pavilion, swimming pool, finest of bowling alleys and amusements of all kinds.

They have made quite a few changes in the circuit recently, opening the new Martin Theatre at Douglas, Ga., building a new house at Canton, Ga., to replace the old Avon, rebuilding the new Martin at Andalusia, Ala., on the same site as the other house which burned, and opening the Liberty at Valdosta, Ga. Marvin Wood resigned as manager of the Strand at Florala, Ala., and was succeeded by Walter Brandenburg who comes from Atlanta. R. L. Barbee, formerly an operator at Sylacauga, Ala., has been appointed manager of the Ritz at Roanoke, Ala. Johnny Williams, who is an old tent show man, is managing Martin's Idle Hour and doing an excellent job. A. E. Adams, treasurer for the Martin Theatres, tells me his mother passed away recently at the age of 89.

L. A. Holloway, who has the Cordele at Cordele, Ga., has added an annex to the original building which gives him an additional 210 seats.

Doc Pearce, who manages Joy Houck's theatre, the Joy, at Belzoni, Miss., recently joined the list of benedicts by marrying Amy Huffstickler of that town.

Called by the Ritz at Fernandina, Fla., to see Anna Gianino who manages the house and learned that my friend Beach, who operates at Silvertown, Ga., was there but out fishing.

Walter Mier, who formerly managed the Cameo in Atlanta, has been appointed manager of the Drive-In at Savannah, Ga., to succeed Hinton Newsome.

Called around to see A. P. Talley, city manager for Sparks at Tallahassee, Fla., and got a peek at the new Florida now under construction. It will be located on Monroe St. near the postoffice, will be strictly modernistic, thoroughly fireproof, air conditioned, have all new equipment and will seat about 1,100 at an approximate cost of $150,000. "Shorty" Keefe will be the projectionist and Talley's offices will be in the new house. Enjoyed a visit and coffee with our old friend, W. P. Neel.

Art Barry, city manager for Lucas and Jenkins at Macon, Ga., was preparing to leave on his vacation when I stopped by. Hope you have a grand time, Art.

Enjoyed a visit with our good friend Kenner, who manages the Albany at Albany, Ga., and found him just returned from his vacation which took him to several studios on the west coast, to Mexico, Frisco and Yosemite Park. Says he was a week late returning but the boss forgave him.

At Albany, Ga., I had the pleasure of seeing Clair Hilger who operates the Clair. Clair is an old-time film salesman and says business is twice as good as he expected when he opened.

This is the crop for this time and hope to have some more dope in the near future and until then—so long.

ARKANSAS

EMPLOYES of the Strand, Newport, enjoyed an outing recently at Current River Beach, near Newport. Fishing, surfboard riding and swimming were on tap. Those making the trip were Guy Snow, manager, and daughter, Florence; Mr. and Mrs. Everett Whitten, Imogene Guthrie, Willie Ray, Harriett Umsted, Mary Ellen Umsted, Irene Thompson, Mrs. Roy Evans, Raymond Nicholson, Doyle Rogers, Clark Johnson, Charles Brunt and Tom Ashley.

Considerable remodeling and repairing has been done at Clint's, Greenwood. The floor has been lowered and the seats repaired.

W. L. Spicer of Wynne will serve as assistant manager of the Conway and Grand theatres at Conway, according to an announcement by Manager James J. Kane.

The Gem, DeQueen, owned by the K. Lee Williams Enterprises, which has been closed during the summer months, has reopened. Franze Taylor is manager.

Photophone for Three

DALLAS—RCA Photophone sound will be installed in Martin-Thompson's Canton at Canton, Ga., Texas Consolidated's Rialto at Harlingen, Tex., and in Sam E. Reevin's Lyric at Sumter, S. C.

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MEMPHIS

HARRY GRAHAM, Universal's southern district manager, spent practically the entire week in the Memphis office breaking in H. I. "Buddy" Mansfield as branch manager . . . The board of directors of the Independent Theatre Owners of Arkansas met recently to discuss plans for the forthcoming convention to be held in Little Rock in October . . . One of the best parties of the year was held at the Variety Club, Saturday night, by Malco Theatres, Inc., with M. A. Lightman arranging the program. Noisemakers, patriotic hats and a floor show, plus the dance orchestra, went to make it a very successful party—to say nothing of Rudy Willing and Milton Slosser stealing the show during intermission with their impromptu singing and piano playing.

Exhibitors seen along the Row: Jess Norman, Best, England, Ark.; Burris and Henley Smith, Imperial, Pocahontas, Ark.; Mr. and Mrs. John Shannon, Maxon, Portageville, Mo.; Orris Collins, Capitol, Paragould, Ark.; E. H. Morris, Etowah, Etowah, Ark.; P. E. Morris, Regent, Indianola, Miss.; Joe Jones, Ritz, Aberdeen, Miss.; B. F. Liddon, Coliseum, Corinth, Miss.; Gordon Lee Hutchins, Corning, Corning, Ark.; L. F. Haven sr. and jr., Imperial Theatres, Inc., Forrest City, Ark.; Grady Cook, Joy, Pontotoc, Miss.; J. W. Crabtree jr., Paramount, Clarendon, Ark.; Mrs. M. B. Stegar, Palace, Tunica, Miss.; W. S. Tyson, Grand, Water Valley, Miss.; John Staples, Franklin, Piggott, Ark.; Bob Martin, Bells, Bells, Tenn.; Mrs. Lela Flippin and Juanita Williams, Grand, Cardwell, Mo.

Iris Dean Dildy of the contract department of Paramount in Atlanta spent her vacation with Izola Presson, a sister, who is with the local Paramount office . . . Mr. and Mrs. Marvin McCuiston of the Princess at Booneville, Miss., are driving a new Pontiac . . . Jimmy Winn, Warner's district manager, spent several days in Memphis and announced a change in the local office. Juanita Scruggs, who has been biller for several years, becomes cashier, replacing Tommy Cocke, resigned, and Mary Alice Sperry moves up to biller . . . Bill Mattingly, well known film salesman, was on the Row for the first time in about six weeks. Bill advised he has been very successful in putting on beauty contests in the tri-states.

Two unusual visitors were Judge G. Carey of the Strand, Paris, Ark., and Terry Oxley of the New at England, Ark. . . . Earle Crotchett, Universal Newsreel cameraman, is driving a new Buick . . . Bill Bugie, Paramount's branch manager, advises Dorothy Cook has been added to his local staff . . . E. O. Reeves of the Dixie, Fulton, Miss., spent several days in bed due to illness . . . Film Transit, Inc., is now located in more spacious quarters at 308 S. Second St. . . . W. M. Snelson, Republic's branch manager, is back at his desk after spending several days in Toccoa, Ga., where he was called due to the serious illness of his father. Snelson advises his father is much improved . . . A. D. Fielder, who operates theatres in Steele and Lilbourne, Mo., and his booker, Mrs. Gladys McCallum, were on the Row booking.

Word comes over the grapevine that K. K. King of the Rialto at Searcy is quite an auctioneer. Ask him about Star Lane Farms and recitations.

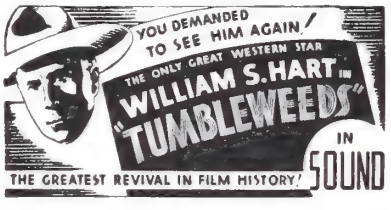
CHARLOTTE

THE Fryemont Theatre, owned by Mrs. A. M. Frye at Bryson City, is now under the management of C. M. Steppe. F. E. Coffey formerly operated the house . . . The Royal at Simpsonville, S. C., has been taken over by M. B. Goodenough.

Mr. and Mrs. Marsh Funderburke have a daughter, born September 12. Funderburke is a salesman for Republic . . . Mrs. Charles Picquet of Pinehurst was a visitor in Charlotte.

A son was born to Mr. and Mrs. Don Graham, September 6. Graham is with Berlo Vending Co. . . . Visitors seen on the Row last week: Roy Rowe, Burgaw; J. A. Reynolds, Shelby; H. H. Anderson, Dillon, S. C.; George Carpenter, Valdese; H. B. Wynn, Greenville, S. C.

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"Arizona Nights"	—	"Girl Trouble"

ASTOR PICTURES HARWOOD AND JACKSON **DALLAS**

NEW ORLEANS

INFORMATION received from theatre managers and exchanges is to the effect that those employes who will be drafted in October will be assured of their former positions when their term of service is ended.

The new United Chain house on the West Side is rapidly nearing completion and will probably open in October. While not confirmed, it is reported that Edward L. Schambach, presently manager of the Folly, will be placed in charge.

Mrs. Henry Lazarus will continue the management of the Center and Coliseum theatres, following the same policy as that of her late husband. Mrs. Lazarus and her sister, Mrs. Alex Schulman, own and operate two houses in Bryant, Tex.

Salesmen returning to New Orleans for the weekends report the flooded sections of lower Louisiana have practically recovered and business is going on as usual with an increased attendance.

L. D. Guidry has taken over the Royal at Iota, La., from H. J. Killmer . . . Will Hendricks, manager of the Monroe, Monroeville, Ala., a visitor to the city. He reports business very good and expects a banner season this fall and winter . . . Lou "Grandpa" Langlois of New Roads and his son-in-law, Al Randall, who operate a house at Woodville, Miss, called on the various exchanges.

Mrs. D. Matthews, formerly Miss Eliza Villarrubia, is back at Affiliated Producers working temporarily in the inspection room.

Warren Salles of the Garden Theatre seen on the Row declares that the kids in his neighborhood will have the time of their lives during the holidays. Warren looks after the youngsters about that time with presents.

Contracts are being negotiated by franchise holders of the automatic motion picture machines to place them in hotel rooms in the city and state.

Vic Maurin of the Fox Theatre, Houma, drove into town last week and selected his amusement bill of fare for the week. He says that business in that thriving village is on the upgrade. Vic used to be a booker for Republic.

Anthony Patorno, New Orleans film actor, plays a "heavy" in Republic's serial, "King of the Royal Mounted." He's the guy with a heavy crop of whiskers . . . The local musicians' union, through its president, G. Pepitone, has donated $500 to the newly organized symphony orchestra.

Visitors to the Row: Mississippi—Stanley Taylor, Crosby Theatre, Crosby; T. B. Barnett, Ritz, De Kalb; W. L. Mosley, Picayune: Louisiana—L. D. Guidry, Royal, Elizabeth; Mrs. Violet Taylor, Denham Springs; Sam Pasqua, Gonzalles; G. C. Ogden, Chimes Theatre, University; Abe Berenson, Gretna; E. I. Hawkins, Hawkins Theatre, Newelton; E. Delahaye, Gem, Maringouin. Alabama—E. M. Frankel, Century, Mobile.

W. A. Prewitt and family are in Temple, Tex., visiting the home office and factory of the American Desk Mfg. Co. . . . W. H. Cobb of the Exhibitors Poster Service left this week for a trip through the territory. In the meantime, R. H. Hoffman is filling orders and answering inquiries . . . Work is being rushed on the Jeff, William Castay's new house at Bridgedale, which will be opened in a few days.

SANTONE

PARAMOUNT sent Director Mitchell Leisen here last week for retakes at Randolph Field on "I Wanted Wings," replacing Jay Ted Reed . . . Joseph Moore, brother of Constance Moore, has enlisted in the photographic section of the U. S. Signal Corps here, which was credited to the picture . . . Bob Axman of the property department and Walter Sullivan, technician, entertained patients of the Fort Sam Houston Station Hospital last week . . . The voice behind the loud speakers was that of Talent Director Arthur Jacobson while on location with the second unit.

On the sick list: Sylvan K. Barry, assistant manager of the Texas, in the M&S Hospital recovering from that appendix operation . . . Lee Aronstein, Palace skipper, recently underwent an operation for a throat ailment.

Off on vacations: Homer LeTempt, Aztec major-domo, in his home town of Harrisburg, Ill., where he is taking in most of the gridiron games . . . V. D. "Buddy" Welker, Empire boss-man, to the Grand Canyon, and points in New Mexico.

Speaking of vacations, Miss Mary Louise Walliser, theatrical critic and film reviewer for the San Antonio Evening News, *is back at her desk from that California-Colorado jaunt . . . Tommy Donahue, Paramount booker, Dallas, spent part of his vacation here in his old home town.*

After breaking all house records in recent years at the Majestic, "Boom Town" was switched over to the Texas last week for an extended engagement.

The Hot Wells Parent-Teacher Ass'n sponsored the regular Tuesday night motion picture show in the high school auditorium. Featured on the program were Rin-Tin-Tin jr. in "Timber Patrol" and a cartoon.

: AUSTIN :

EARL PODOLNICK, who hails from Los Angeles, is the new assistant manager and treasurer of the State . . . Molly O'Daniel, daughter of Gov. W. Lee O'Daniel, is mighty happy about that date she had with Ray Milland, the Paramount leading man, while he was on location for "I Wanted Wings" at Randolph Field.

Wilbur Evans, of the State service staff, made a quickie visit to Mexia, Tex., the old home town . . . George Watson, Interstate's district manager for the Valley, was a brief visitor in Austin en route to Dallas . . . Francis Vickers, the Austin Theatre skipper, had his tonsils yanked out . . . Varsity Manager Jesse Melinger awfully proud of that new over-and-under .410 shotgun.

Dorothy Lee Williams was selected "Miss Typical Texas of Austin" on the stage of the Paramount by these judges: Mayor Tom Miller of Austin, Mrs. R. Max Brooks of the Little Theatre, and Eddie Cope, BOXOFFICE correspondent.

Alonzo Jamison has been named amusement editor of The Daily Texan; *his assistant is Leslie Carpenter . . . "Boom Town" is currently playing to tremendous business at the Paramount, opening every morning of the six-day run at 10:30 a.m. . . . City Manager Louis Novy and Bill Hellums, head man at the Capitol, caught the world premiere of "The Westerner" at Fort Worth.*

Henry Lazarus Funeral Rites in New Orleans

NEW ORLEANS — Funeral services were held last Sunday for Henry Lazarus, owner of the Center and Coliseum and interested in the Circle, with many trade members attending. Death followed quickly a heart attack sustained near Amarillo, Tex., while Lazarus was returning with his wife from a California vacation.

Affiliated with New Orleans theatrical interests for the past 25 years, Lazarus was founder of the local Allied unit.

Surviving him are his wife, a son, Isidore, and brother, Aaron, and three sisters.

Paramount Chain Heads To South for Talks

NEW YORK — Leon Netter and M. F. Gowthorpe, Paramount theatres executives, held meetings late last week in New Orleans, Beaumont and Dallas with E. V. Richards of the Saenger circuit, Julius Gordon of Jefferson Amusement Co. and Karl Hoblitzelle and R. J. O'Donnell of the Interstate Circuit.

Hold Last Rites in Athens For Earl F. Oscar, 55

ATHENS, GA.—Funeral services were conducted here Wednesday for Earl F. Oscar, 55, long prominent in North Alabama theatrical circles, who died after an illness of three weeks.

George Collins Dead

PITTSBURGH—George W. Collins, 54, vice-president of Republic Pictures Corp. of Pittsburgh, died here Sunday after a brief illness. He started in the trade in Atlanta with Metro in 1919.

Lead for Edward Arnold

HOLLYWOOD—Edward Arnold will play one of the leads in 20th-Fox's "Brooklyn Bridge," to co-star Tyrone Power, Don Ameche and Alice Faye.

DALLAS

SAM MOSCOW, Columbia southern district manager, was here this week to wind up pending key city deals and to confer with J. B. Underwood on final sales effort for this territory . . . Audry Cox of Lamesa, booker for two houses there and one in Seminole, was here with three booking books. He said the fall season was about to open in his territory with cotton pickers gathering for the big harvest.

B. F. Haman, manager of the Globe at Bertram, was here to increase bookings for that house from three to four changes a week . . . S. G. Fry of Tyler and Mrs. Fry left Sunday for a well-earned vacation through coastal towns on down to Mexico. Good news is that film folk are invited by the Frys to the Rose Festival in Tyler in October. Details will come later.

Clifton Turner jr. of Dawson has temporarily changed his location to Austin, Tex. . . . The Variety Club has swung back into its fall stride with luncheons starting last Monday. Chief Barker "Bob" O'Donnell got back from California and activities are expected to hum.

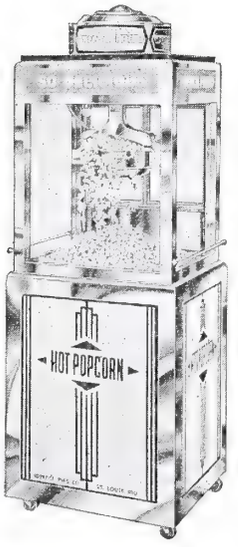
Roy Starling, owner of the Grove, says he starts Saturday on a new 400-seat theatre in the Urbandale addition south of Dallas . . . J. B. Underwood, Columbia manager, is back from Oklahoma City where he wound up the Griffith deal . . . Will Horwitz of Horwitz Home Folks Theatres, subsequent runs in Houston, was expected here this weekend to complete deals for those houses.

New Azteca Releases

SAN ANTONIO—The booking department of Latin-American Film Exchange here has announced three new Azteca releases. They include: "El Fantasma de Media Noche;" "Olvidadas de Dias," and "Cancion del Huerfano."

New Seats for Three

OKLAHOMA CITY—New General seats have been installed at the Ritz, Lawton, Okla.; the Legion, Cartersville, Ga., and at the State, Tampa, Fla.



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Month's Production Activity Cheering

HOLLYWOOD—From a production standpoint September is scheduled to wind up in a blaze of glory, with 18 films scheduled by the major studios to go into work before the end of the month. Furthermore October looms as an equally active period, nine vehicles having already been lined up to go into work.

Warner leads the way for the balance of September. "Fifty Thousand Fliers" and "Her Husband Said No" roll September 25. "Hard Luck Dame," "The Smiling Ghost" and "Fiesta in Manhattan" start September 30. Republic treads on its heels with "Gangs of Kansas City" rolling September 20, an untitled "Three Mesquiteers" September 25, "Two-Gun Sheriff" September 28 and "In Old Cheyenne" September 30.

RKO Radio cleans up its September slate with "Debutantes, Inc.," "Three Girls and a Gob" and "Mr. Pinky." Paramount launches "Reaching for the Sun" and "You're the One" September 23, on which day Universal rolls "Trail of the Vigilantes" and 20th Century-Fox guns "Western Union." Columbia's "Legacy" goes into work September 30.

Paramount guns "Lady Eve" October 1, followed two weeks later by "New York Town" and October 28 by "Ballerina." "The American Vagabond" rolls October 31. Warner launches "Footsteps in the Dark" October 1; M-G-M will start "Ziegfeld Girl" October 16. For United Artists Richard Rowland will begin work on "Three Cheers for Miss Bishop" early in the month. On Columbia's slate are "Penny Serenade" and "A Girl's Best Friend Is Wall Street."

Independents Activity Points to Steady Pace

A busy fall season seems in the cards for Hollywood's independent production units, pointing toward a maintenance of the steady pace which has characterized this phase of film-making throughout the summer.

Predicated upon amicable settlement of a dispute involving the property between Electrical Research Products, Inc., and Educational, Franklyn Warner, president of Fine Arts, has signed a new one-year lease on the Educational studio, with an option to buy at the end of that time. Earlier Warner had declared he would move to another location rather than be caught in the middle of the Erpi-Educational litigation, which involves a $250,000 mortgage held by Erpi on the studio. Warner plans to swing into action on his 1940-41 production program in about a month, and has planed east to negotiate a major release.

For United Artists release Richard Rowland is scheduled to roll "Three Cheers for Miss Bishop," starring Martha Scott, late this month. Tay Garnett will direct.

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: HOUSTON :

WITH the opening of the fall term of school in Houston, the Interstate suburban houses are not losing their younger patrons. Saturday morning they opened the new season with Popeye Club Jamborees in each of the houses. Thousands of pencils were given away to start the young scholars on their way to higher learning. Each house reported exceptionally good attendance.

"Boom Town" continued its merry way to an all-time attendance record for Loew's State. Manager Francis Deering announced the film would be held over for a third week.

Fish stories around the Majestic have been flowing high, wide and long. The biggest is told by Johnny Wolf, head doorman. While fishing along the bay at Velasco, Johnny and two friends discovered a 75-foot live whale. For proof of this fish story they have the whole Velasco population who verify it by the smell. The whale has now been dead for two weeks.

W. B. Carson of Dallas visited in Houston. Carson is in the insurance and real estate department of the Interstate offices there . . . Pat Daley, treasurer of the Metropolitan, and Ross Vallone, treasurer of the Majestic, tried their luck at fishing last week. The results were as follows: Perch as many as you could pull out (average size 2 inches), cat fish, 16 (average size 3 inches), and 10 half grown crabs. They are going hunting this week.

A stag party is being given this week by the service staff of Loew's State, in honor of the coming wedding of Bailey Lewis. Lewis, formerly a doorman at Loew's, is a member of the police force.

: FLORIDA FLASHES :

By EDW. S. NYE

A W. BLUE was killed in an automobile accident just west of Live Oak when a train struck the truck he was driving. As most of you boys know, Mr. Blue was a retired theatre operator from Tampa . . . Carl Floyd of Haines City told us the other day that the Vogue in New Port Richey has closed again . . . Gene Stone of the Florida, Haines City, tells us his little baby daughter, Mary Carman, is now ten weeks old and "fit as a fiddle."

John Wright, formerly projectionist at the Florida, Haines City, is now manager of the Fox in Ft. Meade . . . Henry Glover has a good boat down in Tampa. Write him, if you don't believe it . . . Scott Rutherford, formerly of the Park, Avon Park, is opening a theatre in Bowling Green . . . Mrs. Thompson of the Ramon in Frostproof has just returned from an extended vacation . . . Roy Bang of the Kingston, Daytona Beach, has installed new seats.

Bill Stevens of the Palace, Leesburg, is back from a northern trip. He just drove over that new highway we've read so much about lately up around Pittsburgh. He tells us it is the "last word" in highway construction and he was fortunate enough to drive it before it was officially open.

Hollywood 'Premieres' Slot Machine Films

HOLLYWOOD—Patterned in true Hollywood style was the four-day "open house" at the Roosevelt Hotel by which James Roosevelt and the Mills Novelty Co. staged a "world premiere" of their Panoram automatic projection machines and the first completed reel of eight 16mm "soundies" which Roosevelt is to produce for use therein. Affair was replete with all the fuss and fanfare usually connected with an important first-night and the daily programs were attended by scores of stars and interested industry executives.

Preview was for the purpose of demonstrating—and, incidentally, selling—the Panoram to coin-machine distributors, some 800 of whom journeyed here for the event from all parts of the country. Also on hand were Roosevelt, his associate, Henry Henigson, and numerous Mills executives.

Films His Only Concern

Roosevelt is concerned only with producing the 16mm films for the machine, with Mills handling the task of selling territorial franchises to operators throughout the nation. Thus far 12 Panorams have been manufactured, to be sold at $695 each. Those acquiring franchises will be given the exclusive rights to purchase, sell, lease and use the projectors for a period of years. Films are to be rented on a weekly-fee basis.

The Panoram stands 78 inches high. Its screen, an integral part of the device, is 22 by 25 inches and flashes an image which is visible for a distance of 30 feet. The eight subjects in each reel of film run three minutes each. Spokesmen point out that two major problems have been solved with the development of a projector lamp with a life-span of at least one month, together with perfection of a ventilating system. Still to be worked out is a selector whereby any one of the eight subjects may be played. As it is now set up, the films are projected in order and the entire eight must be played in sequence.

Screened at the four-day preview were:

"Sweet Sue," featuring the Six Hits and a Miss and the Lorraine Page orchestra, directed by H. R. Reginald.

"Row, Row, Row," Joy Hodges singing with Rudolph Friml jr.'s orchestra, directed by D. L. Grable.

"Jungle Drums," featuring Carmen D'Antonio, directed by Reginald LeBorg.

"Darn That Dream," sung by Bill Roberts and Martha Mears, directed by Henry L. Robel.

"Parade of the Wooden Soldiers," with the Page orchestra. Reginald directed.

"Havana Is Calling Me," with Eddie Durant's orchestra, Bernice Parks and Theodore; LeBorg directing.

"Song of the Islands," Dick Winslow's orchestra and the Music Maids. LeBorg piloted.

"Hold That Tiger," a swing number by Victor Young's orchestra. LeBorg directed.

Also unreeled were two longer, classical numbers—a symphonic rendition of Schubert's "Rosamundee" overture and a chorus and orchestral scene from "Aida." These run 11 and 10 minutes respectively and, spokesmen explain, are classed as demonstration reels for those sections where it is felt a market might be developed for classical selections.

Producers Releasing Corp. Opens 5 New Exchanges

HOLLYWOOD—Producers Releasing Corp. has opened five new exchanges—Atlanta, Ga.; Charlotte, N. C.; Oklahoma City, Little Rock and New Orleans. President Harry Rathner currently is here conferring with Sigmund Neufeld, production head.

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Frank Melford Announces Four-Picture Schedule

HOLLYWOOD—A four-picture schedule for 1940-41 has been announced by Frank Melford's Century Pictures, which has already tied in with Paramount to distribute "Silver Queen," starring Claire Trevor. First of the remaining three Century productions will be "Trading Post," in which Walter Brennan has been signed for a topline. It rolls about December 20 for a release now being negotiated.

First picture to be produced by the recently-organized independent company headed by William Hawks, former agent, will be "The Swan," from a stage and screen property purchased by Hawks from David O. Selznick. Ronald Colman, with whom Hawks holds an acting commitment, will star and RKO will release.

Larry Darmour has started camera work on "John Braun's Body," first in a series of "Ellery Queen" detective yarns for Columbia release. He will turn out four a year. Ralph Bellamy plays the sleuth and Kurt Neumann is directing the initialer.

Second Frank Capra-Robert Riskin production, "Don Quixote," is being shaped up for a start early in January, 1941.

Borrow Dennis Morgan

HOLLYWOOD—RKO Radio has borrowed Dennis Morgan from Warner for the male lead opposite Ginger Rogers in "Kitty Foyle," forthcoming picturization of Christopher Morley's novel. David Hempstead is the producer and Sam Wood will direct.

Odets Scripting His Own

HOLLYWOOD—Clifford Odets will do the script on his Broadway play, "Night Music," for Loew-Lewin. UA will release.

2,000 Extra Players Face End of Jobs

HOLLYWOOD—Producers, Central Casting Corp. officials and Screen Actors Guild executives are readying a plan under which some 2,000 extras are to dropped from the rolls as a drastic step toward combating steadily dwindling revenue and job placements for the atmosphere players. The purge will affect those occasional players who do not depend entirely upon extra work for their livelihood.

Plan is to be submitted to the SAG at the next meeting of its board of directors. Removal of 2,000 extras from the available list will bring the total number of extra players down to about 4,500, lowest in the history of the Central Casting Corp.

Step is being taken as a result of Central's report some weeks ago that extra earnings for the first seven months of 1940 were some $460,000 under the same period in 1939.

Deal With Alliance Is Renewed by Johnston

HOLLYWOOD—W. Ray Johnston, president of Monogram, and Budd Rogers of Alliance Films Corp., have worked out a deal whereby Monogram will continue to distribute Alliance's British-made features in the United States. First film to be handled under the pact is "The Outsider," starring George Sanders.

A Role for Brennan

HOLLYWOOD—Walter Brennan has been set for a topline in Warner's "Sergeant York," supporting Gary Cooper.

New 20th-Fox Training System for Directors

HOLLYWOOD—Similar in objectives to the junior writing divisions which perennially come into favor on the major lots is the training system just instituted by 20th Century-Fox under which it hopes to turn out full-fledged film directors, recruiting its raw material from among little theatre groups throughout the country.

First "pupil" in the "directorial school" is W. Zolly Lerner, who for the past eight years has been a director with the Resident Theatre in Kansas City, Mo. Placed under term contract by William Goetz, Lerner will work in all departments connected directly with production for a period of six months in order to acquaint himself fully with motion picture technique. He has already reported for duty in the office of William Koenig, production manager.

RKO Borrows Montgomery For Spot With Lombard

HOLLYWOOD—Robert Montgomery has been borrowed from M-G-M by RKO Radio for the co-starring spot with Carole Lombard in "Mr. and Mrs." Alfred Hitchcock will direct from an original script by Norman Krasna.

Fenton to England

HOLLYWOOD — Metro has granted Leslie Fenton a release from his contract, Fenton having expressed a desire to go to England and volunteer for war service. He was recently given a new long-term deal at the studio, where his last assignment was "The Golden Fleecing."

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DOMINION ADDED 53 THEATRES IN 1939 FOR A TOTAL OF 1,186; AVERAGE REVENUE DOWN

Canadian Theatre Receipts for 1939 Totaled $34,010,115

TORONTO—Receipts of the 1,186 theatres in Canada during 1939 of $34,010,115 were 88.4 per cent of the total revenue of $38,479,500 for 910 theatres in 1930 and were practically identical with the aggregate gross for 1931, according to the official government report on the theatre industry. An all-time record was registered in 1930 while the low mark was recorded in 1933 when the 765 theatres grossed $24,897,100. Since that year there has been a gradual increase in the annual gross as well as the number of theatres in operation, the total in 1938 being $33,635,052 for 1,133 theatres.

The 1,186 theatres open December 31 last was an increase of 223 over the 1930 total and 421 more than in the low year of 1933. Ontario, with 383 theatres, grossed $15,247,941 in 1939, which amount was close to the figure of $15,900,900 in 1930 and more than $45,000 in excess of 1938, indicating a steady trend during the past two years. The Ontario theatre income had dropped to $10,960,200 in 1933, however.

Among the provinces last year, Quebec with 172 theatres grossed $7,032,678 for second place and next in order were: (3) British Columbia, 113 theatres with $3,741,550; (4) Manitoba, $2,181,732 for 115 theatres; (5) Alberta, $2,013,514 and 150 theatres; (6) Saskatchewan, $1,433,862 and 144 theatres; (7) Nova Scotia, $1,420,395 and 64 theatres; (8) New Brunswick, $826,285 and 39 theatres; (9) Prince Edward Island, $112,158 for six theatres.

The per capita expenditure for all Canada in 1939 was $3.03, compared with $3.02 in 1938; $2.33 in 1933, and $3.77 in 1930. Among the provinces, British Columbia stands No. 1 in this respect with an average of $4.83 for each person and Ontario second at $4.08. Back in 1930 the British Columbia figure was $6.05 and that for Ontario, $4.70. The 1939 averages for other provinces were: Manitoba, $3.03; Alberta, $2.61; Nova Scotia, $2.59; Quebec, $2.19; New Brunswick, $1.84; Saskatchewan, $1.57, and Prince Edward Island, $1.23.

The average number of seats occupied per performance for Canada last year was 27 per cent or one point lower than in 1938. Provincial ratios show the highest efficiency in British Columbia with 31 per cent of all seats filled at all shows; Alberta and Ontario registered 29 per cent; Manitoba and New Brunswick, 26 per cent; Quebec, 24 per cent; Saskatchewan, 23 per cent; Nova Scotia, 22 per cent, and P. E. I., 21 per cent. The total seating capacity in Canada increased from 640,366 to 658,174 and this fact may be responsible for the slightly lower efficiency ratio in 1939.

Exchanges' Receipts, Greatest On Record, Were $10,315,500

TORONTO—During 1939, film exchanges of Canada registered the greatest receipts on record at $10,315,500, according to official statistics for the year. This was an increase of approximately $97,000 over the preceding year and an excess of $779,300 over the peak theatre year of 1930. Comparative totals show that the gross revenue of Canadian theatres in 1939, was $34,010,115 while that of 1930 was $38,479,500, so that the point can now be argued that the distributing companies are reaping a relatively larger revenue from theatre sources than in the record 12 months.

The number of head offices and branches throughout Canada last year was 67, or five more than in 1938 and eight above 1930. The number of exchange employes in the latest period was 689, made up of 414 men and 275 women, and salaries amounted to $1,125,800. In 1938 there were 648 employes in the 62 offices with a payroll of $1,081,900. Back in 1930 there were 663 employes in 59 offices and the payroll was $1,074,700, while in the slump year of 1933 the 59 offices had 574 employes who drew $855,800. Increases, both in personnel and payroll, have been gradual since that time.

The lowest revenue for Canadian exchanges was recorded in 1933 when receipts totaled $6,797,600, or about $3,500,000 less than in 1939. Revenue totals for the eight years for which statistics are available are as follows: 1939, $10,315,500; 1938, $10,218,700; 1937, $9,471,100; 1936, $8,358,900; 1935, $7,704,500; 1934, $7,370,200; 1933, $6,797,600, and 1930, $9,536,200.

The number of exchange employes in Canada was at its highest in 1939, the number of offices being one more than the previous high total of 66 in 1936. It is interesting that male employes have increased to a greater extent than women. As compared with the peak year, the 1939 personnel consisted of 42 more men and 16 fewer women.

Three Suburbans Cut Admissions

Toronto—Announcement of an admission price reduction jointly by three suburban theatres of the Toronto district, came in the nature of a bombshell. The three houses, the Oxford, Granada and Bayview, are operated by individual owners who are members of the Associated Theatres group, the Bayview being located in the municipality of Leaside where there has been considerable building expansion in recent months.

Adult evening prices, after 7 o'clock, have been reduced from 25 cents to 20 cents and, before that hour every night except Saturday, the price is 15 cents. The silverware premium at the Bayview is 5 cents extra. It is intimated the new scale will be effective for a period of four weeks as a test for reaction of the public.

There is no indication reductions in admission prices will become widespread and the move on the part of the three theatres is understood to have been taken to meet local situations.

Ontario Led Provinces With 21 New Houses; Total Revenue Up

TORONTO—Important data has been brought out in the report of the Canadian government on the operation and construction of theatres during 1939, considerable interest being attached to developments because of the general anxiety which existed prior to September 1 and the waging of warfare during the last four months of the year.

The number of theatres increased by 53 to 1,186 at the end of December and it is noteworthy that, although total receipts increased by 1.1 per cent over the previous year to $34,010,115, the average revenue per theatre dropped from $29,687 in 1938 to $28,676 for 1939. The average admissions per theatre fell from 121,799 to 116,777 while the per capita expenditure for film entertainment was up one cent to $3.03.

The total seating capacity was 658,174 compared with 640,366 at the end of 1938 and the seats per 1,000 population advanced from 57 to 58. The number of theatres per 10,000 population remains constant at one. Canada's population is 11,305,000.

During 1939, seventy-one new theatres were constructed compared with 94 the preceding year. Also 20 theatres were remodeled and reopened in 1939 and 38 were closed, giving a net increase of 53. In 1938, twenty-one theatres were remodeled and reopened while 29 were closed, the net increase for that year being 86. The province of Ontario showed the greatest advance with a total of 21 new houses, two reopened and three closed for a net increase of 20. Saskatchewan had an increase of 15 and Manitoba 13. British Columbia showed a net decrease of 3.

The survey shows no change in the number of theatres in cities of more than 30,000 population, this total being 375, but there was a jump from 194 to 204 in places with a population from 5,000 to 30,000 and an increase of 4 to 271 in places of from 1,000 to 5,000 people. The number of theatres in municipalities of less than 1,000 was 336, these including some suburban places.

It has been found that 13 theatres have annual receipts totaling $200,000 or over, these representing 1 per cent of the total cinemas, their combined revenue being $3,910,677, or 11.5 per cent of the country's total of $34,010,115, with admissions numbering 10,720,063. The average admission price of 36.5 cents for the 13 big theatres was the highest of any bracket, the average for the country being 24.6 cents, this being up slightly from 24.4 cents in 1938, and 24.2 cents average in 1937.

A Gradual Shrinkage Among Independents

TORONTO—The progressive relationship between independent theatres and chain groups in Canada has been brought out in the statistical survey of theatre operations for 1939.

There were 573 theatres under individual ownership, representing 48.3 per cent of the 1,186 total, with total revenue of $8,793,251, or 25.8 per cent of the aggregate receipts of $34,010,115. The single theatres had 39,761,393 patrons during 1939, which represented 28.7 per cent of the total admissions of over 138 millions. In 1938 there were 567 individually-owned theatres, or 50 per cent of the total, with $8,961,451 receipts for 26.6 per cent of total revenue of $33,635,052, and admissions of 41,390,627, or 30 per cent of the total patronage. In 1930, 659 of the 918 theatres were separately owned, for 71.8 per cent of the total cinemas and 42.8 per cent of the total revenue which stood at $39,097,300 as Canada's all-time peak. These figures indicate a gradual shrinkage in independent operations.

During the past year there were 280 theatres in chains of 20 or more, these representing 23.6 per cent of the total. The receipts of these 280 theatres totaled $17,804,515, or 52.4 per cent of all revenue while patronage at 65,051,168 represented 46.9 per cent of all admissions for the country. In 1930, there were 167 theatres in chains of four or more, representing 18.2 per cent, and their aggregate receipts were $15,967,900, or 40.8 per cent of the whole turnover.

The theatres classified according to proportions of single and double-feature performances were as follows: 418 theatres presented single features for 21 per cent of all receipts at $7,237,798, the number of admissions being 23,412,306 or 16.9 per cent. Double bills were shown continuously by 342 theatres or 28.8 per cent of the national total, to 60,451,447 persons or 43.6 per cent of total patronage, for $12,719,983 or 37.4 per cent of total gross. The balance of theatres had mixed policies with varying degrees of single and double bills.

Out of 676,773 performances in all theatres during 1939, 62.7 per cent were double bills and 37.3 per cent had single features, the trend showing a slight increase in duals which stood at 62.3 per cent of the total number of performances in 1938. Quebec was the worst offender with double bills standing at 84 per cent of the total performances, as compared with Ontario with 64.6 per cent. There was a distinct trend toward single features in the Canadian West with Saskatchewan having only 25.5 per cent in double-feature programs; Alberta, 45.7 per cent, and British Columbia, 64.6 per cent. Only 7.4 per cent of all shows in Prince Edward Island are double bills, but there are only six theatres in that province. Both Nova Scotia and New Brunswick were also below the 50 per cent mark.

Schools Open After Delay Due to Harvest Season

TORONTO—Remaining high and public schools in Ontario which had delayed opening for the fall term to enable older pupils to assist in harvesting operations, got under way September 16 and there has also been a return to theatre patronage by juveniles who had been busy in rural areas. Daylight saving already has come to an end in various cities and towns, although the clocks are not being changed in Toronto until September 29.

She'll Carry Back Only One Regret

Montreal—When Gloria Stuart of the films goes back to Hollywood after visiting Canada, she will carry only one regret—she wasn't allowed inside an internment camp.

Outside of that disappointment, she'd had a pretty good time in Quebec and Montreal, she said at the Windsor Hotel. The blonde motion picture star is holidaying with her writer husband, Arthur Sheekman, after spending three months playing stock in summer theatres in eastern United States. It was her first attempt at the legitimate stage, and she liked it.

Heavy Schedule for Nat'l Film Board

OTTAWA—A heavy program of production is on the schedule of the National Film Board under the direction of John Grierson, film commissioner, following the release of "Squadron 992," which deals with the activities of the Royal Canadian Air Force. Associated with Grierson are Herbert Lash, director of the Canadian Bureau of Information, and Stuart Legg, who has had both radio and film experience.

Next in the series will be "Canada's Wings," portraying the air training project, and work has already started on another topical film titled "Refugees." Further pictures, all of which are to be released through Columbia Pictures of Canada for theatrical presentation, include stories of life in military training camps in the Dominion.

Morley Callaghan, the author, is working on a script for a National Film Board featurette to be called "This Is My Country." The board also is making a series of 16mm shorts. One of these is "Hot Ice," a hockey picture. "Iceland in Canada" is the first of a series dealing with immigration to Canada, and "Everybody's Ottawa" is a scenic of the capital.

8,834 Employed by Canadian Theatres

TORONTO—Motion picture theatres gave employment to 8,834 persons in Canada during 1939, according to the government survey of the industry just released, the total payroll of the 1,186 theatres being $6,466,535. In 1938, the total payroll was $6,058,400 for 8,304 employes. These figures include proprietors and members of families who do not have a stated salary.

The largest payroll item is the $3,569,715 for 5,776 male and female employes such as managers, cashiers, artists, ushers and maintenance staffs, while $2,385,081 was for the 1,701 qualified projectionists and apprentices. Proprietors and firm members numbering 340 drew $511,739 in salaries and, in addition, 1,017 persons were listed without salary. The last classification included 746 males and 271 females. In the general category there were 3,873 men and 1,903 women.

Ontario Payroll Largest

Ontario, with its 383 active theatres for the year, had by far the largest payroll, 3,454 persons drawing $2,912,807. Operators totaling 685 were paid $1,100,692, while 2,411 managers and general employes received $1,597,624. Proprietors and members of theatre firms numbering 114 received a total of $214,491 and there were 244 theatre owners and members of families who received no pay on a regular basis.

The payroll in the province of Quebec totaled $1,134,954; for British Columbia, $866,858; Manitoba, $400,637; and Alberta, $468,210.

The report shows the average salary per employe for the whole country in 1939 was $796 and the 1938 average was $782, indicating that pay has been slightly raised generally to meet the higher living cost due to the war.

The 1939 salary and wage account of $6,466,535 compares with $6,946,700 for the peak year of 1930, but the 910 theatres of that year had 6,143 general employes including managers. The payroll in the slump year of 1934 was down to $4,289,400 and there has been gradual increases in the subsequent five years.

TORONTO

W A. SCULLY, general sales manager, and F. J. A. McCarthy, eastern sales manager of Universal, came up to Toronto from New York for important business conferences with officials of Empire-Universal and Famous Players Canadian Corp. when contracts with the big circuit for the 12 months were arranged. This was their second visit of the year to Toronto, their previous appearance being at the sales convention of Empire-Universal last June . . . N. L. Nathanson, president of Famous Players, spent several days in New York on business matters.

The scholarship won in the musical championship competitions for all Canada at the Canadian National Exhibition by Miss Gwendoline Hague, talented daughter of Clair Hague, president of the Canadian Picture Pioneers, has a value of $500. *She will use it for further voice study in New York, according to Hague. The Toronto* Telegram *declared: "Miss Hague is a dramatic soprano of pronounced talent and fine technique." One year ago she won the senior gold medal and in* 1938 *the junior gold medal when she was only* 16 *years of age.*

J. A. Boyd, veteran proprietor of the Granada, Toronto, reports he has continued to sell a fair quantity of War Savings Stamps each week at the theatre since the patriotic performance on July 16 when the purchase of two 25-cent stamps provided admission. The people have continued to come to the theatre for the stamps, although no special announcement has been made that the sale was to be continued.

Regarding the international situation, Walter Wanger, during his recent visit to Toronto, declared that Hollywood had no monopoly on picture production but, with respect to Europe, "no country can be creative when its people are not free." Hollywood, he said, "has no nationality—it never has had—for since its early days it was stamped with internationalism."

Manager Jules Bernstein of Toronto Loew's is the first to make a special an-

nouncement regarding new season's product, giving emphasis to the Canadian premiere of "Boom Town" which is currently opening at this house.

Col. John A. Cooper, president of the Ontario Red Cross, has been active in arrangements for the Hollywood program over the CBC national network September 29 in aid of the Canadian Red Cross Emergency Appeal for which Alan Mowbray will be master of ceremonies.

O. R. Hanson, president of Empire-Universal, and others of the Canadian Picture Pioneers, are busy on plans for the rodeo at the Toronto Coliseum, featuring Gene Autry, to raise funds for the Canadian Motion Picture War Services Committee, the big event being scheduled for the three days, November 12-14.

Percy Faith, Toronto musician who recently secured a $52,000-a-year contract at Chicago as a program producer, started his musical career by playing in neighborhood theatres at the age of 11 years and, at 18, he was writing arrangements for Luigi Romanelli when the latter was director of music for the Allen chain, after which he spent some time with Gaumont-British theatres in England. He has now taken up residence in Chicago.

James Hilton, author of screen successes including "Goodbye, Mr. Chips," "Lost Horizon" and "Foreign Correspondent," was the speaker in the "Let's Face the Facts" series last Sunday night over the CBC network . . . Finley McRae, administrator of the estate of the late Harry Brouse, famous showman, has announced his candidature for the Ottawa board of control in the approaching municipal elections. He was a member two years ago but lost out in his bid for the mayor's chair in 1939-40.

Archie Laurie was the host at a pre-release screening of "Pastor Hall" in the Empire Theatre of the Film Exchange Bldg., Toronto, at which the guests were members of the city council and representatives of patriotic organizations. The feature played nine days in a test run at the Patricia, London, prior to opening in the Uptown, Toronto.

Manager Lloyd Mills of the Ottawa Elgin is somewhat chesty over the fact that "Foreign Correspondent" is in its third week at this writing and looks like going a fourth for its Canadian first run.

Makes Unfounded Boast For "49th Parallel"

TORONTO—Apparently unaware of previous film producing activities in the Dominion, Roland Gillette of London, Eng., producer of "49th Parallel," now in the shooting stage in various localities of the country, was reported locally as stating this was the first feature to be made in Canada about Canadians.

Exception has been taken to this statement because several feature-length films have been made in Canada, the outstanding one of which was "Silent Barriers," made in 1936-37, which depicted the opening up of the Canadian West. Others include "Maria Chapdelaine," dealing with a historical period of French-Canada; "Carry On, Sergeant," a military comedy of the last war which did not go far; "The Man From Glengarry" and "Glengarry School Days," stories of the Ottawa Valley written by Ralph Connor, and "The King's Plate," a story of the historic horse race at Toronto, and a number of "quickies" which were turned out at Victoria, B. C.

Dividend Payments Reflect Brightly

TORONTO—Dividends continue to roll out for shareholders of important Canadian theatre companies.

Marcus Loew's Theatres, Ltd., Toronto, has declared a further dividend of $3.50 on preferred shares, payable this month, this being applied to arrears which are rapidly being covered. The current payment is for the half-year ending June 30, 1939. At one time the delinquency was a substantial amount, but frequent payments during the past two years, thanks to improved business at Loew's, Toronto, have almost wiped off the obligation.

Famous Players Canadian Corp. is making its third 25-cent disbursement of the current year on the common shares on September 27, thus equaling the payments of 1939. With business generally good throughout the circuit, it is anticipated a similar dividend will be declared for the final quarter of 1940, making a total of $1 for the year.

Hosts Press at "Correspondent"

LONDON, ONT.—Prior to the opening of "Foreign Correspondent" at Loew's here, Manager Fred Jackson filmed a special Sunday evening preview, to which local newspapermen were invited. The *Free Press,* local daily, carried a story on the preview.

Business Pickup as Fall Season Bows

By BEN LEPKIN

WINNIPEG—Indications that the fall season in the film industry is now underway, may be found in the pickup in theatre business here. First run houses have been doing well with holdovers or big opening nights, signifying prospects for fine returns at the boxoffice.

At the Garrick, Sim Rost is holding over for its third week the comedy, "He Stayed for Breakfast." A good opening night at the Lyceum, where Eddie Newman is playing "The Great McGinty," must be attributed in part at least to Eddie's smart newspaper layouts. Word-of-mouth should do a lot to publicize this "sleeper." Local film critics have already done their share to inform the public of the virtues of this rare bit of film fare.

Syl Gunn did standout business on his opening night of "Convoy," the British film. Smart window tieup with a large department store attracted a lot of attention and Gunn, too, received favorable attention from the boys who review the films.

Harold Bishop utilized a transcription sound track and tieups with local music stores to ballyhoo his showing of "The Boys From Syracuse," which is currently the attraction at the Capitol.

MONTREAL

IN THEMSELVES completely justifying the formation of the National Film Board of Canada, the series of documentary films dealing with Canada's war effort has met with appreciation throughout the Dominion and overseas. Sixth film of the series, "Wings of Youth," pictures the story of the Commonwealth Air Training Plan. It will be released this month, the chairman of the board, Hon. J. A. MacKinnon, announced.

J. Morin, official of the Quebec government, has been placed in entire charge of the film services of the province, heretofore operated by various government departments, but now co-ordinated by order-in-council.

Gracie Fields is coming to the Forum in Montreal, September 19 and 20. Net proceeds of her personal appearances will be given to a fund for the benefit of sailors of Canada's Navy. The concerts are under the auspices of the Quebec division of the Navy League of Canada. Miss Fields gave an extra concert at Kitchener, then rested for four days at the Seigniory Club, Montebello, Que. The Montreal Men's Choir, consisting of 70 voices, and the band of the Royal Highlanders of Canada (Black Watch), will assist Miss Fields in her Montreal appearances.

Bob Gillham, head of the Paramount publicity and advertising department, and Bill Pine, associate producer, with Cecil B. de Mille, were in town last weekend and proceeded to Ottawa accompanied by Manny Brown, province of Quebec manager of Paramount, and Tom Dowbiggin, sales manager. They took with them a print of "North West Mounted Police" which they screened in Ottawa before a select assemblage of film and government executives and mounted police.

Georges Champagne of the Roxy and Auditorium, Shawinigan Falls, was in town, returning a visit paid by Tom Dowbiggin of Paramount to Shawinigan Falls. Dowbiggin's business trip also took him to St. John's, Que., and Magog . . . Among the less frequent visitors to Montreal distributors' offices were D. O'Connor, of the O'Connor, Huntingdon, and F. Fassio, Rex, Lachute. T. Trow, Imperial, Three Rivers, paid his weekly visit . . . Paramount girls' softball team from Toronto scored two victories over the Montreal champions, Mount Royals. Filmrow fans cheered the victors.

Roland Gillette, co-director of "The 49th Parallel," made a forced landing in a field at Cornwall, Ont., on a flight to Montreal in his Cub coupe plane. He started from Toronto. Gillette has been flying in England since 1936 . . . A Canadian soldier reports that when an air raid warning sounded in an English south coast theatre, the audience stayed on to watch the next film, which was grimly entitled "One Hour to Live."

The Canadian Motion Picture War Services Committee will participate in the Canadian Red Cross $5,000,000 drive, which opens September 23. Subscriptions will be received by Red Cross nurses in theatre lobbies. The funds will go towards erection of hospitals and convalescent homes for soldiers throughout the Dominion. The committee consists of John J. Fitzgibbons, Clair Hague, Oscar Hanson, Harry Alexander, Nat A. Taylor, Col. John A. Cooper, Haskell M. Masters, Lewis Rosenfield, Leo M. Devaney, J. P. O'Loghlin and Ray Lewis.

SASKATCHEWAN

SASKATCHEWAN theatres included an interesting short feature on their programs recently in support of the campaign for the sale of second war loan bonds which went into effect September 9. The short had brief messages by the chiefs of staff of Canada's army, navy and air force, action shots of the forces and a message by J. L. Ilsley, minister of finance.

Saskatchewan law says that theatre advertisements must contain the words "Adult" or "General." Larry Graburn, manager of the Capitol, Regina, went a step further when he played "Pride and Prejudice." A notation in his advertisements read "adult, but definitely."

Called by the motor transport division of the Royal Canadian Air Force, Jack Parsons, assistant manager of the Capitol, Regina, leaves September 25. He will be replaced by "Chuck" Baird, assistant manager of the Met, Regina.

Slim Gordon, projectionist at the Capitol, Regina, holidaying . . . Wesley "Mac" FeDuke, doorman and assistant manager of the Tivoli, Saskatoon, for the past ten years, has enlisted with the Royal Canadian Air Force and will be trained as an Air Force policeman. He will take a special course in court procedure, disciplinary duties and military law.

Regina played host to Phil Harris, of the Jack Benny radio program, and Lum 'n' Abner, radio comedians, on September 14 when they arrived by plane to be on hand for the opening of the chicken-hunting season in Saskatchewan. Harris' hunting equipment was shipped from Hollywood at a cost of $15.

Charles Horning, usher at the Met, Regina, has been promoted to doorman, replacing Charles "Chuck" Baird who goes to the Capitol as assistant manager . . . Billy Allison, usher at the Met, Regina, is training in his spare time with the RCNVR.

The Young Men's Section of the Saskatoon Board of Trade has asked the city council to hold a plebiscite at the next municipal election in November, to see whether a majority of the citizens of Saskatoon would prefer daylight saving time. Saskatoon had daylight saving in 1932 and 1933 and then it was voted down.

Yorkton Rotarians learned something about the motion picture industry and the theatre business in general recently when addressed by Tom Gray, operator at the Princess. Gray said he was first introduced to "moving" pictures about 38 years ago when in London they were giving a "pot pourri" show. Part of the entertainment was a cinematograph show. After showing for a week, a post mortem was held and it was the unanimous opinion of all connected with the theatre, that moving pictures would never appeal to the theatre-going public.

Current in Regina is the report that Patric Knowles, Warner star, is in town with the Royal Canadian Air Force. Efforts of newspaper men to track down data have been fruitless, though every other person in Regina claims to have seen the star during the past few days.

Johnny Sinclair, usher at the Capitol, Regina, has joined the army . . . Charles Baird, assistant manager of the Met, Regina, is drilling with the RCNVR in his spare time.

Novelist Rex Beach is expected at Wilcox, Sask., this month to secure material for a *Reader's Digest* article on Notre Dame College. Because he has used the Mounted Police as the basis of articles in the past, efforts are being made to induce him to postpone his visit so that he can be present in Regina for the world premiere of "North West Mounted Police" on October 21.

H. A. Bercovich played host to the supervisors of Regina's playgrounds at his Rex.

Tone in "Vigilantes"

HOLLYWOOD—Universal has signed Franchot Tone for one of the leads in "Trail of the Vigilantes," sequel to "When the Daltons Rode."

WINNIPEG

THE sneak previews introduced by Don Gauld at E. A. Retalick's Uptown are going over well. Gauld has dressed his show up in style and is reaping the reward for a swell idea well carried out. The films previewed are those which play regular first run engagements later at either the Capitol or the Metropolitan. Apart from giving the motion picture going public something new in the way of entertainment, the previews are proving of advantage to the houses where the films are to play later.

Harold Bishop's run of "The Sea Hawk" was materially aided by the publicity attending the preview of the film and the same is true in the case of "Convoy," which Syl Gunn is showing this week at the Metropolitan. Similarly, good notices and word-of-mouth advertising greeting the current previewed film "Foreign Correspondent."

Winnipeg's Times Theatre, which had led a career of recurrent openings interspersed with long stretches when it has been dark, has once again been opened with Jack Kurk as manager.

Quins and Film Stars on Red Cross Radio Show

MONTREAL—Topflight British and Canadian film stars and the Dionne Quintuplets will contribute to a radio show on September 29 to aid the Canadian Red Cross emergency appeal for funds, the Canadian Broadcasting Corp. announces.

Alan Mowbray will act as master of ceremonies for the Hollywood portion of the program and the cast will include Norma Shearer, Deanna Durbin, Ronald Colman, Charles Laughton, Merle Oberon, Errol Flynn, Anna Neagle, Brian Aherne, Basil Rathbone, Nigel Bruce, Sir Cedric Hardwicke, Herbert Marshall, Alec Templeton, C. Aubrey Smith and Pat O'Malley.

The program will be broadcast over the CBC national network from 7 to 8 p. m., E.S.T.

Charged With Assault

OTTAWA—Court action has followed an alleged disturbance at the Pic Theatre, Aylmer, in which Ambrose Nolan, proprietor, is charged with assault, the complainant being Dr. H. B. Moffatt of Ottawa who swore his 16-year-old son had his shirt torn at the theatre.

Would Use Films For Propaganda

MONTREAL—Wherever it is considered advisable films will be used by the Province of Quebec for propaganda purposes.

The various film services of provincial government departments were co-ordinated by an order-in-council just passed, placing the film service under direction of J. Morin.

Regina Board of Trade Plans for Premiere

REGINA, SASK.—The immense amount of publicity which this city will receive as a result of the world premiere of "North West Mounted Police," to be held in Regina, October 21, was visualized by members of the board of trade at a recent luncheon during which Larry Graburn, manager of the Capitol, outlined some of the Paramount Studio publicity plans.

The premiere is expected to draw tremendous crowds to Regina, probably equal in number to the visitors who made this city their mecca on the occasion of the visit of the King and Queen last year.

Paramount, said Graburn, has budgeted $250,000 to publicize the film.

It is expected that Director Cecil B. DeMille as well as stars of the picture will be in Regina for the premiere. The picture will make its debut at the Capitol, Met and possibly the Grand theatres.

It was decided at the luncheon to appoint a special committee to investigate the possibilities of capitalizing on this forthcoming event for the benefit of the merchants and the city generally, and this committee will immediately set to work.

Promote Harvest Festival To Replace Fair's Loss

LONDON, ONT.—With special programs and advance publicity, all London theatres cooperated with merchants in a substitute for Western Fair, which has been suspended this year, for military reasons, for the first time since confederation.

Hoping to attract to the city the thousands who normally come here from other points for the fair, the same week, September 9 to 16, was turned in a "harvest festival," with midway entertainment and other attractions.

Loss of the fair has meant a considerable amount of money usually spent here in the second week of September being sidetracked, with theatres as well as merchants taking the loss. The substitute Harvest Festival week helped to compensate.

Higher Cinema Prices in U. K. After October 5

LONDON—The higher prices for cinema seats in London and the provinces of the United Kingdom come into force on October 6. New charges in 1,100 picture houses will be:

For London suburbs and first-run provincial towns; 9d., 1s., 1s. 2d., 1s. 6d., 1s. 10d., and 2s. 6d., or any prices selected from that range.

For other country cinemas where the present rates are 6d., 9d., and 1s.; 8d., 1s., and 1s2d.

No new prices have been fixed yet for London West End cinemas.

FALL GATHERING

OF THE MOTION PICTURE INDUSTRY

ALLIED

THEATRE OWNERS of NEW JERSEY, INC.

21st ANNUAL CONVENTION

and

TESTIMONIAL BANQUET

to

Com. ABRAM F. MYERS

Allied States Association of Motion Picture
Exhibitors, Washington, D. C.

at the

President Hotel, Atlantic City, N. J.

September 25-26-27

1 9 4 0

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Inexpensive Co-op Ad Advertises Product

BROOKHAVEN, MISS.—A window shopping contest that made grateful friends of the merchants and that cost its originator, L. E. Downing of the Haven nothing more than several passes, is reported in *The Theatre Partner*, the Alexander Film Co. monthly bulletin.

The contest, as conducted by Downing: He got the local paper to sell a full page of ads to 11 merchants. These ads announced that each merchant was displaying a small card in his window naming three different features or short subjects that were coming to the Haven. The cards were tiny, and inconspicuously spotted in the windows. Prizes were a three-weeks' pass; a two weeks' pass, and a one week pass. Contestants had to supply a correct list, showing dates and the merchant's window from which the information came.



NUGGETS

A MULE, loaded down with pots, pans, blankets and gold-panning equipment, and led through the streets by a man attired in the garb of a grizzled prospector, served as street ballyhoo in advance of "Gold Rush Maisie," for George Faison's Appalachian at Boone, N. C.

●

A stereopticon machine, mounted on the theatre canopy, flashed title and date slides onto the sidewalk two weeks in advance of the "Boom Town" run at L. E. Nye's Geneva, Lake Geneva, Wis.

●

With "40 Little Mothers" coming up, John Overby, assistant manager of the Uptown at Parsons, Kas., marked off four parking spaces in the street directly in front of the theatre, and parked four baby buggies, promoted from a local merchant. Signs on the buggies read: "This Parking Space Reserved for all Baby Buggies," etc.

●

Dividing space on a 9x12 herald, Wally Allen of the Kentucky at Lexington, Ky., tied in a local merchant on a contest promoting his run of "The Mortal Storm." Lengthwise down one-half the herald were run four star photos, with space for the reader to write in the names of the last two pictures in which each star had appeared. The filled in herald was to be delivered to the cooperating merchant, in this case a luncheonette, where the first 25 correct sets of answers would net free theatre tickets. The other half of the herald was devoted to the merchant's copy and to a list of coming features.

●

Wally Allen, manager of the Kentucky in Lexington, Ky., has a permanent display at the music counter in the Kresge store that plugs both his films and the latest song hits. The display consists of a large rectangular frame enclosing three smaller frames, one at each end and one in the center. These smaller frames hold star photos or paper on current features. In the two spaces between the picture frames is permanent copy advertising the new song hits and the Kentucky Theatre.



Chariots in the 1940 Model—

Decorated chariots, one equipped with a public addressing system, and another roaming the streets giving away free ice cream bars wrapped in imprinted heralds, sold "Boys From Syracuse" for the Hillstreet and Pantages in Los Angeles. A chariot taxi, shown in the upper corner, got a lot of laughs and a few passengers. The placard on it reads: "One person, free taxi ride to the Pantages for 'Boys From Syracuse.' Hop in for a grand time."

'ATAHT' Gets Heavy Campaign in Virginia

STAUNTON, VA.—A comprehensive campaign was launched by Frank Shaffer of the Dixie for his run of "All This, and Heaven Too."

The campaign included the distribution of 3,000 heralds, 500 of these mailed to a select list of out-of-town residents; a trailer run two weeks in advance of opening; a five-day newspaper contest based upon one outlined in the press book (page 24); extra newspaper space and tieups with book stores, music stores and a department store—the latter alloting window space to a costume of the period shown in the film.

For the newspaper contest Shaffer offered 25 passes as rewards. The paper ran scene photos from the picture for five days before the opening, and readers were invited to apply the correct abbreviation, a key to which was run alongside the scene, that described the photo.

Also, providing passes to the winners of a local tennis tournament that held popular attention, netted Shaffer and the picture good mention in the press.

32,000,000 Missing Fans Concerns NTSCO Head

NEW YORK—Walter E. Green, president of National Theatre Supply, has some pointed observations regarding the results of the Gallup poll on double features that should prove of interest to exhibitors. The statement:

"The recent Goldwyn-sponsored Gallup survey of opinion on double features unearthed one fact of importance that vitally concerns us all.

"The fact is the discovery that at least 32,000,000 people who can well afford to attend the movies go no more than once a month. Some do not go that often. Nearly all of the people in this group said, when interviewed, that they didn't go to the movies because there weren't enough good pictures.

"It is not our province to pass judgment on pictures as such. What does concern us is the missing 32,000,000—and the quarters that they don't spend. Poor pictures keeping them away? Perhaps. But isn't it possible, too, that pictures poorly presented are filling seats at the fireside radios, instead of seats at neighborhood theatres?

"Thirty-two million cash customers missing means a job for us. Good pictures, good projection, good sound are the magnets that will help bring back the 32,000,000."

Turns a Leaf

HARTFORD, CONN.—Manager Jack A. Simons of the local Loew-Poli placed a huge book in which were stories on the new Loew-Poli motion picture season in front of the theatre, and had a pretty girl turning the pages on opening day of the new season. After opening day, the stunt was placed in the lobby of the theatre.

Exploitation Front Ballys "Saturday's Children"

PARSONS, KAS.—An unusual promotion was used here at the Uptown by David Dallas to advertise "Saturday's Children." Across the top on a special front of pine was painted the name of the picture and star pictures. Over the base of the box-office were the stars' names. On each side was an introductory phrase: "How to get married on $20 a week and yet live swell—Here's how." Below in squares were pictures drawn on pine; a can of beans, for instance, with the inscription, "their caviar;" a street car, "their limousine;" a budget book, "their library;" a potted plant, "their garden;" an alarm clock, "their butler," etc,

On the sidewalk boards Dallas asked, "Are You in Love? Would You Marry on $20 a Week Wages? Test Yourself By Seeing," etc., "now showing inside."

War-Equipment Display For 'Bombs Over London'

ALBANY, N. Y.—The accent was on display in Manager Eddie Selette's campaign for "Bombs Over London" during its recent run at the Albany.

Selette built a special front which included sandbags on the sidewalk, machine guns, cannon shells, and rifle stocks. Helmets, cartridge belts and water containers were hung from the marquee, as was an airplane, with a six-foot wingspread. Pennants fringed the marquee, and a double eight-foot board carried headlines from the front pages of newspapers of 1914 and 1940.

A boy in uniform stood on guard over the sidewalk display.

News Paraphernalia Sells "Foreign Correspondent"

NEW HAVEN—Installation of a UP teletype machine in constant operation in the lobby of the Loew-Poli for 12 days, in connection with "Foreign Correspondent," proved a tremendous attention-getter. The Bob Russell-Nat Rubin team arranged for broadcasts of the 12 regular daily news periods from the lobby. Bulletins straight from the ticker were also tacked on a large bulletin board. A bannered sound truck stopping to broadcast news and announcements was used.

Manager Selects Re-Runs By a Poll of Patrons

SWEETWATER, TENN.—In response to requests from a large number of local theatre patrons, Mrs. Denny Brewer, manager of the Gay Theatre, has scheduled "Revival Week" for September 16 to 21. A poll of patrons was conducted to select seven outstanding old hits to be run, one each day, during this week. The list of seven "revived" pictures was published a week in advance of the date.

Gasoline Coupons As Premium

Toronto—With each adult admission, L. E. Farrow, manager of the new Kingsway, is giving a coupon redeemable for one gallon of high test gasoline for which a five cent service fee is charged.



Display James Mementos—

A window display on "The Return of Frank James" showed an axe used by Jesse James to chop wood, a rifle stock supposedly used by James, and a basket made by Bob Ford, the man who shot the desperado. The display, its objects borrowed from the local historical society, was the work of Manager Dale Loomis, and Assistant Manager James Ackron, of the Roxy in Peru, Indiana. Placards in the window read "Jesse James shot in the back! That's murder. Somebody's got to pay," and "$5,000 Reward. Wanted by the state of Missouri. Jesse and Frank James, for train robbery." Playdates and stills completed the window.

It's suggested by the Metro publicists: Get your sports editor or local referee to see the fight between Gable and Tracy in "Boom Town" and render a decision. Fight Referee Arthur Donovan called it a draw in New York and it's resulting in a feature story.

Dummy Insurance Policies In Lobby for "Typhoon"

PHILADELPHIA—Dummy insurance policies covering "typhoon insurance" were hung in the lobby of the Bromley by Manager Joe Nevison to ballyhoo the coming of "Typhoon."

"We're not taking any chances," a caption read.

Alongside the display were stories of a theatre in Boston that lost a marquee in a storm while playing a hurricane picture; a theatre in New York that was robbed at the premiere of a gangster show; one in Chicago that was drenched in a cloudburst while playing a tropical picture.

"We know anything can happen and we have covered ourselves in anticipation of a Typhoon—incidentally one of the best shows of the year," the copy declared.

Nevison also had a 40x72 display with palms and grass mats. A record player repeated "Palms of Paradise," the theme song. A neighborhood paper cooperated in a "sarong contest." Pictures of Dorothy Lamour were distributed and prizes offered for pasting sarongs on her figure.

Sadie Hawkins Day

NEW YORK—RKO, which is releasing "Li'l Abner" on November 1, is tying it in with the Sadie Hawkins Day on November 2, popularized by the comic strip. Promotional material, including ideas to enable exhibitors to arrange a Sadie Hawkins Day, are available at the RKO publicity department.

"Escape" Medallion

NEW YORK—M-G-M has prepared a special Norma Shearer-Robert Taylor medallion, in five colors, as an exhibitor aid in exploiting "Escape." The medallion is about five feet high and designed for theatre fronts and lobby displays and exploitation in book windows.





Individual Theatre Magazine—

Front and back pages of "Movie Time," weekly fan publication printed by Printing Syndicate Co., 4804 E. Ninth St., Kansas City, Mo., designed to afford exhibitors an individual fan magazine. The theatre name is imprinted above the publication's title, and the back page is available for local merchant advertising and the plugging of forthcoming playdates. The publication is devoted to general fan news, liberally decorated with star cuts which include a page-width "Pictorial Biography" of some star each week. Departments include Charm Chat, Fads and Fashions, The Star Parade, Film Facts and Culinary Cues.

"BOOM TOWN" RETAINS NATION'S TOP SPOT

AVERAGE IS 100%

Top Hits of the Week

BOOM TOWN—
- Denver 250
- Dallas 225
- New Haven (dual) 215
- Philadelphia 210
- Minneapolis 175

BRIGHAM YOUNG—
- Los Angeles 175

SEA HAWK, THE—
- Boston 185
- Pittsburgh 175

GONE WITH THE WIND—
- Chicago 170

EXTENDED RUNS

Gone With the Wind, 39th wk., New York City; 34th wk., Chicago.

Boom Town, 5th wk., Cincinnati; 3rd wk., Detroit.

Brigham Young, 4th wk., Salt Lake City.

Pride and Prejudice, 4th wk., Los Angeles.

I Love You Again, 3rd wk., Cincinnati, Philadelphia.

Sea Hawk, 3rd wk., Los Angeles.

BOSTON
Fenway—**Sporting Blood** (M-G-M); **Public Deb No. 1** (20th-Fox) 65
Keith's Memorial—**Lucky Partners** (RKO); **Argentine Nights** (Univ), 2nd wk. 70
Loew's Orpheum—**I Love You Again** (M-G-M); **Blondie Has Servant Trouble** (Col), 2nd wk. .. 80
Loew's State—Same as Orpheum 75
Metropolitan—**Sea Hawk** (WB); **Charlie Chan at the Wax Museum** (20th-Fox) 185
Paramount—Same as Fenway 60

CHARLOTTE
Broadway—**One Million B. C.** (UA), 1st half ...100
Broadway—**Scatterbrain** (Rep), 2nd half 90
Carolina—**Boom Town** (M-G-M) 120
Imperial—**The Boys From Syracuse** (Univ), 1st half 90
Imperial—**Golden Fleecing** (M-G-M), 2nd half. 90
State—**The Haunted House** (Mono), 1st part .. 90
State—**Military Academy** (Col), 2nd part 90
State—**Pals of the Silver Sage** (Mono), 3rd part 100

CHICAGO
Apollo—**I Love You Again** (M-G-M), 2nd wk. .. 95
Chicago—**He Stayed for Breakfast** (Col), plus stage show 90
Garrick—**Rhythm on the River** (Para't) 90
Oriental—**Ladies Must Live** (FN), plus stage show 100
Palace—**Lucky Partners** (RKO); **Slightly Tempted** (Univ), 2nd wk., 1st half 75
Palace—**Hired Wife** (Univ); **The Mummy's Hand** (Univ), 2nd half 110
Roosevelt—**Boom Town** (M-G-M), 2nd wk. 125
State-Lake—**Girl From God's Country** (Rep), plus stage show 100
Studio—**Chico** (P-R-C); **False Rapture** (SR) ... 80
United Artists—Same as Roosevelt 120
Woods—**Gone With the Wind** (M-G-M), 34th wk. 170

CINCINNATI
Albee—**Hired Wife** (Univ) 125
Capitol—**Boom Town** (M-G-M), 5th wk. 90
Grand—**I Love You Again** (M-G-M), 3rd wk. ..115
Keith's—**Young People** (20th-Fox) 60
Lyric—**Lucky Partners** (RKO) 90
Palace—**Dance, Girl, Dance** (RKO) 90
Shubert—**The Sea Hawk** (WB), 2nd wk. 120

CLEVELAND
Allen—**Lucky Partners** (RKO), 2nd wk. 125
Hippodrome—**Sea Hawk** (WB) 160
Palace—**Argentine Nights** (Univ), plus Ben Bernie on stage 85
State—**The Great McGinty** (Para't); plus **Mickey Rooney** and 4 acts on stage. 260
Stillman—**Foreign Correspondent** (UA), 2nd wk. 160

DALLAS
Capitol—**Girl From Avenue A** (20th-Fox), 1st part. 90
Capitol—**Mystery Sea Raider** (Para't), 2nd part 90
Capitol—**Charlie Chan at the Wax Museum** (20th-Fox), 3rd part 80
Majestic—**Boom Town** (M-G-M) 225
Palace—**Hired Wife** (M-G-M) 110
Rialto—**Anne of Windy Poplars** (RKO), 1st half 85
Rialto—**Young People** (20th-Fox), 2nd half ... 90
Tower—**Sea Hawk** (WB), 2nd wk. 100

DENVER
Aladdin—**Kit Carson** (UA), after a wk. at Denver, in addition to world premiere. 125
Broadway—**Lucky Partners** (RKO); **Millionaires in Prison** (RKO), after wk. at Orpheum .100
Denham—**Rangers of Fortune** (Para't) 125
Orpheum—**Boom Town** (M-G-M) 250
Paramount—**Young People** (20th-Fox); **Queen of the Yukon** (Mono) 125
Rialto—**Boys From Syracuse** (Univ), after wk. at each the Denver and Aladdin; **Black Diamonds** (Univ) 110

DETROIT
Adams—**The Return of Frank James** (20th-Fox), 2nd wk. after 2 wks at the Fox; **I Married Adventure** (Col) 100
Fox—**He Stayed for Breakfast** (Col); **Lady in Question** (Col), 2nd wk. 150
Michigan—**I Want a Divorce** (Para't), plus stage show 125
Palms-State—**Rhythm on the River** (Para't), after wk. at Michigan; **The Way of All Flesh** (Para't) 90
United Artists—**Boom Town** (M-G-M), 3rd wk. .135

INDIANAPOLIS
Alamo—**One Man's Law** (Rep); **Torture Ship** (BFR) 85
Circle—**Comin' Round the Mountain** (Para't); **Queen of the Mob** (Para't) 80
Indiana—**Rhythm on the River** (Para't); **Golden Gloves** (Para't) 95
Loew's—**Foreign Correspondent** (UA); **Girls of the Road** (Col) 100
Lyric—**Young People** (20th-Fox), plus stage show 95

KANSAS CITY
Esquire—**Public Deb No. 1** (20th-Fox) 60
Midland—**Boom Town** (M-G-M); **Lady in Question** (Col), holdover 140
Newman—**Rhythm on the River** (Para't), holdover 70
Orpheum—**Lucky Partners** (RKO); **Beyond Tomorrow** (RKO) 80
Tower—**Pier 13** (20th-Fox), plus stage show ... 90
Uptown—Same as Esquire 65

LOS ANGELES
Chinese—**Brigham Young** (20th-Fox) 175
Downtown—**The Sea Hawk** (WB), five days of 3rd wk. 125
Four Star—**Pride and Prejudice** (M-G-M), 4th wk. 110
Hillstreet—**Lucky Partners** (RKO); **Millionaires in Prison** (RKO) 150
Hollywood—Same as Downtown 125
Pantages—Same as Hillstreet 140
Paramount—**I Want a Divorce** (Para't), plus **Bonnie Baker** on stage 165
State—Same as Chinese 175

MILWAUKEE
Palace—**Rhythm on the River** (Para't); **Queen of the Mob** (Para't) 90
Riverside—**I Married Adventure** (Col), plus stage show 120
Strand—**The Return of Frank James** (20th-Fox); **The Great McGinty** (Para't) 80
Warner—**The Sea Hawk** (WB), 2nd wk. 100
Wisconsin—**I Love You Again** (M-G-M); **The Captain Is a Lady** (M-G-M) 100

MINNEAPOLIS
Alvin—**Son of the Navy** (Mono), plus stage show 95
Aster—**Scatterbrain** (Rep); **Girl From God's Country** (Rep) 100
Century—**Lucky Partners** (RKO), 2nd wk. 90
Esquire—**Doomed to Die** (Mono) 90
Gopher—**When the Daltons Rode** (Univ) 110
Orpheum—**My Love Came Back** (WB), plus Ted Lewis on stage 95
State—**Boom Town** (M-G-M) 175
World—**Hired Wife** (Univ), 2nd wk. 90

NEW HAVEN
College—**Boom Town** (M-G-M); **The Lady in Question** (Col), 2nd wk. 215
Loew-Poli—**Foreign Correspondent** (UA); **The Captain Is a Lady** (M-G-M) 95
Paramount—**Rhythm on the River** (Para't); **Queen of the Mob** (Para't), 2nd wk. 75
Roger Sherman—**The Sea Hawk** (WB); **Calling All Husbands** (WB), 2nd wk. 65

NEW ORLEANS
Center—**Scatterbrain** (Rep) 125
Globe—**New Moon** (M-G-M) 130
Liberty—**Lucky Partners** (RKO) 100
Orpheum—**He Stayed for Breakfast** (Col) 150
Saenger—**The Sea Hawk** (WB) 150
State—**Foreign Correspondent** (UA) 150
Tudor—**Rhythm on the River** (Para't) 100

NEW YORK CITY
Astor—**Gone With the Wind** (M-G-M), 39th roadshow wk. 110
Capitol—**Boom Town** (M-G-M) 150
Criterion—**Girl From God's Country** (Rep) 60
Paramount—**Rhythm on the River** (Para't), 2nd wk., plus Ken Murray on stage. 115
Radio City Music Hall—**Lucky Partners** (RKO), plus stage show 110
Rialto—**Black Diamonds** (Univ), 4 days. 50
Rialto—**Stranger on the Third Floor** (RKO), 1 wk. 100
Rivoli—**Foreign Correspondent** (UA), 2nd wk. ..105
Roxy—**He Stayed for Breakfast** (Col), 2nd wk., plus stage show 115
Strand—**No Time for Comedy** (WB), plus stage show 120

OKLAHOMA CITY
Criterion—**They Drive by Night** (WB) 100
Liberty—**Cross Country Romance** (RKO); **South to Karanga** (Univ), 1st part. 95
Liberty—**The Marines Fly High** (RKO); **Beyond Tomorrow** (RKO), 2nd part. 100
Midwest—**I Love You Again** (M-G-M) 120
State—**The Ramparts We Watch** (RKO); **Men Against the Sky** (RKO), 1st part. 125
State—**Carolina Moon** (Rep); **Earl of Puddlestone** (Rep) 85
Tower—**The Great McGinty** (Para't) 120
Warner—**I Was an Adventuress** (20th-Fox); **Free, Blonde and 21** (20th-Fox) 95

OMAHA
Brandeis—**Dance, Girl, Dance** (RKO); **The Man Who Talked Too Much** (FN) 120
Omaha—**Boom Town** (M-G-M), 2nd wk. 100
Orpheum—**When the Daltons Rode** (Univ); **Sailor's Lady** (20th-Fox) 120

PHILADELPHIA
Aldine—**Kit Carson** (UA) 70
Boyd—**No Time for Comedy** (WB) 125
Earle—**Boom Town** (M-G-M), 2nd wk. 210
Fox—**Foreign Correspondent** (UA) 115
Keith's—**The Sea Hawk** (WB), 2nd run. 110
Karlton—**I Love You Again** (M-G-M), 2nd run, 3rd wk. 100
Stanley—**Lucky Partners** (RKO), 2nd wk. 70
Stanton—**He Stayed for Breakfast** (Col), 2nd run, 2nd wk. 110

PITTSBURGH
Alvin—**Return of Frank James** (20th-Fox) 140
Barry—**Hell's Angels** (SR); **Haunted House** (Mono) 100
Fulton—**Boys From Syracuse** (Univ), 2nd wk. .. 70
Penn—**Rhythm on the River** (Para't) 110
Ritz—**Lucky Partners** (RKO), 2nd d. t. wk. .. 50
Stanley—**The Sea Hawk** (WB) 175
Warner—**I Love You Again** (M-G-M), 3rd d. t. wk. 150

PROVIDENCE
Albee—**Lucky Partners** (RKO); **Dr. Christian Meets the Women** (RKO) 100
Carlton—**He Stayed for Breakfast** (Col), 2nd wk. 80
Fays—**Girl From Avenue A** (20th-Fox); **Oklahoma Renegades** (Rep) 80
Majestic—**Sea Hawk** (WB) 125
State—**Boom Town** (M-G-M); **Lady in Question** (Col) 250
Strand—**Rhythm on the River** (Para't); **Hidden Gold** (Para't) 110

SALT LAKE CITY
Capitol—**Golden Fleecing** (M-G-M); **Scatterbrain** (Rep) 110
Centre—**Boom Town** (M-G-M) 110
Rialto—**Queen of Destiny** (RKO) 100
Studio—**Brigham Young** (20th-Fox), 4th wk. ..150
Utah—**Turnabout** (UA) 100
Victory—**Forgotten Girls** (Rep); **Danger Flight** (Mono) 100

SEATTLE
Blue Mouse—**The Ramparts We Watch** (RKO), return engagement 100
Fifth Avenue—**Boom Town** (M-G-M), 2nd wk. ..110
Liberty—**Queen of the Yukon** (Mono); **Haunted House** (Mono) 90
Music Box—**Rhythm on the River** (Para't); **Chan at the Wax Museum** (20th-Fox), 3rd wk. 90
Orpheum—**Rangers of Fortune** (Para't); **I Want a Divorce** (Para't) 90
Palomar—**The Sea Hawk** (WB), plus stage show 110
Paramount—**Wyoming** (M-G-M); **Dr. Kildare Goes Home** (M-G-M) 100

M-G-M (103) 115 Minutes Rel. Sept. 20, '40

Mickey and Judy, those amazing adolescents who have been doing such valiant service in shooing the wolf away from the nation's boxoffices, are teamed again in a tuneful, zestful concoction of comedy and music which will further solidify their popularity with youthful film patrons. At the same time, the picture has sufficient serious moments to assure widespread appeal among the oldsters; which combination may safely be assumed to be definite indication of financial success comparable to that enjoyed by their previous co-starring features. While the story shows a tendency to meander, causing closing sequences to bog down at times, this fault of over-length—slight, indeed, when considering the many assets—was probably unavoidable in view of the lavish production values with which the film was endowed. Capably directed by Busby Berkeley.

Mickey Rooney, Judy Garland, Paul Whiteman, June Preisser, William Tracy, Larry Nunn, Margaret Early.

Strike Up the Band F Musical Comedy

Warner-First National (——) 58 Minutes Rel. Sept. 7, '40

Inexpensively produced, this comedy-drama is of the worm-that-turns variety and will slide by effectively in the program bracket. Its distinguishing marks are an excellent performance by Ernest Truex and smoothly-paced direction by Noel Smith which keeps the action moving at a good clip at all times. Lending able support are Lucile Fairbanks and George Tobias, the latter scoring in another apt characterization. Truex is a hen-pecked husband who for 30 years has been hearing his wife praise Tobias, a one-time rival for her hand. By coincidence, Tobias—a confidence man, jailbird and bum—turns up, robs the store where Truex works and is captured; upon which Truex is acclaimed as a hero by his wife and the public alike.

Ernest Truex, Lucile Fairbanks, George Tobias, George Reeves, Virginia Sale, Florence Bates, Charles Halton.

Calling All Husbands F Comedy Drama

Columbia (——) 57 Minutes Rel. ————

Foreclosure on a loan motivates the story in "Thundering Frontier," a western that neither thunders nor takes place on the accepted idea of a frontier. A wildcat telegrapher is putting through a trunk line. A combine plans to buy the small lines. A banker has ideas put into his head by a crook to cash in on the big money forthcoming in the near future. He looks askance at the hounding of the wildcat operator and his daughter until Charles Starrett and his boys step into the scene. Net result for the crook: a bullet by his one-time partner in crime. Much of the story bears heavily on brother-father-brother relationships. When business invades the western scene, it makes a pretty dull investment.

Charles Starrett, Iris Meredith, Sons of the Pioneers, Raphael Bennett.

Thundering Frontier F Western

Paramount (——) 70 Minutes Rel. Oct. 18, '40

Herewith Paramount and the exhibitor who books it have something worth cheering about. Decked out in an attractive package is one of the brightest, warmest and most entertaining vehicles manufactured by the company in many months; one that, given intelligent exploitation, is going to account for itself as nobly as many a super-special at the boxoffice. Written and directed by Preston Sturges, the dramatic comedy starts out at mile-a-minute speed and picks up momentum as it unfolds until it reaches a walloping climax. The simple story concerns an ambitious $22-a-week clerk, Dick Powell, who enters a slogan contest and undergoes a dramatic change of character into a forceful personality when practical jokers tell him he has won the $25,000 first prize.

Dick Powell, Ellen Drew, Raymond Walburn, Ernest Truex, Franklin Pangborn, William Demarest.

Christmas in July F Comedy Drama

RKO Radio (——) 70 Minutes Rel. Sept. 20, '40

Presumably it was a splendid idea to make a picture predicated upon the lives and work of Hollywood stunt men, a subject with plenty of potentialities for action, suspense and excitement. In this case, however, such apparent possibilities must have died a-borning in the typewriter of the scripter. Nor did the selection of a cast and subsequent individual performances therefrom do anything toward reviving the still-born screenplay. So handicapped, the producer did everything possible to whip up an acceptable feature but the results will have a struggle to maintain an average position as supporting fare. Story concerns a star who spends most of her time pursuing her stunt-man husband, who in turn spends his pursuing death, with time out for a bit of two-fisted drinking. Directed by Irving Reis.

Kent Taylor, Linda Hayes, Howard da Silva, Ralph Morgan, Don Dillaway, Clay Clement, Fred Niblo.

I'm Still Alive F Drama

Universal (——) 58 Minutes Rel. ————

Pretty feeble is this attempt at musical comedy farce. Its hard-working, competent cast is trying all the time, but the material just isn't there. Apparently the scripters were suffering from a dearth of gag ideas, for the only genuinely funny sequence comes as the picture's tag—when Andy Devine, in cowboy regalia and with a brace of six-guns, wanders into the scene bewildered, then confides that he "must have gotten into the wrong picture." Romantic leads are portrayed by Tom Brown and Nan Grey, with Mischa Auer carrying most of the burden as a banana-plantation tycoon. Otis Garrett and Paul Gerard Smith directed.

Tom Brown, Nan Grey, Mischa Auer, Edgar Kennedy, Allen Jenkins, Eddie Quillan, Joy Hodges, Andy Devine.

Margie F Musical Comedy

20th Century-Fox (116) 66 Minutes Rel. Sept. 20, '40

There is considerable to commend in the opening picture on Hollywood's 1940 football schedule—particularly as regards its realistic approach to the discovery and development of college gridiron heroes. Moreover, it refrains from utilizing the standard formula in which the game is won in the last second of play. Based upon a "Saturday Evening Post" story by William Brent, the film successfully captures an authentic college atmosphere and, although unpretentiously produced, should prove of interest to legions of football fans the country over. Its message is an indictment of gridiron commercialism under which students sacrifice their scholastic careers to do or die for Alma Mater; and traces, as an example, the story of one whose ambition was to become a doctor but whose skill with the pigskin nearly ruined him. Herbert I. Leeds directed.

Robert Sterling, Jean Rogers, Russell Gleason, Katharine Aldridge, Richard Lane, Emma Dunn, George Irving.

Yesterday's Heroes F Drama

RKO Radio (——) 69 Minutes Rel. Oct. 18, '40

The producer and director dipped deeply into their copious and recently-overworked sugar bowl while filming this remake of the Gene Stratton Porter novel and as a result it spreads enough sweetness and light to stultify the appetites of the most chronic addicts to celluloid confectionary. Those who prefer the meat to dessert course on their entertainment menu may find it a bit cloying. In the asset column, list a very effective cast, liberally dotted with praiseworthy individual performances, and an acceptably idyllic aura surrounding the picture's backgrounds and general tempo. Story is of a young farmer, Tim Holt, who falls in love with an English girl just recently arrived in America—with a father who disapproves of those in the working class. Directed by Jack Hively.

Tim Holt, Virginia Gilmore, Joan Carroll, Spring Byington, Robert Barrat, Miles Mander, Esther Dale.

Laddie F Melodrama

Republic (——) 57 Minutes Rel. Oct. 3, '40

The new season ushers in two new faces to the Three Mesquiteers series—Bob Steele and Rufe Davis. They play "Tucson" and "Lullaby," respectively, and Robert Livingston remains. "Under Texas Skies" presents the trio in substantial western fare, efffectively motivated, directed with a weather eye for action and photographed to good advantage. Livingston returns to Texas to see his father. On arrival he learns his parent is dead—murdered, supposedly by Steele. He joins the new sheriff, a crook and killer, and starts to hunt Steele. Soon he learns the real story behind his dad's death, and with the aid of Rufe Davis, who plays a comic barber role, he corrals the responsibles. The real killer, in a fight with Livingston, dies by his own knife. George Sherman directed.

Robert Livingston, Bob Steele, Rufe Davis, Lois Ranson, Henry Brandon, Rex Lease.

Under Texas Skies F Western

SELLING ANGLES: **"Thundering Frontier"**

Display stills and lifesize blowups of Charles Starrett in the lobby and other effective places. Plug the Sons of the Pioneers over radio stations and through a radio column. Tie this in with music stores, too. Miss Meredith has appeared to more advantage before. However, she is still one of the best and should be playing up in the usual heroine manner. Make a tieup with stores handling toy telegraph sets. Also utilize this for lobby attraction.

CATCHLINES:

By Hook, Crook, Fire and Blood Charles Starrett Gets the Telegraph Through.

The Bullet Code Was the First Message Sent Over This Telegraph Line . . . And Charles Starrett's Six-Gun Sent It.

SELLING ANGLES: **"Margie"**

Sell the comedy cast including Mischa Auer, Edgar Kennedy and Eddie Quillan, with Tom Brown and Nan Grey also drawing mention. Hold a "Margie" night at which all feminine patrons with that first name are admitted at half rates. As mailing pieces prepare mimeographed notes signed "Margie" making a date to see the picture at your theatre. Make tieups with music stores on sheet music and phonograph records of the title song and plug it with local dance orchestras and radio stations.

CATCHLINES:

A Grand Old Song Makes a Grand, Gaggy Picture . . . To Take Your Mind Off Your Troubles.

A Hilarious Expose of How Popular Songs Are Born . . . And Why.

SELLING ANGLES: **"Under Texas Skies"**

The exhibitor should play up Bob Steele and Rufe Davis, along with Livingston, in his name exploitation of this series. Davis has a wide and rightly reputable place in radio and on the vaudeville stage. His imitations and flair for comedy will be remembered by the patrons who should respond with their attendance when this film is shown. Steele has always been a reliable outdoor-action player and, in other media, has come through effectively. This one rates outdoor stunts with stage coaches, tie-ins with grocery stores that handle canned Texas grapefruit, etc.

CATCHLINES:

Three Action Kings on Another Adventure . . . Facing New Danger and Thrills "Under Texas Skies."

They Laugh at Danger . . . They Challenge Wrongdoers . . . They Ride and Fight and Win . . . "The Three Mesquiteers."

SELLING ANGLES: **"Calling All Husbands"**

There isn't much marquee fodder here. Give George Tobias a buildup, recalling his achievements in "Torrid Zone," "River's End" and other recent pictures. The name of Ernest Truex may also mean something to your older patrons. The title suggests a special midnight showing for husbands—unaccompanied by their wives—at a sort of "stag" party. Promote beer and other refreshments from local merchants as an added inducement. The title can also be used in various merchandising tieups.

CATCHLINES:

For Thirty Years She Had Been in Love With Another Man . . . Until She Realized Her Husband Had His Good Points, Too.

Hubby Was the Family Doormat . . . Until a Sip of Hard Cider Convinced Him He Was Getting Tired of Being Stepped On.

SELLING ANGLES: **"I'm Still Alive"**

As an eye-catching display, borrow a wrecked automobile from a junk yard and park it in front of the theatre with a huge banner on it proclaiming: "I'm Still Alive—come in and let me prove it." Conduct a contest to locate the person or persons who have had the most harrowing and narrow escapes from death. Their stories should be good for newspaper publicity. Emphasize the behind-the-scenes-in-Hollywood angle and point out the picture tells of the adventures of those unsung heroes of many a film, the stunt men.

CATCHLINES:

He Did the Dirty Work . . . While the Hero Got the Credit . . . In Hundreds of Thrilling Movies.

Stunt Men Laugh at Death . . . On a Weekly Salary . . . While the Star Gets All the Glory.

SELLING ANGLES: **"Laddie"**

Gene Stratton-Porter's novels have been widely read by millions of fans—a potent factor to consider in exploiting this. Tim Holt's name may also mean something on the marquee. Library tieups on the Stratton-Porter writings are suggested; prepare bookmarks for distribution carrying picture and theatre billing. Construct a large compo-board facsimile of a book to be mounted above the marquee or as the center-piece in the lobby. Feature would be suitable for matinee showings to the femme trade.

CATCHLINES:

Gene Stratton-Porter's Famed Novel . . . Comes to the Screen With All Its Tenderness and Romantic Charm.

A Tender Tale of Young Love . . . And a Forbidding Parent Who Almost Ruined Two Young People's Happiness.

SELLING ANGLES: **"Strike Up the Band"**

There are exploitation possibilities a-plenty in the names of Mickey Rooney, Judy Garland and Paul Whiteman. Arrange with a high school orchestra to stage a street parade on the opening day. Have it march to the theatre and render a concert on the stage as an added attraction. Song hits in the picture should be plugged with dance bands and on radio stations. Tie up on them also with music stores. Band contest in the picture suggests a similar contest among juvenile orchestras in your territory.

CATCHLINES:

Young America at Play . . . Making You Feel Young Again . . . In a Mad, Merry Musical That's the Season's Tops.

Madcap Mickey Rooney . . . Jivin' Judy Garland . . . Peerless Paul Whiteman . . . All in One Great Show.

SELLING ANGLES: **"Christmas in July"**

Dick Powell and Ellen Drew should be given the marquee and advertising credits as a new romantic duo. Title can be made the basis of merchandising tieups along the lines: "You Wouldn't celebrate 'Christmas in July'—then why be satisfied with inferior (tires, clothes, etc.) when the best costs so little more?" Mount a huge Christmas tree over the marquee or in the lobby with firecrackers instead of electric lights as ornaments. Picture is based on a slogan contest which suggests a similar stunt for local merchandise.

CATCHLINES:

It All Started With a Practical Joke . . . But Wound Up With Boy Getting Job . . . And Girl Getting Boy.

It's Amazingly Hilarious . . . And Hilariously Amazing . . . This Story of a Boy—a Girl—and a Cup of Coffee.

SELLING ANGLES: **"Yesterday's Heroes"**

Sell this one to high school and college students. Distribute heralds at schools, sororities and fraternities and campus confectionaries. Invite sports editors and a high school or college football squad to a special "preview" showing. Collect pennants, trophies, pom-poms and other collegiate paraphernalia for the lobby. Distribute cheap paper megaphones with picture billing and local squad's fall game schedule. Conduct an essay contest on "Can Football and Scholarship Be Combined?"

CATCHLINES:

Pursued by Coeds . . . Idolized by Millions . . . Then Dropped Into Oblivion.

The Story of a Gridiron Glamour Boy . . . Worshipped by a Million Fans . . . And a Failure When He Tried to Cash in on His Fame.

Short Subject Reviews

On Foreign Newsfronts

RKO-March of Time 19 *Mins.*
(Vol. VII, No. 1)

Digging into events behind the headlines the March of Time here tells something of the dramatic story of the American foreign correspondent and his place in the historical picture now unfolding. The difficulties of belligerent censorship are stressed and an inferential note of caution to the newspaper reader sounded in view of the constrictions placed in the path of wartime news-gathering. Once again, the treatment is dynamic, exciting and dramatic. The actual war footage, while not always used for the first time, is excellent because of the manner in which it is fitted into the whole. This is a swell subject, intelligently and expertly done.

He Asked for It

RKO (——) 18 *Mins.*

Leon Errol knows all about his constitutional rights. Yet he gets into one difficulty after another due to the connivance of the boys at City Hall who are out to give him a lesson. He gets three tickets for traffic violations and is arrested for attempted bribery, fingerprinted and mugged. Brought to trial, he doesn't learn of the duplicity but his testimony and the wised-up court attendants make him feel quite uncomfortable. At length he is placed on probation in his wife's custody for five years. Pretty tame stuff throughout.

Pluto's Dream House

Disney-RKO (04-110) 8 *Mins.*

A good number of the Disney animation stunts is used to advantage as Pluto has a nightmare in which he and Mickey find a magic lamp which, when rubbed, gets them a new doghouse. It also gives Pluto a spectacular and funny bath, wields a paint brush all over the place and finally gives the dog a case of the screaming meemies. Sound and substantial Technicolor cartoon entertainment from the old maestro.

Sunk by the Census

RKO (——) 18 *Mins.*

Census-Taker Edgar Kennedy tries to pull a fast one on his parasitic father-in-law by locating the old boy's long-forgotten sweetheart on his rounds. He arranges a meeting. A cow is bought and, after a night tending the animal, Kennedy awakes to find his plot backfiring in his face—the old fellow decides to live with Edgar after he marries his Hilda. A standard Kennedy exercise in domestic relations.

Picture People, No. 1

RKO (——) 10 *Mins.*

Jack Oakie judges a dog contest, Sigrid Gurie has a houseful of strange pets, Dick Powell presides at the "premiere" of a store, Anna Sten sculpts for a hobby and Bing Crosby is seen in a tour of a Hollywood radio studio. It is the usual Hollywood fan stuff with better production values.

I Dream of Jeannie With the Light Brown Hair

Universal (——) (Musical) 17 *Mins.*

This is a hodge-podge of mediocre vaudeville acts thrown into a scenario which shows the entertainment at a bazaar held in connection with some sort of anniversary in honor of Stephen Foster, composer of the title song. Performers sing, dance acrobatically, go in for various eccentricities. Concluding, the title song is sung. Entertainment has been crammed into this production with little regard for its calibre.

Stranger Than Fiction, No. 81

Universal (5371) 9¼ *Mins.*

As reliable in its content as it has been in the past, this number in the new season product lineup shows with interest throughout a woman who collects autographed handkerchiefs, "Titania's Palace," a doll house with amazing miniature detail; a gun club in Pennsylvania that pops away at targets with muzzle-loading squirrel guns, a Baltimore doctor who raises common flies for experimental purposes, a California youngster who gets about on goat-drawn vehicles.

Going Places, No. 81

Universal (5351) 9 2/3 *Mins.*

Attempting to tell of the "bravery and romance" of the coast guard, this short degenerates into an indifferent travelogue. It shows a group of cadets touring South America, looking at the historic sights, practicing inferior gunnery, navigating, saluting all over the place and finally sailing home. A little attention to the factual might have made it an interesting short.

Arrow Points

RKO (04,312) (Sportscope) 8 *Mins.*

Andre Vail is quite adept with the bow and arrow. He shoots his feathered sticks at targets that range from bulls eyes to balloons and from apples to match boxes. Vail is good, but the subject is not new. A couple of pretty misses contribute their looks. At the conclusion, Vail shoots an apple off a girl's head.

Hobby Lobby

Columbia (2971) 11½ *Mins.*

Dave Elman, who conducts the radio program called "Hobby Lobby," has transferred to film and soundtrack an interesting number of his finds. They include a newspaper vendor who models in clay, a man who trains dogs to play musical instruments, a mechanic who has a highly sensitive microphone, and a young woman who trains children to sing opera like professionals. The collection is topped off with Mrs. Roosevelt who tells of the hobbies pursued by various members of her White House family. Elman appears throughout with a woman reporter who is seeking a story. Radio has had the program for three years and there is a potential theatre audience in its auditors.

Trouble Shooter

RKO (04,313) (Sportscope) 9 *Mins.*

Horton Smith, the golf expert, demonstrates for a number of duffers how to get out of the difficulties that arise on the links. His technique is interesting, he picks out balls from the most awkward places and puts them where they should have been in the first place. For a finish he hits one out of an open window in the clubhouse onto the green. The golfing fraternity will go for it.

Information Please, No. 1

RKO (——) 11 *Mins.*

Anna Neagle is the guest star. Her specialty is pronouncing such English standbys as Magdalen, which is "maudlin," and Cholmondeley, which is "chumley." Baseball, charades, music and diaper tying also figure prominently. The pianist who plays the quiz music, a Miss Carpenter, has just a few feet of film, but she rates attention.

Quail Quest

RKO (——) (Sportscope) 9 *Mins.*

Down in South Carolina, at an exclusive game preserve called Longlands, a couple of plantation owners, aided by expertly trained dogs, shoot a few species of the title. It is photographically effective and no doubt will appeal to the nimrods.

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The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE. 4804 E. 9th St., Kansas City, Mo.

First National

Three Cheers for the Irish

A swell Irish picture that failed to draw at the boxoffice. Hope I win the bet I made with the salesman on this one. Audience liked it, those that came. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Metro-Goldwyn-Mayer

Andy Hardy Meets Debutante

As good as you would expect a Hardy picture to be, but showed a light sign of the story being in the same groove as its predecessors. Audience: Liked it. Boxoffice: Best business this summer. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Broadway Melody

This is tops. Pleased well and business above normal and that makes any show better. Mon., Tues. Weather: Hot. Admission: 20-10. Rural patronage.—R. C. Vantrease, Rex, Watertown, Tenn.

40 Little Mothers

Just fair. A few good comments but did no business. Tues., Wed. Weather: Warm. Admission: 20-10. Rural patronage.—Logan Hedrick, Homer, Homer, Ill.

Man From Dakota, The

This picture drew well but lacked interest that was in "20 Mule Team." We couldn't kick, though, at turnout. Fri., Sat., Sun., Mon., Tues. Weather: Good. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Nick Carter, Master Detective

Not nearly as good as Metro tries to make you think it is. I passed it once and let the company talk me into playing. No grosses. Thurs., Fri. Weather: OK. Admission: 20-10. Rural patronage. Logan Hedrick, Homer, Homer, Ill.

Young Tom Edison

This is one of the best for Mickey Rooney. I think it pleased 100 per cent. Business above average. Mon., Tues. Weather: Hot. Admission: 20-10. Rural patronage. —R. C. Vantrease, Rex, Watertown, Tenn.

Paramount

Biscuit Eater, The

A good picture for the kids and those who enjoy having their sympathies worked on. The little boys, both of them, did a swell job. Audience liked it. Boxoffice was acceptable. Admission: 40-10. General patronage. Population: 710. Capacity: 263. —E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

Gulliver's Travels

This feature-length cartoon was very good in every respect, except what it did for me at the boxoffice. The color and singing was fine, but the people did not respond to this one as they have on others. Saturday. Weather: Fair. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago.

Light That Failed, The

A sad story that also failed to come up to expectations. Ronald Colman usually spells boxoffice for me, but this one didn't click to our average business for these two days. The excessive heat must of had something to do with it, but I did not think the picture warranted high grosses. Wed., Thurs. Admission: 36-10. General patronage. Population: 3,000. Capacity: 486.—A. E. Andrews, Emporium, Emporium, Pa.

Opened by Mistake

Very good mystery but did no business at all. Poor title. Tuesday. Admission: 20-10. Rural patronage.—Logan Hedrick, Homer, Homer, Ill.

Safari

Here is another one of those pictures that built up to a climax that never developed. If this one would have had a good exciting climax, such as you would expect in a jungle picture, it would have been a hit. Of course, Madeleine Carroll being such an attraction, made up for a lot. Audience: No second night business, so draw your own conclusions. Admission: 40-10. General patronage. Population: 710. Capacity: 263.—E. A. Stein, Out-Wickenburg-Way, Wickenburg, Ariz.

RKO Radio

Swiss Family Robinson

I think they could have saved their time on this one. Meant nothing at the boxoffice, and the few that came in were plenty disappointed. Fri., Sat. Weather: OK. Admission: 20-15. General patronage. Capacity: 668.—Frank Blocher, Kimbark, Chicago.

Republic

Three Faces West

Can't say much for this one. Too much like "Grapes of Wrath." We see all the dust storms in Oklahoma that we want to see. Business below average. Fri., Sat. Weather: Hot. Admission: 20-10. General patronage. Population: 1,000.—Melville Danner, Kozy, Granite, Okla.

Women in War

Fair production but not what the public wants to see. Did not gross the rental. Wed., Thurs. Weather: Hot. Admission: 20-10. Rural patronage.—Logan Hedrick, Homer, Homer, Ill.

You Can't Fool Your Wife

Much to my surprise, this picture did better than average business. It's a domestic comedy that becomes a bit spicy in places, much to the patrons' delight. I've never seen a happier crowd leave a theatre than the mixed audience that left the house on the evening we played this one. A swell picture for a gift night. We played it single bill and pleased all.—John Wyatt, manager, Monterey, Monterey, Cal.

20th Century-Fox

Free, Blonde and 21

This is a snappy little picture that pleased well. Business slightly above normal. I think the title helped. Wed., Thurs. Weather: Hot. Admission: 20-10. Rural patronage.—R. C. Vantrease, Rex, Watertown, Tenn.

Star Dust

This is an entertaining, well acted feature, but the business was not so hot. Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Steamboat Round the Bend

Played this reissue on a double feature with "Honeymoon's Over" and did almost double my usual Saturday-Sunday business. Weather: Fair. Admission: 25-10. Small town patronage.—Walter J. Buchholtz, New Haven, New Haven, Mo.

United Artists

Of Mice and Men

For those who liked this type of story, it went over big. Also for those who had read the book. But patrons who do not care for the portrayal of a man slightly one sided, and the trials as portrayed, will walk out on it. It was good and will make a good midweek date. Wednesday. Weather: Cool. Admission: 35-10. Mixed patronage. Population: 3,780. Capacity: 378. —J. R. Wills, Loma, Socorro, N. M.

Over the Moon

UA has some tough nuts to crack. Personally enjoyed the Technicolor scenes of Europe but our people don't go for English chatter. Thurs., Fri., Sat., Sun. Weather: Warm. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Universal

My Little Chickadee

Reported on this one before, I think, when it played other house. On a double bill, it got many suckers—but they absolutely do not like Mae. Mon., Tues. Weather: Fair. Admission: 30-10. Rural patronage.—W. H. Hibbert, Gay-Way and Hi-Way, Willamina and Sheridan, Ore.

Warner Bros.

Torrid Zone

This picture deserves your best playing time. It's OK.—M. B. Hasty, Joy, Dardanelle, Ark.

This Exhibitor Has Age-Old Problem

Apparently in dead earnest about the matter, a Kentucky exhibitor writes us as follows:

"Will somebody give me a solution to this problem? My projectionist is in love. He acts queer, is very pale, has no appetite or interest. He misses changeovers and forgets everything I tell him. This is serious with me. Should I keep him or fire him? Will exhibitors please advise?"

We offer our services as clearing house for advice in this situation. Write to the editor of BOXOFFICE, 4804 E. Ninth St., Kansas City, Mo., who will forward the letters to the bewildered showman.

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date. Next to right. Running time, as furnished by home office of distributor, follows title. As local conditions, such as censorship, subject this to change, checkup with local exchanges is recommended. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
FEB. 10	[8] Comedy **1026** **Five Little Peppers at Home** (67) Edith Fellows R—Mar. 9	[9] Musical **21** **Broadway Melody of '40** (100) R-Feb. 10 Eleanor Powell Fred Astaire	[10] Melodrama **3924** **East Side Kids** (62) Vince Barnett Dennis Moore R—Feb. 24	[9] Drama **3921** **Light That Failed** (97) Ronald Colman R—Dec. 30		[9] Drama **007** **Vigil in the Night** (94) Carole Lombard R—Feb. 10	[9] Mus. Drama **031** **Little Old New York** (100) Alice Faye R—Feb. 3		[9] Comedy **My Little Chickadee** (84); R—Feb. 10 Mae West W. C. Fields	[10] Com. Dr. **WB421** **Granny Get Your Gun** (60) May Robson R—Jan. 6	
FEB. 17		[16] Drama **24** **Man From Dakota** (75); R—Feb. 24 Wallace Beery Dolores Del Rio	[28] Prop. Dr'ma **3925** **Torpedo Raider** (59) Betty Balfour R—June 1	[16] Mus. Comedy **3922** **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		[16] Drama **019** **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	[16] Comedy **032** **Young as You Feel** (59) Jones Family R—Jan. 27	[16] Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	[16] Com. Dr. **4038** **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	[17] Drama **FN459** **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	[15] Drama **Al'ance** **One Night in Paris** (62) John Lodge Hugh Williams R—Sept. 14
FEB. 24		[23] Drama **36** ◎**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	[25] Act. Drama **3940** **Murder on the Yukon** (57) J. Newill R-Apr. 27 [20] Western **3962** **Cheyenne Kid** (48) R—Mar. 23; Randall	[23] Western **3923** **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		[23] Anim. Cart. **091** ◎◎**Pinocchio** (80) R—Feb. 3	[23] Drama **033** **They Came by Night** (73) Will Fyffe R—Mar. 16		[23] Drama **4032** **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	[29] Comedy **1014** **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	[1] Melodrama **23** **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	[2] Western **3953** **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	[1] Comedy **3924** **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		[1] Comedy **020** **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	[1] Melodrama **035** **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	[1] Melodrama **House Across the Bay** (88) Joan Bennett Geo. Raft R—Mar. 2	[1] M'drama **4034** **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	[2] Drama **FN457** **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	[5] Western **1204** **Bullets for Rustlers** (58); R—Feb. 17 [7] M'drama **1027** **Outside the Three Mile Limit** (64) R—Feb. 17	[8] Com. Drama **27** **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	[9] Mys. Drama **3916** **Human Monster** (73) Bela Lugosi R—Mar. 16	[8] Western **3957** **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	[12] Western **964** **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	[8] Drama **017** **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	[15] Drama **040** **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		[8] M'drama **4025** **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	[14] Drama **1035** **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	[15] Drama **2** ◎**Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		[15] Drama **3925** **Women Without Names** (62) Ellen Drew R—Feb. 24	[15] Drama **920** **Forgotten Girls** (67) Louise Platt R—Mar. 23	[15] Comedy **022** **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			[15] Musical **4022** **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	[16] Comedy **FN465** **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	[15] Comedy **Al'ance** **Little Miss Molly** (67) **Maureen O'Hara**
MAR. 23	[21] Com. Drama **1004** **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		[20] M'drama **3921** **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	[22] Musical **3926** **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	[22] Western **942** **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	[22] Drama **023** **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	[22] Fantasy **025** ◎**The Blue Bird** (83) Shirley Temple R—Jan. 27	[22] Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	[22] **Com.-Mus. 4001** **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	[23] Drama **WB404** **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. **Astor** **Crooked Circle** (..) ZaSu Pitts
MAR. 30		[29] Drama **29** **Florian** (91) Robert Young R—Apr. 6	[30] Comedy **3902** **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	[29] Comedy **3927** **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	[26] Western **991** **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		[29] Melodrama **037** **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	[29] Comedy ◎**Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	[4] Western **1205** **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	[5] Com. Drama **32** **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		[5] M'drama **3928** **Adventure in Diamonds** (80) George Brent R—Jan. 20	[10] West. Drama **129** **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	[5] Drama **030** **Courageous Dr. Christian** (67) R—Mar. 30	[5] Drama **036** **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	[5] Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	[5] Com. Rom. **4040** **Half a Sinner** (61) R—Mar. 30 [5] Western **4062** **Riders Pasco Basin** (57) R—June 1	[6] Com. Dr. **WB407** **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama **Astor** **Vengeance of the Deep** (..) Lloyd Hughes R—Mar. 23
APR. 13		[12] Drama **30** **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	[10] Western **3963** **Covered Wagon Trails** (53) J. Randall R-May 11	[12] M'drama **3929** ◎**Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	[12] Western **954** **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	[12] Western **083** **Bullet Code** (59) R—Apr. 13	[12] O'dr Drama **039** **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	[12] Drama ◎**Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	[12] M'drama **4013** **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	[13] O'd'r Md. **WB422** **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	[18] M'drama **1017** **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	[19] Com. Drama **33** **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	[15] Action Dr. **3928** **Sky Bandits** (56) R—May 25 [20] Com. Drama **11** **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	[19] Western **3931** **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	[15] Drama **901** **Dark Command** (94) R—Apr. 13 [19] Comedy **922** **Grandpa Goes to Town** (65) R—Apr. 20	[19] Drama **009** **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	[19] Drama **042** **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		[12] M'drama **4018** **Black Friday** (70) Lugosi-Karloff R—Mar. 9	[20] Drama **FN456** **'Til We Meet Again** (98) **Merle** Oberon George Brent Pat O'Brien R—Apr. 13	[18] M'drama **Al'ance** **The Terror** (..) **Wilfrid Lawson**
APR. 27	[25] Drama **1005** **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	[26] Com. Drama **34** **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	[30] M'drama **3926** **Mysterious Mr. Reeder** (77) R-May 11 [20] Western **3954** **Pals of the Silver Sage** (52); Ritter R—May 11	[26] Farce Com. **3930** **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	[17] **Musical 921** **In Old Missouri** (67) R—Sept. 14 [22] Western **965** **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	[26] Drama **027** **Curtain Call** (60) Barbara Read R—Apr. 13	[26] Comedy **041** **Shooting High** (65) Jane Withers Gene Autry **Marjorie** Weaver R—Mar. 9		[19] **M'drama 4033** **Enemy Agent** (61) Richard Cromwell R—Mar. 30	[27] Com. Dr. **FN468** **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	

Booking Chart

A GUIDE TO CURRENT RELEASES

Date at side of column is week ending. Number in square is national release date, 1939-40. Production number is at right. Running time, as furnished by home office of distributor, follows title. As local conditions, such as censorship, subject this to change, checkup with local exchanges is recommended. R—is review date. Symbol ◎ indicates BOXOFFICE Blue Ribbon Award Winner. Symbol ◎ indicates color photography.

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
MAY 4	[2] Western **1213** **Man From Tumbleweeds** (59) R—June 1	[3] Action Drama **35** **20 Mule Team** (85) Wallace Beery R—May 4	[2] Western **3964** **Land of Six Guns** (54) R—June 1	[3] Comedy **3932** **Buck Benny Rides Again** (80) R—Apr. 20	[10] Drama **923** **Crooked Road, The** (66) R—May 18 Edmund Lowe	[3] Mus. Com. **024** **Irene** (101) Anna Neagle R—Apr. 27	[3] Comedy **043** **So This Is London** (84) R—Apr. 27	[3] Comedy **Saps at Sea** (57) Laurel & Hardy R—May 4	[3] Musical **4005** **If I Had My Way** (94) R—May 4	[4] M'drama **WB423** **Tear Gas Squad** (55) R—Apr. 27	M'drama **Astor** **Hell's Angels** (..) Jean Harlow R—Jan. 27
MAY 11	[16] Drama **1029** **Babies for Sale** (64) Rochelle Hudson Glenn Ford R—May 25	[10] Drama **36** ◎**Edison, the Man** (106) R—May 25 Spencer Tracy Rita Johnson	[9] Western **3955** **Cowboy From Sundown** (58) Tex Ritter R—May 11	[10] Comedy **3933** **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	[10] Western **943** **Gaucho Serenade** (66) Gene Autry R—May 18	[10] Drama **031** **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	[10] M'drama **038** **I Was an Adventuress** (81) Vera Zorina R—May 11		[10] Action Dr. **4031** **Ski Patrol** (64) Lull Deste R—May 11	[11] Drama **WB410** **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	[20] M'drama **1023** **Island of Doomed Men** (67) P. Lorre R-May 25 [16] Drama **1111** **21 Days Together**(72) Olivier; R-May 4	[17] Drama **37** **Waterloo Bridge** (109) R—May 18 Robert Taylor Vivien Leigh		[17] Drama **3934** ◎**Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	[19] Melodrama **924** **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	[17] Com. Drama **025** **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	[10] Comedy **044** **On Their Own** (65) Jones Family R—Apr. 13	[17] Drama **Turnabout** (83) Adolphe Menjou Carol Landis R—May 11	[17] Comedy **4015** **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	[18] M'drama **FN466** **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	[15] Drama **Alliance** **Black Eyes** (..) Otto Kruger Mary Maguire
MAY 25	[23] Western **9206** **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith		[23] Western **3965** **Kid From Santa Fe** (50) Jack Randall	[24] Drama **3931** **Biscuit Eater, The** (80) Billy Lee R—Apr. 13	[24] Western **966** **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	[24] Com. Drama **032** **You Can't Fool Your Wife** (65) Lucille Ball R—May 25	[24] Drama **045** **Lillian Russell** (127) Alice Faye Henry Fonda R—June 1	[24] Drama **Our Town** (90) William Holden Martha Scott R—May 18	[24] Melodrama **4056** **Hot Steel** (61) Richard Arlen Andy Devine R—Aug. 17	[25] Drama **FN455** **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	[20] Drama **P-R-C** **I Take This Oath** (67) Joyce Compton R—June 1
JUNE 1	[30] M'drama **1016** **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8	[31] Mys. Drama **40** **Phantom Raiders** (70) Walter Pidgeon R—June 1	[30] Western **3966** **Riders From Nowhere** (45) Jack Randall	[31] Comedy **3936** **Those Were the Days** (70) William Holden Bonita Granville R—May 25		[31] Drama **025** **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	[31] Drama **051** **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		[31] Musical **4029** **La Conga Nights** (61) R—May 18 [31] Western **4063** **Bad Man From Red Butte** (58) R-Jne 15	[1] M'drama **FN472** **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama **Astor** **Girls of the Underworld** (..)
JUNE 8	[3] Drama **1112** **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	[7] Drama **39** **Susan and God** (117) Joan Crawford R—June 8		[7] Western **3958** **Hidden Gold** (61) William Boyd R—May 25	[6] Drama **902** **Women in War** (70) Elsie Janis R—June 1	[7] Melodrama **033** **Saint Takes Over** (68) R—Apr. 27	[7] Drama **034** **Earthbound** (67) Warner Baxter R—May 18		[7] Drama **4036** **Love, Honor and Oh Baby** (59) R—June 8	[8] Com. Dr. **WB405** **Brother Orchid** (91) Edw. G. Robinson R—June 1	[15] Western **P-R-C** **Frontier Crusader** (68) R—June 15
JUNE 15	[6] M'drama **1028** **Passport to Alcatraz** (60); Jack Holt R—June 22	[14] Drama **41** ◎**Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	[11] Com. Drama **3915** **On the Spot** (62) Frankie Darro R—June 8	[14] Drama **3937** **Safari** (81) Doug. Fairbanks jr. Madeleine Carroll R—June 1	[19] Act'n Drama **907** **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	[7] Western **084** **Prairie Law** (60) George O'Brien R—June 8	[14] Drama **047** **Four Sons** (88) Don Ameche Mary Beth Hughes R—June 8		[14] Com. Drama **4008** **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	[15] M'drama **FN473** **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	[15] Mystery **Alliance** **Mystery of Room 13** (..) Gibb McLaughlin
JUNE 22	[20] Drama **1037** **Girls of the Road** (61) Ann Dvorak Lola Lane R—June 29	[21] Com. Drama **42** **Captain Is a Lady** (65) R—June 29 Virginia Grey Billie Burke Charles Coburn	[18] Western **3960** **Wild Horse Range** (51) Jack Randall R—June 22	[21] Mys. Com. **3938** **Ghost Breakers** (85) Bob Hope Paulette Goddard R—June 15	[25] Musical Com. **908** **Grand Ole Opry** (67) R—July 6 [27] Western **955** **Carson City Kid** (57) R—July 6	[21] Com. Drama **034** **Pop Always Pays** (67) Leon Errol R—June 22	[21] Mystery **048** **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		[21] Comedy **4037** **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	[22] M'drama **WB424** **Gambling on the High Seas (56)** Wayne Morris Jane Wyman	[20] Adventure **SR** **Leopard Men of Africa** (65) R—Aug. 3
JUNE 29	[27] Western **1214** **Return of Wild Bill** (57) R—July 13 [30] Comedy **1021** **Out West With the Peppers** (61) R—July 13	[28] Musical **31** **New Moon** (100) Jeanette MacDonald Nelson Eddy R—June 22	[25] M'drama **3927** **Last Alarm** (61) Polly Ann Young Warren Hull R—July 13	[28] Drama **3939** **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	[29] Western **992** **One Man's Law** (57) Don "Red" Barry Janet Waldo R—July 13	[28] Drama **035** **Anne of Windy Poplars** (86) Anne Shirley R—June 22	[28] Outd'r Dr. **049** **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		[28] Drama **5046** **The Fugitive** (77) Ralph Richardson Diana Wynyard R—July 6		[15] Com. Mys. **N'f'd** **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		[5] Comedy **43** **Andy Hardy Meets Debutante (89)** Mickey Rooney R—July 6	[3] Western **3956** **The Golden Trail** (52) Tex Ritter R—July 13	[5] Drama **3940** **Way of All Flesh** (86) R—June 1 Akim Tamiroff Gladys George	[12] Drama **903** **Three Faces West** (81) R—June 22 John Wayne Sigrid Gurie	[5] Drama **036** **Dr. Christian Meets the Women** (68) Jean Hersholt R—June 29	[5] Com. Drama **052** **Sailor's Lady** (66) Nancy Kelly Jon Hall R—July 6		[5] Com. Drama **4007** **Private Affairs** (74) Nancy Kelly Roland Young R—June 15	[13] Drama **FN467** **Man Who Talked Too Much** (75) George Brent R—July 6	[1] Melodrama **Crimson Dynasty** (..) [6] Drama **Alliance** **Spies in the Air** R—Aug. 3
JULY 13		[12] Drama **44** **Sporting Blood** (82) Robert Young Maureen O'Sullivan R—July 13		[12] Western **3959** **Stagecoach War** (63) R—July 6 Bill Boyd Russell Hayden		[12] Com. Drama **039** **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	[12] Drama **046** **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			[13] Drama **FN454** **All This, and Heaven Too** (143) Bette Davis Charles Boyer R—June 22	
JULY 20	[18] Drama **1038** **Military Academy** (66) T. Kelly R-July 13 [24] Adventure **1110** **I Married Adventure** (78) R-July 20	[19] Com. Drama **45** **We Who Are Young** (79) Lana Turner John Shelton R—July 20	[16] Mystery **3910** **Haunted House** (70) R—Aug. 3 [15] Melodrama **4020** **Boys of the City** East Side Kids (63) R—Aug. 31		[20] Comedy **909** **Scatterbrain** (72) Judy Canova R—July 13 [15] Western **944** **Carolina Moon** (65) G. Autry R—July 20	[19] Drama **029** **Tom Brown's School Days** (82) James Lydon Fred. Bartholomew Cedric Hardwicke R—June 29	[19] Drama **050** ◎**Maryland** (91) Walter Brennan Fay Bainter Brenda Joyce R—July 13	[18] Melodrama **South of Pago Pago** (96) Victor McLaglen Jon Hall Francis Farmer R—July 20	[19] Melodrama **4057** **Black Diamonds** (52) R—July 27 [26] Western **4064** **Son of Roaring Dan** (64) R—Aug. 17 **Johnny Mack Brown**	[20] Com. with Mu. **WB407** **My Love Came Back** (85) R—July 6 Olivia de Havilland Jeffrey Lynn	[20] Western **P-R-C** **Billy the Kid Outlawed** (60) Bob Steele [20] Drama **FA** **Murder in the Night** Jack LaRue

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JULY 27	25 Comedy **1012** **Blondie Has Servant Trouble** (70) Penny Singleton Arthur Lake R—July 27	26 Com. Drama **47** **Gold Rush Maisie** (82) Ann Sothern Lee Bowman R—Aug. 3	29 Melodrama **4024** **Orphans of the North** (57) 29 Western **3957** **Rainbow Over the Range** (59) T. Ritter R-Aug. 10	26 Drama **3941** **Untamed** (83) Ray Milland Patricia Morison R—June 29	30 Drama **904** **Girl from God's Co'ntry** (71) R—Jul 27 30 Western **956** **Ranger and the Lady** (59) R. Rogers R-July 27	26 Western **085** **Stage to Chino** (59) G.O'Brien R-Aug. 24 26 Com. Drama **037** **Millionaires in Prison** (63) L. Tracy R-June 29			29 [illegible] **You're Not So Tough** (72) R—June 1 26 Outd'r Dr. **4006** **When Daltons Rode** (81) R—Aug. 3	27 [illegible] **Ladies Must Live** (58) Rosemary Lane R—July 27	**Gun Code** (57) Tim McCoy
AUG. 3		2 Costume Com. **46** **'ride and Prejudice** (118) R—July 20 Greer Garson Laurence Olivier	5 Melodrama **3908** **Doomed to Die** (67) Boris Karloff R—Aug. 10	2 Melodrama **3942** **Golden Gloves** (69) Richard Denning Jean Cagney R—Aug. 3		2 Drama **061** **Queen of Destiny** (95) R-Nov.26, '38 as "60 Glorious Years"	2 Drama **101** **The Man I Married** Joan Bennett (77) Francis Lederer R—July 20		2 M'drama **4039** **South to Karanga** (69) Charles Bickford R—Aug. 3	3 Drama **FN460** **They Drive by Night** (93) R—July 20 George Raft Ann Sheridan	3 M'drama **Astor** **Sky Devils** (81)
AUG. 10	7 Drama **1008** **The Lady in Question** (81) Brian Aherne Rita Hayworth R—Aug. 10	9 Com. Drama **50** **I Love You Again** (99) William Powell Myrna Loy R—Aug. 17		9 Melodrama **3943** **Mystery Sea Raider** (75) R—Aug. 10 Henry Wilcoxon Carole Landis	10 Musical **910** **Sing, Dance, Plenty Hot** (70) Johnny Downs Ruth Terry R—Aug. 3	9 Melodrama **042** **One Crowded Night** (67) R—Aug. 3 Billie Seward William Haade	9 Com. Drama **104** **The Girl From Avenue A** (73) Jane Withers Kent Taylor R—Aug. 10	9 Melodrama **Captain Caution** (86) R—Aug. 10 Victor Mature Louise Platt	9 Comedy **4003** **Boys From Syracuse** (72) R—July 20 Allan Jones Martha Raye	10 Ac. Dram **WB414** **River's End** (70) Dennis Morgan Elizabeth Earl R—Aug. 24	10 M'drama **Astor** **Hell's Crossroads** (77) 13 M'drama **FA** **Hell's Cargo**
AUG. 17	15 Melodrama **1039** **The Secret Seven** (62) R—Aug. 24 15 Western **2201** **Durango Kid** (65) R—Sept. 7	16 Comedy **49** **Golden Fleecing** (68) Lew Ayres Rita Johnson R—Aug. 24	12 Mys. Drama **3913** **Laughing at Danger** (62) R—Aug. 10 19 Western **3958** **Arizona Frontier** (55) R—Sept. 14	16 Comery **3944** **Comin' Round the Mountain** (62) Bob Burns Una Merkel R—Aug. 17	16 Western **071** **Tulsa Kid** (57) Don "Red" Barry R—Aug. 3	16 Drama **041** **Stranger on the Third Floor** (..) R—Sept. 7	16 Melodrama **103** **Return of Frank James** (92) Henry Fonda Gene Tierney R—Aug. 17	16 Drama **Foreign Correspondent** (120) Joel McCrea Laraine Day R—Sept. 7		17 Drama **WB417** **Money and the Woman** (65) Jeffrey Lynn Brenda Marshall R—Aug. 17	16 M'drama **P-R-C** **Desire to Live** (..) 17 Drama **FA** **False Rapture** (..) Otto Kruger
AUG. 24	22 Com. Drama **1006** **He Stayed for Breakfast** (87) Loretta Young R—Aug. 13		19 Melodrama **3939** **Missing People** (69) 22 Western **Range Busters No. 1** (55) R—Sept. 14	23 Com. Drama **3945** **The Great McGinty** (82) Brian Donlevy Muriel Angelus R—July 27		16 Propaganda **171** **Ramparts We Watch** (87) R—July 27 23 Drama **043** **Wildcat Bus** (63) F. Wray R-Aug. 24	23 Drama **106** **Pier 13** (66) Lynn Bari Lloyd Nolan R—Aug. 17			24 Act. Dr. **WB412** **Flowing Gold** (81) Pat O'Brien John Garfield Frances Farmer R—Aug. 31	23 Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy
AUG. 31		30 Drama **48** **Boom Town** (119) Clark Gable Spencer Tracy Claudette Colbert R—Aug. 10	26 Melodrama **3903** **Queen of the Yukon** (63) Charles Bickford Irene Rich		29 Western **069** **Okla. Renegades** (57) R—Sept. 14 31 Comedy **924** **Earl of Puddlestone** (67) R—Aug. 24	23 Comedy **046** **Dance, Girl, Dance** (..) R—Aug. 31 30 Drama **038** **Lucky Partners** (..) R.Colman R-Aug. 24	30 Comedy **109** **Young People** (79) Shirley Temple Jack Oakie R—July 20	30 Action Drama **Kit Carson** (97) Jon Hall Lynn Bari R—Sept. 7		31 Drama **WB401** **Sea Hawk, The** (125) Errol Flynn Brenda Marshall R—July 27	31 Com. Dr. **FA** **Let George Do It** (..) 28 Mystery **P-R-C** **Marked Men** (66) Warren Hull
SEPT. 7	1 Comedy **1022** **Five Little Peppers in Trouble** (65) Edith Fellows R—Sept. 7	6 Drama **101** **Dr. Kildare Goes Home** (78) Lew Ayres R—Sept. 7	2 Drama **Who Is Guilty?** (73) Ben Lyon R—Sept. 14	6 Com. with Mus. **Rhythm on the River** (..) Bing Crosby R—Aug. 24	6 Western **043** **Ride, Tenderfoot, Ride** (65) Gene Autry R—Aug. 31	6 Act. Drama **101** **Men Against the Sky** (74) R—Aug. 31 Richard Dix Wendy Barrie	6 Melodrama **110** **Charlie Chan at the Wax Museum** (63) Sidney Toler R—Aug. 3	13 Drama **Pastor Hall** (..) Nova Pilbeam	6 Com. with Mus. **Argentine Nights** (72) R—Sept. 7 Ritz Bros. Andrews Sisters	7 Com. Drama **Calling All Husbands** (58) George Tobias R—Sept. 21	
SEPT. 14	5 Melodrama **2032** **Fugitive From Prison Camp** (59) 17 Melodrama **1024** **Before I Hang** (..)	13 Act. Drama **102** **Wyoming** (85) Wallace Beery Leo Carillo R—Sept. 14	9 Com. Drama **3914** **Up in the Air** (61) R—Sept. 14		11 Drama **Girl From Havana** (69) Dennis O'Keefe Clair Carlton R—Sept 14	13 Comedy **102** **Dreaming Out Loud** (71) R—Sept. 14 Lum & Abner	13 Drama **105** **Elsa Maxwell's Public Deb No. 1** (80) George Murphy Brenda Joyce R—Aug. 31	15 Comedy **Great Dictator, The** (..) Charles Chaplin Paulette Goddard	13 Com. Drama **Hired Wife** (96) R—Sept. 14 13 Melodrama **5051** **Leather Pushers** (64) R—Sept. 7	14 Comedy **No Time for Comedy** (92) James Stewart Rosalind Russell R—Sept. 14	15 All-Col'd **MDDC** **While Thousands Cheer** (..) Kenny Washington
SEPT. 21	19 Drama **1001** **The Howards of Virginia** (112) Cary Grant Martha Scott R—Sept. 7	20 Comedy **103** **Strike Up the Band** (115) Mickey Rooney Judy Garland R—Sept. 21	23 Melodrama **4021** **That Gang of Mine**	20 Drama **I Want a Divorce** (..) R—Aug. 17 Dick Powell Joan Blondell	15 Western **051** **Colorado** (57) Roy Rogers R—Sept. 14	20 Western **Triple Justice** (..)	20 Drama **116** **Yesterday's Heroes** (66) Robert Sterling Jean Rogers R—Sept. 21	20 Act. Drama **The Westerner** (99) Gary Cooper R—May 25	20 Mys. Drama **The Mummy's Hand** R—Aug. 31 20 Western **5061** **Ragtime Cowboy Joe** (58)	21 Drama **City for Conquest** (104) James Cagney Ann Sheridan R—Sept. 14	16 Western **P-R-C** **Arizona Gang Busters** (60) Tim McCoy
SEPT. 28	27 Melodrama **1040** **Glamour for Sale** (..) 30 Drama **1009** **Angels Over Broadway** (..)	27 Com. Drama **104** **Haunted Honeymoon** (..) R—Aug. 31 27 Mystery **105** **Sky Murder** (..)	30 Melodrama **4001** **The Ape** (..) Boris Karloff	27 Melodrama **Rangers of Fortune** (90) Fred MacMurray Patricia Morison R—Sept. 14		27 Melodrama **They Knew What They Wanted** (..) 27 Drama **I'm Still Alive** (70) R—Sept. 21	27 Drama **107** **Brigham Young—Frontiersman** (113) R—Aug. 31 Tyrone Power Linda Darnell	27 Melodrama **Thief of Bagdad** (..) Conrad Veidt Sabu	20 Melodrama **5046** **Fugitive, The** (76) 27 Mus. Comedy **Spring Parade** (..) Deanna Durbin	28 Melodrama **East of the River** John Garfield Brenda Marshall	30 Western **P-R-C** **Billy the Kid in Texas** (..) Bob Steele
OCT. 5	30 Western **2209** **Prairie Schooners** 3 Com. Dr'ma **2018** **So You Won't Talk** (69)	4 Comedy **106** **Dulcy** (..) Ann Sothern Ian Hunter		4 Pigskin M'dr. **Quarterback** (..) Wayne Morris Lillian Cornell	3 Western **Under Texas Skies** (57) Three Mesquiteers R—Sept. 21	4 Burl. Com. Dr. **Villain Still Pursued Her, The** (..) 4 Western **Wagon Train** (..)	4 Act. Drama **108** **Gay Caballero, The** (..) Cesar Romero Chris-Pin Martin		4 Drama **Diamond Frontier** (..) Victor McLaglen Anne Nagel	5 Drama **Knute Rockne, All American** (..) Pat O'Brien	
OCT. 12		11 Drama **107** **Third Finger, Left Hand** (..) Melvyn Douglas Myrna Loy	7 Act. Drama **4022** **Drums of the Desert** 7 Western **Range Busters No. 2** (55)	11 Drama **Moon Over Burma** (..) Dorothy Lamour Robert Preston	11 Mus. Comedy **Melody and Moonlight** (..) Johnny Downs Vera Vague	11 Comedy **Too Many Girls** (..) Lucille Ball Richard Carlson	11 Comedy **111** **The Great Profile** (71) John Barrymore R—Aug. 24		11 Drama **Tropical Sinners** (..) Marlene Dietrich John Wayne		
OCT. 19	17 Drama **2030** **Nobody's Children** (..) Edith Fellows Billy Lee	18 Drama **108** **Escape** (..) Norma Shearer Robert Taylor	14 Com. Drama **Old Swimmin' Hole**	18 Drama **Christmas in July** (70) Dick Powell R—Sept. 21	10 Western **Frontier Vengeance** (..)	18 Melodrama **Laddie** (69) Tim Holt Virginia Gilmore R—Sept. 21	18 Drama **114** **Night Train** (..) Margaret Lockwood Rex Harrison		18 Comedy **Slightly Tempted** (..) 18 Western **Law and Order** (..)		16 Co. Mys. **P-R-C** **Devil Bat** (..) 15 All-Col'd **MDDC** **Four Shall Die** (..)
OCT. 26	24 Drama **Girls Under 21** (..)	25 Comedy **Hullabaloo** (..) Frank Morgan Billie Burke	26 Mystery **Phantom of Chinatown** (..) Keye Luke	25 Drama **Cherokee Strip** (..) Richard Dix Florence Rice		25 Mus. Com. **You'll Find Out** (..) Kay Kyser Ginny Simms	25 Mus. Com. **113** **Down Argentine Way** (..) Don Ameche Betty Grable		25 Melodrama **A Little Bit of Heaven** (..) Gloria Jean Helen Parrish		23 Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy

Looking Ahead

A GUIDE TO FORTHCOMING RELEASES

Features scheduled for release beyond dates in the Booking Chart are listed herein. Running time, as furnished by home office of distributor, follows title. As local conditions such as censorship subject this to change, checkup with exchange is recommended.

Prod. No.	Title	Stars	Released	Reviewed
	COLUMBIA			
	Arizona (..)	Jean Arthur, William Holden	.....	.....
	Beyond the Sacramento (..)		Nov. 14	.....
	Blondie Plays Cupid (..)	Penny Singleton, Arthur Lake	Oct. 31	.....
	Cimarron Trail (..)	Bill Elliott	Dec. 31	.....
	Great Plane Robbery (..)	Jack Holt, Vicki Lester	.....	.....
	Passage West (..)	Pat O'Brien, Constance Bennett	Oct. 31	.....
	Pinto Kid, The (..)	Charles Starrett	Jan. 9, '41	.....
	Thundering Frontier (57)	Charles Starrett	Dec. 5	Sept. 21
	West of Abilene (..)	Charles Starrett, Marjorie Cooley	.....	.....
	M-G-M			
	Bittersweet (..)	Jeanette MacDonald, Nelson Eddy	.....	.....
	Go West (..)	Marx Brothers, Lynne Carver	.....	.....
	Philadelphia Story (..)	Katharine Hepburn, Cary Grant	.....	.....
	MONOGRAM			
	Gypsy Cavalier (..)	Gilbert Roland	Nov. 7	.....
	Parson of Devil's Gap (..)	Tex Ritter	Nov. 4	.....
	PARAMOUNT			
	Aldrich Family in Life With Henry (..)	Jackie Cooper, Hedda Hopper	Jan. 31, '41	.....
1260	A Night at Earl Carroll's (..)	Ken Murray, Rose Hobart	Dec. 6	.....
1275	Arise My Love (..)	Claudette Colbert, Ray Milland	Nov. 1	.....
1267	Dancing on a Dime (..)	Robert Paige, Grace McDonald	Nov. 8	.....
	Doomed Caravan (..)		Jan. 24, '41	.....
	Love Thy Neighbor (..)	Jack Benny, Fred Allen, Mary Martin	Dec. 27	.....
1262	North West Mounted Police (..)	Gary Cooper, Madeleine Carroll	Nov. 22	.....
	Second Chorus (..)	Fred Astaire, Paulette Goddard	Jan. 10, '41	.....
	Texas Rangers Ride Again (..)	John Howard, Ellen Drew	Dec. 13	.....
	Three Men From Texas (70)	William Boyd, Russell Hayden	Nov. 15	Sept. 14
1270	Victory (..)	Fredric March, Betty Field	Jan. 3, '41	.....
	⊙Virginia (..)	Madeleine Carroll, Fred MacMurray	Jan. 17, '41	.....
	REPUBLIC			
	Young Bill Hickok (..)	Roy Rogers, George "Gabby" Hayes	.....	.....
	RKO RADIO			
	Citizen Kane (..)	Orson Welles	Jan. 3, '41	.....
	Dr. Christian No. 1 (..)	Jean Hersholt	Nov. 15	.....
	Fargo Kid, The (..)	Tim Holt, Jane Drummond	Nov. 22	.....
	Kitty Foyle (..)	Ginger Rogers	Nov. 22	.....
	Lee Marcus Production	(title later)	Dec. 20	.....
	Li'l Abner (..)		Nov. 1	.....
	Little Men (..)	Kay Francis, Jack Oakie, Geo. Bancroft	Nov. 8	.....
	Malvina Swings It (..)		Dec. 13	.....
	Mexican Spitfire Out West (..)	Lupe Velez, Leon Errol	Nov. 29	.....
	No, No, Nanette (..)	Anna Neagle	Dec. 27	.....
	Show Business (..)	Alan Mowbray, Frank McBride	Dec. 6	.....
	20TH-FOX			
113	Bride Wore Crutches (55)	Lynne Roberts, Ted North	Nov. 15	July 27
117	Californian, The (..)	Tyrone Power, Linda Darnell	Nov. 29	.....
118	Charter Pilot (..)	Lynn Bari, Lloyd Nolan	Nov. 22	.....
115	Hudson's Bay (..)	Paul Muni	Nov. 8	.....
	Jenny (..)	William Henry, Dorris Bowdon	.....	.....
102	Street of Memories (70)	Lynne Roberts, Guy Kibbee	Nov. 15	July 6
	UNITED ARTISTS			
	Long Voyage Home (..)	Thomas Mitchell, John Wayne	.....	.....
	Pastor Hall (..)	Nova Pilbeam, Wilfred Lawson	.....	.....
	Road Show (..)	Adolphe Menjou, Carole Landis	.....	.....
	Son of Monte Cristo (..)	Louis Hayward, Joan Bennett	.....	.....
	UNIVERSAL			
	Back Street (..)	Joan Fontaine	Nov. 29	.....
	Bank Dick, The (..)	W. C. Fields	Dec. 27	.....
	Caribbean Holiday (..)	Virginia Bruce, Allan Jones	Nov. 15	.....
	Fireman Save My Child (..)	Baby Sandy, Stuart Erwin	Nov. 8	.....
	Green Hornet Strikes Again	Warren Hull	Dec. 24	.....
	I'm Nobody's Sweetheart Now (64)	Dennis O'Keefe, Constance Moore	Nov. 1	Aug. 10
	Invisible Woman (..)		Dec. 13	.....
	Margie (58)	Mischa Auer, Nan Grey, Tom Brown	Dec. 6	Sept. 21
	Meet the Wildcat (..)	Ralph Bellamy, Margaret Lindsay	Nov. 22	.....
	Pony Post (..)	Johnny Mack Brown	Nov. 8	.....
	South of Sumatra (..)	Richard Arlen, Andy Devine	Nov. 1	.....
	Streets of Cairo (..)	Sigrid Gurie	Dec. 20	.....
	WARNER BROS.			
	A Dispatch From Reuters (..)	Edward G. Robinson	.....	.....
	Honeymoon for Three (..)	George Brent, Ann Sheridan	.....	.....
	Letter, The (..)	Bette Davis	.....	.....
	Tugboat Annie Sails Again (..)	Marjorie Rambeau, Alan Hale	.....	.....

In the Making

COLUMBIA

John Braun's Body—Ralph Bellamy, Margaret Lindsay, Michael Whalen, Katherine De Mille, Marsha Hunt. Director: Kurt Neumann. Producer: Larry Darmour. **(Starting)**
(First in a series of detective dramas based upon "Ellery Queen" mystery novels, with Ralph Bellamy in the title role).

Cimarron Trail—Bill Elliott, Evelyn Young, Dub Taylor, George Lloyd, Ben Taggart. Director: Lambert Hillyer. Producer: Leon Barsha. **(Completed)**

METRO

Little Nellie Kelly—Judy Garland, George Murphy, Charles Winninger, Douglas McPhail, Forrester Harvey. Director: Norman Taurog. Producer: Arthur Freed. Original: George M. Cohan. **(Completed)**

MONOGRAM

The Ol' Swimmin' Hole—Marcia Mae Jones, Jackie Moran, Leatrice Joy, George Cleveland. Director: Robert McGowan. Producer: Scott Dunlap. Original: Gerald Breitigam. Screenplay: Dorothy Reid. **(Completed)**

PARAMOUNT

Second Chorus—Fred Astaire, Paulette Goddard, Burgess Meredith, Charles Butterworth, Artie Shaw and Orchestra. Director: H. C. Potter. Producer: National Pictures. Original: Frank Cavett. Screenplay: Frank Cavett, Ian Hunter, Elaine Ryan. **(Completed)**

REPUBLIC

Meet the Missus—Roscoe Karns, Ruth Donnelly, Polly Moran, Lois Ranson, George Ernest, Spencer Charters, Dorothy Ann Seese. Director: Mal St. Clair. Producer: Robert North. **(Starting)**
(Newest in the "Higgings Family" series).

20TH CENTURY-FOX

The Private Practice of Michael Shayne—Lloyd Nolan, Marjorie Weaver, Joan Valerie. Director: Eugene Forde. Producer: Sol M. Wurtzel. **(Starting)**
(Detective comedy-drama with Lloyd Nolan in title role).

The Californian—Tyrone Power, Linda Darnell, Basil Rathbone, Chris-Pin Martin, Montague Love, Eugene Pallette. Director: Rouben Mamoulian. Producer: Raymond Griffith. Original: Johnson McCulley. Screenplay: John Taintor Foote. **(Completed)**

UNIVERSAL

Who Killed Doc Robin?—Richard Arlen, Andy Devine. Director: John Rawlins. Producer: Ben Pivar. Original: Larry Rhine, Ben Chapman. Screenplay: Maxwell Shane. **(Starting)**
(Comedy murder-mystery).

Seven Sinners—Marlene Dietrich, John Wayne, Broderick Crawford, Mischa Auer, Albert Dekker, Billy Gilbert. Director: Tay Garnett. Producer: Joe Pasternak. Original: Harry Tugend. Screenplay: John Meehan. **(Completed)**

WARNER-FN

Carnival—Eddie Albert, Ida Lupino, Humphrey Bogart, Joan Leslie. Director: Ray Enright. Producer: Harlan Thompson. **(Starting)**
(Comedy of circus life, with Eddie Albert portraying a lion tamer).

The Fabulous Thirties—John Garfield, Priscilla Lane, Jeffrey Lynn. Director: Lloyd Bacon. Producer: Mark Hellinger. Original: Mark Hellinger. Screenplay: Norman Reilly Raine, Milton Krims. (A sequel to "The Roaring Twenties," this is a panorama of American life during the decade from 1930 to the present).

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where our compiler is unable to form any opinion from the review the sign "o" is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. Listings cover reviews appearing by the Saturday preceding date of this issue. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A									
Abe Lincoln in Illinois (RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Alias the Deacon (Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too (FN)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante (M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Anne of Windy Poplars (RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas (FN)	+	+	+	±	+		+	−	6+ 2−
Argentine Nights (Univ)	±	±	+	+		+	+	+	7+ 2−
Arizona Frontier (Rep)	∓								1+ 1−
B									
Babies for Sale (Col)	±		±	−	±			+	4+ 4−
Bad Man From Red Butte (Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow (RKO)	±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement (RKO)	±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The (Para)	+	+	+	+	ǂ	+	ǂ	+	10+
Black Diamonds (Univ)	±	±	+	+	±		±	±	7+ 5−
Black Friday (Univ)	+	±	±	+	+	+	+	+	8+ 2−
Blondie Has Servant Trouble (Col)	+	+	+	+		+	+	+	7+
Boom Town (M-G-M)	ǂ	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	14+
Boys From Syracuse (Univ)	+	+	ǂ	ǂ	ǂ	+	+	ǂ	12+
Boys of the City (Mono)	−	+	−		+				2+ 2−
Bride Wore Crutches (20th-Fox)	±		−	∓			±	−	3+ 5−
Brigham Young—Frontiersman (20th-Fox)	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Brother Orchid (WB)	+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again (Para)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Bullet Code (RKO)	+	+	+	+	+		+	+	7+
C									
Calling All Husbands (WB)							−	−	2−
Captain Caution (UA)	+	±	±	ǂ	+	+	+	+	9+ 2−
Captain Is a Lady (M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon (Rep)	∓		±	+	+		ǂ	+	7+ 2−
Carson City Kid (Rep)	±		±	+	+				4+ 2−
Chamber of Horrors (Mono)	±	±							2+ 2−
Charlie Chan at the Wax Museum (20th-Fox)	+	±		±	+	o	+	+	6+ 2−
Chan's Murder Cruise (20-Fox)	+		+	+	+	+		+	6+
City for Conquest (WB)	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Code of the Cactus (SR)	−								1−
Colorado (Rep)	±		−	+	+	+			4+ 2−
Comin' Round the Mountain (Para)	−	±	−	∓			∓	∓	4+ 6−
Covered Wagon Days (Rep)	+		±	±	+				4+ 2−
Covered Wagon Trails (Mono)	=		∓	±	∓				3+ 5−
Cowboy From Sundown (Mono)	∓		=	−					1+ 4−
Crooked Road, The (Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance (RKO)	+	±	+	+	+	±	+	+	8+ 2−
Curtain Call (RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D									
Dance, Girl, Dance (RKO)	+	ǂ	±	+	+		±	±	8+ 3−
Dark Command (Rep)	ǂ	+	+	+	+	+	ǂ	+	10+
Devil's Island (WB)			∓		+				2+ 1−
Dr. Christian Meets the Women (RKO)	±	±	∓	+	±	+	+	+	8+ 4−
Dr. Cyclops (Para)	−	±	∓	+	±	+	+	∓	7+ 5−
Dr. Kildare Goes Home (M-G-M)	+		+	+		o	+	+	5+
Dr. Kildare's Strange Case (M-G-M)	±	+	+	+	+	+	∓	+	8+ 2−
Dreaming Out Loud (RKO)	±	∓		±	±	±	+	+	7+ 5−
Doctor Takes a Wife (Col)	ǂ	+	+	ǂ	ǂ	+	ǂ	+	12+
Doomed to Die (Mono)	∓	±	±	±	∓	+	−	+	7+ 6−
Durango Kid, The (Col)	±		+	±	+				4+ 2−
E									
Earl of Puddlestone (Rep)	±	±	±	+	+	±		±	7+ 5−
Earthbound (20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man (M-G-M)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Enemy Agent (Univ)	+	±	±	±	±	±	±	±	8+ 7−
Everything Is Rhythm (Astor)			±						1+ 1−
F									
Fight for Life, The (Col)	+			+					2+
Five Little Peppers in Trouble (Col)	±								1+ 1−
Flight Angels (FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Flowing Gold (WB)	±	±	±	ǂ	+	+	±	±	9+ 5−
Foreign Correspondent (UA)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Four Sons (20th-Fox)	ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers (M-G-M)	+	+	±	+	+	+	±		7+ 2−
French Without Tears (Para)	+	∓			+	+	±	∓	6+ 3−
Frontier Crusader (PRC)	±		−		±				2+ 3−
Fugitive, The (Univ)	−	±		+	ǂ	±	+	±	7+ 4−
Fugitive From Justice (WB)	±	∓	+	−	+	+		−	5+ 4−
Fugitive From a Prison Camp (Col)		∓	=	±	±				3+ 5−
G									
Gambling on High Seas (WB)		±	±	+			∓	±	5+ 4−
Gangs of Chicago (Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade (Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers (Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Girl From Avenue A (20th-Fox)	+	±		+		∓	=	−	4+ 5−
Girl From God's Country (Rep)	+	+	+	+		+	+	+	7+
Girl From Havana (Rep)	±	±	−	±	±	+			5+ 5−
Girl in 313 (20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road (Col)	±	−	±	±	∓		+	±	6+ 6−
Golden Fleecing, The (M-G-M)	+	+	±	+		+	ǂ	ǂ	9+ 1−
Golden Gloves (Para)	+	±	∓	+	+	ǂ	+	±	9+ 3−
Golden Trail, The (Mono)	=				∓	∓	±	±	4+ 6−
Gold Rush Maisie (M-G-M)	+	±	+	+	±	+	+	+	8+ 2−
Grand Ole Opry (Rep)	∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town (Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Great Profile, The (20th-Fox)	+		ǂ	ǂ	ǂ	ǂ	+	ǂ	12+
Great McGinty, The (Para)	ǂ	±	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 1−
H									
Haunted Honeymoon (M-G-M)	+	±	±			+	=	±	5+ 5−
Haunted House (Mono)	±		+	+		o	+	+	5+ 1−
He Stayed for Breakfast (Col)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Hidden Gold (Para)	±		±	+	+	+	+	+	7+ 2−
Hired Wife (Univ)	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Hold That Woman (PRC)				+	±		+	−	3+ 2−
Hot Steel (Univ)	−	±	±	∓	±		+	±	6+ 6−
House of Seven Gables (Univ)	+	+	+	+	+	+	+	∓	8+ 1−
Howard of Virginia (Col)	ǂ	ǂ	ǂ		ǂ	ǂ	ǂ	ǂ	14+
I									
I Can't Give You Anything But Love (Univ)	∓	+		+	−	±	+	+	6+ 3−
I Love You Again (M-G-M)	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	ǂ	14+
I Married Adventure (Col)	+	±		ǂ		ǂ	±	+	8+ 2−
I Take This Oath (PRC)	±		∓		+				3+ 2−
I Want a Divorce (Para)	+		+	ǂ		ǂ	ǂ	ǂ	10+
I Was an Adventuress (20-Fox)	±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way (Univ)	+	±	−	+	+	o	±	+	6+ 3−
I'm Nobody's Sweetheart Now (Univ)	+		+	ǂ	+	o	+	+	7+
In Disguise (20th-Fox)				±					1+ 1−
In Old Missouri (Rep)	+	∓	∓	±	∓	∓	∓	±	8+ 7−
Irene (RKO)	+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men (Col)	∓		∓	±	+		−	∓	5+ 5−
J									
Johnny Apollo (20th-Fox)	+	+	+	+	+	+	+	ǂ	9+
K									
King of Lumberjacks (WB)	∓	∓	−	±	±		±	−	5+ 7−
Kit Carson (UA)	+	+	±		+	ǂ	±	ǂ	9+ 2−
L									
LaConga Nights (Univ)	∓	±	∓	±	∓	±	±	±	8+ 8−
Laddie (RKO)							+	+	2+

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor — In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Lady in Question, The	(Col)	+	+	±	ǂ		+	±	+	8+ 2−
Ladies Must Live	(FN)	+	±	−	∓		o	+	∓	5+ 4−
Land of Six Guns	(Mono)	∓		∓	±	±				4+ 4−
Last Alarm	(Mono)	±	∓		+	+	±	±	+	7+ 4−
Laughing at Danger	(Mono)	+	±	±	±	+	+	+	+	8+ 3−
Leather Pushers, The	(Univ)	+	±		±		ǂ	+	+	7+ 2−
Leopard Men of Africa	(SR)	±		+						2+ 1−
Lightning Strikes West	(SR)	∓		∓						2+ 2−
Light of Western Stars	Para)	+		±	+	+	∓	+	±	7+ 3−
Lillian Russell	(20th-Fox)	ǂ	±	±	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 2−
Lone Wolf Meets a Lady	(Col)	+	±	±	+	∓			+	6+ 3−
Love, Honor and Oh Baby	(Univ)	=			±		o	±	−	2+ 5−
Lucky Cisco Kid	(20th-Fox)	−		±	±	+	∓	∓	±	6+ 6−
Lucky Partners	(RKO)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
M										
Mad Men of Europe	(Col)	+	±	∓	+	+				5+ 2−
Man From Tumbleweeds	(Col)	±		±		+				3+ 2−
Man I Married	(20th-Fox)	+	+	+	ǂ	+	+	+	+	9+
Man Who Talked Too Much, The	(WB)	+	±	∓	+	±	+	±	+	8+ 4−
Man With Nine Lives	(Col)	±	±	+	+	±	+	+	+	8+ 3−
Manhattan Heartbeat	(20-Fox)	−	±	∓	+	+	o	+	+	6+ 3−
Margie	(Univ)						±	∓		2+ 2−
Maryland	(20th-Fox)	+	±	±	+	ǂ	o	+	+	8+ 2−
Mayor's Dilemma	(Alliance)							+		1+
Men Against the Sky	(RKO)	+	+	+	ǂ		+	+	±	8+ 1−
Military Academy	(Col)	±	±	±	+	±		+	+	7+ 4−
Millionaires in Prison	(RKO)	+	±	+	+	+	o	±	+	7+ 2−
Money and the Woman	(WB)	±	±		−		±	∓	±	5+ 6−
Mortal Storm, The	(M-G-M)	+	ǂ	ǂ	ǂ	ǂ	+	ǂ	+	13+
Mummy's Hand, The	(Univ)	+		±			n	+	+	4+ 1−
Murder in the Air	(FN)	+	±	∓	+	±	o	∓		6+ 4−
Murder in the Night	(SR)	=		−	∓	±				2+ 5−
My Favorite Wife	(RKO)	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+
My Love Came Back	(FN)	+	+	ǂ	+	ǂ		+	+	9+
Mysterious Mr. Reeder	(Mono)	±	±	∓	±	+				5+ 4−
Mystery Sea Raider	(Para)	+	+	±	+	ǂ	+	+	∓	9+ 2−
N										
New Moon	(M-G-M)	+	ǂ	+	ǂ	ǂ	+	+	ǂ	12+
No Time for Comedy	(WB)	ǂ		+	ǂ	ǂ	+	+	±	10+ 1−
O										
Oklahoma Renegades	(Rep)	+			+	+	o			3+
On the Spot	(Mono)	+		−	∓	+	o	+	±	5+ 3−
On Their Own	(20th-Fox)	±	±	±	±	±	±	+	±	8+ 7−
One Came Home	(M-G-M)									
One Crowded Night	(RKO)	±	±	±	+	+	+	+	+	8+ 3−
One Man's Law	(Rep)	±		∓	+	+	±			5+ 3−
One Million B. C.	(UA)	±	±	−	±	+	o	±	∓	6+ 6−
Opened by Mistake	(Para)	±	±	∓	±	+	o		∓	6+ 5−
Our Town	(UA)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Out West With the Peppers	(Col)	−	±	−	+			=	−	2+ 6−
P										
Pals of the Silver Sage	(Mono)	∓		±	+	+				4+ 2−
Passport to Alcatraz	(Col)	+	−	±	+	+		∓	−	5+ 4−
Pastor Hall	(UA)	±	ǂ	±	+	+	+	ǂ	+	10+ 2−
Phantom Raiders	(M-G-M)	+	+	+	+	ǂ		+	±	8+ 1−
Phantom Wagon, The	(Col)	+								1+
Pier 13	(20th-Fox)	+	±	±	+	+	+	±	+	8+ 3−
Pop Always Pays	(RKO)	+	+	±	∓	+	o	+	+	7+ 2−
Prairie Law	(RKO)	+	±	+	+	+	o		+	6+ 1−
Pride and Prejudice	(M-G-M)	+	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	13+
Private Affairs	(Univ)	±	+	±	±	+	+	+	+	8+ 3−
Public Deb No. 1	(20th-Fox)	±	±	−			+	+	∓	6+ 4−
Q										
Queen of Destiny	(RKO)							ǂ	ǂ	4+
Queen of the Mob	(Para)	±	∓	+	+	+	±	±	−	7+ 5−
Queen of the Yukon	(Mono)				+			+	+	3+
R										
Rainbow Over the Range	(Mono)	±			+	+	±	±	±	6+ 4−
Ramparts We Watch	(RKO)	o	∓	+	ǂ	+	±	ǂ	+	9+ 2−
Range Busters	(Mono)	ǂ			+	+	+	+	+	7+
Ranger and the Lady	(Rep)	±		+	+	+				4+ 1−
Rangers of Fortune	(Para)	+		ǂ	ǂ		+	ǂ	ǂ	10+
Rebecca	(UA)	ǂ	+	+	ǂ	ǂ	ǂ	+	+	12+
Return of Frank James	(20-Fox)	+	+	±	+	ǂ	ǂ	ǂ	+	11+ 1−
Return of Wild Bill	(Col)	+		−	+	+				3+ 1−
Rhythm on the River	(Para)	+	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	13+
Ride, Tenderfoot, Ride	(Rep)	+		+	+	+	+			5+
Riders From Nowhere	(Mono)			±						1+ 1−
River's End	(WB)	+	+	±	+	+	o	+	±	6+ 2−
Rocky Mountain Rangers	(Rep)	+		+	+	+				4−
S										
Safari	(Para)	±	∓	∓	∓	±	+	+	+	8+ 5−
Sailor's Lady	(20th-Fox)	∓	±	±	∓	+	+	=	∓	7+ 7−
Saint Takes Over	(RKO)	+	+	+	+	+	+	+	+	8+
Sandy Is a Lady	(Univ)	+	∓	∓	+	+	+	+	±	8+ 3−
Saps at Sea	(UA)	±	+	+	±	+	+	±	+	8+ 3−
Saturday's Children	(WB)	+	±	±	+	+	o	+	+	7+ 2−
Scatterbrain	(Rep)	+	+	±	+	+	+	+	+	8+ 1−
Sea Hawk, The	(WB)	ǂ	±	+	ǂ	ǂ	ǂ	ǂ	+	13+ 1−
Secret Seven	(Col)	∓	±	±	±	+				5+ 4−
Shooting High	(20th-Fox)	+	∓	∓	±	+	+	±	+	8+ 4−
Sing, Dance, Plenty Hot	(Rep)	±	±	−	+	+	+	+	+	7+ 3−
Ski Patrol	(Univ)	∓	±	∓	±	±	o	+	−	6+ 6−
Sky Bandits	(Mono)	±								1+ 1−
Slightly Tempted	(Univ)	±			+		+	+	±	5+ 2−
So This Is London	(20th-Fox)	±				±			=	2+ 4−
Son of Roaring Dan	(Univ)	+		+	+	+				4+
South of Pago Pago	(UA)	+	+	+	ǂ		o	∓	+	7+ 1−
South to Karanga	(Univ)	+	±	−	+	+	+	±	±	7+ 4−
Spies in the Air	(SR)	−					±			1+ 2−
Sporting Blood	(M-G-M)	o	±	±	+	±	±	+	±	7+ 5−
Stage to Chino	(RKO)	+	ǂ	+	+	+		+	+	8+
Stagecoach War	(Para)	+		∓	+	+	+		+	6+ 1−
Stranger on the Third Floor	(RKO)	+	±	∓	+	±	±	+	+	8+ 4−
Street of Memories	(20th-Fox)	±		−	∓	+	o		∓	4+ 4−
Strike Up the Band	(M-G-M)							ǂ	ǂ	4+
Susan and God	(M-G-M)	±		+	+	ǂ	+	ǂ	+	9+ 1−
T										
Tear Gas Squad	(WB)	±	−	−	±	±		=		3+ 7−
Texas Stagecoach	(Col)	±	±		+	+				4+ 2−
They Drive by Night	(WB)	ǂ	ǂ	+	ǂ	ǂ	+	ǂ	ǂ	14+
Those Were the Days	(Para)	+	+	∓	+	+	+	+	+	8+ 1−
Three Faces West	(Rep)	±	+	±	+	+	+	+	ǂ	9+ 2−
Three Men From Texas	(Para)	+			+	+	+	+	+	6+
'Til We Meet Again	(FN)	+	+	+	+	ǂ	+	ǂ	+	10+
Tomboy	(Mono)	±	±	∓	±	±	±	+	+	8+ 6−
T. Brown's School Days	(RKO)	ǂ	ǂ	+	+	ǂ	ǂ	ǂ	ǂ	14+
Torpedo Raider	(Mono)	∓			+					2+ 1−
Torrid Zone	(FN)	ǂ	+	+	ǂ	+	+	+		9+
Triple Justice	(RKO)		±							1+ 1−
Tulsa Kid, The	(Rep)	±		∓	+	+	+	+	±	7+ 3−
Turnabout	(UA)	+	±	±	+	+	+	+	+	8+ 2−
20-Mule Team	(M-G-M)	+	±	+	±	+	±	+	+	8+ 3−
21 Days Together	(Col)	∓	∓	∓	∓	∓	+	∓		7+ 6−
Two Girls on B'way	(M-G-M)	±	±	+	+	+	±	+	+	8+ 3−
Typhoon	(Para)	±	±	±	±	+	+		+	7+ 4−
U										
Under Texas Skies	(Rep)							+		1+
Untamed	(Para)	−	±	±	+	+	o	±	∓	6+ 5−
Up in the Air	(Mono)	+			+		+	+	+	5+
V										
Villain Still Pursued Her, The	(RKO)	±	∓	−	−	±	o	±	∓	5+ 7−
Viva Cisco Kid	(20th-Fox)	−	∓	=	∓	±	+	±	=	5+ 9−
W										
Wagons Westward	(Rep)	+	+	±	+	+	+	−	∓	7+ 3−
Waterloo Bridge	(M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Way of All Flesh	(Para)	±	∓	−	∓	−	∓	−	∓	5+ 8−
We Who Are Young	(M-G-M)	±	±	∓	ǂ	ǂ	+	+	∓	10+ 4−
West of Abilene	(Col)	+		±	±	+				4+ 2−
Westerner, The	(UA)	±								1+ 1−
When the Daltons Rode	(Univ)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Who Is Guilty?	(Mono)	−		±	±	±				4+ 5−
Wildcat Bus	(RKO)	=	±	∓	±			∓	=	4+ 8−
Wild Horse Range	(Mono)	∓			±	±				3+ 3−
Women in War	(Rep)	+	+	±	+	+	+	+	+	8+ 1−
Wyoming	(M-G-M)	+		±	+	+	ǂ	+	+	8+ 1−
Y										
Yesterday's Heroes	(20th-Fox)							±	+	2+ 1−
You Can't Fool Your Wife	(RKO)	+	∓	±	∓	±	o	+	∓	7+ 5−
Young People	(20th-Fox)	+	+	+	ǂ	ǂ	+	+	+	10+
Young Buffalo Bill	(Rep)	+		+	+	±				4+ 1−
You're Not So Tough	(Univ)	±	±	−	+	±	o	+	+	6+ 4−
Yukon Flight	(Mono)				∓	+				2+ 1−

Numeral is production number. Running time follows title. First date is national release, second the date of review in BOXOFFICE; both 1940 unless otherwise specified. The symbol between the dates is rating from the BOXOFFICE review: ‡ Very good, + Good, ± Fair, ∓ Mediocre, — Poor, = Very Poor. ◎ Indicates Technicolor.

Shorts Chart

Columbia

Prod. No.	Title	Rel. Date	Rating	Rev'd
	ALL-STAR COMEDIES			
1435	Boobs in the Woods (17)	5-31	=	7-22
1438	Fireman Save My Choo-Choo (18)	8- 9	+	8-31
1430	Heckler, The (17)	2-16	+	2-17
1437	His Bridal Fright (16)	7-12		....
1432	Money Squawks (17)	4- 5		....
1431	Pardon My Berth Marks (18)	3-22	+	3-16
2421	Pleased to Mitt You (18)	9- 6		....
1421	Skinny the Moocher (16½)	9- 8		....
1434	South of the Boudoir (18)	5-17	±	6-15
2422	Spook Speaks, The (18)	9-20		....
1436	Taming of the Snood (16)	6-28		....
9437	Trouble Finds Andy Clyde (18)	7-28		....
1433	You're Next (17)	4- 5	±	7-22
	CINESCOPES			
1974	Berth of a Queen (11)	3-15	∓	4-20
1973	Fashion Takes a Holiday (11)	3- 8	±	3-16
2971	Hobby Lobby (10)	8-30		....
2972	Industrial Green Island (10)	9-20		....
1975	Odd Vacations (8½)	6-16		....
1972	Threads of a Nation (11)	2- 9	±	2-10
	COLOR RHAPSODIES (In Technicolor)			
1508	Blackboard Revue (7)	3-15		....
1510	Egg Hunt, The (7½)	5-31	∓	6-15
1509	Greyhound and the Rabbit, The (7½)	4-19	+	4-27
1507	Happy Tot's Expedition, The (6½)	2- 9	+	4-27
2502	◎Mr. Elephant Goes to Town (7½)	10- 4		....
2501	Tangled Television (7½)	8-30		....
1512	Timid Pup, The (8)	8- 1	±	8-31
1511	Ye Olde Swap Shoppe (7½)	6-28		....
	COLUMBIA TOURS			
2551	Historic Virginia (Andre de la Varre Productions) (11)	8-16		....
1558	In the Land of Pagodas (..)	6-14		....
1555	New Hampshire (11)	2- 9	∓	3-16
2553	Old and New Arizona (Special) (10)	9-27		....
1557	Pleasure bound in Canada (9)	5-17		....
2552	Savoy in the Alps (La Varre Production) (10)	9-13		....
1556	Unveiling Algeria (9½)	3- 1	+	4-20
	COMMUNITY SING			
1656	No. 6 (Medley of Hits) (10)	6-28		....
	FABLES CARTOONS			
1754	Barnyard Babies (7½)	6-14		....
2751	Farmer Tom Thumb (7)	9-13		....
1755	Pooch Parade (6)	7-19		....
1753	Practice Makes Perfect (6)	4- 5	±	4-27
	PHANTASIES CARTOONS			
1705	Fish Follies (6)	5-10		....
1704	Man of Tin (6½)	2-23		....
1706	News Oddities (6)	7-19		....
1756	Peep in the Deep, A (6½)	8-23	+	8-31
1707	School Boy Dreams (7)	8-30		....
	SCREEN SNAPSHOTS (Series 19)			
1855	No. 5 (11) Art in Hollywood.	2-23	+	3-16
1856	No. 6 (10) Hollywood Recreations.	3-29	±	3-16
1857	No. 7 (10) Wardrobe Designers.	5- 3		....
1858	No. 8 (10) Cowboy Jubilee.	6- 7		....
1859	No. 9 (10) Ken Murray.	7-10		....
1860	No. 10 (9) Jack Oakie.	8-10	±	8-31
	SPORT REELS			
1809	Canvas Capers (11)	7-19		....
2801	Master of Cue With Willie Hoppe (10)	9-20		....
1805	Roughhouse Fiesta (10)	3- 8		....
1806	Tomorrow's Stars (10)	4-19	+	4-27
1808	Saving Strokes With Sam Snead (10)	6-28		....
1807	Sport of Kings (10)	5-24	±	7- 6
1804	Flying Targets (10)	2-16	+	3-16
	THREE STOOGES COMEDIES			
1406	A 'Plumbing We Will Go (18)	4-19		....
2401	From Nurse to Worse (17)	8-23	+	8-31
1408	How High Is Up (16)	7-16	=	8- 3
1407	Nutty But Nice (18)	6-14		....
1405	Rockin' Through the Rockies (17)	3- 8	±	3-16
	20TH ANNIVERSARY SNAPSHOTS			
2851	No. 1 (10)	9- 6		....
2852	No. 2 (10)	10-18		....
	WASHINGTON PARADE Series 2			
1903	No. 3 (Inside the F. B. I.) (11)	2- 9		....
1904	No. 4 (Social Security) (10)	5-10	+	6-15
1905	No. 5 (The Archives) (11)	7- 4	+	8- 3
1906	No. 6 (Our Nat'l Defense) (10)	8-30		....
	Series 3			
2901	No. 1 (The Mint) (10)	10- 4		....

Metro-Goldwyn-Mayer

Prod. No.	Title	Rel. Date	Rating	Rev'd
	CRIME DOESN'T PAY			
	Buyers Beware (20)		‡	9- 7
P- 3	Jack Pot (19)	3- 9	‡	3-30
P-815	Think First (21)	9- 9		....
P- 4	Women in Hiding (22)	6-22	±	7- 6
	FITZPATRICK TRAVELTALKS (In Technicolor)			
	Capitol City, The—Washington, D. C. (9)		‡	9- 7
T-59	Calling on Colombia (8)	3-16	∓	4-27
T-61	Modern New Orleans (8)	5-11	∓	6-22
T-58	Seattle, Gateway to the Northwest (9)	2-17	+	3-30
T-60	Sitka and Juneau (9)	4-13	±	4-27
T-62	Suva, Pride of Fiji (9)	6- 8	∓	6- 8
	MINIATURES			
M-78	Door Will Open, A (11)	3- 9	+	3-30
80-x	Northward Ho! (9) (Sepia)	2-10	+	3-23
M-79	Servants of Mankind (9)	5-11	+	6- 8
	M-G-M CARTOONS (New Series) (Technicolor)			
W- 90	Bookworm Turns, The (8)	7-20	+	8-31
W- 84	Puss Gets the Boot (9)	2-10	±	3-23
W- 85	Home on the Range (9)	3-23	+	3-30
W- 89	Milky Way, The (..)	6-22	+	7- 6
W- 26	Rainy Day, A (7)	4-20		....
	Romeo in Rhythm (8)		±	9- 7
W- 87	Swing Social (8)	5-18		....
W- 88	Tom Turkey (7)	6- 8		....
	M-G-M NEWS OF THE DAY Released Twice Weekly			
	OUR GANG COMEDIES			
C-136	All About Hash (11)	3-30	+	6- 8
C-135	Big Premiere, The (10)	3- 9	±	3-30
C-138	Bubbling Troubles (11)	5-25	±	7- 6
	Good Bad Boys (11)		+	9- 7
C-137	New Pupil, The (11)	4-27	∓	4-27
	PASSING PARADE (New Series)			
K-123	Hidden Master, The (11) (Sepia)	4-20	+	4-27
K-124	Way in the Wilderness, A (10) (Sepia)	6-22	+	7- 6
K-122	XXX Medico (10) (Sepia)	3-23	+	4-27
	PETE SMITH SPECIALTIES			
S-110	Cat College (9) (Sepia)	6-29		....
S-107	Domineering Male, The (10)	3-30	‡	3-30
	Please Answer (9)		‡	9- 7
S-108	Spots Before Your Eyes (10)	5- 4	+	6- 8
S-106	Stuffie (11)	3- 2	+	3-23
S-105	What's Your I. Q.? (8) (Sepia)	2-10	±	3-23
S-109	What's Your I. Q.? No. 2 (9)	6-10	±	7- 6
	ROBERT BENCHLEY			
F-144	Home Movies (7)	2-17	+	3-16
	SPECIAL			
X-151	◎Flag Speaks, The (19)	6-14	‡	5- 4

Paramount

Prod. No.	Title	Rel. Date	Rating	Rev'd
	COLOR CLASSICS (In Technicolor)			
C9-3	Ants in the Plants (7)	3-15	±	3-23
C9-2	Little Lambkin (7)	2-12	+	2-24
C9-4	Kick in Time, A (7)	5-17	±	5-18
C9-5	Snubbed by a Snob (7)	7-19	+	8-31
C9-6	You Can't Shoe a Horse-fly (7)	8-23	+	8-24
	COLOR CRUISES (New Series in Cinecolor)			
K9-2	Argentina (10)	4- 5		....
K9-5	Isle of Columbus (10)	2- 9		....
K9-7	Pacific Paradise (10)	6-21		....
	HEADLINER			
A9-9	Blue Barron and His Orchestra (10)	5-31	+	6-22
A9-7	George Olsen and His Music (10)	3-15		....
A9-8	Have You Met Yvette (10) Paul Baron and Orch.	4-26	+	5- 4
A9-10	Pinky Tomlin and Orch. (11)	7-19	+	8-31
	PARAMOUNT NEWS Released Twice Weekly.			
	PARAGRAPHICS			
V9-9	Dangerous Dollars (11)	6-28		....
V9-7	Not So Dumb (10)	3-15		....
V9-6	Paramount Pictorial (10)	2-16	+	2-24
V9-10	Paramount Pictorial No. 2 (11)	8- 9	±	8-24
V9-8	◎Television Preview (10) (Lanny Ross-Ted Husing)	5-17	‡	5-18
	POPEYE CARTOONS			
E9-10	Doing Impossikible Stunts (7)	8- 2	+	8-17
E9- 3	Females Is Fickle (7)	3- 8	±	3-23
E9- 9	Fightin' Pals (8)	7-12	‡	8-17
E8-11	It's the Natural Thing to Do (7)	7-28	±	8-26
E9- 5	Me Feelings Is Hurt (7)	4-12	∓	5- 4
E9- 8	Nurse Mates (7)	6-21		....
E9- 6	Onion Pacific (7)	5-24	+	6-22
E9-12	Puttin' on the Act (7)	8-30	+	8-24
E9- 4	Stealin' Ain't Honest (7)	3-22	∓	5- 4
E9-11	Wimmin' Hadn't Oughta Drive (7)	8-16	+	8-24
	POPULAR SCIENCE (In Cinecolor)			
J9-4	(10)	2-16	+	2-24
J9-5	(10)	5- 3	+	5- 4
J9-6	(11)	6-28		....
	GRANTLAND RICE SPORTLIGHTS			
R9-10	Blue Streak (10)	4-19	+	5- 4
R9- 8	Human Fish (10)	2-23	+	2-24
R9-13	Sink or Swim (10)	7-12		....
R9- 9	Two of a Kind (10)	3-22	±	3-23
	STONE AGE CARTOONS			
B9-5	Foul Ball Player, The (7)	5-24	±	6-22
B9-9	Fulla Bluff Man, The (7)	8- 9	±	8-24
B9-3	Granite Hotel (7)	4-26	±	5-18
	Springtime in the Rockage (7)	8-30		....
B9-6	Ugly Dino, The (7)	6-14		....
B9-2	Way Back When a Nag Was Only a Horse (7)	3- 8	±	3-23
B9-4	Way Back When a Night Club Was a Stick (7)	5-16		....
B9-8	Way Back When a Razzberry Was a Fruit (7)	7-26	+	8-17
B9-1	Way Back When a Triangle Had Its Points (7)	2- 9	+	3- 2
	UNUSUAL OCCUPATIONS (In Color)			
L9-4	No. 4 (10)	3-29	+	5- 4
L9-5	No. 5 (10)	5-31	+	5-18
L9-6	No. 6 (11)	8- 2	‡	8-17

RKO Radio

Prod. No.	Title	Rel. Date	Rating	Rev'd
	DISNEY CARTOONS (In Technicolor)			
	Big Hearted Pluto (..)	1-24		....
04,105	Billposters (8)	5-17	+	5-25
04,107	Bone Trouble (9)	6-28		....
04,103	Donald's Dog Laundry (8)	5- 5	+	5-25
04,109	Donald's Vacation (8)	8- 9	‡	8-10
	Fire Chief (..)	11-22		....
	Goofy's Glider (..)	11- 1		....
	Little Whirlwind (..)	12-13		....
04,106	Mr. Duck Steps Out (8)	6- 7		....
	Mr. Mouse Takes a Trip (..)	10-11		....
	Pantry Pirate (..)	1- 3		....
04,110	Pluto's Dream House (8)	8-30		....
04,108	Put-Put Trouble (7)	7-19		....
04,102	Riveter, The (7)	3-15		....
04,104	Tugboat Mickey (7)	4-26	±	5-25
	Window Cleaners (..)	9-20		....
	EDGAR KENNEDY COMEDIES			
03,404	Mutiny in the County (17)	5- 3		....
03,403	Slightly at Sea (16)	2- 9		....
03,405	'Taint Legal (16)	5-24		....
	LEON ERROL COMEDIES			
03,704	Bested by a Beard (20)	7-26		....
	MARCH OF TIME			
03,107	No. 7 (18) Vatican of Pius XII.	2-16	‡	2-24
03,108	No. 8 (18) Canada at War.	3-15	+	3-16
03,109	No. 9 (19) America's Youth—1940.	4-12	±	4-20
03,110	No. 10 (19) The Philippines.	5-10	+	5-18
03,111	No. 11 (18) The U. S. Navy.	6- 7	+	6-22
03,112	No. 12 (17) Spoils of Conquest.	8- 2	+	8-10
03,113	◎No. 13 (20) Gateways to Panama.	8-24	‡	8-31
	PATHE INFORMATION PLEASE			
04,207	No. 7 (11)	2-23	‡	3-16
04,208	No. 8 (10)	3-22	+	4-13
04,209	No. 9 (11)	4-19	+	4-27
04,210	No. 10 (11)	5-17	‡	6-22
04,211	No. 11 (10)	6-14	±	6-15
04,212	◎No. 12 (12)	7-12	‡	7-13
04,213	No. 13 (11)	8- 9	+	8-10
	PATHE NEWS (Released Twice Weekly)			
	RADIO FLASH COMEDIES			
03,205	Goodness, a Ghost (16)	7- 5		....
	Marriage-Go-Round (18)	7-28		....
	PATHE SPORTSCOPE			
04,309	Court Favorites (8)	5-12	+	4-27
04,308	Flycasting (9)	5-15	+	4-13
04,311	◎Hurdle Hoppers (9)	6- 7		....
04,307	Pennant Chasers (9)	2-16	‡	3-16
04,310	Silent Wings (9)	5-10	+	6-22
04,611	Streamlined (9)	6-21		....
04,313	Trouble Shooter (9)	8- 2		....
	RAY WHITLEY WESTERNS (New Series)			
03,503	Molly Cures a Cowboy (19)	3-22		....

: WHAT'S IN THE NEWSREELS :

TUESDAY, SEPTEMBER 10

Movietone News, No. 1

Air raids on London; RAF in reprisal raids; destroyers sail to join British Navy; Secretary Knox and Admiral Hepburn meet on coast; California diving exhibitions; crown Miss America at Atlantic City; Virginia tobacco festival; Martinelli sings at Chicago concert; David Rockefeller weds; all-star football in New York; Dartmouth prepares for pigskin season; Lew Lehr.

News of the Day, No. 303

RAF raid Berlin; survivors of London raids; Envoy Taylor home from Vatican post; Martinelli sings in Chicago; Miss America selected; Indianapolis motorcycle meet; swimming on coast.

Paramount News, No. 4

Atlantic City beauty pageant; sloop brings Norwegians; David Rockefeller weds; Chicago music festival; Prince Michael ascends Rumanian throne; defense commission meets in Washington; destroyers set for transfer; swim meet on coast; Dartmouth football practise; polo on Long Island; boys boxing matches.

RKO Pathe News, No. 4

Air battles over England; defense board meets in capital; Willkie speech; tanks slated for transfer to Canada; Chicago concert; Virginia tobacco festival; boys box at World's Fair.

Universal Newsreel, No. 909

Bombs destroy London; Carol leaves Rumanian throne; Navy Secretary Knox visits coast base; discuss tank transfer to Canada; select Miss America; Vatican Envoy Taylor returns; concert in Chicago; mint speeds output of pennies; dog show; boys boxing matches.

THURSDAY, SEPTEMBER 12

Movietone News, No. 2

Roosevelt talks to labor; Japanese bomb Chungking; King and Queen of England perform duties regardless of raids; King of Norway inspects Norwegian airmen in England; Prince Bernhard of Holland looks over Dutch flyers in Britain; college fashions; Lew Lehr; John Barrymore impresses profile in Grauman's sidewalk; tennis; Notre Dame, U. of Tennessee and Alabama in pigskin practise.

News of the Day, No. 200

Roosevelt speech to labor; King of Norway in England; Japanese bomb Chungking; hog calling contest in west; diaper derby; Notre Dame football practise; tennis.

Paramount News, No. 5

Army trains marksmen at Camp Perry, Ohio; Maine votes Republican; English child evacuees go to school; children arrive in England after torpedoing; Buckingham Palace bombed; Knudsen inspects Buffalo plane plant; at Baltimore he looks at Martin works; tennis; football training; Roosevelt opens campaign.

RKO Pathe News, No. 5

Roosevelt starts campaign; Knudsen, General Arnold tour defense plants; Japanese close Indo-China trade routes; army trains marksmen in Ohio; child torpedo victims rescued; air crash in Australia; tennis; football training.

Universal Newsreel, No. 910

Knudsen inspects defense plants; Congress speeds conscription; make plane of wood in Texas; salmon derby in Seattle; Washington police stage show; Notre Dame practises football; tennis.

Prod. No.	Title	Rel. Date	Rat-ing	Rev'd
03,504..	Corralling a Schoolmarm (20)	6-14	+	8-10
	REELISMS (New Series)			
04,609..	Air Army (9)	4-26	++	4-27
04,613..	Hats (9)	8-16		....
04,607..	Navajo Land (10)	3- 1	+	2- 3
04,608..	Siege (10)	3-29	++	2-24
04,610..	Stray Lamb (8)	5-24	+	6-15
04,611..	Streamlined (9)	8-10	∓	8-10
04,612..	Week End (9)	7-19		....

20th Century-Fox

ADVENTURES OF A NEWS CAMERAMAN

0201..	Conquering the Colorado (11)	8-18	++	8-19
0204..	Sanctuary of the Seals (9)	6- 7	+	6-22
	ED THORGERSEN—SPORTS			
0306..	Action on Ice (9)	7-19		....
0304..	Following the Hounds (10)	3- 1		....
0305..	Over the Seven Seas (10)	4-26	+	6- 8
1301..	Vacation Time in Florida (8)	8-10	±	8-17
	FATHER HUBBARD'S ALASKAN ADVENTURES			
0107..	Climbing the Spirit's Home (10)	5-10	+	3-30
1101..	Eskimo Trails (10)	8- 2	+	8-17
0105..	Valley of 10,000 Smokes (10)	2-16		....
	FASHIONS (In Technicolor)			
0603..	Fashion Forecasts No. 7 (8)	6-21		....
0604..	Fashion Forecasts No. 8 (8)	6-21		....
	FOX MOVIETONE NEWS Released Twice Weekly			
	LEW LEHR AND HIS DRIBBLE PUSS PARADE			
0404..	Cheerio My Dears (9)	7- 5		....
1401..	Grunters and Groaners (8)	8-30	+	8-17
0403..	Labor Savers (9)	4-12		....
	LOWELL THOMAS MAGIC CARPET			
0106..	Flying Stewardess (10)	3-15		....
1102..	Florida, Land of Flowers (9)	9-13	±	8-17
1018..	Isle of the East (9)	5-24	+	6- 8
	TERRY-TOONS			
0510..	All's Well That Ends Well (7)	3- 8	+	3-30
1551..	Billy Mouse's Akwakade (7)	8- 9	∓	8-17
0559..	Catnip Capers (7)	5-31	++	6-22
0509..	Hare and Hounds (7)	2-23		....
0556..	Harvest Time (7)	2- 9	+	2-17
0511..	It Must Be Love (7)	5- 5		....
0558..	Just a Little Bull (7)	4-19		....
0517..	Love in a Cottage (7)	7-28		....
0557..	Much Ado About Nothing (7)	3-22	+	3-30
0514..	Professor Offkeyski (7)	6-14	±	6- 8
0515..	Rover's Rescue (7)	6-28		....
0516..	Rupert the Runt (7)	7-12		....
0513..	Swiss Ski Yodelers (7)	5-17	+	6- 8

Universal

LANTZ CARTUNES (Technicolor)

4267..	Adventures of Tom Thumb jr. (9)	3- 4	+	4-13
	Crazyhouse (..)	9- 9		....
4266..	Kittens Mittens (8)	2-12	+	2-24
4268..	100 Pigmies and Andy Panda (7)	4-22		....
	GOING PLACES WITH GRAHAM McNAMEE			
4358..	No. 73 (8)	2-26	+	3-30
4359..	No. 74 (9)	3-18	±	4-27
4360..	No. 75 (9)	4-29	±	4-27
4361..	No. 76 (9)	5-13	+	5-11
4362..	No. 77 (9)	5-27	+	6-22
4363..	No. 78 (9)	6-17		....
4364..	No. 79 (9)	7-18	+	8- 3
4365..	No. 80 (9½)	8-12		....
5351..	No. 81 (9)	9-23		....
5352..	No. 82 (9)	10-14		....
5353..	No. 83 (..)	11-11		....
	SPECIAL TWO REELERS			
5110..	Swing With Bing (19)	9- 4	±	8- 3
	STRANGER THAN FICTION			
4378..	No. 73 (9)	2-19	+	3-30
4379..	No. 74 (8½)	3-11	+	4-27
4380..	No. 75 (9)	4-15	±	4-27
4381..	No. 76 (9)	5- 6	+	5-11
4382..	No. 77 (9)	5-20	+	6-22
4383..	No. 78 (9)	6-10	+	6-22
4384..	No. 79 (9)	7- 8	+	7-27
4385..	No. 80 (9)	8- 5	+	7-27
5371..	No. 81 (9)	9-16		....
5372..	No. 82 (9)	10- 7		....
5373..	No. 83 (..)	11- 4		....
	TWO REEL MUSICALS			
4226..	Bullets and Ballads (17½)	2-14	±	2- 3
	Class in Swing (..)	9-25		....
4228..	Folies Parisienne (18) Harry Stafford-Leon Belasco.	4-17	±	4-20
4231..	Hawaiian Rhythm (17) Harry Owens and His Royal Hawaiians.	7-17	+	7-27
4233..	I Dream of Jeanie With the Light Brown Hair (17)	8-28		....
4227..	International Revels (17) William G. Sabbot, Janet Collins.	3-13	∓	4-13
4110..	March of Freedom (21)	9- 6		....
4230..	Naughty Nineties (18)	6-17	++	7- 6
4229..	Swingin' in the Barn (19) Texas Jim Lewis and His Band.	5-15	+	6-22
4232..	Varsity Vanities (17½) Six Hits and a Miss, Martha Tilton.	8- 7	+	8- 3
	UNIVERSAL NEWS Released Twice Weekly			

Vitaphone

BROADWAY BREVITIES

5106..	Alex in Wonderland (20)	3- 9		....
5107..	Double or Nothing (20)	4-20	±	2-10
	Down on the Farm (..)	10- 5		....
5105..	One for the Book (20)	2- 3	+	1-13
5108..	Public Jitterbug No. 1 (19)	5- 4		....
4008..	Ride, Cowboy, Ride (20)	9- 9		....
5109..	Spills for Thrills (19)	6-15	++	8- 3
5110..	Young America Flies (20)	8- 3		....
	THE COLOR PARADE (New Series)			
	California Thoroughbreds (..)	9-21		....
5410..	Famous Movie Dogs (10)	7-27	+	8-17
5407..	Gun Dog's Life (10)	5-11	+	5-18
5405..	Mechanix Illustrated No. 3 (10)	2-17	+	2-10
5408..	Mechanix Illustrated No. 4 (10)	6-29	+	6-15
5406..	Men Wanted (10)	3-23	++	4-13
5410..	Movie Dog Stars (10)	8-17		....
5409..	Valley, The (8)	7-20	+	7- 6
	ELSA MAXWELL'S BLUE RIBBON COMEDIES			
6101..	Riding Into Society (19)	9- 7	±	8-31
	HOLLYWOOD NOVELTY			
6301..	Football Thrills (10)	9-28		....
	LOONEY TUNES CARTOONS			
5609..	Ali Baba Bound (7)	2-10		....
6601..	Calling Dr. Porky (7)	9-21		....
5614..	Chewin' Bruin, The (7)	6- 8	±	6-22
5616..	Patient Porky (7)	8-24	++	8-24
5610..	Pilgrim Porky (7)	3-16	+	4-13
5615..	Porky's Baseball Broadcast (7)	7- 6	++	7- 6
5612..	Porky's Poor Fish (7)	5-18		....
6602..	Prehistoric Porky (7)	10-12		....
5611..	Slap Happy Pappy (7)	3-13		....
5613..	You Ought to Be in Pictures (7)	5-18	+	5-18
	MELODY MASTERS			
5507..	Carl Hoff & Orch. (10)	3-23		....
5505..	Coquettes, The (10)	2-17		....
5506..	Dave Apollon & Orch. (10)	3- 2	±	2-10
	Joe Reichman & Orch. (10)	10-26		....
5508..	Larry Clinton & Orch. (10)	5-25		....
6501..	Matty Malneck & Band (10)	9-14	++	8-24
5509..	Ozzie Nelson & Orch. (10)	6-29	++	7- 6
5510..	Woody Herman & Orch. (10)	7-27		....
	MERRIE MELODIES (In Technicolor)			
5326..	Bear's Tale, The (7)	4-13	+	8-31
5312..	Busy Bakers (7)	2-10		....
5326..	Ceiling Hero (7)	7- 6		....
5321..	Circus Today (7)	6-22	+	7- 6
5315..	Confederate Honey (7)	3-30		....
5314..	Cross-Country Detours (7)	3-16	++	4-13
5323..	Egg Collector (7)	7-20		....
5313..	Elmer's Candid Camera (7)	3- 2		....
5319..	Gander at Mother Goose (7)	5-25	±	5-18
5325..	Ghost Wanted (7)	8-10		....
6104..	Good Night Elmer (7)	10-26		....
5317..	Hardship of Miles Standish (7)	4-27		....
6703..	Holiday Highlights (7)	10-12		....
5322..	Little Blabbermouse (7)	7- 6	++	8-17
6701..	Malibu Beach Party (7)	9-14	±	9- 7
5318..	Sniffles Takes a Trip (7)	5-11		....
	Stagefright (..)	9-28		....
5320..	Tom Thumb in Trouble (7)	6- 8	±	6-15
5324..	Wild Hare, A (7)	7-27		....
	SPORTS PARADE			
	Dogs You Seldom See (10)		+	8-31
	Football Highlights (10)		+	8-31
	TECHNICOLOR			
5006..	Cinderella's Feller (20)	6- 1	+	6-15
	Flag of Humanity (..)	10-19		....
5007..	Pony Express Days (20)	7-13	+	7- 6
5008..	Service With the Colors (20)	8-31		....
5005..	Singin' Dude, The (20)	4- 6	±	4-13
5004..	Teddy the Rough Rider (19)	2-24	+	2-10
	SPECIALS (Tech.)			
4403..	Master's Touch, The (10)	2-18		....
	VITAPHONE VARIETIES			
5706..	All Girl Revue (10)	6-22		....
5704..	No Parking (10)	3-30		....
5705..	Radio and Relatives (10)	5-25		....

Serials

	COLUMBIA			
1180	Deadwood Dick 15 Chapters. Don Douglas, Lorna Gray.	7-19	∓	7-27
1161-75..	Terry and the Pirates 15 Chapters. William Tracy-Granville Owens.	4-12	∓	4-20
	REPUBLIC			
973	Adventures of Red Ryder. Don "Red" Barry.	6-15	+	6- 8
972	Drums of Fu Manchu 15 Chapters. Henry Brandon, Luana Walters.	3-15	+	2-17
081	King of the Royal Mounted 12 Chapters. Allan Lane.	9-20	++	8-24
	UNIVERSAL			
4881-92..	Flash Gordon Conquers the Universe Larry (Buster) Crabbe.	4- 9	++	2-24
	Green Hornet Strikes Again 15 Chapters. Warren Hull.	12-24		....
5681	Junior G-Men 12 Chapters. Dead End Kids, Little Tough Guys.	9- 1	+	8- 3
5581	Winners of the West 13 Chapters. Dick Foran, Anne Nagel.	7- 2	∓	5 11

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WHAT THEY THINK ABOUT ADVANCED ADMISSIONS

Strike up the Band



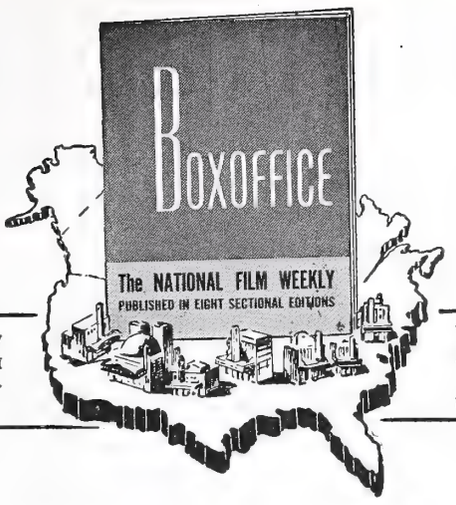
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TOO BIG FOR FUEHRERS

THE NEWSPAPERS and the radio, wrestling with wartime censorship, daily paint the terrifying picture of the struggle in Europe.

In this country, authoritative writers through many printed channels are unfolding scattered evidence building into solid chapters which reveal the schemes and the ambitions for a Hitlerian world.

America now has peacetime conscription. She is spending staggering billions in a frenzied rush toward national defense—land army, sky army, a two-ocean navy.

The nation's leaders of both political faiths are on public record in denunciation of the Nazi philosophy and with deeply disturbing warnings of the future.

The appeal to the eye, which is the printed word, and the appeal to the ear, which is the radio, carry on their functions as vital arteries of communication, but the film, as important as either, and in some opinion more so than both, meets interference in the pursuit of that objective.

Chicago has said so in the ban on "Pastor Hall." So has Philadelphia in the instance of the "Baptism of Fire" sequences in "The Ramparts We Watch." That Chicago has reversed itself is a welcome victory. Between the time this is written, ground off the presses and placed in circulation, Philadelphia may be doing likewise.

As significant as a second victory there would be, and regardless of whether or not we are jammed between deadlines and a possible reversal, these twin situations step into the forefront of industry considerations because they are symptomatic of a condition with which the industry may be more frequently confronted in the days ahead.

It is not at all unlikely that, as it grows older and as world events take on more acuteness, this will become a business of communication, as well as of entertainment, through celluloid. There are current signs. Through the documentary method, "The Ramparts We Watch" talks preparedness. "Pastor Hall" inflicts its sledge hammer blows on the Nazi scheme of things, thinly coating its objective through the device of a dramatic story about fictional people. Both are clear-cut examples of communicating thoughts and facts. Entertainment is decidedly a minor consideration.

No doubt, there will be other occasions concerning themselves with other matters. In one form or another, and presumably as well as hopefully, through the entertainment approach chiefly, the industry may determine for itself, or by suggestion advanced, to take a stand on other issues facing the nation. Shaping up already in Hollywood is the impending cycle on preparedness. Long discussed has been a film for British war relief.

Probably not these, but other causes of a nature now unknown will run into opposition. No one can foretell the direction from which it may develop. For it's a large country full of divergent points of view. This ought to be no deterrent, however. There is no valid reason why the freedom surrounding the newspaper and the radio should be denied motion pictures.

This business and the medium at its disposal can have a great deal to say in the cause of general good without relinquishing its commercial character. It must feel free and be free to do so in reasoned, well-matured terms, bush league fuehrers in the guise of police and political censors, and from there on up, notwithstanding.

Kann

PUBLIC GROUPS TO APPRAISE PRODUCT, SUPPLY DATA TO EXHIBITORS AS A PRE-BUYING GUIDE

Will See Trade Showings And Advise Showmen On Reaction Resulting

NEW YORK — Representatives of the various public groups, such as Parent-Teachers Associations, the Legion of Decency and women's clubs, will be invited to all local trade showings by distributors under decree procedure, it is stated by a spokesman for one of the "Big Five." These representatives, it is pointed out, will be expected to immediately notify exhibitors through their regular channels of their reaction to films, thereby giving theatre owners an opportunity to reject or accept a film long before a salesman has approached the account.

The plan also is seen as discounting Ed Kuykendall's theory, along with a number of other exhibitors who attended the Thurman Arnold conclaves in Washington, that under the proposed new system there will be no community choice in buying.

This contrasts with current day operations wherein exhibitors have already bought the films and then reject through cancellation privileges in contracts.

Selling in small blocks is not entirely new to distributors. With only minor exceptions, every company sells in small groups in various parts of the world. While the method would represent a change in American distribution, it is pointed out that every picture is trade shown and then sold in England. As for other countries, exhibitors are shown pictures before buying them to determine whether or not they are suitable for the market, this major source states.

"Furthermore," the spokesman adds, "in the old days in this country picture were sold one, two or three at a time after the exhibitor saw them.

"Block booking became a universal practice after a complete consolidation of production in seven or eight companies, which produced the needs of exhibitors. Selling individually then fell into disuse.

"No one can dogmatically say small groups are bad or good for exhibition. The reverse might be true, for under the new system the buyer sees the films and pays only what he believes they are worth.

"Under the present system contracts are made in advance and, if the pictures do not come up to expectation, the exhibitor might say he overpaid.

"In many instances pictures exceed expectations and the exhibitor has underpaid. All the present system amounts to is a best guess what the product would be like. Under the new order of things the guess is taken out, the producer only gets what the picture is worth and the exhibitor will pay for what he gets and not hope for what he gets."

Continuing along the same line, the source maintains, "The exhibitor squawks about groups of five, most likely, are from those who have been the fortunate ones and underpaid and now fear that on the new basis they might have to pay what the pictures are worth. This, however, does not represent a large class of exhibitors."

It is felt that the questionable exhibitor will get little public support in continuing the "unfair advantage he has been enjoying," according to this spokesman.

"In Public Interest"

"As far as the public is concerned a more wholesome system of sale and distribution of pictures cannot be conceived of than the blocks of five. Exhibitors will see what is offered for sale and appraise pictures suitable for his community. Various public groups will be able to recommend to theatre owners in each particular locality the purchase or rejection of films before the exhibitor contracts for them.

"Today, the exhibitor, having bought pictures a year in advance, plays what he has signed for. Under the new system he does not have to buy pictures these public groups recommend to him as unsuitable to his particular community."

Trade showings, abolition of blind buying and the sales of no more than five pictures in one group give the exhibitor everything he has been asking for, this source contends. The new plan also gives public groups the absolute freedom to carry out their recommendations in the selection of pictures to be shown in their locality, he maintains.

"There is no doubt public groups will have a representative at screenings in all exchange centers and make their recommendations to theatre owners long before a salesman calls," he observes. Public groups will be sent notices by local exchanges and these groups presumably will continue to send out regular circulars with their opinions. Additionally, it is pointed out that coast representatives see "rushes" on all pictures and have a pretty good idea in advance of the trade showings of what to look for in certain films. Also, exhibitors will have complete reviews in trade papers to supplement the recommendations of public groups.

"Everybody and everything will be better under the new order. The only one who will not benefit is the one who has a racket of it now," goes the view.

Slap at Objectors

Lambasting exhibitor leaders campaigning against blocks of five, the source goes on to say, "With 20 years of agitation for a change and reform in the method of distribution, you would naturally expect exhibitors to welcome the achievement of the ends which they have sought." By far is this the fact, the consent decree negotiator declares.

When asked about cancellation, the informant said that, when an exhibitor passes up one, two or three pictures in a group he immediately effects a 10, 20 or 30 per cent elimination. If he passes up five or six groups the theatre owner effects a 50 to 60 per cent cancellation.

Bringing home another point, which has been emphasized in BOXOFFICE before, the major spokesman says a distributor may elect to sell one, two or three pictures at a time. It is not at all certain every group will contain five films. Some may have two, others three in a group.

No Basis for Opinion

"All of this demonstrates the fallacy and utter foolishness of any exhibitor predicting the new system will not work out. No one can tell how it will work out until after it is tried, but everything points to the belief that, given a fair trial, it will work out satisfactorily to everybody. That is, if there is any humanly conceivable system that will satisfy everybody in the picture business."

It also is pointed out that exhibitors may be able to buy six or eight pictures in two groups. That is, if six is the number offered, they may be broken up any way as long as the total makes six. The same applies to eight, or 10. By multiplying by five as many odd groups may be offered as long as the total does not exceed the requirements provided under the decree. In other words, an exhibitor may buy 30 pictures in six groups, or three groups of 10, or 30 individual contracts. In all instances, the distributor will have

(Continued on page 18)

Exhibitor Protests on Block Selling Rise

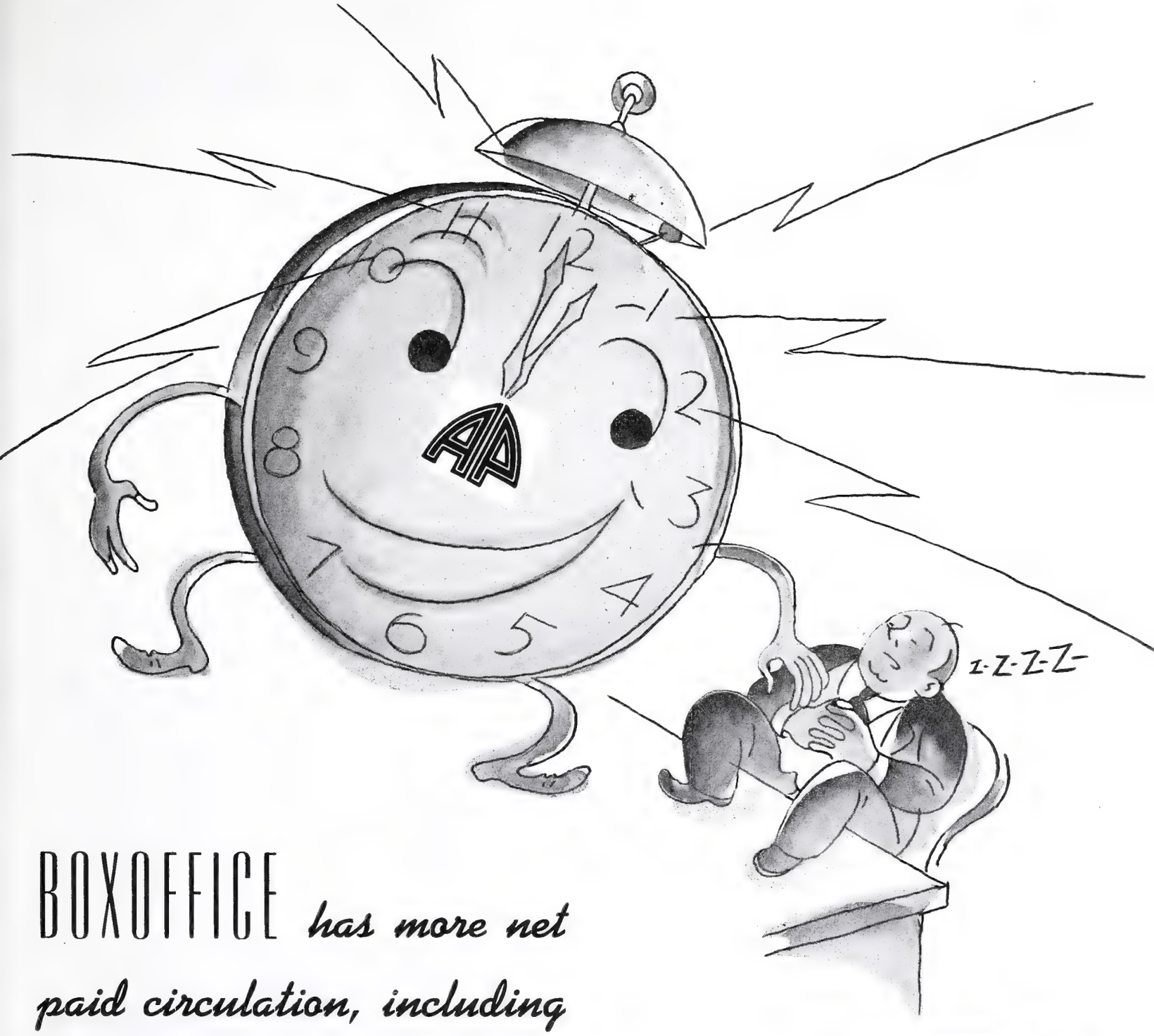
New York—Returns from the polls conducted by Allied of New York and the ITOA of New York to determine exhibitor reaction to groups of five selling and advance trade showings continue to pour in at headquarters of both units. In practically all instances, exhibitors indicate they are unalterably opposed to the plan which is to be included in the consent decree to settle the government suit.

From Myers to Arnold

Washington—Further verifying BOXOFFICE's exclusive yarn of September 7 that Allied is not opposed to blocks of five is the reliable report Abram F. Myers, general counsel for the exhibitor organization, has so entered it on the record in a communication to the department of justice.

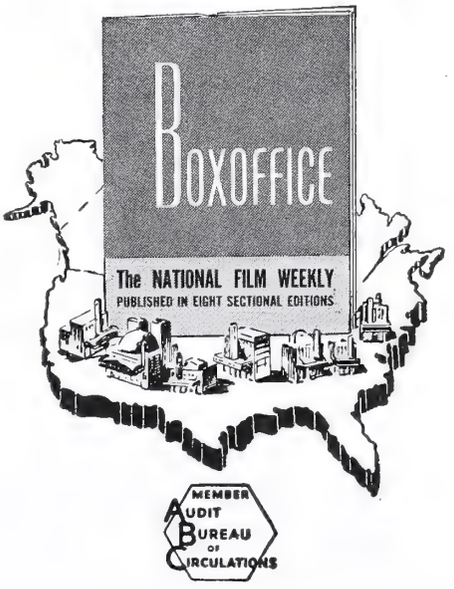
The letter bearing Myers' signature is said to have been sent to Thurman Arnold prior to the meeting held in the latter's office with the three exhibitor groups. Allied, represented by Myers, Sidney Samuelson, Nathan Yamins and Harold Stoneman, was one of the groups. At the session, Myers again voiced his satisfaction with blocks of five selling.

Would Permit Rejection In Advance Where the Groups Disapprove



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EDMONTON, ALTA.—The Bulletin, W. A. DeGraves.
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LONDON, O.—97 Adelaide St., S., John Gore.
MONTREAL, QUEBEC—4330 Wilson Ave., N. D. G., Roy Carmichael. Telephone Walnut 5519.
REGINA, SASK.—The Leader-Post, Bruce Peacock.
ST. JOHN, N. B.—161 Princess St., D. Fetherston.
TORONTO, ONTARIO—242 Millwood Road, Milton Galbraith.
VANCOUVER, B. C.—615 Hastings, C. P. Rutty.
VICTORIA, B. C.—434 Quebec St., Tom Merriman.
WINNIPEG, MAN.—709 Selkirk Ave., Ben Lepkin.

Notes to You from Red Kann

DEAR ED: I haven't written to you lately because I've been on a tour of the hinterland in search of a person who's been interviewed by the Gallup poll. No luck yet, but I'm on the trail of a guy in Portland who is supposed to know another guy who was interviewed. (My informant didn't specify Maine or Oregon, probably thinking that wasn't important).

While I didn't find any Gallup pollees during my trek, I kept my good ear to the ground and picked up many shades of opinion. Among many things—and without regard for geographical or chronological considerations—I learned that:

1—Wendell Willkie gets greater applause in theatres showing "Boom Town." Democrats explain Roosevelt supporters can't afford the advanced prices.

2—Opposition theatres in cities where Mickey Rooney appears in person are appealing to Thurman Arnold.

3—"New York Daily News" discovers Ida Lupino editorially. Gossip columnists probably will retaliate, advocating "Three ships for one."

4—From Funk and Wagnall's dictionary:

"Consent—noun meaning harmony in opinion and sentiment; agreement, concord."

As Fanny Brice might say, "Yes, daddy, but why do they call it CONSENT DECREE?"

5—Aside to Ed Sullivan: "What's new, kid?"

6—Aqueduct track, Jamaica, handled over a million dollars in bets one day last week. Now, La Guardia has something to offer Hollywood producers to move east.

7—"The Great Dictator" will hold its premiere in London. Hitler definitely will not attend says Churchill.

Just as soon as I find that Gallup pollee I'll let you know who's going to be elected and all about double features.

Yours,
ALI GAGA.

THE ITOA of New York now readily admits it was a mistake on the part of those of its members who did so to rent their theatres for free shows. "It was done without careful thinking on their part," the organization's house organ editorially observes. "Now that it is all over, they realize that the immediate profit ensuing therefrom does not nearly compensate for the harm such practice can do in the long run."

About time, too, for some common sense to rule. The reasons ought to be obvious, but there is no need for this column to list them. The ITOA does that:

> "Theatres are built for the prime purpose of selling motion picture entertainment to the public. They are an integral part of this broad industry and turning them over to advertisers is bad procedure, sure to harm the entire structure of our business.
>
> "There is no need to turn to national advertisers to fill our theatre seats. If the practice becomes common, soon the advertisers would have no need for theatres, for they could rent halls and show their films for weeks instead of days and then what originally seemed like quick money would cause heavy losses. No one can blame the public for wanting to see well-produced films for nothing. But it is the height of silliness for exhibitors who must sell tickets, to hand free showings to their customers. The independents in New York did it once, but they'll never do it again."

Which is to be profoundly hoped.

Confusion Dep't

From Hollywood and published in the New York Times:

"Universal announced the purchase of 'The Groom Goes East' by Duane Decker which Robert L. Johnson will adapt. Paramount had purchased 'The Bride Went West' by Decker and Charles O'Neill August 6 as a vehicle for Fred MacMurray and Paulette Goddard. Neither studio admitted any knowledge of the other's acquisition."

The boys had better get together. Likewise, the bride and groom.

Salute

A word or more about the performance of Rosalind Russell in "No Time for Comedy." She's so expert in this comedienne role that there remains little time left for the story, the picture or anyone else connected with it. That includes Jimmy Stewart.

Now she's

ROMANTICALLY

yours! . . . .



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Spring Parade

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UNHAMPERED ARBITRATION FOR EXHIBITORS IS UNDERLYING THEME SONG OF PROPOSED SYSTEM

"No Limit" on Subjects The Appeal Board May Hear, Is Proposal

NEW YORK—"The exhibitor is not to be hampered in presenting his cases to arbitration," is the fundamental consideration underlying promulgation of rules and machinery in the arbitration draft now under discussion among the "Big Five," the government, the American Arbitration Association and the latter's legal advisory council, comprised of key industrial figures and university professors. The quoted statement comes from a source who has actively participated in the groundwork of the arbitration provisions in the proposed decree.

In addition, it is pointed out, further protection accrues to the exhibitor in that it is tentatively planned that there will be "no limit to what the appeals board will hear." In this connection, however, it is indicated that before an appeals board will consider a case already decided by a local arbitration tribunal there must be a stenographic report of the lower body's proceedings.

Goddard to Select Arbiters

Informed sources strongly hint that the personnel of the appeals board, which will sit in New York as exclusively reported months ago by BOXOFFICE, may be drawn from a selected list of retired federal justices. The appointments will be entirely in the hands of Judge Henry W. Goddard, who will have jurisdiction of the decree.

Among the major considerations of the various committees now engaged in the drafting of the arbitration scheme of things is the ultimate power that will rest with the appeals board. One view is said to hold that rules and regulations of this highest tribunal should await the naming of the three appointees who then would formulate their own appeals' procedure. Opposing this is the purported opinion of certain distributor spokesmen who take the attitude this would amount to handing the appeals body a "blank check." These spokesmen are in favor of recommending the appeals trio with a set of rules and regulations.

Indications are that impartial men of undisputed integrity who may have at one time participated in the NRA local boards are eligible to again function as arbitrators under the proposed AAA plan. This is stressed in explanations by sources in all directions who assert that under no condition will any one be eligible for a seat in proposed arbitration hearings who has film connections in any direct or indirect manner. This goes so far as to excluding landlords and anyone else with a financial interest, no matter how remote.

Both the NRA and Film Board arbitration systems are out under the new order of things, it is stressed. Considering that the industry is unique in its method of arbitration, the AAA is now conducting a nation-wide survey on how many arbitrators in each of the 35 exchange centers may be available for this type of work. The AAA has 5,000 men to draw upon.

There is a possibility three local tribunals may sit in New York, in addition to the appeals panel. Because of the importance of the territory and the number of independent exhibitors, AAA is feeling out a plan to designate a special arbitrator for complaints emanating from northern New Jersey, one for Brooklyn and Long Island and a third for Manhattan and Bronx. It will be remembered the NRA had three separate local boards for these areas.

After U. S. Law As Last Resort

NEW YORK—Declaring the ITOA has no delusions over the outlook for successful intervention as "friends of the court" in its contemplated move to block legal approval of the proposed consent decree to end the government suit, Harry Brandt, president, informs BOXOFFICE the organization will embark on an active legislative campaign as an alternative.

"We are well prepared to move if the court declines to give us any legal status," Brandt asserted. "We feel there is a chance for us if the government sincerely wants to help the little fellow. However, if Judge Goddard takes an opposite view, the ITOA for the first time in its history will seek legislation to get a federal motion picture commission that will set up a system of fair trade practices."

Cancellation Privilege Is Desired by Illinois UTO

SPRINGFIELD, ILL.—United Theatre Owners of Illinois, through Edward G. Zorn, the organization's president, is on record for a 25 per cent cancellation privilege as against the proposed blocks of five plan. Coupled with the cancellation request, voiced in a letter to Thurman Arnold, the organization, however, strikes for the exhibitor to have voice in establishing the price bracket assigned each attraction. "Pictures should be allocated as to price by mutual consent according to their merits," Zorn wrote, adding "the most glaring abuse in the mechanics of distribution is in the wrong allocation of pictures in price brackets by the distributor."

United of Illinois' objection to the blocks of five plan, according to Zorn, stems from its opinion such a method will confirm block booking, not eradicate it and work hardships on the small town exhibitor.

Yale Law Professor Leaves Decree Division Staff

NEW HAVEN—Professor A. H. Feller, who resigned as assistant to the attorney general in charge of the consent decree division, has returned to Yale to resume teaching law. He has also leased the house formerly occupied by "Trust Buster" Thurman Arnold when he lived here.

Complete Impartiality The Goal in Setting Up Local Groups

It is felt, also, that the five areas combined may be too much for one man to handle and that in order to expedite cases and hearings three individual tribunals may be necessary.

Schools for clerks will be set up by the AAA for educating the men or women who will handle the filing and disposition of all cases. They also will be expected to aid complainants in completing the routine to be required under the procedure. The idea at present is to have a school in New York, Chicago and in Los Angeles and the clerks from these divisions meet periodically for instructions.

The big problem so far on rules and regulations for arbitration has been to simplify the language so that a school boy can understand it. The reason for this insistence is that the AAA does not want to leave doubt in anyone's mind as to the intention of any phrase. It is pointed out exhibitors and respondents may have counsel present their arguments and that when lawyers get together there is usually a wide difference of opinion as to the meaning of certain terms.

Sixth Draft Finished

A sixth draft of the rules and regulations was finished early in the week and in the hands of distributor counsel and government representatives. It is in 11 mimeographed pages.

The government, it is reliably reported, is looking to the AAA for an equitably balanced set of rules. It is also hinted that department of justice men attending the sessions on arbitration formula are fully in accord with the progress made so far.

Arbitrators, while expected to hand down immediate decisions, will be given 30 days in which to record their views. Appeals will not be limited to exhibitors, but embrace distributors as well.

It is hoped the rules and regulations will be ready for October 7 when Judge Goddard is slated to hear a report by the government on progress of the consent decree. The arbitration provisions will be referred to in the decree, but submitted separately as a supplement to the document.

Lower Exemption Hikes Federal Ticket Revenue

WASHINGTON — Approximately $2,750,000 a month in federal admission taxes lies in the field between 20 and 41 cents, it is indicated by initial returns from the new defense tax bill, which lowered the admission tax exemption to the former figure.

Half again as much in taxes can be collected from that field as from admissions in excess of 40 cents, it is disclosed by the internal revenue bureau in a report that admissions-tax collections in August amounted to $4,407,097.18, against $1,650,-162.91 in July. In August, 1939, collections were $1,513,468.12.

EXHIBITORS SPLIT ON ADVANCED ADMISSIONS; FIRST RUNS ARE PRO, IND'P'TS MOSTLY ANTI

Key City Staff Writers Uncovering Reactions To New Practice

Early reports on a key city checkup of exhibitor reactions to advanced admissions for outstanding attractions reveal what was anticipated:

A split in opinion with first runs generally for the idea and independents largely against. In virtually all situations distributors, however, are warned against over-extending the practice in view of that old one about the goose and golden eggs.

BOXOFFICE asked its major city correspondents to ferret out the answers to the following:

"For one national roundup on a situation arousing great interest currently, this is a request for a concise cross-section of the reaction of first runs and other runs—please don't forget the other runs—in your city and area to the general distributor drift toward advanced admissions on attractions which, in the distributor's opinion, rate. Like 'Boom Town,' for instance.

"Some exhibitors think it will work on scattered films. Others think it will earmark the vast bulk of attractions as inferior. Some think the public ought not be socked in times like these and, especially, when it has to pay the federal admission tax. Others say raising, and then dropping, the price structure is bad stuff in that the public is accustomed to paying one price and expects it to stay fixed. Still others, like Joseph Bernhard, general manager of the Warner circuit, think the answer is higher admissions all along the line, gradually imposed in situations that can stand it.

"Are there any instances of public protest or objection in those cases where the advanced admission idea already has been tried?"

Some of the answers follow:

Price-Hike Sentiment Is Divided in Michigan

DETROIT — Sentiment among Michigan exhibitors appears to favor increased prices in larger houses, at least, for special pictures, while sentiment is divided over general raising of prices as a permanent policy. General move upward is the policy at the Butterfield circuit, E. C. Beatty told BOXOFFICE, with particular reference to "Boom Town."

"If pictures are big enough, I am in favor of raising prices," Beatty says. "We raised prices all over the circuit on first runs for 'Boom Town,' showing it everywhere at 50 cents. I think there will have to be a general raise in the future, and we are well under way, raising admissions generally five to ten cents in the first runs, except in the smaller towns. Subsequent runs are not now affected."

Independent, smaller exhibitors, in some cases, appear to be opposed to special prices, typified by Burton London of the Beacon and other Detroit Theatres, who believes the public will react with "you didn't give me back a dime when you showed all those slough pictures," and all standard price pictures will be hurt thereafter. London was strongly opposed to increased prices for "Boom Town" for this reason.

Objections seen by other showmen include the fact that Detroit houses have not cut prices very much in recent seasons and could not stand the hike as other cities could; the fear that distributors would demand increased prices on unworthy pictures, aided by the blocks of five plan in forcing such special selling policies, and the possible increase of causes of distributor-exhibitor bickering in such changes.

See Little Chance for Price Hike Success

ST. LOUIS—The fact that F&M's Ambassador on September 20 dipped downward slightly its price scale for the single feature programs is viewed here as an indication that current efforts to foster a flock of higher-priced pictures on the public in an effort to offset the loss of the foreign market does not register 100 per cent with Mr. and Mrs. St. Louisian and all of the little Louies and Louises.

This trend that followed "Gone With the Wind" earlier in the year is causing hundreds of former regulars to stay at home or to find amusements at other spots than the first run picture houses, it is believed.

The full force of this resentment against the efforts of distributors to up their prices is not expected to be apparent until the single-feature-higher-price shows hit the neighborhood and suburban districts in the metropolitan areas and the smaller towns of eastern Missouri and southern Illinois.

Some of the cash customers are willing to admit a number of the new pictures will rank with the best product in the history of the industry. But they contend it is the duty of the industry to increase the quality of the shows from year-to-year without exacting higher prices. And to back up this argument they cite the methods of the automobile manufacturers and the radio manufacturers and distributors.

Another decided "evil" of the one-feature long-run vogue is the way it upsets future bookings of the smaller houses that must wait for months to get product. Likewise, the subsequents take the position that in any community there is just so much to be spent each week or month for films entertainment and that, when the first runs milk the cow of all the cream, there is only skimmed milk left for the small houses.

Shifting Admission Scales Deemed Inadvisable

CLEVELAND—Cleveland exhibitors here not only believe in higher admissions as a policy, but have put that policy into practice. When the government imposed a 10 per cent federal tax on admissions over 21 cents, Cleveland exhibitors, first and subsequent run, advanced their prices a few cents more than the tax. This was done

(Continued on page 18)

New Orleans Against Juggling in Prices

New Orleans—Cross-sectional exhibitor opinion, representative of city and out-of-town theatres as well, fails to take kindly to fluctuations in the price structure and regards in-and-out performance in this direction as a decided detriment.

Visiting exhibitors report that, in many instances, the public has refused to go for higher admissions and simply walked away from the boxoffice in search of entertainment at a price to which it is accustomed or to return to the radio.

Yet "Boom Town" came to Loew's State and did a phenomenal business for two weeks at 60 cents. "Gone With the Wind" at the same theatre had an unusual run, but, on the other hand, "All This, and Heaven Too" at advanced prices failed to meet expectancy at the Orpheum.

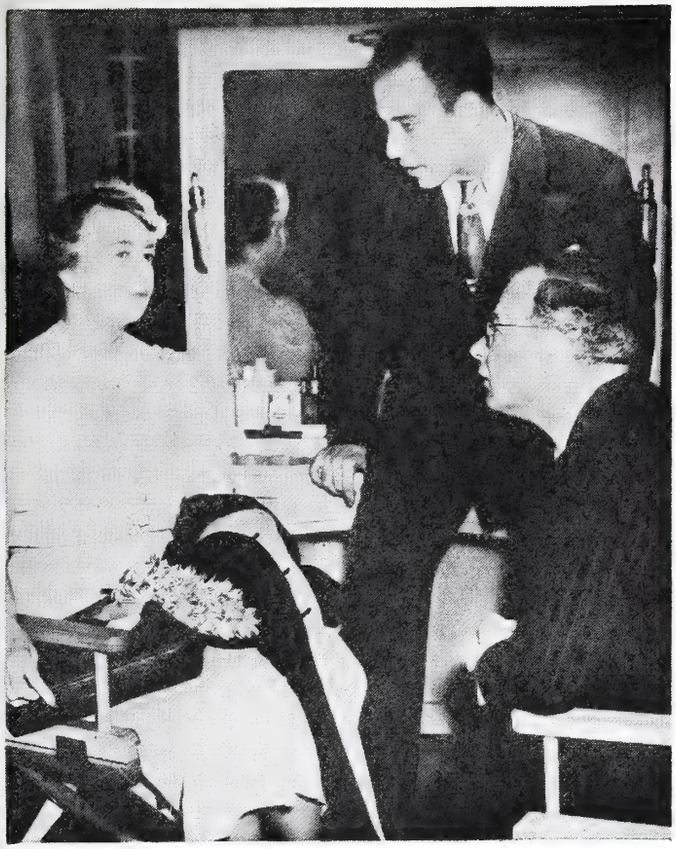
Opposition in Wisconsin

Milwaukee—Experience in this territory shows that the public is not taking too kindly to any attempt to advance admissions even on attractions plugged as "road shows."

The current attitude, some exhibitors believe, is the result of the recent admission hike due to the federal defense tax. In many instances, rather than be obliged to charge uneven admissions, theatres upped the former tariff several additional cents to make it an even figure. This produced squawks in various spots.

An example of the attempt to raise admissions is Fox's Wausau at Wausau, which at the time the federal tax became effective, hiked its top from 40 to 50 cents, tax included. Now it's dropped to 44 cents, tax included.

"Boom Town," despite its hiked admission, did first rate business for most exhibitors in this territory, but most of them believe it was because of a terrific build-up which accompanied the film and that the policy will peter out if attempted as regular fare.



Play HOBBY-LOBBY It's Grand Fun!

YOUR EXPLOITATION ANGLE!

FEATURING

Mrs. ELEANOR ROOSEVELT

THE FIRST LADY IN HER FIRST SCREEN ROLE!

in **DAVE ELMAN'S**

OUTSTANDING RADIO PROGRAM NOW ON THE SCREEN FOR THE FIRST TIME

HOBBY LOBBY

For Added Audience Appeal...Book Hobby-Lobby Now!

RAVE REVIEWS FROM TRADE PAPER CRITICS:

FILM DAILY: Generously endowed with originality and human interest. Skillfully produced and directed by Arthur Leonard . . . photography is expert. Will enjoy warm exhibitor and public support . . . subject is packed with appeal for all audiences. With the wealth of material at Dave Elman's disposal, subsequent reels should also be of this same power and solidity.

BOX-OFFICE: Radio has had the program for three years and there is a potential theatre audience for its auditors.

JAY EMANUEL PUBLICATIONS: This is highly exploitable, due to the appearance of Mrs. Eleanor Roosevelt.

SHOWMAN'S TRADE REVIEW: This, the first of Cinescope's Hobby-Lobby short subjects, augers well for future release. Here is a fascinating subject that will be thoroughly enjoyed by the entire family and one that deserves your best playdates. The popularity of this radio program should make this subject a "natural". It should be accorded special emphasis in your advertising and publicity.

MOTION PICTURE HERALD: The initial subject includes Mrs. Eleanor Roosevelt..a "scoop" presentation.

Produced and Directed by ARTHUR LEONARD · Associate Producer BEN GREENE
Supervisor DICK HYLAND · Scenario by BURNET HERSHEY · Photography by DON MALKAMES, A.S.C.

COLUMBIA PICTURES

A *Cinescope* RELEASE

A COLUMBIA SHORT- SUBJECT PRESENTATION

Could Be the Answer

NEW YORK—The hand may be quicker than the eye, but that's what sells eyeglasses.

And one plus one equals two, no matter which one comes first.

All of which leads to a potentially epochal event at Proctor's 86th Street, Thursday night. Close to the regular run of 3,000 patrons were on hand for the usual last show at 9:15 p. m., but they must have thought a magician was in the house. Because, although the double feature show hadn't been dropped for singles, most of the customers were ready to leave the house around 11 p. m., instead of the customary midnight. And it wasn't done with mirrors.

It was done by the simple expedient of putting the main feature on before the companion feature. In other, and extremely simple words, the house is presently in the process of experimenting with a possible solution to the many complaints of patrons *re* two features: (1) too much rushing of dinner in order to catch the principal feature at the beginning, and (2) too much sitting to catch the principal feature after the supporting film has run its course.

The house continues to operate exactly as before in every other respect, however. The only alteration in its schedule has been to start each day's performance with the main attraction before the second feature. The idea came to life after John J. O'Connor, RKO circuit's general manager, had the 86th Street manager poll his patrons on whether they would prefer a shift in presentation. The reaction was overwhelmingly in favor of letting those who insist on quantity a chance to sit through the second feature, but giving those who prefer quality an opportunity to enjoy it and run.

And if the way they're running out of the 86th Street after "Lucky Partners" has cleared the screen is an indication, it looks as though the circuit may adopt the plan generally. It must be pointed out that the house caters to a representative cross-section of patrons. Many stayed to see "Men Against the Sky"—the second feature—but not those who were interested only in "Partners."

DETROIT—Clare Winnie, manager of the Wolverine, thinks he has an approach on duals from the running time angle by eliminating credits at the close. "Casts repeated at the end, can be cut especially. This material is not of interest to at least 90 per cent of the audience and it is much better left out," he says.

The editing process, Winnie says, means a reduction in running time of at least three minutes a feature, or a considerable saving over a single day's continuous operation.

N. Y. Critics See "Ramparts," Differ Widely in Appraisal

NEW YORK—*Sharp differences of opinion shade the New York critics' appraisal of "The Ramparts We Watch."*

Because the March of Time's first effort in the feature field is not an entertainment attraction in the normal lexicon of the trade and because it is being sold in a high percentage bracket, BOXOFFICE *below publishes highlights of critical reactions on the theory showmen generally throughout the country may find the opinions of value:*

Daily Mirror— . . . a history-making film. Indeed, its result, like a Nazi delayed-action bomb, may be more history-making than now appears on the surface. The observer's emotions on leaving the theatre were, to say it mildly, those of blind, fierce rage . . . will send thrills and chills running up and down your spine. Some of them will be of indignation, others of patriotism. Both are equally heady stuff.

Daily News—(Four Stars)—It is not an entertainment feature in the true sense. It is, rather a frightening call to arms and a reminder that we are not impregnable to an enemy from without or within. It is a good stiff dose of war medicine . . . but it is going to make a lot of people sick. That is, the realization that we are marching straight into another European conflict . . . is not a heartening picture.

Herald-Tribune— . . . a plea for preparedness and war. . . . Persuasive as it may be as war propaganda . . . falls far short of being a fine motion picture . . . The chief trouble is that the clips and the staged shots have been clumsily knit together. No matter how strongly you may champion the belligerent bias of "The Ramparts We Watch," you are likely to find it a slipshod synthesis.

Journal-American— . . . an absorbing narrative and a pertinent one. It's a picture that should be seen.

P. M.—In the first place, a feature length March of Time, by any other name, is a downright imposition on moviegoers. No matter how much headline hunting hoor-rah it kicks up, the March of Time is still a newsreel. It is cloaked in stars, stripes and spangles. It patrioteers in jingoistic shibboleths and in That Voice. If you take a poke at it you are at least disrespectful and maybe a fifth columnist . . . just plain warmongering.

Post—A subject so vital, so filled with American problems, is not to be classed with "entertainment" movies . . . can be fairly accurately characterized as a multiple March of Time given a veneer of fiction.

Sun— . . . it's pretty bad. The technique so successful in those short editorial newsreels is both dull and irritating in a full-length film. An overlong, slow-moving account of America in the World War, with a heavily war mongering attitude throughout the entire production . . . seems painfully out of place in a theatre accustomed to entertainment.

Times—And a more provocative or challenging motion picture has not been placed before the public in years—or maybe, on second thought, never . . . straight propaganda picture, solemnly bidding the people of this land to gird themselves for defense, bugling America to the alert. . . . No one can say that it does not recapture a memorable and poignant phase of our national life, that it fails to remind us effectively of our vital heritage.

World-Telegram— . . . as flagrant a plea for our entry into World War 2 as I have ever seen or hope to see on the screen . . . it is a tragic mistake for three reasons: (1) Because it is in my opinion an unfortunate piece of rabble rousing; (2) because it does nothing to show how we can profit from our experiences in the last war and (3) because it does nothing to show us how we can avoid the next by preparing for it both against armed forces and propagandists.

Review Correction

NEW YORK—The review on "One Night in Paris" in the issue of September 14 incorrectly credited the film to Principal. It is distributed by Alliance Films Corp. John Lodge, the star, is a brother of Henry Cabot Lodge, a state senator of Massachusetts.

Exhibition Pledging Red Cross Support

NEW YORK—The major circuits, MPTOA, Allied, the PCCITO and various state and regional exhibitor organizations have volunteered their complete cooperation on behalf of the forthcoming membership drive of the Red Cross, the motion picture theatres campaign committee reports.

The committee already has called upon these various groups to take the initiative by establishing committee of local exhibitors and theatre managers in larger cities to cooperate with local chapters of the Red Cross of which there is a permanent organization of 3,720 chapters and approximately 8,000 branches in the United States. In smaller towns, the committee points out the procedure becomes a matter of individual initiative rather than one of establishing committees made up of theatremen.

A Short by Warner

During the first week of the Annual Red Cross Roll Call, beginning November 10, theatres will have made available a 400-foot short produced by Warner. It will include scenes of the Red Cross benefit in Hollywood, stars arriving, scenes reflecting the organization's activities throughout the world and Deanna Durbin singing one number. During the second week, theatres will have available the official Red Cross trailer which features Priscilla Lane and is described by the committee as an excellent follow-up of the first trailer. Likewise to be made available will be Red Cross flags, roll call posters and display cards for their lobby use, all to be furnished by local chapters.

The committee in charge of the forthcoming campaign is composed of Joseph Bernhard, Warner Theatres; Harry Brandt, ITOA of New York; H. A. Cole, Allied; Leonard Goldenson, Paramount Theatres; E. L. Kuykendall, MPTOA; Charles C. Moskowitz, Loew's; Robert H. Poole, PCCITO; Spyros Skouras, National Theatres; Leslie E. Thompson, RKO Theatres; Walter Vincent, MPTOA; and Nathan Yamins, Allied.

Daylight Time Ends; Exhibitors Applaud

New York—Daylight saving went into the discard September 29 for another year. With it, in like ratio rose the hopes of the exhibitor that his boxoffice will reflect the return to standard time.

The Merchants' Association of New York estimates 35,000,000 people in the 15 states where daylight time has been adopted to a greater or lesser extent were affected by the extra hour of daylight. Geographically summer time was in effect in most of New York state, throughout a large section of the east and a considerable section of the middle west.

Continues in Canada

Ottawa—Scheduled to terminate Saturday, daylight saving time has been extended indefinitely in eastern Canada by order of H. J. Symington, controller of electricity for the Dominion government, under the war measures act. The ruling came without warning and is a disappointment to exhibitors at large.

Ascap-Radio Row May Aid Theatres

NEW YORK—"Yankee Doodle" was a song that did all right without radio. And Gilbert and Sullivan were a couple of composers that did plenty okay without ether plugs.

There were never so many pianos and phonographs in homes as there are today, and there's a good band in most hotels.

Best of all, perhaps, are the 14,000 odd theatres wired for sound in the United States.

Which, in the proverbial nutshell, is the composite opinion of pros and cons why theatre operators only stand to benefit if the Ascap controversy with a few hundred radio stations reaches an impasse.

Allowing for the customary difference of opinion over the value to exhibitors of advance plugging via radio of songs that constitute an important share of any musical film, this much seems to be clear: (1) If Ascap doesn't get "in" all the stations it has been on before there will surely be less "killing" of a song before it is heard together with the film from which it emanates. (2) Bing Crosby, for example, would not be able to sing on his own air show the songs he sings in Paramount pictures. (3) Theatre owners that show Paramount product would then be in a position to employ trailers and newspaper ads telling patrons the only place they can hear and see Crosby sing songs is at the theatre where his picture is playing. (4) The popularity of new Crosby picture songs on records and sheet music would no longer be an inducement to tune the crooner in on the radio; the "movies" would be the only place to get the "original."

The basis of the Ascap controversy, of course, is the establishment by the National Association of Broadcasters of Broadcast Music, Inc., to supplant Ascap as a music source for radio, screen and stage at the end of the year, when Ascap's current five-year contracts with the broadcasters expire. NAB is protesting an increase of fees asked by Ascap for the rights to its vast song catalogues. Ascap, in return, counters with the allegation that, in fact, its contemplated fees are below those, in many instances, asked in the five-year pacts now expiring.

Names Studio Roosevelt Campaign Committee

NEW YORK—Returning from a short trip to Hollywood, Charles L. O'Reilly, chairman of the motion picture division of the national Democratic committee, stated the following have been appointed to the Hollywood-for-Roosevelt committee: Pat O'Brien, chairman; Bryan Foy, treasurer; Ralph Block, secretary, and Sid Grauman and Abe Lastfogel, assistant secretaries.

Similar committees are being set up throughout the country and will be announced from time to time.

Jack Connolly, who accompanied O'Reilly west, returned by plane four days after O'Reilly.

Harry M. Warner Due on Visit to New York

NEW YORK—Harry M. Warner, president of Warner Bros., arrives Monday from the coast on his first trip east in several years. Although his brother, Jack L., was scheduled to accompany him, the production head is now due to visit New York in a week or 10 days.

"Westerner" Sets Records In First 94 Engagements

NEW YORK—In its first 94 engagements, "The Westerner" has established new records, according to Harry L. Gold, vice-president and eastern general sales manager for UA. The picture premiered at Fort Worth September 19 and in the total of 94 theatres a gross of $401,550 was tallied in the Friday to Monday showings throughout the country. Interstate, Robb & Rowley, Jefferson Amusement, the O. K. Circuit and Loew's have been playing the picture. Grosses for the first four days ranged from 145 per cent of average to 350 per cent in each of the 94 situations.

Plans a Sequel

NEW YORK—Walter Wanger is negotiating with Alfred Hitchcock to direct a sequel to "Foreign Correspondent."

New Policy for "GWTW" General Release Jan. 1

NEW YORK—"Gone With the Wind" will be offered for general release January 1 under a new policy now being mulled over by M-G-M home office executives. It is understood exhibitors will be asked to increase admissions with a guarantee of a profit. The amount of the increase to be sought and the profit guarantee are among the topics now being discussed.

It is probable several plans will be tried out in a number of engagements in December with the best to be adopted as the general policy when the picture is sold to accounts toward the first of the year.

Disney-RKO Renew Distribution Deal

NEW YORK—Walt Disney stays with RKO for at least two more cartoon features as well as all his single reelers, but the contract renewal, just effected, does not include "Fantasia."

The feature end of the deal covers "The Reluctant Dragon," now nearing completion under a formula which combines cartoon with live action and Robert Benchley in the cast, and "Bambi," based on the Felix Salten novel and in production for approximately two years.

Indicating anew that "Fantasia," the feature dealing with classical music, will not reach regular distribution for some time is a reference to it in a statement by George J. Schaefer, president of RKO. He points out the film "by its very nature requires special handling" and will be road shown rather than generally distributed. "Special technical equipment is required and this calls for theatre alteration. The production will play in only a few situations simultaneously and no elaborate system of distribution is required at this time," he declares.

Principals in the distribution deal were Schaefer, Ned E. Depinet and Gordon E. Youngman for RKO and Roy Disney and Gunther Lessing for Disney.

New NSA Line

NEW YORK—National Screen Accessories is in the market with a new line of banners and wall frames, as well as easels, for theatre lobby use. There are 20 different styles.



Comedy IS

FOR LAUGH'S SAKE
COLUMBIA BRINGS YOU

★ **DOUBLE ENJOYMENT FROM *DOUBLE* REELS!**

★ **YEAR AFTER YEAR THESE ZANY MADMEN BECOME MORE AND MORE POPULAR**



THREE STOOGES COMEDIES

★ **ALL STAR COMEDIES**



★ **ANDY CLYDE** ★ **BUSTER KEATON**
★ **ELSIE AMES** ★ **HARRY LANGDON**
AND OTHER TRIED AND TRUE COMEDIANS

IF IT'S COMEDIES YOU WANT...COLUM

WHAT THE WORLD NEEDS NOW!

SINGLE reels with but a SINGLE thought

to Entertain

COLOR RHAPSODIES
(in full Technicolor)

COLUMBIA FABLES
(Cartoons)

COLUMBIA PHANTASIES
(Cartoons)

SCREEN SNAPSHOTS
(20th Anniversary DeLuxe Series)

HOW'S YOUR I. Q.?

THE WASHINGTON PARADE

THE WORLD OF SPORTS

THE NEW YORK PARADE

COLUMBIA TOURS

COMMUNITY SINGS

CINESCOPES

Ask Your Columbia Exchange For Screen Snapshots Number 9, Series 19

ASK ANY EXHIBITOR WHO'S PLAYED THIS KEN MURRAY-SCREEN SNAP-SHOTS SHORT SUBJECT. HERE'S WHAT ONE AUTHORITY SAYS ABOUT THIS FILM... One of the most fascinating film subjects in a long while, that has more laughs than a dozen drawing-room comedies. Murray, who is a newcomer to these reels, is a welcome acquisition with a grand screen technique. Audiences were interested by the Hollywood subject matter and convulsed by Murray's mirth-making.



COLUMBIA PICTURES

BIA IS THE COMPANY THAT HAS THEM!

Twin Cities for Hiked Prices, But Warn on Overplaying Idea

MINNEAPOLIS—Circuit heads and individual exhibitors here apparently favor the policy of boosted admissions for exceptional pictures, such as "Boom Town." But some of them are fearful that distributors will abuse the practice by utilizing it for releases which do not merit an increased boxoffice. And they point out that if that occurs "it's going to hurt all around."

The trade in this territory feels confident the public will not squawk if the admission ante is raised for meritorious offerings. The feeling is, too, that lack of a stabilized admission scale will not prove detrimental to theatres. And the general opinion is that a flat upping of scales—to cover all attractions—would be a serious mistake.

Eddie Ruben, president of the Welworth circuit, large independent chain, likes the policy of advanced admissions for "unusual pictures" and says it will be adopted for his circuit.

"It's a good development if it's not carried too far," says Ruben. "To raise prices for a picture which warrants such action sometimes 'makes' the film, as far as the boxoffice is concerned. But only very unusual pictures should be given this sort of handling. What I'm afraid of is that the distributors will try to compel exhibitors to jack up prices on mediocre releases and then we'll run into plenty of trouble and probably render the entire policy valueless."

Bennie Berger, also owner of a large independent chain of theatres, also looks with favor on the policy.

"It's nothing new," points out Berger. "Fifteen years ago we did this same thing when we got a 'Covered Wagon' or attraction of that sort. And it has been done occasionally in recent years by some of the circuits and individual exhibitors on their own account. The public should pay higher admissions for the particularly outstanding pictures. The vast majority, in my opinion, will be glad to, instead of being resentful, and the reaction will be good. Favorable results may inspire the companies to eliminate the 'B' and lower classification films and devote themselves entirely to topnotchers, which would be a good thing all around for the industry."

Sol Lebedoff, Northwest Allied treasurer and executive committee and owner of two Minneapolis subsequent-run neighborhood houses, says "There can be no dispute regarding the advisability of raising admission prices for such pictures as 'Boom Town,' but the organization is opposed to the establishment of the policy because it realizes the dangers inherent in it."

Says Price Hikes Creating "Class Distinction"

NEW YORK—Distributors who ask theatre owners to increase admissions on designated films are charged by Harry Brandt, ITOA president, with "creating class distinction" in the exhibition field.

If exhibitors should follow the suggestion of major sales managers in boosting scales they contribute toward encouraging the public to wait for the "big pictures and forget the others," Brandt states. He endorsed the stand taken by Joseph Bernhard, Warner circuit head, who is on record against "sporadic" increases to accommodate certain films.

When informed it is the opinion of a sales manager that exhibitors face the alternative of paying increased rentals to help majors recoup foreign losses or "let the public pay the freight" in higher admissions, Brandt said he favors the latter course, but believes it can only be properly accomplished through general boosts in all admissions.

"However, I can't be expected to raise my prices until the major circuits ahead of me do. If they will increase their prices it will create enough of a differential for me to do the same. But I am not going to charge the same scale as Loew's and RKO and have to wait 60 to 90 days to show the same pictures."

Brandt contends majors could have instituted price increases two years ago and would not have caused any further public resentment than they are now with the federal amusements tax. As for his own group of 80-odd theatres, Brandt states there is virtually no opposition among patrons to the new federal tax.

Nat'l Theatres Favors Hike If Justified

New York—This is the attitude of National Theatres on increasing admissions, according to an executive: "Naturally, we are in favor of doing it, but only when the attraction is there.

"The general idea has been to get as much money as possible, but underlying it all must be the attraction to warrant the move. Juggling admissions back and forth is bad, but give us the attraction and we will boost prices."

Pre-Buying Data Due From Public Groups

(Continued from page 4)

the final voice in how many are to be offered.

One of the government angles in insisting on this method of sales is that it will result in a direct benefit to independent producers and distributors. Republic and Monogram are expected to make new inroads and spot booking will be the new order of the day, not only with these two independent companies but with the majors as well.

It is figured no company in the business normally has five pictures ready at the beginning of every month. Hence whatever product is ready will be in demand.

"The only legitimate squawk an exhibitor," it is argued, "can have on new distribution method is that he can no longer take a 10-month holiday following six or eight weeks spent on buying for the year. What he will have to do now is run his business like every other business. He will have to be on the job 52 weeks a year; he will have to look at product before buying, negotiate for its purchase and when that is all over he will repeat it again and again."

According to this source, the decks on the consent decree should be cleared by October 7 when Federal Judge Henry Warren Goddard will most likely sign his name with the presidents of the "Big Five" appending theirs to the historical document.

Cleveland Against Shifting Scales

(Continued from page 12)

in the belief theatres in this classification could stand the boost. The public never squawked. It was also done to cover the three per cent state tax which theatre owners had previously absorbed. In the face of this situation and with the possibility of the imposition of a federal tax on all adult admissions irrespective of scale, Cleveland exhibitors will not contemplate any further general price advance.

As for raising prices for individual pictures, the head of one of the largest independent circuits asks, "Why should our regular patrons who pay the established prices to see poor, fair or just average entertainment, be asked to pay a premium for the privilege of seeing one good one?"

"If distributors asked exhibitors to raise prices for really outstanding pictures I would be for the policy," another circuit owner states. "But it won't work because every distributor will classify at least one of his pictures as in the higher admission brackets."

"Motion pictures provide entertainment for the masses and for mass attendance," another local exhibitor says. "If we take it out of the 'mass' classification and put certain pictures into the 'class' classification, we shall kill the goose that laid the golden egg."

"Dictator" Into Astor and Capitol on 'GWTW' Basis

NEW YORK—"The Great Dictator" opens simultaneously at the Astor and Capitol October 15 on a "GWTW" policy. The Astor will show the Chaplin film twice daily at a $2.20 top, while the Capitol run will be continuous at 75 cents to $1.10.

• REVIEW FLASHES •

SO YOU WON'T TALK (Col)—Joe E. Brown's dash along the comeback trail is slowed down to a faltering crawl in this concoction of creaking gags and slapstick. Substantially sub-standard are the screenplay and the direction of Edward Sedgwick.

SPRING PARADE (Univ)—Superb entertainment in the Cinderella tradition is this eighth starring vehicle for Deanna Durbin, her first in a costume part and so abundant in songs, laughter and romance that it should easily equal, and possibly top, its predecessors in grosses and popularity. Lilting Viennese waltzes and an atmosphere of nostalgic gaiety have been combined in a glittering vehicle displaying Deanna's talents as a singer and actress to the best possible advantage. Joe Pasternak produced; Henry Koster directed.

COMPLETE REVIEWS on the above pictures will appear in an early issue.

Majority Make Good Film Rental Deals

ATLANTIC CITY—More Allied exhibitors paid the same prices or less for the new season's output of ten distributors than the percentage of those who paid more, according to the initial AID report by the committee comprising Sidney Samuelson, Arthur K. Howard, Don R. Rossiter, P. J. Wood and Abram F. Myers.

An analysis of prices paid for 1940-41 as compared to the last season shows, the report holds:

Company—	*Pct. Paying Same or Less*	*Pct. Paying More*
Columbia	41	20
M-G-M	33	24
Monogram	58	18
Paramount	48	20
Republic	39	39
RKO	55	8
20th-Fox	46	17
UA	30	6
Universal	29	28
Warner	52	24

The report also claims that exhibitors in non-Allied territories paid greater film rentals than those in Allied areas on last year's contracts, with the companies broken down as follows:

Company—	*Pct. Paid in Allied Areas*	*Pct. in Non-Allied Areas*
Columbia	32	40
M-G-M	38	41
Monogram	21	42
Paramount	35	38
Republic	29	33
RKO	40	45
20th-Fox	39	45
UA	37	38
Universal	31	38
Warner	34	37

It also was claimed that a midwestern exhibitor paid as high as 79 per cent for 20th-Fox, 58 for Universal and 53 for Warner.

With buying now in the fourth month, more than 37 per cent of the exhibitors have not yet signed contracts, the report states. The percentage of each company's sales to the total of new contracts sold follows:

Columbia, 15; M-G-M, 11; Monogram, 2.5; Paramount, 8; Republic, 5; RKO, 17; 20th-Fox, 15; UA, 7.7; Universal, 11.3; Warner, 7.5. This shows RKO leads in Allied territories for the new season, while Columbia and 20th-Fox tie for second. Universal is third, followed by M-G-M.

Universal, the committee charged, "broke faith" with exhibitors by not delivering "Spring Parade" on last season's contracts. The feeling was expressed that the picture should be re-sold on the same terms. Republic was taken to task for "withholding" two Roy Rogers and four Gene Autrys. Columbia was chided for not delivering "Arizona," and United Artists for allegedly switching "Foreign Correspondent" from last year to the new contracts.

Reports from the floor indicated that exhibitors who raised admission prices on special pictures lost patronage before and after the particular playdates. The general feeling was not to continue the policy in the future. A detailed report on 16mm exhibition was made by Don R. Rossiter of the Indianapolis unit, the summation being that distributors had failed to control showings and reproductions from 35mm releases.

Decree Escape Clause Draws More Allied Opposition

Chain Expansion Still Is Worry

Atlantic City—Allied members gathered here for the New Jersey Allied convention are up in arms over the consent decree provision which gives major circuits the right to continue nation-wide expansion "at will."

"One of the reasons for the government suit was to stop theatre expansion by the majors," one exhibitor told BOXOFFICE. "There is no remedy for that in the decree, as it now stands."

BOXOFFICE exclusively pointed out that during the Washington meeting by Allied spokesmen, a request had been made to Thurman Arnold to stiffen the expansion clause. Nothing has been done in that connection since the Capitol session, it is learned.

By BILL ORNSTEIN

ATLANTIC CITY—Objection to the new escape clause recently incorporated in the consent decree is growing among individual Allied members, according to a number of exhibitors interviewed here while attending the three-day New Jersey Allied convention and eastern regional conference.

The feeling among the members is that there should be no time limit set to the plan for selling in small groups. Under the new escape clause, the continuance of the blocks of five sales idea is contingent, after a year's application, on whether or not UA, Universal and Columbia conform to the plan.

In that connection, numerous members of Allied units previously opposed to blocks of five are now apparently coming around to the belief it will be a "life saver" to the small man who heretofore has had to take everything offered, or nothing, when a major company salesman approached him on a deal. Under the new plan, the opinion goes, the exhibitor will be in a bargaining position to eliminate whatever pictures he may deem unsuitable for his theatre.

At the opening session of the New Jersey group a general discussion on the blocks-of-five plan revealed various opinions. However, the unit itself did not go on record either as against or in favor of the decree provision after the session.

Two committees were set up Wednesday. One was the nominating committee composed of David Snaper, Sidney Samuelson, George Gold, Irving Dollinger, Harry Hecht, Helen Hildinger and Ralph Wilkins. The other committee was on resolutions and comprised Harry Lowenstein, Maurice Miller, Morris Spewack and Jack Unger.

Says Allied Opposition Now on the Defensive

ATLANTIC CITY—In a brief message to Allied of New Jersey members in the program book for the convention, Col. H. A. Cole, president of the national organization, stated Allied's opposition is still on the defensive on many fronts and conducting no offensive.

Cole's message in full reads: "Every once in a while one of my good members drops into the office and asks me how the film reforms are coming on; what has become of the Neely Bill, and will the government press its suit or accept an innocuous consent decree; and do I think we will ever be able to overcome the intrenched power of big business and big

(Continued on page 22-D)

Will Call All Allied For Decree Study

ATLANTIC CITY—A general meeting of all Allied units will be called shortly, probably in Washington, by Abram F. Myers to analyze and explain the various phases of the consent decree proposals, according to Jack Kirsch, Allied of Illinois head. "There have been so many changes in the decree," he said, "that it has been hard to keep up with all the developments. Further," it was explained, "various interpretations to clauses in the decree have resulted in numerous misunderstandings."

As principal speaker Thursday, Kirsch stated it had been suggested to the attorney general that pictures in each group of five should be sold on a national release date. He pointed out that, unless this is done, there will be considerable "juggling" by distributors and first runs may find themselves being offered pictures previously offered and rejected, but played by second runs, after they are split up into different groups. In other words, he claims that, if a distributor does not sell a block of five to the first run account, but sells to the second and the same happens again on a second group, the distributor may split up the two groups and offer the best of the two groups to the first run account.

He said he did not believe distributors would sell less than five in any group be-

(Continued on page 22-D)

UA Taking Over Broadway

New York—All indications point to "The Thief of Bagdad" eastern roadshow premiere for the Globe on October 23. If the deal is closed it will give UA virtually a clean sweep of Broadway de luxe, first run representation for October, probably more than any one distributor has had over a four-week stretch.

This is the way it stacks up; although dates, as usual, are subject to change:

"The Long Voyage Home" at the Rivoli, October 8; "The Great Dictator" at the Capitol and Astor simultaneously, October 15; "Thief of Bagdad" at the Globe, October 23; "The Westerner," Music Hall, either October 24 or October 31. "Captain Caution" or "Kit Carson" are a toss up for the Roxy during the period. Additionally, "Foreign Correspondent" opens for its second Broadway run at Loew's State, October 24.

Joint Runs for Chaplin Film Set Up on Unlimited Basis



—Metropolitan Photo

NEW YORK—Engagements of "The Great Dictator" at the Astor and Capitol simultaneously beginning October 15, on the same policy which prevailed for "Gone With the Wind," will be unlimited.

Joseph R. Vogel, head of Loew deluxe and out-of-town theatre operations, closed a deal with Harry Gold, UA vice-president and eastern sales manager, for the Chaplin film Wednesday after a series of negotiations. No deal for out-of-town Loew situations has been set.

The picture runs two hours and 15 minutes. There will be two shows daily at the Astor with a midnight performance Saturdays, the scale to be 75 cents and $1.10 for matinees and $1.10 up to $2.20 evenings. For the Capitol, the opening to 6 p. m. admission will be 75 cents with night prices scaled at $1.10 for all seats except loges, which will be $1.65. All prices include tax. The number of showings at the Capitol is not definite but as many as believed necessary will be the rule. Last week BOXOFFICE indicated a deal with Loew's was on for the two houses mentioned.

Signalizing the contract was the ceremony illustrated above. Signing the contract is Joseph R. Vogel for Loew's, Inc. In full array, left to right, are John Murphy, attached to the theatre organization; Howard Dietz, director of advertising and publicity for M-G-M; Harry L. Gold, vice-president in charge of UA's eastern sales, and Lynn Farnol, UA's director of advertising and publicity.

Twelve "Fantasia" Runs Top for Whole U.S.A.

NEW YORK—The elaborate and complex sound apparatus required for "Fantasia," not to overlook the expense involved, will limit the new Disney feature to 12 simultaneous runs maximum over the country.

The projector remains, but aside from that, virtually a complete overhauling is necessary before a given theatre may be regarded as set to go. Booth rearrangements, for instance, call for one projector for the film itself and another to carry the two tracks on which the sound has been photographed.

Thirty-eight crates of equipment will be installed at the Broadway, which will house the world premiere at a so far undetermined date in November. Delay in definitely fixing the time hinges on the equipment which, in turn, hinges on requirements of the defense program. However, Disney executives here are confident the essentials will be delivered on time to meet the premiere on or about November 15. Installations are in the hands of RCA.

Because of the mechanical complexities involved, the Broadway will be the only theatre in New York to show "Fantasia." This yardstick, of course, will apply to other key cities throughout the country.

O'Connor Promotes RKO Circuit Men

NEW YORK—Six promotions and six transfers have been made in the RKO circuit by John J. O'Connor. James Fitzgerald has been promoted from assistant manager of the Coliseum to head man at the Pelham; Fred Smith, Albee assistant manager, is now manager of the Orpheum; Allan Warth, treasurer of the Albee, replaces Smith as assistant manager; Edward McDonough, student manager at the same theatre, succeeds Warth; Edward Pyne, student at the 86th St., will be assistant manager at the Castle Hill when it is reopened early next month, and Carl Siegel, chief of service at the Fordham, is now assistant manager at the Pelham.

Max Mink has moved from the Regent to the Castle Hill, retaining his managership title; Max Sloven, from the Roosevelt to the Regent; Martin Rosen, from the Empire to the Roosevelt; Louis Friedman, from the Midtown to the Empire; Harold Daly, from the Orpheum to Marble Hill, and Herman Slepian, assistant manager at the Pelham, to the Coliseum in the same post.

Republic Entering The Shorts Field

HOLLYWOOD—Republic is entering the shorts production field, Moe J. Siegel having signed Harriet Parsons to produce, direct and write a series of "Hollywood Highlights." The company will make about 12 abbreviated films yearly, the first to be released November 15.

Believe Stagehands Gird For Grip in St. Louis

ST. LOUIS—What may be the forerunner of an attempt by AFL Local 6 to place stagehands in all theatres here, developed Tuesday night when two projectionists of IATSE Local 143 were called out of the booth at the Powhattan, a Maplewood, Mo., neighborhood, leaving the house dark. Mrs. Bess Schulter, owner and operator, said the operators were called out because she refused to hire a stagehand at $80 per week. She added she had not employed a stagehand for more than two years.

Robert Thomsen, business representative of Local 143, said the union, through Frank Stickling, district representative of the stagehands' union, had ordered the operators to withdraw their services pending settlement of a dispute between the stagehands' union and the theatre management. It is known the stagehands are trying to place men in all local houses, few of which have stage shows.

Plastic Molded Screen Demonstrated by NTS

NEW YORK—National Theatre Supply was host to the trade press at a demonstration and luncheon of the new Walker plastic molded screen on Thursday.

For explanatory purposes, the new screen imparts to the eye a brightness as compared with the average white screen analagous to the effect created upon rubbing off an area on a piece of dusty white porcelain. In order that observers might judge the difference between the Walker plastic and ordinary white screen, films were shown on an area made up of portions of each.

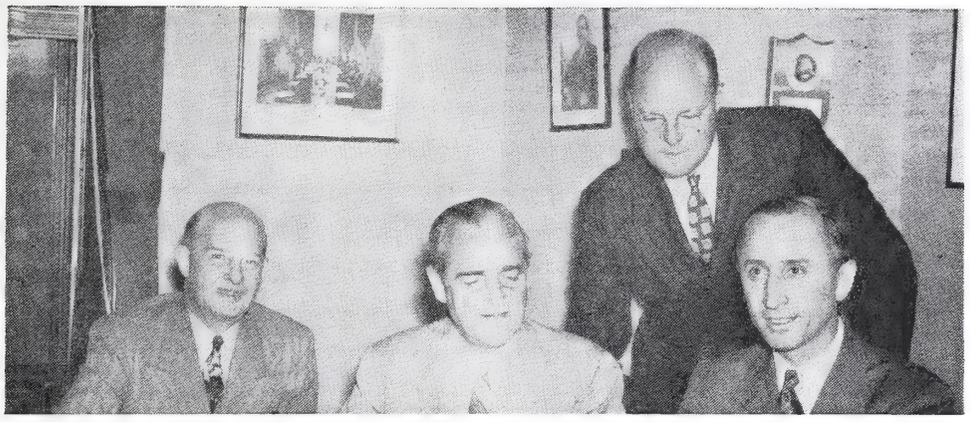
Without judging the technical claims made for the new plastic screen, it must be said its clarity properties, whatever they be, deliver a noticeable contrast in brilliance. This goes more so for color, as demonstrated in a Technicolor subject, than black and white. Obviously, there was no means of judging a claimed improvement for the screen in greater fidelity and better distribution of sound.—L. W.

Bow to Churches

ALBANY — Opposition by Protestant churches caused abandonment by the Rensselaer Common Council of an ordinance which would have legalized Sunday shows between 2 and 12 p. m.

Marguerite Clark Dies

NEW YORK—Marguerite Clark, one of the top stars of the silent era, died at the LeRoy Sanitarium, Wednesday. A cerebral hemorrhage was followed by pneumonia.



—Metropolitan Photos

Walt Disney and RKO Continue the Wedding—

Signatories to the renewal of the producer's deal with the distributor, left to right, are Gunther Lessing, general counsel for Disney; Ned E. Depinet, vice-president of RKO; Gordon E. Youngman, assistant secretary of RKO, and Roy Disney, Walt's brother and general manager.





—Metropolitan Photos

About People—

Above, Charles Laughton, New York arrival for vacation purposes, now that he has finished in and with "They Knew What They Wanted." When he returns to the coast, he is slated to face the cameras as "Mr. Pinkie," both efforts on behalf of RKO. Below, Robert Benchley, humorist, critic and film comedian, who is busy on the first of six shorts for Paramount at Astoria. These are to be made now and three after Benchley returns from Hollywood later. One will be "How to Control the Nerves," which sounds like a timely topic for times as jittery as these.

BROADWAY

LOUIS B. MAYER is in town from the coast, having completed a stopover in Louisville. It's a matter of home office conferences for a while, not the least of which, it is hinted in certain quarters, will center around an advanced admission price idea for "Escape" . . . Leland Hayward is also here from California . . . Edward G. Robinson has gone to White Sulphur Springs as guest of honor of the American Druggists Ass'n . . . Bette Davis has quit the local scene and considerable activity involving the press, parties and plays in favor of her New Hampshire farm. It's a week's respite and then back to the kleig lights . . . Monroe Greenthal had another birthday, so a few of the UA boys treated him to some Lindy's food. Poetry played a large part in the proceedings, as did an especially created painting conceived and executed by Armando. A couple of lines contributed by the UA foreign department, usually guided by pithy Sammy Cohen, went like this:

Hold up the "props"—don't let that scene fall!
Today is the day of the big show for Greenthal,
A guy who's so chock full of guile and craft
He got himself born too soon for the draft.

The checks were split among "Jackson" Milstein, Al Margolies, John Hertz jr., Martin Moskowitz and Bernie Kamber.

A new poppa is Clark Brown of the Paramount home office tax department. It's a girl, with mother and baby and daddy doing very well . . . The Europa on First Avenue will reopen shortly under management of Omnia Amusement Corp. for foreign language films . . . Bill Reilly, advertising manager of Cine-Mundial, *has taken up new duties in the general sales promotion department of RCA at Camden. He will work with Ovid Riso, export advertising chief . . . Irving Rapper, Warner dialogue director, is here from the studio for a brief vacation . . . Lyle Talbot has gone over to the air waves. He is conducting a gossip column over WHN three days each week in addition to appearing in "Separate Rooms" . . . When Gene Murphy takes over his new post as assistant to John Joseph, coast publicity and advertising director for Universal, he'll be renewing an old friendship which began when both men worked for B&K in Chicago.*

Phil Reisman, foreign sales manager for RKO, is due shortly in Rio de Janeiro from Buenos Aires for a sales convention . . . Mona Reilly of Nate Blumberg's secretariat is home nursing her mother who was hit by a car and suffered a broken arm and body bruises . . . Joseph Bernhard has been appointed a member of the advisory committee of the New Jersey Defense Council by Governor Moore . . . At the annual meeting of the Warner Club board, Nat D. Fellman was elected president. Other officers are Martin Bennett, vice-president; Bernard Goodman, vice-president in charge of membership; Harry Mayer, vice-president in charge of entertainment; Ruth Weisberg, v-p in charge of welfare; F. L. Gates, v-p in charge of claims; Robert Salomons, treasurer; Sam Wolowitz, assistant treasurer, and Stuart Aarons, secretary.

Harvey Newins says he has lost 26 pounds in the last few months via the diet route . . . Dan Michalove may again postpone his departure for Sydney, Australia . . . Sidney R. Kent is planning another trip to the coast . . . Roy Disney, now that he has leased the Broadway for the opening of "Fantasia," is due in Hollywood Monday. However, he is slated to be back for the formal bow of the latest Disney feature . . . William Hawks is visiting from the coast . . . Jack Cohn, Abe Montague and Abe Schneider left for Hollywood late in the week for Columbia studio conferences . . . Harry Gold has been spending a lot of time at Loew's on that UA product deal . . . Mickey Rooney opened strong at the State Thursday and may be held a second week. He followed Milton Berle into the house . . . Richard Brenner, Chile manager for M-G-M, is here on his usual annual visit . . . Lee Marcus is in town . . . Mort Spring reports business in England last weekend picked up . . . Bill Schneider, secretary to Bob Gillham, is mourning the loss of his mother . . . Bob Taplinger has returned to the Warner lot after a visit to South Bend, Ind., on the Rockne film.

Eddie Alperson, assistant to Harold J. Fitzgerald in Milwaukee, was in town for conferences with Spyros Skouras. Fitzgerald was in the week before . . . Frank L. Newman of Seattle also was in during the last few days and Rick Ricketson is due from Denver in the next week or so . . . George Skouras is on the coast on a hunting trip. He accompanied his brother, Charles, west . . . Bill Sussman returned early in the week from 20th-Fox exchanges in Pittsburgh, Washington, Cincinnati and Philadelphia . . . Sylvia Sewards, secretary to C. C. Moskowitz, was out, ill for a few days . . . Ditto Charles Pettijohn . . . Larry Beatus, Loew's district manager, has been receiving mail from a marriage bureau in the Bronx . . . Nat Wolf, Warner Cleveland district circuit manager, has returned to his headquarters after a brief visit here . . . John

(Continued on page 22-C)



Event: A Luncheon; Reason: Fox Went West—

The day of the evening Matty Fox, Universal vice-president, went west after a summer at the home office, his associates threw a surprise luncheon for him at the Rainbow Room. Proof that it was a surprise: Fox hadn't been to the barber as of the time. The above photograph, preponderantly made up of trade paper men, included these, traveling around the table from the left, Sherwin A. Kane, Motion Picture Daily; *Chester A. Bahn,* The Film Daily; *Nate J. Blumberg, Universal president; Don M. Mersereau,* The Film Daily; *Joseph H. Seidelman, Universal vice-president; the guest of honor; Red Kann, sandwiched between P. S. Harrison,* Harrison's Reports, *and Terry Ramsaye,* Motion Picture Herald; *J. Cheever Cowdin, chairman of Universal's board; Martin Quigley,* Quigley Publications, *and Lionel Toll,* The Independent.

Conscription Impels Personnel Survey

NEW YORK—Enactment of peace-time conscription finds the majors launching into a nation-wide survey of personnel in an effort to compute, so far as it is possible now, the number of replacements which may prove necessary. Male employes between the ages of 18 and 35, must register under the law, of course. Whether they are married or may claim exemption does not bear on the registration requirement.

S. R. Kent, president of 20th Century-Fox, ordered a checkup a few days ago. Questionnaire forms are in the hands of branch managers, but home office executives venture it as an early opinion that the number of employes eligible will prove surprising. Unofficially, it is anticipated booking departments will be affected chiefly and the south, in proportion to the number of employes, probably will reveal the heaviest percentage of draft eligibles.

Move Step Nearer Toward Sunday Legitimate Shows

NEW YORK—The last obstacle to the newest competition to exhibition in this area—Sunday performances for legitimate shows—seems out of the way with the approval by the Actors' Equity council of the form of referendum members will be polled on to decide the issue. At the same time, members of Chorus Equity will be polled on the same question. The members of both groups were to have passed on the council's action at a quarterly meeting Friday at the Hotel Astor.

Pegs First "North West" Advanced Price Dates

NEW YORK—Paramount has pegged the first group of advanced admission price engagements for "North West Mounted Police" at nine, following the world premiere in Regina, Canada, October 21. The key city bookings include Chicago, San Francisco, Los Angeles, Minneapolis, Portland, Ore., Kansas City, Milwaukee, Portland, Me., Louisville and Youngstown.

Metro's Sales Policy Is "Flexible to Fit Needs"

NEW YORK—The M-G-M sales policy is "flexible to fit specific needs," William F. Rodgers, sales manager, informed about 80 members of the ITOA at a meeting at the Hotel Astor. Rodgers committed his company to a course of cooperation with the independent exhibitors. His presence at the special session was occasioned by the request of the members for a "clear exposition" of the company's policy.

Rodgers was introduced by Harry Brandt, president, and was accompanied by Tom Connors, Jack Bowen and H. M. Richey, M-G-M sales executives.

Exploitation Contest Is Extended by Metro

NEW YORK—M-G-M has decided to extend the expiration date of its independent exhibitor exploitation contest through November 1, with prize winners to be announced before Christmas. The contest centers around the best campaign on one or more of the company's films released during the 1939-40 season. There will be identical prizes for first run and subsequent run exhibitors, with first place in each category entitled to $2,500; second, $750; and third, $500, with 100 additional prizes of $25 each for runners-up in both sections.

RKO Will Distribute Third Gov't Film

NEW YORK—RKO has taken on the third government-sponsored feature for national distribution and will offer it gratis to all exhibitors. It is entitled "Power and the Land," and is a successor to "The Plow That Broke the Plains" and "The River."

"Spring Parade" to Usher In Hiked Scale at Roxy

NEW YORK—Plans for increasing admissions at the Roxy, which would include elimination of early bird prices to conform with other Broadway houses, will go into effect with the inauguration of the new Universal contract which calls for a split. "Spring Parade," the latest Deanna Durbin film, is slated to follow "Brigham Young—Frontiersman" at the Roxy.

Gets Film Alliance

ALBANY—Pam-O-Film Exchange has closed for the Film Alliance franchise for this and the Buffalo territory. Sol Edwards acted for the producer.



—Metropolitan Photo

Social Note at a Premiere—

Here you get Will H. Hays, Osa Johnson and Leo Brecher at the New York opening of "I Married Adventure" at the Plaza, which Brecher operates.

Suit Against Film Alliance Is Ended

NEW YORK—Court news of the week was featured by the beginning of the customary winter revival of numerous suits dormant since the summer.

Heading the list was settlement of the Ernest Hemingway, Benjamin Glazer and Theatre Guild's suit against Film Alliance and Midtown Theatre Corp. A temporary injunction had been granted the plaintiffs in July preventing their exhibition of a British film, "Spies of the Air," as "Fifth Column Squad," which was claimed to be an infringement of Hemingway's play, "The Fifth Column." Settlement has the defendants agreeing to the entry of a perpetual injunction against their use in the future of any title relating to the words "Fifth Column."

Other Court News

Marion Palmer, as assignee of Moe Messeri, formerly 20th-Fox manager in Spain and Portugal, has filed a supreme court action against the company seeking $6,000 back wages. The company claims Messeri was employed by its Spanish subsidiary, and not by it.

Stephen Tamas, author, has filed a supreme court action against M-G-M Pictures Corp., M-G-M Distributing Corp., and Loew's seeking damages for the alleged plagiarism of his story, "Moscow, Paris and Return," in "Ninotchka."

Bryan Gay, composer, has filed a supreme court action against 20th-Fox, Robbins Music Corp., and Leo Feist, Inc., seeking $250,000 damages for the alleged unauthorized use of his song, "The Vamp," in "Rose of Washington Square" and damages against the music houses for alleged unpaid royalties.

Application by 20th-Fox to dismiss a suit against it reveals a year and a half old action in the supreme court by Izola Forrester Page and Mann Page against the company. Alleged plagiarism of a story entitled "Joyous" in "The Poor Little Rich Girl" is charged. Action seeks an injunction, accounting of profits and damages.

A suit which may have an important bearing on many film contracts was begun in the supreme court when Select Theatres, subsidiary of the Shuberts, started action against Nan Rae and Maude Davis to prevent the defendant actresses from breaching an employment contract. The defense claims the Shuberts sign actors to contracts and loan them out to film companies and other play producers collecting much in the way of royalties. The actions of the Shuberts are illegal, it is claimed, unless they secure an agent's license and then they are entitled to only five per cent. Should the defense prevail, many film contracts may have to be re-written.

Supreme Court Justice Bernard L. Shientag has reserved decision on an application by AT&T, Western Electric, Erpi, RCA and officers and directors of RCA to dismiss a $270,000,000 consolidated stockholder suit against them. Defense claims there is no cause of action. The action claims a loss of $10,000,000 through investments by RCA in RKO, and the balance of $260,000,000 through purchase of allegedly worthless patents. An accounting by officers and directors is sought.

Town Hall to Augello

ALBANY—John Augello, former operator of the Family at Utica, has taken over the Town Hall in Philadelphia, 15 miles beyond Watertown and Gouverneur.

Patriotic Films Will Dot New Slates, Says Hays

NEW YORK—Company presidents, sales managers and, marking it as an unusual procedure, advertising managers on Tuesday heard Will H. Hays tell them what they already knew: That patriotic themes are to mark a highlight in production trends for the new season.

Present were:

From Columbia: Jack Cohn, Nate Spingold and A. Montague.

From Loew's: Nicholas M. Schenck, William F. Rodgers, Charles C. Moskowitz and Howard Dietz.

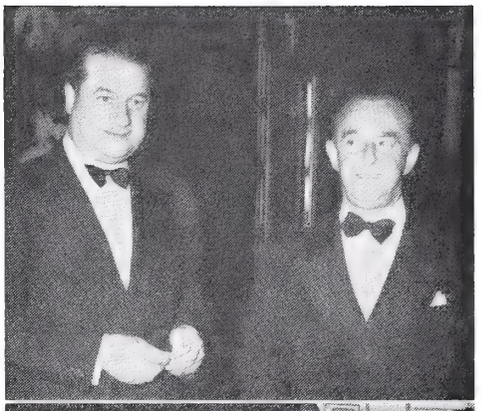
From Paramount: Barney Balaban, Neil F. Agnew, Leon D. Netter and Robert M. Gillham.

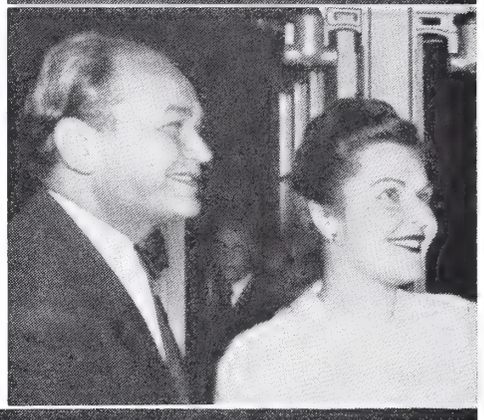
From RKO: George J. Schaefer, Richard C. Patterson, Ned E. Depinet, Malcolm Kingsberg, John J. O'Connor and S. Barret McCormick.

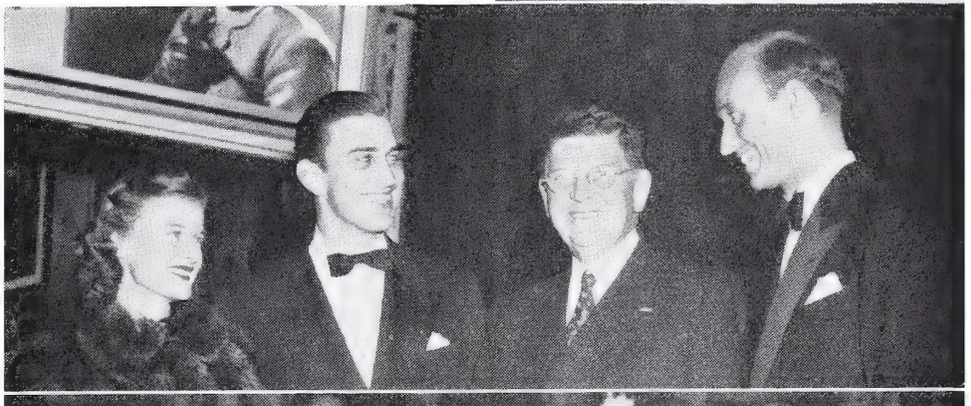
From 20th Century-Fox: W. C. Michel, Spyros Skouras, William Sussman and Charles E. McCarthy.

From Universal: Nate J. Blumberg, Joseph H. Seidelman and Louis Pollock.

From Warner: Gradwell L. Sears, Joseph Hazen, Mort Blumenstock and Harry Goldberg.









—Metropolitan Photos

The Roosevelts Attend a Premiere—

For the opening of "Pastor Hall" at the Globe, New York, James Roosevelt, whose film this is—by acquisition—had several members of the family on hand. From bottom to top, this time, the album shows James apparently seeing to it that his mother, Mrs. Franklin D., is comfortable. He is shown again immediately above greeting his brother, Franklin, and the latter's wife, while the bespectacled man is Mayor Kelly of Chicago. In ermine is Mrs. Edward G. Robinson, accompanied by "Little Caesar" himself. High upon the page are Arthur W. Kelly and Edward Small.

PHILADELPHIA

THE Showmen Club's new Vine Street quarters, now nearing completion, will make it a "club second to none," announces "Star" A. B. Blofson. Charlie Goldfine is in charge of the getting-things-in-shape committee . . . The drawing for the raffle now being conducted has been postponed until November 16, reports Dave Rosen, chairman of the drawing committee . . . Lester Wurtele, Columbia, visited New York . . . Allen Lewis, Dante, gave his nerves a workout at Havre de Grace. Says he still can't figure out whether the bank roll is ahead or behind.

Mattie Carman, the censor board's switchboard expert, celebrated her 25th year with the board the other day. A surprise party was arranged by the office staff, with Chief Censor Edna R. Carroll leading the congratulatory hymns . . . Florence Weitzman, Metro's Margaret Bourke-White, came back from the World's Fair with some stunning color photos . . . C. C. Pippin, Metro city salesman, can shake hands again with his injured right arm . . . Mary Dougherty filled in on the Republic booking desk during the couple of days absence of Mary Meadowcroft.

William C. Karrer, president of Motion Picture Associates, reports the organization now has 101 members. All are insured for $500, he says. Now being planned is a minstrel show, with the members in black face . . . Pop Pierce, one of the first exhibitors in the territory, marked a birthday on the 22nd . . . Jack Beresin celebrated his on the 24th; Sylvia Kalikman, Affiliated, on the 28th, and C. C. Hite, former Monogram salesman here, has one on the 29th.

Among the out-of-towners who honored the city with visits last week were Pete Marinos, Wyoming Theatre, Wyoming; Ike Hirschorn, Refowich, Freeland; Tommy Thomas, Thomas, Taylor; Bill Bayher, Park, Lehighton; Tom Mortell, booker for army camps of this vicinity; Oscar Steifel, Roxy, Lock Haven; Tom Elliott, Girard, Girardville; Stanley Peters, Ritz, St. Clair; Ernie Schmidt, Strand, Berwick, and George Riester, Capitol and Majestic, Shamokin.

Twentieth-Foxers are rooting for the new show just screened for employes, "Down Argentine Way" . . . A big drive meeting in the exchange's projection room brought Herman Wobber, general sales manager; William Sussman, eastern division manager, and Moe Levy, drive leader. The entire staff, led by Edgar Moss, Al Davis and Sam Gross, were present, and came away with enthusiasm that could be heard bubbling all over Vine Street . . . The *Record* and the Philadelphia Electric Co. have arranged for 20 more cooking schools in Warner theatres this fall.

The Castor, Simon Finestone's new house, is set for opening early next month . . . An elaborate souvenir booklet was distributed at the Tioga's celebration of its second anniversary . . . Bill Dyer, sports commentator, scheduled for appearances at the Lansdowne and Lawndale . . . Among managerial developments in the Warner circuit are appointment of Joe Forte to handle the Parker, Darby; promotion of Harry Clemens, from assistant at the Parker to manager of Imperial-60th; appointment of Labe Neidorf as student manager at the Earle.

Myer Adelman, New Jersey Messenger, will be honored by a dinner at the Walt Whitman, October 20 . . . Charlie Goodwin is arranging the program for the Variety Club's December dinner . . . Ev Callow and his publicity boys at Warner arranged a bang-up time Friday. Scheduled were a press cocktail and radio broadcast for George Jessel's vaudeville show, to open at the Earle, and a press dinner and another radio broadcast for Walter Brennan and Lillian Bond, who were to make personal appearances at the Stanley for "The Westerner" . . . "Miss Liberty Belle, 1940" and "Miss Philadelphia, 1939" decorated the stage of the Terminal last week.

Exhibitors are being warned to look out for a fellow representing himself as a Miami exhibitor on vacation; also another easy money boy who has taken money from merchants in certain towns with a promise to run a patriotic trailer at the local theatre, mentioning the contributing merchants . . . Charlie Crowley, State, Chester, celebrated the theatre's anniversary with 5,000 heralds, two special kiddie shows, and a giant cake (promoted) on display in the lobby . . . Birk Binnard ran a similar campaign when his Lyric, Camden, marked its birthday.

Two hundred and twenty persons prominent in the industry and civic life honored Frank McNamee, outgoing RKO branch manager, and Charles Zagrans, his successor, at a dinner at the Warwick . . . The home office was represented by Ned Depinet and Bob Mochrie . . . McNamee was presented with a diamond watch and Zagrans with a chest of silver . . . Powers Gouraud was M. C. The committee consisted of Earle Sweigert, Jay Emanuel, Al Davis, Jack Kraker, Oscar Neufeld and Dr. Leon Levy, of WCAU . . . Levy entertained the committee last Saturday at his estate, "White Corners."

Al Davis, 20th-Fox, has bought a new home at 20th and Walnut Sts. . . . Harry Lavine, former Republic district manager, is now reported salesmanning for RKO in Cleveland . . . Ernie Schmidt, of the Comerford home office, was taken the round of the city's night spots by Oscar Neufeld, Horlacher.

Many Names to See Bow Of "Rockne" in Philly

PHILADELPHIA — "Knute Rockne — All American," which will have simultaneous world premieres in South Bend and at the Fox, Philadelphia, October 4, will be ushered in here with one of the biggest collection of Philadelphia names ever assembled for such an event.

A dinner is being sponsored the preceding night at the Ritz Carlton by the University of Notre Dame Club, headed by William A. A. Castellini, classmate of George Gipp, one of Notre Dame's football immortals; Edward Bailey, one-time secretary of Rockne, and John W. Neeson, director of public works and founder of National Notre Dame Night.

Among those on the committee for the dinner are City Democratic Chairman John B. Kelly, Judge Robert V. Bolger, Ray Morrison, Temple University football coach; Rev. Terence A. Brady, Catholic Youth Association; Grover W. Mueller, director of physical education of the Philadelphia school system; Most Rev. Hugh L. Lamb, auxiliary bishop of Philadelphia; Walter Halas, director of athletics at Drexel Institute; Clipper Smith, Villanova College football coach; Jay Cooke, City Republican chairman and candidate for the U. S. Senate; U. S. Senator Worth Clark of Idaho; Postmaster Joseph P. Gallagher; Judge Harry S. McDevitt; Lawson Robertson, Olympic's track coach, and others.

Activities at the South Bend dinner will be carried by radio to the local affair. The Warner advertising staff is arranging the entire event.

Dinner for Lynch

GLOVERSVILLE, N. Y.—With over 200 attending, George Lynch, chief film buyer of the Schine circuit, was tendered a bachelor dinner at the Elms Country Club. On October 5, he marries Marian Kearney.

Temporary Pact Has Guild's Approval

Hollywood—The membership of the Screen Writers Guild, at a meeting Thursday, approved a "temporary" producer contract for a six-month period, calling for an 80 per cent closed shop, and providing an arbitration system for screen credits. The pact becomes effective October 10 and may be revised or amended at any time.

WASHINGTON

MICKEY ROONEY'S rating of boxoffice champ is no misnomer. His p. a. at Loew's Capitol not only smashed the existing house record, but also surpassed the attendance figures on "Boys' Town," his own picture. A program of five shows daily, writing a column for the press, and being mobbed by fans was taken in stride. Quite naturally, "Strike Up the Band" will hit the Capitol screen next week . . . The Variety Club netted a tidy sum from the Armstrong-Furr battle . . . Sam Galanty, Columbia district manager, returned from New York, beamed at the grosses on "Howards of Virginia" and "He Stayed for Breakfast," then set sail for Cleveland and Cincinnati.

Twentieth-Fox's Herman Wobber, Bill Sussman, Moe Levy and Edgar Moss visited the local exchange in behalf of the S. R. Kent Drive. Washington finished second in last year's national drive by a narrow margin. Needless to say the staff is out to assert itself again . . . Helen Inglee's mother reports her safe arrival at Will Rogers Memorial, her meeting with Miriam Hirsch, and her expressed effort to make her stay there as brief as possible . . . Visiting the Row: John Caldwell of Appomatox, Sidney Gates of Norfolk, Julian Gordon of Newport News, Jack Cohen, NSS district manager, and Julius Goodman of Baltimore.

The Metro exchange was finally declared the winner in the recent national charges drive, with Rudy Berger being awarded top prize of $1,500, and each employe receiving two weeks pay. In addition the office manager, the bookers and the salesmen will be recipients of special prizes. A victory dinner will be held in the near future, with E. K. O'Shea, district manager, making the awards . . . Mrs. Freida Cohen has returned following an illness . . . RKO's Russ Hildebrand has returned from vacation ready to go . . . Jess Smith, RKO booker, was pleasantly surprised on his birthday with an appropriately adorned cake from the staff.

George Crouch, assistant zone manager of Warner theatres in this territory, announces the engagement and approaching marriage of his daughter, Bernadette, to John Stephen Lawless of Cambridge, Mass. The bride-elect is well known in music circles and a graduate of Gunston Hall Academy. Lawless is with the Federal Housing Administration. The wedding will take place in the Shrine of the Sacred Heart, November 9.

Tone as "Martin Eden"

HOLLYWOOD—Franchot Tone will play the title role and Geraldine Fitzgerald a top feminine role in "Martin Eden," which Sam Bronston Productions will make for James Roosevelt. The film, based on a Jack London story, is down for a December start. UA will release.

Ralph Unks Manager for Ross Federal in Philly

ALBANY—Ralph R. Unks, for the past year and a half Albany branch manager of Ross Federal Service, has been promoted to manager of the larger Philadelphia branch. Unks was an assistant to Jack Kraker, now Atlantic division director of research and credit promotion, in Philadelphia before coming here. His place here is filled by Charles Leach, who has been New Haven manager for Ross.

Skouras Retains Medalie In Gov't Bribery Case

NEW YORK—George P. Skouras has retained former District Attorney George Z. Medalie to represent him in the government's bribery charge in connection with the leasing of a number of former Fox Theatre units. Skouras is now on the coast and due back October 7, when a trial date is scheduled to be set in the local federal courts.

"Mozart" Will Make Bow At Carnegie Playhouse

NEW YORK—The English production, "Mozart," distributed by I. E. Lopert, will have its American premiere at the Little Carnegie Playhouse.

BUFFALO

MARION GUETHE, secretary of the MPTO, Buffalo zone, calls our attention to a special meeting to be held at the local office. Among those notified are: Nicholas J. Basil, of the Basil Brothers chain; W. H. Cadoret and M. F. Carr of Rochester; H. D. Dillemuth, of the Broadway-Lyceum; G. J. Gammell, of the Gammell circuit; A. D. Goulde, of the Adelphi Franklinville; A. C. Hayman, Lafayette, Buffalo, and Strand and Cataract, Niagara Falls; M. J. Kallet, Oneida; M. A. Keyser, Aurora, East Aurora; Jake Lavene, Academy, Buffalo; Vincent R. McFaul of the Shea Theatres, and J. A. Read of Gowanda, New York.

Our sympathy to Mable O'Shea, wife of E. K. O'Shea, Metro district manager, upon the death of her father, Grant Bailey.

The Shea Golfers are getting in a lot of time on the links before the winter snows. Among the Divot Diggers to be seen these chilly mornings are: Chuck McKernan, Shea treasurer; Bill Brett sr., Buffalo house manager; Carl Patterson and Johnny Sandstone, projectionists; Jack Walsh, Great Lakes operator, and Bob Dame, Niagara manager . . . Musicians Laurence Albano and George D'Anna are also among the early birds . . . Chuck McKernan is now readying the organization for the forthcoming bowling season which should include such wood cutters as George A. Mason of the Lakes, Johnny Magner of the Hippodrome, Stagehands Danny Gill and Paul Vogt, Singer Eddy Manguso and Musician Norm Wullen.

Congratulations to Bobbie Hughes of the Kensington who was promoted to assistant manager . . . Buffalo audiences getting a big kick out of amateur band leaders called upon the stage to lead Sammy Kaye's Band for one number . . . Edith Maurer monopolizing switchboard duties now that Mary Friedrich has gone.

BROADWAY

(Continued from page 21)

Howley is moving into the Princeton Club until he finds a new apartment.

Ben Miggins, whose stay in these parts is indefinite because of the war, says he has dropped 10 pounds in recent weeks . . . Tyree Dillard jr. of M-G-M's legal staff spent the weekend fishing off Freeport with a good bonita catch as his reward . . . Grace Rosenfeld has recuperated from a recent illness . . . Hal Roach is due soon from the coast with a camera crew which will make some shots for "Broadway Limited" . . . A. W. Smith jr. is back from a weekend in Canada. He also spent a few days in Chicago during the week . . . A. A. Schubart, RKO exchange maintenance head, returned from a brief visit to the Windy City . . . Lillian bond, who appears in "The Westerner," is in these parts for a vacation . . . Constance Bennett on Tuesday got a phone call at her home in Holmby Hills, California, from Glenda Farrell at the New York World's Fair marking the opening gun in a campaign to enlist support of American women for British war relief . . . Sol M. Sachs, Dallas RKO manager, has been in town on new product deals . . . Donahue & Coe is handling the Skouras directory appearing in the local Hearst papers . . . Joan Carro, RKO moppet, saw a preview of her picture, "Laddie," in the RKO projection room. A host of stars was on hand.

Johnny Harris' plan to establish a Variety Club unit in New York may bear fruit in the next few weeks. He was in from Pittsburgh during the week discussing the idea with Jack Ellis, president of M. P. Associates. Harris brought up the Variety idea about a year ago when it was first reported in BOXOFFICE . . . Ben Price has taken over the Manhattan in addition to his sales activities for Matty Radin . . . E. M. Loew, Boston independent, has been in town on business other than his theatres . . . J. Don Alexander of Alexander Films is vacationing here with the missus from Colorado Springs . . . Local salesmen are mourning the death of Martin Herra, who had been associated with Herman Guckman for more than 25 years . . . Mitzi Green is in town from the coast.

Nicholas M. Schenck and Spencer Tracy a serious arm-in-arm pair along Broadway . . . Jack Kirsch and Ray Branch were in to see H. M. Richey before the trio attended the Allied of New Jersey convention in Atlantic City . . . Robert Benchley is working at Paramount's Astoria plant on the first three of a series of six shorts he is doing for the company . . . Ralph B. Austrian, assistant vice-president of RCA Photophone, is conferring with company executives on the coast . . . Lou Schreiber, casting manager of 20th Century-Fox studio, is around for a visit . . . Frank Newman of Evergreen Theatres is here from the Pacific Northwest on annual film deals . . . James Stewart has returned to Hollywood after a three-week vacation in the east . . . Grant Bailey of Buffalo, father-in-law of E. K. "Ted" O'Shea, passed away Sunday . . . J. S. McLeod, Metro's exchange operations head, is a grandpop for the second time. Which makes son Don, Indianapolis booker, a daddy of a new boy.

Leo Abrams Winding Up At "U" in Two Weeks

NEW YORK—Leo Abrams, Universal short subjects head, will wind up his duties in two weeks. A successor has not been named by William A. Scully, general sales manager, who returned Wednesday from Chicago.

Gene Murphy Executive Assistant to Joseph

NEW YORK—Gene Murphy of Loew's has been appointed executive assistant to John Joseph, head of Universal publicity and advertising head on the coast. He has already departed for his new post at the studios.

Deal With Veterans

NEW YORK—Altec has made a deal with the U. S. Veterans' Administration to furnish sound service and sound and booth parts for the government's 91 veteran hospitals. The deals run 10 years.

ROCHESTER

WEBSTER and Plaza theatres here, neighborhood houses, have been taken over by the Schine Theatre chain. The Plaza, which has been closed for sometime, will not be reopened immediately, it is said. Max Fogel, former Webster owner, stays with Schine as local booker and Monroe manager, and Kermit Armstrong remains as Webster manager. Clayt Cornell, Monroe manager, moves to West End in that capacity to succeed Ted Whitcomb, resigned.

Eugene Chiarmonti, Madison house manager, resigned to go to Fairport to learn to be an operator. He was succeeded by Joe Goldstein of the State.

Ed Howard, assistant manager at Loew's Rochester, has been transferred to the State Theatre in Boston as assistant manager. Howard started at Loew's 11 years ago as doorman. He'll be succeeded by Alvin Leonard of New York as student manager . . . Mary Fink, Loew's cashier, has been married to Frank O'Connell. Several co-workers served as bridesmaids . . . Rosemary Bertrand, Loew's usher, has returned from dramatic school in New York. She'll return next month on a scholarship . . . Ira Rubens, assistant manager at Liberty, has resigned.

Fred Boekhout has been re-elected president of the New York State Motion Pictures Projectionists Ass'n. Carl Bornkessel was elected sergeant-at-arms . . . Edward P. Curtis, sales manager of the motion picture division of Eastman Kodak, has returned from a Maine vacation.

A midnight clambake was staged by Local 253, Moving Picture Machine Operators, Tuesday. Festivities got under way with a floor show at 12:30 a. m. In charge of arrangements were: Charles Mason, chairman; Louis Goler, Louis Levin and Harmon Smith.

Role for John Barrymore

HOLLYWOOD—Universal has signed John Barrymore for the lead in "Invisible Woman," Milton Feld production featuring Virginia Bruce.

Will Call All Allied For Decree Study

(Continued from page 19)

cause it would set a precedent hard to live down on subsequent dealings.

"The time is ripe for exhibitors to put their heads together and plan for the future. Distributors have more pictures completed and in advanced production stages than ever before. They are planning to get more for their product to offset foreign losses."

Exhibitors must adjust themselves to the new order of things, he warned, adding Allied has the brain power and will lead all others in this direction.

"The decree raises many interesting problems and we must pool our thoughts with others on them. They must be solved as soon as the decree is entered, if it is entered at all. Theory will have to be banished and practical methods adopted."

Kirsch also attacked giveaways and triple featuring, stating "our business will never be right unless this condition is done away with." He said exhibitors have to get back to old-fashioned show business. He took a crack at the triple featuring policy which broke out in Chicago at the Belmont and which was eliminated after a 90-day battle by the Allied unit in that city.

Col. H. A. Cole, who was scheduled to speak, was not on hand.

Says Allied Opposition Now on Defensive

(Continued from page 19)

money and big politics and accomplish our aim of decent business practices in the film industry.

"It is not unnatural that such a feeling of fear and pessimism should be in the hearts of many. Years of great effort have passed. A few victories, and those of minor importance, have been chalked up for the independent. And yet the constantly increasing pressure is bearing fruit. This is not always immediately perceptible because the change is very gradual. But our opposition is on the defensive on many fronts, and conducting an offensive on none. That is significant.

"It may not come today, or tomorrow, or next month; but our success is bound to come. It may not even come in a single spectacular victory but instead in a continuing series of small gains.

"But it is sure to come eventually."

Abram F. Myers' message was mostly on the government's national defense program and also a paragraph on the AID work being conducted by the Allied organization.

Will Support Decree If It Is Entered—Myers

ATLANTIC CITY—Allied pledges full support to the consent decree in the all-industry suit if it is entered, Abram F. Myers, general counsel, told the closing session of the New Jersey unit convention here Friday. He pointed out that no one but the government is advocating the blocks-of-five sales plan at the present, and said it was his guess that distributors would offer no less than four or five groups at a time. That, he emphasized, does not mean that exhibitors will have to take all of them.

The arbitration plan, he said, is the best ever devised to adjust disputes. However, the organization protests that the "some run" and "discrimination of runs" provisions in the decree hamper the independent exhibitors.

Myers stated that he always had hoped the case would be settled by decree. It also is desirable, he said, "because the outcome of the suit is problematical, attorney generals change, witnesses die off and the trial means deferment of relief when it is needed immediately." He described the history of Allied meetings with Thurman Arnold since March, when Col. H. A. Cole, president, "was told that a decree would not be entered that was not approved by independent exhibitors."

The Allied counsel revealed a meeting September 3 with Arnold, and reported him as having said it was "the best my staff could do and, on the whole, a pretty good job." He said that Arnold stated the government had put in a lot of money investigating the "movie trust" and that the justice department could not pour large quantities into investigations of exhibitor complaints.

Rodgers Urges Understanding Among Segments of Industry

ATLANTIC CITY—It is time that the various segments of the industry evidence a more sympathetic understanding of each other's problems so as to ensure the continued prosperity and development of the "great motion picture industry," William F. Rodgers, general sales manager for M-G-M, told those assembled here for the closing session of the New Jersey Allied convention.

"Unfortunately for the industry," Rodgers pointed out, "the industry has been criticized from within, and the public has been led to believe that it is sick. Nothing could be farther from the truth," he emphasized.

He discounted statements that double bills are "ruining" the industry, "polls" notwithstanding. Falling off of theatre attendance he ascribed to laxity on the part of exhibitors in merchandising product and such "new forms of entertainment" as night baseball, dog racing and Bingo. He urged a return to showmanship.

If and when a decree is formulated for the industry, Rodgers declared, M-G-M will respect all its contents and continue to transact business on "'The Friendly Company'" basis.

Presidential Greeting

SOUTH BEND, IND.—A message from the President will be delivered here by his son, Franklin D. Roosevelt jr., to the widow of Knute Rockne, at the banquet Thursday, October 3, which will precede the world premiere of "Knute Rockne—All American."

• REVIEW FLASHES •

DIAMOND FRONTIER (Univ)—A third-grade adventure film of a South African doctor who is framed by a crooked triumvirate, but who weathers a series of trials to wreak revenge on the crooks and establish his innocence. Victor McLaglen, John Loder, Anne Nagel. Harold Schuster directed.

DULCY (M-G-M)—Only two things remain of the old stage hit which inspired this riotous, screwball comedy—the title and a general idea that the heroine should be as naive as a Laplander and as nutty as a fruitcake, a gal whose unbelievable blundering turns out for the best in spite of herself. In streamlining the original, herewith brought to the screen for the third time, to modern tastes for celluloid humor, the writers, who rate much of the credit for the feature's undoubted success, have fashioned a vehicle which fits Ann Sothern's particular brand of clowning like a two hundred dollar suit. The supporting cast is right on her heels all the way, while production and direction, contributed by Edgar Selywn and S. Sylvan Simon respectively, maintain the same pace.

MELODY AND MOONLIGHT (Rep)—Aside from what selling strength may lie in the names of Vera Vague and Jerry Colonna, well known to radio listeners, there isn't much to recommend in this lightweight musical comedy, which is neither very musical nor outstandingly comic. The Vague-Colonna duo dominates an otherwise lustreless cast and the film will probably suffice best as supporting material, booked as which it may slide by satisfactorily. Robert North produced, Joseph Santley directed.

QUARTERBACK, THE (Para't)—Paramount's contender for honors in Hollywood's 1940 gridiron conference will miss All-American selection when judged for plausibility of story, cast and direction. If, however, it is viewed with the tongue in cheek attitude which probably was assumed by those connected with its production, the feature must be considered a top string team, which should have little difficulty in scoring enough touchdowns to make an impression on the boxoffice scoreboard. A novel twist is introduced through putting the inevitable campus hero in a dual role. Anthony Veiller produced. H. Bruce Humberstone directed.

RAGTIME COWBOY JOE (Univ)—All a western ever needs to be—entertainment, musical, comical, corny and exciting. Johnny Mack Brown.

THAT GANG OF MINE (Mono)—Creditably produced race track picture, the cast of which is its greatest asset inasmuch as it features two of the original Dead End Kids and several comparably tough youngsters. The picture is amply equipped to serve as supporting fare, at which bookings it was obviously aimed. Produced by Sam Katzman. Directed by Joseph Lewis.

YOUNG BILL HICKOK (Rep)—An outdoor blend of patriotism, southern sympathy, thwarted romance, stage coaches, Indians, old codgers, deep-dyed villains, Roy Rogers and Calamity Jane tells how an undercover army intelligence officer manages to corral the leader of a civil war version of the Fifth Column. Roy Rogers, "Gabby" Hayes, Jacqueline Wells. Director Joseph Kane.

(More Review Flashes appear on page 18 of this issue)

HOLLYWOOD BOXOFFICE
NEWS AND VIEWS OF THE PRODUCTION CENTER
(Hollywood Office—Suite 219 at 6404 Hollywood Blvd.; Ivan Spear, Western Manager)

Looking to October; 19 Set to Shoot

Having gotten the fall production season auspiciously under way, the major lots are due to clean up their September schedules with four projected starters and are readying to plunge into an October slate which already includes 19 features. It is almost certain, furthermore, that the total to be gunned during the month will build considerably beyond that total.

Heaviest schedules to date are those of Universal and Warner. The former has dated "Trail of the Vigilantes" to roll October 7, followed three days later by "The Invisible Woman." Also on the docket for later in the month are "Nice Girl," "Back Street," "San Francisco Docks," "The Black Cat" and a serial, "Riders of Death Valley." Warner cleans up its September slate with "Hard Luck Dame" and "Church Mouse." "Sergeant York" rolls October 5, while "One Sunday Afternoon" and "Three Strangers" get the gun October 7. "Fifty Thousand Fliers" takes off October 25. Originally pegged for a mid-month start, "The Fabulous Thirties" has been postponed for the time being because of script trouble.

Paramount's "You're the One" hits the sound stages September 30, to be followed next day by "Lady Eve." An October 14 date has been hung on "New York Town," with "Ballerina" going into work October 28. Metro's "Come Live With Me" starts October 1 and "Ziegfeld Girl" is on the docket for October 16. Republic turns the cameras on "Barnyard Follies," October 4.

RKO Radio's September slate winds up with "Mr. Pinkie." "Before the Fact" and "Debutantes, Inc.," both roll next month, while a November 1 date has been set for "Blood Will Tell."

Sherman Leases Space At Schulberg Studio

To cope with a greatly expanded production schedule, Harry Sherman has leased and has started moving his film-making unit into the B. P. Schulberg studio, vacating the quarters which he previously occupied on the General Service lot. The Schulberg plant has three sound stages and is completely equipped to handle not only Sherman's six "Hopalong Cassidy" westerns but also the five "specials" he is making for Paramount. First picture going into work on the Schulberg lot will be "Doomed Caravan," filming of which was suspended five months ago when Bill "Hopalong" Boyd suffered a leg injury.

Supplementing Sig Neufeld's activities and to speed up Producers Releasing Corp.'s distribution schedule, President Harry Rathner is negotiating to add at least three more production units to its Hollywood setup. PRC now has 24 operating branches and Neufeld is slated to produce the bulk of the company's program of 20 features and 18 westerns for 1940-41.

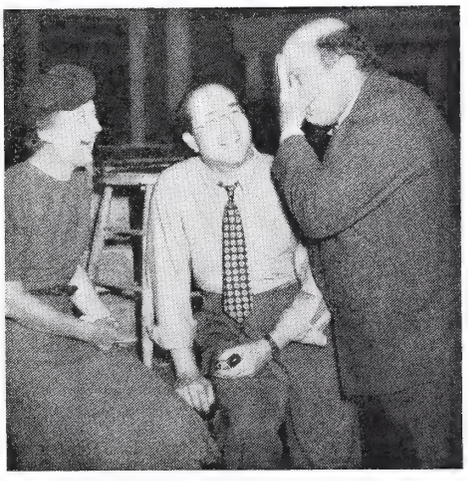
Republic Entering The Shorts Field

Republic is entering the shorts production field, Moe J. Siegel having signed Harriet Parsons to produce, direct and write a series of "Hollywood Highlights." The company will make about 12 abbreviated films yearly, the first to be released November 15.

Sees Great Possibilities In Scientific Color Use

Scientific use of color is the "great step" that will concern motion picture technicians during the next few years, in the opinion of Count Alexis de Sakhnoffsky. The industrial streamlining expert so declared in an address before a special meeting of the Los Angeles chapter of the Society of Motion Picture Engineers.

With Loren Ryder, SMPE chairman, presiding, those attending heard de Sakhnoffsky predict a new and hitherto unexplored "realm of picture possibilities."



Pre-Rushes—

Edgar Kennedy's stock-in-trade, the "slow burn," gets a hearty laugh out of Medora Field (left) and Producer Albert J. Cohen on the set of Republic's "Who Killed Aunt Maggie?" Film is being produced from the novel by Miss Field, who made a trip from her Atlanta, Ga., home to watch production developments.

Report Closed Shop Is Near for SWG

Indicating that, after a delay of several months, an accord on a closed shop contract may be reached with producers shortly, the Screen Writers Guild held a general membership meeting Thursday, at which a report of the status of negotiations was presented by the bargaining committee headed by President Sheridan Gibney.

The SWG has been aiming, in recent sessions with producer representatives, to get the contract signed and sealed by October 1, at which time it hopes to have the closed shop in effect in all major studios. An SWG board session was held earlier in the week to discuss developments.

The new board of directors of the Screen Actors Guild will hold its first meeting September 30, at which it will scrutinize the new ruling handed down by the Producer-SAG standing committee giving employers the right to cancel or change starting dates on calls for freelance actors.

Florence Wix has succeeded Bob Davis, resigned, as chairman of the SAG council at an election meeting held Tuesday. Kenneth Thomson, Ralph Morgan, Lucile Gleason, Pat Somerset, Walter Abel and Dorothy Tree were SAG delegates to the annual State Federation of Labor convention in Santa Monica, September 23.

Screen Cartoonists Guild has obtained a closed-shop agreement for employes at M-G-M and has called off the general membership meeting which had been called to take a strike vote. Deal calls for a 40-hour week and minimum wage scales in various working classifications.

Aubrey Blair has begun the American Federation of Labor organizational campaign by launching a drive to bring some 400 studio tailors, milliners, fitters, seamstresses and beaders into the AFL fold. First meeting of the group was held September 27.

Results of the industry-wide election September 26-27 to determine sole bargaining agent for studio scenic artists have not been disclosed. Jurisdiction is claimed by Moving Picture Painters and the Scenic Artists Ass'n, Inc.

Katzman to Do Four More With "East Side Kids"

Having completed three vehicles starring the "East Side Kids" for release through Monogram, Sam Katzman has been signed to do four more for the current season's schedule. He has signed Leo Gorcey to an exclusive contract for the starring spot and will gun the initialer upon his return from a trip to New York.



Wild West Wild for "Westerner"—

Samuel Goldwyn made the west wild again when he staged the premiere of "The Westerner," starring Gary Cooper, in Fort Worth and Dallas, Tex. Three planes were required to transport the delegation of stars, executives and press from Hollywood to the scene of the festivities. Here are some of the highlights: At the top, Samuel Goldwyn and Mrs. Goldwyn prepare for the take off. Second strip, the lineup for embarkation. Left to right are Georgia Carroll, Goldwyn, Doris Davenport, Bob Hope, Mrs. Goldwyn, Cooper, Walter Brennan, Edward Arnold, Charlie Ruggles, Lillian Bond and Bruce Cabot. Third scene from the top contains a festive interlude embracing Ruggles, Miss Bond, Miss Davenport and Brennan. Directly above, Cooper and Ona Munson sneak off for a bit of quiet during a hectic two-day round of personal appearances and speech making.

"Hollywood-for-Roosevelt" Groups Get Recognition

Motion picture division of the Democratic National Committee has recognized the "Hollywood for Roosevelt" organization as the official group representing talent in the film colony in the campaign.

Officers include Pat O'Brien, chairman; Ralph Block, secretary; Bryan Foy, treasurer, and Abe Lastfogel and Sid Grauman, assistant treasurers. Chairman of the advisory committee, which includes Douglas Fairbanks jr., Alice Faye, Dorothy Lamour, Leo Carrillo, Edward G. Robinson, Winfield Sheehan and Miriam Hopkins, is Producer John W. Considine jr. Blake McVeagh is the publicity representative.

Roosevelt and Willkie Both Have Support

Taking its place beside picture work as a topic of widespread discussion and interest in the film colony is the forthcoming presidential election—their participation in which gives Hollywood's screen idols and executives something in common with farmhands, office workers, truck drivers and housewives all over the nation.

Waving the New Deal banner is the Hollywood for Roosevelt committee, which recently was recognized by the National Democratic organization as its official Hollywood drumbeater. With Pat O'Brien as chairman, it lists Ralph Block as secretary; Bryan Foy, treasurer, and Abe Lastfogel and Sid Grauman as Foy's assistants. The advisory committee comprises John W. Considine jr., chairman; Douglas Fairbanks jr., Alice Faye, Dorothy Lamour, Leo Carrillo, Edward G. Robinson, Harry Joe Brown, Winfield Sheehan and Miriam Hopkins.

Roosevelt supporters have also organized an industrial division, of which Fred S. Meyer, 20th Century-Fox executive, was unanimously elected chairman at a meeting attended by some 30 leaders of unions and guilds. O'Brien's committee has, further, formed a sub-group of film directors who favor a third term, including A. Edward Sutherland, W. S. Van Dyke II, Garson Kanin, John Cromwell, John Ford and Ralph Murphy. Other Roosevelt-supporting pilots include Frank Capra, George Cukor, Mark Sandrich, Lewis Milestone, Irving Pichel, Ray Enright, Dwight Taylor, Lloyd Bacon, Joseph Santley, Fritz Lang, Leigh Jason, Michael Curtiz and Lewis Seiler.

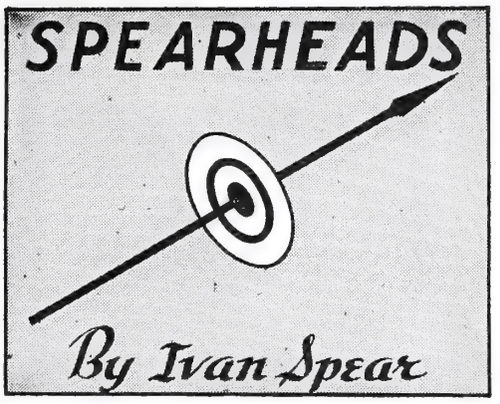
At the same time the "Win With Willkie" contingent in the film capital has not been idle. With Robert Montgomery directing its activities, Republican rooters among screen folk arranged for Willkie's appearance at the Hollywood Bowl during his visit to Los Angeles last week, upon which occasion Montgomery, George Murphy, Roger Pryor, Ralph Morgan, Charles Brackett, Howard Emmett Rogers, James Kevin McGuinness, Porter Hall and other film names delivered short talks on "Why I Will Vote for Willkie." The GOP candidate, who had previously spoken at the Los Angeles Coliseum, slanted his Hollywood Bowl address toward the motion picture industry.

Rites for Grover Jones; From Extra to Scenarist

Funeral services were held Thursday for Grover Jones, noted scenarist, who died suddenly at St. Vincent's Hospital, September 24, after he had apparently fully recovered from a kidney ailment. Jones, who had been active in Hollywood since 1913, leaves a widow, Susy, his mother and two children, Harold and Sue Sally. Rites were under the direction of the Crane and Eberle mortuary.

Jones began his colorful Hollywood career as an extra, moved up rapidly as a laborer, sign painter, painter of art titles, technical director and gag man until he became a writer-director of Vitagraph shorts. He wrote more than 200 screenplays, many of his most successful ones in collaboration with the late William Slavens McNutt for Paramount.

His earlier triumphs included "Lives of a Bengal Lancer," "Souls at Sea," "The Plainsman" and "The Trail of the Lonesome Pine."



THE trend toward de luxe, out-of-town preview junkets was given further impetus by the precedental success of the Texas soiree which Samuel Goldwyn staged in debuting "The Westerner."

Credit Gabe Yorke, Goldwyn publicity chief; Lynn Farnol, head praiser for United Artists, and their respective assistants with performing an outstanding job; one made especially noteworthy by the fact that there was a very limited time in which to work, particularly in the case of Yorke. From start to finish the program was arranged and executed with remarkable efficiency and effectiveness.

Never before has there been so large or enthusiastic a turnout as greeted the pre-preview parade at Fort Worth, where an estimated 200,000 persons lined the streets to cheer the visiting Hollywood stars. Welcome and unusual, too, was the absolute absence of the hecklers who normally constitute a high percentage of comparable public gatherings. It was a large crowd, but a friendly, enthusiastic and hospitable one.

Goldwyn was obviously greatly impressed and highly pleased with the results of his expensive plunge into the depths of super-exploitation; as well he should have been.

A few on-the-less-serious-side observations:

At the take-off, everyone in the party sported a ten-gallon hat (courtesy of Goldwyn) but Gary Cooper. But, then, he was only "The Westerner" . . . The uproarious reception given Edward Arnold everywhere gave the lie to the fellow who included him on that well-known poison-at-the-boxoffice list. With the possible exception of Bob Hope and Cooper no one of the visiting celebrities revealed a bigger fan following . . . Joe Shea, who spent several days in Texas perfecting plans, took on, as sidelines, the management of a turkish bath and a local agency for the Western Costume Company . . . The only Goldwynism recorded on the trip: When Bob O'Donnell, Texas theatre magnate who worked like the proverbial beaver to make the party a success, was escorting Sam into Dallas' Hope Cottage—a local Variety Club charity to care for babies born out of wedlock—Goldwyn observed the sign over the door and asked, "Who is this fellow Hope?" . . . Director William Wyler proved himself more proficient on the harmonica than as a public speaker, but his wife, Margaret Tallichet, a native of Dallas, protected the personal appearance honors of the family.

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There's a characteristic Hollywood Short Short Story in the following advertisement from a local tradepaper:

"Please be warned that none of the Slate Brothers is authorized to hire any girls for the Earl Carroll show."

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The film citadel supporters of Candidate Willkie—and it is rumored there are a few—may find food for thought in the announcement of the executive personnel for the Hollywood-for-Roosevelt Committee, which boasts only one chairman, Pat O'Brien; but has no less than three treasurers, the financial master-minds including Bryan Foy, Abe Lastfogel and Sid Grauman.

→

Jack Temple, Shirley's brother, now is an instructor of dramatics at Stanford University.

If Lil' Sister Shirley is instructing the instructor, it should prove a highly beneficial course for Stanfordites with film ambitions.

→

BALLYHOODLUMS: Hollywood film reviewers are unanimous in voting a pox on the studio publicity chiefs who schedule previews in theatres on nights when free automobiles are being given away. Two such ordeals were the lot of the press during the past week, the current offender being Harry Brand, chief drumbeater for 20th Century-Fox, with his showings of "Youth Will Be Served" and "The Gay Caballero." The reason is, of course, obvious. The blurbmasters are eager to have their respective offerings unfurled before full houses, despite the showings are announced as "press previews."

It might not be so bad if the critics, too, had a chance to win one of the jalopies. Remote as such chance might be, it would, at least, give them a rooting interest in the proceedings. But nothing is so boring and nerve-wracking as to sit and twiddle one's thumbs while a stuttering house manager informs his audience that Mrs. Minnie Glutz is the lucky winner and while a frantic search is inaugurated to ascertain whether or not she is present in any one of the many houses participating. And the time-killing ceremony is unavoidable inasmuch as the giveaway drawing is invariably spotted just before the preview.

The publicity Magi would do well to consider the reviewers who are forced to see six to eight pictures a week and spend enough time in theatres without being called upon to endure Keeno, Beano or Stinko.

Six-Guns, Songbird, Scoops and Sour

Because of the hoopla which surrounded its glittering premiere in distant Texas, Samuel Goldwyn's "The Westerner," for United Artists release, probably rates first consideration on the week's preview agendum, although two other features, which easily placed in the first division, would have under normal circumstances and from an entertainment perspective, pressed the de luxe boots-and-saddles saga for number one position on the list.

Paced by able and persuasive performances by Gary Cooper and Walter Brennan, directed with exceptional care and competence by William Wyler, Goldwyn's saga of homesteaders versus cattlemen in post-Civil War Texas is scaled on the super side all the way. It is distinguished in production detail and in attention to technical perfection; the script by Jo Swerling and Niven Busch, from a story by Stuart N. Lake, is well-contrived and incorporates, among other action-packed sequences, a fire scene that is intensely spectacular. At the same time Goldwyn and his aides have carefully steered away from any suggestion of the routine in the picture's development.

* * *

The other topnotchers were Universal's "Spring Parade" and Warner's "A Dispatch From Reuter's."

The first-named is Deanna Durbin's eighth starring vehicle, her first costume part and superbly entertaining. Guided, as usual, by Producer Joe Pasternak, Deanna's new vehicle is so abundant in songs, laughter, romance, lilting Viennese waltzes and nostalgic gaiety that it should easily rank with, and possibly top, its predecessors as a popular and profitable piece of screen fare. Bruce Manning and Felix Jackson, who scripted, and Ernest Marischka, who wrote the original, based their work on the time-honored and still sound Cinderella theme, and Director Henry Koster translated their work into an opulent production displaying Deanna's singing and acting talents to the best possible advantage. Technical accomplishments, too, are of the highest order.

Warner's scholarly treatise on the formation of a great news service is richly deserving of boxoffice support and, given the exploitation it deserves, "A Dispatch From Reuter's" should account for itself with distinction. Milton Krims, working from a story by Valentine Williams and Wolfgang Wilhelm, traced with finesse and intelligence the biography of Julius Reuter; but as a historical figure, unfortunately, he is comparatively unknown to lay audiences, which may tend to affect the picture's fate negatively unless overcome through strong selling. Henry Blanke's production accoutrements are without a flaw and William Dieterle directed with authority.

* * *

A more modest entry in the sagebrush field was 20th Century-Fox's "The Gay Caballero," latest in the "Cisco Kid" series and giving evidence that the border bandit is at last beginning to hit his stride after several more or less false starts. Albert Duffy and John Larkin supplied a much stronger script than in past entries, basing their work on an original by Duffy and Walter Bullock, while Producers Walter Morosco and Ralph Dietrich accounted for a noticeable improvement in scenic backgrounds and other trappings. Capably directed by Otto Brower, the film should mark up a comfortable profit.

* * *

Trailing the foregoing fast field—and by innumerable lengths—was Columbia's "So You Won't Talk." In it Joe E. Brown's headlong dash along the comeback trail is slowed to a crawl and occasionally comes to a dead stop; for which the wide-mouthed comic can hardly be blamed when the ancient gags and slapstick devices that were employed are taken into consideration. Even Joe's most ardent fans will encounter difficulty discovering enough entertainment in the feature to justify its making. Edward Sedgwick's direction is sub-standard.

Hollywood—
—Personnelities

Barnstormers

Freelance

BRUCE CABOT began a one-week p. a. engagement at the State Lake Theatre in Chicago September 27.

Samuel Goldwyn

WALTER BRENNAN left for Philadelphia to appear in conjunction with the opening of Goldwyn's "The Westener" at the Stanley Theatre there.

Paramount

SUSANNA FOSTER, 15-year-old singer, set to star in closing ceremonies for the Golden Gate International Exposition at Treasure Island, San Francisco, September 29. She'll hit a high note to break an electrical light beam which will turn off the fair's arc lamps.

Blurbers

BILL PORTER resigns post in Republic publicity department to join Dave Epstein's staff.

JULES SELTZER checks out for Omaha to handle opening of the Stan Laurel-Oliver Hardy personal appearance tour. Seltzer represents the Western Advertising Co., which is handling the account.

Cleffers

Columbia

MORIS STOLOFF scoring "Angels Over Broadway."

Metro

GEORGIE STOLL conducting and recording a number sung by John Carroll in "Go West."

HERBERT STOTHART conducts final recordings on "Bittersweet."

DAVID SNELL scoring the untitled new "Dr. Kildare" feature.

SCOTT BRADLEY conducting score for "Gallopin' Gals," cartoon short.

CONSTANTIN BAKALEINIKOFF conducting score for "Utopia of Death," John Nesbitt Passing Parade short on vanishing Indian tribes.

Paramount

VICTOR YOUNG scoring "Arise, My Love."

Vogue Productions

LUD GLUSKIN composing and directing background music for "Li'l Abner," which RKO Radio will release.

Warner

GUY WOOD and **BICKLEY REICHNER** write "The Lady With Red Hair," new song, to be used as scoring theme in the picture of that name.

Loanouts

Columbia

RICHARD DENNING borrowed from Paramount for a role in the Robert Sherwood production, "Legacy," which Gregory Ratoff will direct.

Republic

ELLA NEAL borrowed from Paramount to appear opposite Robert Wilcox in the serial, "Mysterious Dr. Satan."

Meggers

Alexander Korda

JULIEN DUVIVIER, French director, to "Manon Lescaut," starring Merle Oberon for United Artists release.

Metro

ROY MACK completes "Wedding Bills," a Pete Smith one-reeler.

ROBERT Z. LEONARD to "Ziegfeld Girl," which Pandro Berman will produce with Judy Garland, Hedy Lamarr and Lana Turner heading the cast.

Monogram

HOWARD BRETHERTON to "You're Out of Luck," next Frankie Darro starrer, which Lindsley Parson will produce from a script by Edmund Kelso.

PHIL ROSEN to "Phantom of Chinatown" for Producer Paul Malvern.

Paramount

CHARLES VIDOR to "New York Town," which rolls October 14 with Mary Martin and Fred MacMurray co-starring. Anthony Veiller will produce from a script by Jo Swerling.

WILLIAM A. WELLMAN, who will pilot "Reaching for the Sun," returns from a 1,200-mile aerial location-seeking junket. He was accompanied by Joe Youngerman, second unit director; Sidney Street, assistant production manager, and John Coonan, assistant director.

STUART HEISLER to "Aloma of the South Seas," a remake starring Dorothy Lamour. Jack Moss will produce.

Republic

BERNARD VORHAUS to "Lady From New Orleans." He will also function as associate producer.

Warner

B. REEVES EASON to "Love on the Air," short subject, rolling October 1.

WILLIAM KEIGHLEY to "The Bride Came C. O. D.," co-starring George Brent and Ann Sheridan.

JEAN NEGULESCO to "Dog in the Orchard," short subject based on a story by Mary Roberts Rinehart.

JEAN NEGULESCO, shorts director, to be boosted to feature assignments for the Bryan Foy unit when he has completed "Alice in Movieland," a two-reeler.

VINCENT SHERMAN to "Trial and Error," Thomas Mitchell starrer.

LLOYD BACON to "Footsteps in the Dark," with Errol Flynn and Olivia de Havilland.

Options

Columbia

CARY GRANT signs two-year deal calling for his appearance in two pictures annually. Vehicles will include "Penny Serenade," "Royal Mail" and "There They Go Again."

EVERETT RISKIN checks back October 7 after a six-month leave of absence. He has been given a new two-year contract as associate producer.

Alexander Korda

HENRY WILCOXON draws a topline in "Lady Hamilton."

Ernst Lubitsch

BURGESS MEREDITH ticketed for the second male lead in an untitled production for United Artists, co-starring Melvyn Douglas and Merle Oberon.

Metro

VERREE TEASDALE booked for second feminine lead in "Come Live With Me," the Jimmy Stewart-Hedy Lamarr co-starrer which rolls September 30 with Clarence Brown directing.

LEONARD PRASKINS signs writing termer.

Monogram

LOTUS LONG set for the feminine lead opposite Keye Luke in "Shadows Over Chinatown," a Paul Malvern production.

Paramount

CHARLES COBURN signed for a topline in "Lady Eve," which Preston Sturges will direct for Producer Paul Jones. Barbara Stanwyck has the feminine lead.

FRANK LOESSER, song writer, given new one-year contract. He is currently assigned to "Las Vegas Nights."

RKO Radio

RICHARD CARLSON booked for a lead in the Harold Lloyd production, "Three Girls and a Gob."

20th Century-Fox

SHEILA RYAN, featured player, held for another term.

IDA LUPINO signs one-picture-a-year deal. Her Warner contract, calling for three pictures annually, permits outside commitments.

Universal

IRENE HERVEY and **BURGESS MEREDITH** draw toplines in "San Francisco Docks," Marshall Grant production which Arthur Lubin will direct.

Warner

IRENE DUNNE signed to star in "Mr. Skeffington," from the novel by Elizabeth, which Edmund Goulding will direct.

ARTHUR KENNEDY and **MILDRED COLES,** stock players, held for additional terms.

SYLVIA SIDNEY given term contract and role in "Carnival."

LEE PATRICK given term acting contract.

Scripters

Globe Productions

HENRY MEYERS polishing "Pot O' Gold," which will star Horace Heidt with George Marshall directing for United Artists release.

Metro

AGNES CHRISTINE JOHNSTON signs one-picture writing deal, joining the Louis K. Sidney production unit.

MYLES CONNOLLY to "Peg O' My Heart."

Monogram

JOSEPH WEST to "Trail of the Yukon," a Paul Malvern production.

Paramount

LEWIS MELTZER to "New York Town," which Charles Vidor directs.

RKO Radio

BERNARD DOUGALL and **HELEN PHILLIPS** writing special material for the Bob Crosby starrer, "Let's Find a Song."

JERRY CADY to "Montana" for Producer Cliff Reid.

Republic

BETTY BURBRIDGE to "Debutante Mother," which Al Cohen will produce.

BETTY BURBRIDGE and **BRADFORD ROPES** complete "Melody Ranch," next Gene Autry western.

HAL LONG to "Robin Hood of the Pecos," which Joe Kane will produce and direct, as a Roy Rogers starrer.

JOHN KRAFFT to "In Old Cheyenne," Roy Rogers western, for Producer-Director Joe Kane.

20th Century-Fox

LADISLAUS FODOR to "A Very Young Lady," from his play, to star Jane Withers.

JACK ANDREWS completes "Western Union," which Fritz Lang is directing.

HORACE McCOY to "Wild Geese Calling."

WILLIAM BRENT to "The Cowboy and the Blonde," which Walter Morosco and Ralph Dietrich will produce.

Universal

MAXWELL SHANE to "Moonlight in Hawaii" for Producer Ken Goldsmith.

GERTRUDE PURCELL polishing "Invisible Woman."

Warner

OWEN CRUMP to "Wings of Steel," next in the series of national preparedness short subjects. Breezy Eason will direct.

NORMAN REILLY RAINE to "The Tanks Are Coming," from a story by Owen Crump. James Cagney is set to star.

JULIUS and **PHILIP EPSTEIN** to "The Bride Came C. O. D.," from a story by Kenneth Earl and M. M. Musselman. George Brent and Ann Sheridan will co-star and William Keighley will direct.

CASEY ROBINSON to "One Foot in Heaven," from the story by Hartzell Spence.

OWEN CRUMP to "Coast Guard Patrol," next in the national preparedness short subject series.

ALLEN RIVKIN to "Bad Men of Missouri."

ROBERT HUNT to "Danger Signal," from the Phyllis Bottome novel.

Story Buys

Columbia

"Amateur Angel," by Tom Kilpatrick. Michael Blankfort is scripting for Producer Charles R. Rogers.

David Loew-Albert Lewin

"Landfall," novel by Nevil Shute.

Metro

"She Was His Boss," by Fritz Rotter and Ring Lardner jr.

RKO Radio

"Obliging Young Lady," by Arthur T. Horman. It is a romantic comedy.

20th Century-Fox

"Silk Purses," by Stephen Longstreet. Kenneth Macgowan will produce.

"My Life and Hard Times," a series of humorous sketches by James Thurber. Nunnally Johnson, who will produce, has signed Thurber to work with him on the adaptation and screen play.

Warner

"The Bride Came C. O. D.," by Kenneth Earl and M. M. Musselman.

Hollywood's Heart Is Big as Ever

With the annual Community Chest drive locally pegged to get under way October 14, Hollywood has taken two important steps to guarantee that film industry's participation in the event will be geared to the high level associated with the screen colony in other similar enterprises in the past.

First, decision was reached to retain the permanent charities committee, organized to direct Hollywood's part in the recent Red Cross drive. Samuel Goldwyn remains as chairman.

Further, Louis B. Mayer has been named chairman of the Community Chest endeavor, functioning in close contact with the Goldwyn committee. Sessions at which Mayer was chosen was attended by executives, agents and labor leaders including Y. Frank Freeman, H. M. Warner, William Goetz, Carl G. Cooper, Fred Beetson, E. H. Goldstein, I. B. Kornblum, Abe Lastfogel, Leslie Mason, J. P. McDonough, Edward Arnold, Ralph Morgan, Kenneth Thomson, Steve Newman, J. P. McGowan, Robert Poole, Jules Styne, William McCausland, George Johnson, Sol Lesser and Reeves Espy.

Publicity committee which will work with Mayer in handling the campaign includes John LeRoy Johnston, John Josephs, Perry Lieber, W. D. Bishop, Howard Strickling and Frank Seltzer.

The Warner Sunset Blvd. studio has been chosen as the locale for the radio show in which Hollywood's English colony will appear for benefit of the Canadian Red Cross, September 29. As announced earlier, more than a score of British actors and actresses will participate in a series of sketches written especially for the occasion and directed by Alfred Hitchcock, Edmund Goulding and Alexander Korda. Affair will be broadcast coast-to-coast over the Mutual system and short-waved to London.

Columbia Executives In To See New Product

To view Columbia's new product, including such forthcoming releases as "Arizona," on which sales policies will be set in huddles with President Harry Cohn and Producer Wesley Ruggles, a delegation of homeoffice executives including Jack Cohn, Abe Montague, Nate Spingold and A. Schneider have checked in from New York. They plan a stay of about ten days.

Louis B. Mayer and Howard Strickling, M-G-M publicity head, left for New York, where Mayer will look over a couple of Broadway shows and confer with the company's eastern officials. Meantime Si Seadler, New York advertising executive for M-G-M, came in for a ten-day session with studio executives on fall and winter release campaigns.

Lee Marcus, RKO Radio production executive, has joined J. J. Nolan in New York to discuss the fall picture lineup and other studio matters with President George Schaefer. Marcus and Nolan will return here together.

Robert Taplinger, Warner publicist, pulled out for South Bend and New York to check on final details of the "Knute Rockne—All American" premiere in the former city October 4.

REVIEW FLASHES

DIAMOND FRONTIER (Univ)—A third-grade adventure film of a South African doctor who is framed by a crooked triumvirate, but who weathers a series of trials to wreak revenge on the crooks and establish his innocence. Victor McLaglen, John Loder, Anne Nagel. Harold Shuster directed.

MELODY AND MOONLIGHT (Rep)—Aside from what selling strength may lie in the names of Vera Vague and Jerry Colonna, well known to radio listeners, there isn't much to recommend in this lightweight musical comedy, which is neither very musical nor outstandingly comic. The Vague-Colonna duo dominates an otherwise lustreless cast and the film will probably suffice best as supporting material, booked as which it may slide by satisfactorily. Robert North produced; Joseph Santley directed.

QUARTERBACK, THE (Para't)—Paramount's contender for honors in Hollywood's 1940 gridiron conference, will miss All-American selection when judged for plausibility of story, cast and direction. If, however, it is viewed with the tongue in cheek attitude which probably was assumed by those connected with its production, the feature must be considered a top string team, which should have little difficulty in scoring touchdowns to make an impression on the boxoffice scoreboard. A novel twist is introduced through putting the inevitable campus hero in a dual role. Anthony Veiller produced; Bruce Humberstone directed.

MORE REVIEW FLASHES ON PAGE 18

Cheer, Then Gloom In Extra Report

Cheering news that, in August, extra players enjoyed their most prosperous month since the beginning of the year and a more profitable period than August, 1939, was almost immediately nullified when a preliminary report on September placements by Central Casting Corp. reflected a drastic drop in jobs and earnings. The September daily placement average hovers around 400 as compared to the 950 daily average for September, 1939, with little prospect that that figure will be raised to any substantial degree before the end of the month.

August placement total was 29,586 and total earnings were $307,111.64—compared to 20,576 placements and earnings of $226,818.56 in August, 1939. However, the grand total for the first eight months of 1940 is far below that for the same 1939 period—a matter of some 46,000 less calls and $280,000 less in earnings.

William Berke has turned in his resignation as a Republic associate producer after four years with the company. During his stay he held production reins on the "Three Mesquiteers" and Gene Autry westerns. His last assignment was Autry's "Ride, Tenderfoot, Ride." Berke has announced no new affiliation.

Julian C. Blaustein has succeeded Richard Halliday, who resigned recently, as Paramount's studio story editor. Blaustein, who had been Halliday's assistant, was given the appointment by Henry Ginsberg, general manager, and takes over his new duties immediately.

Andre Daven, formerly with the Robert T. Kane unit producing for 20th Century-Fox in London, has been added to that studio's production staff here as an aide to Darryl F. Zanuck.

Cinémarks

Due in from New York next week is Edwin Willis, head of M-G-M's property department, who is spending ten days in the east combining business with a vacation trip.

*

Director Mitchell Leisen's guest at Paramount was Fred Gray, army air corps lieutenant, who came here to take delivery on a training ship for use at Maxwell Field in Alabama. Gray did much of the flying during Leisen's "I Wanted Wings" location jaunt at San Antonio recently.

*

Richard Thorpe has become a yachtsman with the purchase of a 34-foot cruiser.

*

John Meehan, Talisman studio manager, has pulled out for New York on a three-week business trip. He plans a stopover in Detroit en route home to confer with L. A. Young, owner of the property.

*

Screen Writers Guild is planning a Hallowe'en dinner-dance for October 31 at the Beverly-Wilshire Hotel, and has appointed a committee to work out the details.

Lloyd L. Lind, Monogram's contract and playdate department chieftain, has checked in to establish his headquarters at International studio, transferring from New York along with the company's other departments.

*

Back in town is James Roosevelt, who attended the "Pastor Hall" opening in New York as well as a birthday party for his grandmother.

*

Mark Sandrich has returned to Paramount after a Yosemite vacation . . . Irving Rapper, Warner dialogue director, has taken the Stratoliner to New York for a short holiday.

*

Having completed a 20th Century-Fox scripting chore, Sam Hellman is vacationing for a week or so before reporting for his next assignment.

*

Matty Fox, Universal vice-president, has checked in at the studio after spending the summer in the company's New York offices . . . Also in from New York is Mervyn LeRoy, back at his M-G-M desk after looking over the new Broadway shows during a three-week stay.

PCCITO Deems Several Points Of Decree as "Unworkable"

LOS ANGELES—On a dozen or more points of varying importance, the Pacific Coast Conference of Independent Theatre Owners considers the consent decree as now being drafted by the department of justice "unreasonable and unworkable."

That is the substance of the decree analysis submitted to Thurman Arnold early in September by Bob White, PCCITO trustee, and now released by the PCCITO for the first time in its entirety. White, as the conference's official representative in a trip to Washington, declared in his statement to Arnold that he looks "with a great deal of apprehension upon the possible ultimate effects which may develop as a result of the published copy of the consent decree."

He then proceeded to attack:

1. Selling in groups of five. "At no time," declared White, "to my knowledge has there been any serious protest in buying large groups of features at one time, for the very life-blood of our business is the constant flow of product which allows us to keep our theatres running continuously, without the fear that perhaps next week or the following week we would be at the mercy of the distributor on account of not having enough product." The PCCITO favors the right to buy in blocks "with the proper elimination clause," White asserted.

2. The arbitration clause. White brands it "unfair and unworkable" and declares it should consist of "a proper number of representatives from the producer-distributor and exhibitor groups."

Thereupon White submitted the following suggestions and proposals as approved by PCCITO executives:

1. Identification of pictures. All contracts to clearly identify pictures leased, with burden of proof as to whether a given film was included in the contract to be upon the distributor. Exhibitor to have right to cancel 20 per cent of the pictures in the contract.

2. Percentage rentals. Distributors shall not have the right to designate preferred playing time, and checking should be done by a bonded employe of the distributor.

3. Forcing. Exhibitor should not be forced to buy westerns, reissues, serials, foreign pictures, shorts, newsreels or trailers as a condition for entering into a contract.

4. Clearance. To protect subsequent runs, clearance should be computed from the opening date of the first run in each territory.

5. Selective contracts. In such contracts exhibitor should be required to announce acceptance or rejection of any picture within a week after receiving notice of its availability.

6. New standard contract. Such a contract should be prepared and approved by the department of justice.

7. Previews. Commercialized previews should be considered first-runs if presented to a paying audience or announced to the public by any medium.

8. Cancellation. Exhibitor should have the privilege of cancelling any picture, exclusive of westerns and reissues, that does not have a first-run in a recognized first-run theatre. This in addition to his 20 per cent unrestricted cancellation rights.

9. Exclusive for cause. Exhibitor should have right to exclude any feature which may be locally offensive for moral, religious or racial reasons.

10. Right to buy. Distributors should not refuse pictures provided the exhibitor can establish reasonable minimum standards, is reputable and responsible.

11. No discrimination. There should be no distributor discrimination as to the right to buy, priority of runs, clearance, price, terms, rebates, adjustments, allowances, settlement or availability of prints in favor of a theatre in a given competitive area belonging to or affiliated with a distributor or producer, theatre circuit or booking combination.

Bank Nights Illegal In New Mexico

Santa Fe, N. M.—Bank Nights are lotteries and illegal in New Mexico, the state supreme court declared Monday in a ruling reversing itself in a previous opinion.

PORTLAND

THE CHIEF, Madras, opened during the week under the management of Louis Ebert. The theatre boasts the latest type building and equipment . . . Also recently opened are the Valley, Junction City, on the highway to the beach from Portland, under the management of W. D. Thrall, and the Embassy at Nehalem under the management of Harold DeLux.

Walter Wessling of Monogram has been on the road in Oregon for the last two weeks, and reports that sawmills, all-important to Oregon's prosperity, are ripping away merrily with promise of payroll dollars . . . A booth fire in the Mayfair, Redmond, destroyed one film for M-G-M and several National Screen trailers . . . Elaine Murray has joined the staff of Advertising Accessories.

Melita Koenig is no secretary to "Banjo" Miller of Independent Theatre Owners of Oregon . . . Filmrow turned out to get a look-see at Wendell Willkie Monday when his caravan drove past. Willkie gave them a wave as he whizzed by.

The Orpheum opened Wednesday under the management of Hamrick-Evergreen to a good crowd . . . Seen along Filmrow: Mr. and Mrs. T. C. McElroy of the Rex, Vale; George Gould of the Majestic, Dalles; Eddie and B. J. Callahan of the Strand and Time, Seaside; G. O. Garrison, veteran St. Helens operator.

SALT LAKE

BRANCH MANAGER BILL SEIB has returned from Columbia's convention held at the Ambassador in Los Angeles. The Columbia picture, "The Howards of Virginia," opens at the local Centre, October 4 . . . "Hi" Knutsen, exhibitor of Livingston, Mont., was in Salt Lake for a few days in the interest of his theatre business . . . The world premiere of Columbia's "Arizona," much of which was filmed in Arizona, is to be held at Tucson in November.

"Brigham Young," in its fifth week in Salt Lake City, has played to over 80 per cent of the city's population . . . Paul Savoy, who came here some time ago to open an office of the Coast-to-Coast Booking Agency, reports the Roxy Theatre, gutted by fire last spring, will reopen October 11. Andy Floor is manager of the Roxy . . . J. T. Sheffield of the Sheffield-Republic exchange system in the intermountain and western regions, is again visiting the Salt Lake offices.

Eddie Golden, Monogram general sales manager, spent several days visiting with Manager W. W. McKendrick at the local offices . . . United Artists' manager, Tony Hartford, is back from a successful swing through Idaho and Montana . . . R. P. Hasse, branch manager for National Theatre Supply, is back from a successful sales trip through the territory.

Poole on National Red Cross Body

LOS ANGELES — The task of securing pledges of cooperation from more than 1,000 theatres in the organization has fallen to Bob Poole, executive secretary of the Pacific Coast Conference of Independent Theatre Owners, through his appointment to the national committee in charge of the coming American Red Cross campaign to augment its membership. The drive, a one-week affair, gets underway November 11.

Poole stressed no collections will be made directly in theatres and explained exhibitors will be asked to cooperate with local Red Cross units by allowing uniformed nurses to stage demonstrations in motion picture houses.

Showmen will also be requested to book a specially-prepared short subject made by Warner, starring Deanna Durbin. The drive is under the general chairmanship of Major Leslie E. Thompson.

FWC Pays Higher Rentals For 1940-41 Film Buys

LOS ANGELES — Fox West Coast has closed almost all of its 1940-41 film buys, with distributors in every instance securing higher rentals than for the past season, according to Charles P. Skouras, FWC president. The film-buying chore will be cleaned up completely within two weeks, Skouras said. The circuit head has just returned from New York, where details of most of the deals were worked out by him and Charles A. Buckley, legal counsel, with National Theatres officials and major company sales chiefs.

Commenting on the fact that rentals in some instances are from 25 to 35 per cent higher than for 1939-40, Skouras asserted, nevertheless, that FWC will cheerfully maintain its policy of "doing everything possible to increase the returns to distributors, and in turn to the producers.

"We propose," he added, "to give every cooperation to the distributors in their attempt to raise additional revenue, both by willingly paying these higher percentages on outstanding pictures, and also with additional playing time for all meritorious films."

: Style Note :

DENVER—If about to buy new uniforms for your service staff it will pay you to look up army regulations. Manager Bernie Hynes found this out when visited by an army officer bearing a letter from the Adjutant General's office in Washington. The army said the new outfits for the ushers were too much like the army's and would have to be changed. So Hynes had to buy 15 more uniforms.

However, Hynes did not have to buy a new outfit for his huge seven-foot, four-inch doorman, J. Lockhard Martin. His uniform was okayed by army officers, and Hynes saved the $75 the suit cost.

Dembow and Goldenson Visit at Paramount

LOS ANGELES—Sam Dembow jr. and Leonard Goldenson, members of Paramount's theatre department in New York, are studio visitors. They have been on an inspection tour of Paramount's theatre holdings and, after looking over some of the studio's forthcoming product, will return to the homeoffice.

Bannan Sets Deals With Intermountain, Cooper

SALT LAKE CITY—Jack Bannan of Astor Pictures has set deals for the double program consisting of the streamlined version of "Sky Devils," starring Spencer Tracy, and "Scarface," co-starring Paul Muni and George Raft, with Intermountain Theatres and the J. H. Cooper Enterprises.

After "Reefer Madness" Outlet in Los Angeles

LOS ANGELES—Harry Segal of Imperial Pictures in Boston is due here October 20 to arrange booking deals in this territory on "Reefer Madness." This independently produced feature has had wide distribution in New England this summer.

Segal will dispose of Southern California distribution rights while here.

Buys Alliance Lineup

LOS ANGELES—The Popkin circuit of Los Angeles and Royal Amusements, Ltd., have purchased Film Alliance's entire product lineup, and 12 of the company's 25-picture lineup have been booked by the Intermountain circuit of Salt Lake City, according to Sol Edwards, western sales manager.

FWC Acquires Adams

SAN DIEGO—Fox West Coast has taken over the Adams here from its former operator, Lou Metzger. Metzger will continue to operate the Spreckels.

Austrian to Coast

LOS ANGELES—Ralph B. Austrian, assistant vice-president of RCA Photophone, is in Hollywood to call on RCA sound recording licensees and confer with company executives at RCA's headquarters there.

SEATTLE

THE big thorn-in-the-side of the show shops this week is the annual Puyallup Fair. This year the Fair has enjoyed record business registering a 60,000 attendance on one day. With the gang at the Fair and 15,000 at the baseball playoff, Seattle theatres saw one of the lowest Saturdays in many moons.

Theatre employes will breathe a sigh of relief this Xmas. Members of the Theatre Employes Union, Local B-22, have voted that in the future they shall not be required to sell ticket script. It has been the custom to have theatre employes go out and hustle the script amng friends at Christmas.

The conscription bill is also bringing statements from theatres and unions. John Danz, president of Sterling Theatres, told all employes if they wished to enlist in the army before being conscripted their positions would be waiting upon their return. To date two Sterling employes have enlisted: Walter West, bookkeeper, and Jerry Carter, sign writer, both now stationed at Fort Lewis . . . As to the unions, members of Theatre Employes B-22 who are taken in national service will be given the same standing on return as when they left. Frank McCormick, business agent, said dues and assessments would be cancelled during the time served.

Filmrow celebrities dressed out in stage names, appear in a recent Saturday Evening Post *story. Sammy Seigel, UA press agent; Bill Parker, M-G-M exploiteer; Eddie Rivers of Evergreen Theatres are all in the background. The Film Club is also mentioned . . . Jack Anderson who resigned from Exhibitors Service, Inc. in Los Angeles, becomes assistant to Jimmy Sheffield, manager of the Republic exchange in Portland. He takes the place of Frank Talbert who resigned to devote his time to his ranch . . . Tom Dempsey has finally got his boat finished and launched. Don Hoidale piloted the craft on its first voyage taking it thru the locks.*

Jimmy O'Neal has finally said "so long" to the Northwest territory. Jimmy took his two daughters in the car and drove off for San Francisco where they will now reside. Mrs. O'Neal (Sylvia) left some three weeks ago to find a home there. Jimmy is now division manager for West Coast Automatic Candy Co. . . . Junior Mercy giving a party in Yakima for Tex Hall and his gang and a number of friends.

B. F. Shearer out for a trip to Chicago and New York . . . Bernice Cadwallder of Metro is in the hospital but now out of danger . . . Roy Peacock back from the Vancouver trip. Sammy Seigel drove in with him . . . E. Wagner of the Wagner Sign company of Chicago here for a business session with the sales staff of Shearer's . . . Junior Mercy and Sid Turner due in this week from Salt Lake where they have been spending the past few days . . . Dorothy Mercy and children have said goodbye to the ranch in Yakima for a while.

Bud Denton of the Metro office is now entered in the *Times* Salmon Derby. His entry weighed 11 pounds and eight ounces . . . Wayne Christy has recovered his car which was stolen over the weekend . . . Jack Flannery, Don Beckman, George Mitchell, back from Los Angeles, likewise Neal Walton . . . Eddie Lamb to Spokane and back . . . Otto Young and his bride on a honeymoon trip from New York visited here with their cousins, Roy and Kathryn Brobeck, on their way to San Francisco.

Bob White of the theatre of the same name in Portland is now in New York and a guest of Selom Burns' sister. They are hibernating in the Peekskill mounts . . . Orleyne Graves is back at her desk at Northwest Film Service but it is just for a few days to help out Art Slater. Orleyne, is now busy picking out furniture for a new home her hubby just bought.

Mr. and Mrs. Gus Bergstrom on the Row for a short period before going on up to Vancouver and Victoria. The Bergstroms own the theatre in Republic . . . Hal and Ethel Daigler back from the vacation trip to San Francisco and bringing greetings from Al and Evelyn Oxtoby . . . Pete Higgins flying out for La Grande and Baker Oregon . . . Garrett Lloyd, contact man for the Universal publicity department, here from Hollywood. He is visiting the exchange centers in interest of Deanna Durbin's next picture "Spring Parade."

Art Slater and Vic Berger of Northwest Film Service have purchased the Northwestern Express company operating between Salt Lake City and Butte. Walt Neylon was sent from Seattle to manage the business for them.

Walter Graham, Shelton exhibitor, on the Row reports his son, Bill, sustained a fractured vertebra in his recent mishap while hiking in the Olympic Mountains and will be confined to the hospital for 12 weeks . . . Walter Martin has resigned from 20th Century-Fox to enter the University. Ricjie Morrison moves up to succeed him and Virgil Rogers will succeed Morrison.

Jimmy Andrus in from Bellingham and doing some hurried picking-up . . . Harry Stern in for a spell from Los Angeles . . . Al Finke in from Portland and dropping into the Film Club looking for people . . . Hilda Broman of the Metro office finally getting away for her vacation . . . Al Baker, city manager for Evergreen in Spokane, over for a day . . . Hugh Bruen getting away for his home at Whittier, Cal.

Lynn Peterson over from Bremerton and dolled up too, in a new suit and driving a new car . . . George Borden jr. in from Blaine . . . Dick Hays, drama editor of the *Times*, devoting a special column to the well-dressed men of Filmrow and giving credits to Jack Flannery, Don Beckman, Jack Burk, Herndon Edmond, Jean Spear, Joe Comer, Max Hadfield, Ben Shearer, Maury Saffle, Roy Brobeck, Leroy Johnson, A. J. Sullivan, George Blair, Harry Blatt, Tommy Tomlinson, Neal Walton, Tom O'Donnell, Al J. O'Keefe, Bill Shartin and so on far into the night.

The World's Finest
BURCH
Super Showman Popcorn
MACHINES
ALL OVER THE WORLD
POPCORN SMITH
BOX 284 — SEATTLE

LOS ANGELES

VACATIONING here is Pete Peterson, operator of the Del Monte in Santa Cruz . . . Al O'Keefe, Universal's western district sales manager, pulled out for Salt Lake City to meet and confer with W. J. Heineman, western division head, who is not coming out to the coast . . . Warner has transferred Marty Weiser, who has been exploiteer for the Kansas City exchange for the past few months, back to the local branch. He takes over for Sam Clark, who moves to the studio in Burbank to join the exploitation staff there.

Lavonne Gwinn's decision to retire from the Columbia contract department to raise a family has caused something of a shift in personnel there. Edith Symmonds, who has been operating the switchboard, takes over for Lavonne and Claire Bruce steps into Edith's previous "who's calling?" job . . . No sooner had Ben Fish, United Artists western district manager, checked in from a jaunt than he announced he would leave again almost immediately on a trip through the territory.

Altec Service doings: S. N. Pariseau, district manager, off to San Francisco; Bob Quinn, district credit manager, down with a cold . . . Plenty of excitement over M-G-M way when word was received the local exchange had won the Aug., 1939, to Aug., 1940, drive. Each employe gets an extra week's salary, with a banquet for the whole crowd to follow . . . Mr. and Mrs. Gordon Wilson are buggy-shopping for the event scheduled for mid-October. Wilson is an M-G-M booker.

One of the biggest buck deer of the season was bagged by John P. Filbert of Filbert Photoplay Supply Co. during a recent jaunt to Lake Malibu. Filbert is having the head stuffed and mounted to forestall any cynical comment on the part of scoffers . . . Mike Levinson has notified aides here that he will stop off in New Orleans for a few days on his way back from a trip to New York in connection with his independent distribution offices . . . Howard Perretz, Metro booker, is back at the old grind after a two-week tour of northern California spots.

Although no name was attached, the postcard received by the M-G-M booking department is strongly suspected as having come from Howard Perretz, fourth booker, now on his vacation. The card pictured three jackasses and the legend declared: "When shall we four meet again?" . . . Bob Beretto, who manages the Lomita in Lomita, has added to his responsibilities by temporarily becoming a salesman for the Filbert Photoplay Supply Co.

Dick Dickson of Fox West Coast has ordered 86 Arolites from the Neo-Plastics Co. for use in houses in his district . . . "See What I Mean," a musical comedy with home talent, was presented September 27-28 by Lowell Winfield's Glendora in Glendora. On hand were Fredric March, Joe Penner, Fritz Leiber and other notables . . . Jack Berman of the Eastland circuit in for bookings; ditto Ben Bronstein and Harvey Levinson.

Harry Stern, western division manager for Film Alliance, was in Portland . . . Premier Pictures has acquired "Leopard Men of Africa" and is readying it for distribution in 11 western states . . . Ed Shriver, western district manager for Altec, and Lesley Pickering, secretary there, are both in from their respective vacations—Ed from San Francisco and Lesley from the High Sierras . . . Girls at M-G-M gave a linen shower for Sally Walley, cashier, at Doris Randall's new Culver City home. Sally marries Al Hirsch October 6.

John P. Filbert of Filbert Photoplay Supply tried to hook a few big ones at Lake Henshaw . . . Grover L. Smith has opened a new theatre-restaurant, called the "El Modena," between Pasadena and Eagle Rock. Smith also operates the Roxy and Cosmo theatres in Glendale and the Atwater here . . . Ben Fish, United Artists western district manager, stopped off in Salt Lake City en route back here from New York.

B. F. SHEARER COMPANY
"Theatre Equipment Specialists"
Heywood-Wakefield Seats
Wagner Silhouette Letters
Motiograph Projectors
1964 So. Vermont RO. 1145
LOS ANGELES

RCA Sound for Park

MILES CITY, MONT.—W. A. Simmons is having RCA sound installed in his 606-seat Park here.

Three Get New Seats

DENVER—The Pueblo, Pueblo, Colo.; Rialto, Casper, Wyo., and the Capitol, Bend, Ore., have installed General seats.

DENVER

EVENING prices at five of Denver's first runs have been boosted. The Denver, Orpheum, Broadway and Aladdin have discontinued balcony prices, and the tariff is now 40 cents for all seats. At the Denham, they dropped their 25-cent balcony price, charging 40 cents for those seats along with the main floor but retaining their 25 cent price in the gallery.

Lon T. Fidler, Monogram franchise owner here and in Salt Lake, is in New York to attend a meeting of Monogram stockholders as well as meetings of the executive committee and board of directors. Fidler has sold this year's Monogram product to Fox Intermountain and Atlas Theatres. Fox bought for both their Denver and Salt Lake City territory houses.

R. J. Morrison, manager of the 20th-Fox exchange, as well as others in the offices here, are proud of their showing in the Kent Drive. The exchange stands fifth in the international group of 19, while Hugh Rennie, one of the salesmen, stands third and W. W. Caldwell is eighth out of a total of 35 salesmen. Rennie maintained this high average in spite of the fact he was operated on July 28 in an Albuquerque hospital and has been laid up ever since . . . Republic reports sales of the '40-'41 product to Gibralter Enterprises. They operate about 40 houses in the territory . . . Frank Sheffield, Republic salesman, is on a five-week sales trip in Wyoming, while Gene Gerbase, manager, reports nice business as the result of a trip south.

Premier Exchange has taken on the Nelson Encyclopedia . . . George Kerer of Premier is back from a six-week trip east . . . Tommy McMahon is walking on air. He's the daddy of an eight-pound son, named Tommy jr. All are getting along nicely and Tommy is about back on earth again.

S' FRANCISCO

PARAMOUNT has moved back into the building they vacated about two months ago. The exchange is now the most modern along the Row, the building having been completely renovated, inside and out. United Artists will occupy the ground floor and will take over next week. Paramount utilizes the entire second floor, which includes a fine 36-seat projection room. The moving leaves two vacant spots on the Row, but one will be taken over by Coast Pictures.

Joe Malm, formerly of the Fairfield, on the Row this week saying hello to his many friends . . . Warner previewed "No Time for Comedy" . . . Doris Broekhoven, Columbia steno, walks down the wedding aisle this Saturday with Frank X. Edwards. The couple will honeymoon in the south . . . Don Condon has been named assistant manager at the Irving. He moves over from the Coliseum, where he held down the same position . . . E. K. Fernandez, well known Hawaiian booker and producer, was in town lining up acts for his new unit to play under canvas in the Islands.

Fire hit the Niles in Niles on Monday, but the damage was confined to the booth. One film was destroyed. Bill Helm's house and no playdates were lost . . . RKO has two new faces among the office personnel. The new contract clerk is Juanita Talkington, and the addition to the billing department is Lillian Lee . . . "Strike Up the Band" was previewed by M-G-M on Monday . . . Charles Gibbs is the new office manager at Pacific Premium . . . "Boom Town" is in its fifth week at the Warfield.

Five new theatres will open in this vicinity within the next 40 days. Two, the Esquire in Klamath Falls with an October 15 opening, and the San Carlos in San Carlos with an early October opening, have set their first dates. National Theatre Supply put in the equipment in all five . . . "Brigham Young" opened at the Fox this Thursday as a single feature. This is the first time this house has singled a bill in over a year. There was no increase in price policy for the film.

RKO pulled an unusual preview this week when it held invitational showings of "The Ramparts We Watch" from 10 a. m. until 5:30 p. m., showing the picture continuously. The preview was for the purpose of acquainting exhibitors with the picture's new ending which now contains 3,600 feet of "Baptism of Fire." Although the film ran first run at the Golden Gate over a month ago, it might be booked on Market Street again as the new ending seems to warrant it.

Judy Garland and Tony Martin were on hand to represent the industry at the big Ascap Day on Treasure Island, September 24. Several million dollars worth of musical talent put on two free outdoor shows to capacity crowds. The Fair for Forty bows out on the 29th and it was a real success. Over 6,000,000 passed through the turnstiles, a figure that even Exposition officials did not hope for. The Variety Club contributed to the closing week festivities with a full series of parties to the various shows and acts on Treasure Island.

Football really swung into its stride in the Bay Area this weekend with all the major teams in the vicinity playing, mostly on the home field. The fall sport is not considered detrimental to the movie houses in this territory.

UTOI Will Go Into Trade Problems

CHICAGO—Pertinent problems confronting Illinois exhibitors will be discussed at a meeting of the United Theatre Owners of Illinois in Mount Vernon, Ill., Thursday, October 10. Numerous southern Illinois theatremen have been invited to attend, with more than 75 expected at the sessions at the Hotel Emmerson. Edward G. Zorn, president, will preside.

Current problems facing exhibitors will be discussed, with particular attention given to forthcoming legislation. As the number of bills pertaining to theatremen slated for the next session of the state legislature is larger than in years past, this subject is of great importance to Illinois exhibitors, Zorn stated. One of the matters to be discussed will be the proposed three per cent tax on gross admissions.

Zorn said that the UTOI membership has grown past the 250-mark in its two months of existence. Both circuit and independent exhibitors are members of the organization which is formed along a plan unique in state exhibitor groups. Offices of the UTOI will be opened shortly after October 1 in Springfield, according to William F. Crouch, executive secretary, who reports that the membership already is taking advantage of the many special services offered to exhibitors.

The fight against "free movies" is making rapid progress, it is learned, and a full report on the results will be forthcoming soon.

Eight additional members to the board of directors will be chosen at the coming meeting, Crouch said. This election will complete the roster of the board which is to be composed of a representative group of exhibitors from all parts of the state.

The committee of arrangements is composed of F. C. Souttar, Fox-Midwest, St. Louis; C. L. Reed, Illinois, Newman; John B. Giachetto, Frisina circuit, Springfield, and George Barber, Gem, Villa Grove. Host to the visitors will be Homer Marvel, manager of the Granada, Plaza and Royal in Mount Vernon.

Would Adopt Daylight Saving in Wisconsin

MILWAUKEE—An indication of what exhibitors can expect in the 1941 state legislature is seen in the request of Dr. Ralph P. Sproule, Milwaukee, president of the state medical society, for the adoption of daylight saving throughout the state as a health measure.

Dr. Sproule has urged all health-minded organizations in Wisconsin to unite to see that daylight saving is put into effect next spring. A state law prohibits the adoption of daylight saving in Wisconsin and attempts undoubtedly will be made next year to wipe this law from the statutes.

Helm Again to Kirsch

CHICAGO—Jack Kirsch, president of Illinois Allied, is again chairman of the amusement division of the Community Fund drive for 1940.

Altec Service for Esquire

FORT WAYNE, IND.—Manny Marcus has contracted with Altec to service his Esquire here as well as his Indianapolis houses.

Favors 25% Cancellation and A Say in Bracketing Films

SPRINGFIELD, ILL.—A 25 per cent cancellation privilege and the right of exhibitors to a voice in the price bracketing of pictures should be utilized in the consent decree instead of the proposed "blocks of five" sale, Edward G. Zorn, president of the United Theatre Owners of Illinois, states in a letter to Thurman Arnold, government prosecutor of the industry suit.

The blocks of five sale will "confirm block-booking, not eradicate it," writes Zorn. "It will work untold hardships upon the small town exhibitor, both in time and expense. His source of supply will be jeopardized, availability of pictures will be delayed and attractions will lose value as a consequence. Most of the exhibitors' time will be occupied with salesmen negotiating for product."

Continuing, Zorn believes "The most glaring abuse in the mechanics of distribution is in the wrong allocation of pictures in price brackets by the distributor . . . Pictures should be allocated as to price by mutual consent according to their merits."

Concluding, he writes that "the block of five provision will harm, rather than help, the exhibitor, and will serve no public purpose."

It's All Business With Al Kent

Princeton, Ill.—What film salesmen won't do now for a new contract!

Al Kent, Universal film salesman, was visiting with Sam Traynor of the Bailey circuit here, completing a deal for "U" product for 1940-41. All went well until Sam kiddingly suggested that "if you really want the deal, why not help me move my furniture to my new home?"

So, that is why you might have observed Al Kent, in shirtsleeves, helping Sam Traynor pile furniture into the moving truck here and not completing that film deal until 1 a. m. the next day.

Plans Under Way for ITPA Convention

By H. C. BRUNNER

MILWAUKEE—Plans are underway for what promises to be one of the most successful conventions, October 2 and 3 at the Schroeder Hotel here, in the history of the ITPA of Wisconsin and Upper Michigan.

Charles W. Trampe, head of Film Service, Inc., and local exhibitor, is chairman in charge of arrangements, with Burt Nathan, operator of the Ritz, heading the committee in charge of exhibits.

One of the subjects expected to come in for considerable attention is buying, with Sidney E. Samuelson, business manager of the Allied Independent Theatre Owners of Eastern Pennsylvania, Inc., leading the discussion.

Business meetings will be held on both afternoons, with the election of officers slated for the second day. It is planned to hold a cocktail party on Wednesday evening followed by the annual banquet on Thursday night.

It is expected various officers and members of the Allied Theatre Owners of the Northwest, Inc., from Minneapolis will attend the convention.

Republic Sells Lineup To Great States Chain

CHICAGO—Republic has closed a deal with the Publix Great States circuit of Illinois and Indiana for its 1940-41 product.

J. R. Grainger, president of Republic; Irving Mandel, Illinois and Indiana franchise holder, and Harry Lorch, Chicago branch manager, represented Republic, and J. J. Rubens, Henry Stickelmeier and John Dromey represented Publix Great States.

$30,000 for Remodeling

TAYLORVILLE, ILL.—A $30,000 remodeling program is underway at the Capitol here. The work is expected to require two months. Regular shows will continue, however.

Costello Makes His Position Clear

CHICAGO—At a time when the police censor board is under fire for having banned so many anti-Nazi pictures while having approved without discussion the Nazi-made "Blitzkrieg in Poland," Lieut. Harry M. Costello, in charge of the crime prevention bureau of the police department, asks BOXOFFICE to make his position clear.

"I hope those in the industry will understand that I have no voice in actual decisions on censoring or passing pictures," he states. "As head of the crime prevention bureau of the police department, the censor board is technically under my jurisdiction, but no more so than are 60 police women and 35 juvenile court officers. It is true I look at many pictures, but the chief police censor, named by city ordinance, is Police Commissioner James P. Allman."

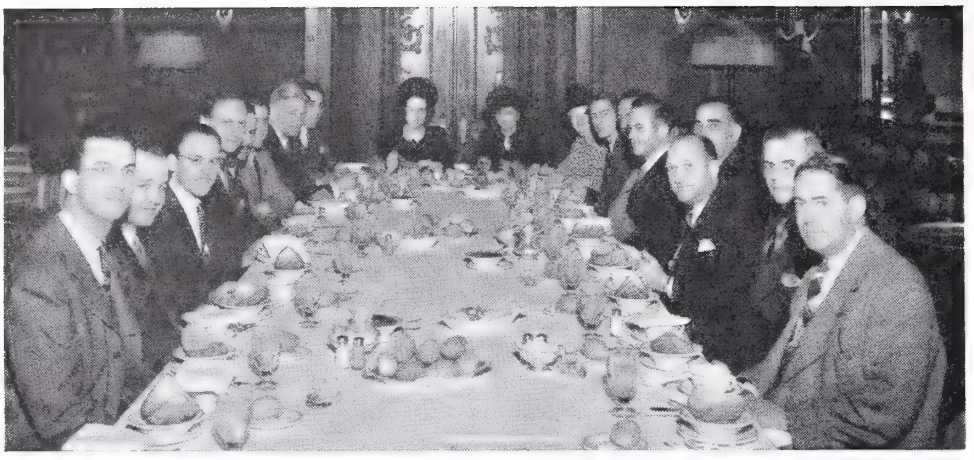
"Beast of Berlin" May Get Okay in Chicago

CHICAGO—It was learned here this week that the long-banned "Hitler—Beast of Berlin," made by Ben Judell Productions, may get an okay before long from the censor board.

Meanwhile, "Pastor Hall," which opened a week earlier than planned at the B&K Apollo, was reported doing excellent business. The picture had been banned by the censor board but the ban was rescinded by Mayor Edward J. Kelly.

Kirsch, Rose Buy Alliance

CHICAGO—The Jack Kirsch and Jack Rose circuits of Chicago have purchased Film Alliance's entire product lineup.



Press Luncheon Honors Mrs. Rockne—

Following Governor Townsend's proclamation of the week from September 29 to October 5 as Knute Rockne Week in Indiana, in connection with the premiere of the Warner film "Knute Rockne—All American" in South Bend, October 4, a press luncheon in Indianapolis honored Mrs. Bonnie Rockne, widow of the famed coach. As above pictured, at the head of the table are seated Mrs. Rockne (right) and Mrs. J. Arthur Haley, wife of Notre Dame's graduate manager. Clockwise from Mrs. Rockne are Mrs. Mary Feeney, Herbert Kenney, News; *Harry Morrison,* Times; *E. R. Clement, Associated Press; Claude McKeen and Fred Greenberg, Warner branch office; William Fox jr.,* News *sports editor; Bill Rice, Warner studio; Monroe Rubinger, Warner midwest representative; Robert Longwell, WIBC; David Marshall,* Times; *Corbin Patrick,* Star; *William Shingle, WIBC; Dick Reed, WIRE; Alf Feeney, sheriff, Marion County and football team-mate of Rockne; and Gus Bondi, president of Indianapolis Notre Dame Club.*

ST. LOUIS

AN INVENTORY of the estate of the late Alex Papand, veteran motion picture theatre owner, who died on June 28, last, placed the value of his estate at $34,936. It consists mostly of his stock in the theatre companies which operated the White Way, Powhattan, Roxy and Avalon in which he was interested or sole owner. His will named his wife as sole beneficiary.

George R. Hart, who at one time managed the old Hamilton Airdome in St. Louis and later operated a motion picture theatre in Ferguson, Mo., but who gained fame as the "Marrying Justice of St. Louis county," is now Dean Hart of the Church of the Holiness.

The Drive-In Theatre at Des Peres will remain open until November 15, the management has announced . . . Phil Spitalny and his all-girl orchestra, will be the stage attraction at Fanchon & Marco's Missouri the week opening on Friday, October 11.

Eddie Jaffe has returned to Manhattan Isle after handling the publicity campaign in connection with the reopening of the Garrick, a local burley . . . "Foreign Correspondent" got away nicely when it opened its local premiere at Loew's, September 20.

"New Horizons" at Esquire

CHICAGO—Jam Handy's "To New Horizons," Technicolor short based on the General Motors' Futurama at the New York World's Fair and being distributed here by Monogram, was to open this Friday at the Esquire. It has already played a week in the loop at the Oriental.

Beisman Back on Job

ST. LOUIS—Paul Beisman, manager of the American Theatre and the Municipal Opera, is back on the job after a week at Barnes Hospital.

Revenue Agents Are Checking Theatres

By B. O. TELLER

CHICAGO—It was learned this week that internal revenue agents have been checking at random many local theatres. And while there has been no evidence of any variancy in the figures on defense taxes collected on admissions by exhibitors and what the government had figured on, it is said the step has been taken merely as a check on "possible mistakes."

Warner Girl Employes Plan All-Day Outing

CHICAGO—Girls in the Warner theatre department, not to be outdone by the holiday-ing males in the organization, planned an all-day outing for themselves on Wednesday of this week at Lincolnshire Country Club. The girls planned to spend the day on the tennis courts, playing softball, golf or horse-back riding.

Those planning to attend were Pearl White, Florence Latch, Dorothy MacFarland, Verne Andrews Kenney, Vera Schaff, Blanche Steadman, Mildred Berman Cohen, Helen Gold, Victoria Noonan, Margaret Steiper, Kay Barry, Arie Fleming, Margaret Cavanaugh, Ruth Buhlig, Bess Couston, Betty Glixon and Arline Callies.

The girls contributed 10 cents weekly for 52 weeks to their treasurer, Miss Couston, for the party.

Loop's Hardy On and On

CHICAGO—That perennial hardy of the loop, "Gone With the Wind," continues on its merry way at the Essaness Woods, and now the closing date "may be" Thanksgiving Day, according to the local M-G-M office.

MILWAUKEE

JOHN ZUZEK, local salesman, was sentenced to one to five years in Green Bay reformatory for participating in a holdup August 19 at the Majestic in Sheboygan . . . Life Newsreels is shooting pictures in Appleton for showing at the Rio in that city.

The Brillion observed its first anniversary with a special 20-cent admission price for the entire week. Regular top admission price is 30 cents . . . Miss Geraldine Ecker, cashier at the Appleton, was married recently to Robert Eckes.

Jack Yeo, Burlington exhibitor, did not fare so well in his race for sheriff of Jefferson county . . . Ruben Rosenblatt, manager of the Rialto at Kaukauna, reported the theft of $340 from the house last week.

Fox's Lyric at Stevens Point is staging a weekly Wednesday guest matinee, admission to which is 15 cents for two women with a ticket secured from one of the sponsoring merchants.

Wade Willman Feted by Metro Exchange Staff

INDIANAPOLIS—Employes of Metro's local exchange honored their local sales head, Wade W. Willman in observance of his 18th year as branch manager, with a dinner at the Variety Club, Monday evening, September 23.

Telegrams of congratulations were received from the M-G-M stars, producers, directors, West coast and New York executives, business associates in Indiana and Kentucky, personal friends and employes.

Veteran employes including Harry Stevens, shipper; Irene O'Brien, head inspectress; Foster Gauker, office manager; Whitey Wagner, salesman, and Marie Kreilein, Willman's secretary, occupied seats of honor at the main table with Willman.

The local sales head started in the motion picture business as an exhibitor, in Clearwater, Fla., only to return to the Hoosier state when war was declared. Deciding to enter the distribution end of the film business, Willman first joined the sales force of First National Pictures, affiliations with United Artists and Samuel Goldwyn followed in order listed.

In 1922 Willman joined Loew's, Inc., to head the local exchange in charge of selling and distribution for Metro pictures in Indiana and Kentucky. J. E. Flynn, district manager with headquarters in Detroit, attended.

Foster Gauker, is also observing his 18th year with M-G-M. The committee in charge of arrangements for the dinner included Marie Kreilein, Tim Cleary, Betty Brown and Harold Marshall.

FDR Sends Message To Mrs. Rockne

South Bend, Ind.—A message from the President will be delivered here by his son, Franklin D. Roosevelt jr., to Bonnie Skiles Rockne, widow of the Notre Dame coach at the banquet, Thursday, October 3, which will be a feature of national Knute Rockne Week. The dinner will open weekend festivities which will be climaxed by the world premiere of "Knute Rockne—All American" here Friday, October 4.

F&M Offers Deluxer For Variety Show

ST. LOUIS—The Variety Club of St. Louis through the courtesy of F&M's Harry C. Arthur jr. will be able to present a special midnight benefit show in the 5,000-seat de luxe Fox on October 12.

Arthur is chairman of the general committee in charge of the arrangements for the big benefit. He has announced that Al Pearce and Johnny Perkins will headline the show, which will include a total of 20 vaudeville acts.

The price scale announced for the benefit is $1 for balcony seats, $2 each for the lower floor chairs, and $5 for mezzanine seats. A sellout would net about $10,000 for the charity fund of the Variety Club.

The other members of the committee in charge are: Tony Matreci, Uptown, who is chief barker of Tent No. 4; Lou Ansell of the Ansell Brothers circuit; Harold W. (Chick) Evens, manager, Loew's; Fred Wehrenberg, president MPTO, and Clarence D. Hill, manager, Columbia Pictures.

Plans for the benefit were discussed at a special meeting at the Fox Theatre. At this gathering, Arthur explained in detail the tentative plans for the big charity show. He stated that this midnight show is in line with the charity program for the 1940-41 season recently adopted by the directors of the club. It was revealed that Arthur had offered the use of the Fox for not only the show of October 12, but for all other benefit shows to be arranged by the Tent. Also that he had accepted the position of general chairman of the arrangements committee and that he would use his full organization to make the midnight shows successful, and thus enable Tent No. 4 to raise its quota for charity this year.

Herb Washburn, secretary of Tent No. 4, urged members to cooperate to make the campaign outlined by Arthur and the other members of the general committee a success.

Checks or money orders for tickets should be sent to Harry C. Arthur, general chairman, Fox Theatre Bldg., St. Louis, or to Herb Washburn, secretary, Variety Club of St. Louis, Roosevelt Hotel, St. Louis.

Entitled to Cost of Half Of Car, a Judge Rules

MILWAUKEE—Circuit Judge Charles L. Aarons, in an action here by Gustav Collatz against the Fox Wisconsin Amusement Corp., ruled that the plaintiff was entitled to one-half the cost of a new automobile, the prize in a quiz contest conducted at the circuit's Varsity.

Collatz, one of two finalists in the contest, was unable to completely answer the last question put to him, it was testified, and consequently was ruled out as the prize winner, although the final contestant, who also failed in correctly answering his final question, was declared the winner.

The court held that Collatz should have been given a draw at least and ordered that he be given one-half the cost of a new automobile, or $391.

Film Council to Meet

CHICAGO—The opening meeting of the new season for the Better Films Council of Chicago is scheduled for Friday, October 11, in the Lighting Institute Hall, 20 No. Wacker Drive.

Paper Pats Goldwyn and Kicks Those Who Balked on Singles



'ello Again!—

Back from a visit in his home town of Waukegan, Jack Benny boards a plane bound for New York where a brief stay will precede his return to the coast. Benny expects soon to be known as "Papa Jack."

To Elect Officers And Mull Decree

ST. LOUIS—Election of officers for the coming year and a discussion on the possible effects of the impending consent decree on exhibitors, will highlight the annual convention of the MPTO of Eastern Missouri and Southern Illinois on September 30 at the Hotel Coronado.

Special invitations to attend are being sent to Ed Kuykendall, MPTOA president, and C. C. Pettijohn and Dave Palfreyman of the MPPDA.

Officers of the Better Films Council and various city and state officials will be guests of the theatremen at a noon banquet.

Chicago's Council Lists Many in Mature Group

CHICAGO—Pictures in the family grouping of the Chicago Better Films Council listings this month included "Adventures of Chico," Woodward Productions; "Lucky Cisco Kid," 20th-Fox; "Rhythm on the River," Paramount, and "Tom Brown's School Days," RKO.

In the mature group: "Boom Town," M-G-M; "Earthbound," "The Man I Married" and "The Return of Frank James," 20th-Fox; "False Rapture," Film Alliance; "The Great McGinty" and "Queen of the Mob," Paramount; "Life and Loves of Tschaikowsky," UFA; "Ladies Must Live" and "My Love Came Back," Warner.

Commenting on "Boom Town," the report said: "The fans can't help but feel that they are getting a lot for their money."

MILWAUKEE—The Milwaukee *Journal*, in a recent editorial, gave Samuel Goldwyn a pat on the back for his attitude toward the ills of the picture business, and local exhibitors a mild kick in the pants for their failure to follow through on the single feature policy. Complete text of the editorial, captioned, "Motion Picture Troubles," follows:

"Maybe the war will do for the movies what Samuel Goldwyn—the farsighted old man of the silver screen—has not been able to accomplish with his good counsel.

"The Nazis are spreading their ban on American-made motion pictures to Belgium and northern France. That about means the end of the 35 per cent of motion picture revenue which formerly came from Europe. About all that remains of our foreign trade in movie films is the 9 per cent with South America. And even there the forces of nazism are working against our pictures.

"In the near future, or any future that can now be foreseen, the producers will have to depend on American custom. It will suffice if pictures are good enough and if methods of exhibition are wise. The saturation point has not been reached.

"But, as Mr. Goldwyn has said time and again, this market will not thrive and expand on a combination of inferior pictures, Bank Night and other gambling promotions, double features and their overlapping and tiresomeness that keeps thousands (yes, millions) of customers away.

"This expansion need to take up the war slack cannot be met, for instance, with such a lack of backbone as Milwaukee exhibitors show. If they are willing to let a few objectors rule them, instead of having faith that the customer majority which wants better pictures and reasonable programs will take care of the objectors, then they do not have the courage to win.

"The wiser element in motion pictures is continually letting the short-sighted element dictate to it—that is right at the root of motion picture troubles."

TRADE DIRECTORY

A Handy Guide for the Exhibitor

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INDIANAPOLIS

THE local RKO office held a special screening of "The Ramparts We Watch" at the Paramount screening room with local American Legion officials, Bishop Ritter and other Catholic church dignitaries as guests . . . Ben Kalmenson, district sales manager for Warner Bros., was a visitor at the local exchange . . . A. M. Siegel of the Ansell-Simplex Ticket Co. out of Chicago also in town on business . . . William Scully, general sales manager for Universal, was seen walking down Filmrow with Hadley H. Hull, assistant manager of the local exchange. Scully was wearing a pair of dark glasses . . . Jack Schwarz, who has been residing in California for the past year, is in town for several weeks on business. Schwarz formerly operated theatres in Indianapolis, New Albany and Kentucky which were sold to the Settos circuit.

Harold G. Reckley, operator of the Chateau in Greencastle, is on a three-week vacation trip to Florida and Texas . . . W. C. Gehring, division manager for 20th Century-Fox, and Harvey Hay, special representative for Terry-Toon cartoons, visited the local exchange . . . Guy Craig, manager at Columbia, attended a regional managers' meeting in Chicago . . . Lee W. Moffitt, operator of the Seville, Owensboro, Ky., has taken a business trip to Hollywood, Fla. . . . Hobart Hart, operator of the Court in Auburn, is vacationing in Wisconsin and doing a lot of fishing . . . Al Blankenbaker, shipper at Warner Bros., is visiting relatives in Galveston, Tex., on his vacation and will make a trip to Mexico before returning home . . . Mrs. Betty Kaylor, bookkeeper at Warner, was called to Bedford because of her mother's serious illness.

Charles Reagan, Paramount division manager, and Allen Usher, district manager, called on the local exchange en route to Kansas City . . . Mrs. Marie McIntire, bookkeeper at Paramount, has been confined to her home because of illness . . . Ed Haferkamp, special representative for Alexander Previews out of Chicago, was in town all last week on business . . . Rex Carr, manager of the Alamo, Ambassador and Cozy theatres, Indianapolis, has returned from a fishing trip to Minnesota with his father. Rex reports they had real good luck, too . . . Degarmo Spear succeeds Mrs. Melba Githens as secretary to Dick Frank, manager at United Artists exchange. Mrs. Githens resigned her post to devote her time to her home and husband . . . Shorty Phillips, manager of the Drive-In Theatre, gave a bang-up party for all his employes and members of the press last Saturday night after the show. A weiner roast with all the trimmings was enjoyed by all.

Larry Shubnell, office manager at Columbia, and his Mrs. are "expecting." Wives of local Variety Club members will have a baby shower for Mrs. Shubnell this Wednesday . . . Joe Smith of Affiliated Theatres, Inc., is expected to return to Indianapolis from Petoskey, Mich., soon. Joe has been at his summer home there since early summer . . . The Variety Club recently sent Olsen and Johnson a gift in honor of their third year in the show, "Hellzapoppin'."



Nick, Weston Must Serve 5 Years and Pay $10,000

ST. LOUIS—Federal Judge Collet sentenced John P. Nick, former vice-president of the IATSE, and Clyde A. Weston, ex-business agent of Local No. 143 of the Operators Union to serve five years in Federal prison and to pay fines of $10,000 each.

Sentence was passed after the court had overruled defense motions for new trials.

Judge Collet imposed a sentence of five years on each of the 11 counts of racketeering on which a jury late last Wednesday night voted Nick and Weston guilty but directed that the sentences should run concurrently, making the total prison term only five years. The $10,000 fine was on the first count.

The defense attorneys pleaded with Judge Collet to "temper justice with mercy" because of the physical condition of Nick and Weston. Sigmund Bass, attorney for Nick, said he suffers from chronic arthritis, while Bryan Purteet, for Weston, said his client is "a broken man, past 45 years of age and the father of two children." He added it was necessary to administer a heart stimulant to Weston to keep him on his feet during the recent trial.

In permitting Nick and Weston to have their liberty on bond pending action on their appeals to a higher court, Judge Collet remarked: "There appears to be no question of the guilt of the defendants" but that "the legal phases involved here give such reasonable grounds" (the law provides bail where there are reasonable grounds for appeal). He fixed the appeal bonds at $25,000 for each defendant but later when advised by defense counsel they could not make a bond that high for Weston the court reduced his bond to $20,000. Previously they had been at liberty under bonds of $15,000 each.

The attorneys gave oral notice they would appeal the conviction to the United States Circuit Court of Appeals for the Eighth Judicial Circuit.

Nick and Weston must still face a state court charge of extortion in connection with the $6,500 local motion picture theatre owners claim was paid to Weston in the fall of 1937 to forestall a threatened increase in projectionists wages.

: SPRINGFIELD :

J. D. Petty, assistant manager of the Fox-Lincoln, has returned from a vacation in Emporia, Kas. He stopped in Kansas City to visit A. R. Zimmer, former manager of the Fox-Lincoln . . . E. C. Rhoden, president of Fox-Midwest; Clarence Schultz of Commonwealth Theatres, and Fred C. Souttar, district manager of Fox-Midwest, visited C. C. Murray, manager of the Fox-Lincoln . . . Charles Brown, assistant manager of the Orpheum, has returned from a vacation at Gulfport, Miss., full of tales regarding his adventures in deep-sea fishing.

Dominic Frisina, president of Frisina Amusement Co., was one of the speakers at the initial state convention of the downstate Italian Democratic League in Springfield . . . John Koletis, who operates the Riviera in Rock Island, was a visitor at the Kerasotes office . . . Bill Crouch, secretary of the United Theatre Owners of Illinois, is completing plans to make Springfield his permanent quarters . . . George, Gus and Louis Kerasotes went to St. Louis for a preview of "The Howards of Virginia."

Ted Lewis and his band were scheduled for a one-day engagement at the Orpheum . . . W. G. Bishop, Chicago branch manager for M-G-M, was in Springfield inspecting entries in the "Boom Town" contest conducted by the Orpheum . . . "The Movie Quiz Show" with Hal Tate opened a weekly Monday engagement at the Orpheum.

Max Tschauder, manager of the Roxy, reports "The Sea Hawk" did fine business during a week's stay at the theatre . . . Employes of the Frisina-Springfield theatres enjoyed a stag party in the Roxy Bldg. . . . Phil T. Hill, coming from Topeka, Kas., is the new manager of the Lincoln and Illinois theatres at Belleville, Ill. Hill fills the post vacated by C. C. Murray, now manager of the Fox-Lincoln here . . . Mrs. Pauline Drury, cashier at the Fox-Lincoln, has returned from a two-week vacation which she spent motoring to California.

James Frisina shot a 75 in the first round qualifying play in the national amateur golf championship at Mamaroneck, N. Y., but later was eliminated . . . Sam N. Bonansinga, president of the Springfield Federation of Labor and business agent for the stage employes, was chairman of the Springfield Labor Day activities . . . J. B. Giachetto, general manager of the Frisina Amusement Co., informed police thieves entered the Roxy and stole a special typewriter, a desk set and four pipes. The loot was valued at $200.

Charles M. Brown, assistant manager at the Orpheum, served as one of the official judges on the reviewers stand during the Labor Day parade . . . Tallulah Bankhead, stage star, is scheduled for a personal appearance at the Orpheum in the famous role of Regina Giddens in Lillian Hellman's "The Little Foxes." "The Man Who Came to Dinner," now in its second year in New York, will also be presented at the Orpheum . . . C. C. Murray, who has taken over his duties as manager of the Fox-Lincoln, succeeding A. R. Zimmer, says he likes Springfield fine, since it is several times as large as Belleville where he was previously stationed.

The Frisina baseball team beat Riverton 14 to 7 in a recent game . . . Manager Max Tschauder of the Roxy announces "Tobacco Road" booked for October 10.

Gillman Suit Seeks $30,000 of Majors

MINNEAPOLIS — Acting for Irving Gillman, owner of the Esquire, loop first-run sure-seater theatre, Attorney L. B. Schwartz will file suit for $30,000 against major film distributors here which have refused to service the theatre, and the Minnesota Amusement Co. which, it is charged, is a party to the deal to deprive this showhouse of pictures.

It is alleged that the theatre has been depreciated in value to the amount sought in damages because of the inability to obtain major product. The Minnesota Amusement Co. is a party to the deal to prevent the servicing of the theatre, it is claimed.

The complaint sets up the allegation of the existence of a factual monopoly. Schwartz claims he can prove this by contracts and by words spoken by the defendants.

Before filing suit, Schwartz says he sent letters to all the defendants notifying them that the court action would be resorted to unless product was made available for the Esquire either for first or subsequent runs. The letters were ignored, he says.

Gillman bought the Esquire from Bennie Berger. The latter also had been unable to obtain major product and had threatened a similar suit against the distributors and Minnesota Amusement Co., but never went through with it.

The Benz brothers, who operated the Minnesota Theatre recently, had planned an anti-trust suit because they were unable to obtain major film product for the big de luxe house. They abandoned the plan, however, when the Minnesota Amusement leased their Palace in the loop here.

Minnesota Theatre Owners Petition Bankruptcy

MINNEAPOLIS—The Minneapolis Theatre Co., owners of the 4,000-seat Minnesota, tenantless most of the time during recent years, has filed a petition in voluntary bankruptcy. Assets include the theatre and ground lease, the value of which, it is stated, are unknown, and $3,327.89 in personal property, etc. Liabilities of $545,723.31, including $510,000 due to 608 income note holders.

The company previously had filed a bankruptcy petition under 77B in December, 1935, and its reorganization was approved Feb. 28, 1936.

The Minnesota represents a $2,000,000 investment. The Minnesota Amusement Co. gave up the house because the heavy operating cost made profitable operation impossible. Recently the Benz brothers operated the theatre for the owners with a policy of vaudeville and independent feature films. After six months of losing business, however, the house went dark again.

Hollywood Advertising to Open Plant on Coast

KANSAS CITY—On his return from the west coast this week, Nat Hechtman, head of Hollywood Advertising, announced the appointment of Bill Warner, former Warner manager here, and Joe Rosenberg, formerly at Omaha, as representatives of the company out of Los Angeles. Hechtman will establish a plant there in the next few weeks; he is adding a line of 40x60's here, and expects later to have a full line of advertising accessories.

Cassil Suit May Be Tried in St. Joseph in December

ST. JOSEPH, MO.—A suit for $452,775 damages brought by Eugenia D. Cassil and Frank H. Cassil against Dubinsky Brothers' enterprises and nearly a score of motion picture producing and distributing concerns under the anti-trust law, probably will go on trial in federal court here early in December.

Judge Merrill E. Otis, in ruling that defendants in the suit were entitled to a bill of particulars in court here last Saturday, indicated the trial before a jury would be at a special December term.

The Cassils, doing business as the Cassil Amusement Co., alleged in their petition that the defendants "unlawfully and in violation of the anti-trust laws of the United States, entered into a combination and conspiracy . . . for the purpose of driving the plaintiffs out of business."

The charge was made that since the fall of 1932 the defendant distributors refused to furnish pictures for the plaintiffs for second-run showing, and the plaintiffs were required to show third and subsequent run pictures.

Clearance of 60 Days

From June 21, 1930, when the plaintiffs opened the Rialto in the South Side, until 1932, they were able to obtain second-runs 60 days after the end of the first run in St. Joseph, the petition recited.

Another complaint was that the defendant distributors permitted the defendant exhibitors to contract for the entire production of pictures of the distributors for both the first and second runs, even though the number of pictures thus contracted for was in excess of the maximum number that could possibly be used by the exhibitors.

It also was alleged that the defendant exhibitors and Charles Geiger opened a theatre known as the Valley in the South Side in 1934, and that the distributors threatened to give this theatre price advantages and also protection and priority over the Rialto, "all of which was designed by defendants and did compel the plaintiffs, in an attempt to preserve the Rialto Theatre and the business thereof, to purchase the fixtures and equipment of the said Valley Theatre and to take over the lease . . . and to operate the said theatre at a loss, all with resulting damage to the plaintiffs to the amount of $5,925.96."

Besides the Dubinsky brothers and Geiger, the defendants include 20th-Fox, Metro-Goldwyn-Mayer, RKO, Paramount, Universal and Columbia.

Frank Cassil Must Show Particulars in Suit

KANSAS CITY—Judge Merrill E. Otis of the federal district court for Western Missouri has sustained the motion of defendants for a bill of particulars in the suit of Mr. and Mrs. Frank Cassil, Rialto, St. Joseph, Mo., against Dubinsky Brothers and major distributors. Plaintiffs in the suit were given until October 5 to file the "particulars" with the court.

Judge Otis pointed out, in ruling as he did, that the heart of the plaintiffs' petition is the charge that the defendants conspired. So Judge Otis specifically asks (1) what agreement was made in restraint of trade, and (2) whether or not the agreement was oral or written, and if written, he asks that a copy be attached.

"Baptism" Sequence Makes "Ramparts"

Minneapolis—Publicity given the "Baptism of Fire" sequence in public prints apparently has made "The Ramparts We Watch" a big boxoffice attraction. It did a splendid business its first week at the World, giving that house its best patronage in a considerable period. It is being held over a second week.

Evening Open-Shop Aid to First-Runs

KANSAS CITY—One of the features of the "revival" of Kansas City is the "Downtown Night" introduced by the Chamber of Commerce September 19, and to be continued on each Thursday night at least until Christmas.

The promotion, backed by merchants and downtown theatres, proved outstandingly successful its first time, and is expected to accumulate effect as time goes on.

All theatres but the Orpheum reported a benefit in grosses as a result of the promotion. The Tower, according to Barney Joffee, manager, did an estimated 10 per cent better than normal for that particular night; while the improvement at the Newman, according to Jerry Zigmond, manager, was between three and five per cent. The Midland was helped substantially, reports John McManus, manager, while the Esquire, according to Manager Joe Redmond, did some better, although it didn't have a new picture.

Plan Parking Privilege

Theatremen are helping along the idea with announcements on the screen about Downtown Night, and Jerry Zigmond added a special bit of promotion when, on the first occasion, he brought in Betty Brewer, young Paramount player, for a stage appearance.

A plan is being evolved by a committee to provide free parking for those who participate in the Thursday night event, according to E. C. Rhoden, head of Fox Midwest, and one of the members of the committee. Arrangements are being made with parking stations and garages to provide space for about 5,000 cars on Thursday nights. Persons showing evidence of having made a purchase on that night will get the parking free. Such evidence covers purchases at stores or theatre tickets. The cost of such parking will be prorated among merchants and theatres.

Report from suburban theatres is that the plan hurt business some, though how much it was difficult to determine.

KMTA Meets Sept. 30

KANSAS CITY—Directors of the Kansas-Missouri Theatres Association will meet September 30 here, according to Frank Cassil, Rialto, St. Joseph, Mo., president.

But He Didn't Run With It

Kansas City—Marty Weiser of Warner Bros. secured a giant-sized football for use in the interests of "Knute Rockne—All American" and thought he had something pretty big. That is, until Russ Borg, 350-pound WB salesman, came in and started cuffing it around—although let it be known Borg didn't run with the ball.

Rosemary Strauss, a Kansas City girl, has sent the big football to South Bend for autographing when the picture premieres there October 4.

Invitations to sports writers and film critics for the local preview were in the form of small footballs with the name of addressee inscribed on the ball.

Streamlined Initiation Is Promised K. C. Barkers

KANSAS CITY—An old-fashioned evening with streamlined action is promised members of Variety Club at the clubrooms September 30 by Leo Finkelstein, chairman of the initiation committee, who is handling "arrangements" for inducting about two dozen new members of Variety.

The initiation will be "altogether different" from former initiations, according to Finkelstein.

Other members of the committee are Senn Lawler, Jerry Zigmond, Jack Moffitt, C. E. Gregory, Jack Gregory, R. R. Biechele, Arthur Cole, Leon Abraham, Bob Withers, Ben Marcus, Harry McClure, George Baker, and Beverly Miller.

'Unreasonable Rental Demands' Motivate Meeting of Allied

'No Fight With Metro,' Say Allied Officials

MINNEAPOLIS—Northwest Allied denies that there is any friction between it and M-G-M, as has been indicated in published reports relative to the trip made by President E. L. Peaslee and Treasurer Sol Lebedoff to Chicago to confer with W. F. Rodgers and H. M. Richey, M-G-M officials, the conference itself and the meeting here to consider the emissaries' account of it.

"Northwest Allied has no fight with M-G-M whatsoever," declared Lebedoff, who, in addition to being treasurer, is a member of the organization's executive committee, in a statement to BOXOFFICE.

"It is true that President Peaslee and I went to Chicago to settle some problems that have arisen between independent exhibitors and M-G-M. The conference with Messrs. Rodgers and Richey was very satisfactory.

"However, there still are a few matters in negotiation. We believe that the points in issue will be settled in a manner satisfactory to all concerned."

MINNEAPOLIS—Alleging "utterly unreasonable distributor demands for 1940-41 contracts," Northwest Allied has called a meeting of its Twin City members to see what can be done about it. A threatened mass closing of theatres now is believed out because of fears of legal repercussions.

In a statement announcing the meeting, Fred Strom, executive secretary, points out the adverse conditions in the Northwest.

"One veteran exhibitor stated in all his 25 years' experience in the business he never has received such impossible terms for a new season's product," stated Strom.

"Twin City and Northwest exhibitors are pointing to a map released by David Lawrence's United States News, showing that Minnesota has received only a million dollars in defense contracts and that North and South Dakota have received no contracts or benefits from the government's defense spending, or from war orders abroad.

"It must be obvious to any fair and impartial mind that Northwest conditions cannot be compared with those of either the west coast or industrial areas where billions of war and defense money are being spent with airplane factories, munition makers, machine-tool makers and other large industries. It appears that local distributors are not taking these facts into consideration."

Study Shut-Down Plan

While counsel for Northwest Allied studies the threatened mass closing of theatres carefully to determine if such action might constitute conspiracy in restraint of trade or other anti-trust law violation or bring breach of contract suits, the organization is withholding a vote of its members on the proposal. As matters stand now, the mass closing in December is under consideration as a means of protesting against the unreasonable film rentals which the distributors are demanding, it is explained by Sol Lebedoff, treasurer and executive committee member.

Lebedoff himself favors such action if it can be done within the law and if exhibitors throughout the territory would stick together on it. He would have the exhibitors explain the reason for the action in trailers run on the screen and would have cards distributed to patrons to be sent to Congress and the federal department of justice calling attention to "the intolerable" situation and requesting that corrective action be taken. It would be made clear to the public, he explains, that the distributors "forced" the closings by asking "prohibitive prices" for their pictures.

Ruben Golf Champion of Twin City Variety Tent

MINNEAPOLIS—Eddie Ruben will represent the Twin City Variety Club in the tournament at the national convention in Atlantic City next year. He captured this privilege and the club's championship by winning the final tournament at the Oak Ridge course.

Eddie had both low gross and net score, coming through with a 79 gross. He also won the raffle—a set of golf clubs.

The tournament was attended by 40 players and a considerable crowd of onlookers. Lowell Kaplan hit the longest ball of the day.

TRADE DIRECTORY

A HANDY GUIDE FOR THE EXHIBITOR

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Southwest Theatre Equipment Co., Indp't
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Frederick Griefe, young son of Louis, who operates the Windsor at Windsor, Mo., is collecting empty matchbooks. Jim Foland sent him a bunch this week. If you see Louis, shell out . . . Cecil Mayberry opened his new Basin, Eureka Springs, Ark., September 25 . . . Gretchen Brown of Commonwealth spent the weekend in the old home town, Brunswick, Mo. . . . Earl Jameson of Film Delivery left for the Buford, Colo., area where he will hunt deer . . . The Tower, Kansas City, has put in a new screen via National Theatre Supply.

The Commonwealth office on Tuesday held a "going away" party at Variety Club for Martin Flesher, who has been at Lawrence, Kas., and for Bill Lenhart, son of Wendell Lenhart, Commonwealth manager at Clinton, Mo. The two young men are beginning a naval training course which will make them ensigns. Among those from out of town who attended were Mr. and Mrs. Wendell Lenhart of Clinton, Mr. and Mrs. Lloyd Lenhart of Trenton, Mo., Mr. and Mrs. Stanley Schwahn of Lawrence, Kas., and Mr. and Mrs. Raymond McKittrick, Harrisonville, Mo.

Howard DeWeese, booker at Paramount in Denver, was visiting Kansas City friends this week while on vacation. DeWeese formerly was with Pathe and Metro here . . . Lauren Turner of the Maywood, Independence, Kas., is going to South Dakota on a hunting trip—boids . . . Got any old advertising pencils? Leon Abraham at RKO will trade you a good one (10c) *for one . . . Herschel Kaufman, Metro Premium manager, was in Tulsa on business.*

Filmrow is beginning to ask, "What about the annual barbecue?" The clamor really broke out Wednesday morning, with the first hint of frost in the air. Earl Jameson of Film Delivery says he's broke. Whereupon Ward Scott suggests a petition be circulated to raise a fund to give a benefit barbecue for Earl, Fint Jones, Reube Finkelstein and Dick Biechele, hosts at the affair the past four years. The trouble with starting a thing as good as this is stopping it. It's going to be hard to do.

Frank Bowen, Salem China big shot (and pretty good shot on the pin machine, too), left this week for a swing to the north and east.

Among Filmrow visitors was Noel Weaver of the Cawker Theatre at Cawker City, Kas.

Kansas City's HOTEL MONROE
Main at 19th St.—2 Blocks From Filmrow
Completely Renovated—$1.50 With Bath





Starlet Visits School—

Betty Brewer of Joplin, Mo., visits the R. J. DeLano school in Kansas City, while here for a p. a. at the Newman. Betty caught the attention of Sam Wood, Paramount director, by singing in front of the Brown Derby in Hollywood. Now she's in "Rangers of Fortune" and launched on a film career. It wasn't long ago that the Brewer family had to draw $83 in relief at Joplin in order to get to California where Papa Brewer hoped to get work.

LINCOLN

FATHER'S FOOTSTEPS: "Speed" Lambert jr. and Dode Allen, sons of H. W. Lambert, Metro's blurbist, and C. W. Allen of RKO have both been in town acting like their fathers lately, talking to exhibitors, and trotting out with them for a sip of soda.

Congratulations: To Orville Rennie, who takes off Monday with a new enterprise, the newly born KHAS radio station in Hastings . . . To Jules Rachman for his freedom from prison, and expressed herewith the hope that he'll make the most of it . . . To Bernard Evans, who can't remember where he leaves his hat, but has a nifty repertoire of near-nasty stories with which he spaces plugs for United Artists product . . . To Sam Clark for shoving Warner Bros.' name up to equal billing with Knute Rockne in less weeks than it took years for Rockne to become established—in South Bend, Ind.

National Defense: Capt. Ed Matschullat, long a projectionist at the Colonial, is instructing the college boys in the manly arts of scouting, patrolling and bayoneting at the University of Nebraska . . . One of the first guys up for conscription registration will probably be Don Monroe, who had a lot of military school experience which should set him up with three stripes at least . . . Capt. Barney Oldfield, leaving the post of motion picture editor to somebody else, is a cinch to winter in Arkansas, starting about November 25, for a year or the duration of conscription . . . Alvin Hendricks has made a new meaning for the letters "B. C." and "A. D." To him they mean "before conscription" and "after drafted."

From Hollywood: Murphy McHenry, who is Edward Small's press agent, writes that "Three Cheers for Miss Bishop" starts shooting Monday, and that everything is shaping up to a world premiere of the film in Lincoln, which is its locale . . . Clarence Barbiaux, going over Teton Pass, postcarded that his sudden recall to RKO's press-plant made him cut several off his intended list to visit . . . That Dorothy Lamour is saying Herbie Kay, who used to be her husband, is going to marry a Tulsa, Okla., gal, and Herbie, here at the Turnpike the other night, says it's so, but holds out the name. Orchestra leader says it will happen about January 1.

Invisible man: Bob Livingston hasn't been seen on the street in front of the Capitol for a week. Couldn't be politics, or that he's worried about Hugh Butler and the senate? . . . To Harry Shumow: If M-G-M doesn't quit making those high percentage pictures, Harry, the boys are going to petition the state motor vehicle department to get you E. Shields license plate in Franklin, Neb. It's 50-50.

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Flav-O-Nut Seasoning at These New Low Prices:

Flav-O-Nut Seasoning—50 lbs.	$6.25
Flav-O-Nut Seasoning (½ dr. Appr.)—230 lbs.	.11½
Flav-O-Nut (Full Appr.)—440 lbs.	.10½
*Superb South American Popcorn—100 lbs.	4.50
Supreme South American Popcorn—100 lbs.	3.50
Hybrid Jap-Hulless Popcorn—100 lbs.	4.25
¾ lbs. Pinch Bottomed Bags, per 1,000	.90
Popcorn Boxes—10c Size, per 500	2.40
Popcorn Boxes—10c Size, per 1,000	4.50
Popcorn Salt (12 2-lb. Boxes)	1.10

*Used by Leading Theatres Because More Profit Per Sack.

POPPERS' SUPPLY CO. RUBE MELCHER 1717 Wyandotte St. Kansas City, Mo.

OMAHA

IKE RUBIN, Paramount peddler, and Harry Levy, Fox salesman, have been secretly taking La Conga lessons, according to a reliable source. The big sissies should know better! . . . Harry Schiffrin, Warner salesman, is one of the first on Filmrow to drive a brand new car. It always happens on Davenport street: new season, new product, new cars!

Joe Jenny, exhibitor at Malmo, Neb., population 179 persons, is in New York attending a convention. He's staying at a hotel with 2,500 rooms, housing probably 100 times the number of people living in Malmo! . . . Harold Dunn and wife, Jewel, Valentine, Neb., on Filmrow, which proves that summer weather is gone for good . . . John McQuistan, Bloomfield, Neb., was in town and looking prosperous.

Freddie Horn, late of the Columbia sales force, is now with RKO in Minneapolis. We hope Freddie doesn't scare all the Swedes in Minnesota with his bright green suits . . . Ted Mendenhall, Paramount dynamo, is having trouble with his shoulder again. Ted took a lot of time fixing up a boat at his shack on the river and then somebody stole the boat . . . Martinas Biemond, exhibitor at Ord, Neb., was here.

Ed Kugal, State, Holstein, Ia., is celebrating his 20th wedding anniversary. And it's a second w. a. for A. P. Sorenson, Empress, Beresford, S. D. . . . Don Shane, assistant manager at the Orpheum, Omaha, has been transferred by Tri-States to Sioux City, Ia., as manager of the Capitol as successor to Jimmy Schlatter. Bill Trites, Orpheum treasurer, moves up to the assistant manager desk. Shane's girl lives in Sioux City, so everything is lovely!

James Morgan Reynolds, Elwood and Bertrand, Neb., and Minerva Robertson, Joyo, Coleridge, Neb., have birthdays this week . . . Sid McArdle, United Artists booker, celebrated his birthday last week. Sid just returned from a vacation of golf . . . Warren G. Hall, Rodeo, Burwell, Neb., was a visitor on Filmrow. Also Sol Slomenski, Loup City, Neb., and Ira Adams, Nelson, Neb.

Bob Adler, Columbia booker, a proud father of a baby boy . . . Mary Francis of Monogram is all tears because her boy friend in the army was transferred to California . . . Bert Thacker, South Sioux City, Ia., a visitor to Filmrow. Also the Goodrich family from Stromsburg, Neb.

Bill Granville and Lynn White of Quality Theatre Supply would like a bunch of applause for Dr. H. H. Miller of Wahpeton, N. D., a former Omahan, who was handy when Bill got a grasshopper leg in his eye and did a nice operation. The boys had started on a fishing trip when the accident happened and Bill had to spend part of the trip in the hospital recuperating from a very unusual accident. Ask him about it!

Filmrow birthdays this week include W. A. Kahn, Paramount; H. R. Barker, United Artists; F. A. Thomassen, Scott Ballantyne Co. . . . Also congrats to H. P. Borah, Bryant, S. D., and E. S. Tompkins, Winfield, Ia., for wedding anniversaries . . . It's rumored on Filmrow that Joe Jacobs is making Gus Kopald wear a neck brace to publicize some Karloff horror picture. Actually, Gus had a serious injury but is getting along fine now.

Gala Opening in Store for Johnson's New House

FALLS CITY, NEB.—The new 650-seat theatre that Oscar Johnson is building here has as yet no name picked for it but does have the assurance of an auspicious opening.

"The whole world will be invited to the opening," writes Johnson. "It will be announced in BOXOFFICE," he writes further, with "free refreshments and the entire basement used to stage the opening for the film industry."

Johnson at present operates the Rivoli and Electric at Falls City.

"Reaching" for Wellman

HOLLYWOOD—William A. Wellman will direct "Reaching for the Sun" for Paramount.

FIRST

In Style and Comfort

That's the thought that is always uppermost in the minds of those who attend you at Hotel Fontenelle. In keeping with this policy, the management is constantly adding new features for your comfort and convenience. The Amber Room Coffee Shop, the King Cole Room, and the Black Mirror-Bombay Room invite you.

HOTEL FONTENELLE



OMAHA



MINNEAPOLIS

TWIN CITY Variety Club members did all right for themselves in the Oak Ridge Country Club tournament. Abe Kaplan, who wasn't so hot in his own organization's tournament, won the Oak Ridge veterans' competition, finishing ahead of his nearest opponent by one up. His business partner, Charlie Rubenstein, tied for first in the sweepstakes with 67 net on an 83 gross score. Gilbert Nathanson came through with an 85 gross to finish fourth in the same event. And still another Twin City Variety Club member, Ralph Green, was tied for second in the Class B championship with an 87 gross.

Out-of-town exhibitors visiting Filmrow included Gae Howard, Worthington, Minn.; Jack Heywood, New Richmond, Wis.; Don Buckley, Redwood Falls, Minn.; Ed Malone, Alma, Wis.; Henry Longacre, Glenwood, Minn., and Sim Heller, Grand Rapids, Minn . . . Gertrude Guimont of the Warner office staff got a good weather break for her northern Minnesota vacation. It was warm and pleasant in contrast to the cold and rain of early September . . . W. H. Workman, M-G-M branch manager, paid a business visit to La Crosse, Wis.

National Screen is remodeling. The poster department is being moved from the Paramount exchange into the National Screen offices and all departments henceforth will be under one roof . . . Bill Scholl, RKO exploiteer, who has been rehearsing for a part in the charity production of "Topsy and Eva," off to Des Moines to sell "My Favorite Wife" to the natives . . . Sammy Berg, the handsome Esquire manager, the envy of all the boys because of that beautiful young woman who seems to enjoy his company. 'Tis said that he purchased that new auto for the express purpose of taking her for rides. Looks serious, doesn't it?

Phil Dunas, Columbia district manager, a visitor . . . M-G-M girls had a steak fry at the West Arm, Lake Minnetonka, home of one of their number, Marge Klugnes. They sang songs by moonlight and otherwise enjoyed themselves . . . Julius Volk of the Volk brothers, independent circuit owners, still undergoing treatment at Glen Lake sanitorium for a pulmonary ailment . . . Jack Cohan, 20th-Fox city salesman, visiting southern Minnesota accounts . . . RKO, last year's champs, didn't start so well this season which opened last Friday. It lost all three of its initial matches. There are seven additional teams this year.

Harry Sniffer, Universal home office auditor, a visitor . . . 20th-Fox attractively decorated with pennants advertising forthcoming releases . . . Highest late September temperatures in history have been hurting theatre business throughout the territory. The mercury soared into the nineties several days . . . John J. Friedl, Minnesota Amusement president, and Joe Podoloff, 20th-Fox branch manager, back from New York where they put the finishing touches on a three-year franchise deal.

Mike Hussman a new booker at Monogram. He formerly was in the newspaper field in Chicago . . . Alvin Theatre, the Harry Katz-Harry Hirsch house playing musical shows and first-run independent pictures, has the only footwoman of any showhouse in the country. Katz says theatre is trying to be different in every way —on the stage and in the front. The girl assists patrons driving up in motorcars and also ballyhoos the show.

AMPTO Convention Committee Named

PITTSBURGH—Committees for the 20th annual convention of the Allied Motion Picture Theatre Owners of Western Pennsylvania, to be held in the Roosevelt Hotel Monday and Tuesday, October 21 and 22, were named this week by Michael N. Shapiro, general chairman, as follows:

General Convention Committee—Samuel Gould, Pittsburgh; M. Serventi, Rimersburg; Alex S. Moore, Pittsburgh; J. T. Birocco, Clarion; William Finkel, Pittsburgh; H. Goldberg, Beaver Falls; Gene Basle, Washington; G. M. Purcell, Uniontown; N. A. Malanos, East Pittsburgh; Joseph L. Delisi, Nanty-Glo; Peter Profili, Vestaburg; William Gray, Monongahela; J. G. Carruthers, Grove City; Larry Puglia, Waynesburg; Miss C. R. Cupler, Washington; Archie Fineman, Pittsburgh; Werner Lund, Daisytown; John C. Bixler, Scottdale; Robert S. Higgins, Charleroi; Jean Angeli, California; Nathan Rosen, Pittsburgh; J. J. McFadden, Renovo; Stephen Santa, Pittsburgh.

Publicity Committee—Jerry Roth, Pittsburgh, chairman; Harry Rachiele, Sharpsburg; Jake Soltz, Pittsburgh; Rudolph Navari, Verona; H. L. Shearer, Pittsburgh; Robert F. Klingensmith, BOXOFFICE.

Resolutions Committee—George Corcoran, Monongahela, chairman; I. Roth, Pittsburgh; A. P. Way, DuBois; Fred A. Beedle, Canonsburg; F. H. McKnight, McKees Rocks.

Entertainment Committee—Carl A. Poke, Pittsburgh, chairman; Harry W. Walker, Crafton; Sam Fleishman, McKees Rocks; E. T. Beedle, Canonsburg; Floyd A. L. Bender, Millvale; Norman C. Huhn, Pittsburgh.

Grievance Committee—Ray Allison, Cresson, chairman; Frank Panoplos, Clairton; William J. Walker, Crafton; Harry Fleishman, Pittsburgh; Peter Antonoplos, East Pittsburgh; Morris Roth, Pittsburgh; Gilbert Gellman, Swissvale; Harry Stahl, Sharon.

Ways and Means Committee—Joseph Gellman, Duquesne, chairman; Dr. C. E. Herman, Carnegie; Harry Hendel, Pittsburgh; Bennett Amdur, Pittsburgh; William R. Wheat jr., Sewickley; Charles R. Blatt, Somerset; Herman Stahl, Oil City; J. H. Rankin, Bridgeville; F. H. King, California; Theo. Mikolowsky, Masontown; Bart Dattola, New Kensington; John C. Friburg, Johnsonburg; John Oglietti, Leechburg; Oliver A. Kihchel, Jeannette.

Directors Meet Oct. 4

Final meeting of the board of directors prior to the convention will be held in exhibitors' headquarters Friday afternoon, October 4, at which time the convention schedule will be outlined.

AMPTO members are especially enthusiastic regarding the banquet this year as it will be staged as a testimonial in honor of M. A. Rosenberg, president, who has devoted many years to Allied association problems as local board chairman and president and as a member of the national Allied board of directors. The banquet is planned as an outstanding social event to which members of the trade are invited to bring their wives and friends.

Non-member exhibitors of the film distributing area, including all of western Pennsylvania and West Virginia, are welcome to participate in the two-day convention and the Rosenberg testimonial banquet, the latter event to be held Tuesday evening, October 22. Supply and accessory dealers and representatives of the film companies also are urged to attend the business and social events, M. N. Shapiro, general chairman, stated this week.

Program is now being prepared and reservations are being taken at the AMPTO office.

In Florida Spending Their "Losses"

Columbus—Vacationing exhibitors were on the receiving end of a good-natured ribbing in a recent bulletin of the ITO of Ohio. Commenting that the organization's convention this year had been moved up to October 30 and 31, Secretary Pete Wood explained the action like this:

"Our past conventions have been held during the winter months when the weather was unfavorable and many exhibitors were in Florida spending the losses incurred from showing 'B' pictures on preferred playing time."

CMPEA Holds First Autumn Meeting

CLEVELAND—The Cleveland M. P. Exhibitors Ass'n held its first meeting of the autumn season last Friday.

A buffet luncheon preceded the business meeting which included a report by the labor committee. John D. Kalafat, chairman, reported that negotiations with heads of Local 160, IATSE, resulted in a continuance of last year's agreement.

President Ernest Schwartz opened the meeting with a one-minute silent period in commemoration of the late Ben Z. Levine, one of the most active association workers who died six years ago.

Members were urged to attend the annual convention of the Independent Theatre Owners of Ohio, to be held at the Deshler Wallick Hotel, Columbus, on October 30-31.

Fox and UDT Theatres Sign Pacts With IATSE

DETROIT—Local 38, IATSE, has signed one-year contracts with the Fox Theatre, and United Detroit Theatres, covering all major houses employing stagehands, effective as of September 1. New contracts provide for unchanged wage scale, and essentially the same number of men employed, with one exception, and for a few minor changes in technical working conditions, according to Ed King, business agent of the local.

Only important change affects the use of "pit type" stage shows in the Fox and Michigan. Under the new contracts, the band car may be moved up six feet further back onto the stage, up to the present position of the screen drop, allowing acts to work out in front over the pit proper. Two additional men are required at each house because of the work necessary, meaning one additional man per shift.

Promote Thom Paskell

COLUMBUS—Thom Paskell has been promoted from assistant manager to manager of the Hollywood here.

Honor Martin Smith At ITO Convention

COLUMBUS—In announcing October 30 and 31 as the dates for the annual ITO convention to be held at the Deshler Wallick Hotel, P. J. Wood, association secretary, states a testimonial banquet will be tendered President Martin G. Smith, who has devoted 20 years to exhibitor association work in Ohio. Smith has been president of the ITOO ever since its organization.

"Five Picture" Clause Opposed By Columbus Theatre Owners

COLUMBUS—Theatre owners of Columbus have sent the following petition to Federal Judge Henry W. Goddard, who will consider the consent decree being pushed by the government as a basis for settling its anti-trust suit against the industry:

"We the undersigned, operating motion picture theatres in the city of Columbus, Ohio, respectfully petition that you not sanction the 'five picture' clause in the consent decree which the attorney general and the department of justice have proposed in the pending Motion Picture Trust Case.

"The adoption of this clause will cause inestimable chaos in the industry and multiply many fold the disadvantages under which independent theatre owners are now compelled to operate their theatres. And, in addition, will increase film rentals and prevent the elimination of undesirable pictures.

"In our opinion, a clear cut, sincere and honest 20 per cent cancellation clause applicable to all groups of pictures would offer some measure of relief to the independent theatre owners and be accepted by them as a real step forward in the leasing of motion pictures."

Ohio ITO Wars on Non-Theatricals

COLUMBUS—In situations where such information can be obtained, the Independent Theatre Owners of Ohio will advise the state censor board of non-theatrical exhibitions that do not contain the censor board leaders specifying the films have been examined by the board.

Advising that he has received reports of such exhibitions in night clubs, roadhouses, street shows, etc., P. J. Wood, secretary, is asking ITO members to report violations in showings of 16 or 35mm film.

The ITO membership also is asked to advise the secretary how "Boom Town" fared at increased prices in comparison with other good attractions at regular prices. "This is of vital importance to every exhibitor as there is a tendency on the part of distributors to force exhibitors to raise prices on some of the top pictures," says Wood.

Pro-British Rally Draws 10,000 in Cleveland

CLEVELAND—A throng estimated at 10 000 greeted James Stewart at the Public Auditorium here last Monday night, when the Metro star spoke on a program sponsored by the Committee to Defend America by Aiding the Allies.

The rally included a free showing of "The Mortal Storm." Stewart left for Hollywood by plane the following day.

Detroit Variety Golf Tourney Successful

DETROIT—Two hundred and twenty-eight Filmrow men and their guests traveled out to Tam O'Shanter Country Club for the annual Variety Club Golf Tournament—the biggest turnout Variety has ever had for this function. A full day's program of golfing, refreshments and games gave everybody their choice of entertainment.

Low gross prizes for Variety members were awarded to John Howard, Jack Stewart, Harold Sandelman, Alex Schreiber and W. R. Sturgess. Schreiber won the annual Sallan Trophy, for which the three lower score winners were not eligible because of previous victories. Bob Renz of RKO won the prize for low for non-members in the film industry, with a 76, and Bob Whiting won the low for a guest, with a 70.

Over 100 prizes, with a valuation of $2,000, were awarded to players, mostly upon a kickers' handicap basis, so that the great majority of those playing won a prize in addition to a dozen or more door prizes.

Special awards were: Driving contest—Tim Griffin, 263 yards, and O. L. Trainor, 251 yards; high gross score, J. O. Brooks, Butterfield head booker, with 175, and high on one score, Jack Ryder of Paramount, 20, on the 11th—a par three hole.

All arrangements were in charge of John Howard, Paramount branch manager, as general chairman of the day. William Carlson of Carlson Studios was chairman of the prize committee.

The C. W. Harshbarger Trophy, placed in competition the first time this year, was won by John Howard. This must be won twice by the same Variety Club member to establish permanent possession.

IATSE Counts a New Local in Michigan

DETROIT—The IATSE has organized its first new local in Michigan in 16 years—Local 735, at Mount Clemens. Jurisdiction covers Macomb county and a number of smaller towns in Oakland county, adjoining the Detroit jurisdiction.

Officers of the new local are: Bert Penzine, East Detroit, president; Fritz DeVanteir, Mount Clemens, vice-president; Dan Defenbaugh, Mount Clemens, secretary; Norman Pingel, Mount Clemens, treasurer, and T. E. Bauman, Farmington, business agent.

Wisper and Wetsman Will Close Oakman to Remodel

DETROIT—Closing of the Oakman, taken over by Wisper and Wetsman circuit a few days ago, is slated for October 1, according to Lew Wisper. The house will be remodeled, including installation of new seating and refrigeration plant, at a cost of $30,000.

Air-Conditioned For Your Seasonal Comfort
MAJESTIC BAR
Clifford and Montcalm
MEETING PLACE FOR THE INDUSTRY
"Food You'll Remember"
DON DRISCOLL and JIMMY KING

The 19th Hole

LEO LED OFF with the first foursome in the Detroit Variety Club golf tournament—Jack Flynn, Frank Downey, with Eddie Hyman and Asher Shaw . . . Dave Flayer of the Amo right at the door when we arrived, with Judge George T. Murphy of Traffic Court, his guest . . . Irving Belinsky, Film Drugs, is all elated . . . Banker Schumacher of the First National a guest of Jack Flynn . . . Phil Kaplan, Theatrical Advertising, in his first game in three years, so disgusted he only played nine holes . . . Son Dave, one of the last on the links, was the last man to get one of the 100 prizes too.

Ed Kirchner of the Family so busy with a certain Ladies' Committee he didn't arrive till 4 p. m. . . . Ralph Ruben, Amusement Supply, forgot to count his strokes . . . Clark S. Baker, Columbia office manager, kept his score a big secret . . . Claire Townsend, Columbia salesman, looking up a deck for pinochle . . . Milton Jacobson, Monroe manager, arrived too late to play—brother Eddie of the Harmony was still in the hospital . . . Irwin Pollard, ex-bowling prexy, mad about something . . . Al Ackerman of the East Side was practicing a new language . . . His dad, Sam Ackerman, had something on his mind . . . Bill Hurlbut with his cigar kibitzing the card players.

Sam Merson holding the honor of the Thursday Gang . . . Joe Portell engrossed in another card game . . . Hal Robinson, en route to Cincinnati again, had his own table, with son Bill and Andy Pasanen . . . Cully Buermele, with a red rose, provided the peanut gallery . . . Max Blumenthal trying to look aristocratic in a grey fedora . . . W. J. Turnbull, NTS manager, and Clarence Williamson got hungry, come supper time . . . Bill Flemion, PRC manager, in his element with a green hat and megaphone . . . Jack Saxe unrecognizable in that fisherman's hat . . . Ray Moon, Mutual Theatres boss, couldn't count up to his score.

Cass Beechler in from Charlotte with his brother and nephew . . . Other upstaters were A. Krikorian of Holly, Henry Galster of Petoskey and Harry Lush of Plymouth . . . Earl Hudson, UDT president, arriving plenty late, teed off with an iron . . . Jack Thompson, Paramount, fanned the ball three times before he connected on the first tee; Barney Kilbride and Bill Carlson broke his record later . . . That drive off the first tee had all the boys pressing—that one counted in the driving contest . . . Jim Velde and Howard Rhodes of Paramount were the starters . . . Raymond E. Moon, Mutual Theatres boss, played his first game in a year—in that cap, too—but "took" Red Lenahan . . . Jack Flynn, M-G-M district manager, seen knee deep in a sand trap as the sun set.

Dick Flemion of PRC proud of that roadlight he won, playing with Carl Zipper of the same exchange . . . John Howard busy on all fronts as m. c. . . . Eddie Wescott, 20th-Fox salesman, had ambitions as an assistant m. c. . . . Jack Ryder, Paramount salesman, did a good plowing job on the green . . . Eddie Weingarten, UA salesman, interested in the low gross trophy (?) . . . Jack Thompson of Paramount only scored 19 to Jack Ryder's 20 on that difficult hole . . . Eddie Stuckey, another Paramounteer, in his second game of golf . . . George Olson in from Grayling—brother Jim couldn't make it . . . Pete Schram, Kalamazoo exhibitor, and Ray Branch, Allied prexy from Hastings among other upstaters . . . George Bremen got in from Wyandotte early . . . Carl Shalit, Columbia manager, had to be in N. Y. C.

Charlie Komer busy circulating . . . Bob Fisher, the big roadshowman, was in the Awful Foursome with Ollie Brooks and Bill Carlson. Bill used one club throughout, and scored a birdie from the rough—he was aiming at another hole . . . Fred Preston, old-time owner of the Highland Park, was a visitor . . . Al Ruttenberg of the Iris liked the looks of the prizes . . . Jack Stewart of Universal showed a preference for the legal profession . . . Ben Cohen and Lou Cohen, circuit operators, out greeting many friends . . . Charlie Powell, National Screen, out in tweeds . . . Mort Gras out playing till it got too dark . . . Earl Hudson and Ed Hyman of UDT among the later arrivals—Earl got a spot right at the top of the first table.

Arvid R. Kantor and John R. McPherson of National Screen tied at 76, while Barney Adair got an 81 . . . Moe Dudelson and Syd Bowman of UA waiting for their scores . . . Charlie Perry, manager of the Adams, using the drapes for shorts . . . Art Robinson of the Odeon trying

Mutual Booking May Benefit by Building

DETROIT—Disclosure of plans for two new theatres to be erected at once by United Motion Theatres Co., brings to a total of six the number of houses now under construction, which are to be added to Mutual Theatres books by spring, if plans are carried out. This would bring Mutual, a booking combine, into a much more important position in the local booking field than it has occupied in the past, when its activities have been centered largely upstate.

Plans for the two houses were disclosed by Raymond E. Moon, general manager. The construction company is understood to be headed by Saul Sloan, builder, who has announced a number of plans for houses and has built several, subsequently leasing them, but has not yet entered active personal operation.

First is to be the Alpine—a key run, 1,500-seat house at Greenfield and Seven Mile Roads, to open about February. This house will have the name of the 3,000-seat house formerly planned by Sloan for an east side location, now taken over by Joseph Miskinis to erect the Civic upon.

A second house will be the Apex, also by United Motion Theatres, an 800-seat house, to be built on McNichols Road near Rutherford Avenue.

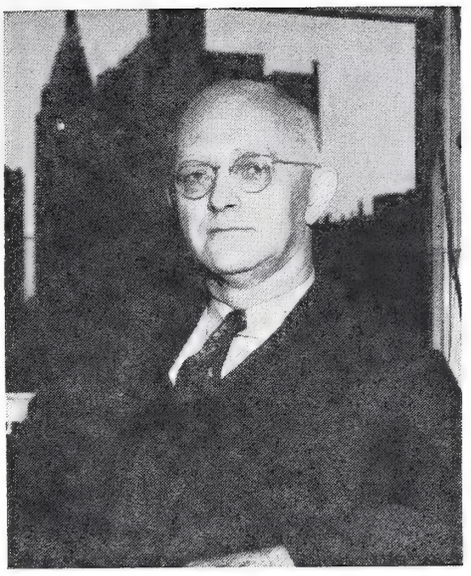
Moss Brothers' 1,000-seat Parkside is set to open October 3, and Mutual has added another house, the Alden, 400 seats, operated by Joseph Miskinis. Miskinis' new 1,500-seat Civic and Phil Gorelick's 2,000-seat Carmen, both under construction, will give Mutual two more big ones in the suburbs.

to turn in his score card—why? . . . Sol Berns, booker, got 119 in his first try in five years . . . Sturgess Foursome won the Family Prize—W. R. and his sons, Fred and Howard . . . Milt Cohen, RKO salesman, quibbling over disclosing his score . . . Floyd Chrysler, M-G-M salesman, had barking dogs from so much walking . . . Lloyd Turrell, London manager, rushing through the locker rooms . . . Burton London of the Beacon very quiet in one corner . . . Mort Winston of Typocraft playing without his new bifocals, got 119 to his partner Vic Calcaterra's 100 . . . Joe La Rose, Eastown manager, was a good meal for mosquitoes . . . Harold Sandelman seen out in the caddy room . . . Joe Lenahan of Mills Agency lost a bet to Ross Jewell, fellow-insuror . . . Sam Seplowin wouldn't let Harry Levinson, RKO office manager, join the hand . . . L. C. Becker, American Seating, looking very professional . . . Wade Allen of the Fine Arts forgot to bring his pictures.

George McArthur and son, Jim, arrived in time to eat . . . Adolph and Irving Goldberg in tan and grey suits respectively—or vice versa . . . Dave Newman of the Pasadena revealing his rich baritone . . . Cem Merritt of the Palace, Windsor, came "over the border"—and two of his friends won prizes . . . Frank Wetsman going down the line yelling for "Smitty" . . . E. V. Smith, RCA Photophone, just back from Indianapolis . . . Lou Wisper heading a whole herd of W&W managers—Joe La Rose, Henry Koppin, George Santer, Harry Clark, Victor Dodge, Morris Saulson, Jack Cross, Scotty Sutherland, Joe and Leonard Wisper, Milo Ehle, Dave Bromberg, Sunny Schwartz and Louis B. Goodman.

Circuit Judge Lester Moll was a guest of Ben Cohen . . . Bob Mork of Mork-Green Studios supervised quick dish cleanups . . . Jim Connor, manager of Carlson Studios, was also out on the course . . . Jack Sturm, Victor Dodge, Dave Kaplan and Bill Whiting were the last foursome in . . . Where did Hal Burris come from? . . . Ralph Raskin of Robinson Premiums managed to head one table . . . Alex Schreiber set his six nephews—mostly theatre managers—to playing cards—George Bremen, Sol Rubin, Carl Fidler, Mervin Jacobson, Milton Jacobson and Gilbert Fink—plus brother-in-law, Mort Gras . . . Mannie Smerling of Confection Cabinet another guest of Alex's . . . Lew Wisper, Bill Flemion, Bill Carlson, Irving Belinsky and Cully Buermele sold the most tickets.

Max Blumenthal's artistic abilities arranged the prizes . . . Cass R. Beechler of Charlotte left too early to claim his prize . . . Frank Wagner of Wagner Sign got there just in time for a prize . . . Al Ackerman of the East Side won a set of books, took 'em back . . . Al Rupert of the Rupert thinks he can't win with all those good golf players . . . Harry Lush of Plymouth was another one who missed his prize . . . Ollie Brooks elected Col. George McCoy of Columbia as chairman of the Squawkers' Committee . . . Harlan Starr, Monogram manager, eating under the tent, grew reminiscent of his days with the Barnum Circus . . . John Golden of the Irving led the "85" kickers . . . Architect Charles N. Agree had a hard time selecting his prize . . . Harry Komer was a door prize winner . . . Tom Ealand of Ferndale brought in the hard-driving winners . . . O. L. Trainor's 251-yard drive was stopped by a stone . . . Jack Flynn, M-G-M district manager, got the laugh when he won the $15 certificate on Ernie Forbes' supply house.







Visitors to the New York World's Fair—

Pause to have their pictures taken in the RKO Radio exhibitors lounge at the film company's home office. Top left is Fred H. Witters of the Court and James theatres at Saginaw, Mich. Top right, Eugene Lutes and his new bride of the Capitol at Frankfort, Ky. Below, Mr. and Mrs. R. S. Wehrle of the Crystal Amusement Co. and Times Theatre Corp., Pittsburgh.

Notre Dame Club Will Sponsor "Rockne" Show

PITTSBURGH—The Notre Dame Club of Western Pennsylvania will sponsor the local premiere of Warner's "Knute Rockne—All American," which stars Pat O'Brien as the late noted grid coach, at a special preview, open to the public, in the Stanley at midnight, Thursday, October 10. Tickets for the premiere went on sale last week. The Rockne film will begin its regular engagement in the Stanley October 11.

Give a Bachelor Dinner For Grattan Johnson

MANSFIELD, OHIO—In anticipation of his wedding early in October, the boys from the local Warner organization and officials of the Warner theatre department gave a bachelor dinner at the Possum Run Country Club for Grattan Johnson, manager of the Madison Theatre. Nat Wolf, Warner zone manager, headed the Cleveland delegation which included Dick Wright, L. F. Weintz, D. Leonard Halper, Saul Bragin and Charles Albert.

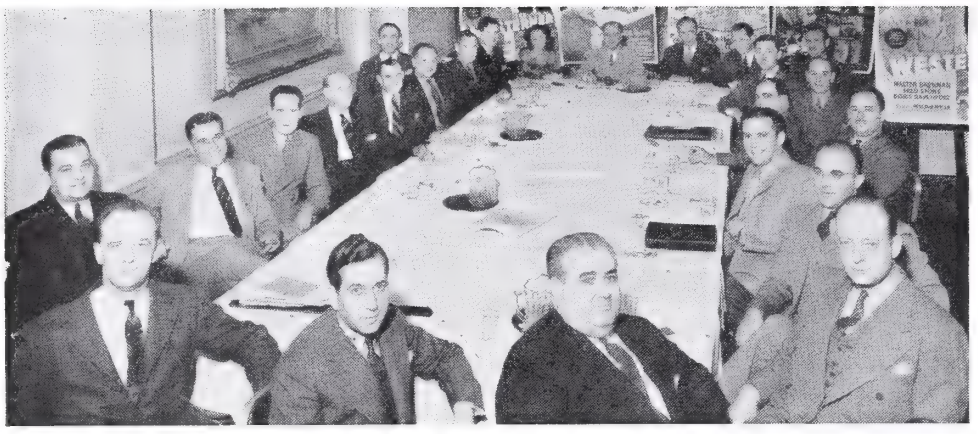
Mich. Allied Readies Convention Plans

DETROIT—Complete plans for the 21st convention of Allied Theatres of Michigan, October 8-9, at the Hotel Hayes, at Jackson, reveal a series of business sessions and get-togethers that will make Jackson a mecca for Michigan showmen next week.

Highlight for those who cannot get away for the full two days will be the annual banquet, to be held Wednesday at 6:30 p. m.

Schine Circuit Plans Deluxer at Norwalk

NORWALK, OHIO—The Schine Circuit, Inc., which operates the Forum and Moose theatres here, is planning a new $100,000 house on East Main St., to seat 1,100. The Ohio building department has approved the plans, according to circuit officials. Work is expected to be started on the new theatre this fall.



—Photo by Richardson

Bert Stearn's UA Division Meets—

At the Hollenden Hotel in Cleveland for a discussion of forthcoming product and other pertinent topics. Represented are the sales forces from Cleveland, Buffalo, Cincinnati, Indianapolis and Pittsburgh.

Upstate Contracts Are Well Along

DETROIT—Progress of contracts for next season is well along upstate, reports filtering in from the field indicate, although salesmen still are plenty busy with independent exhibitors. One of the biggest upstate setups, next to the contracts for the Butterfield circuit, has been completed with signing of Mutual Theatres, booking combine, with all eight majors, as well as Republic and Monogram. Deals affect different houses in the combine differently, each distributor signing with only certain Mutual houses.

In the city, Mutual has completed contracts with 20th-Fox, and has some deals closed with Warner, Raymond E. Moon, general manager, said.



Prowess Recognized—

Mickey Rooney is receiving the congratulations of Burtus Bishop jr., manager for Metro in Pittsburgh, on the record-breaking business the star's personal appearance brought to the Stanley Theatre here.

Stearn Tells His Men of UA's New Season Policy

CLEVELAND—Bert Stearn, United Artists district manager, at a meeting of the personnel of his district at the Hollenden Hotel last Saturday and Sunday, discussed the company's sales policy for the new season.

Those present were: Pittsburgh—A. I. Wiener, William Scott, Harry Rees, and James Nash; Cincinnati—Harris Dudelson, Irving Sochin, James Hendel and Jack Finberg; Indianapolis—G. R. Frank, Elmer Donnelly, Milton Krueger and Edward Golden; Buffalo—Syd Lehman and Matt Sullivan; Cleveland—A. M. Goodman, Norman Levin, Lou Geiger, Richard Miller. The publicity department was represented by Ed Fisher and Robert Goldfarb.

Six Chains Sign Up for Three Alliance Films

NEW YORK—Six circuits in the mideast territory have signed for the first three features on Film Alliance's schedule, according to Sol Edwards, eastern sales manager.

They include. Butterfield and United Theatres, Detroit; Warner, Skirball and Schine, Cleveland, and M. A. Shea, operating in Ohio, Pennsylvania and New England.

Product contracted for includes "False Rapture," "Hell's Cargo" and "Murder in the Night."

May Revise Labor Group At Meeting October 1

PITTSBURGH—Dr. C. E. Herman, who has served as a member of the independent exhibitors' labor committee for a number of years, has called a special meeting for the possible reorganization of the committee.

The meeting has been set for Tuesday, October 1, at 1 p. m., and will be held in the assembly hall at AMPTO headquarters on Filmrow.

Outfit Temple With RCA

PITTSBURGH—The Temple, 680-seater being built here by Sheriden Theatres, will be outfitted with RCA sound.

Columbia Pacts Cary Grant

HOLLYWOOD—Cary Grant has signed a two-year deal calling for his appearance in two Columbia pictures annually.

Open Drive Against Shows on Sabbath

PITTSBURGH—Bellevue and Wilkinsburg ministers have launched drives to defeat Sunday motion pictures after addresses by Dr. R. H. Martin, president of the National Reform Ass'n.

Proponents of the issue at Bellevue this week threatened to go to court to make sure that the issue would come before voters there at the general election. Bellevue council men stated they had not certified all names on the petitions which requested such a referendum but that the petitions would be filed in time for the printing of the special ballots.

The Community Betterment Ass'n of Wilkinsburg and Father Stephen Walsh of St. James R. C. Church are leading the fight against Sunday shows in that borough. Petitions for a referendum at Jerome, properly filed, have been held up by a township supervisor.

Ministers of the five churches at Houtzdale have combined efforts to defeat Sunday theatre opening there.

KITTANNING, PA.—A referendum on Sunday shows will be taken at the general election, petitions having been filed with the Armstrong county election bureau.

NORTH BELLE VERNON, PA.—The question of Sunday exhibition will come before local voters in November, community voters having signed petitions requesting a referendum.

NEW BRIGHTON, PA.—Beaver county commissioners have approved petitions seeking a vote on Sunday shows here.

STONEBORO, PA.—With a theatre expected to be opened here soon, the question of whether Sunday exhibitions should be permitted, will be submitted to the voters at the general election.

LIGONIER, PA.—Voters here will decide on November 5 if the local theatre should operate on Sundays, petitions for such a referendum having been filed with Westmoreland county commissioners.

MEYERSDALE, PA.—A Sunday show referendum will be held here at the general election. A similar vote was taken five years ago when the issue was rejected.

JEROME, PA. — Conemaugh Township commissioners were given petitions which requested a referendum on motion picture exhibitions for Sundays after 2 p. m.

WINDBER, PA.—Opponents of Sunday shows filed petitions to have another referendum here in an effort to outlaw such exhibitions.

Labor Federation Gets Behind Sunday Shows

Harrisburg—The Pennsylvania Federation of Labor went on record as favoring Sunday motion pictures, James L. McDevitt, president, stating:

"It provides additional work opportunities for motion picture operators, cashiers and ushers, and clean, wholesome entertainment for our people—many of whom, because of employment requirements, cannot attend on any other day. It also will provide additional tax revenue for our state and nation."

Relief in Theatres From Pollen

Akron, Ohio—Professor Paul Acquarone, a long-time student of hay fever, has concluded the movies offer the most convenient relief for the sneezing misery. Most theatres, he explained, have air conditioning, which filters the sneeze-promoting ragweed pollen from the air. Prof. Acquarone is on the staff of Akron University here.

Variety Club Election Set for October 7

PITTSBURGH—Annual election of officers of Variety Club's No. 1 tent, for the year 1941, will take place on Monday, October 7, following the usual King for a Day dinner. All Barkers are urged to be present for the balloting for leaders for the ensuing year. As is customary, the Chief Barker, C. J. Latta, will serve as King on the night of election.

Mr. and Mrs. Sidney Jacobs hosted the September 27 family night party at the club and the Walter Framers have the October 4 party spotlight.

Twelfth annual banquet of the Pittsburgh tent has been scheduled for Sunday evening, October 20. This event honors the outgoing and the incoming officers and features celebrities of the screen, stage and radio together with sports, religious and civic leaders. Most of the tickets have been sold, but reservations may still be made by application to John H. Harris, National Chief Barker, William Penn Hotel, Pittsburgh.

Variety Post 313 to Hold Stag Dinner October 14

CLEVELAND—Variety Post 313 of the American Legion will hold a stag dinner at the Variety Club, October 14, at which time the following officers will be installed:

Commander, Dr. A. Bubis; first vice-commander, Edwin Bergman; second vice-commander, Aaron Wayne; finance officer, Harry H. Goldstein; adjutant, Milton Stern; judge advocate, Lawrence Rich; chaplain, Irving Gusman; historian, Bob Bial; sergeant-at-arms, Irwin Klein.

Guests of honor at the dinner will be the boys of the city sandlot championship baseball team, which was sponsored by the Post.

250 Attend Queen City Variety Golf Tourney

CINCINNATI—Approximately 250 film folk attended the sixth annual Queen City Variety Club golf tournament at the Summit Hills Country Club. William Devaney, M-G-M, was in charge of prizes.

Paul Krieger, formerly resident manager of Universal, carried off the handicap and J. J. Grady, 20th-Fox, tied with Manny Nagel for low gross score, the playing off of which will be an event of early date. Handsome prizes were carried off by a large proportion of those in attendance.

RCA Sound for Dreamland

LORAIN, OHIO—Mrs. Nazera Zegiob, operator of a string of houses in Ohio, is installing RCA sound in her Dreamland here.

PITTSBURGH

DAYLIGHT Saving Time comes to a close as of the date of this publication . . . Sam Shaw, veteran film man, ill for a long period, was taken to Mayview last Saturday . . . Girls of the M-G-M exchange held a shower last Saturday afternoon at the Variety Club for three newlyweds, Thelma Schauer Bruno of the inspection department, Lucy Kopp Armstrong of accounting department, and Sylvia Zeisel Hurwitz, secretary, Eddie Moriarty, office manager . . . Harry Roney, local exchange booker and theatre manager, has joined his wife, Mary Roney, in Los Angeles. Mary has been employed at the Republic there for the past month . . . Variety Club's milk fund benefit show was an event of Wednesday evening in the Gardens. Features were the much publicized turtle derby and numerous vaudeville acts. Joe Hiller was in charge of talent.

Charlie Baron, M-G-M's exploitation director here, and his sister, Mrs. C. B. Henderson, entered their young peke "Yum-Yum" in the Western Pennsylvania Kennel Club show last Sunday at Arsenal Park and copped three blue ribbons, for first, special and fourth best in the dog show . . . Herman Wobber, 20th-Fox's general sales manager; Division Manager Bill Sussman, District Manager Edgar Moss and Moe Levy, drive leader, were here last Saturday for a pep meeting in connection with the eighth annual S. R. Kent drive . . . A fire in a ventilating fan behind the screen in the State, downtown, Monday a. m., caused 100 patrons to crowd to the Fifth Avenue entrance of the theatre while firemen extinguished the blaze from the Oliver Avenue, or rear, entrance. The show was resumed after smoke cleared from the auditorium. There was little damage.

H. H. "Had" Paul, former Wilkinsburg exhibitor, has returned to his farm here at Murraysville from the state of Maine where he operates four theatres . . . Paul Kurtz of the *Press* has named Bill Zeilor, Alvin manager, who is now vacationing, as one of the town's best dressed fellows . . . George Dewey Tyson returned to his office this week after directing the annual "Miss America" pageant in Atlantic City. Tyson's assistant publicity director for the Harris amusements. Ken Hoel is substituting for Bill Zeilor at the Alvin, and in another week or so will vacation himself . . . New assistant manager at Warner's Mt. Oliver is C. W. Olcott . . . Ollie Kihchel celebrated a birthday anniversary Monday and early Tuesday, with Mr. Kihchel, departed by motor for Atlantic City and the Abram F. Myers testimonial.

Larry Puglia, Waynesburg exhibitor, is back home after two weeks in the local Mercy Hospital, and Sam Neaman, Natrona exhibitor, has returned to his home from the local Montefiore Hospital . . . Uncle Gus Vaveris, who states that he hasn't seen the day that he couldn't cop his golf matches with his "boys," (except once when he allowed it!) has the 75-piece Connellsville High School band "striking it up" for his "Boom Town" run at the Orpheum there . . . Sympathy to Warner's Joe Beile of Greensburg, whose mother died last Friday . . . Theatre executive and Republican county chairman, Frank J. Harris announced this week that Wendell L. Willkie will be here October 3 and that he will make his chief labor speech in Forbes Field.

Eddie Moriarity, M-G-M's office manager, was in Mercy Hospital for a tonsillotomy . . . Art Levy, Columbia manager, was at his desk this week after spending several days in New York on his Warner circuit deal and stopping in Lewistown for a trade screening of "The Howards of Virginia" at the Rialto there . . . Lew Lefton, PRC manager, is working the territory and may be found at his office on weekends only . . . Danny Davis has established a "thinking" department at the PRC exchange.

Sally Cairns, of Duquesne University Players last year, and Jack Randall's co-star in Monogram's "Covered Wagon Trails," is making a few personal appearances with this feature at local theatres . . . AGVA's cabaret dance will be held Sunday evening, October 6, at the Villa Madrid, Nat Nazarro jr., business agent, announces . . . Local police department is staging a week's rodeo at Fifth and Liberty, east end, opening October 14.

Vernon F. Scott, circuit exhibitor, is greatly improved and has licked pneumonia . . . Al Glazer, who recently sold his West Park theatres to M. A. Rosenberg, departed this week for Los Angeles where he expects to enter exhibition. He states there is nothing definite in the way of a deal but that he has been negotiating with a BOXOFFICE advertiser. He says he'll be sending for his family before many weeks have passed . . . The James Lauxes are parents of a boy, the Camera-phone manager proudly announced last week.

Norbert Stern and George C. Davis, who have toned down their sound amplification at the Drive-In Theatre, on Route 88 at the entrance to South Park, will open a second "sit in your car" theatre on the Lincoln Highway near East McKeesport. Work on this project will be started early next spring.

Lou Ponsetta jr., 11-year-old son of the Apollo exhibitor, while playing Tarzan recently broke both arms and suffered a dislocated elbow and other injuries . . . Wayne Brenkert was here on business for several days . . . Alton Rea of the Stanley house staff has been promoted to manager of the Regent, succeeding Henry Sutton, resigned. The assistant manager's post at the Stanley was given to William Warrington, formerly Regent's assistant . . . We're glad to have Bill Satori back on the job here for New Universal covering the southern area and West Virginia . . . The barking of a dog awakened 15 persons in the apartments on the second and third floor of the McClure Theatre Building, north side, early last Thursday when fire started in the stairway. Trapped by fire and smoke, all were rescued by neighbors while firemen battled flames. The theatre, unoccupied for some months, was not damaged.

Warner's Manor remodeling has been completed, with new seats, carpets, lighting fixtures, equipments and new lounge rooms. Manager Joseph Blowitz has established a new policy, which scales balcony prices a little lower than the orchestra seats.

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CLEVELAND

GEORGE LYNCH, formerly with Warner Bros. in Cleveland and now with Schine in Gloversville, will be married October 5 to Marian Dean Kearney, daughter of Maj. Gen. and Mrs. Bernard W. Kearney of Gloversville in the Church of the Sacred Heart . . . Warner Brandt, son of Walter Brandt, Vitagraph salesman, will spend the winter at Fort Shelby in Mississippi as the guest of Uncle Sam, he being a member of the Ohio National Guard called to report for duty on October 15 . . . Steve David, chief of service at Warner's Colony, has been promoted to assistant manager at Warner's Lake which opened September 21 with Ben Schwartz as manager.

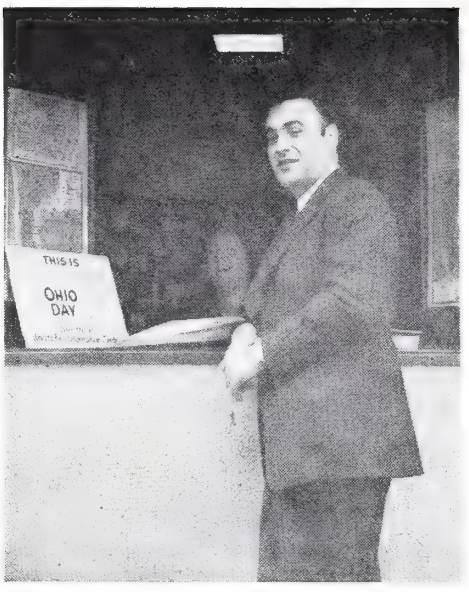
Mr. and Mrs. Hoy Russell of Millersburg have booked the Warner feature, "No Time for Comedy," as the opening attraction at their new Russell Theatre on October 2 . . . From United Artists' Bert Stearn comes the announcement that "The Thief of Bagdad," produced by Alexander Korda, will be roadshown . . . Dan Nolan, RKO home office representative, is a visitor at the local RKO exchange . . . Louis J. Frisch, owner of the Harbor, Ashtabula Harbor, is now running the house, having taken over the lease from Bill Thomas.

Art Himmelein, retired exhibitor, has been in town visiting his brother, John, on his way to Florida for the winter after a summer spent at Kelly's Island . . . George Lefko, RKO branch manager, and P. E. Essick of the Scoville, Essick and Reif circuit, got together on a deal for the 1940-41 RKO product . . . B. C. Steele, owner of the Lincoln, Cleveland, and M. A. Mooney, Allen, Akron, have taken over the Nixon, Akron, from the Charles P. Stalder estate.

The Rialto and Norka theatres, Akron, have turned their booking problems over to Co-operative Theatres of Ohio, Milton A. Mooney's organization . . . Charles Raymond, Loew district manager, was in Toledo to assist in the official installation of Jack Lykes as manager of Loew's Valentine . . . Miss Charlotte Bobin of Art Guild Studios is a handy girl to have around the film exchange. She has just completed a course in first aid and is willing to practice on any emergency cases. Right now she is enrolled at John Huntington Institute taking a course in interior decorating.

Maybe the long-closed Ohio, next door to Loew's State, will again turn on the lights. Joseph Vogel of Loew's in New York was in town last week looking it over, with an eye to reopening . . . Joe Longo, publicity director for Loew theatres, will lead the discussion at the opening meeting of the Cleveland Cinema Club to be held October 9. His topic will be "New Trends in Motion Pictures." Mrs. Richard K. Jones is this year's president of the Cinema Club, now entering its 23rd year.

Miss Eva Urdang, secretary to Circuit Owner M. B. Horwitz, is vacationing in New York . . . Ferd Midelburg, prominent West Virginia theatre owner, is at the Cleveland Clinic for observation . . . G. A. Swisher, former Minerva theatre owner, is reported to be building a new one in a suburb of Akron called Elton . . . Joe Minsky, Vitagraph salesman not given to overstatement, has gone overboard in praise of "City of Conquest." Said that even the "hired help" were moved to tears when the picture was screened.



Vlachos Visits—

John C. Vlachos, manager-owner of the State Theatre at Harrison, Ohio, registers at the M-G-M information booth on a recent visit to New York City and the Fair.

Three Pitt Salesmen Are Metro Prize Winners

PITTSBURGH—Saal Gottlieb, Milton Brauman and Harry Fendrick, local sales representatives of M-G-M, were announced this week as prize winners in sales for the 1939-40 season. Cash awards will be presented to these three workers at an early date, Burtus Bishop jr., branch manager, stated.

Maloney a Winner

PITTSBURGH—John J. Maloney, M-G-M district manager who headquarters here at the local exchange, was a prize winner in the company's standing for 1939-40. The Cincinnati branch office, in Maloney's district, copped honors.

Lift Juvenile Ban

PORTSMOUTH, OHIO—The edict banning children from public gatherings due to infantile paralysis has been lifted here. However, the ban in Huntington, W. Va., will be enforced until October 1.

: *Making Time* :

DETROIT—Problem of squeezing double features into the available time for a day's show has been partly solved by Clare Winnie, manager of the Wolverine, by eliminating the usual material at the end of a feature.

"Cutting reels off short at the end of the picture frames saves several minutes in the course of a day," Winnie told BOXOFFICE. "This means at least three minutes to a feature, which means considerable saving over a day's continuous operation.

"Casts, given over again at the end, especially, can be cut. This material is not of interest to at least 90 per cent of the audience, and it is much better left out," he declared.

CINCINNATI

M WHITMAR has resigned from RKO Theatres' advertising department, to take over publicity for Kroger Grocery and Baking Co. . . . 20th-Fox's J. J. Grady announced "Down Argentine Way," a musical, ready for release. Incidentally, Grady tied with Manny Nagel for low gross in the recent Variety golf tournament and the playoff is set for an early date. Besides a handsome prize, the honor of having his name inscribed on the Variety Club cup goes to the winner.

A very gratifying attendance opened the winter season for the Cincinnati Cinema Club at the Variety clubrooms, according to President Rudy Knoepfle, sales representative for Republic. Applications for membership were received from Harry Bugie and Bob Clark, son of Duke Clark. Plans were discussed for the annual dinner and ways and means for increasing the club's funds.

Republic is sporting new booking booths where the exhibitor can discuss his buying needs in quiet with all the comforts of home . . . Cheering word comes that Peggy Burkart is able to sit up and discuss plans for an early departure for Florida.

Resident Manager Connors of Altec Service has returned from a trip to New York and the Fair. Altec has taken on the distribution of the new "Maestro" music boxes and are also exhibiting an "Attendance Register," which works with an electrical beam for checking attendance at theatres . . . Don Turner, from Altec's home office, was a recent visitor.

Pete Smith, Sylvia, Bellevue, Ky., stopped off at Warner's with his son, Ed. Pete had been on the sick list and friends on the Row were glad to see him up and around . . . Mrs. E. L. Shakespeare, National, Cincy, is recovering from her prolonged illness and able once more to visit Filmrow.

Don Reda is breaking ground for a new theatre in Bell county . . . Wess Huss, head of Associated Theatres, is hoping for an early frost. Reason: Hay fever . . . Harris Dudelson, resident UA manager, spent the weekend in Cleveland with Roadmen Sochin, Hendel and Fineberg, attending a sales conference presided over by Bert Stearn.

Invitations have been sent out announcing the marriage, October 5, of George Vernon Lynch, buyer for Schine's, Gloversville, N. Y., to Marion D. Kearney . . . Metro's office manager, William J. Devaney, is vacationing in New York . . . Keesling & Newboldt are planning for immediate construction of a new 1,500-seater in Charleston, W. Va.

Unusual Transportation Brings to an Opening

DETROIT—Opening of Associated Theatres' new Civic at Farmington, Mich., was a civic event, with formal address of welcome by the mayor.

Unusual feature that attracted much attention and pictures in the metropolitan press was the decision of local socialites to come in ancient vehicles that included a 120-year-old stagecoach, a racing buggy, and wheel barrows. Others came via ambulance, and were carried in on stretchers, to make it realistic. Alex Schreiber of Associated presided over the opening.

Big Campaign Heralds Relighting of Lake

CLEVELAND—The opening of Warner's Lake Theatre last Saturday with "Pastor Hall" was preceded by a city-wide exploitation campaign handled by Manny Pearlstein, head of the Warner publicity and exploitation department.

Special group screenings were held and every Warner theatre in the city carried display advertising on the picture for at least one week in advance of playdate. Radio was used on a man-on-the-street quiz and also on spot announcements. A sandwich man paraded Euclid Avenue for one week, the board carrying the opening dates and the name of the picture.

Face Court Trial

YOUNGSTOWN, OHIO—Three men, including Jack Steinberg, manager of the Strand Theatre here, all charged with assault and battery, pleaded not guilty when they appeared before Municipal Judge Peter B. Mulholland.

Steinberg and his porter, Cleo Knight, were arrested on warrants sworn to by a theatre patron. They, in turn had the latter arrested on a similar charge. All are free on bond.

Giveaways Aid

CANTON, OHIO—The Park Theatre, at nearby North Canton, after several months of spotty business has caught on, with business the past three weeks the best since the house was opened more than a year ago, according to Owner Manager George Ellis. Ellis said Bank Night is being promoted every Wednesday night and that dinnerware giveaways Friday nights are a contributing factor in the patronage buildup.

Legit Bows Oct. 14

PITTSBURGH—Legit season will be inaugurated October 14 at the Nixon with the production of "Ladies in Retirement," a mystery play starring Flora Robson. For the week of October 21 the Nixon will offer "The Time of Your Life," William Saroyan's prize play.

Angros Sets Date

COUDERSPORT, PA. — J. A. Angros was scheduled to open his new Sylvan late this week, probably September 26. He had first announced a September 22 opening date, but found it impossible to be ready at that time.

Madera Opens Oct. 3

MADERA, PA.—The Madera, acquired some months ago by the H. J. Thompson circuit, will open October 3. The house has been remodeled and modernized.

Go for "Uncle Josh"

CLEVELAND—Uncle Josh's Country Store, sold locally by John Himmelein, is rapidly gaining favor with theatre customers. The stunt is now being produced in seven local theatres, namely the Lexington, Madison, Dennison Square, Jennings, Ridge, Corlett and Berea.

U. S. Marine Film Gratis

PITTSBURGH—"Soldiers of the Sea," a U. S. Marine Corps film, which runs 18 minutes, is being booked as a gratis subject by Walter C. Thomas, manager of Acme Distributing Co.

Veteran Status Comes Early to Holzworth

CLEVELAND—Hollywood has artists who climb to success and retire at the ripe old age of 11 years.



FRED HOLZWORTH

The exhibition field, however, produces a hardier race, for although there are no 11-year-old exhibitor veterans, Cleveland does boast of having an exhibitor who qualifies for a 25 year service badge at the age of 39 years.

Twenty-five years ago, in 1915 to be exact, three things happened to Fred Holzworth. He celebrated his 14th birthday; he entered Lakewood High School; and he got a night job as usher at the Lakewood Theatre. "Uncle" Manny Mandelbaum, Mark Greenbaum and Al Friedman, who later promoted the chain of houses now known as the Loew circuit, owned the Lakewood. The manager was Art Himmelein, now retired. Holzworth stayed with the theatre during his entire high school course, advancing from usher to cashier and then to assistant manager. And, with the exception of one year, he has stayed right with the exhibition end of the industry up to the present.

Fred had just turned 17 years old when he resigned from the Lakewood to go to California where he landed a job as secretary to Bryant Washburn, a star of the silent days. This job gave him an opportunity to try out his talents as an actor. He played bit parts in several Washburn pictures, but he isn't bragging about his screen successes.

A Year in Hollywood

Even if he didn't prove to be the screen "find" of the year, Fred picked up a lot of experience during his year in Hollywood. For instance, while working as lobby man for Sid Grauman at the Rialto he noticed a chap at the tail end of a line of people waiting to get into the theatre who looked like Harold Lloyd. Fred approached him and remarked upon the resemblance. "That's not strange," replied the man, "because I am Harold Lloyd." So Holzworth took him out of the line and escorted him into the theatre. "You see," reminisced Holzworth, "there are regular fellows in Hollywood, just as there are everywhere, and Harold Lloyd tops the list of regulars."

Back to Cleveland the following year with his Hollywood experience, he was appointed assistant manager at the State Theatre. Ed Strong, Fred Desberg, Joseph Laronge, Manny Mandelbaum and Al Friedman were operating the house.

George Dumand was manager of the independently owned and operated State Theatre in those days. The team of Dumand and Holzworth worked together so well that when Sol Lesser brought the then-popular Sherwood orchestra to play an engagement at the State, he engaged both of them to take the orchestra on tour. The Sherwoods opened at the Criterion in Los Angeles and for some six months played west coast engagements. But they did not meet with the success that attended their engagements in the east.

So for the second time back to Cleveland came Holzworth. That was in 1925. Shubert units were playing the State along with pictures. Reserved seat policy was in force. Tommy Carroll, the house manager, needed a treasurer and he hired Fred for the job. When the Shubert unit policy blew up, Fred's title was changed. From treasurer, he became assistant manager. One year later he was promoted to manage the Allen. The Allen, originally built by the Allen Brothers of Canada, hit the rocks a year after its erection and in 1926 was sold to the owners of the State. Under Holzworth's management, the Allen became Cleveland's ritziest theatre. Phil Spitalny and his orchestra were offering symphonic overtures with colored lighting effects. On Sundays Spitalny offered a one-hour concert program before time for the picture to start. This was Cleveland's one and only movie effort to appeal directly to the classes. It was only moderately successful.

A Fling at Real Estate

Up to this time, all of Holzworth's business experience had been confined to the theatre, so he decided he had better try something else before settling down for the rest of his life as a theatreman. He took a fling at real estate for a year. But he had no taste for it. He got the "theatre itch." He wanted to get back into the theatre business. Meyer Fine took him on as manager of the Homestead. He stayed there less than a year because Fine and his associates became owners of the Hilliard Square and they appointed Fred manager. That was in 1927. And he has been manager of the house ever since.

Funny thing about the Hilliard Square is that while the managership of the house has never changed, the house itself has changed hands four times during those 13 years. Meyer Fine, the original owner, sold it to Universal Film Co. When Universal gave up its local circuit of houses, it went to Max Lefkowich. Fourth and present owners are Meyer Fine and Max Lefkowich operating the house in partnership.

In 1923, while assistant manager at the State, Fred married pretty Katherine Reinholz, usherette captain. They have two children, a 16-year-old daughter and a son ten years old.

So that's how Fred Holzworth, now 39 years of age, qualifies as a seasoned exhibitor of 25 years experience in the exhibition field.

Walter Wanger Is Honor Guest at Stag Dinner

CINCINNATI—Walter Wanger was guest of honor at a stag dinner at the Variety Club here Friday. Leading circuit and independent exhibitors of Cincinnati were present as well as Bert Stearn, United Artists district manager; A. M. Goodman, branch manager in Cleveland, and G. R. Frank, Indianapolis manager.

Add Stage Shows

COLUMBUS—The RKO Palace Theatre, which has been maintaining a straight first-run policy for the past several months, will switch to vaudeville and films October 4, when a new stage musical will open for a week's engagement, according to City Chief C. Harry Schreiber. House will play occasional stage attractions in conjunction with its regular film programs throughout the fall and winter season, Schreiber said.

Girl to Ca'vin D. Beards

COLUMBUS—A daughter was born recently to Mr. and Mrs. Calvin D. Beard. He is projectionist at the Hollywood, owned by F. W. Rowlands.

LOUISVILLE

RAYMOND C. THOMAS of the Princess, Newburgh, Ind., was married to Dorothy Breeze, September 8, at Mount Vernon. After a short trip, they will make their home in Mount Vernon . . . Friends of A. H. Robertson, Majestic, Springfield, Ky., will be glad to know he has recovered from his recent illness . . . Mrs. Jannet Keller has taken over the Princess at Calhoun, Ky., and renamed same the Ritz. The former owner was Kenneth Shown . . . The oft-closed Drury Lane, Louisville, has been opened for a week's run of "The Life of the Apostle Paul," by the Long Run Association of Baptists.

Visitors during the week included: A. Elice, Elice, New Washington, Ind.; J. D. Flynn, Burnside, Burnside, Ky.; Ras Bivins, Calhoun, Ky.; A. N. Miles, Eminence, Eminence, Ky.; W. R. Shafer, Irvine, Ky., and Carl F. Mock of Universal, Indianapolis.

"Tobacco Road" has been booked for one day, October 7, at the Columbia Theatre . . . "The Star-Spangled Show," under the direction of William C. Hodapp of NBC, was presented at the Women's Club Auditorium.

Reopens Orpheum

CLARION, PA.—The Orpheum, established in 1912, held its formal reopening recently after a remodeling program costing upwards of $10,000. Lewis Hepinger, owner and manager, is a pioneer exhibitor of Clarion county.

Outlet for Select

DETROIT—Select Attractions product will be distributed in Michigan by Allied Film Exchange, according to a deal signed by H. Vinton Gilbert here.

Frolic a Success

GIRARD, OHIO—The second annual Film Folks Frolic, held at the Mahoning Country Club last week, was a great success. More than 75 exhibitors from the Cleveland and Pittsburgh areas attended. The program started with golf in the afternoon, followed by dinner and dancing in the evening. Peter Wellman, owner of New Mock's Theatre, was sponsor of the frolic.

Extra Inducement

STRASBURG, OHIO—Boyer's Auto Theatre, one of the first of the open air type theatres to be launched in the district, has gone opposition one better. In addition to the usual two shows nightly, the Boyer currently is offering "The Great Leon," high wire act, nightly at the conclusion of the final program.

Plan Film Series

YOUNGSTOWN—The finance committee of the Youngstown Federation of Women's Clubs, assisted by the motion picture and the ways and means committees, will sponsor a motion picture series this year. The first picture will be "The Howards of Virginia," at the Palace, October 4. A ticket campaign is now in progress.

Razing Utopia

PAINESVILLE, OHIO—The Utopia is being razed to make way for a new business block. The theatre two decades ago was known for its big-city roadshows.

To Build in Campbell

CAMPBELL, OHIO—Leonard Constantino will build a 500-seat theatre on Wilson Avenue here. Plans are now being drafted, and construction gets under way about October 1.

COLUMBUS

DESPITE business as a whole being on an upgrade, the take in this territory has remained definitely on the "unsatisfactory" side . . . First of the Variety Club football parties is scheduled Saturday night (28) for the Pittsburgh game. Should be several of the Steel City barkers in . . . Indications are that polio cases are decreasing with cooler weather; 13 have been reported locally.

Leo Yassenoff and the missus were in New York and Philly last week . . . Pete Wood was in Atlantic City for the New Jersey exhibitors' convention, going on to N. Y. for a chat with distributors . . . George Roberts, Fox district manager, was in for awhile Sunday, Jack Needham taking him on to Cincinnati . . . Milt Jacobs is now at home, coming along OK.

The ITO convention October 30-31 is set for the Deshler Wallick Hotel, not as previously announced at the Neil House. Highlight will be a testimonial dinner for President Martin Smith of Toledo.

With two exceptions Columbus independent exhibitors signed a petition condemning the consent decree . . . Johnny Frye has resigned as city RKO treasurer and is now selling for a packing company.

Taxpayer's suit to enjoin the state of Ohio from renting the coliseum for the Roller Derby (and similar events) resulted in no action, Judge Leach refusing to grant an injunction. However, he will rule on the legality of the rental.

Gets Second Feminine Lead

HOLLYWOOD—Verree Teasdale has been signed for the second feminine lead in Metro's "Come Live With Me." Clarence Brown will direct the Jimmy Stewart-Hedy Lamarr co-starrer.

ANY NEWS TODAY?

Planning a new theatre? Remodeling? Being promoted? Getting married? Got a new baby (infant)? Buying new equipment? Been elected mayor? Son or daughter graduating? Proud of a new exploitation stunt? Hired a new staff member? Solved a knotty problem?

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Negotiations Continue With Projectionists

BOSTON — Negotiations continued this week between local Hub theatre men and projectionists for renewal of contracts with Local 182. The agreement, when reached, will be retroactive. Former stipulations, which had been in effect for two years, expired August 31.

Stagehands Sign One-Year Pacts With RKO, Loew's

BOSTON — The stagehands local has signed one-year working agreements with RKO and Loew's, Inc. Negotiations have been continued with the M&P Theatres Corp.

In Lynn, the projectionist local has signed with theatre men on the same terms as those of last year.

Friars Milk Fund Drive At a Peak in Stretch

BOSTON—The Boston Friars Club Milk Fund Campaign is now in the stretch and proceeding at top peak, Steve Broidy, Friars president, stated this week. Broidy commended the cooperative and charitable spirit exhibited by film men throughout New England and urged that returns be made on sales of tickets for the Friars Charity Ball as soon as possible so as to facilitate committee work.

Pauline Winston of Columbia is still the leading contender for the Theatrical Post of American Legion prize for the film district individual selling the most charity ball tickets, Broidy revealed.

Another House for Hub: Open Renewed Casino

BOSTON—Another Boston theatre opened this week with the return to lights of the Casino in the Scollay Square section of the city. The 1,800-seat house, one of the more historic in the Hub, is being operated by Ed Ryan, formerly associated with the Howard Atheneum.

The repainted, renovated and restored house is exhibiting films in conjunction with stage talent of the burlesque type.

Holdovers in Hub

BOSTON — Charles Kurtzman, Loew's northeastern divisional manager, held "Boom Town" and "Lady in Question" for a second week at the twin Loew's houses as crowds stormed the State and Orpheum during the first stanza of the attraction. Downtown at Keith's Memorial, City Manager Ben Domingo kept "Hired Wife" and "Men Against the Sky" for a second week. Elsewhere in the city, first-run houses shifted celluloid offerings on their regular one-week basis.

"Madness" a Lure

BOSTON—Harry Segal, head of Imperial Pictures in New England, reports that the biggest business ever handled in the history of his concern has been with "Reefer Madness." Segal owns franchises in New England and in southern California on the roadshow feature. Local engagements were hypoed by a six-week stand at the Globe in Boston.

Connecticut MPTO Opposes Decree

NEW HAVEN—Connecticut MPTO voted opposition to the consent decree proposed in the government anti-trust suit, at its regular luncheon-meeting, and authorized Herman M. Levy, executive secretary, to communicate its opposition to Thurman Arnold. A letter is being prepared expressing the action of the organization and its opinion that the decree aggravates block booking problems, adds burdens on the exhibitor, and fails utterly to accomplish the good purposes intended. It is interesting to note that a few weeks ago Allied Theatre Owners of Connecticut took action as being unalterably opposed to the block of five booking plan presented in the consent decree, so that both exhibitor organizations, including virtually every theatre operator in the state, have now taken their stand on this important issue.

As a result of a survey in the state, Herman Levy further announced that he found exhibitors almost unanimously opposed to lowering the admission level at which the new defense tax should be levied.

The report of the golf committee in charge of the recent fifth annual film golf tournament of MPTO in this state, was approved, and the event declared a huge success.

Against Clearance Extension to Houses Affected by Defense Tax

BOSTON—The Independent Exhibitors, Inc., has gone on record in opposition to the reported effort to extend by two weeks clearances over theatres in tax-exemption brackets to motion picture houses that have lifted ticket prices because of the new U. S. defense tax. Frank Lydon, head of the organization, has advised members toward this end, to go over carefully clearance and availability clauses of 1940-1941 contracts.

Independent Exhibitors Sends Out Film Report

BOSTON—Confidential reports covering Columbia, M-G-M, RKO, Republic, United Artists and Universal releases were mailed by the Independent Exhibitors, Inc., to members in good standing.

Arthur K. Howard, business manager, informed members at the same time that if they attend product discussion meetings, they will get further product information "which cannot be published." Allied members who have not already returned survey cards, sent them as part of the Allied Information Program, were urged to fill out the questionnaires and to return them as soon as possible.

Allied Convention Will Draw New Englanders

BOSTON—Scheduled New England attendance at the Atlantic City convention of Allied this week included Nathan Yamins, former national president; Arthur K. Howard, business manager of the Independent Exhibitors, Inc.; Frank Lydon, eastern regional vice-president and Independent Exhibitors head; Dan Murphy, Wilber Peterson, Morris Pouzzner and Frank Perry. All but the first two planned to bring wives.

Would Drop Shulman From Lampert Action

NEW HAVEN—Vitagraph, Inc., has filed a motion to have J. F. Shulman, doing business as the Plaza Theatre of Windsor, dropped as a party defendant in the action of the Lampert Theatre of Windsor, Inc., against Vitagraph, brought last February. It also seeks to have Shulman's answer to the complaint stricken as it is "sham, frivolous . . . and contains scandalous allegations."

The plaintiff, operator of the Windsor Theatre, seeks an injunction and damages as a result of an alleged violated agreement not to sell second run in Windsor. Subsequently, it is claimed, second run was sold to the Plaza with 14 days clearance, whereas, the complaint reads, several months' clearance in a town and situation of this kind is usual.

Shulman's motion to be joined as party defendant was granted soon after the case was brought, and his answer alleges that the major companies "dominate and control the motion picture industry" and impose upon exhibitors "a series of harsh, onerous and unfair trade practices . . . in restraint of interstate and intrastate trade."

Government Contracts to 15 Connecticut Firms

NEW HAVEN—Fifteen Connecticut firms received government contracts early in September under the Walsh-Healy Public Contracts Act.

These include: Chase Brass & Copper, Waterbury, $2,766,813; Bridgeport Brass, $1,187,860; Cheney Brothers, Manchester, $15,400; National Silk, South Coventry, $13,720; Charles W. House, Unionville, $11,577; Yale and Towne Manufacturing, Stamford, $24,901; Bridgeport Thermostat Co., $188,167; Corbin Cabinet Lock Co., $38,578; American Brass, Waterbury, $80,-190; Landers, Frary & Clark, New Britain, indefinite amount; Vickers, Waterbury, $39,193; Bullard Co., Bridgeport, $10,952; Pratt & Whitney, Hartford, $19,710; Acme Shear, Bridgeport, $14,900; Remington Rand, Bridgeport, indefinite.

Wolfberg to New York as Publicist for Warner

SPRINGFIELD, MASS.—John W. Wolfberg, assistant to Manager George E. Freeman at the local Loew's Poli, has resigned to join the Warner publicity department in New York.

Previous to his appointment as assistant manager at the local Loew house, Wolfberg was employed in the publicity department of UA in New York, and before that owned and operated two theatres in Kansas City.

Set Up Bank Night Test; Arrests in a Ballroom

BOSTON—A Bank Night test case was set up last week when arrests were made at Riverview Ballroom on Gallivan Boulevard in Neoonset. Arraignment was made in Dorchester Court on three counts, two involving alleged lotteries and one alleging occupation of premises during a lottery.

Bingo Approved

GLASTONBURY, CONN.—Donald H. Potter, first selectman in this southern suburb of Hartford, reports that Bingo has been approved.

BOSTON

ED CARROLL, operator of the Riverside Park Drive-In at Springfield and associated with several Boston theatres including the Stuart, was tendered a testimonial by employes and friends at the Highland Hotel in Springfield . . . Ray D. Robison, Jam Handy field man, was in from Detroit . . . Nellie McLaughlin, Imperial booker, left for a Pennsylvania and a Virginia vacation . . . New Englanders attending the annual Paramount golf tourney last week on the Adolph Zukor course included Nathan Goldstein and William Althaus of Western Massachusetts Theatres, Inc., and Sam Pinanski of the M&P Theatre Corp.

Laurence J. O'Toole, former advertising artist for such local theatres as the Metropolitan and Keith's Memorial, has left town for a studio assignment in Hollywood . . . Frank Perry, Morris Pouzzner and Wilber Peterson, acting in their capacity as the membership committee of the Independent Exhibitors, Inc., have sent out another batch of letters to prospective Allied members among the New England exhibitors . . . Donald King, formerly at Wilber Peterson's Orpheum in Somerville, is now assistant to Manager Louis Krasnow at the National, local E. M. Loew house . . . Charles Brent, New England roadshow man, has booked "Fools of Desire" into the Apollo following the Hub premiere of the feature at the Gayety.

Frank Cronin, manager of the Community in Dedham, tied up with local merchants on a giveaway of nine Ritz Broilers successfully on the first three Tuesdays of October . . . Frank O'Mahoney, veteran New England film man formerly with Alexander Film Service, has been appointed manager of the Ideal in Milford by Leon Task . . . Jack Teagarden was featured this week on the stage of the RKO Boston . . . Walter Wanger was in town.

William Aaronson, manager of the Boulevard in Revere, has been supervising rejuvenation of the house . . . J. J. Lavery, manager of the Rialto in Lowell, has opened the Good Will Award version of Bank Night at the Massachusetts house . . . Michael J. Hurney, Specialty Pictures salesman, has sold a similar system to the Big Bear Super Market in Medford . . . R. L. Daniels, manager of the Plymouth in Worcester, is a poppa. It's a girl.

Myron Segal, son of Harry Segal, is now with Imperial Pictures in Boston . . . George Laby has been appointed general manager in Holyoke for Western Massachusetts Theatres, Inc., interests . . . Arthur Keenan, manager of the Merrimack Square in Lowell, has gone in for flesh at the house . . . Fifi D'Orsay was a headline feature of the TicToc theatrical restaurant in Boston when film man, Charles Brent, opened it last week.

A lawsuit precipitated by a quarrel among several local premium distributors, scheduled for here last week, was dismissed as a result of a prior agreement . . . Ben Gold, formerly with Charles Morse and Louis Rothenberg, is operating the Park in Nashua, N. H. . . . Frederick E. Lieberman, independent circuit operator, rushed work this week on his newest local house, the Old South.

Buster Holt, formerly assistant to Ben Rosenberg at the Fenway in Boston and present manager of the Satuit Playhouse in Scituate, has been hospitalized by a knee operation . . . Arnold Kennedy has darkened the Amherst in Amherst . . . James Darby, formerly manager of the Beacon in Boston, has set up a cooking school promotion at the Norwalk in that Connecticut city . . . Francis Cleveland has shuttered the Barnstormers at Tamworth, Me. . . . William Canning has set stage shows for the Empire in Fall River.

BRIDGEPORT

FRANK MATERA, in the booth at the American, has completed his apprenticeship . . . Manager Matt L. Saunders of the Loew-Poli and Mrs. Saunders were in New York to see "Life With Father" . . . Rene Kerensey Marvin, former cashier at the Warner, and Florence Hogan Cybil, former cashier at the Majestic, both gave birth to boys the same week at St. Vincent's Hospital . . . Harry A. Cohen, formerly manager of the Plaza and Globe theatres for S. Z. Poli, died recently in Miami Beach, Fla., and was buried in this city.

Otis Bowers is the new doorman at the Majestic . . . Jimmy Vizzo has resigned from the American Theatre staff and enlisted in the National Guard . . . Sympathy to Anthony Masella, assistant manager at the Globe, on the loss of his young brother and to William Rogers of the Loew-Poli staff, whose mother died . . . Matt Saunders entertained the 242nd Coast Artillery Corps of the National Guard before they left for Fort Wright. A patriotic program aided by the regiment's band, civic speakers and Greek Evans, theatre owner and singer, was presented on the stage of the Loew-Poli theatre. Lou Brown was in from New Haven for the event.

Morris Rosenthal presented his annual fall fashion show on the Majestic stage and had "Miss Connecticut" of 1940 as an added attraction . . . Joseph Plavecky has succeeded Burton Taylor as doorman at the American. Anthony Tragianese has joined the usher corps at the same theatre . . . Photos of the interiors of both the Hippodrome and American theatres were carried in the daily papers . . . William Yolen of Bridgeport has joined Warner's west coast publicity force and was sent from here to South Bend, Ind., to aid with the preparations for the "Knute Rockne—All American" premiere.

Matt Saunders of the Loew-Poli got two excellent newspaper breaks on "Brigham Young." The first was when two Mormon missionaries situated here viewed the film and the second when Levi Young, kin of Brigham Young and head of the Mormon church in New England, stopped off in the city briefly the day before the opening. Press gave pictures and stories to both events . . . Harry Shaw and Lou Brown were in from New Haven for the opening of the new four-a-day vaudeville policy at the Globe. Business was satisfactory on first Saturday . . . The Lyric has reopened with burlesque . . . Despite several stories from Boston to the contrary, Morris Rosenthal is still manager of the Majestic.

Merchandising Keys A Talk by Wanger

BOSTON—Exhibitors must keep themselves up on new merchandising conditions, Walter Wanger told over 125 film men assembled at a Hotel Statler luncheon in his honor last week.

Steve Broidy, Monogram director and president of the Boston Friars Club which sponsored the affair, was toastmaster. Raymond J. Kelly, national commander of the American Legion which is now conventioning here, was one of the speakers.

Wanger told the assembly the industry needs to increase its audiences from 50,000,000 to 80,000,000.

"One solution," he said, "is the exploitation in the handling of novel subjects."

Too much emphasis, he said, has been put on feature analyzation from a basis of "what we thought was boxoffice value." He cited the radio program, "Information, Please," as an example of what was first adjudged totally uncommercial and which later proved itself one of the prime entertainment features of the country. "The only way we can make progress is by experiments."

The producer advocated the placing of production on a quality rather than on a quantity basis.

We can control one of the most important modes of communication in the world, Wanger said answering his own question: "What is the obligation of the motion picture industry in the present crisis?"

"The war department has been discussing plans," he said, for coordinated defense efforts with film men. Plans are still tentative, Wanger said, for so-called "hemisphere films" which would serve abstractly to better unite the countries of North and South America.

Wanger at the conclusion of his talk was given a token signifying honorary life membership in the Boston Friars Club.

Will Cooperate Against "Objectionable" Flesh

SPRINGFIELD, MASS.—In the future the Springfield M. P. Council will cooperate more closely with local policewomen in keeping out "objectionable" stage shows from the city, it was decided last week at a meeting of the organization. Mrs. Alfred Converse, president, was in charge.

The Council also amended a number of its by-laws, with formal action on them to be taken October 18 when election of officers will be held.

First broadcast sponsored by the Council was conducted last week over Station WMAS. Mrs. Samuel Goidell, who was interviewed by Ethel Henin, reviewed some current outstanding films and also outlined the aims of the Council.

Get "Birth of Nation"

BOSTON—Northeastern Film, independent exchange operated by Marcel Mekelburg and Sam Levine, has taken over New England distribution of "Birth of a Nation." Efforts are being made to remove bans restricting showing of the celluloid epic in Boston, Lynn and other cities throughout the territory. General bookings are being held up until key runs may be dated.

MR. EXHIBITOR — HAPPY DAYS ARE HERE AGAIN!!!

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6 Weeks	Globe Theatre	Boston
2 Weeks	Beacon Theatre	Boston
3 Weeks	Lincoln Theatre	New Haven
2 Weeks	E. M. Loew's	Hartford
1 Week	Empire Theatre	Portland
1 Week	Salisbury Drive-In	Salisbury
2 Weeks	Raynham Auto Theatre	Taunton
2 Weeks	Shrewsbury Drive-In	Shrewsbury
2 Weeks	Saugus Drive-In	Saugus
2 Weeks	Milford Drive-In	Milford, Conn.
2 Weeks	Weymouth Drive-In	Weymouth
2 Weeks	Methuen Drive-In	Methuen

Just booked entire E. M. Loew and Kurson circuits and others too numerous to mention.

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HARTFORD

DAVID BROWN, member of the Loew's Poli service staff, spent his vacation hitch-hiking to Washington, D. C., and back again . . . Sidney Walper, former assistant chief of service at the State, is now a doorman at the main stem Proven Pictures . . . Tommy Ware, formerly with the Bates in Attleboro for Eddie McEvoy, is now handling the Empire, New London . . . In New Haven last Tuesday was Michael M. Daly of Hartford and Plainfield . . . Peter Leonard, who resigned recently from his post of Loew's Poli porter, is now working as an oiler at the Pratt & Whitney Aircraft Corp., East Hartford . . . Brian Aherne and his wife, Joan Fontaine, were in Litchfield last fortnight to take part in a fashion show for the benefit of Bundles for Britain . . . Manager George E. Landers of the E. M. Loew's was in Boston.

Loew-Poli Majestic, Bridgeport, played Republic's "Three Faces West" . . . Palace in Torrington, a Warner house, offered on a double bill, Select Attraction's "Leopard Men of Africa" and Monogram's "Up In the Air" . . . Capitol, Middletown, now offers a large eight-inch mixing bowl to all lady patrons . . . Adornos' College Open Air, Middletown, has a car going around in that town daily with a huge sign telling of the place's current bill on the back of the vehicle . . . Harry Shaw, Loew's Poli divisional chief, and Louis A. Brown, that circuit's director of publicity, were in from New Haven to see Jack A. Simons, manager of the local Loew's Poli . . . Bernard M. Levy, manager of the Proven Pictures here and also district manager for the Lieberman houses in Hartford and Holyoke, was a Boston visitor . . . George E. Landers, manager of the E. M. Loew's, was in New Haven . . . Palace, Torrington, offers free cutlery to lady patrons nowadays.

Beatrice Schulman of the Schulman Theatres (Webster, Rivoli and Plaza-Windsor) has returned to Hartford after visiting her sister in Washington, D. C. . . . William Lewis, formerly with the Lyric, is now relief projectionist at the WB's Rialto . . . In New Haven were Martin Kelleher of the Princess, Charlie L. Repass of the Crown, and Maurice Schulman of the Schulman Theatres . . . Men's and ladies' rooms at the Proven Pictures have been repainted . . . Betty Devine is filling in at the WB's Rialto boxoffice for May Stanton, who is ill . . . Members of the service staff at that theatre are now sporting new uniforms of grey-red jackets and black-white trousers . . . Mary Caruso, Palace, Stamford, was in the West Indies while on vacation . . . Frank Wiener of the Cameo in Bristol was on vacation . . . Hardol H. Maloney, Loew's Poli, Worcester, screened "Your Town" in cooperation with the Worcester chamber of commerce . . . Mrs. Viola Thumb, Cameo, Bristol, tripped to Red Bank, N. J., while on vacation . . . The new "Pins and Needles," labor stage revue with lyrics and music by Hartford's own Harold J. Rome, is slated to be presented on Tuesday and Wednesday, October 8 and 9, at Bushnell's Memorial with a matinee on Wednesday.

WB's Lenox is now sponsoring Dish Night twice a week . . . Rudy Frank, director of publicity for the State, was in New York . . . Our sympathy to Jack Sanson of the Manchester State whose parents have passed away . . . Martin Harris, booker in New York for the local State, was in town . . . Norman Beckley, doorman at the Regal, was on vacation . . . Merrill Rome, member of the Loew-Poli Palace service staff, saw the New York Fair . . . An enthusiastic golf fan is Robert O'Connor, chief of service at the M&P Allyn, who takes, it seems, his golf seriously . . . Front frames at the M&P's Allyn have been given fresh coats of yellow paint . . . Anne Breault, candy girl at the M&P's Allyn, makes a hobby of collecting victrola records.

B. G. DeSylva's new musical, "Panama Hattie," is slated to have its world premiere at the New Haven Shubert Theatre on October 4 . . . Barney Lapp has joined the service staff at the State . . . Tommy Dorsey and his orchestra played the State Monday and Tuesday . . . Leonard Seaman is a new usher at the State . . . Hartford's own Katharine Hepburn is slated to take "The Philadelphia Story" on tour, and then, reports have it, will take over in a new play which Phil Barry will have ready for her in November . . . The Hartford Little Theatre is slated to open its 1940-41 season at the Avery Memorial, October 31 . . . The local Church of Jesus Christ aided in promotion of "Brigham Young—Frontiersman," at the Loew's Poli, by urging all churchgoers to see the film . . . Hartford Players, Inc., a newly-formed local theatrical group, will open its new season at the Avery Memorial, October 11 . . . The Theatre of Fifteen, summer stock company of Osterville, Mass., and Miami, Fla., will play its fall season of six weeks at the Boston Peabody Playhouse starting October 22 . . . Arnold Biber has joined the State's staff.

N. Neuman of the Palace in Rockville was in New Haven . . . Simon Jaffe is a new usher at the State . . . Ditto Harold Hoffman . . . Rev. J. L. Butler showed motion pictures of his recent west coast trip to members of the Guild of the Center Methodist Church, East Hartford . . . Joseph Samartano of the Loew's Poli, Meriden, secured a co-op ad with the Connecticut Light & Power Co. for "I Love You Again" . . . Sammie Rosen of the Strand, Winsted, was in New Haven . . . Johnnie Wolfberg of the Loew's Poli, Springfield, has resigned . . . Ernest Dorau of the Middletown Theatre was a New Haven visitor . . . Johnnie Perakos, son of Peter Perakos, New Britain and Thompsonville exhibitor, is reportedly the new student assistant at the State in Waterbury . . . Army and navy enlistments in the Hartford area are constantly increasing, with the local army recruiting office reporting a 25 per cent rise in applications as compared to six months ago.

: NEW HAMPSHIRE :

FILMS with a patriotic touch are being acclaimed in New Hampshire theatres with an enthusiasm unequalled since days of the first World War. Granite State units of the National Guard were among the first mustered into federal service under President Roosevelt's call, and in each city where armories are located, municipal farewell celebrations were staged for the departing soldiers.

Ansel Sanborn announces a reduced winter scale of admissions at Pineland Hall, his theatre in Wolfeboro. Matinees will be a dime for children under 12 and 30 cents for adults. In the evening, children will pay 15 and adults 40 cents.

Add political victors in the theatrical circle: Samuel Merchant, who operates film houses in Manchester. He has been nominated as the Democratic candidate for state senator from the 16th senate district . . . Radio Voice of New Hampshire, Inc., headed by Gov. Francis P. Murphy, has been granted authority by the federal communications commission to build a new radio station in Manchester.

: SPRINGFIELD :

MISS MARILYN COONEY, daughter of John M. Cooney, Union Square Theatre, Pittsfield, is now teaching school at the Massachusetts State College in Amherst . . . In Springfield the other day from New Haven, Conn., to see Manager George E. Freeman of the local Loew's Poli were Harry F. Shaw, Loew's Poli division manager, and Louis A. Brown, that circuit's publicity director . . . Timothy T. McDermott, a Springfielder, is a new member of the projection squad at the main stem Art, succeeding Louis Lambert, who died recently . . . Gladys Marcinkiewicz, Loew's Poli cashier, was on vacation . . . Raymond Title of the Art was a Boston film district visitor.

While William B. Harding of the Park, Westfield, is on a leave of two months, Raymond Smith of the Amherst in Amherst is handling that situation . . . Margaret Piper, cashier at the Art, vacationed in Vimillinotte, Me., where she visited relatives . . . Carl W. Nordstrom, chief usher at the Broadway, is now attending the American International College in Springfield . . . Western Massachusetts Theatres chatter and matter: Harry Smith, division manager and also director of publicity, visited Louis Marcks, manager of the Strand, Westfield . . . Mary Storshine, office clerk, was in Washington . . . The circuit has purchased 12 strong-looking snow shovels to be used by circuit theatres when Ol' Man Winter comes 'round . . . Manager Don Barhyld of the E. M. Loew's Court Square has returned from his vacation in northeastern and eastern New England . . . David Pinardde is a new usher at the E. M. Loew's Court Square, succeeding Jerry Finnigan, who has resigned to attend American International College in Springfield . . . Ushers and doormen at the E. M. Loew's Court Square are wearing their winter uniforms of blue and gold . . . Raymond Blair has joined the service staff at the WB Capitol as full-time usher.

Morris Mendelsohn, head of the legal department of Loew's Poli, New Haven, Conn., visited George E. Freeman . . . Front, marquee, lobby and boxoffice at the Broadway have been repainted . . . Mr. and Mrs. Nathan E. Goldstein of western Massachusetts Theatres and family spent last weekend at the family's summer cottage in Lake Spofford, N. H. . . . Back in Springfield after having been on vacation for about five weeks with his wife and mother-in-law, is Edward E. Whittle, projectionist at the E. M. Loew's Court Square. E. E. Graveller filled in during Whittle's vacation . . . Eddie Horrigan is a new usher at the Capitol . . . Broadway sponsored a Talent Revue last Friday . . . In town last Wednesday was Louis Marcks of the Strand in Westfield . . . Through the cooperation of a number of merchants the E. M. Loew's Court Square will give away 48 kitchen clocks to patrons, with 24 timepieces being given away on September 30. The other two dozen go to holders of lucky numbers on the first Monday in October.

Congratulations are in order for Louis A. Brown, Loew's Poli publicity director, and his missus who recently celebrated their seventh wedding anniversary . . . Rose Orhbach, secretary to Harry Smith, division manager and also director of publicity for the western Massachusetts circuit, viewed the New York World's Fair . . . Michael M. Vatousio, doorman at the WB's Capitol, has resigned, and has been succeeded by Edward Greezy.



"The Westerner" in Texas Debut—

At Fort Worth and Dallas for the world premiere of Samuel Goldwyn's United Artists release, "The Westerner." At the top is the airport arrival. In second place are, left to right, Gary Cooper, Samuel Goldwyn, Edward Arnold and Bob Hope at the Hope Cottage, a foundling home that is a Dallas Variety Club project. Then a scene of the crowds in front of the Worth Theatre at Fort Worth. Directly above are Bob Hope, Charlie Ruggles and R. J. O'Donnell, vice-president and general manager of the Interstate Circuit.

Ft. Worth, Dallas Hail "The Westerner"

By V. W. CRISP

DALLAS—Only the Ringling Brothers Circus, playing here this week, could have put on a bigger show than those "The Westerner" had at its three-theatre world premiere in Fort Worth and at its star-studded showing at the Majestic here.

Dallas looked at more Hollywood stars simultaneously than ever before, the array including Gary Cooper, Bob Hope, Walter Brennan, Edward Arnold, Charlie Ruggles, Lillian Bond, Doris Davenport, Bruce Cabot, Ona Munson and Margaret Tallichet.

Dallasans also saw and heard Samuel Goldwyn, Director William Wyler, Sheilah Graham, Jimmy Fidler, R. J. O'Donnell, and other personalities who play big parts in the industry. Incidentally, Goldwyn introduced Bob O'Donnell as "the greatest showman in the country."

After the festivities in Fort Worth, the stars moved quietly into Dallas. They visited Freeman Memorial Clinic and Hope Cottage, both charity undertakings of Variety. Shots were taken of them holding unfortunate babies in their arms. Then Karl Hoblitzelle and O'Donnell co-hosted the contingent at the Variety Club, whose quarters swarmed with members and a limited number of guests.

During an interim, the Dallas *News*, through its amusements editor, John Rosenfield, gave a luncheon at the Dallas Athletic Club for the stars and visiting newspapermen and syndicate writers.

The Majestic stage show was evolved around Bob Hope, and he was in fine form. O'Donnell introduced Chill Wills as a product of Elm Street, explaining that he had worked in theatres on that thoroughfare. Charlie Ruggles, with his pipe, entertained with gags.

Miss a Rare Shot

All the stars were introduced in turn and they spoke briefly about "hospitality." The show was on when Hope called for Goldwyn, and the impromptu dialogue that followed could well have fitted into a picture. Goldwyn said Hope was the best comedian on the screen, and Hope started the "Yes, Mr. Goldwyn" gag, repeating it after every sentence by the producer. Then Goldwyn talked about signing Hope, and in the comedy that followed both were lying flat on the floor of the stage. Photographers missed this rare shot.

The orchestra played "Eyes of Texas" as Gary Cooper came out for a short talk. The microphone had to be adjusted, so Walter Brennan walked out and did it, saying none of the others had a card.

At the finale, the entire Hollywood entourage came out for a final bow with O'Donnell.

Edward Arnold appeared, not in connection with "The Westerner," but as president of the Screen Actors Guild. His talk was given over almost solely to the Variety Club, and he urged everyone in the audience to buy turtles for next year's derby and to cooperate in every way in raising funds for such work as is now being done at Freeman Memorial Clinic and Hope Cottage.

The Hardin Simmons Cowboy Band, with white horses and trick ropers, lent color to the Majestic front and there were "Hollywood" lights, of course.

The Majestic, seating 3,000, was packed at $1.20 per for this performance. "The Westerner" is now playing its Dallas first run at regular Majestic prices.

MPTO Convention in Memphis Oct. 13-14

MEMPHIS—The annual convention of the MPTO of Arkansas, Mississippi and Tennessee will be held here October 13 and 14 at the Gayoso Hotel, President R. X. Williams announces.

Details of the program, according to Williams, are unavailable at present. He added, however, there will be plenty of fun and entertainment sprinkled in between business sessions.

Free Navigation Course At Fleischer Studios

MIAMI—A local innovation, established soon after the opening of the Max Fleischer studios here last year and sponsored by Com. John E. Burks and other members of the studio's technical staff who had been members of the United States Power Squadron, is free training in navigation.

Initial classes were given last fall, and the second course in elementary navigation is being started this month. An advanced class is also being held at Port Elco on the Venetian Causeway for students who completed the elementary course last fall.

Evidence of the keen interest in this work was provided last year when the anticipated class of 35 developed into a group of 85 the first night. A similar doubling was experienced this year with preparations being made for 75 and more than 150 signing up on the first night.

Another extra-studio interest of the cartoon-makers is bowling, in which the entire studio personnel from executives to inkers-in compete in a league of their own.

Dallas Exchange Workers Invited by S. G. Frys

DALLAS—All film exchange employes are invited to Tyler on Saturday, October 5, to view the Rose Festival parade, the flower show and to have lunch as guests of S. G. Fry and Mrs. Fry. Those who expect to attend should advise the Frys they are coming in order that all necessary tickets and food may be provided.

The Dallas visitors will meet about 9 o'clock Saturday morning at the S. G. Fry, Inc. store on the north side of the Tyler square.

The parade, flower show and lunch are all compliments of the Frys. Those who wish to go will also see the Hardin-Simmons vs. Arizona State football game which starts at 3 p. m., and may have their tickets reserved through S. G. Fry not later than Tuesday, October 1.

Prosecutor Passes Up Sunday Show Hearing

KINGSPORT, TENN.—For an unrevealed reason, J. E. Upchurch, prosecutor, and his witness failed to appear in court for a hearing on charges against Bascom, Ralph and Malcolm Taylor, owners, of operating the Fox Theatre on Sunday. The Fox is outside the city limits, and the charges presumably were based on a state law prohibiting Sunday shows outside the city limits.

Variety Makes Big Plans For Golf Meet Oct. 12

DALLAS—Barkers are now doing their stuff in preparation for Variety Club's big annual fall Golf Tournament which this year will take place October 14 at the Dallas Country Club. Theatremen from all over the Southwest have been flocking to the tournaments and this year the committeemen declare there will be a lot of surprises as well as prizes.

The usual open house is held at the club rooms on Saturday, October 12. The Calcutta, a stag affair, will prevail at the club on Sunday. All of Monday will be on the links with the customary blowout that same night.

Committeemen for the tournament and its accompanying activities are Duke Evans, chairman; Burt King, Elmer Zrenner, H. F. Pettigrew, Frank Starz, Ted deBoer, and Harold Schwartz, who ask that exhibitors register early for the event.

Memphis Variety Elects Rogers Assistant Chief

MEMPHIS—Jimmy Rogers, branch manager for Columbia and a member of Variety's board of directors, has been elected assistant chief barker of the local tent, replacing Jimmy Prichard, transferred recently by Universal to Charlotte. F. Frank Willingham, Metro branch manager, will fill the vacancy on the board created by Rogers' election.

Variety's Hallowe'en party will be held October 26. A group of Filmrow girls will help plan the affair. At a luncheon last Monday, Marjeanne Baer, Rogers' secretary, was named chairman of the arrangements committee by the girls.

Variety Club Will Fete Wanger in Dallas Visit

DALLAS—On his present tour of the country for closer contact with the field, Walter Wanger, independent producer, arrives in Dallas next week and will be honor guest at a special Variety Club luncheon on Thursday, October 3, at the Adolphus Hotel. Wives and guests of members are invited to attend. Regular luncheon prices will prevail.

Because of the special luncheon there will be no regular luncheon on the preceding Monday, September 30.

Enlarging Ritz

BRUCETON, TENN. — A 40-foot extension is being made to the Ritz, with the front interior being remodeled and redecorated. The basement is being enlarged and a hot air furnace installed. The extension will increase the seating capacity to 200, according to Manager Howard Snyder.

Returns to Singles And Raises Prices

Oklahoma City—The State here last week returned to its fall single-bill policy, starting off with "The Howards of Virginia." Prices were increased from 25 cents on the double-bill policy to 40 cents for the first run single-bill policy showing "A" pictures.

Construction Plans Abound in Santone

SAN ANTONIO—The new season will bring several changes to the theatre map in and around San Antonio as follows:

Interstate's new Texas Drive-In out on Fredericksburg Road is nearing completion and opening is expected within the next four weeks.

A new vaude-film house is scheduled to go up soon at Corpus Christi; a widely known Texas roadshow man is said to be interested in the new deal.

Texas-Consolidated theatres will build a new house in Mercedes and another in Weslaco, according to George Watson, Interstate district manager for the Valley.

An 800-seater, costing more than $50,000, will be erected soon by Oskar Korn at Lindale Park, Houston suburb. Korn is president of O. K. Theatres, Inc., Dallas. House will be named the "Lindale."

Encampment Spurs Plans For Brownwood Theatres

DALLAS—The government's move to encamp 14,000 troops of the Texas National Guard at Brownwood, Texas, brought quick moves on the part of theatre interests to provide theatres for that extra business.

L. D. Brown, operator of the Queen and Gem there, in an arrangement with Interstate circuit, was here to complete final arrangements for a new 1,000-seater for Brownwood on which construction will start immediately. Brown's affiliation with Interstate will continue on the same basis as before, he said.

Only a few days before, Brown completed remodeling at the Queen, 575 seats.

Reliable sources on Filmrow report that Phil Isley, formerly of Tulsa, has secured a building and has purchased equipment for a new theatre in Brownwood which will be ready in 30 days.

Still another operation there is the Texas which was opened recently by R. A. Weller.

Euler Into South Texas With Smith Theatres

DALLAS—Bob Euler, who has been representing the R. N. Smith and B. R. McLendon theatres here for the last four years, will take a post with the Smith Theatres, and will be located at Mission, Tex., shortly after October 1. The exact nature of the position was not announced.

The Smith towns include Mission, Raymondville, Donna and Falfurrias, all located in south Texas. Euler's work as booker for the two circuits will be carried on by Howard Baskin, booker for the Oskar Korn circuit for the past eight years, whose connection with Korn was severed by the taking over of that circuit by the Griffith interests.

Oskar Korn Builds

DALLAS—Oskar Korn, former owner of the O. K. circuit which he sold recently to the R. E. Griffith interests, retaining for himself one theatre, the new Lisbon in Dallas, is building a new 800-seat neighborhood house in Houston on East Montgomery Road in the city's north section.

NEW ORLEANS

THE Crux Anxeta Fraternity, composed mainly of Filmrow employes, held their first party at the Audubon Tea Room with approximately 200 couples present . . . Jack Petit, salesman for National Screen Co., dropped dead from heart attack in a Jackson, Miss., hotel. He had been in ill health for the past year . . . Eunice Keppler, bookkeeper for the Louisiana Motion Picture Equipment Co., was married to Warren Albustadth. Now on a honeymoon vacation, they will return to the city October 1 . . . Ed Ortte, a former film salesman, will open a new house in Pensacola within two weeks.

Castro Carazo, a former leader of the Saenger Grand orchestra and later director of the LSU band, has been admitted to membership in Ascap. He is the composer of a military march, "Torch of Liberty," to be released by the Mills Music Co. . . . Tent show managers coming to the city for supplies, report more than a prosperous season despite rains and floods. Many handled state right films which were fresh in the territory.

Rene J. Brunet, owner and manager of the Imperial in the lower part of the city, has been appointed a member of the draft board which goes into operation in New Orleans shortly . . . Two hundred and fifty million dollars will go to New Orleans from the federal treasury in the next 60 days in addition to the money donated by the state for national defense purposes. All of which makes the motion picture industry smile . . . The Jeff at Bridgedale is rapidly being whipped into shape by William Castay of Louisiana Motion Picture Equipment Co. . . . Filmrow fishermen have disbanded for the season and are now organizing a hunting club. Lou Langlois of New Roads has sent in an application, while a committee is working on Bob Kelly of Columbia.

The All-American Rodeo will be one of the attractions in Baton Rouge, November 8-12. This is an annual program which is celebrated by all sections of the state . . . Free shows for children, sponsored by the local Better Films Council, will be inaugurated at the auditorium of the Public Library in November . . . WPA cameramen are in town taking shots of the various WPA projects. Films will be distributed free to theatres.

Visitors to the Row: Louisiana—A. J. Broussard, Bruce Theatre, Crowley; L. D. Guidry, Royal, Elizabeth; Charles Phillips, Palace, Jonesville; Morris Meltz, Arcade, Ferriday; "Mickey" Sampia, Fern, Raceland; A. O. Ott, Kentwood; Felix Touchard, Fern, Des Allemanda; Milton Guidry, Erath and Abbeville; A. Marrelo, Rendevois, Grand Isle, who says that business at that resort has exceeded expectations. Mississippi—Ed Delaney, Pike, Magnolia; Stanley Taylor, Crosby, Crosby; A. B. House, Roxy, Pensacola, Fla. . . . Ben Lee has sold the Lee in Cut Off, La., to Mrs. Ann Malzon.

New Savannah Opens

SAVANNAH, TENN.—The New Savannah has opened, remodeled, redecorated and with complete new equipment. A $6,000,000 paper mill is being constructed here and a big increase in population is expected. Neely Bradford is manager.

Flynn Starrer to Bacon

HOLLYWOOD—Warner has assigned Lloyd Bacon to direct "Footsteps in the Dark," Errol Flynn starrer.

Texas, Oklahoma Para't Salesmen Meet in Dallas

DALLAS—A Paramount sales meeting conducted by District Manager Hugh Braly was held here this week with all salesmen in Oklahoma and Texas attending. From Oklahoma City came C. D. Dees and Salesmen Howard Nicholson and Tom McKean.

The Dallas group was headed by L. W. McClintock, branch manager; C. H. Weaver, sales manager, and Heywood Simmons, Bernard Brager, Jim Ryan, Walter Weins, Tom Briggs, salesmen, and George Gaughan, head booker.

Braly presented the highlights of the Kansas City district managers' meet with special reference to the future showing of "North West Mounted Police." Prior to the Dallas session a similar sales meeting was held in Memphis.

Film Fumbles Franchise To Monogram Southern

ATLANTA—Lloyd Hammond, president of Film Fumbles, Inc., a visitor here last week, arranged for his plan to be handled in nine southern states by Monogram Southern Exchanges. The Film Fumbles plan has been enjoying success as a theatre attendance stimulator in other sections of the country.

Paul Bryan has been placed in the Atlanta territory in charge of sales promotion.

Launch New Game

DALLAS—A new boxoffice stimulant, called "Clock Time," and designed as a contest, is now being groomed for national distribution. The plan is copyrighted by Robert E. Gregg of Mineral Wells, who formerly operated on the Dallas market. John G. Long of Bay City, Glenn McCain, formerly of Victoria, and associates, have acquired national distribution rights from Gregg. A company is now being formed here for territorial distribution looking to national distribution later.

SANTONE

RECENT visitors were Freddie and Sonya Romero (Rumania), theatrical dance team, en route to Mexico; H. A. "Windy" Daniels, Palace and Texas, Seguin, and A. Schroeder, RKO, Hollywood.

Thomas Caraway, Texas-Valley Film Service, has repainted and rearranged his office . . . Henry Schneider has taken a job with the San Antonio Brewing Co. He was formerly skipper of Main Ave. Filmrow cafe.

A San Antonian, Elliott Sullivan by name, was seen in a bit part in RKO's "Millionaires in Prison" at the Empire . . . Jerry O'Donnell is holding down the fort while Manager Buddy Welker of this house is away out west on vacation.

Billie Corder, Majestic doorman, is back on duty after a leave of absence to attend his father's funeral . . . "Cross Roads of America," which was filmed here, played a subsequent engagement at the Palace last week.

New cage girl at the Joy is Mildred Ramp . . . George Holland has taken over as the new leading straight man . . . Thelma Wooten, chorine, worked as an extra in Paramount's "I Wanted Wings" . . . Eddie and Grace Gordon have been added to the cast . . . Pete Brennan, former State usher, has returned to his studies at the University of Texas.

Ringling Bros. and Barnum & Bailey Circus shows are heavily billed here for October 4 at the Mitchell Street lot . . . Alamo Heights, suburb of San Antonio, is mighty proud of one Hollywood film star who happens to hail from this neighborhood. She is none other than Brenda Marshall, who was recently seen here at the Aztec and Texas in "The Sea Hawk."

Paramount spent $170,000 in filming "I Wanted Wings" during the short time the company was on location here making local sequences . . . Cameraman Leo Tover was among the recent visitors to the Nite Spot.

The NAKED EYE "SEES ALL"

In Your Theatre — Especially the Picture

THE NAKED EYE *"KNOWS"* When It Sees Correctly Projected Pictures.

THE NAKED EYE Does Not Return Often If Your Picture Causes Smarting or Burning or Headaches.

Consult the Naked Eye Specialist

NATIONAL THEATRE SUPPLY COMPANY

Dallas, Atlanta, New Orleans, Memphis, Charlotte and Oklahoma City

OKLAHOMA CITY

JACK TUNSTILL, formerly assistant manager of the Criterion here, sends a picture to friends from Memphis, where he recently took over management of the Malco. It shows Jack with 20 of his 43 employes lined up in front of the theatre. The house seats 2,699. M. A. Lightman jr., son of the president of Malco Theatres, is advertising director for the house . . . Dee Fuller, manager of the Circle, is another circus fan not mentioned last week . . . Morris Loewenstein, operator of the Majestic here; Miss Ona Johnson, his secretary, and Sol Davis, Republic franchise holder here, have returned from a week's visit to Carlsbad Caverns, N. M., and to Fort Worth where they attended the premiere of "The Westerner."

Fred White, State doorman, is leaving to accept a post at the Malco, Memphis . . . Elsie, Borden Milk's "Ooomph" cow, who has a part in "Little Men," to play at the State this fall, was on display in front of the house September 19. A radio broadcast was picked up from the front of the house, and souvenirs were distributed by the milk company along with free ice cream . . . Johnny Ryan, formerly manager of the old Joy, this week accepted a post with Bob Montgomery, who recently purchased three theatres in Wichita Falls, Tex. Ryan will be employed at the Ritz, presumably as manager . . . James Hough, State usher, has left for a year's training at the national guard camp at Fort Sill, Okla. Earl Ford, formerly of the State staff and more recently at the Criterion, has returned to the State as usher.

Bob Smith of National Screen was married August 29 while on vacation . . . J. R. Brown, operator of the new Texas at Shamrock, Tex., was in town crowing about his "most modern" house in the southwest, etc. . . . Theatre Poster Service employes are thinking of putting a chain on their copy of BOXOFFICE. They say it disappears soon after they receive it each week . . . Glenn Smith, operator of the Ritz, Sallisaw, made a trip to Oklahoma City Filmrow and drove back to Sallisaw in a new 1941 Olds, but for someone else . . . G. C. Clarke, district manager for National Screen, has returned from his company's convention in Chicago.

Hugh Owens, United Artists district manager, was in town on business . . . Bill Maddox, M-G-M assistant shipper, will marry Nell Clay, an Oklahoma City girl, on September 28 . . . John Thomas, operator of the Thomas at Kingfisher, garnered a lot of goodwill for himself when he gave a going-away party for members of two companies of the National Guard, their wives and sweethearts, September 19 . . . Elizabeth Nolan, Republic cashier, spent two weeks vacationing in Corpus Christi . . . Charley Hudgens, Griffith Amusement Co. advertising, recently passed out cigars to mark arrival of a baby girl at his house.

Frank Bruner, United Artists exploiteer, was in town arranging stunts for the "The Westerner" at the Criterion . . . Bert Stern, advertising director of Standard Theatres Corp., and Harold Mueller, editorial writer for the Oklahoma City *Times*, attended the world premiere of "The Westerner" in Fort Worth. Mueller was Stern's guest on the trip . . . Herman Wobber, general manager in charge of distribution, and Moe Levy, district manager for 20th Century-Fox, and this year's S. R. Kent drive leader, were here making a tour of exchanges. They went to Dallas after their local visit.

C. E. Norcross, operator of the Tower at Seiling, is reported to have purchased the Taloga, Taloga, from Mrs. George Schulz . . . Linford Pitts, M-G-M assistant booker, and wife have returned from a two-week vacation in Kansas City . . . E. H. Andrews reopened the Hydro, Hydro, recently. The house was dark this summer . . . Among Filmrow visitors: Dick Fryer, State, Vinita; W. H. Martin, Ritz, Oilton; Glenn Smith, Ritz, Sallisaw; Eddie Holt, Wigwam, Coalgate; Mrs. Cecil Duncan, Avon, Weleetka; Mrs. Ellen Mohrbacher, Savoy, Prague; Bill Jones, Harmony, Sand Springs; L. C. Carter, New, Bokoshe, and J. H. Turner, Okeh, Colbert.

Rites for Jack Petit Held at Ft. Worth

DALLAS—Many from the Row attended funeral services held at Ft. Worth for Jack Petit, National Screen Service representative. Petit, who had been connected with the industry for over 20 years, succumbed to a heart attack at Jackson, Miss. He is survived by his wife.

Attending the services were Paul Short, Wallace Walthall, F. W. Allen, Leo Smith, Joe Estes, all of National Screen, and others.

Raze Residence for Theatre

MARSHALL, TEX.—East Texas Theatres, Inc., of Beaumont have started razing a residence on North Washington St. preliminary to the erection of a theatre.

Binion's Anniversary An Event in Lufkin

LUFKIN, TEX.—Honoring Non Binion, a Texas exhibitor for 30 years and now city manager of the East Texas Theatres, Inc., houses here, the mayor as well as circuit officials have proclaimed September 22 to 28 as "Appreciation Week" for this colorful showman. A special section in the Lufkin *News* heralds the celebration now in progress.

Before the World War, Binion started here with the Palace. He joined the colors and returning home, became a peace officer. Show business got him back when the new Pines was opened as "the finest in east Texas." After managing that theatre for some time, he again joined the police force but soon came back to the Pines as manager. In later years Binion was made city manager of three Lufkin theatres which now include the Pines, Texan and Lynn.

Six Sound Systems Sold R&R by National Supply

DALLAS—Robb and Rowley have contracted for six sound systems from National Theatre Supply to be delivered and installed before the holidays.

These systems are going in the new houses now being constructed at Palestine, San Angelo and Corpus Christi and will replace sound in existing houses.

Texan Theatre, Wichita Falls, Tex., has ordered new mechanisms, pedestals, magazines and sound, and the Ritz, Wichita Falls, chairs, ticket registers and screen.

J. A. West's Hollywood Makes Bow in Memphis

MEMPHIS—The Hollywood, J. A. West's de luxe suburban house on Hollywood Blvd., was formally opened last Friday. This is the first theatre to be built here in 12 years. Representing an investment of $35,000, it has a large balcony for colored patrons.

AUSTIN

BOBBYE MEREDITH, "the Sweetheart of Austin Interstate," is back from her vacation . . . Will Roddy was promoted to chief of service at the State on his birthday. 'Tis said there was quite a birthday celebration, too.

Walter Goldberg has been transferred from the Queen to the Texas service staff . . . Bob Hall is the new usher at Charlie Root's Queen . . . And Maurice Haber was shifted from the Paramount to the Queen.

Jack Chote's 11-piece juvenile swing band, and pretty good, is playing every Saturday afternoon at the Austin . . . Louis Novy and Bill Hellums are back from that jaunt to the Fort Worth premiere of "The Westerner."

Betty Waite, of the theatrical Waites of Texas, is dividing her time between the Interstate switchboard and the Paramount candy counter . . . Harold "Buster" Novy, son of the Interstate city manager, has pledged Sigma Alpha Mu fraternity.

With nearly 11,000 University of Texas students back on the campus the Texas and Varsity theatres are enjoying quite a boom, as compared with the summer doldrums . . . Gerald Raines, Texas manager, is going to be a poppa any day now.

NOW YOU CAN BUY THE FAMOUS (Best by Test) Flav-O-Nut Seasoning at These New Low Prices:

Flav-O-Nut Seasoning—50 lbs.	$6.25
Flav-O-Nut Seasoning (½ dr. Appr.)—230 lbs.	.11½
Flav-O-Nut (Full Appr.)—440 lbs.	.10½
*Superb South American Popcorn—100 lbs.	4.50
Supreme South American Popcorn—100 lbs.	3.50
Hybrid Jap-Hulless Popcorn—100 lbs.	4.25
¾ lbs. Pinch Bottomed Bags, per 1,000	.90
Popcorn Boxes—10c Size, per 500	2.40
Popcorn Boxes—10c Size, per 1,000	4.50
Popcorn Salt (12 2-lb. Boxes)	1.10

*Used by Leading Theatres Because More Profit Per Sack.

POPPERS' SUPPLY CO. RUBE MELCHER 1717 Wyandotte St. Kansas City, Mo.

MEMPHIS

EXHIBITORS seen along the Row: Mrs. J. C. Noble, Temple, Leland, Miss.; W. H. Kaver sr., Von, Booneville, Miss.; John Mohrstadt, Missouri, Hayti, Mo.; Jack Watson and Mrs. M. B. Stegar, Palace, Tunica, Miss.; W. T. Ellis, Ellis, Cleveland, Miss.; Bill Malin sr. and jr., Lura, Augusta, Ark.; John Crabtree jr., Clarendon, Ark.; George Hale, Globe, Drew, Miss.; Lyle Richmond, Missouri, Senath, Mo.; Gordon Lee Hutchins, State, Corning, Ark.; Norman Fair, Fair, Somerville, Tenn.; G. H. Goff, Parsons and Bruceton, Tenn.; E. W. Gibson, Tutwiler, Miss.; Lawrence Landers, Landers, Batesville, Ark.; Addys Brown and Jimmy Nichols, Nevada, Prescott, Ark.; Mr. and Mrs. John Shannon, Shannon, Portageville, Mo.; W. F. Ruffin, Ruffin Amusement Co., Covington, Tenn.; E. A. Patton, Roxy, Huntington, Ark.; Norman Fair, Fair, Somerville, Tenn.; Louise Mask, Luez, Bolivar, Tenn.; Mrs. Lela Flippin and Juanita Williams, Grand, Cardwell, Mo.; Orris Collins, Capitol, Paragould, Ark.

Hugh Braly, Paramount's district manager, spent the greater part of the week with Bill Bugie, local manager. He advised Fred Larned has been added to the local sales staff. Larned was transferred from the Dallas office . . . Ben Robbins, United Artists branch manager in St. Louis, together with Jimmy Greig, salesman, called on local accounts, while C. E. Peppiatt, UA branch manager out of New Orleans, and Milt Dureau, salesman, were also in town working nearby accounts. Memphis is the dividing line between the two territories . . . Bill Osborne, Monogram's branch manager, is back at his desk after a business trip to Nashville.

M. A. Lightman has installed new projection equipment and a new screen in his Princess, Memphis . . . Forrest Dunlap, sales manager for American Desk Mfg. Co., spent several days on the Row, opening his new office and display room at 308 S. Second St. in the Film Transit Bldg. A. F. Decker is in charge of this territory. He hails from Temple, Tex. . . . Miss Elise Hanks, booker and manager of the Ritz at Crenshaw, Miss., paid the Row her initial booking trip . . . Charles E. Kessnich, Metro district manager, visited the Memphis office . . . Another visitor was Frank Foreman of Alexander Film Co.

With the Tri-State Fair in progress, bringing thousands of visitors to Memphis, downtown theatres are doing outstanding business . . . Alton Sims, R&R booker, has returned from a trip to Little Rock where he conferred with Ralph Noble, city manager . . . C. M. Mounger of the City, Calhoun City; C. N. Eudy, Ackerman, Ackerman, Miss.; J. F. Wofford of the Eupora, Eupora, Miss., and J. W. Wofford of the Union, Union, Miss., were on the Row advancing bookings . . . Earl Hartzog, booker at Warner, is off on a belated vacation, while Juanita Scruggs, who was scheduled for vacation this week, has passed it up temporarily due to her promotion to branch cashier . . . R. L. Osborne of the Harlem, Belzoni, Miss., was a recent visitor.

Goes After Students

AUSTIN—A welcome to the students of the University of Texas "to spend many of your leisure hours with us," was made by Louis Novy, Interstate city manager, through the columns of the *Daily Texan*, the campus newspaper.

Westex Theatres Complete Remodeling on Three

DALLAS—Westex Theatres, subsidiary of the R. E. Griffith interests, have completed extensive theatre improvements in three south Texas towns and have acquired new leases for additional houses.

At Gonzales, the Crystal, "A" house, has been remodeled, reseated and re-equipped. A new second theatre newly equipped, is now in operation making two modern houses for the town.

In Luling, the Princess, "A" house, too has been remodeled and re-equipped. A long term lease has been signed for a second theatre for Luling, the work to start October 1.

The Baker in Lockhart is now being remodeled, the work to be finished this week, and a new lease has been signed for a second theatre in Lockhart, covering the building formerly known as the Square Theatre. Remodeling starts immediately and should be completed in 30 days.

Managerial Changes in Malco Memphis Units

MEMPHIS—A number of managerial shifts in Malco Theatres' local houses are announced by M. A. Lightman, president.

Eric Landeau, formerly assistant manager of the Malco, has been upped to manager of the Linden Circle. Curby Smith has been transferred from the Linden Circle to the Memphian as manager replacing Buster Clark, resigned, and Jack Tunstill of Oklahoma City has been appointed assistant manager at the Malco.

New Popcorn Firm

DALLAS—Charles E. Darden, popcorn distributor, has moved his company, styled Charles E. Darden, Inc., into new quarters at 1409 S. Ervay Street. Seasoning, bags and all necessary supplies are handled in addition to the corn. Darden has been in the popcorn business eight years and this year set up his own business.

DALLAS

MARTIN AND ASHBURN have opened the Rio at Coahoma, Texas, according to information received in Dallas. The house will be managed by Roy H. Ashburn, it was said.

Will Horwitz of the Horwitz Home Folks Theatres, Houston, arrived here early in the week to confer on product deals. Reports were, however, that he talked more about flowers than films. Horwitz is also in the nursery business at Houston.

Lester Sack of Sack Amusement Enterprises took off for a month to visit some of the lakes in Minnesota and try his luck with the rod and reel. He will visit Chicago and St. Louis on the trip. Alfred Sack, head of the company, left for south Texas this week taking along his portfolio.

A. B. Momand of Oklahoma in today's limelight because of his big damage suit against the Griffiths, et al., was here for "The Westerner" premiere at the Majestic . . . The Henry Sparks family of Cooper including sons Bryan and Herman, were on the Row, Wednesday. This group recently built and opened the new Sparks Theatre.

Oscar Morgan, Paramount's southern division manager, after final closing of the R&R-United deal here the first of the week, left for Oklahoma City along with District Manager Hugh Braly for an inspection of the branch office there.

The L. C. Baxleys, now of Houston, spent a few days here with friends and on business in connection with their new Plaza in south Houston which will be ready to open about the middle of October . . . L. B. Brown of the Regal at Gatesville was among exhibitors seen at "The Westerner" premiere in Ft. Worth.

Horace Falls of the Griffith circuit, Oklahoma City, was on the Row, coming down mainly to return home with Mrs. Falls and their daughter, Miss Dorothy

(Continued on page 57)

WE EQUIP YOUR THEATRE

—with—

——New and Used SOUND EQUIPMENT
——New and Used REFLECTOR ARC LAMPS
——New and Used PROJECTION MACHINES
——New and Used PROJECTION LENS
——New and Used POPCORN MACHINES
——TICKET MACHINES — REWINDS — TICKETS
——FILM CABINETS — COIN CHANGERS —
——VENTILATION—plus all other accessories
——BLOWERS and COOLING EQUIPMENT for Winter

HERBER BROTHERS

"Fair Treatment and Adequate Service Always"

408 S. HARWOOD DALLAS, TEXAS

Georgia Will Observe "Knute Rockne Week"

ATLANTA—Governor Rivers of Georgia, by proclamation, has set the week of September 29 through October 5 as "Knute Rockne Week" over the state in tribute to the late great football coach of Notre Dame whose life has been brought to the screen in "Knute Rockne—All American." Other governors, including Indiana's of course, are taking like action.

The Warner picture will have its world premiere October 4 in South Bend, Ind., the home of Notre Dame, at four theatres.

Alabama Honors Rockne

MONTGOMERY, ALA.—GOV. Frank Dickson has officially proclaimed September 29 to October 5 as "Knute Rockne Week" over Alabama.

Wilby-Kincey Houses Are Showing Marine Shorts

KNOXVILLE, TENN.—An agreement has been reached between the local U. S. marine recruiting office and the Wilby-Kincey circuit for the showing of two film shorts—"U. S. Marines" and "Soldiers of the Sea"—under the direction of the recruiting officers. Marine officers say these shorts are proving effective in securing applicants, pointing to 91 applications and 23 candidates accepted for service in a two-week period.

THE NEW STREAMLINED



INTERSTATE CT. GETTING TOP GROSSES

ASTOR PICTURES

Harwood & Jackson Sts.
DALLAS, TEX.

ATLANTA

ROYAL CAMP JR. is the new assistant manager at the Emory . . . Mr. and Mrs. John T. Ezell jr. announce the birth of a daughter, Vallye Alice . . . Martin-Thompson's Princess, Perry, Ga., was destroyed by fire last week . . . Fred Gross, artist for the Poster Exchange, is leaving to join the U. S. Army Air Corps . . . Julia Gallinger, bookkeeper at Columbia, is ill at Georgia Baptist Hospital.

Doris Landers is the new cashier at the Sylvan . . . Martin Thompson will open their new Canton at Canton, Ga., October 30. *Many from Filmrow will attend. A barbecue will be given afterward. W. B. Smith will manage the house . . . Catherine Dysart is the new cashier at the West End . . . Clyde Sampler, booker at Columbia, reports his wife is recuperating after an operation . . . Fred Dodson, 20th Century-Fox representative in Florida, was in town.*

Phil Longdon, branch manager for 20th Century-Fox in Charlotte, was a visitor . . . Deepest sympathy is extended to E. L. Rice, assistant manager of the Poster Exchange, who lost his wife last week; also to Fred Young of Southern Air Conditioning Co., who lost his mother . . . John Mangham, Monogram Southern Exchange, is on a business trip in Florida. He will confer with executives of the Sparks and Wometco circuits, and will visit other points on the east coast . . . Charles Lester, division manager for National Screen, was in Charlotte.

Mion & Murray's new East Point here opened September 28. *It seats* 750 *and is managed by B. L. Hester . . . Earle Holden, manager of the Capitol, is back at his desk, and well again . . . Pete Longino is the new poster clerk at Warner Bros., replacing Lewis Watkins, resigned . . . The Atlanta Warner Club held a box supper at Weinstock's Farm on Roswell Road, September* 28. *Square dancing, treasure hunting, etc., were enjoyed by the guests.*

VISITORS: Fred McLendon. Union Springs, Ala.; T. K. Jones, Ritz, Dadeville, Ala.; J. H. Thompson, Hawkinsville, Ga.; Mrs. W. Wood, Washington, Ga.; Mrs. Violet Edwards, Royal, Monticello, Ga.; Howard Schuessler, Rome, Ga.; Mose Lebowitz, Grand, Chattanooga, Tenn., and P. L. Taylor, Dixie, Columbus, Ga. . . . Scott Lett, branch manager for Paramount in Charlotte, was a visitor . . . Luther Rutland, 20th Century-Fox, will wed Betty Brown, October 11 . . . Mrs. W. M. Kimbro, long associated in the picture business, was greeted by many Filmrowers on her visit here this week, her first in several years.

Named Lakeview

AUGUSTA, GA.—The new suburban house being built here for Sam and Jack Bogo will be known as the Lakeview. A November 15 opening is scheduled.

Poll on Sunday Shows

ATHENS, TENN.—A poll of local sentiment on Sunday shows is being taken by the daily *Post Athenian.*

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107,219 See Educational Films in Six Months

KNOXVILLE, TENN.—Oscar E. Sams jr., specialist in audio-visual education at the University of Tennessee, reports that during the first six months of its operation, audiences totaling 107,219 have seen films from the university's film library. There were 461 bookings for 1,102 showings.

The library has more than 300 films on subjects ranging from "Abraham Lincoln" to "Zion National Bank." Charges are made for all bookings.

Rapid Advances of Visual Education Will Be Shown

AUSTIN—The state department of education will demonstrate the rapid advance of visual education at the State Fair of Texas, October 5-20, according to C. R. Reagan of Austin, head of the Texas Visual Education Co.

Saenger to Redeem Bonds Dated March 1, 1935

NEW ORLEANS—Refinancing through private interests has caused Saenger Theatres Corp. to issue a call to holders of 20-year bonds dated Mar. 1, 1935, for redemption on October 21. The bonds will be redeemed at 105 per cent of the principal amount, plus accrued interest up to and including October 21. The new bond issue is said to offer the circuit more advantageous terms than the issue called for redemption.

Work Progressing on New 450-Seater in McComb

MCCOMB, MISS.—Work is progressing nicely on the 450-seater being built here by A. L. Royal and Monty Hance. Hance, formerly with the Saenger circuit in Biloxi, will manage the house.

Readying Early Opening

ANDALUSIA, ALA.—Martin Theatres are readying their new 1,000-seater here for an early opening. RCA sound is being installed.

HOUSTON

OSCAR KORN, Dallas and Big Spring theatre man, purchased a site during the week on East Montgomery Road between Joyce and Gale in Lindale Park for a new suburban theatre to seat around 800 and to cost some $50,000.

Seventeen surviving members of the Notre Dame football team of 1913 *which was captained by Knute Rockne, will be among the first invited to attend the premiere of the motion picture "Knute Rockne—All American," at South Bend, Indiana on October* 4. *Among them is Edward Duggan of Houston.*

Howard Price, usher at the Majestic, reported to the hospital Monday morning to have his tonsils removed. He is reported doing fine, and will be back on the job in a few days . . . "Charlie" Pitts, usher at the Majestic, spent the past week in Dallas visiting friends and relatives.

Seen at the New Plantation Tuesday night were Hyman Werner, assistant manager of the Kirby Theatre, and Howard Skelton, chief of service of the Majestic . . . Eddie Bremer, manager of the Kirby Theatre, reports that "Gold Rush Maisie" will be held over two extra days.

DALLAS

(Continued from page 55)

Jean, who arrived earlier for "The Westerner" premiere.

A big model of Old Glory all in silk and its staff topped with a brass eagle was sent by the home office to the Columbia exchange here where Manager J. B. Underwood has it prominently on display.

Rubin Frels of Victoria was here two days advancing bookings for his south Texas circuit . . . H. S. Leon, west Texas exhibitor, with headquarters at Haskell, has moved to Dallas with his family from where he will conduct his theatre business and also other interests. The office is located at 2011½ Jackson Street.

Carl Allday of Calvert was here this week setting bookings and hobnobbing with friends . . . E. P. Herber is back from a recent fishing expedition to the coast, taking Austin kinsmen along, and reported good catches 12 miles out of Corpus.

Theo Miller, owner of theatres at Emory and Quitman, and who recently opened the Strand at Talco, was here in connection with that reopening . . . George Smith, exhibitor at Center, Texas, who now owns an automobile accessory store, was here to buy both films and tires . . . Theo Routt, general manager for the J. G. Long circuit, arrived Wednesday for a two-day session with exchange bookers.

News reached Dallas that the Trinity at Mirando City, owned by Van Chamberlain, burned down last Saturday night . . . Arthur Milents and Mrs. Milents of Liberty arrived Wednesday and were seen in equipment houses getting the lowdown on projection.

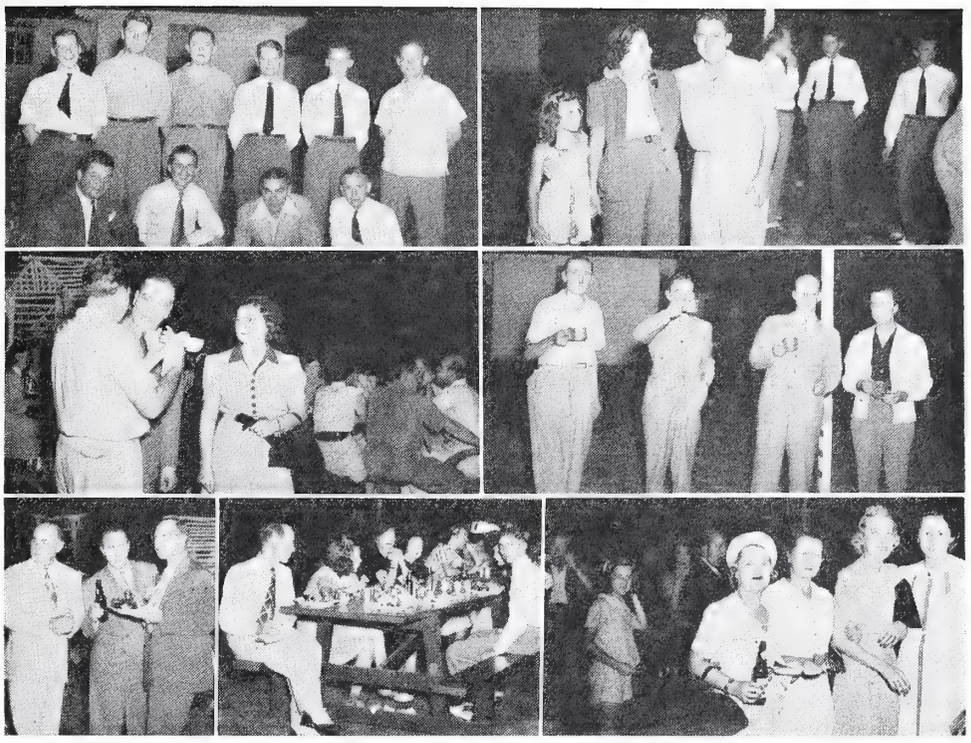
Harold Cunyus, operating the Gem (colored) in Waco, was here Wednesday looking over the offerings . . . H. E. Pickett, former Dallas exchange manager and salesman, is in town after spending part of the summer in Arizona . . . Joe Stefano, owner of the Lincoln (colored) at Lufkin, was on the Row, Wednesday, with his son, Victor.

Pete Katsaris, one of the owners of Texas Drive In theatres at Corpus and Houston, was here Wednesday . . . At "The Westerner" premiere here was seen Wallace Blankenship of Levelland and Mrs. Blankenship with several friends . . . Ted Malone, salesman for the John Jenkins exchanges, was called temporarily into the Mississippi territory after selling up his allotment in Texas.

An eight-column, four page newspaper, *Texan Theatre News*, has just been issued by L. M. Threet, owner of the Texan in Livingston, to boost the big fall attractions for that house. It is jammed with scenes and display ads on the big ones, and carries headline news on the coming product. Threet has employed this method at intervals in other theatres he has operated reporting added business more than justifies the cost.

Show Commercial Film

SAN ANTONIO—Members of the San Antonio Traffic Club were treated to a sound motion picture Monday noon at the Gunter Hotel. Title of the film was "The Romance of Sulphur," which was produced by the Texas Gulf Sulphur Co., Houston.



At the Super-Barbecue in Memphis—

Cliff and Marguerite Wallace tossed a barbecue and house warming for more than 100 guests from the Memphis Filmrow on the lawn of their newly purchased home, "Cliffhaven." The Ross Federal manager's furniture was enriched by a liquor cabinet from the Row's well-wishers. Pictured above, left to right, are: Standing, Ed Interblitzen, Republic; Frank Heard, Metro; Hollis Holmes, Metro; Herman Chrisman, Columbia; Ed Doherty, RKO, and Bill Lewis, Monogram. Seated are Frank Neel, Paramount; Mark Sheridan, Fox; Ed Williamson, Vitagraph, and Bob Ashmore, 20th-Fox. All are bookers. In the foreground at the top are the hosts, Cliff and Marguerite Wallace, and their daughter, Wanda. Center left, Mr. and Mrs. Bob Conway of National Screen Service, discuss the barbecue with Cliff. Center right are, left to right, Bill Bugie, Paramount branch manager; Harry Martin, amusement editor of the Commercial Appeal; *Early Maxwell, sports writer for the same newspaper, and Homer Hisey, Warner branch manager. At the lower left are Jimmy Rogers, Columbia branch manager; Al Avery, RKO manager, and Herb Kohn, Columbia salesmen. Center, below, is a scene of one section of the party, while at the right appear the wives of four attending filmites. Left to right, they are Mrs. Buddy Mansfield, Universal; Mrs. Jimmy Rogers, Columbia; Mrs. Homer Hisey, Warner, and Mrs. Bill Bugie, Paramount.*

Wren Acquires Crossett From John Lee Woods

CROSSETT, ARK.—O. W. Wren has purchased the Crossett here from John Lee Woods, who has operated the house the past decade. Wren also owns the Crescent, Little Rock, and the Ritz, El Dorado, Ark.

PRC Takes Quarters

ATLANTA—Producers Releasing Corp. has moved into temporary quarters at 163 Walton St. David Katz is in charge and Nelson Toler will manage the sales force.

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M I A M I

PRIOR to their recent return to Miami, Mr. and Mrs. Sidney Meyer visited in several western states and Chicago, New York and North Carolina. Their last stop was at Milofran Lodge, the mountain summer home of the Mitchell Wolfsons.

Now in New York, combining business and pleasure as he does his annual show shopping for the stage of the Olympia, is Al Weiss jr. He and the wife spent the first weeks of their vacation visiting relatives in Wisconsin.

A shifting of posts for Johnny Dwyer and George Manley. Dwyer has gone to the Paramount as assistant manager to Rollin K. Stonebrook, while Manley comes down to the Gables from the Paramount.

Courshon Is Adding 200 Seats to His Parkway

MIAMI—The major theatre improvement of the season is being launched this week at the Parkway out on Coral Way.

Aaron Courshon's house, one of the three independent theatres in the area, is to have a new 50-foot lobby, for which an addition is being built to the west of the present building. Space now used as a lobby will be incorporated into the theatre's main auditorium and will provide room for 200 additional seats, bringing the Parkway's capacity up to 850, reports Sol M. Taplin, who will celebrate his first anniversary as manager of this community house in November.

RCA Sound for Two

NEW ORLEANS—The Paramount, Paramount-Richards house at Gulfport, Miss., and Interstate circuit's Majestic in Fort Worth, are being outfitted with RCA sound.

Blocks Bank Night Revival

BARTLESVILLE, OKLA.—Efforts to revive Bank Night by a local theatre were blocked by the county attorney.

Theatre Going Over

MILLINGTON, TENN.—The Strand, Millington's first theatre, is having good attendance. Seating capacity is 750.

Improved Palace Opened

GREENFIELD, TENN.—Improvements on the front and interior of the Palace have been completed and the theatre has reopened.

Mrs. A. Martini Dies

GALVESTON, TEX.—Death claimed Mrs. Conceta Martini, 74, wife of A. Martini, Galveston theatreman, on September 17.

"BOXOFFICE is one of my favorite publications, and I look forward to each issue, particularly The Modern Theatre, which is always kept on file for quick reference."

—ROBERT E. BRYANT,
Capitol Theatre,
Rock Hill, N. C.

BOXOFFICE
The Pulse of the Motion Picture Industry

Miami's Wise Boys Apparently Balked

By B. O. TELLER

MIAMI—Miami, pretty skeptical of any and all stories about new studios since the more-than-a-decade-ago foldup of the venture of Rex Ingram and D. W. Griffith in Hialeah, has kept its tongue in cheek for a long time now about Fleischer's. And as this virtual little colony moves into the last half of its second year with a constantly expanding plant and program, wiseacres have little to crow about from their point of view.

There was some skepticism expressed when announcements were made this spring about the new Colonnade Pictures Corp., organized by Col. Edward O'Toole. But now, only five months after this new organization was incorporated and has purchased the huge, handsome George E. Merrick building, one of the architectural landmarks of the state, General Manager Arthur H. Sawyer is able to announce all studio facilities are booked up until after the holidays.

Shooting is now in progress on the first of the series of features being made at Colonnade by George A. Hirliman. This feature, titled "Adolescence," which capitalizes on the exotic and tropical exteriors in which Miami abounds, will be premiered here early in the season.

Honors National Guard Unit

MURFREESBORO, TENN.—Manager Oscar Altman gave a "going-away" party at the Princess for members of the National Guard, a unit of the 115th Field Artillery.

Sunset Adds Seats

KNOXVILLE, TENN.—The Sunset, owned by W. E. Drumbar, has added 150 seats.

Florida Flashes

By EDW. S. NYE

THIS is announcing the birth of a seven pound, 13 ounce boy to Mr. and Mrs. Barry Wimbish. Barry is manager of the Valerie, Inverness. The new arrival has been named John Barry.

Reams McLeod, former manager of the Clay, Green Cove Springs, is now at the Valerie, Inverness.

Yes, sir, Mr. T. C. (Tommy) Laird, manager of the Municipal, Apopka, has fully recovered from a strep throat infection. This bad little germ sent Mr. Laird to the hospital for a few days.

D. Howard Smith, owner of the Dixie, Brooksville, is installing a modern, up-to-date heating unit. This unit is of the air circulating type.

L. C. Yeomans, owner of the Regent, Crystal River, is making some extensive changes. He hopes to have his theatre in A-1 shape within the next three or four weeks.

Mr. Richelieu, owner of the Tarpon, Tarpon Springs, has been packing them in this summer with a series of double feature programs.

It is reported that the Vogue, New Port Richey, is about to open again.

ARKANSAS

THE new Plaza Theatre building, which is being erected at 1014 Garrison Ave., Fort Smith, will cost approximately $30,000, it is stated. The Plaza is being constructed on the site where the old Mystic Theatre used to stand. The building is expected to be completed within the next 60 days.

Work on the new Melba at Batesville will begin soon, it is announced. It will have a seating capacity of 650 *with* 500 *upholstered seats in the ground auditorium and* 150 *balcony seats. It will be completely air-conditioned and a spacious lounge with adjoining restrooms will be additional conveniences.*

Tommy Collins is now managing the Crystal at Lewisville . . . Mr. Menard, manager of the Amity at Amity, is back at work again after being away several weeks owing to illness.

Exploitation Stage to Warner and "Rockne"

HOLLYWOOD—Ending a brief breathing spell which followed the premiere of Samuel Goldwyn's "The Westerner" in Fort Worth and Dallas, Tex., September 19 and 20 respectively, exploitation drums have been picked up where they were dropped by Goldwyn's staff and are now being beaten lustily by Warner executives in behalf of "Knute Rockne—All American," which makes its world debut October 4 in South Bend, Ind.

Bob Hope will emcee ceremonies at the quadruple premiere, set for four theatres. He will be part of a delegation including Pat O'Brien, Gale Page, Donald Crisp, Ronald Reagan and James Cagney. Following the premiere the Hollywood troupe, as well as the governors of eight states, Notre Dame officials and others will attend a "victory" banquet.

Warner is also cogitating a premiere of "Tugboat Annie Sails Again" for the near future in either Tacoma or Seattle.

Pegged as a press preview but bedecked with all the fanfare and flourish of a premiere was the showing of Universal's newest Deanna Durbin starrer, "Spring Parade," at the Pantages Theatre, September 24. Among those attending, in addition to Deanna, Mischa Auer, Robert Cummings and other cast members, were:

Producer Joe Pasternak and Director Henry Koster; the Ernst Lubitsches; B. G. DeSylva, Josef von Sternberg; Robert Leonard, Robert Riskin, David Loew, William Koenig, Charles R. Rogers, Al Lichtman, Benny Thau, Sam Zimbalist, Henry Henigson and such players as Fred Astaire, Melvyn Douglas and Helen Gahagan, Herbert Marshall, Rosalind Russell, Irene Dunne, Norma Shearer and George Raft, and Johnny Mack Brown. Event was broadcast up and down the coast with George McCall presiding over the microphone in the lobby. Studio erected bleachers for autograph fans.

A House for Hernando Is Opened by Kaver

HERNANDO, MISS.—The modernistic Von was opened here Thursday by W. H. Kaver, giving this town its first theatre. The opening attraction was RKO's "Lucky Partners." Kaver also operates the Von at Booneville, Miss.

Police Halt Foto-Nite Progress in Winnipeg

WINNIPEG—City police interfered at the last moment to call a temporary halt to the introduction of an innovation known as Foto-Nite, when they appeared with a search warrant at the Osborne, Thursday night while a show was in progress.

Fay Pete Barnes, a Texan who sponsored the idea, was arrested and charged with conducting a lottery. He was released on $500 bail. The case has been remanded until Wednesday, when the validity of Foto-Nite was to be tested.

For several weeks Foto-Nite had been heavily publicized in the city. First staged last week at the Furby, the attraction passed off without incident. The owner of the number selected by the audience was not at any of the houses and so the purchase price of the photograph was automatically raised to $225, this week's sum.

When police entered the Osborne, the winning amateur had already been selected by the audience and Frenchy Noel, who had been emceeing the show, was about to check the number in the control ledger when he found the book had been confiscated.

The other houses concerned, Arlington, Furby and Times, also were visited by police who removed all material connected with Foto-Nite.

According to members of these houses 2,300 names had been registered with the houses which are under the management of Misho Triller.

"Public Opinion" Game Is Voluntarily Suspended

WINNIPEG—As a result of police action against Foto-Nite, E. A. Zorn, district supervisor of FP, and Syl Gunn, manager of the Metropolitan, have voluntarily suspended their stage attraction, "Public Opinion," until such time as a ruling has been returned on it by the authorities. This action was an entirely voluntary one, there having been no instance of any evidence of infraction of law nor any indication of any possible action by the police. It is expected that the matter will be cleared up soon. Station CJRC, which has been instrumental in the presentation of the feature, agreed to its being hauled off the boards until absolute certainty of its legality is confirmed. It is not known at the time of writing whether other centers such as Regina, Edmonton or Calgary where "Public Opinion" is playing, have been affected.

Proposed Marquee Fees Protested in Toronto

TORONTO—A deputation of the Independent Theatres Ass'n of Ontario waited upon the civic works committee at the Toronto city hall to protest against the proposal of R. C. Harris, commissioner of works, to inaugurate a license fee for every theatre marquee or other canopy, the recommended annual charge to be 25 cents per square foot. A marquee measuring 200 square feet would call for an annual payment of $50, which begins to assume the proportion of the municipal license fee for the operation of the entire theatre.

The exhibitors suggested a compromise and countered with a proposal that the marquee license should not cost more than $10 per year.

43 More Itinerant Exhibitors Licensed in the Dominion

OTTAWA—There was a sharp increase in the number of itinerant exhibitors in Canada during 1939, according to the official government survey. These numbered 107, compared with 64 in the previous year, but practically 60 per cent of this business is confined to the Middle West where traveling film units cover scheduled routes throughout the 12 months.

The portables attracted 893,921 admissions in 1939 for $210,105 in receipts, compared with 631,596 admissions and $134,146 receipts for 1938.

Of the 107 operators, 96 used 16mm equipment while the other 11 projected 35mm films. The 107 exhibitors had a total of 11,927 days in engagements, an average of 111 days for each.

Saskatchewan issued licenses to 35 operators, or approximately one-third of the total itinerants in the Dominion, and 30 of these used 16mm equipment for 3,178 days, total receipts being $49,895 for 252,378 admissions. The five 35mm operators of Saskatchewan had 269 playing days, with $7,856 for 32,535 admissions.

24 in Ontario

Ontario had 24 itinerants, all using 16mm pictures, and they operated 2,558 days before 204,595 patrons for combined receipts of $50,202. Portable units with 35mm equipment have been weeded out in Ontario.

Eighteen operators in Alberta secured $40,460 from 163,296 patrons on 2,544 days while eight in British Columbia grossed $6,711 with 19,498 admissions on 371 days. In the Maritime Provinces, there were eight touring exhibitors and these had $12,182 receipts for 1,079 days, the number of patrons being 55,064. New Brunswick had four itinerants and Manitoba seven, while none was reported from the Providence of Quebec and Prince Edward Island.

In the previous year of 1938, Saskatchewan had 24 operators, or 11 less than in 1939. The only decrease registered in 1939 was in Nova Scotia where the number of itinerants dropped from ten in 1938 to eight last year. The receipts in that Province declined from $57,680 to $55,064 in the two years.

Youngest Town Gets Theatre

Ottawa—Canada's youngest town has made such rapid progress during its span of months that it already has its first moving picture theatre. The town, as officially reported by the department of mines and resources, is Zeballos and it is the most westerly point in the Dominion boasting a cinema, being on the West Coast of Vancouver Island which is off the mainland on the Pacific Coast. Zeballos is at the very bottom of the list of Canadian places having theatres, incidentally, as it is the only theatre spot under the letter "Z." The name of the new theatre is Community.

War Stamp Premiums Urged by Showman

TORONTO—Abe Rappaport, proprietor of the Hollywood at Campbellford, Ont., has come out with an important suggestion calculated to raise money for Canada's war effort and abolish merchandise giveaways at the same time. To accomplish this, Rappaport has recommended to the Dominion government that a new issue of ten cent war savings stamps be provided, in addition to the current 25 cent war stamps, for use as a patriotic premium to replace the present china, silverware and glass gifts. Rappaport does not have gift nights at his Campbellford house, but has signified his willingness to be the first to contribute toward war financing by giving a 10 cent war saving stamp to every patron, regardless of sex, every night of the week.

Rappaport declared that he knew from experience that gift nights are the cause of dissatisfaction among patrons for various reasons although they stimulate attendance on certain nights. At the same time, the cost to the theatre proprietor for china nights throughout the year averages at least 10 cents for each premium admission.

"If a means could be found to give this amount to the government," he asserted, "and yet give the value to the patron, regardless of sex and of regularity of attendance, it would not only be a patriotic effort but would improve the relationship between the theatre owner and the patron."

He explained that, if each of 1,000 theatres would give away only $100 worth of 10 cent war stamps each month, it would bring a gift of at least $100,000 per month, or $1,200,000 per year, toward Canada's war effort.

"This is a low estimate," he said, "as I know that many theatres in Toronto give away as much as $100 per week in chinaware."

Leigh, Olivier Teamed

HOLLYWOOD—"Lady Hamilton," Alexander Korda production, will co-star Vivien Leigh and Laurence Olivier, with C. Aubrey Smith in a leading supporting role.

Film-Fan Club Promotion Scheme Is Discouraged

TORONTO—A local promoter has been officially discouraged from carrying out a plan for the operation of a film fan organization—at the expense of the producing studios—following an investigation of the Better Business Bureau of Toronto into the scheme. Leading Canadian film distributors are members of the bureau and they extended cooperation in putting a stop to the plan.

The organizer proposed to sell memberships in a screen society, it is declared, and announced special showings of pictures for the club. With the use of an elaborate letterhead, he had written to a number of producers and, in one case at least, had secured many stills for use in connection with the club. The shoestring setup resulted in a warning by the bureau against the operation of the organization.

It is understood that one or two recently announced projects for the producing of pictures locally have also come under the attention of the film industry.

TORONTO

R. T. STEVENS, proprietor of the Regent in Sudbury, Ont., and theatres in three other centers of northern Ontario, has been arrested a second time under the Defense of Canada regulations because of alleged statements again Canada's war effort. On a previous charge, Stevens, who is a native of Italy, was found guilty and fined $25 and costs but the lawyer for the prosecution was suspended by the Ontario attorney-general for alleged unethical practice.

Mrs. Minnie Rittenberg is busy with details in connection with the erection of a new theatre on Queen Street West, to replace her Orpheum which is to be closed shortly.

Manager Dave Gordon of the Oriole has been having a lively time at the Saturday matinee performances with the free distribution of comic books as souvenirs. He also turned out an interesting bookmark listing programs for a month, the accessories having been placed in all the book stores of the North End.

Flight Lieut. Sterling Campbell of the Royal Canadian Air Force, and formerly of Hollywood, went back to his old job temporarily when he directed the shooting of scenes at the R. C. A. F. Depot for a short which is being made by the Associated Screen News for theatrical distribution in Canada, the States and England.

The Ottawa ball team in the Canadian-American League captured the 1940 pennant and now the announcement has been made that the franchise is to be moved to Schenectady, N. Y., as Don Stapleton, the club's headman and backer, has decided to retire from the diamond picture because of the war. Stapleton is the proprietor of the Center, Ottawa, and practically carried the club for a number of years.

Manager Bob Eves of the Eglinton is once more in his stride with holdovers, "The Great McGinty" having played this suburban house for three weeks. There had not been an extended engagement at the Eglinton for a month . . . Miss Vivien Leigh, Hollywood actress, has purchased a substantial amount of Canada's second war loan bonds through a Toronto bond dealer and has notified the latter that she will take delivery of the certificates in Toronto which she plans to visit again in the near future. She was last here in July.

Head office officials of Famous Players Canadian Corp. made up a party to attend the formal opening of the Seneca at Niagara Falls, Ont., which consisted of a special performance on Friday evening, September 20. Details were arranged by James Nairn, director of advertising.

Ray Tubman, manager of the Ottawa Capitol, was host to the 1,000 officers and men of the Governor-General Foot Guards, a unit of the Third Canadian Overseas Division which has been in training at Lansdowne Park for the last six months. The battalion put on a full-dress parade to the theatre through the downtown streets. The soldiers saw "Lucky Partners" and Tubman also added pictures of the regiment which had been taken in peace time including the Trooping of the Colors for the King and Queen last year.

Frank O'Byrne and Jack Chisholm of the Toronto office of Associated Screen News spent several days at the Niagara military camp for the taking of pictures for the Canadian government dealing with activities under national conscription . . . Although Gracie Fields appears to have fallen from grace with theatre-goers of her native England by side-stepping her current pictures, the Lancashire star filled Massey Music Hall, Toronto, on four nights for personal appearances in aid of the Navy League, later drawing big crowds to two performances at Ottawa for the same purpose.

"Foreign Correspondent" continued to keep Manager Lloyd Mills busy at the Elgin, Ottawa, for four weeks, following its big opening with Walter Wanger, Alfred Hitchcock and Joan Bennett making personal appearances.

Daylight Saving Is Extended in Canada

OTTAWA—Out of the blue has come the order of H. J. Symington, controller of electricity of the Dominion government, providing for the indefinite extension of daylight saving time in cities and towns of eastern Canada where it was to have concluded for the year on September 29, action being taken under the war measures act. Ordinarily, the enactment of daylight saving comes under the jurisdiction of the municipalities through civic ordinance or proclamation, but the step has been taken by the federal authority under war powers, at the request of hydro-electric boards who were said to be anxious to conserve power for war industries.

Approval and Disappointment

Acting Premier Harry Nixon of Ontario announced that he approved the order, but Mayor Ralph Day of Toronto expressed disappointment, declaring that the order would result in continued inconvenience for a great majority of the people. Theatremen, as a whole, are opposed to daylight saving, one exhibitor declaring that boxoffice receipts slide immediately the clocks are changed in the spring. Hon. Mr. Nixon, who is officially interested in the Ontario Hydro-Electric Power Commission, intimated that the Ontario government would make provision for advanced time throughout the whole of 1941.

Confusion will reign, more so than during the summer months, because a number of places have already returned to Standard time and they will not be compelled to revert to D. S. T. under the federal order. Others again, such as London, Ont., do not adopt summer time at all even, though there are important industries in such centers. Daylight saving originated in Great Britain during the last war to provide as many daylight hours as possible for munition workers and it was adopted on this continent a short time later.

Exhibitors are far from pleased with the outlook, even though there will be little in the way of sports and other outdoor activities which profit by clock changing.

To Appear With Autry

HOLLYWOOD—Ann Miller, dancing star, is slated to appear opposite Gene Autry in "Melody Ranch," Republic's high-budgeted musical western.

MONTREAL

REDUCED unemployment and circulation of more money owing to war orders has benefited the theatre situation locally, and good houses are the rule whenever the attractions warrant.

Last weekend the motion picture houses had to combat almost unexampled competition when Gracie Fields, British comedienne and film star, filled the Forum on two successive nights, with vast crowds who cheered and roared a welcome to the most popular visitor Canada has had since Queen Elizabeth was here a year ago.

Montreal's bright lights, and those of Broadway too, will miss the figure of a free spender, Mortimer B. Davis jr., divorced husband of Rozita Dolly of the Dolly Sisters, whom he married in Paris in 1926. "Morty" was a popular figure in local theatrical circles and often entertained stage and screen artists at parties. He was killed when the luxurious car he was driving crashed into a tree on the Quebec highway near Lanoraie, 40 miles from Montreal, on the afternoon of September 18. His father, the late Sir Mortimer Davis, was a multi-millionaire tobacco magnate.

Morris Davis, manager of the Belmont, has inaugurated a series of Sunday vaudeville presentations with music supplied by Eddie Sanborn's orchestra, and two feature films.

Society columns note the approaching marriage of David Niven, now a captain in the Rifle Brigade, to Primula Rollo, daughter of Lieut. William Rollo and Lady Kathleen Rollo.

Filmrow is speculating as to who will be the Montreal and eastern Canada member of the National Clearing Board to which the Anti-Protection League will appoint two independent exhibitors, one for the east and one for the west. Besides a representative of Ontario, three members will represent the circuits.

Montreal members of the Motion Picture Pioneers Club were organized into a branch by Sid Taub, of Toronto, on a recent visit. Present were B. Norrish, Associated Screen News, George Rotsky, Consolidated Theatres; Ed English, 20th-Fox; M. Brown, Paramount; George Ganetakos, United Amusement; N. Lawand, Confederation Amusement; M. Hirsch, Consolidated; W. O'Regan, Laurier, Hull, Que.; "Mickey" Dunning, of the Park and Fifth Ave., Verdun, and Harold Vance, of the Cambrai, Quebec. Mr. Rotsky was elected honorary secretary. Another meeting will be called shortly.

Exhibitors around Filmrow included Dr. Guilbault, of the National, Grand'Mere; Albert Bey, of the Cinema, Thetford Mines, and Mel. Lodge of Danville and Asbestos. A rarer visitor was Fred Koda of the Kino, Perron Mines . . . Leo Devaney visited the local RKO office and conferred with H. F. Taylor, manager . . . Filmrow Bowling League will get under way for the season shortly.

The Navy League of Canada has conferred the highest honor in its power—the Service Medal—on Gracie Fields. Col. A. E. Kirkpatrick, of the Ontario branch, made the presentation at Ottawa . . . Canadian soldiers in England were watching newsreel pictures of air raids when the siren sounded and bombs dropped outside. The boys, unperturbed, sat through the show, and so did the rest of the audience.

Amateur Stage Units Show Decline in '39

OTTAWA—During 1939, there were only 101 theatres in Canada which presented amateur stage performances in conjunction with film shows for a total of 1,107 days, as compared with 126 theatres and 1,552 days in the previous 12 months. On the other hand, there was an increase in professional vaudeville—at least until the outbreak of war when border restrictions made it impossible for many acts to enter the Dominion, these including English artists who were in the United States on temporary permit. In 1939, 108 theatres had 4,514 days of professional vaudeville, compared with 99 theatres and 3,171 days in 1938. Stock companies and road companies giving stage performances without screen entertainment also increased from 55 to 65 in the number of theatres, the increase in the number of engagements being reflected in the 472 days of playing time, compared with 426 in 1938. Famous Players Canadian Corp. booked a comparatively large number of the touring companies.

Theatres in Ontario booked more than half of the amateur stage presentations in connection with film programs while Quebec theatres were far in the lead with professional vaudeville. In Ontario 51 theatres played amateur stage programs for 645 days while in Quebec only 11 theatres had 91 days of amateur acts, this being a heavy drop from 468 days of playing time in 1938.

Professional Vaude Up

On the other hand, 24 Ontario theatres had 1,243 days of professional vaudeville, up from 453 playing days in 1938, while 40 theatres in Quebec, an increase of 13 from 1938, had 2,356 days of professional acts. Eleven theatres of Quebec had 137 days of stage shows without films during 1939 while only three Ontario theatres had 101 days of exclusively stage presentations.

Professional vaudeville played in 16 theatres of Nova Scotia, eight British Columbia houses, six in New Brunswick, five houses in both Manitoba and Alberta and four in Saskatchewan. There were no professional acts in the Province of Prince Edward Island and only one theatre had amateurs on the stage, this being for one day only. There were 349 days of vaudeville in British Columbia and 341 in theatres in Manitoba. There were 156 days of stage performances, without a screen program, in nine theatres, this total of playing time being the largest for any Province.

Sees Film Gross Drop And Quality Uptrend

MONTREAL—"It remains to be seen whether the heavy increases in tax burdens for the current year will affect the taxpayers' expenditure on amusements," comments S. Morgan-Powell, editor-in-chief of Montreal *Star*. He adds: "Expenditure on sport is generally found to be proportionate to that on theatres; but, with such a large number of young men overseas and in the army here, it would not be at all surprising if the picture houses showed some considerable diminution. The motion picture industry, however, is entirely likely to survive any temporary setback brought on by the war, though it is equally probable that the cutting-off of so many foreign markets may have a salutory effect upon the character of Hollywood's output—not before it was time."

CALGARY

VERNON SKOREY of 20th-Fox returned this week from Minneapolis, where he attended a regional meeting. He was unaccompanied by his salesman, Frank Scott, who, lacking a passport, was unable to cross the border.

Ralph Mitcheltree, manager of the Capitol, F. P. C. C. unit in Calgary, returned to duty this week after ten weeks sick leave. He has fully recovered from an abdominal operation, looks fit and ready to tackle what promises to be a busy season.

Gordon Brewerton, who recently acquired control of the suburban Crescent, has brought his wife and family to reside in Calgary. Brewerton still retains his interest in theatres at Cardston, Magrath and Raymond.

With the Grand starting an amateur night, tied up with station CJCJ and the Palace running a weekly band on the same night Thursday, the season starts with four picture houses in the downtown area running stage interludes. Variety and the Strand continued their three-nights-a-week stage shows throughout the summer season.

Second two-weeks training squads of the non permanent active militia squads going under canvas took the remainder of the film boys and theatremen who had joined up. Credit must be given the Warner Brothers, who not only put in paid substitutes for their employes away at camp, but paid the boys their full salaries, who had volunteered for training.

Alta. Attendance Is Proving One-Sided

CALGARY—Despite increases in theatre attendance in the province of Alberta, Filmrow is not satisfied by any means.

Owing to the war, the peculiar condition has arisen that the great increases come from large cities where military activity exists. In small country points, and these are many in the Calgary territory, the loss of young men enlisting in the forces has been severe. These number from 200 up, in the smaller towns, among the class making up their regular patrons, a respectable total for the whole province.

Take the city of Calgary for example, a hive of military preparation. In addition to a primary naval training school, two large barracks and a tented camp numbering thousands, there are two large airports, three flying training schools, wireless schools and assembly depots. Large fields and training quarters for aviation are maintained at Medicine Hat, Lethbridge, Macleod, High River, Airdrie, Penhold, while military barracks are established at Edmonton. Much of the manpower comes from the rural areas, actually causing decrease of boxoffice receipts in small non-military towns.

While the cities have been thriving on the presence of large military units in their midst, a threat has arisen to their boxoffice increases. First sign of this came with the acquisition of two 16mm projection machines at the Currie Barracks in Calgary, with plenty of film available. This means free shows within camp for the soldiers. The spread of the free show to other barracks is causing uneasiness among local exhibitors.

Toronto Takes Lead In Grosses for '39

TORONTO—In the theatre census of Canada for 1939, Toronto stood at the top of the list with a total gross of $5,782,863 for the 108 theatres with combined seating capacity of 87,654 or an increase of 1 per cent in revenue. The number of patrons at all Toronto cinemas fell off slightly for the past year, the total being 22,726,525, a decline of some 15,000 from 1938.

Montreal, in second place with 67 theatres and 70,472 seats, showed an increase of almost two per cent in revenue at $4,999,700 while patronage fell off almost one per cent at 21,485,377. Winnipeg remained in third position with 44 theatres and 32,924 seats but the receipts were down 6½ per cent at $1,678,489, as compared with 1938. Aggregate attendance at Winnipeg was 7,547,503, compared with 7,952,162 in the previous 12 months. Receipts at Vancouver totaled $2,113,379 for the 37 theatres, with 33,543 seating capacity, the 1939 revenue being practically two per cent greater than in 1938. Hamilton, Ont., with 18 theatres and 16,777 seats, was fifth among Canadian cities with receipts totaling $947,241, this being 5.7 per cent down from 1938, while Ottawa was also down 2.4 per cent at $922,548 for 14 theatres having 13,216 seats.

Quebec, the seventh city, grossed $514,884 for an increase of 5.9 per cent over 1938, the number of theatres in that city being 11 and the number of seats 8,399. There were 10 theatres in both Edmonton and Calgary, in Alberta, but the former outstripped its rival because of a local boom, Edmonton having a gross of $670,744 for an increase of 3.8 per cent over 1938 with a combined seating capacity of 8,612. Calgary grossed $535,149 for 7,349 seats, the revenue increase being 3.1 per cent.

The largest increase of the year was recorded at Sydney, N. S., where the five theatres grossed $182,082, or 25.4 per cent more than in 1938, while Saskatoon in western Canada registered an increase of 9.4 per cent at $287,750 for five theatres. The five theatres of Regina were also up 7.2 per cent with $358,275.

The greatest decline was registered at St. John, N. B., where the 1939 take at six theatres was $290,280, or 7.8 per cent less than in 1938. Three Rivers, Que., also had a decline of 7.6 per cent to $123,553 for four theatres. The mining city of Sudbury, in northern Ontario, dropped 3.3 per cent in revenue for the four theatres which grossed $321,946. New Westminster, B. C., with five theatres, grossed $157,434 in 1939 for an increase of 6.7 per cent. Canada was at war during the last four months of 1939.

Private Ottawa Showing For "Wings of Youth"

MONTREAL—Before officers of the Royal Canadian Air Force, Herbert Lash, director of public information, and members of the press liaison staff of the various defense departments, "Wings of Youth" and its story of the growth and present stature of the British Commonwealth Air Training Plan was given a private showing in Ottawa.

John Grierson, who is directing the war work of the National Film Board, in a brief foreword to the audience said there was a "blanket coverage" in Canada of films designed to aid the nation's war effort.

A View of Hollywood as the Guardian of Happiness

CALGARY—Editorial apologia published in the Calgary *Herald* after an editorial attack on Hollywood printed last month. Published September 20.

"GUARDING THE SPARK"

"There were some harsh remarks about life in Hollywood on this page the other day. They may have been justified; the hotfoot seems rather silly in a world where incendiary bombs fill the skies, and Mickey Rooney's $100 a week pin-money will seem peculiar to the man who get something less than that for ferrying planes across Berlin.

"The suggestion has been made that Hollywood is a sort of pool where strange forms of life disport themselves. That may be true, but there are many pools in this world, harboring forms of life just as strange and a whole lot more dangerous. The pool of Hollywood is clear and sparkling, and everything that goes on in it is very obvious. If Hollywood were purged of press agents and gossip columnists tomorrow, people would probably think it was just as respectable as Toronto and a whole lot more useful.

"The seasoned movie-goer admits with sorrow that he has sat through many a mile of celluloid claptrap, but that he has seen much of value, and, witnessed, every now and again, the clear flame of genius. The man who buries his head in his hands as the face of Lew Lehr appears suddenly lifts it up to find Snow White on the screen. The man who scarcely tolerates 15 minutes with the Hardy Family, sits for days and even weeks through successive showings of 'Gone With the Wind.'

"'Somewhere in this sad world,' the historians will observe a thousand years from now, 'there must have been people who succeeded in the face of all obstacles, women whose love was fully requited, criminals who met their just deserts. There must have been, somewhere in 1940, a Happy Ending.'

"And, of course, there is. It lives on the screen, and millions of people go to the movies every night to find themselves some sort of world where Right prevails, where the suffering and sacrifice of the human spirit finds itself at last rewarded.

"Mankind (says an old legend) was given the gift of fire. After a while, all men had fire, but none of them troubled to keep their fires alight. In the end, there was only one fire left in the whole world, and even that had dwindled to a tiny spark. But the man who had this spark had a deep pity for the human race, and he stayed by its side, blowing on it by day and by night to keep it lit. He did not fail in his task.

"Thus, perhaps, the fire of human happiness, extinct in nearly every corner of the world, is kept alive in Hollywood. The fires which were once so common have nearly all gone out; some through neglect, some because they were stamped upon by heavy feet. Hollywood guards the spark, blowing on it and keeping it alive, against the day when it will burn once more upon the hearths of men, against the day when every one of us shall know the triumphs of Right, the discomfiture of Might, the inevitability of the Happy Ending."

VICTORIA

THE Canadian Legion (War Veterans Organization) is making arrangements for moving pictures to be shown in all the camps which are being opened in Greater Victoria for men who will be called up under the new draft law which places the first batch of men in service at the beginning of October.

Johnny Garard, assistant manager of the Atlas, has left Victoria to become an officer in the Royal Canadian Navy. Garard, right hand man for Manager Marc Prierswerck, has been in show business for 20 years.

Victoria papers which were so ready to blast Richard Greene's offer to join the Canadian army as nothing but a publicity stunt, are finding the tables of ridicule turned on them with the news of the English-born Hollywood actor's departure to join a regiment in England.

S. V. Henn, owner of the Rex at Ganges, Salt Spring Island, B. C., has purchased the Auditorium at Sidney, B. C., which he is remodeling. The Auditorium was operated in silent film days by S. K. Halseth.

Visitors to Victoria this week include young Henry Blair of Los Angeles and his mother, Mrs. Lewis M. Blakely, the former Winifred Pollard. Henry spent his first day scouring the town for a present to send Judy Garland with whom he sings in their latest picture "Little Nelly Kelly."

Carroll Tracy, brother of Spencer Tracy, is having a few days of relaxation here.

'North West Mounted' Take Will Go for Ambulances

REGINA, SASK.—The entire boxoffice receipts of the five-theatre world premiere of "North West Mounted Police" that will be held here on October 21, will be turned over to the RCMP for the purchase of field ambulance equipment, reports N. L. Nathanson, head of the F-P Canadian Corp.

Madeleine Carroll, who co-stars in the film, will attend the Regina premiere and will then visit as many as possible of the key theatres where the film will be presented following its bow. These include the Capitol at Vancouver, the Capitol, Edmonton; Capitol, Winnipeg; Capitol, Ottawa; Uptown, Toronto; Loew's, Montreal; Capitol, Halifax.

Mounties Seize a Detroit Resident

Toronto—The heavy hand of the Royal Canadian Mounted Police was laid on the shoulder of a Detroit resident after he had taken pictures of the Air Training Station of the Royal Canadian Air Force at Trenton, Ont. This is a prohibited area. The camera was seized and the film confiscated, the man being released after he had established his identity. The offender was stopped at Belleville, ten miles away, after he had driven away from the air base.

WINNIPEG

AN UNUSUAL short subject creating a good deal of highly favorable comment is the home-made product, "The Crusaders" which is currently playing Jack Randall's College. The film is the work of Jack Pechet's Canadian Screen Publicity and is the filming of the activities of St. Paul's College, a Catholic school for boys. Pechet directed the filming of the short. Already shown at the Uptown and Gaiety where it met with excellent reaction, "The Crusaders" is going strong at the College. Pechet will soon release three industrial short subjects.

Through a tie up with the Popsicle makers, Harold Bishop got banners on numerous city trucks which helped materially to ballyhoo his showing of the "Boys From Syracuse." An excellent review in this week's press plus a timely story in the magazine section of the Free Press *should do much to help along Bishop's coming showing of "Foreign Correspondent."*

Jack Randall is working hard at making his house an integral part of the community. Randall has arranged to have available a list of all people who newly move into his district. These new residents are sent a letter and a couple of passes to the College along with one of the monthly programs.

At the Garrick, Sim Rost has held over "He Stayed for Breakfast" for a fourth week . . . Eddie Newman casting a pleased eye on patrons flocking into his Lyceum on Wednesday opening night. He also had a big week when he played "The Great McGinty" . . . Mart Kenny and his Western Gentlemen, Canadian name band, played the city for a two night stand.

Showmen will not be sorry to see the last of night baseball when the Winnipeg Maroons complete their home schedule this week . . . Fay Pete Barnes is a visitor to the city, having arrived here to introduce Foto Nite whose fracas with the city police is reported elsewhere in these columns.

Sig Rubin, young local commercial artist whose attractive newspaper layouts have been a distinctive feature of the Garrick's advertising for some time now, was seen driving through city streets in a jalopy loaded with enough furniture to get the draymen's union after him.

At the Times, Jack Kurk is doing everything possible to make the house pay. Jack is giving away something every night to get patrons into the house.

N. A. Taylor Negotiating For Madison in Toronto

TORONTO—Negotiations are proceeding for the taking over of the Madison, for years the stronghold of the independents in Toronto, by the interests headed by N. A. Taylor, managing director of the 20th Century Theatres and general manager of the Exhibitors Booking Ass'n.

For some time, the Madison, located at Bloor and Bathurst Sts., has been operated by the estate of the late J. C. Brady, with the exception of a period when it was leased by Hanson Theatres Corp. Brady was the fiery pioneer of the independents, having been president of the Ontario MPTO prior to his death.

Taylor recently opened the 16th theatre of this group, the Century at Hamilton, Ont., which had been converted from the Lyric by extensive remodeling.

Selling Seats

Broadcast Paces Strong "Correspondent" Bally

ALBANY, N. Y.—A strong exploitation campaign was arranged by Manager Andy Roy, with the assistance of United Artists Exploiteer Lou Pillot, for "Foreign Correspondent" at Warner's Strand. Newspapers, radio, store tie-ins and previews were among the media used. A 15-minute radio program, prepared by UA, reportedly did a great ticket selling job at no cost. The transcription, which brings out the impact of big scenes in the film and also the director's technique in creating suspense, was played for the program director of the local broadcasting station and won itself the choice 8:45 p. m. spot the night before the film opened.

Heavy newspaper space, before and during the engagement, was purchased. A preview was held for critics and local newspapermen. A tieup with one of the papers called for a letter-writing contest: "My Most Thrilling Experience." This fetched many entries, 13 cash prizes being awarded.

A display in a downtown bookstore consisted of recent best sellers by foreign correspondents, with a card on the engagement at the Strand. Another tieup was with the local office of Royal Typewriter, there being a gag on the machine in the picture. Several department stores featured clothes worn by Laraine Day.

Horse in Theatre Court "Frank James" Bally

LOS ANGELES—As a ballyhoo stunt for "The Return of Frank James," W. C. Ricord, house manager at the Fox Egyptian, promoted the loan of a thoroughbred horse, complete with a $3,500 saddle and all the trappings. The steed, which has had screen experience in "Rose Marie" and other films, is on view in the theatre's forecourt and for two hours daily is paraded along Hollywood Blvd.

Ushers and usherettes have been costumed in western attire and six-shooters.

Merchants Provide Cash For Weekly "Job Night"

GROTTOES, VA.—"Job Night," which calls for cash prizes to be awarded patrons, the cash coming from merchants in return for screen ads and plugs from the stage, has eliminated the problem of the dull night for the Roth Bros. Valley Theatres in Grottoes, Elkton, Broadway and Shenandoah.

The stunt was inaugurated by H. T. King, district manager.

Identify Old Roles

READING, PA.—George Peters of Loew's Colonial arranged a contest with a local store whereby 20 stills from pictures in which the "Boom Town" stars had previously appeared were scattered about the store and the public invited to identify the scene and picture. Merchandise and guest tickets were offered the winners.



A Defense for Grosses—

The United States Army cooperated with the Fox Theatre, San Francisco, to plug the Technicolor two-reeler, "Service With the Colors." The film was produced at the Presidio, Army base in San Francisco, and the Army stationed a recruiting truck in front of the theatre, and placed one-sheets on all of the Army trucks in the vicinity. Officers gave out recruiting information.

Plug for Recruiting in Film by Local Amateurs

ROCHESTER, N. Y.—A motion picture filmed by local amateurs showing the examination and swearing in of five local boys at the Army recruiting office was featured at the Century.

The film was presented together with "Service With the Colors." Army officers and local officials were invited to a special preview.

In conjunction with the showing, an exhibition of anti-tank guns and semi-automatic rifles was staged in the Century lobby. Men from the local recruiting office were on hand to explain the various guns.

Coop Ads on "Boom Town"

KINGSTON, N. Y.—A double truck of coop ads was landed in the local paper by Bert Gildersleeve of the Broadway, for his "Boom Town" run.

Street Artist Plugs "Lucky Partners"

Columbus, Ohio—A stop-traffic stunt was concocted by C. H. Schreiber, city manager for RKO, for the run of "Lucky Partners" at the Palace. The local art gallery supplied Schreiber with a young sketch artist, who dressed in beret, smock and goatee, was planted at the leading downtown corner with easel and crayon to sketch passersby, world celebrities, and stars from the film. On completing one of his numerous sketches, the artist would quickly pencil in a theatre plug.

An "Election Party" Attracts Business

IOWA PARK, TEX.—How "Doc" Estes of the Park Theatre beat Election Day recently, is reported by Alexander Film's monthly, *Theatre Partner*.

"Doc" lined up six neighboring merchants to help sponsor a Saturday night "Election Party." Patrons were told that returns would be posted as fast as received on a large stage blackboard. That drew an audience. All during the returns he plugged the cooperating merchants and especially the next week's show which was "Charlie McCarthy, Detective."

A rousing campaign oration for McCarthy for Detective, as the theatre's candidate, and the distribution of campaign cards were part of the ballyhoo.

The next week "Doc" covered the front of the Park with heads of Charlie and Mortimer Snerd. He also had five posts set out in front, each bearing a tag as being one of Charlie's relatives. He spotted barrels over town, the open end of which was covered with net wire and carried a sign: "Do Not Feed or Tease." In the bottom was Charlie McCarthy advertising.

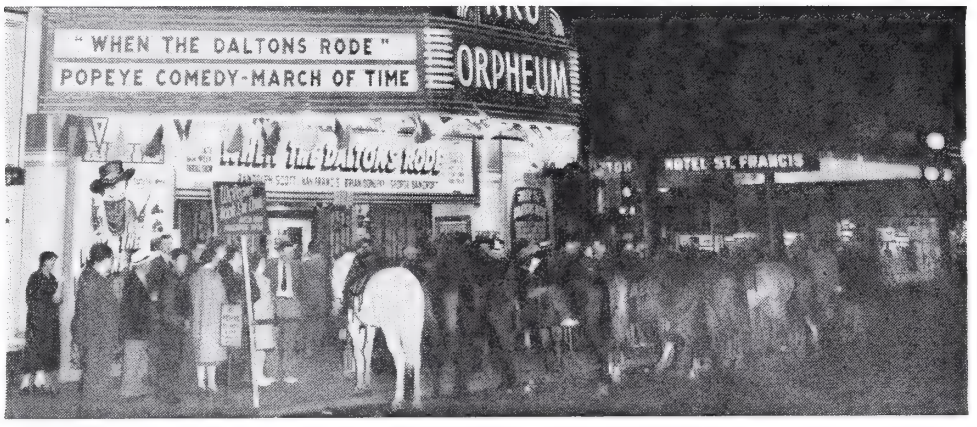
The result was a record crowd for the theatre and the town.

An Appreciative Press

DAYTON, OHIO—Taking the local critics on a jaunt to Cincinnati to see "Boom Town" brought Sam Gilman plenty of extra press space for his own run of the film at Loew's.

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN



Parked Horses Sell "Daltons"—

Highlighting his campaign on "When the Daltons Rode," Manager Lou Golden of the Orpheum, St. Paul, arranged for 12 cowhands, employes of South St. Paul stock yards and members of the Hook 'Em Cow Club, to ride their horses through downtown traffic and hitch them to a real hitching rail in front of the Orpheum on opening night. The 12 were guests of the theatre. St. Paul newspapers gave front page space and ran pictures of the horses in front of the theatre the following day.

"Boom Town" Drive Is Comprehensive

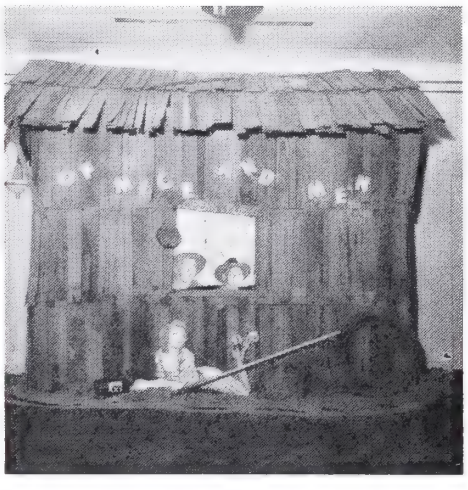
PITTSBURGH — Numerous tieups with stores, libraries and schools; ample newspaper ads, both in the town where the picture was to run and in the neighboring towns; telephone calls, and inserts in packages and radio broadcasts marked Metro Exploiteer Charles Baron's campaigns for "Boom Town" in the several theatres he covered. These included Manager Dickerson's Plaza at Brownsville, Pa.; S. Hanauer's Rialto, Beaver Falls, Pa.; M. Winograd's Oriental, Rochester, Pa.; J. Notopoulos' Penn at Ambridge, Pa., and Lee Byers' Ritz, Clarksburg, W. Va.

In the several towns, newspapers used stories and scene mats from the picture. Styles as shown by Claudette Colbert and Hedy Lamarr found ready window space in women's wear stores, and displays of jackets and hats, with appropriate stills, were allotted space in the men's shops. Libraries tied in by setting aside a shelf whereon books on oil were displayed, along with stills and cards on bulletin boards.

Schools were included in the plan of merchandising by the conducting of essay contests on "Oil." Best essays, as picked by the school staffs, were rewarded a month's pass, a two-week pass and the ten runners-up, single passes to the show.

Drug stores were tied in with displays of oil by-products and cosmetics. Miniature oil derrick and pump sets were placarded and placed in the lobbies of the houses, later transferred to empty store windows.

A suggestion in the *Idea-O-Gram*, house organ of the Warner theatres in Philadelphia: Auction an autographed copy of a novel upon which a film is based, in the lobby, giving the proceeds to the Red Cross. Newspaper and Red Cross cooperation should be a cinch.



Shack in the Lobby—

A lobby display on "Of Mice and Men" for the Monterey Theatre in Monterey, Calif. "This display helped us greatly," says Manager John Wyatt. "We played the film fourth run on the Monterey Peninsula to a good two-day business." The shack was built of old shakes (long shingles cut from logs) from a building that was recently torn down on the outskirts of town.

Ushers Invite Patron To See Next Film

Clarksburg, W. Va.—A special stunt for "Boom Town" as worked out by Lee Byers of the Ritz, and Charles Baron, Metro exploiteer, was to have the ushers distribute about 2,000 cards to the patron upon escorting him to his seat. Copy on the cards read: "We hope you like your seat, and trust that we'll have the pleasure of seating you at 'Boom Town.'" The usher's name was signed on the card.

NUGGETS

TWO boys, dressed as doctors and bearing a stretcher labeled emergency for those who couldn't stand to see "The Mummy's Hand," constituted a street ballyhoo for A. B. McCoy of the Strand at Louisville, Ky.

●

The colored trade paper inserts constitute the makings of effective lobby displays for Bob Rosen of Consolidated's Kingsbridge Theatre, N. Y. He uses them to dress up his lobby easel on the coming attraction board.

●

Theatre Partner, Alexander Film's monthly bulletin, reports a clever stunt of Al Mayes', ad manager for the Palace at Graham, Tex. On a supply of perfumed stationery, enclosed in an envelope mailed to the man of the house, Mayes wrote: "So—you are the kind of a wife who opens her husband's mail! You should go to the Palace and see 'Private Affairs'."

●

A local vocalist, accompanied by a guitarist, both attired in pirate costume, were sent by Lou Cohen of Loew's Poli, Waterbury, Conn., to visit busy restaurants and other public gathering places and sing the hit tunes from "New Moon."

●

Duplicating a herald for his theatre front was a novel departure of Manager D. M. Dillenbeck's in selling "When the Daltons Rode" at his Rialto in Bushnell, Ill. The herald, a 9x12, bore a cut depicting four masked horsemen, riding forward, flourishing guns, and copy reading "$1,000 reward for the capture of the notorious Dalton Brothers, wanted for murder and jail break." Playdate appeared at the bottom. A blowup of the cut, plus several banners and the same copy, made up the effective front.

●

A dozen attractive girls, with cards selling "Boom Town" adorning their backs, rode bicycles through the business area as part of the campaign for the film put over by Ed Plett, Maltz, Alpena, Mich.

●

A real "natural" was the parade of Boy Scouts to the theatre on opening night of "I Love You Again" put over by L. Guidetti, State, Charleroi, Pa. A scout scene is one of the highlights of the film.

●

A "phoolish photo" contest, with local newspaper readers asked to submit humorous snapshots from the old family album, was one of the highlights of the "I Love You Again" campaign put over by Eugene Street, Tennessee, Knoxville. Guest tickets went to winning entries.

●

Two attractive girls, dressed in jockey outfits, rode horses along the town's leading streets as part of the "Sporting Blood" campaign put over by Fred Osterstock, Easton, Pa.

●

A man costumed in a fire-fighter's suit walked through the streets of New Orleans carrying a red box labeled, "Explosive Thrills and Romantic Dynamite in Boom Town." From a distance, only the words "explosive" and "dynamite" were discernible. The stunt was Rodney Toups' of Loew's State.

"Hi-Lo" Carries Duals Idea Into Cash Games

CHICAGO—A new game, "Hi-Lo," has carried the double feature idea over into theatre games. "Hi-Lo," which has been developed by J. S. Markstein of Chicago, provides a rectangular card, with 50 numbers, divided in half, 25 squares on the upper half and 25 on the lower.

A special stereopticon is placed on the stage and the slide inserted and projected on the screen. The slide contains two dials—one with the high numbers, from 46 to 90; the other with the low numbers, 1 to 45. Indicators stop on both dials and thus two numbers are called, giving the patron two chances to win instead of one.

As soon as one card has five numbers punched in a straight line, horizontal, vertical or diagonal, the holder calls "Hi-Lo" and is entitled to a cash award.

Oil Derrick Displays Popular "Boom Town" Aid

HOUSTON, TEX.—Oil derrick displays are finding general popularity as aids in selling "Boom Town." At Loew's State here, Francis Deering and Homer MacCallom promoted a $10,000 derrick used at a recent oil exposition in Tulsa, for a lobby display.

Mrs. Dorothy Brown of the Orpheum at Franklin, Pa., was another who used such a display. She borrowed working models of an oil pump and derrick from a large oil company and used them in the lobby and aboard a bannered truck that visited nearby towns.

A derrick was included in Jim Akron's campaign for the showing at the Roxy, Peru, Ind. He prevailed upon city authorities to display it before the court house as an educational exhibit with film copy prominent.

Patrons Pick Stage Band By Vote on Recordings

BOSTON—Letting their patrons pick the band they wanted presented on the stage was an effective stunt worked up by Ben Domingo, city manager, and Jack Granara, advertising head of the RKO Boston.

A large juke box and recordings of top bands, secured through a Wurlitzer tieup, was placed in the outer lobby of the house. Patrons were invited to play recordings and to vote for their favorite band. The theatre announced that the band receiving the largest number of votes would be brought to the RKO Boston in the near future for a week's engagement.

Pollock Already Planning "Strike Up" Campaign

ROCHESTER, N. Y.—Lester Pollock, Loew's manager, is already planning his exploitation for "Strike Up the Band" which plays the theatre next month.

Featuring it will be a party for 50 members of Uncle Dan's Birthday Club, selected by judges in conjunction with the *Democrat* and *Chronicle*. Mickey Rooney and Judy Garland have been selected by some 9,000 members of the club as their favorite stars, and pictures of the pair will be prominently displayed at the party. Mickey will accept an honorary membership in the club via transcription.

Toward the 32,000,000 →

Proving that he knows his Gallup polls, Charles X. Schlaifer of the United Artists Theatre in San Francisco set out to do something about those 32,000,000 people who can afford to attend theatres and do not do it. Result, the newspaper advertisement reproduced at the right, which was run on the editorial pages and on page two of the local newspapers. "Results beyond our wildest hopes have sold us on making this a permanent addition to our regular advertising," says Charlie. Regular space is run on the amusement pages. It will be noted that the copy is informative, without extravagant raves.

Incidentally, Charlie was "drafted" by James Roosevelt to lay out the national advertising campaign for "Pastor Hall." It was tested in San Francisco to one of the biggest openings of the year. This is the third national campaign that Charlie has mapped in a year.

Advertise 'Lucky Partners' With Free Trip Contest

CLEVELAND—A Lucky Partner contest that netted a week of publicity was arranged with the *Press* by David Bachner of the Warner publicity staff, to exploit the RKO picture, "Lucky Partners" during its run at the Hippodrome.

The paper invited its married readers to write a letter telling why they considered themselves lucky in the selection of their life partner. First prize was a three-day, all-expense trip to Niagara Falls and a stay in a Toronto hotel. Twenty-five pairs of passes to the theatre were subsequent prizes.

Issue Rockne Records

NEW YORK—RCA-Victor is cooperating with Warner Bros. in the celebration of National Knute Rockne Week, September 29 to October 5, by reviving its special Knute Rockne record, one side of which carries the coach's pep talk to his football team and the other, the Notre Dame Victory March. Copies of these records are being sent to exhibitors and to Warner managers.

Reproduce Spread

NEW YORK — *Life* Magazine's recent seven-page story on "The Ramparts We Watch" has been reproduced in full by March of Time and forwarded to theatres throughout the country for lobby and theatre-front use. One side of the paper only has been utilized for the reproduction. One-sheet blow-ups of these seven pages also are available to theatres.

: Pie Plate Imprint :

UTICA, N. Y.—Upon the inner side of an ordinary paper pie plate, used as a throwaway, the Avon Theatre here imprinted the following message:

"Dear Friend:—I threw this plate out of my cell window in a concentration camp, hoping it would be found. My only crime was that I believed in religious freedom. Please notify my daughter, Christine, not to sacrifice herself to that Nazi trooper, for me—she will be betrayed as I was. My only hope is to escape. Tell her to see the 'General'—he will help us. Sincerely, Pastor Hall."

"P. S. My story will be on the screen, starting Saturday at the Avon. Don't miss it! 'PASTOR HALL'."

Aditorially Speaking!

DO YOU GO TO THE MOVIES?

REGULARLY ☐
OCCASIONALLY ☐
SELDOM ☐
NEVER ☐

If any of the above fit your case . . then this ad is directed to you!

•

We want to tell you, something about a picture the regular movie-writers are shouting about . . . This picture is **"FOREIGN CORRESPONDENT"**

Mr. Wanger produced it, Alfred Hitchcock who directed "Rebecca," asked for and received the guiding reins of "Foreign Correspondent" He and Mr. Wanger combined to blend the exact type of writers and actors to make the finished product, with an eye only toward perfection!

Mr. Hitchcock who has a definite flair for the dramatic, the mysterious, the unusual, has combined these into this picture.

Naturally a picture such as this can only be presented by itself and is therefore being shown at the **UNITED ARTISTS THEATRE**

San Francisco's exclusive Single-Feature Theatre.



U. A. Charley

P. S. In keeping with our policy of presenting single-features only, we have been able to obtain the following pictures which you will see shortly:
"The Westerner"
"The Thief of Bagdad"
Charlie Chaplin's
"The Dictator"
and many others.

MAY WE HEAR FROM YOU TOO, IF YOU HAVE ANY SUGGESTIONS, IDEAS, ETC?

★ This is the first in a series of ads presented by The United Artists Theatre for the interest of discriminating people.

(Copyrights Applied For)

Selling Seats

PRACTICAL IDEAS BY PRACTICAL SHOWMEN

Baby Carriage Park An Attraction

Albany, N. Y.—Providing parking space for baby carriages has brought additional business to the Albany, managed by Eddie Selette. Recently Selette has expanded the service by providing a nursery room, with a nurse in attendance, so that parents could see their movies with greater ease.

Quotes Prominent Citizens In Ads on "Ramparts"

KEENE, N. H.—Advertising the comments of newspaper editors and prominent persons of the town, whom he invited to a special screening of "The Ramparts We Watch" helped make Manager Fred Sharby's campaign at the Scenic outstandingly successful.

Several thousand special heralds were used and numerous tieups made with patriotic organizations and merchants.

Sharby personally signed his advertising which quoted the comments of the civic leaders.

Ad as Blow-Up

NEW YORK—Metro is preparing a 20x60 blow-up of its "Lion's Roar" column that appears as an ad in several magazines. The blow-up is recommended for lobby hangers or for easels in the theatre.



A Six-Weeks' Run in the Lobby—

Six weeks in advance of showing, Ed Miller, Hippodrome, Cleveland, manager, designed and set up this huge set piece on "The Sea Hawk" in lobby.

Space in Classified

SPOKANE, WASH.—Manager Al Baker of the State Theatre spotted an illustration from "Lucky Partners" at the top of a half-page in the local newspaper's classified section. The photo was of Ginger Rogers and Ronald Colman holding a key, and the page was headed, "The Key to the Apartment or Home You Want."

Treasure Hunt Promotes "Sea Hawk" in Detroit

DETROIT—A treasure hunt, put on by United Detroit Theatres' Michigan in cooperation with the Detroit *Times*, promoted "The Sea Hawk."

Forty orders for five dollars each were hidden in spots over the downtown district, divided over the three days before opening. A daily treasure map was published in the paper, showing where each order was located, with a general identification of the spot. Finders took the orders to the boxoffice for conversion into cash.

Scares the Ladies

FREDONIA, KAS. — Bob Morley of the Whiteway created some eerie atmosphere for his matinee crowd before his run of "Ghost Breakers" by arranging some small portions of gunpowder on the stage, wired to go off when a switch was turned. At the end of the program all the lights in the house went off; the gunpowder went up in flames, and from the wings appeared two wire-strung ghosts, doing a dance, accompanied by the wail of a siren.

Pitch Coins for "Boom Town"

Adrian, Mich.—A unique stunt for "Boom Town" was to place a container on an important intersection with a sign attached stating that Clark Gable, Spencer Tracy, Claudette Colbert and Hedy Lamarr wanted local residents to help the Red Cross War Relief Fund. The public was invited to pitch coins, and anyone who succeeded in pitching two consecutive coins into the container was awarded a ducat to the show.

The stunt was arranged by H. J. Daley of the Croswell Theatre, aided by Metro exploiteer Bill Bishop.

SHORT SUBJECT REVIEWS

Cavalcade of San Francisco

M-G-M (FitzPatrick Traveltalk) 9 *Mins.*

A few scenes of the city, then this subject goes to the San Francisco Fair and shows a spectacle in which are re-enacted highlights from the history of the state with wagon trains, old-time locomotives, automobiles, cowboys and the like. Those who didn't get to the fair will be interested. Otherwise it is third rate FitzPatrick.

Papa Gets the Bird

M-G-M (Technicolor Cartoon) 8 *Mins.*

Run-of-the-mill cartoon fare in which Papa Bear is prevailed upon by Mama Bear to wash Daisy Mae, the canary. He has a high old time trying to catch the bird, aided and abetted by Sonny Bear. Eventually he falls into a well and stays there. It's for children.

The Baron and the Rose

(Passing Parade)

M-G-M (K126) 11 *Mins.*

An interesting story is well told here. It concerns Baron Steigler who made fine glassware in Colonial Pennsylvania, became rich, lost his money, but is still remembered. It seems in an expansive moment he donated a large piece of property to a church, never asking rental. Before he died he made the rental arrangement—a red rose paid a year's rent. Very good.

Soak the Old

(Crime Does Not Pay)

M-G-M (P-6) 20 *Mins.*

Racketeers preying on old age pension schemes is the dramatic motivation for this short. It shows how gangsters work their way into the good graces of pension advocates and proceed to pocket donations—until they are found out and cops arrive to break up their racket. It's done in the usual, mildly exciting manner.

Football Thrills of 1939

(Pete Smith)

M-G-M (S-113) 10 *Mins.*

Here is a collection of news reel shorts of outstanding moments and plays of last year's bigtime games, tinted to look like rotogravure, which is not to its advantage, and reviewed by Pete Smith with funny stop-action effects and screwball business on the soundtrack. The concluding clip shows a player making a long run while on the soundtrack a steam locomotive gets under way. It's an excellent subject at the moment to tie in with the opening football season.

WB (——) **89 Minutes** **Rel. Oct. 19, '40**

Richly deserving of boxoffice support is this scholarly treatise on the formation of one of the world's great news services and the biography of a man with an idea—to attain the ultimate of perfection in gathering and releasing news throughout the world with the utmost speed and reliability. Unfortunately, however, Julius Reuter is comparatively unknown to lay audiences as an historical figure, despite his distinguished accomplishments as a member of the Fourth Estate—a factor which may negatively affect the picture's revenue potentialities unless nullified by strong exploitation. Too, the story frequently sacrifices suspense and drama in its eagerness to remain authentic. Production accoutrements are of the highest order and, as Reuter, Edward G. Robinson adds another brilliant portrayal to his already crowded gallery. Directed by William Dieterle.

Edward G. Robinson, Edna Best, Eddie Albert, Albert Basserman, Gene Lockhart, Otto Kruger, Nigel Bruce.

A Dispatch From Reuter's F — Historical Drama

Monogram (3903) **63 Minutes** **Rel. Aug. 26, '40**

This fast-action melodrama based on a Jack London story hits a high mark on Monogram's current season. It evidences that the higher budget given this production was money well spent. Headed by Irene Rich and Charles Bickford the entire cast turns in a fine performance. The story deals with Miss Rich as operator of a river gambling boat, and Bickford as her hard-hitting and ever-present lieutenant. The struggle of the gambling lady to keep knowledge of her shady past and current occupation from her daughter when that young lady appears after an absence of 11 years, parallels the roaring action and swift events of the north woods yarn. Produced by Paul Malvern. Directed by Phil Rosen.

Charles Bickford, Irene Rich, Melvin Lang, George Cleveland, Guy Usher, June Carlson, Dave O'Brien.

Queen of the Yukon F — Melodrama

Film Alliance (SR) **73 Minutes** **Rel. Aug. 3, '40**

As maritime adventure fare with the emphasis thrown on the international cooperation of naval forces, "Hell's Cargo" is effective fiction for these days. A remake of a French film, with English dialogue, it is still much the same. The action proceeds heavily, planting its suspense and excitement in substantial sequences, and arrives at its climax in due course and as expected. The story deals with a renegade ship that is carrying a contraband chemical which generates poison gas when it comes into contact with water. Three naval officers, representing England, France and Russia, aboard a French cruiser, make the run through the gauntlet of poison fumes to rescue the passengers on a disabled ship. They do this in good time.

Robert Newton, Walter Rilla, Kim Peacock, Penelope Dudley Ward, Ronald Adam.

Hell's Cargo F — Drama

20th Century-Fox (108) **61 Minutes** **Rel. Oct. 4, '40**

It begins to look as though the Cisco Kid, as portrayed by Cesar Romero, is starting to hit his stride. Given a much stronger story than in past entries in the series, he rides and romances with eclat and should mark up a comfortable profit in all situations where western entertainment is in demand. A noticeable improvement in dialogue and scenic backgrounds adds further to the picture's worth. Romero himself is considerably more at ease, and staunch support is lent by Chris-Pin Martin, as his comedy aide. In this chapter the Kid stumbles upon the fact that he has supposedly been killed; in view of which he is given more or less of a free hand in his efforts to save an Englishman and his pretty daughter from a villainous landowner who wants to steal their property. Otto Brower directed.

Cesar Romero, Chris-Pin Martin, Sheila Ryan, Robert Stirling, Janet Beecher, Edmund MacDonald.

The Gay Caballero F — Western

20th Century-Fox (——) **68 Minutes** **Rel. ————**

In which the ebullient talents of the rapidly-maturing Jane Withers are showcased against the background of a National Youth Administration training camp for girls down in the southern swamp country. Picturesque scenery and a well-staged musical finale make up for story weaknesses, and Jane contributes one of her customarily vigorous portrayals; hence the vehicle will undoubtedly satisfy Withers fans, although some audiences may not find it entirely to their liking. When Jane's pappy is jailed by revenoors, the girl goes on the road, stumbles into the NYA camp and worms her way accidentally into the affections of Tully Marshall, hard-crusted turpentine tycoon who is moving heaven and earth to get the camp away from the government. Needless to say, Jane wins him over. Otto Brower directed.

Jane Withers, Joe Brown jr., Tully Marshall, Charles Holland, Jane Darwell, Richard Lane, Clara Blandick.

Youth Will Be Served F — Comedy-Drama

Crystal Pictures, Inc. (SR) **70 Minutes** **Rel. Sept. '40**

Half fact, half dramatized fact, this British film tells with little pressure on the soft pedal of the rise and works of one Adolf Hitler. From Austrian birth and obscurity to the burning of the Reichstag and the death of von Hindenburg it relates with documentary evidence Hitler's career and his grip on the German people. Then the momentous events of the past two years are paraded and the narrative is brought almost up to date. As an indication of its draw as a film attraction it is worth reporting it packed a newly reopened theatre in the Times Square zone on a weekday afternoon. The dramatized parts tell of the murder of various Nazi officials who got in Hitler's way; his hold upon the youth of the country and activities of "agents provocateurs;" Familiar faces from English productions are seen throughout. It's potent stuff, not likely to be considered overdone.

After Mein Kampf F — Semi-Documentary

M-G-M (105) **72 Minutes** **Rel. Sept. 27, '40**

There just ain't no stopping that Nick Carter. In this third chapter of the series based on the hair-raising adventures of the paper-back super-sleuth, he takes on the entire fifth column, aided only by his faithful "Beeswax." Needless to say, the columnists finish second. From a story standpoint, this one is less convincing and acceptable than it two predecessors, although action and suspense maintain their established pace. An increase in comedy content, most of which is entrusted to Donald Meek, accounts for the sacrifice in story values. Whether or not followers of the popular detective series feel they are getting their money's worth will depend on their individual reactions to such changes in production approach. Walter Pidgeon continues as Detective Carter. Directed by George B. Seitz.

Walter Pidgeon, Donald Meek, Karen Verne, Edward Ashley, Joyce Compton, Tom Conway, George Lessey.

Sky Murder F — Melodrama

Monogram (——) **50 Minutes** **Rel. ————**

His reputation on the scene of action ahead of him, Jack Randall, astride his pinto, rides smack into one of the most routine formula stories of the "western" season. Furthermore, the action scenes are childish stuff, too theatrical when compared with the virility of other films. Here the story has Randall joining forces with the local sheriff. The latter, who has a pretty daughter, has been trying to get a line on smugglers. Randall is the man for the job. The story throws everything his way. When murder is done, Randall is framed, but he wriggles out of a near-lynching and goes on to corral the whole gang. The performances are no better than the lines which the cast speak. Raymond K. Johnson directed.

Jack Randall, Clarence Logan, Forrest Taylor, Claire Rochelle, Tom London.

The Kid From Santa Fe F — Western

If you haven't received your copy of New BOXOFFICE PICTURE GUIDE, it is because you may have overlooked prompt renewal of your subscription to BOXOFFICE. For your convenience, and as a RUSH ORDER to our circulation department, use the form below.

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THEATRE .....

STREET ADDRESS .....

TOWN ..... STATE.....

NAME ..... POSITION.....

SELLING ANGLES: **"Hell's Cargo"**

Play this one up as a vivid example of the international brotherhood of men who go to sea and their mutual sacrifice on a dangerous mission. Print up teaser literature with information in official style that tells of the international law that forbids marine transportation of a certain aniline dye, which generates gas, unless accompanied by naval vessels, etc. The third party in the French version was a German officer. Here he is Russian. Many of the scenes lend themselves to interesting lobby blowups. The naval atmosphere of the Mediterranean is the real photographic stuff.

CATCHLINES:

The Blue Mediterranean Is the Scene of This Drama of a Race Between Time and Death.

Three Letters . . . SOS . . . Three Men From Different Navies . . . All United in a Single Humanitarian Purpose.

SELLING ANGLES: **"After Mein Kampf"**

The name of Adolf Hitler needs little exploitation these troubled days to perk up public attention. Plaster the lobby and front of the house with blownup scenes of the more effective moments in the film. There is a very good caricature shown at frequent intervals, quite uncomplimentary to A. H., that could be used on handbills and the like, but proper restraint is in order. Tie in with bookstores and magazine shops, in the first instance with the original edition of the book and in the latter with various pamphlets and literature that has appeared in the last two or three years.

CATCHLINES:

An Authentic Screen Biography of the Most Hated Man Alive Today . . . Told Frankly . . . Unblushingly . . . Pointedly.

See How Hitler Reached His Present Pinnacle of Hate . . . Who Hates Him More . . . You . . . Or the German People.

"Enclosed is our check for which we ask that you please place BOXOFFICE back on our list. We have missed this fine paper and realize it is a big help.

L. J. DEAN,
Dixie Theatre,
Camp Wood, Tex.

SELLING ANGLES: **"Queen of the Yukon"**

Couple the name of Jack London with those of Irene Rich and Charles Bickford on the marquee. Exploitation angles are inherent in Miss Rich's appearances over a national radio show. Make over the lobby to resemble an Alaskan mining camp, dressing ushers as trappers and sprinkling artificial snow around the boxoffice. Have house artist construct a compo-board facsimile of a book to mount over the marquee. Make the usual library tieups on Jack London's novels.

CATCHLINES:

She Was a Gamblin' Lady Whose Past Was Shady . . . She Fought the Odds to Mask Her Profession From Her Daughter.

She Gambled at Big Stakes . . . But Lost Her Nerve When She Had to Risk All Against Her Daughter's Happiness.

SELLING ANGLES: **"Youth Will Be Served"**

Some months ago "Life Magazine" carried a comprehensive article on the NYA camps, their aims and accomplishments. Blowups from it can be worked advantageously into lobby easels and mailing pieces on this picture. If there are any NYA or CCC camps in your locality invite their members to see the film at special rates. Marquee credit should go to Jane Withers, with Joe Brown jr. getting a buildup as her screen "boy friend." Contact the exchange for a list of commercial tieups worked out on Jane.

CATCHLINES:

It's Ginger Jane at Her Lively Best . . . In a Story That's as Full of Pep and Excitement as Youth Itself.

She Was a Cracker Girl Who Didn't Know What Shoes Were For . . . And Never Heard of Readin', Writin' or 'Rithmetic.

SELLING ANGLES: **"The Kid From Santa Fe"**

The editor should be guided by past performances of Jack Randall. Where audiences have taken to him, he might be received similarly again. Plaster his picture in the lobby. Mount a lifesize cutout in heavy cardboard, suitably colored, atop the marquee. Pass out handbills with "Who Is the Santa Fe Kid?" copy in teaser fashion. Have the newsdealers insert handbills in western pulp fiction. Mount a map in the lobby with the old Santa Fe Trail marked in colored ink. Give away Jack Randall buttons and photo stamps. Montgomery Ward plugs Randall in its catalogs and stores.

CATCHLINES:

Meet the Santa Fe Kid . . . The Nemesis of Outlaws . . . When He Appears . . . They Disappear.

It Gets Mighty Hot Down on the Border When the Santa Fe Kid Puts in an Appearance.

SELLING ANGLES: **"A Dispatch From Reuter's"**

Edward G. Robinson should dominate the marquee and advertising credits. Have local newspaper cooperate with you in setting up a teletype news machine in the foyer as the centerpiece in a layout demonstrating how news is gathered and released. Invite newspapermen to a special "preview" showing of the picture. Tie up with paper on an "amateur reporting" week in which contestants turn in news stories and are rewarded with passes to the picture. Print up mailing pieces as a tabloid newspaper.

CATCHLINES:

Edward G. Robinson at His Best in the Romantic Story of a Man Who Sought the Truth . . . And Told the World.

Julius Reuter . . . The Man Who Made the World Smaller . . . And the World's Knowledge Larger.

SELLING ANGLES: **"The Gay Caballero"**

Adorn the lobby with cactus, dangling sombreros, shawls, spurs, serapes, etc. Costume a Spanish singer in "Cisco Kid" style and have him visit restaurants, noon-day luncheons, etc. Make bookstore and library tieups on O. Henry books, pointing out that the "Cisco Kid" is a character created by that author. Build a giant sombrero on the marquee, studded with picture billing. Marquee credits should be given Cesar Romero. Plant ad matter with restaurants specializing in Mexican dishes.

CATCHLINES:

It's Bad News for Bad Men . . . But Good News for You . . . The Cisco Kid Is Back Again.

He Fights for Fun . . . And Lives to Love . . . The Screen's Most Beloved Bad Man.

SELLING ANGLES: **"Sky Murder"**

Have house artist prepare a large compo-board facsimile of one of the early "Nick Carter" pulp thrillers and mount it above the marquee or as the lobby centerpiece. In cooperation with a newspaper or public library, conduct a search for old "Nick Carter" novels and offer free admission to patrons who, submitting one or more, allow you to use them for display in the lobby. Walter Pidgeon and Donald Meek should rate the marquee and advertising credits.

CATCHLINES:

He's the Greatest Man-Hunter of All . . . Nick Carter . . . Fiction's Most Famous Super-Sleuth.

Idol of Millions of Old-Timers . . . A Top Favorite Today . . . Nick Carter Returns in His Most Thrilling Adventure.

"BOOM TOWN" SCORES HIGHEST IN DALLAS

AVERAGE IS 100%

BOSTON

Fenway—**Captain Caution** (UA); **Earl of Puddlestone** (Rep) 80
Keith's Memorial—**Hired Wife** (Univ); **Men Against the Sky** (RKO) 140
Loew's Orpheum—**Boom Town** (M-G-M); **Lady in Question** (Col) 210
Loew's State—Same as Orpheum.....195
Metropolitan—**Sea Hawk** (WB); **Charlie Chan at the Wax Museum** (20th-Fox)..... 75
Paramount—Same as Fenway 90

CINCINNATI

Albee—**Dr. Kildare Goes Home** (M-G-M).....110
Capitol—**Hired Wife** (Univ), 2nd wk.....100
Grand—**No Time for Comedy** (WB).....115
Keith's—**The Lady in Question** (Col), 5 days... 70
Lyric—**I Love You Again** (M-G-M), 5th wk... 90
Shubert—**The Sea Hawk** (WB), 3rd wk.....100
Palace—**Wyoming** (M-G-M) 110

CLEVELAND

Allen—**You're Not So Tough** (Univ)..... 75
Hippodrome—**Sea Hawk** (WB), 2nd wk..... 80
Palace—**Public Deb No. 1** (20th-Fox), plus stage show 90
State—**Boom Town** (M-G-M) 230
Stillman—**Comin' Round the Mountain** (Para't). 65

DALLAS

Capitol—**River's End** (WB), 1st part 80
Capitol—**Doomed to Die** (Mono), 2nd part..... 90
Capitol—**Leather Pushers** (Univ), 3rd part... 85
Majestic—**He Stayed for Breakfast** (Col).....100
Palace—**Lucky Partners** (RKO) 100
Rialto—**Cross Country Romance** (RKO), 1st half 80
Rialto—**Dr. Kildare Goes Home** (M-G-M), 2nd half 90
Tower—**Boom Town** (M-G-M), 2nd wk.....280

DENVER

Aladdin—**Sea Hawk** (WB), after wk. at Denver 120
Broadway—**Pastor Hall** (UA) 100
Denham—**Rangers of Fortune** (Para't), 3 days on 3rd wk.; **I Want a Divorce** (Para't).....100
Denver—**He Stayed for Breakfast** (Col); **The Lion Has Wings** (UA) 130
Orpheum—**Boom Town** (M-G-M), 2nd wk.....140
Paramount—**Argentine Nights** (Univ); **The Mummy's Hand** (Univ) 130
Rialto—**Kit Carson** (UA), after wk. at each the Denver and Aladdin 130

DETROIT

Adams—**He Stayed for Breakfast** (Col); **The Lady in Question** (Col), after 2 wks. at Fox.100
Fox—**Brigham Young—Frontiersman** (20th-Fox) 125
Cinema—**The Fight for Life** (SR)..... 70
Michigan—**The Sea Hawk** (WB); **Ladies Must Live** (FN) 125
Palms-State—**I Want a Divorce** (Para't), after wk. at Michigan; **Comin' Round the Mountain** (Para't) 100
United Artists—**Boom Town** (M-G-M), 4th wk.. 75

INDIANAPOLIS

Alamo—**The Range Busters** (Mono); **Hold That Woman** (P-R-C) 75
Circle—**The Great McGinty** (Para't),. plus Cab Calloway band on stage 110
Indiana—**Hired Wife** (RKO); **Millionaires in Prison** (RKO) 80
Loew's—**He Stayed for Breakfast** (Col); **Gold Rush Maisie** (M-G-M) 125
Lyric—**Pier 13** (20th-Fox), plus stage show... 95

Current Week

Alamo—**The Ranger and the Lady** (Rep); **Sky Bandits** (Mono) 60
Apollo—**Pastor Hall** (UA) 50
Circle—**Dance, Girl, Dance** (RKO); **Flowing Gold** (WB) 80

Top Hits of the Week

BOOM TOWN—
Dallas 280
Pittsburgh 250
Cleveland 230
Boston (dual) 210
Minneapolis, Salt Lake City.....150
Milwaukee (dual) 150

I LOVE YOU AGAIN—
Indianapolis 150

MAN I MARRIED—
Salt Lake City 150

EXTENDED RUNS

Gone With the Wind, 40 wks., New York City.

Pride and Prejudice, 5 wks., Los Angeles.

Brigham Young, 5 wks., Salt Lake City.

I Love You Again, 5 wks., Cincinnati.

Boom Town, 4 wks., Detroit; 3 wks., Philadelphia; 3 wks., New Haven.

Foreign Correspondent, 3 wks., New York City.

Rhythm on the River, 3 wks., New York City.

Indiana—**The Sea Hawk** (WB); **One Crowded Night** (RKO) 95
Loew's—**I Love You Again** (M-G-M); **Out West With the Peppers** (Col) 150
Lyric—**Sing, Dance, Plenty Hot** (Rep); Blue Barron orchestra 105

KANSAS CITY

Esquire—**Brigham Young—Frontiersman** (20th-Fox) 120
Midland—**Foreign Correspondent** (UA); **Girls of the Road** (Col) 130
Newman—**Sea Hawk** (WB), held over 125
Orpheum—**All This, and Heaven Too** (FN)...100
Tower—**You're Not So Tough** (Univ), plus stage show 140
Uptown—Same as Esquire 100

LOS ANGELES

Chinese—**The Great Profile** (20th-Fox); **We Who Are Young** (M-G-M).....125
Downtown—**Flowing Gold** (WB); **Calling All Husbands** (WB) 100
Four Star—**Pride and Prejudice** (M-G-M), 5th wk. 90
Hillstreet—**Lucky Partners** (RKO), 2nd wk.; **Margie** (Univ) 100
Hollywood—Same as Downtown 100
Pantages—Same as Hillstreet 100
Paramount—**Argentine Nights** (Univ); **I Want a Divorce** (Para't); plus **Merry Macs** on stage 150
State—Same as Chinese 140

MILWAUKEE

Palace—**Boom Town** (M-G-M); **The Golden Fleecing** (M-G-M) 130
Riverside—**Earl of Puddlestone** (Rep), plus stage show 105
Strand—**I Love You Again** (M-G-M); **Rhythm on the River** (Para't) 110
Warner—**Foreign Correspondent** (UA); **Argentine Nights** (Univ) 100
Wisconsin—Same as Palace 150

MINNEAPOLIS

Alvin—**Forgotten Girls** (Rep), plus stage show. 80
Aster—**Before I Hang** (Col); **River's End** (WB) 90
Century—**Dr. Kildare Goes Home** (M-G-M).... 85
Esquire—**When the Daltons Rode** (Univ), 2nd wk. 90
Gopher—**Dance, Girl, Dance** (RKO)..... 80
Orpheum—**I Want a Divorce** (Para't), plus stage show 85
State—**Boom Town** (M-G-M), 2nd wk.....150
World—**Ramparts We Watch** (RKO).....125

NEW HAVEN

College—**Boom Town** (M-G-M); **The Lady in Question** (Col), 3rd wk.....110
Loew-Poli—**Wyoming** (M-G-M); **Dr. Kildare Goes Home** (M-G-M) 95
Paramount—**I Want a Divorce** (Para't); **The Girl From Avenue A** (20th-Fox)..... 80
Roger Sherman—**Lucky Partners** (RKO); **River's End** (WB) 100

NEW YORK CITY

Astor—**Gone With the Wind** (M-G-M), 40th wk. 110
Capitol—**Boom Town** (M-G-M), 2nd wk.....145
Criterion—**We Who Are Young** (M-G-M)..... 70
Paramount—**Rhythm on the River** (Para't), 3rd wk., plus Ken Murray on stage.....105
Radio City Music Hall—**Lucky Partners** (RKO), 2nd wk., plus stage show 95
Rialto—**Men Against the Sky** (RKO)..... 90
Rivoli—**Foreign Correspondent** (UA), 3rd wk...115
Roxy—**Hired Wife** (Univ), plus stage show....110
Strand—**No Time for Comedy** (WB), 2nd wk., plus stage show 115

OMAHA

Brandeis—**The Howards of Virginia** (Col); **Wildcat Bus** (RKO) 125
Omaha—**Wyoming** (M-G-M); **The Golden Fleecing** (M-G-M) 125
Orpheum—**Brigham Young — Frontiersman** (20th-Fox); **You're Not So Tough** (Univ)...120

PITTSBURGH

Alvin—**Return of Frank James** (20th-Fox), 2nd wk. 60
Barry—**Murder in the Night** (SR); **Black Diamonds** (Univ) 70
Fulton—**Sailor's Lady** (20th-Fox); **The Outsider** (SR) 60
Penn—**Boom Town** (M-G-M) 250
Ritz—**I Love You Again** (M-G-M), 4th d. t. wk., ... 65
Stanley—**The Sea Hawk** (WB), 2nd wk..... 75
Warner—**Rhythm on the River** (Para't), 2nd d. t. wk..... 85

PHILADELPHIA

Aldine—**Captain Caution** (UA) 65
Boyd—**No Time for Comedy** (WB), 2nd wk.... 80
Earle—**Boom Town** (M-G-M), 3rd wk.....125
Fox—**Foreign Correspondent** (UA), 2nd wk....100
Karlton—**The Lady in Question** (Col)..... 80
Keith's—**Pastor Hall** (UA), 2nd run..... 80
Stanley—**The Howards of Virginia** (Col).....125
Stanton—**Wyoming** (M-G-M) 140

SALT LAKE CITY

Capitol—**Girl From God's Country** (Rep); **The Way of All Flesh** (Para't) 125
Centre—**Boom Town** (M-G-M) 150
Studio—**Brigham Young** (20th-Fox), 5th wk...150
Utah—**The Man I Married** (20th-Fox).....150
Victory—**Thou Shalt Not Kill** (SR); **East Side Kids** (Mono) 110

The Exhibitor Has His Say

An open forum for exhibitor comment. Please address communications and requests for report blanks to THE EXHIBITOR HAS HIS SAY, BOXOFFICE. *4804 E. 9th St., Kansas City, Mo.*

Columbia

Amazing Mr. Williams
Failed to do business. Joan Blondell never was a draw here. Mon., Tues. Weather: Cool. Admission: 30-15. Rural patronage.—Harland Rankin, Plaza, Tilbury, Ont.

Blazing Six Shooters
Low-cost budgeting will soon kill off a growing popularity in this star (Charles Starrett). Backgrounds used time and again and a sameness in supporting cast are tiring. Fri., Sat. Weather: OK. Admission: 30-15. Small town patronage.—L. E. Spraker, Star, Stayton, Ore.

Return of Wild Bill
Another good western from Columbia. Admission: 15-10. Small town patronage. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ark.

Too Many Husbands
Good business. Good picture. Should draw in any theatre. Thurs., Fri. Weather: Good. Admission: 20-10. General patronage. Population: 800. Capacity: 385.—R. M. Enloe, Wahoo, Dubach, La.

Metro-Goldwyn-Mayer

Andy Hardy Meets Debutante
A swell picture, way above average at our boxoffice. Admission: 15-10. Small town patronage. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ark.

I Love You Again
Swell picture but not a big draw. Don't know why. Sun., Mon. Weather: Good. Admission: 30-10. City and rural patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

Lucky Night
Just fair. A little soft for our farm lads. Mon., Tues. Weather: Cool. Admission: 30-15. Rural patronage.—Harland Rankin, Plaza, Tilbury, Ont.

Pride and Prejudice
Too highbrow. Not for small towners. Did no business. Sun., Mon. Weather: Good. Admission: 30-10. City and rural patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

Paramount

Buck Benny Rides Again
One customer coming late inquired, "We won't miss any of the Rochester pictures." If this fellow were white, he'd be getting the top credits, deservedly. Satisfactory boxoffice. Sun., Mon., Tues. Weather: Hot. Admission: 30-15. Small town patronage.—L. E. Spraker, Star, Stayton, Ore.

Golden Gloves
Even on Bank Night they stayed away, but will be okay for Saturdays. Friday. Weather: Good. Admission: 30-10. City and rural patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

Great Victor Herbert, The
If you are in a small town—forget it. Sunday. Weather: Good. Admission: 20-10. General patronage. Population: 800. Capacity: 385.—R. M. Enloe, Wahoo, Dubach, La.

Hidden Gold
The action fans like "Hoppy," the girls thrill over "Lucky" and those who "don't like a western" are pleased with the delightful scenery, clear photography and beautiful horse. Fri., Sat. Weather: OK. Admission: 30-15. Small town patronage.—L. E. Spraker, Star, Stayton, Ore.

Road to Singapore
If you haven't run this one, book it. It has everything to please a general patronage. Thurs., Fri. Weather: Good. Admission: 20-10. General patronage. Population: 800. Capacity: 385.—R. M. Enloe, Wahoo, Dubach, La.

Untamed
This picture deserves your best playing time. Better than most people expected it to be. Admission: 15-10. Small town patronage. Capacity: 400.—M. B. Hasty, Joy, Dardanelle, Ark.

Republic

Gaucho Serenade
A natural with us. Gene Autry is very popular here and does business. Fri., Sat. Weather: Cool. Admission: 30-15. Rural patronage.—Harland Rankin, Plaza, Tilbury, Ont.

Hi Yo Silver
This was a special release that didn't stand them in the aisles but did nicely. Fri., Sat. Weather: Cool. Admission: 30-15. Rural patronage.—Harland Rankin, Plaza, Tilbury, Ont.

Wagons Westward
This is above the average western. Buck Jones is still liked in this town. Fri., Sat. Weather: Hot. Admission: 20-10. Rural patronage.—R. C. Vantrease, Rex, Watertown, Tenn.

RKO Radio

Courageous Dr. Christian
A satisfactory program picture that drew a fair crowd. Wed., Thurs. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,002. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

20th Century-Fox

Four Sons
A fine picture, but my patrons are getting a little tired of these anti-dictator pictures. The acting was first rate, but the picture was a litle strong for some of the ladies. In fact, a few walked out. Attendance poor. Sat., Sun. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,002. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Return of Frank James
Smash boxoffice. Wed., Thurs. Weather: Good. Admission: 30-10. City and rural patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

Star Dust
Fair picture but no draw. Just about got film rental. Wed., Thurs. Weather: Hot. Admission: 20-10. Rural patronage.—R. C. Vantrease, Rex, Watertown, Tenn.

Swanee River
One of the best pictures I have ever run. Boxoffice proved it also. Everybody well pleased. A good small town picture. Thurs., Fri. Weather: Good. Admission: 20-10. General patronage. Population: 800. Capacity: 385.—R. M. Enloe, Wahoo, Dubach, La.

United Artists

South of Pago Pago
No boxoffice for us. Wed., Thurs. Weather: Good. Admission: 30-10. City and rural patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

Universal

Dark Rapture
A feature-length travelogue of the Belgian Congo. Varied opinion. Sun., Mon. Weather: Cool. Admission: 30-15. Rural patronage.—Harland Rankin, Plaza, Tilbury, Ont.

It's a Date
This is the first Deanna Durbin picture I have shown and the patrons liked her and the picture. Attendance a little below Saturday-Sunday average. Weather: Fair. Admission: 25-10. Small town patronage. Population: 1,002. Capacity: 175.—Walter J. Buchholtz, New Haven, New Haven, Mo.

Warner Bros.

Brother Orchid
Flopped badly. Wed., Thurs. Weather: Good. Admission: 30-10. City and rural patronage. Population: 6,000. Capacity: 800.—H. B. Ram, Patricia, Aiken, S. C.

IF you want more patronage--

PRINTING SYNDICATE COMPANY
4804 E. 9th St.
Kansas City, Mo.

☆ Movie Time

WILL BUILD IT FOR YOU!!

Booking Chart

A GUIDE TO CURRENT RELEASES

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	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
FEB. 17		16 Drama 24 **Man From Dakota** (75); R—Feb. 24 Wallace Beery Dolores Del Rio	28 Prop. Dr'ma 3925 **Torpedo Raider** (59) Betty Balfour R—June 1	16 Mus. Comedy 3922 **Sidewalks of London** (84) Chas. Laughton R—Jan. 27		16 Drama 019 **Swiss Family Robinson** (93) Fred Bartholomew R—Feb. 3	16 Comedy 032 **Young as You Feel** (59) Jones Family R—Jan. 27	16 Comedy **A Chump at Oxford** (63) Laurel & Hardy R—Feb. 17	16 Com. Dr. 4038 **Honeymoon Deferred** (59) Edmund Lowe R—Feb. 24	17 Drama FN459 **Castle on the Hudson** (77) R-Dec. 16 (Form. Years Without Days)	15 Drama **Al'ance** **One Night in Paris** (62) John Lodge Hugh Williams R—Sept. 14
FEB. 24		23 Drama 25 ◎**Northwest Passage** (115) Spencer Tracy Robert Young R—Feb. 17	25 Act. Drama 3940 **Murder on the Yukon** (57) J. Newill R-Apr. 27 20 Western 3962 **Cheyenne Kid** (48) R—Mar. 23; Randall	23 Western 3923 **Knights of the Range** (68) Russell Hayden Jean Parker R—Feb. 24		23 Anim. Cart. 091 ◎◎**Pinocchio** (80) R—Feb. 3	23 Drama 033 **They Came by Night** (73) Will Fyffe R—Mar. 16		23 Drama 4032 **Framed** (62) Frank Albertson Constance Moore R—Jan. 13		
MAR. 2	29 Comedy 1014 **Blondie on a Budget** (73) Penny Singleton R—Mar. 2	1 Melodrama 23 **Strange Cargo** (105) Clark Gable Joan Crawford R—Mar. 9	2 Western 3953 **Rhythm on the Rio Grande** (53) Tex Ritter R—Apr. 20	1 Comedy 3924 **Seventeen** (78) Betty Field Jackie Cooper R—Feb. 24		1 Comedy 020 **Little Orvie** (66) John Sheffield Ernest Truex R—Mar. 9	1 Melodrama 035 **Charlie Chan in Panama** (68) Sidney Toler Jean Rogers R—Jan. 20	1 Melodrama **House Across the Bay** (88) Joan Bennett Geo. Raft R—Mar. 2	1 M'drama 4034 **Double Alibi** (60) Wayne Morris Margaret Lindsay William Gargan R—Mar. 2	2 Drama FN457 **Story of Dr. Ehrlich's Magic Bullet** (101) Edw. G. Robinson R—Feb. 10	
MAR. 9	5 Western 1204 **Bullets for Rustlers** (58); R—Feb. 17 7 M'drama 1027 **Outside the Three Mile Limit** (64) R—Feb. 17	8 Com. Drama 27 **Ghost Comes Home** (76) Frank Morgan Ann Rutherford R—Mar. 2	9 Mys. Drama 3916 **Human Monster** (73) Bela Lugosi R—Mar. 16	8 Western 3957 **Showdown** (64) William Boyd Russell Hayden R—Mar. 2	12 Western 964 **Pioneers of the West** (56) Three Mesquiteers R—Mar. 16	8 Drama 017 **Isle of Destiny** (83) William Gargan June Lang R—Mar. 9	15 Drama 040 **Grapes of Wrath** (128) Henry Fonda Jane Darwell R—Jan. 27		8 M'drama 4025 **Zanzibar** (69) Lola Lane James Craig R—Mar. 30		
MAR. 16	14 Drama 1035 **Men Without Souls** (62) Rochelle Hudson John Litel R—June 1	15 Drama 28 ◎**Young Tom Edison** (85); R—Feb. 17 Mickey Rooney Fay Bainter		15 Drama 3925 **Women Without Names** (62) Ellen Drew R—Feb. 24	15 Drama 920 **Forgotten Girls** (67) Louise Platt R—Mar. 23	15 Comedy 022 **Millionaire Playboy** (64); R—Mar. 2 Joe Penner Linda Hayes			15 Musical 4022 **Ma, He's Making Eyes at Me** (61) Tom Brown R—Mar. 30	16 Comedy FN465 **Three Cheers for the Irish** (98) D. Morgan-P. Lane R—Mar. 16	15 Comedy **Al'ance** **Little Miss Molly** (67) **Maureen O'Hara**
MAR. 23	21 Com. Drama 1004 **Too Many Husbands** (84) Jean Arthur Melvyn Douglas R—Mar. 9		20 M'drama 3921 **Midnight Limited** (61) Marjorie Reynolds R—Mar. 23	22 Musical 3926 **Road to Singapore** (84); R—Mar. 2 Bing Crosby Bob Hope Dorothy Lamour	22 Western 942 **Rancho Grande** (66) Gene Autry Smiley Burnette R—May 11	22 Drama 023 **Primrose Path** (95) Ginger Rogers Joel McCrea R—Mar. 23	22 Fantasy 025 ◎**The Blue Bird** (83) Shirley Temple R—Jan. 27	22 Drama **My Son, My Son** (115); R—Mar. 16 Brian Aherne Madeleine Carroll	22 Com.-Mus. 4001 **It's a Date** (102) Deanna Durbin Kay Francis Walter Pidgeon R—Mar. 30	23 Drama WB404 **Virginia City** (120) Errol Flynn Miriam Hopkins R—Mar. 23	Mys. Com. **Astor** **Crooked Circle** (..) Zasu Pitts
MAR. 30		29 Drama 29 **Florian** (91) Robert Young R—Apr. 6	30 Comedy 3902 **Son of the Navy** (72) Jean Parker Martin Spellman R—Apr. 6	29 Comedy 3927 **Farmer's Daughter** (61) Martha Raye Charlie Ruggles R—Feb. 17	26 Western 991 **Ghost Valley Raiders** (57) Donald Barry Lona Andre R—April 6.		29 Melodrama 037 **Free, Blonde and 21** (67) Lynn Bari Henry Wilcoxon R—Apr. 13	29 Comedy ◎**Over the Moon** (78) Merle Oberon Rex Harrison R—Jan. 27			
APR. 6	4 Western 1205 **Blazing Six Shooters** (61) Charles Starrett Iris Meredith R—Mar. 16	5 Com. Drama 32 **And One Was Beautiful** (70) Laraine Day Jean Muir R—Apr. 6		5 M'drama 3928 **Adventure in Diamonds** (80) George Brent R—Jan. 20	10 West. Drama 129 **Hi-Yo, Silver** (65) Silver Chief Lynn Roberts R—Apr. 20	5 Drama 030 **Courageous Dr. Christian** (67) R—Mar. 30	5 Drama 036 **Star Dust** (85) Linda Darnell John Payne R—Mar. 30	5 Fantasy **One Million B. C.** (78) Lon Chaney jr. Carroll Landis R—Apr. 13	5 Com. Rom. 4040 **Half a Sinner** (61) R—Mar. 30 5 Western 4062 **Riders Pasco Basin** (57) R—June 1	6 Com. Dr. WB407 **It All Came True** (97) Jeffrey Lynn Ann Sheridan R—Mar. 30	M'drama **Astor** **Vengeance of the Deep** (..) Lloyd Hughes R—Mar. 23
APR. 13		12 Drama 30 **Dr. Kildare's Strange Case** (76) Lew Ayres Lionel Barrymore L. Day; R—Apr. 6	10 Western 3963 **Covered Wagon Trails** (53) J. Randall R-May 11	12 M'drama 3929 ◎**Dr. Cyclops** (77) Janice Logan Albert Dekker R—Mar. 9	12 Western 954 **Young Buffalo Bill** (59) Roy Rogers R—Apr. 27	12 Western 083 **Bullet Code** (59) R—Apr. 13	12 O'dr Drama 039 **Viva Cisco Kid** (70) Cesar Romero Jean Rogers R—Mar. 23	12 Drama ◎**Rebecca** (127) Laurence Olivier Joan Fontaine R—Mar. 30	12 M'drama 4013 **House of Seven Gables** (89) Margaret Lindsay R—Mar. 9	13 O'd'r Md. WB422 **King of the Lumberjacks** (59) John Payne Gloria Dickson R—Feb. 24	
APR. 20	18 M'drama 1017 **Man With Nine Lives** (73) Boris Karloff Roger Pryor Jo Ann Sayres R—Apr. 20	19 Com. Drama 33 **Two Girls on Broadway** (71) Lana Turner Joan Blondell George Murphy R—Apr. 27	15 Action Dr. 3928 **Sky Bandits** (56) R—May 25 20 Com. Drama 11 **Tomboy** (70) M. Jones-J. Moran R—Apr. 27	19 Western 3931 **Light of Western Stars** (63) Victor Jory Jo Ann Sayres R—Apr. 20	15 Drama 901 **Dark Command** (94) R—Apr. 13 19 Comedy 922 **Grandpa Goes to Town** (65) R—Apr. 20	19 Drama 009 **Abe Lincoln in Illinois** (112) Raymond Massey Ruth Gordon R—Jan. 27	19 Drama 042 **Johnny Apollo** (93) Tyrone Power Dorothy Lamour		12 M'drama 4018 **Black Friday** (70) Lugosi-Karloff R—Mar. 9	20 Drama FN456 **'Til We Meet Again** (98) Merle Oberon George Brent Pat O'Brien R—Apr. 13	18 M'drama **Al'ance** **The Terror** (..) **Wilfrid Lawson**
APR. 27	25 Drama 100 **Doctor Takes a Wife** (88) Loretta Young Ray Milland R—May 4	26 Com. Drama 34 **40 Little Mothers** (90) Eddie Cantor Rita Johnson R—Apr. 20	30 M'drama 3926 **Mysterious Mr. Reeder** (77) R-May 11 20 Western 3954 **Pals of the Silver Sage** (52); Ritter R—May 11	26 Farce Com. 3930 **French Without Tears** (66) Ellen Drew Ray Milland R—Mar. 30	17 Musical 921 **In Old Missouri** (67) R—Sept. 14 22 Western 965 **Covered Wagon Days** (56) R—June 8 Three Mesquiteers	26 Drama 027 **Curtain Call** (60) Barbara Read R—Apr. 13	26 Comedy 041 **Shooting High** (65) Jane Withers Gene Autry **Marjorie Weaver** R—Mar. 9		19 M'drama 4033 **Enemy Agent** (61) Richard Cromwell R—Mar. 30	27 Com. Dr. FN468 **An Angel From Texas** (69) Wayne Morris Eddie Albert Rosemary Lane R—Apr. 20	
MAY 4	2 Western 1213 **Man From Tumbleweeds** (59) R—June 1	3 Action Drama 35 **20 Mule Team** (85) Wallace Beery R—May 4	2 Western 3964 **Land of Six Guns** (54) R—June 1	3 Comedy 3932 **Buck Benny Rides Again** (80) R—Apr. 20	10 Drama 923 **Crooked Road, The** (66) R—May 18 Edmund Lowe	3 Mus. Com. 024 **Irene** (101) Anna Neagle R—Apr. 27	3 Comedy 043 **So This Is London** (84) R—Apr. 27	3 Comedy **Saps at Sea** (57) **Laurel & Hardy** R—May 4	3 Musical 4005 **If I Had My Way** (94) R—May 4	4 M'drama WB423 **Tear Gas Squad** (55) R—Apr. 27	M'drama **Astor** **Hell's Angels** (..) Jean Harlow R—Jan. 27

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	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
MAY 11	16 Drama 1029 **Babies for Sale** (64) Rochelle Hudson Glenn Ford R—May 25	10 Drama 36 ◎**Edison, the Man** (106) R—May 25 Spencer Tracy Rita Johnson	9 Western 3955 **Cowboy From Sundown** (58) Tex Ritter R—May 11	10 Comedy 3933 **Opened by Mistake** (66) R—May 11 Charlie Ruggles Janice Logan	10 Western 913 **Gaucho Serenade** (66) Gene Autry R—May 18	10 Drama 031 **Beyond Tomorrow** (83); R—Mar. 30 Charles Winninger Helen Vinson	10 M'drama 038 **I Was an Adventuress** (81) Vera Zorina R—May 11		10 Action Dr. 4031 **Ski Patrol** (64) Lull Deste R—May 11	11 Drama WB410 **Saturday's Children** (101); R—Apr. 13 John Garfield Ann Shirley	
MAY 18	20 M'drama 1023 **Island of Doomed Men** (67) P. Lorre R-May 25 16 Drama 1111 **21 Days Together** (72) Olivier; R-May 4	17 Drama 37 **Waterloo Bridge** (109) R—May 18 Robert Taylor Vivien Leigh		17 Drama 3934 ◎**Typhoon** (71) Dorothy Lamour Preston Foster R—May 4	19 Melodrama 924 **Gangs of Chicago** (66) Lloyd Nolan Lola Lane R—May 25	17 Com. Drama 025 **My Favorite Wife** (88) R—May 4 Irene Dunne Cary Grant	10 Comedy 044 **On Their Own** (65) Jones Family R—Apr. 13	17 Drama **Turnabout** (83) Adolphe Menjou Carol Landis R—May 11	17 Comedy 4015 **Alias the Deacon** (73); R—May 4 Bob Burns Mischa Auer	18 M'drama FN466 **Flight Angels** (74) Virginia Bruce Wayne Morris R—May 11	
MAY 25	23 Western 9206 **Texas Stagecoach** (59); R—Mar. 30 Charles Starrett Iris Meredith		23 Western 3965 **Kid From Santa Fe** (50) Jack Randall	24 Drama 3931 **Biscuit Eater, The** (80) Billy Lee R—Apr. 13	24 Western 966 **Rocky Mountain Rangers** (58) Three Mesquiteers R—June 8	24 Com. Drama 032 **You Can't Fool Your Wife** (65) Lucille Ball R—May 25	24 Drama 045 **Lillian Russell** (127) Alice Faye Henry Fonda R—June 1	24 Drama **Our Town** (90) William Holden Martha Scott R—May 18	24 Melodrama 4056 **Hot Steel** (61) Richard Arlen Andy Devine R—Aug. 17	25 Drama FN455 **Torrid Zone** (87) James Cagney Ann Sheridan R—May 18	20 Drama P-R-C **I Take This Oath** (67) Joyce Compton R—June 1
JUNE 1	30 M'drama 1016 **Lone Wolf Meets a Lady** (71) Warren William Jean Muir R—June 8	31 Mys. Drama 40 **Phantom Raiders** (70) Walter Pidgeon R—June 1	30 Western 3960 **Riders From Nowhere** (45) Jack Randall	31 Comedy 3936 **Those Were the Days** (70) William Holden Bonita Granville R—May 25		31 Drama 025 **Bill of Divorcement** (74) Maureen O'Hara Adolphe Menjou R—Mar. 16	31 Drama 051 **Girl in 313** (58) Florence Rice Kent Taylor R—May 11		31 Musical 4029 **La Conga Nights** (61) R—May 18 31 Western 4063 **Bad Man From Red Butte** (58) R-Jne 15	1 M'drama FN472 **Murder in the Air** (55) Ronald Reagan Lya Lys R—May 11	M'drama Astor **Girls of the Underworld** (..)
JUNE 8	3 Drama 1112 **Mad Men of Europe** (73) R—June 1 Edmund Gwenn	7 Drama 39 **Susan and God** (117) Joan Crawford R—June 8		7 Western 3958 **Hidden Gold** (61) William Boyd R—May 25	6 Drama 902 **Women in War** (70) Elsie Janis R—June 1	7 Melodrama 037 **Saint Takes Over** (68) R—Apr. 27	7 Drama 034 **Earthbound** (67) Warner Baxter R—May 18		7 Drama 4036 **Love, Honor and Oh Baby** (59) R—June 8	8 Com. Dr. WB405 **Brother Orchid** (91) Edw. G. Robinson R—June 1	15 Western P-R-C **Frontier Crusader** (68) R—June 15
JUNE 15	6 M'drama 1028 **Passport to Alcatraz** (60); Jack Holt R—June 22	14 Drama 41 ◎**Mortal Storm, The** (99) R—June 15 Margaret Sullavan James Stewart	11 Com. Drama 3915 **On the Spot** (62) Frankie Darro R—June 8	14 Drama 3937 **Safari** (81) Doug. Fairbanks Jr. Madeleine Carroll R—June 1	19 Act'n Drama 907 **Wagons Westward** (70) R—June 29 Chester Morris Anita Louise	7 Western 084 **Prairie Law** (60) George O'Brien R—June 8	14 Drama 047 **Four Sons** (88) Don Ameche Mary Beth Hughes R—June 8		14 Com. Drama 4008 **Sandy Is a Lady** (64) R—May 25 Baby Sandy Eugene Pallette	15 M'drama FN473 **Fugitive From Justice** (53) R-June 22 Roger Pryor Lucille Fairbanks	15 Mystery Alliance **Mystery of Room 13** (..) Gibb McLaughlin
JUNE 22	20 Drama 1037 **Girls of the Road** (61) Ann Dvorak Lola Lane R—June 29	21 Com. Drama 42 **Captain Is a Lady** (65) R—June 29 Virginia Grey Billie Burke Charles Coburn	18 Western 3960 **Wild Horse Range** (51) Jack Randall R—June 22	21 Mys. Com. 3938 **Ghost Breakers** (85) Bob Hope Paulette Goddard R—June 15	25 Musical Com. 908 **Grand Ole Opry** (67) R—July 6 27 Western 955 **Carson City Kid** (57) R—July 6	21 Com. Drama 034 **Pop Always Pays** (67) Leon Errol R—June 22	21 Mystery 048 **Charlie Chan's Murder Cruise** (75) Sidney Toler Marjorie Weaver R—May 4		21 Comedy 4037 **I Can't Give You Anything But Love** (61) Broderick Crawford R—May 11	22 M'drama WB424 **Gambling on the High Seas** (56) Wayne Morris Jane Wyman	20 Adventure SR **Leopard Men of Africa** (65) R—Aug. 3
JUNE 29	27 Western 1214 **Return of Wild Bill** (57) R—July 13 30 Comedy 1021 **Out West With the Peppers** (61) R—July 13	28 Musical 31 **New Moon** (100) Jeanette MacDonald Nelson Eddy R—June 22	25 M'drama 3927 **Last Alarm** (61) Polly Ann Young Warren Hull R—July 13	28 Drama 3939 **Queen of the Mob** (61) R—June 29 Ralph Bellamy Blanche Yurka Jean Cagney	29 Western 992 **One Man's Law** (57) Don "Red" Barry Janet Waldo R—July 13	28 Drama 035 **Anne of Windy Poplars** (86) Anne Shirley R—June 22	28 Outd'r Dr. 049 **Lucky Cisco Kid** (68) Cesar Romero Mary Beth Hughes R—June 1		28 Drama 5046 **The Fugitive** (77) Ralph Richardson Diana Wynyard R—July 6		15 Com. Mys. N'f'd **Hold That Woman** (67) James Dunn Frances Gifford Martin Spellman
JULY 6		5 Comedy 43 **Andy Hardy Meets Debutante** (89) Mickey Rooney R—July 6	3 Western 3956 **The Golden Trail** (52) Tex Ritter R—July 13	5 Drama 3940 **Way of All Flesh** (86) R—June 1 Akim Tamiroff Gladys George	12 Drama 903 **Three Faces West** (81) R—June 22 John Wayne Sigrid Gurie	5 Drama 036 **Dr. Christian Meets the Women** (68) Jean Hersholt R—June 29	5 Com. Drama 052 **Sailor's Lady** (66) Nancy Kelly Jon Hall R—July 6		5 Com. Drama 4007 **Private Affairs** (74) Nancy Kelly Roland Young R—June 15	13 Drama FN467 **Man Who Talked Too Much** (75) George Brent R—July 6	1 Melodrama **Crimson Dynasty** (..) 6 Drama Alliance **Spies in the Air** R—Aug. 3
JULY 13		12 Drama 44 **Sporting Blood** (82) Robert Young Maureen O'Sullivan R—July 13		12 Western 3959 **Stagecoach War** (63) R—July 6 Bill Boyd Russell Hayden		12 Com. Drama 039 **Cross Country Romance** (68) Gene Raymond Wendy Barrie R—June 29	12 Drama 046 **Manhattan Heartbeat** (71) V. Gilmore R. Sterling R-June 8			13 Drama FN454 **All This, and Heaven Too** (143) Bette Davis Charles Boyer R—June 22	
JULY 20	18 Drama 1038 **Military Academy** (66) P. Kelly R-July 13 24 Adventure 1110 **I Married Adventure** (78) R-July 20	19 Com. Drama 45 **We Who Are Young** (79) Lana Turner John Shelton R—July 20	16 Mystery 3910 **Haunted House** (70) R—Aug. 3 15 Melodrama 4020 **Boys of the City** East Side Kids (63) R—Aug. 31		20 Comedy 909 **Scatterbrain** (72) Judy Canova R—July 13 15 Western 944 **Carolina Moon** (65) G. Autry R—July 20	19 Drama 029 **Tom Brown's School Days** (82) James Lydon Fred. Bartholomew Cedric Hardwicke R—June 29	19 Drama 050 ◎**Maryland** (91) Walter Brennan Fay Bainter Brenda Joyce R—July 13	18 Melodrama **South of Pago Pago** (96) Victor McLaglen Jon Hall Francis Farmer R—July 20	19 Melodrama 4057 **Black Diamonds** (52) R—July 27 26 Western 4064 **Son of Roaring Dan** (64) R—Aug. 17 Johnny Mack Brown	20 Com. with Mu. WB407 **My Love Came Back** (85) R—July 6 Olivia de Havilland Jeffrey Lynn	20 Western P-R-C **Billy the Kid Outlawed** (60) Bob Steele 20 Drama FA **Murder in the Night** Jack LaRue
JULY 27	25 Comedy 1012 **Blondie Has Servant Trouble** (70) Penny Singleton Arthur Lake R—July 27	26 Com. Drama 47 **Gold Rush Maisie** (82) Ann Sothern Lee Bowman R—Aug. 3	29 Melodrama 4024 **Orphans of the North** (57) 29 Western 3957 **Rainbow Over the Range** (59) T. Ritter R-Aug. 10	26 Drama 3941 ◎**Untamed** (83) Ray Milland Patricia Morison R—June 29	30 Drama 904 **Girl from God's Country** (71) R—Jul 27 30 Western 956 **Ranger and the Lady** (59) R. Rogers R-July 27	26 Western 085 **Stage to Chino** (59) G.O'Brien R-Aug. 24 26 Com. Drama 037 **Millionaires in Prison** (63) L. Tracy R-June 29			26 Com. Dr. 4023 **You're Not So Tough** (72) R—June 1 26 Outd'r Dr. 4006 **When Daltons Rode** (81) R—Aug. 3	27 Comedy FN474 **Ladies Must Live** (58) Rosemary Lane R—July 27	29 Western P-R-C **Gun Code** (57) Tim McCoy

	COLUMBIA	M-G-M	MONOGRAM	PARAMOUNT	REPUBLIC	RKO RADIO	20TH-FOX	UNITED ARTISTS	UNIVERSAL	WARNER-F. N.	MISCEL.
AUG. 3		[2] Costume Com. 20 **Pride and Prejudice** (118) R—July 20 Greer Garson Laurence Olivier	[5] Melodrama 3906 **Doomed to Die** (67) Boris Karloff R—Aug. 10	[2] Melodrama 3944 **Golden Gloves** (69) Richard Denning Jean Cagney R—Aug. 3		[2] Drama **Queen of Destiny** (95) R-Nov.26, '38 as "60 Glorious Years"	[2] Drama **The Man I Married** Joan Bennett (77) Francis Lederer R—July 20		[2] Drama **South to Karanga** (69) Charles Bickford R—Aug. 3	[5] Drama **They Drive by Night** (93) R—July 20 George Raft Ann Sheridan	[2] Drama **Sky Devils** (81)
AUG. 10	[7] Drama **1008** **The Lady in Question** (81) Brian Aherne Rita Hayworth R—Aug. 10	[9] Com. Drama **50** **I Love You Again** (99) William Powell Myrna Loy R—Aug. 17		[9] Melodrama **3943** **Mystery Sea Raider** (75) R—Aug. 10 Henry Wilcoxon Carole Landis	[10] Musical **910** **Sing, Dance, Plenty Hot** (70) Johnny Downs Ruth Terry R—Aug. 3	[9] Melodrama **042** **One Crowded Night** (67) R—Aug. 3 Billie Seward William Haade	[9] Com. Drama **104** **The Girl From Avenue A** (73) Jane Withers Kent Taylor R—Aug. 10	[9] Melodrama **Captain Caution** (86) R—Aug. 10 Victor Mature Louise Platt	[9] Comedy **4003** **Boys From Syracuse** (72) R—July 20 Allan Jones Martha Raye	[10] Ac. Dram **WB414** **River's End** (70) Dennis Morgan Elizabeth Earl R—Aug. 24	[10] M'drama **Astor** **Hell's Crossroads** (77) [13] M'drama **FA** **Hell's Cargo** (73) R—Sept. 28
AUG. 17	[15] Melodrama **1039** **The Secret Seven** (62) R—Aug. 24 [15] Western **2201** **Durango Kid** (65) R—Sept. 7	[16] Comedy **49** **Golden Fleecing** (68) Lew Ayres Rita Johnson R—Aug. 24	[12] Mys. Drama **3913** **Laughing at Danger** (62) R—Aug. 10 [19] Western **3958** **Arizona Frontier** (55) R—Sept. 14	[16] Comery **3944** **Comin' Round the Mountain** (62) Bob Burns Una Merkel R—Aug. 17	[16] Western **071** **Tulsa Kid** (57) Don "Red" Barry R—Aug. 3	[16] Drama **041** **Stranger on the Third Floor** (..) R—Sept. 7	[16] Melodrama **103** **Return of Frank James** (92) Henry Fonda Gene Tierney R—Aug. 17	[16] Drama **Foreign Correspondent** (120) Joel McCrea Laraine Day R—Sept. 7		[17] Drama **WB417** **Money and the Woman** (65) Jeffrey Lynn Brenda Marshall R—Aug. 17	[16] M'drama **P-R-C** **Desire to Live** (..) [17] Drama **FA** **False Rapture** (..) Otto Kruger
AUG. 24	[22] Com. Drama **1006** **He Stayed for Breakfast** (87) Loretta Young R—Aug. 13		[19] Melodrama **3939** **Missing People** (69) [22] Western **Range Busters No. 1** (55) R—Sept. 14	[23] Com. Drama **3945** **The Great McGinty** (82) Brian Donlevy Muriel Angelus R—July 27		[16] Propaganda **171** **Ramparts We Watch** (87) R—July 27 [23] Drama **043** **Wildcat Bus** (63) F. Wray R-Aug. 24	[23] Drama **106** **Pier 13** (66) Lynn Bari Lloyd Nolan R—Aug. 17			[24] Act. Dr. **WB412** **Flowing Gold** (81) Pat O'Brien John Garfield Frances Farmer R—Aug. 31	[23] Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy
AUG. 31		[30] Drama **48** **Boom Town** (119) Clark Gable Spencer Tracy Claudette Colbert R—Aug. 10	[26] Melodrama **3903** **Queen of the Yukon** (63) Charles Bickford Irene Rich		[29] Western **069** **Okla. Renegades** (57) R—Sept. 14 [31] Comedy **924** **Earl of Puddlestone** (67) R—Aug. 24	[23] Comedy **046** **Dance, Girl, Dance** (87) R—Aug. 31 [30] Drama **038** **Lucky Partners** (107 R.Colman R-Aug. 24	[30] Comedy **109** **Young People** (79) Shirley Temple Jack Oakie R—July 20	[30] Action Drama **Kit Carson** (97) Jon Hall Lynn Bari R—Sept. 7		[31] Drama **WB401** **Sea Hawk, The** (125) Errol Flynn Brenda Marshall R—July 27	[31] Com. Dr. **FA** **Let George Do It** (..) [28] Mystery **P-R-C** **Marked Men** (66) Warren Hull
SEPT. 7	[1] Comedy **1022** **Five Little Peppers in Trouble** (65) Edith Fellows R—Sept. 7	[6] Drama **101** **Dr. Kildare Goes Home** (78) Lew Ayres R—Sept. 7	[2] Drama **Who Is Guilty?** (73) Ben Lyon R—Sept. 14	[6] Com. with Mus. **Rhythm on the River** (96) Bing Crosby R—Aug. 24	[6] Western **043** **Ride, Tenderfoot, Ride** (65) Gene Autry R—Aug. 31	[6] Act. Drama **101** **Men Against the Sky** (74) R—Aug. 31 Richard Dix Wendy Barrie	[6] Melodrama **110** **Charlie Chan at the Wax Museum** (63) Sidney Toler R—Aug. 3	[13] Drama **Pastor Hall** (..) Nova Pilbeam R—Aug. 3	[6] Com. with Mus. **Argentine Nights** (74) R—Sept. 7 Ritz Bros. Andrews Sisters	[7] Com. Drama **Calling All Husbands** (58) George Tobias R—Sept. 21	
SEPT. 14	[5] Melodrama **2032** **Fugitive From Prison Camp** (59) [17] Melodrama **1024** **Before I Hang** (..)	[13] Act. Drama **102** **Wyoming** (85) Wallace Beery Leo Carillo R—Sept. 14	[9] Com. Drama **3914** **Up in the Air** (61) R—Sept. 14		[11] Drama **Girl From Havana** (69) Dennis O'Keefe Clair Carlton R—Sept 14	[13] Comedy **102** **Dreaming Out Loud** (71) R—Sept. 14 Lum & Abner	[13] Drama **105** **Elsa Maxwell's Public Deb No. 1** (80) George Murphy Brenda Joyce R—Aug. 31		[13] Com. Drama **Hired Wife** (96) R—Sept. 14 [13] Melodrama **5051** **Leather Pushers** (64) R—Sept. 7	[14] Comedy **No Time for Comedy** (92) James Stewart Rosalind Russell R—Sept. 14	[15] All-Col'd **MDDC** **While Thousands Cheer** (..) Kenny Washington
SEPT. 21	[19] Drama **1001** **The Howards of Virginia** (112) Cary Grant Martha Scott R—Sept. 7	[20] Com. Drama **104** **Haunted Honeymoon** (82) Robert Montgomery R—Aug. 31	[23] Melodrama **4021** **That Gang of Mine**	[20] Drama **I Want a Divorce** (97) R—Aug. 17 Dick Powell Joan Blondell	[15] Western **051** **Colorado** (57) Roy Rogers R—Sept. 14	[20] Western **Triple Justice** (..)	[20] Drama **116** **Yesterday's Heroes** (66) Robert Sterling Jean Rogers R—Sept. 21	[20] Act. Drama **The Westerner** (99) Gary Cooper R—May 25	[20] Mys. Drama **The Mummy's Hand** R—Aug. 31 [20] Western **5061** **Ragtime Cowboy Joe** (58)	[21] Drama **City for Conquest** (104) James Cagney Ann Sheridan R—Sept. 14	[16] Western **P-R-C** **Arizona Gang Busters** (60) Tim McCoy
SEPT. 28	[27] Melodrama **1040** **Glamour for Sale** (..) [30] Drama **1009** **Angels Over Broadway** (..)	[27] Comedy **103** **Strike Up the Band** (115) R—Sept. 21 [27] Mystery **105** **Sky Murder** (72) R—Sept. 28	[30] Melodrama **4001** **The Ape** (..) Boris Karloff	[27] Melodrama **Rangers of Fortune** (90) Fred MacMurray Patricia Morison R—Sept. 14	[30] Western **Under Texas Skies** (57) Three Mesquiteers R—Sept. 21	[27] Melodrama **They Knew What They Wanted** (..) [27] Drama **I'm Still Alive** (70) R—Sept. 21	[27] Drama **107** **Brigham Young—Frontiersman** (113) R—Aug. 31 Tyrone Power Linda Darnell	[27] Melodrama **Thief of Bagdad** (..) Conrad Veidt Sabu	[20] Melodrama **5046** **Fugitive, The** (76) R—July 6 [27] Mus. Comedy **Spring Parade** (..) Deanna Durbin		[30] Western **P-R-C** **Billy the Kid in Texas** (..) Bob Steele
OCT. 5	[30] Western **2209** **Prairie Schooners** [3] Com. Dr'ma **2018** **So You Won't Talk** (69)	[4] Comedy **106** **Dulcy** (..) Ann Sothern Ian Hunter		[4] Pigskin M'dr. **Quarterback** (..) Wayne Morris Lillian Cornell		[4] Burl. Com. Dr. **Villain Still Pursued Her, The** (..) [4] Western **Wagon Train** (..)	[4] Act. Drama **108** **Gay Caballero, The** (61) Cesar Romero R—Sept. 28		[4] Drama **Diamond Frontier** (..) Victor McLaglen Anne Nagel	[5] Drama **Knute Rockne, All American** (..) Pat O'Brien	
OCT. 12		[11] Drama **107** **Third Finger, Left Hand** (..) Melvyn Douglas Myrna Loy	[7] Act. Drama **4022** **Drums of the Desert** [7] Western **Range Busters No. 2** (55)	[11] Drama **Moon Over Burma** (..) Dorothy Lamour Robert Preston	[11] Mus. Comedy **Melody and Moonlight** (..) Johnny Downs Vera Vague	[11] Comedy **Too Many Girls** (..) Lucille Ball Richard Carlson	[11] Comedy **111** **The Great Profile** (71) John Barrymore R—Aug. 24		[11] Melodrama **A Little Bit of Heaven** (..) Gloria Jean Helen Parrish	[12] Comedy **Father Is a Prince** Grant Mitchell	
OCT. 19	[17] Drama **2030** **Nobody's Children** (..) Edith Fellows Billy Lee	[18] Drama **108** **Escape** (..) Norma Shearer Robert Taylor	[14] Com. Drama **Ol' Swimmin' Hole**	[18] Drama **Christmas in July** (70) Dick Powell R—Sept. 21	[10] Western **Frontier Vengeance** (..) [15] Mus. Comedy **Hit Parade of 1941**	[18] Melodrama **Saddie** (69) Tim Holt Virginia Gilmore R—Sept. 21	[18] Drama **114** **Night Train** (..) Margaret Lockwood Rex Harrison		[18] Comedy **Slightly Tempted** (..) [18] Western **Law and Order** (..)	[19] Hist. Drama **Dispatch from Reuters** (89) Edw. G. Robinson R—Sept. 28	[16] Co. Mys. **P-R-C** **Devil Bat** (..) [15] All-Col'd **MDDC** **Four Shall Die** (..)
OCT. 26	[24] Drama **Girls Under 21** (..) [21] Western **West of Abilene** Charles Starrett	[25] Comedy **Hullabaloo** (..) Frank Morgan Billie Burke	[25] Mystery **Phantom of Chinatown** (..) Keye Luke	[25] Drama **Cherokee Strip** (..) Richard Dix Florence Rice	[21] Western **Young Bill Hickok** Roy Rogers Geo. "Gabby" Hayes	[25] Mus. Com. **You'll Find Out** (..) Kay Kyser Ginny Simms	[25] Mus. Com. **113** **Down Argentine Way** (..) Don Ameche Betty Grable		[25] Drama **Seven Sinners** (..) Marlene Dietrich John Wayne	[26] Com. Drama **Tugboat Anne** (..) Marjorie Rambeau Alan Hale	[23] Western **P-R-C** **Riders of Black Mountain** (..) Tim McCoy
NOV. 2	[31] Comedy **Blondie Plays Cupid** (..) [31] Drama **Passage West** Pat O'Brien Constance Bennett			[1] Comedy **Arise My Love** (..) Claudette Colbert Ray Milland		[1] Comedy **Lil' Abner** (..) Granville Owens			[1] Comedy **I'm Nobody's Sweetheart Now** (64) Dennis O'Keefe R—Aug. 10		

Looking Ahead

A GUIDE TO FORTHCOMING RELEASES

Features scheduled for release beyond dates in the Booking Chart are listed herein. Running time, as furnished by home office of distributor, follows title. As local conditions such as censorship subject this to change, checkup with exchange is recommended.

Prod. No.	Title	Stars	Released	Reviewed
	COLUMBIA			
	Arizona (..)	Jean Arthur, William Holden	.....	.....
	Beyond the Sacramento (..)		Nov. 14	.....
	Cimarron Trail (..)	Bill Elliott	Dec. 31	.....
	Great Plane Robbery (..)	Jack Holt, Vicki Lester	.....	.....
	Pinto Kid, The (..)	Charles Starrett	Jan. 9, '41	.....
	Thundering Frontier (57)	Charles Starrett	Dec. 5	Sept. 21
	M-G-M			
	Bittersweet (..)	Jeanette MacDonald, Nelson Eddy	.....	.....
	Go West (..)	Marx Brothers, Lynne Carver	.....	.....
	Little Nellie Kelly (..)	Judy Garland, George Murphy	.....	.....
	Philadelphia Story (..)	Katharine Hepburn, Cary Grant	.....	.....
	MONOGRAM			
	Gypsy Cavalier (..)	Gilbert Roland	Nov. 7	.....
	Parson of Devil's Gap (..)	Tex Ritter	Nov. 4	.....
	PARAMOUNT			
	Aldrich Family in Life With Henry (..)	Jackie Cooper, Hedda Hopper	Jan. 31, '41	.....
1260	A Night at Earl Carroll's (..)	Ken Murray, Rose Hobart	Dec. 6	.....
1267	Dancing on a Dime (..)	Robert Paige, Grace McDonald	Nov. 8	.....
	Doomed Caravan (..)		Jan. 24, '41	.....
	Love Thy Neighbor (..)	Jack Benny, Fred Allen, Mary Martin	Dec. 27	.....
1262	North West Mounted Police (..)	Gary Cooper, Madeleine Carroll	Nov. 22	.....
	Second Chorus (..)	Fred Astaire, Paulette Goddard	Jan. 10, '41	.....
	Texas Rangers Ride Again (..)	John Howard, Ellen Drew	Dec. 13	.....
	Three Men From Texas (70)	William Boyd, Russell Hayden	Nov. 15	Sept. 14
1270	Victory (..)	Fredric March, Betty Field	Jan. 3, '41	.....
	◎Virginia (..)	Madeleine Carroll, Fred MacMurray	Jan. 17, '41	.....
	REPUBLIC			
	Friendly Neighbors (..)	Weaver Brothers & Elviry	.....	.....
	Melody Ranch (..)	Gene Autry, Jimmy Durante	.....	.....
	Who Killed Aunt Maggie? (..)	John Hubbard, Wendy Barrie	.....	.....
	RKO RADIO			
	Citizen Kane (..)	Orson Welles	Jan. 3, '41	.....
	Dr. Christian No. 1 (..)	Jean Hersholt	Nov. 15	.....
	Fargo Kid, The (..)	Tim Holt, Jane Drummond	Nov. 22	.....
	Kitty Foyle (..)	Ginger Rogers	Nov. 22	.....
	Lee Marcus Production	(title later)	Dec. 20	.....
	Let's Find a Song (..)		Dec. 13	.....
	Little Men (..)	Kay Francis, Jack Oakie, Geo. Bancroft	Nov. 8	.....
	Mexican Spitfire Out West (..)	Lupe Velez, Leon Errol	Nov. 29	.....
	No, No, Nanette (..)	Anna Neagle	Dec. 27	.....
	Show Business (..)	Alan Mowbray, Frank McBride	Dec. 6	.....
	20TH-FOX			
113	Bride Wore Crutches (55)	Lynne Roberts, Ted North	.....	July 27
117	Mark of Zorro, The (..)	Tyrone Power, Linda Darnell	Nov. 8	.....
118	Charter Pilot (..)	Lynn Bari, Lloyd Nolan	Nov. 22	.....
115	Hudson's Bay (..)	Paul Muni	Nov. 29	.....
	Jenny (..)	William Henry, Dorris Bowdon	.....	.....
102	Street of Memories (70)	Lynne Roberts, Guy Kibbee	Nov. 15	July 6
	UNITED ARTISTS			
	Great Dictator, The (..)	Charles Chaplin, Paulette Goddard	.....	.....
	Long Voyage Home (..)	Thomas Mitchell, John Wayne	.....	.....
	Road Show (..)	Adolphe Menjou, Carole Landis	.....	.....
	Son of Monte Cristo (..)	Louis Hayward, Joan Bennett	Nov. 8	.....
	UNIVERSAL			
	Back Street (..)	Joan Fontaine	Nov. 29	.....
	Bank Dick, The (..)	W. C. Fields	Dec. 27	.....
	Caribbean Holiday (..)	Virginia Bruce, Allan Jones	Nov. 15	.....
	Fireman Save My Child (..)	Baby Sandy, Stuart Erwin	Nov. 8	.....
	Green Hornet Strikes Again	Warren Hull	Dec. 24	.....
	Invisible Woman (..)		Dec. 13	.....
	Margie (58)	Mischa Auer, Nan Grey, Tom Brown	Dec. 6	Sept. 21
	Meet the Wildcat (..)	Ralph Bellamy, Margaret Lindsay	Nov. 22	.....
5063	Pony Post (..)	Johnny Mack Brown	Nov. 8	.....
	South of Sumatra (..)	Richard Arlen, Andy Devine	Nov. 1	.....
	Streets of Cairo (..)	Sigrid Gurie	Dec. 20	.....
	WARNER BROS.			
	Always a Bride (..)	Rosemary Lane	Nov. 9	.....
	East of the River (..)	John Garfied, Brenda Marshall	Nov. 30	.....
	Four Mothers (..)	Lane Sisters	.....	.....
	Honeymoon for Three (..)	George Brent, Ann Sheridan	.....	.....
	Lady With the Red Hair (..)	Miriam Hopkins, Richard Ainley	Nov. 2	.....
	Letter, The (..)	Bette Davis	Nov. 23	.....
	Santa Fe Trail (..)	Errol Flynn, Olivia de Havilland	.....	.....
	South of Suez (..)	George Brent, Geraldine Fitzgerald	Nov. 16	.....

In the Making

COLUMBIA

Passage West—Pat O'Brien, Constance Bennett, John Halliday, Alan Baxter. Director: John Brahm. Producer: Sam Bischoff. **(Completed)**

METRO

Hullabaloo—Frank Morgan, Billie Burke, Virginia Grey, Reginald Owen. Director: Edwin L. Marin. Producer: Louis K. Sidney. Original Screenplay: Nat Perrin, Dorothy Yost. **(Completed)**

PARAMOUNT

You're the One—Bonnie Baker, Orrin Tucker and Orchestra, Edward Everett Horton, Jerry Colonna. Director: Ralph Murphy. Producer: Gene Markey. **(Starting)**
(Musical comedy debuting Bonnie Baker, who scored a national sensation recently with her vocalizing on "Oh, Johnny.")

REPUBLIC

Two-Gun Sheriff—Don Barry. Producer-Director: George Sherman. **(Starting)**
(Western action melodrama).

Who Killed Aunt Maggie?—John Hubbard, Wendy Barrie, Edgar Kennedy, Willie Best. Director: Arthur Lubin. Producer: Al Cohen. Original: Medora Fields. Screenplay: Stuart Palmer. **(Completed)**

20TH CENTURY-FOX

Western Union—Randolph Scott, Dean Jagger, Robert Young, Brenda Joyce, Laird Cregar. Director: Fritz Lang. Producer: Harry Joe Brown. Original: Zane Grey. Screenplay: Jack Andrews. **(Starting)**
(Historical drama dealing with the foundation and growth of the world-wide telegraph service).

UNIVERSAL

Streets of Cairo—Sigrid Gurie, Ralph Byrd, Rod LaRocque, Eddie Quillan, Katherine DeMille. Director: Leslie Kardos. Producer: Joseph G. Sanford. Original Screenplay: Alex Gottlieb. **(Completed)**

Bury Me Not on the Lone Prairie—Johnny Mack Brown, Fuzzy Knight, Nell O'Day, Kathryn Adams. Director: Ray Taylor. Producer: Joseph G. Sanford. Original Screenplay: Sherman Lowe. **(Completed)**

WARNER BROS.

Always a Bride—Rosemary Lane, William Lundigan, Lucia Carroll, John Eldredge. Director: Noel Smith. Producer: William Jacobs. **(Starting)**
(Romantic comedy drama).

Meet John Doe—Gary Cooper, Barbara Stanwyck, Walter Brennan, Edward Arnold, Spring Byington, Rod LaRocque, Warren Hymer, Regis Toomey. Producers: Frank Capra, Robert Riskin. Director: Frank Capra. Screenplay: Robert Riskin. **(Starting)**

"I think your reviews giving synopsis, selling angles and catch lines are of great assistance to the theatre managers in selling the pictures."

—HARRY HUNTER,
Crown Theatre,
Mobile, Alabama.

BOXOFFICE — The Pulse of the Motion Picture Industry

AN INTERPRETATIVE ANALYSIS OF OPINIONS DEDUCED FROM THE LANGUAGE OF MOTION PICTURE TRADE PAPER REVIEWS.

Review Digest

The plus and minus signs indicate the degree of favor or disfavor of the review. Where our compiler is unable to form any opinion from the review the sign "o" is used. Blank spaces indicate no review. This department serves also as an Alphabetical Index to feature releases. Listings cover reviews appearing by the Saturday preceding date of this issue. It will be brought up to date from week to week. The meaning of the various signs and their combinations is as follows:

ǂ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor

In the summary ǂ is rated as 2 pluses; = as 2 minuses.

Title	Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
A										
Abe Lincoln in Illinois	(RKO)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Alias the Deacon	(Univ)	±	∓	±	+	+	+	+	±	8+ 4−
All This, and Heaven Too	(FN)	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	16+
Andy Hardy Meets Debutante	(M-G-M)	+	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Anne of Windy Poplars	(RKO)	−	∓	=	+	+	±	+	−	5+ 6−
An Angel From Texas	(FN)	+	+	+	±	+		+	−	6+ 2−
Argentine Nights	(Univ)	±	±	+	+		+	+	+	7+ 2−
Arizona Frontier	(Rep)	∓								1+ 1−
B										
Babies for Sale	(Col)	±		±	−	±			+	4+ 4−
Bad Man From Red Butte	(Univ)	+		±	±	+				4+ 2−
Beyond Tomorrow	(RKO)	±	±	−	∓		o	∓	−	4+ 6−
Bill of Divorcement	(RKO)	±	+	+	+	+	+	+	ǂ	9+ 1−
Biscuit Eater, The	(Para)	+	+	+	+	ǂ	+	ǂ	+	10+
Black Diamonds	(Univ)	±	±	+	+	±		±	±	7+ 5−
Black Friday	(Univ)	+	±	±	+	+	+	+	+	8+ 2−
Blondie Has Servant Trouble	(Col)	+	+	+	+		+	+	+	7+
Boom Town	(M-G-M)	ǂ	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	14+
Boys From Syracuse	(Univ)	+	+	ǂ	ǂ	ǂ	+	+	ǂ	12+
Boys of the City	(Mono)	−	+	−		+				2+ 2−
Bride Wore Crutches	(20th-Fox)	±		−	∓			±	−	3+ 5−
Brigham Young—Frontiersman	(20th-Fox)	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Brother Orchid	(WB)	+	+	+	+	+	+	+	ǂ	10+
Buck Benny Rides Again	(Para)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
C										
Calling All Husbands	(WB)	±					o	−	−	1+ 3−
Captain Caution	(UA)	+	±	±	ǂ	+	+	+	+	9+ 2−
Captain Is a Lady	(M-G-M)	+	∓	∓	±	+	+	−	+	7+ 4−
Carolina Moon	(Rep)	∓		±	+	+		ǂ	+	7+ 2−
Carson City Kid	(Rep)	±		±	+	+				4+ 2−
Chamber of Horrors	(Mono)	±	±							2+ 2−
Charlie Chan at the Wax Museum	(20th-Fox)	+	±		±	+	o	+	+	6+ 2−
Chan's Murder Cruise	(20-Fox)	+		+	+	+	+		+	6+
Christmas in July	(Para)	ǂ		±	ǂ	ǂ	ǂ	ǂ	ǂ	13+ 1−
City for Conquest	(WB)	ǂ		ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	14+
Code of the Cactus	(SR)	−								1−
Colorado	(Rep)	±		−	+	+	+			4+ 2−
Comin' Round the Mountain	(Para)	−	±	−	∓			∓	∓	4+ 6−
Covered Wagon Days	(Rep)	+		±	±	+				4+ 2−
Cowboy From Sundown	(Mono)	∓		=	−					1+ 4−
Crooked Road, The	(Rep)	+	∓	∓	+	+			−	5+ 3−
Cross Country Romance	(RKO)	+	±	+	+	+	±	+	+	8+ 2−
Curtain Call	(RKO)	±	∓	∓	+	+	+	±	+	8+ 4−
D										
Dance, Girl, Dance	(RKO)	+	ǂ	±	+	+		±	±	8+ 3−
Dark Command	(Rep)	ǂ	+	+	+	+	+	ǂ	+	10+
Devil's Island	(WB)			∓		+				2+ 1−
Dispatch From Reuters	(WB)				ǂ			ǂ	ǂ	6+
Dr. Christian Meets the Women	(RKO)	±	±	∓	+	±	+	+	+	8+ 4−
Dr. Kildare Goes Home	(M-G-M)	+	ǂ	+	+		o	+	+	7+
Dreaming Out Loud	(RKO)	±	∓	−	±	±	±	+	+	7+ 6−
Doctor Takes a Wife	(Col)	ǂ	+	+	ǂ	ǂ	+	ǂ	+	12+
Doomed to Die	(Mono)	∓	±	±	±	∓	+	−	+	7+ 6−
Durango Kid, The	(Col)	±		+	±	+				4+ 2−
E										
Earl of Puddlestone	(Rep)	±	±	±	+	+	±		±	7+ 5−
Earthbound	(20th-Fox)	∓	−	−	∓	∓	o	+	+	5+ 5−
Edison, the Man	(M-G-M)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Enemy Agent	(Univ)	+	±	±	±	±	±	±	±	8+ 7−
Everything Is Rhythm	(Astor)			±						1+ 1−
F										
Fight for Life, The	(Col)	+			+					2+
Five Little Peppers in Trouble	(Col)	±	±	−						2+ 3−
Flight Angels	(FN)	+	∓	∓	±	±	+	+	±	8+ 5−
Flowing Gold	(WB)	±	±	±	ǂ	+	+	±	±	9+ 5−
Foreign Correspondent	(UA)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Four Sons	(20th-Fox)	ǂ		+	ǂ	ǂ	o	ǂ	+	10+
40 Little Mothers	(M-G-M)	+	+	±	+	+	+	±		7+ 2−
French Without Tears	(Para)	+	∓			+	+	±	∓	6+ 3−
Frontier Crusader	(PRC)	±		−		±				2+ 3−
Fugitive, The	(Univ)	−	±		+	ǂ	±	+	±	7+ 4−
Fugitive From Justice	(WB)	±	∓	+	−	+	+		−	5+ 4−
Fugitive From a Prison Camp	(Col)		∓	=	±	±				3+ 5−
G										
Gambling on High Seas	(WB)		±	±	+			∓	±	5+ 4−
Gangs of Chicago	(Rep)	±	±	±	+	+		±	+	7+ 4−
Gaucho Serenade	(Rep)	±		∓	±	∓				4+ 4−
Ghost Breakers	(Para)	ǂ	ǂ	ǂ	ǂ	ǂ	+	ǂ	ǂ	15+
Girl From Avenue A	(20th-Fox)	+	±		+		∓	=	−	4+ 5−
Girl From God's Country	(Rep)	+	+	+	+		+	+	+	7+
Girl From Havana	(Rep)	±	±	−	±	±	+			5+ 5−
Girl in 313	(20th-Fox)	∓	±	±	−	+	o	∓	−	5+ 6−
Girls of the Road	(Col)	±	−	±	±	∓		+	±	6+ 6−
Golden Fleecing, The	(M-G-M)	+	+	±	+		+	ǂ	ǂ	9+ 1−
Golden Gloves	(Para)	+	±	∓	+	+	ǂ	+	±	9+ 3−
Golden Trail, The	(Mono)	=				∓	∓	±	±	4+ 6−
Gold Rush Maisie	(M-G-M)	+	±	+	+	±	+	+	+	8+ 2−
Grand Ole Opry	(Rep)	∓	+	+	+		+	±	+	7+ 2−
Grandpa Goes to Town	(Rep)	∓	+	+	±	+	+	±	+	8+ 3−
Great McGinty, The	(Para)	ǂ	±	+	ǂ	ǂ	ǂ	ǂ	ǂ	14+ 1−
Great Profile, The	(20th-Fox)	+		ǂ	ǂ	ǂ	ǂ	+	ǂ	12+
H										
Haunted Honeymoon	(M-G-M)	+	±	±			+	=	±	5+ 5−
Haunted House	(Mono)	±		+	+		o	+	+	5+ 1−
He Stayed for Breakfast	(Col)	ǂ	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Hidden Gold	(Para)	±		±	+	+	+	+	+	7+ 2−
Hired Wife	(Univ)	ǂ	+	ǂ	ǂ	ǂ	ǂ	ǂ	ǂ	15+
Hold That Woman	(PRC)				+	±		+	−	3+ 2−
Hot Steel	(Univ)	−	±	±	∓	±		+	±	6+ 6−
Howard of Virginia	(Col)	ǂ	ǂ	ǂ		ǂ	ǂ	ǂ	ǂ	14+
I										
I Can't Give You Anything But Love	(Univ)	∓	+		+	−	±	+	+	6+ 3−
I Love You Again	(M-G-M)	ǂ	ǂ	ǂ	ǂ		ǂ	ǂ	ǂ	14+
I Married Adventure	(Col)	+	±		ǂ		ǂ	±	+	8+ 2−
I Take This Oath	(PRC)	±		∓		+				3+ 2−
I Want a Divorce	(Para)	+	ǂ	+	ǂ		ǂ	ǂ	ǂ	12+
I Was an Adventuress	(20-Fox)	±	±	±	+	±	o	±	+	7+ 5−
If I Had My Way	(Univ)	+	±	−	+	+	o	±	+	6+ 3−
I'm Nobody's Sweetheart Now	(Univ)	+		+	ǂ	+	o	+	+	7+
I'm Still Alive	(RKO)	∓			±		+	±	∓	5+ 4−
In Disguise	(20th-Fox)				±					1+ 1−
In Old Missouri	(Rep)	+	∓	∓	±	∓	∓	∓	±	8+ 7−
Irene	(RKO)	+	+	±	+	ǂ	+	+	ǂ	10+ 1−
Island of Doomed Men	(Col)	∓		∓	±	+		−	∓	5+ 5−
J										
Johnny Apollo	(20th-Fox)	+	+	+	+	+	+	+	ǂ	9+
K										
Kid From Santa Fe	(Mono)					+	±			2+ 1−
Kit Carson	(UA)	+	+	±		+	ǂ	±	ǂ	9+ 2−
L										
LaConga Nights	(Univ)	∓	±	∓	±	∓	±	±	±	8+ 8−
Laddie	(RKO)	∓		±	±		+	+	+	6+ 3−
Lady in Question, The	(Col)	+	+	±	ǂ		+	±	+	8+ 2−
Ladies Must Live	(FN)	+	±	−	∓		o	+	∓	5+ 4−

⧺ Very Good; + Good; ± Fair; ∓ Mediocre; − Poor; = Very Poor — In the summary ⧺ is rated as 2 pluses; = as 2 minuses.

Title — Distr.	Boxoffice	Harrison's Reports	Variety	Showmen's Trade Rev.	Film Daily	M. P. Daily	Hollywood Reporter	Hollywood Variety	Summary
Land of Six Guns (Mono)	∓		∓	±	±				4+ 4—
Last Alarm (Mono)	±	∓		+	+	±	±	+	7+ 4—
Laughing at Danger (Mono)	+	±	±	±	+	+	+	+	8+ 3—
Leather Pushers, The (Univ)	+	±		±		⧺	+	+	7+ 2—
Leopard Men of Africa (SR)	±		+						2+ 1—
Lightning Strikes West (SR)	∓		∓						2+ 2—
Light of Western Stars Para)	+		±	+	+	∓	+	±	7+ 3—
Lillian Russell (20th-Fox)	⧺	±	±	⧺	⧺	⧺	⧺	⧺	14+ 2—
Lone Wolf Meets a Lady (Col)	+	±	±	+	∓			+	6+ 3—
Love, Honor and Oh Baby (Univ)	=			±		o	±	−	2+ 5—
Lucky Cisco Kid (20th-Fox)	−		±	±	+	∓	∓	±	6+ 6—
Lucky Partners (RKO)	⧺	⧺	+	⧺	⧺	⧺	⧺	⧺	15+
M									
Mad Men of Europe (Col)	+	±	∓	+	+				5+ 2—
Man From Tumbleweeds (Col)	±		±		+				3+ 2—
Man I Married (20th-Fox)	+	+	+	⧺	+	+	+	+	9+
Man Who Talked Too Much, The (WB)	+	±	∓	+	±	+	±	+	8+ 4—
Man With Nine Lives (Col)	±	±	+	+	±	+	+	+	8+ 3—
Manhattan Heartbeat (20-Fox)	−	±	∓	+	+	o	+	+	6+ 3—
Margie (Univ)	−		±	∓	∓	o	±	∓	5+ 6—
Maryland (20th-Fox)	+	±	±	+	⧺	o	+	+	8+ 2—
Mayor's Dilemma (Alliance)							+		1+
Men Against the Sky (RKO)	+	+	+	⧺		+	+	±	8+ 1—
Military Academy (Col)	±	±	±	+	±		+	+	7+ 4—
Millionaires in Prison (RKO)	+	±	+	+	+	o	±	+	7+ 2—
Money and the Woman (WB)	±	±	±	−	+	±	∓	±	7+ 7—
Mortal Storm, The (M-G-M)	+	⧺	⧺	⧺	⧺	+	⧺	+	13+
Mummy's Hand, The (Univ)	+	±	±			o	+	+	5+ 2—
Murder in the Air (FN)	+	±	∓	+	±	o	∓		6+ 4—
Murder in the Night (SR)	=		−	∓	±				2+ 5—
My Favorite Wife (RKO)	⧺	+	+	⧺	⧺	⧺	⧺	⧺	14+
My Love Came Back (FN)	+	+	⧺	+	⧺		+	+	9+
Mysterious Mr. Reeder (Mono)	±	±	∓	±	+				5+ 4—
Mystery Sea Raider (Para)	+	+	±	+	⧺	+	+	∓	9+ 2—
N									
New Moon (M-G-M)	+	⧺	+	⧺	⧺	+	+	⧺	12+
No Time for Comedy (WB)	⧺	+	+	⧺	⧺	+	+	±	11+ 1—
O									
Oklahoma Renegades (Rep)	+			+	+	o			3+
On the Spot (Mono)	+		−	∓	+	o	+	±	5+ 3—
On Their Own (20th-Fox)	±	±	±	±	±	±	+	±	8+ 7—
One Came Home (M-G-M)									
One Crowded Night (RKO)	±	±	±	+	+	+	+	+	8+ 3—
One Man's Law (Rep)	±		∓	+	+	±			5+ 3—
One Million B. C. (UA)	±	±	−	±	+	o	±	∓	6+ 6—
Opened by Mistake (Para)	±	±	∓	±	+	o		∓	6+ 5—
Our Town (UA)	⧺	⧺	⧺	⧺	⧺	⧺	⧺	⧺	16+
Out West With the Peppers (Col)	−	±	−	+			=	−	2+ 6—
P									
Pals of the Silver Sage (Mono)	∓		±	+	+				4+ 2—
Passport to Alcatraz (Col)	+	−	±	+	+		∓	−	5+ 4—
Pastor Hall (UA)	±	⧺	±	+	+	+	⧺	+	10+ 2—
Phantom Raiders (M-G-M)	+	+	+	+	⧺		+	±	8+ 1—
Phantom Wagon, The (Col)	+								1+
Pier 13 (20th-Fox)	+	±	±	+	+	+	±	+	8+ 3—
Pop Always Pays (RKO)	+	+	±	∓	+	o	+	+	7+ 2—
Prairie Law (RKO)	+	±	+	+	+	o		+	6+ 1—
Pride and Prejudice (M-G-M)	+	⧺	+	⧺	⧺	+	⧺	⧺	13+
Private Affairs (Univ)	±	+	±	±	+	+	+	+	8+ 3—
Public Deb No. 1 (20th-Fox)	±	±	−		+	+	+	∓	6+ 4—
Q									
Queen of Destiny (RKO)							⧺	⧺	4+
Queen of the Mob (Para)	±	∓	+	+	+	±	±	−	7+ 5—
Queen of the Yukon (Mono)				+		o	+	+	3+
R									
Rainbow Over the Range (Mono)	±			+	+	±	±	±	6+ 4—
Ramparts We Watch (RKO)	o	∓	+	⧺	+	±	⧺	+	9+ 2—
Range Busters (Mono)	⧺			+	+	+	+	+	7+
Ranger and the Lady (Rep)	±		+	+	+				4+ 1—
Rangers of Fortune (Para)	+		⧺	⧺	⧺	+	⧺	⧺	12+
Return of Frank James (20-Fox)	+	+	±	+	⧺	⧺	⧺	+	11+ 1—
Return of Wild Bill (Col)	+		−	+	+				3+ 1—
Rhythm on the River (Para)	+	⧺	⧺	⧺	⧺		⧺	⧺	13+
Ride, Tenderfoot, Ride (Rep)	+		+	+	+	+			5+
Riders From Nowhere (Mono)			±						1+ 1—
River's End (WB)	+	+	±	+	+	o	+	±	6+ 2—
Rocky Mountain Rangers (Rep)	+		+	+	+				4—
S									
Safari (Para)	±	∓	∓	∓	±	+	+	+	8+ 5—
Sailor's Lady (20th-Fox)	∓	±	±	∓	+	+	=	∓	7+ 7—
Saint Takes Over (RKO)	+	+	+	+	+	+	+	+	8+
Sandy Is a Lady (Univ)	+	∓	∓	+	+	+	+	±	8+ 3—
Saps at Sea (UA)	±	+	+	±	+	+	±	+	8+ 3—
Saturday's Children (WB)	+	±	±	+	+	o	+	+	7+ 2—
Scatterbrain (Rep)	+	+	±	+	+	+	+	+	8+ 1—
Sea Hawk, The (WB)	⧺	±	+	⧺	⧺	⧺	⧺	+	13+ 1—
Secret Seven (Col)	∓	±	±	±	+		−	−	5+ 6—
Shooting High (20th-Fox)	+	∓	∓	±	+	+	±	+	8+ 4—
Sing, Dance, Plenty Hot (Rep)	±	±	−	+	+	+	+	+	7+ 3—
Ski Patrol (Univ)	∓	±	∓	±	±	o	+	−	6+ 6—
Sky Bandits (Mono)	±								1+ 1—
Sky Murder (M-G-M)						o	=	=	4—
Slightly Tempted (Univ)	±			+		+	+	±	5+ 2—
So This Is London (20th-Fox)	±				±			=	2+ 4—
Son of Roaring Dan (Univ)	+		+	+	+				4+
South of Pago Pago (UA)	+	+	+	⧺		o	∓	+	7+ 1—
South to Karanga (Univ)	+	±	−	+	+	+	±	±	7+ 4—
Spies in the Air (SR)	−				±				1+ 2—
Sporting Blood (M-G-M)	o	±	±	+	±	±	+	±	7+ 5—
Stage to Chino (RKO)	+	⧺	+	+	+		+	+	8+
Stagecoach War (Para)	+		∓	+	+	+		+	6+ 1—
Stranger on the Third Floor (RKO)	+	±	∓	+	±	±	+	+	8+ 4—
Street of Memories (20th-Fox)	±		−	∓	+	o		∓	4+ 4—
Strike Up the Band (M-G-M)	⧺		⧺	⧺	⧺	⧺	⧺	⧺	14+
Susan and God (M-G-M)	±		+	+	⧺	+	⧺	+	9+ 1—
T									
Tear Gas Squad (WB)	±	−	−	±	±		=		3+ 7—
Texas Stagecoach (Col)	±	±		+	+				4+ 2—
They Drive by Night (WB)	⧺	⧺	+	⧺	⧺	+	⧺	⧺	14+
Those Were the Days (Para)	+	+	∓	+	+	+	+	+	8+ 1—
Three Faces West (Rep)	±	+	±	+	+	+	+	⧺	9+ 2—
Three Men From Texas (Para)	+			+	+	+	+	+	6+
Thundering Frontier (Col)	−		∓	±	−	±			3+ 5—
'Til We Meet Again (FN)	+	+	+	+	⧺	+	⧺	+	10+
Tomboy (Mono)	±	±	∓	±	±	±	+	+	8+ 6—
T. Brown's School Days (RKO)	⧺	⧺	+	+	⧺	⧺	⧺	⧺	14+
Torpedo Raider (Mono)	∓			+					2+ 1—
Torrid Zone (FN)	⧺	+	+	⧺	+	+	+		9+
Triple Justice (RKO)		±							1+ 1—
Tulsa Kid, The (Rep)	±		∓	+	+	+	+	±	7+ 3—
Turnabout (UA)	+	±	±	+	+	+	+	+	8+ 2—
20-Mule Team (M-G-M)	+	±	+	±	+	±	+	+	8+ 3—
21 Days Together (Col)	∓	∓	∓	∓	∓	+	∓		7+ 6—
Two Girls on B'way (M-G-M)	±	±	+	+	+	±	+	+	8+ 3—
Typhoon (Para)	±	±	±	±	+	+		+	7+ 4—
U									
Under Texas Skies (Rep)	+		±	+	+	+			5+ 1—
Untamed (Para)	−	±	±	+	+	o	±	∓	6+ 5—
Up in the Air (Mono)	+			+		+	+	+	5+
V									
Villain Still Pursued Her, The (RKO)	±	∓	−	−	±	o	±	∓	5+ 7—
W									
Wagons Westward (Rep)	+	+	±	+	+	+	−	∓	7+ 3—
Waterloo Bridge (M-G-M)	+	+	⧺	⧺	⧺	⧺	⧺	⧺	14+
Way of All Flesh (Para)	±	∓	−	∓	−	∓	−	∓	5+ 8—
We Who Are Young (M-G-M)	±	±	∓	⧺	⧺	+	+	∓	10+ 4—
West of Abilene (Col)	+		±	±	+				4+ 2—
Westerner, The (UA)	±			⧺	⧺	⧺	⧺	+	10+ 1—
When the Daltons Rode (Univ)	⧺	⧺	⧺	⧺	⧺	⧺	⧺	⧺	16+
Who Is Guilty? (Mono)	−	±		±	±	±			4+ 5—
Wildcat Bus (RKO)	=	±	∓	±			∓	=	4+ 8—
Wild Horse Range (Mono)	∓			±	±				3+ 3—
Women in War (Rep)	+	+	±	+	+	+	+	+	8+ 1—
Wyoming (M-G-M)	+	+	±	+	+	⧺	+	+	9+ 1—
Y									
Yesterday's Heroes (20th-Fox)	+			±			±	+	4+ 2—
You Can't Fool Your Wife (RKO)	+	∓	±	∓	±	o	+	∓	7+ 5—
Young People (20th-Fox)	+	+	+	⧺	⧺	+	+	+	10+
You're Not So Tough (Univ)	±	±	−	+	±	o	+	+	6+ 4—
Youth Will Be Served (20th-Fox)						+	−	+	2+ 1—
Yukon Flight (Mono)				∓	+				2+ 1—

Numeral is production number. Running time follows title. First date is national release, second the date of review in BOXOFFICE; both 1940 unless otherwise specified. The symbol between the dates is rating from the BOXOFFICE review: ## Very good, + Good, ± Fair, ∓ Mediocre, — Poor, = Very Poor. ◎ Indicates short of the week. ◎ Indicates Technicolor.

Shorts Chart

Prod. No.	Title	Rel. Date	Rating	Rev'd

Columbia

ALL-STAR COMEDIES

1435	Boobs in the Woods (17)	5-31	=	7-22
1438	Fireman Save My Choo-Choo (18)	8- 9	+	8-31
1430	Heckler, The (17)	2-16	+	2-17
1437	His Bridal Fright (16)	7-12		....
1432	Money Squawks (17)	4- 5		....
1431	Pardon My Berth Marks (18)	3-22	+	3-16
2421	Pleased to Mitt You (18)	9- 6		....
1421	Skinny the Moocher (16½)	9- 8		....
1434	South of the Boudoir (18)	5-17	±	6-15
2422	Spook Speaks, The (18)	9-20		....
1436	Taming of the Snood (16)	6-28		....
9437	Trouble Finds Andy Clyde (18)	7-28		....
1433	You're Next (17)	4- 5	±	7-22

CINESCOPES

1974	Berth of a Queen (11)	3-15	∓	4-20
1973	Fashion Takes a Holiday (11)	3- 8	±	3-16
2971	Hobby Lobby (..)	8-30	+	9-21
2972	Industrial Green Island (10)	9-20		....
1975	Odd Vacations (8½)	6-16		....
1972	Threads of a Nation (11)	2- 9	±	2-10

COLOR RHAPSODIES
(In Technicolor)

1508	Blackboard Revue (7)	3-15		....
1510	Egg Hunt, The (7½)	5-31	∓	6-15
1509	Greyhound and the Rabbit, The (7½)	4-19	+	4-27
2502	◎Mr. Elephant Goes to Town (7½)	10- 4		....
2501	Tangled Television (7½)	8-30		....
1512	Timid Pup, The (8)	8- 1	±	8-31
1511	Ye Olde Swap Shoppe (7½)	6-28		....

COLUMBIA TOURS

2551	Historic Virginia (Andre de la Varre Productions) (11)	8-16		....
1558	In the Land of Pagodas (9)	6-14		....
2553	Old and New Arizona (Special) (10)	9-27		....
1557	Pleasure bound in Canada (9)	5-17		....
2552	Savoy in the Alps (La Varre Production) (10)	9-13		....
1556	Unveiling Algeria (9½)	3- 1	+	4-20

COMMUNITY SING

1656	No. 6 (Medley of Hits) (10)	6-28		....

FABLES CARTOONS

1754	Barnyard Babies (7½)	6-14		....
2751	Farmer Tom Thumb (7)	9-13		....
1755	Pooch Parade (6)	7-19		....
1753	Practice Makes Perfect (6)	4- 5	±	4-27

PHANTASIES CARTOONS

1705	Fish Follies (6)	5-10		....
1704	Man of Tin (6½)	2-23		....
1706	News Oddities (6)	7-19		....
1756	Peep in the Deep, A (6½)	8-23	+	8-31
1707	School Boy Dreams (7)	8-30		....

SCREEN SNAPSHOTS
(Series 19)

1855	No. 5 (11)	2-23	+	3-16
	Art in Hollywood.			
1856	No. 6 (10)	3-29	±	3-16
	Hollywood Recreations.			
1857	No. 7 (10)	5- 3		....
	Wardrobe Designers.			
1858	No. 8 (10)	6- 7		....
	Cowboy Jubilee.			
1859	No. 9 (10)	7-10		....
	Ken Murray.			
1860	No. 10 (9)	8-10	±	8-31
	Jack Oakie.			

SPORT REELS

1809	Canvas Capers (11)	7-19		....
2801	Master of Cue With Willie Hoppe (10)	9-20		....
1805	Roughhouse Fiesta (10)	3- 8		....
1806	Tomorrow's Stars (10)	4-19	+	4-27
1808	Saving Strokes With Sam Snead (10)	6-28		....
1807	Sport of Kings (10)	5-24	±	7- 6
1804	Flying Targets (10)	2-16	+	3-16

THREE STOOGES COMEDIES

1406	A 'Plumbing We Will Go (18)	4-19		....
2401	From Nurse to Worse (17)	8-23	+	8-31
1408	How High Is Up (16)	7-16	=	8- 3
1407	Nutty But Nice (18)	6-14		....
1405	Rockin' Through the Rockies (17)	3- 8	±	3-16

20TH ANNIVERSARY SNAPSHOTS

2851	No. 1 (10)	9- 6		....
2852	No. 2 (10)	10-18		....

WASHINGTON PARADE
Series 2

1904	No. 4 (Social Security) (10)	5-10	+	6-15
1905	No. 5 (The Archives) (11)	7- 4	+	8- 3
1906	No. 6 (Our Nat'l Defense) (10)	8-30		....

Series 3

2901	No. 1 (The Mint) (10)	10- 4		....

Metro-Goldwyn-Mayer

CRIME DOESN'T PAY

P- 5	Buyers Beware (20)	8-17	##	9- 7
P- 3	Jack Pot (19)	3- 9	##	3-30
P-815	Think First (21)	9- 9		....
P- 4	Women in Hiding (22)	6-22	±	7- 6

FITZPATRICK TRAVELTALKS
(In Technicolor)

T-211	Capitol City, The—Washington, D. C. (9)	8-31	##	9- 7
T-59	Calling on Colombia (8)	3-16	∓	4-27
T-61	Modern New Orleans (8)	5-11	∓	6-22
T-58	Seattle, Gateway to the Northwest (9)	2-17	+	3-30
T-60	Sitka and Juneau (9)	4-13	±	4-27
T-62	Suva, Pride of Fiji (9)	6- 8	∓	6- 8

MINIATURES

M-78	Door Will Open, A (11)	3- 9	+	3-30
M-79	Servants of Mankind (9)	5-11	+	6- 8

M-G-M CARTOONS
(New Series)
(Technicolor)

W- 90	Bookworm Turns, The (8)	7-20	+	8-31
W- 85	Home on the Range (9)	3-23	+	3-30
W- 89	Milky Way, The (..)	6-22	+	7- 6
W- 26	Rainy Day, A (7)	4-20		....
W- 91	Romeo in Rhythm (8)	8-10	±	9- 7
W- 87	Swing Social (8)	5-18		....
W- 88	Tom Turkey (7)	6- 8		....

M-G-M NEWS OF THE DAY
Released Twice Weekly

OUR GANG COMEDIES

C-136	All About Hash (11)	3-30	+	6- 8
C-135	Big Premiere, The (10)	3- 9	±	3-30
C-138	Bubbling Troubles (11)	5-25	±	7- 6
C-291	Good Bad Boys (11)	8-31	+	9- 7
C-137	New Pupil, The (11)	4-27	∓	4-27

PASSING PARADE
(New Series)

K-123	Hidden Master, The (11) (Sepia)	4-20	+	4-27
K-124	Way in the Wilderness, A (10) (Sepia)	6-22	+	7- 6
K-122	XXX Medico (10) (Sepia)	3-23	+	4-27

PETE SMITH SPECIALTIES

S-110	Cat College (9) (Sepia)	6-29		....
S-107	Domineering Male, The (10)	3-30	##	3-30
S-112	Please Answer (9)	8-24	##	9- 7
S-108	Spots Before Your Eyes (10)	5- 4	+	6- 8
S-106	Stuffie (11)	3- 2	+	3-23
S-109	What's Your I. Q.? No. 2 (9)	6-10	±	7- 6

ROBERT BENCHLEY

F-144	Home Movies (7)	2-17	+	3-16

SPECIAL

X-151	◎◎Flag Speaks, The (19)	6-14	##	5- 4

Paramount

COLOR CLASSICS
(In Technicolor)

C9-3	Ants in the Plants (7)	3-15	±	3-23
C9-2	Little Lambkin (7)	2-12	+	2-24
C9-4	Kick in Time, A (7)	5-17	±	5-18
C9-5	Snubbed by a Snob (7)	7-19	+	8-31
C9-6	You Can't Shoe a Horse-fly (7)	8-23	+	8-24

COLOR CRUISES
(New Series in Cinecolor)

K9-7	Pacific Paradise (10)	6-21		....

HEADLINER

A9-9	Blue Barron and His Orchestra (10)	5-31	+	6-22
A9-7	George Olsen and His Music (10)	3-15		....
A9-8	Have You Met Yvette (10) Paul Baron and Orch.	4-26	+	5- 4
A9-10	Pinky Tomlin and Orch. (11)	7-19	+	8-31

PARAMOUNT NEWS
Released Twice Weekly.

PARAGRAPHICS

V9-9	Dangerous Dollars (11)	6-28		....
V9-7	Not So Dumb (10)	3-15		....
V9-6	Paramount Pictorial (10)	2-16	+	2-24
V9-10	Paramount Pictorial No. 2 (11)	8- 9	±	8-24
V9-8	◎Television Preview (10) (Lanny Ross-Ted Husing)	5-17	##	5-18

POPEYE CARTOONS

E9-10	Doing Impossikible Stunts (7)	8- 2	+	8-17
E9- 3	Females Is Fickle (7)	3- 8	±	3-23
E9- 9	Fightin' Pals (8)	7-12	##	8-17
E8-11	It's the Natural Thing to Do (7)	7-28	±	8-26
E9- 5	Me Feelings Is Hurt (7)	4-12	∓	5- 4
E9- 8	Nurse Mates (7)	6-21		....
E9- 6	Onion Pacific (7)	5-24	+	6-22
E9-12	Puttin' on the Act (7)	8-30	+	8-24
E9- 4	Stealin' Ain't Honest (7)	3-22	∓	5- 4
E9-11	Wimmin' Hadn't Oughta Drive (7)	8-16	+	8-24

POPULAR SCIENCE
(In Cinecolor)

J9-4	(10)	2-16	+	2-24
J9-5	(10)	5- 3	+	5- 4
J9-6	(11)	6-28		....

GRANTLAND RICE SPORTLIGHTS

R9-10	Blue Streak (10)	4-19	+	5- 4
R9- 8	Human Fish (10)	2-23	+	2-24
R9-13	Sink or Swim (10)	7-12		....
R9- 9	Two of a Kind (10)	3-22	±	3-23

STONE AGE CARTOONS

B9- 5	Foul Ball Player, The (7)	5-24	±	6-22
B9- 9	Fulla Bluff Man, The (7)	8- 9	±	8 24
B9- 3	Granite Hotel (7)	4-26	±	5-18
B9-10	Springtime in the Rockage (7)	8-30		....
B9- 6	Ugly Dino, The (7)	6-14		....
B9- 2	Way Back When a Nag Was Only a Horse (7)	3- 8	±	3-23
B9- 4	Way Back When a Night Club Was a Stick (7)	5-16		....
B9- 8	Way Back When a Razzberry Was a Fruit (7)	7-26	+	8-17

UNUSUAL OCCUPATIONS
(In Color)

L9-4	No. 4 (10)	3-29	+	5- 4
L9-5	No. 5 (10)	5-31	+	5-18
L9-6	No. 6 (11)	8- 2	##	8-17

RKO Radio

DISNEY CARTOONS
(In Technicolor)

	Big Hearted Pluto (..)	1-24		....
04,105	Billposters (8)	5-17	+	5-25
04,107	Bone Trouble (9)	6-28		....
04,103	Donald's Dog Laundry (8)	5- 5	+	5-25
04,109	Donald's Vacation (8)	8- 9	##	8-10
04,114	Fire Chief (..)	11-22		....
	Goofy's Glider (..)	11- 1		....
	Little Whirlwind (..)	12-13		....
04,106	Mr. Duck Steps Out (8)	6- 7		....
04,112	Mr. Mouse Takes a Trip (8)	10-11		....
	Pantry Pirate (..)	1- 3		....
04,110	Pluto's Dream House (8)	8-30	+	9-21
04,108	Put-Put Trouble (7)	7-19		....
04,102	Riveter, The (7)	3-15		....
04,104	Tugboat Mickey (7)	4-26	±	5-25
04,111	Window Cleaners (..)	9-20		....

EDGAR KENNEDY COMEDIES

03,404	Mutiny in the County (17)	5- 3		....
13,401	Sunk by the Census (18)	9- 6	±	9-21
03,405	'Taint Legal (16)	5-24		....

LEON ERROL COMEDIES

03,704	Bested by a Beard (20)	7-26		....
13,701	He Asked for It (18)	9-27	∓	9-21

MARCH OF TIME

03,107	No. 7 (18)	2-16	##	2-24
	Vatican of Pius XII.			
03,108	No. 8 (18)	3-15	+	3-16
	Canada at War.			
03,109	No. 9 (19)	4-12	±	4-20
	America's Youth—1940.			
03,110	No. 10 (19)	5-10	+	5-18
	The Philippines.			
03,111	No. 11 (18)	6- 7	+	6-22
	The U. S. Navy.			
03,112	No. 12 (17)	8- 2	+	8-10
	Spoils of Conquest.			
03,113	◎No. 13 (20)	8-24	##	8-31
	Gateways to Panama.			
13,101	No. 1 (19)	9-13	##	9-21
	On Foreign Newfronts.			

PATHE INFORMATION PLEASE

04,207	No. 7 (11)	2-23	##	3-16
04,208	No. 8 (10)	3-22	+	4-13
04,209	No. 9 (11)	4-19	+	4-27
04,210	No. 10 (11)	5-17	##	6-22
04,211	No. 11 (10)	6-14	±	6-15
04,212	◎No. 12 (12)	7-12	##	7-13
04,213	No. 13 (11)	8- 9	+	8-10
14,201	No. 1 (11)	9-16	±	9-21

PATHE NEWS
(Released Twice Weekly)

RADIO FLASH COMEDIES

03,205	Goodness, a Ghost (16)	7- 5		....
	Marriage-Go-Round (18)	7-28		....

PATHE SPORTSCOPE

04,312	Arrow Points (8)	7- 5	±	9-21
04,309	Court Favorites (8)	5-12	+	4-27
04,308	Flycasting (9)	5-15	+	4-13
04,311	◎Hurdle Hoppers (9)	6- 7		....
04,307	Pennant Chasers (9)	2-16	##	3-16
14,301	Quail Quest (9)	8-30	+	9-21
04,310	Silent Wings (9)	5-10	+	6-22
04,611	Streamlined (9)	6-21		....
04,313	Trouble Shooter (9)	8- 2	+	9-21

PICTURE PEOPLE

	No. 1 (10)	9-13	±	9-21

RAY WHITLEY WESTERNS
(New Series)

03,503	Molly Cures a Cowboy (19)	3-22		....
03,504	Corralling a Schoolmarm (20)	6-14	+	8-10

WHAT'S IN THE NEWSREELS

TUESDAY, SEPTEMBER 17

Movietone News, No. 3

Air battles over London; destroyers arrive in Canada; powder plant blast in New Jersey; General Pershing celebrates birthday; name Frank C. Walker to Farley post; polo; golf.

News of the Day, No. 201

War in England; Royal Navy crews man U. S. destroyers on arrival in Canada; Willkie in campaign speech; blast in New Jersey; amateur golf championships.

Paramount News, No. 6

Powder blast in New Jersey; amateur golf finals; Pershing gets medal; destroyers arrive at Canadian port; Willkie on tour; air battles over London.

RKO Pathe News, No. 6

New Jersey powder blast; Willkie on tour; Royal Navy takes over U. S. destroyers; British troops quit Shanghai; golf; London fires follow raids.

Universal Newsreel, No. 911

Willkie starts campaign; Pershing celebrates birthday; Frank Walker named Postmaster General; Civil War veterans parade; powder plant blast; British planes rout raiders; lumberjacks in beauty contest; Westbury polo; amateur golf.

THURSDAY, SEPTEMBER 19

Movietone News, No. 4

Roosevelt signs draft; National Guard mobilized; Fort Dix, New Jersey, expanded; lay keel for new battleship in Philadelphia; naval reservists return to New York; Secretary Knox returns from inspection trip to Hawaii; air cadets train on coast; London digs out after bombings; fire in Baltimore; World's Fair fashions; steeplechasing in Maryland; women divers perform on coast.

News of the Day, No. 202

President proclaims draft; National Guard mobilized; South Africa aids British Army; fire in Baltimore; Willkie campaign; girls in rhythmic exercises; motorbikes climb hills; football practice at Fordham.

Paramount News, No. 7

Swimming meet on coast; fire in Baltimore; Roosevelt on signing of selective service act; scenes of American defense forces.

RKO Pathe News, No. 7

Draft bill signed; National Guard mobilized; Willkie in Coffeyville, Kas.; British bolster Egyptian defenses; fall and winter fashions; fire in Baltimore.

Universal Newsreel, No. 912

President signs draft bill; National Guard units report for duty; Willkie blasts Roosevelt in speech; lay keel for new battlewagon; Roosevelt leads rites for Senator Bankhead; girls in rhythmic exercises; diving meet on coast; "Hellzapoppin'" team plays "Believe It Or Not" a softball game.

Prod. No.	Title	Rel. Date	Rat-ing	Rev'd
	REELISMS (New Series)			
04,609	Air Army (9)	4-26	‡‡	4-27
04,613	Hats (9)	8-16		....
04,607	Navajo Land (10)	3- 1	+	2- 3
04,608	Siege (10)	3-29	‡‡	2-24
04,610	Stray Lamb (8)	5-24	+	6-15
04,611	Streamlined (9)	8-10	∓	8-10
04,612	Week End (9)	7-19		....
	20th Century-Fox			
	ADVENTURES OF A NEWS CAMERAMAN			
0201	Conquering the Colorado (11)	8-18	‡‡	8-19
0204	Sanctuary of the Seals (9)	6- 7	+	6-22
	ED THORGERSEN—SPORTS			
0306	Action on Ice (9)	7-19		....
0304	◎Following the Hounds (10)	3- 1		....
0305	Over the Seven Seas (10)	4-26	+	6- 8
1301	◎Vacation Time in Florida (8)	8-10	±	8-17
	FATHER HUBBARD'S ALASKAN ADVENTURES			
0107	Climbing the Spirit's Home (10)	5-10	+	3-30
1101	Eskimo Trails (10)	8- 2	+	8-17
0105	Valley of 10,000 Smokes (10)	2-16		....
	FASHIONS (In Technicolor)			
0603	Fashion Forecasts No. 7 (8)	6-21		....
0604	Fashion Forecasts No. 8 (8)	6-21		....
	FOX MOVIETONE NEWS Released Twice Weekly			
	LEW LEHR AND HIS DRIBBLE PUSS PARADE			
0404	Cheerio My Dears (9)	7- 5		....
1401	Grunters and Groaners (8)	8-30	+	8-17
0403	Labor Savers (9)	4-12		....
	LOWELL THOMAS MAGIC CARPET			
0106	Flying Stewardess (10)	3-15		....
1102	◎Florida, Land of Flowers (9)	9-13	±	8-17
1018	Isle of the East (9)	5-24	+	6- 8
	TERRY-TOONS			
0510	All's Well That Ends Well (7)	3- 8	+	3-30
1551	◎Billy Mouse's Akwakade (7)	8- 9	∓	8-17
0559	Catnip Capers (7)	5-31	‡‡	6-22
0509	Hare and Hounds (7)	2-23		....
0511	It Must Be Love (7)	5- 5		....
0558	◎Just a Little Bull (7)	4-19		....
0517	Love in a Cottage (7)	7-28		....
0557	Much Ado About Nothing (7)	3-22	+	3-30
0514	Professor Offkeyski (7)	6-14	±	6- 8
0515	Rover's Rescue (7)	6-28		....
0516	Rupert the Runt (7)	7-12		....
0513	Swiss Ski Yodelers (7)	5-17	+	6- 8
	Universal			
	LANTZ CARTUNES (Technicolor)			
4267	Adventures of Tom Thumb jr. (9)	3- 4	+	4-13
5241	Crazyhouse (..)	9- 9		....
4266	Kittens Mittens (8)	2-12	+	2-24
4268	100 Pigmies and Andy Panda (7)	4-22		....
	GOING PLACES WITH GRAHAM McNAMEE			
4358	No. 73 (8)	2-26	+	3-30
4359	No. 74 (9)	3-18	±	4-27
4360	No. 75 (9)	4-29	±	4-27
4361	No. 76 (9)	5-13	+	5-11
4362	No. 77 (9)	5-27	+	6-22
4363	No. 78 (9)	6-17		....
4364	No. 79 (9)	7-18	+	8- 3
4365	No. 80 (9½)	8-12		....
5351	No. 81 (9)	9-27	—	9-21
5352	No. 82 (9)	10-14		....
5353	No. 83 (..)	11-11		....
	SPECIAL TWO REELERS			
5110	Swing With Bing (19)	9- 4	±	8- 3
	STRANGER THAN FICTION			
4378	No. 73 (9)	2-19	+	3-30
4379	No. 74 (8½)	3-11	+	4-27
4380	No. 75 (9)	4-15	±	4-27
4381	No. 76 (9)	5- 6	+	5-11
4382	No. 77 (9)	5-20	+	6-22
4383	No. 78 (9)	6-10	+	6-22
4384	No. 79 (9)	7- 8	+	7-27
4385	No. 80 (9)	8- 5	+	7-27
5371	No. 81 (9)	9-16	+	9-21
5372	No. 82 (9)	10- 7		....
5373	No. 83 (..)	11- 4		....
	TWO REEL MUSICALS			
4226	Bullets and Ballads (17½)	2-14	±	2- 3
5221	Class in Swing (..)	9-25		....
	Congamania (..) Jose Cansino Dancers, Eddie Durant & Orch.	10-23		....
4228	Folies Parisienne (18) Harry Stafford-Leon Belasco.	4-17	±	4-20
4231	Hawaiian Rhythm (17) Harry Owens and His Royal Hawaiians.	7-17	+	7-27
4233	I Dream of Jeanie With the Light Brown Hair (17)	8-28	∓	9-21
4227	International Revels (17) William G. Sabbot, Janet Collins.	3-13	∓	4-13
4110	March of Freedom (21)	9- 6		....
4230	Naughty Nineties (18)	6-17	‡‡	7- 6
4229	Swingin' in the Barn (19) Texas Jim Lewis and His Band.	5-15	+	6-22
4232	Varsity Vanities (17½) Six Hits and a Miss, Martha Tilton.	8- 7	+	8- 3
	UNIVERSAL NEWS Released Twice Weekly			
	Vitaphone			
	BROADWAY BREVITIES			
5106	Alex in Wonderland (20)	3- 9		....
5107	Double or Nothing (20)	4-20	±	2-10
6201	Down on the Farm (..)	10- 5		....
	Ed Sullivan's Hollywood (..)	11-16		....
	Just a Cute Kid (..)	10- 5		....
5108	Public Jitterbug No. 1 (19)	5- 4		....
4008	Ride, Cowboy, Ride (20)	9- 9		....
5109	◎Spills for Thrills (19)	6-15	‡‡	8- 3
5110	Young America Flies (20)	8- 3		....
	THE COLOR PARADE (New Series)			
	California Thoroughbreds (..)	9-21		....
5410	Famous Movie Dogs (10)	7-27	+	8-17
5407	Gun Dog's Life (10)	5-11	+	5-18
5405	Mechanix Illustrated No. 3 (10)	2-17	+	2-10
5408	Mechanix Illustrated No. 4 (10)	6-29	+	6-15
5406	Men Wanted (10)	3-23	‡‡	4-13
5410	Movie Dog Stars (10)	8-17		....
5409	Valley, The (8)	7-20	+	7- 6
	ELSA MAXWELL'S BLUE RIBBON COMEDIES			
6101	Riding Into Society (19)	9- 7	±	8-31
	HOLLYWOOD NOVELTY			
6301	Football Thrills (10)	9-28		....
	Shark Hunting (..)	11- 9		....
	LOONEY TUNES CARTOONS			
6601	Calling Dr. Porky (7)	9-21		....
5614	Chewin' Bruin, The (7)	6- 8	±	6-22
5616	Patient Porky (7)	8-24	‡‡	8-24
5610	Pilgrim Porky (7)	3-16	+	4-13
5615	Porky's Baseball Broadcast (7)	7- 6	‡‡	7- 6
	Porky's Hired Hand (..)	11-30		....
5612	Porky's Poor Fish (7)	5-18		....
6602	Prehistoric Porky (7)	10-12		....
5611	Slap Happy Pappy (7)	3-13		....
	Sour Puss (..)	11- 2		....
5613	You Ought to Be in Pictures (7)	5-18	+	5-18
	MELODY MASTERS			
5507	Carl Hoff & Orch. (10)	3-23		....
5505	Coquettes, The (10)	2-17		....
5506	Dave Apollon & Orch. (10)	3- 2	±	2-10
	Jan Garber & Orch. (..)	11-23		....
6502	Joe Reichman & Orch. (10)	10-26		....
5508	Larry Clinton & Orch. (10)	5-25		....
6501	Matty Malneck & Band (10)	9-14	‡‡	8-24
5509	Ozzie Nelson & Orch. (10)	6-29	‡‡	7- 6
5510	Woody Herman & Orch. (10)	7-27		....
	MERRIE MELODIES (In Technicolor)			
5326	Bear's Tale, The (7)	4-13	+	8-31
	Bedtime for Sniffles (..)	11-23		....
5326	Ceiling Hero (7)	7- 6		....
5321	Circus Today (7)	6-22	+	7- 6
5315	Confederate Honey (7)	3-30		....
5314	Cross-Country Detours (7)	3-16	‡‡	4-13
5323	Egg Collector (7)	7-20		....
5313	Elmer's Candid Camera (7)	3- 2		....
5319	Gander at Mother Goose (7)	5-25	±	5-18
5325	Ghost Wanted (7)	8-10		....
6104	Good Night Elmer (7)	10-26		....
5317	Hardship of Miles Standish (7)	4-27		....
6703	Holiday Highlights (7)	10-12		....
5322	Little Blabbermouse (7)	7- 6	‡‡	8-17
6701	Malibu Beach Party (7)	9-14	±	9- 7
5318	Sniffles Takes a Trip (7)	5-11		....
6702	Stagefright (..)	9-28		....
5320	Tom Thumb in Trouble (7)	6- 8	±	6-15
	Wacky Wild Life (..)	11- 9		....
5324	Wild Hare, A (7)	7-27		....
	SPORTS PARADE (Color)			
6402	Dogs You Seldom See (10)	11- 2	+	8-31
	Diary of a Racing Pigeon (..)	11-30		....
	Fly Fishing (..)	9-21		....
	Football Highlights (10)		+	8-31
	TECHNICOLOR			
5006	Cinderella's Feller (20)	6- 1	+	6-15
6001	Flag of Humanity (..)	10-19		....
5007	Pony Express Days (20)	7-13	+	7- 6
5008	Service With the Colors (20)	8-31		....
5005	Singin' Dude, The (20)	4- 6	±	4-13
5004	Teddy the Rough Rider (19)	2-24	+	2-10
	SPECIALS (Tech.)			
4403	Master's Touch, The (10)	2-18		....
	VITAPHONE VARIETIES			
5706	All Girl Revue (10)	6-22		....
5704	No Parking (10)	3-30		....
5705	Radio and Relatives (10)	5-25		....

Serials

COLUMBIA

1180 — Deadwood Dick — 7-19 — ∓ — 7-27
15 Chapters. Don Douglas, Lorna Gray.

1161-75 — Terry and the Pirates — 4-12 — ∓ — 4-20
15 Chapters. William Tracy-Granville Owens.

REPUBLIC

973 — Adventures of Red Ryder. 6-15 — + — 6- 8
Don "Red" Barry.

972 — Drums of Fu Manchu — 3-15 — + — 2-17
15 Chapters. Henry Brandon, Luana Walters.

081 — King of the Royal Mounted — 9-20 — ‡‡ — 8-24
12 Chapters. Allan Lane.

UNIVERSAL

4881-92 — Flash Gordon Conquers the Universe — 4- 9 — ‡‡ — 2-24
Larry (Buster) Crabbe.

Green Hornet Strikes Again — 12-24 — ....
15 Chapters. Warren Hull.

5681 — Junior G-Men — 9- 1 — + — 8- 3
12 Chapters. Dead End Kids, Little Tough Guys.

5581 — Winners of the West — 7- 2 — ∓ — 5 11
13 Chapters. Dick Foran, Anne Nagel.

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